

## The Personal News Cycle

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

*Interview dates: 1/9 – 2/16/2014*  
*Interviews: 1,492 American adults (age 18 and over)*  
*Margin of error: +/- 3.6 percentage points at the 95% confidence level*

*NOTE: All results show percentages among all respondents, unless otherwise labeled.*  
*Numbers may not add to 100 percent due to rounding.*

\*\*For open-ended questions CONS3, STY2, STY4, STY5, TOP2:

- Device categorized the coded mentions of the device or technology the respondent used to get news.
- Discovery method categorized the coded mentions of how the respondent found the news regardless of the device used.
- Source categorized the coded mentions of the organization which gathered the information and did the news reporting.

*Some items held for later release.*

Next, to make sure the survey represents the opinions of the general population, we have a few questions about you. These questions will only be used for statistical purposes.

**D4. Are you, yourself, currently employed...**

	All adults
Full-time	43
Part-time	11
Not employed	45
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*
<i>N=</i>	<i>1,492</i>

**D5. Are you...**

	All adults
Retired	48
Homemaker	18
Student	12
Temporarily unemployed	18
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	1
<i>N=</i>	<i>728</i>

**D8. Age**

	All adults
18-29	22
30-39	11
40-59	36
60+	27
Don't know	*
Refused	4
<i>N=</i>	<i>1,492</i>

**D12. Are you of Hispanic, Latino, or Spanish origin? [PROMPT IF NECESSARY: For Example, Mexican, Mexican American, Puerto Rican, Cuban]**

	All adults
Yes	14
No	85
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

*N=* 1,492

*If Hispanic, Latino or Spanish origin in D12, ASK:*

**D13. In addition to being of Hispanic, Latino, or Spanish origin what race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]**

*If not Hispanic, Latino, or Spanish origin in D12, ASK:*

**D14. What race or races do you consider yourself to be? [DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES.]**

**[ONLY IF RESPONDENT NEEDS "PROMPTING," INTERVIEWER SHOULD READ: Are you White, Black, Asian or some other race? BUT THE RESPONSES ARE STILL CODED INTO THE MATRIX BELOW.]**

	All adults
White, Caucasian	62
Black, African-American, Negro	11
American Indian, Alaska Native	2
Asian Indian	*
Native Hawaiian	*
Chinese	1
Guamanian or Chamorro	-
Filipino	*
Samoan	-
Japanese	*
Korean	*
Vietnamese	-
Other Asian	*
Other Pacific Islander	1
[VOL] Spanish, Hispanic, or Latino	15
Some other race [SPECIFY]	6
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

*N=* 1,492

**NEWS HABITS AND GENERAL PERCEPTIONS**

**HAB1.** In general...how much do you enjoy keeping up with the news—a lot, some, not much, or not at all?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	All adults
<b>A lot/Some</b>	<b>88</b>
A lot	55
Some	32
<b>Not much/Not at all</b>	<b>12</b>
Not much	9
Not at all	4
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*

*N*=

1,492

**HAB2.** Overall, compared to five years ago, do you think it is ... easier today or harder today [HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER] ... to keep up with the news, or is there no real difference compared to five years ago?

**IF R SAYS EASIER: Is that much easier or somewhat easier?**

**IF R SAYS HARDER: Is that much harder or somewhat harder?**

	All adults
<b>Easier today</b>	<b>60</b>
Much easier today	41
Somewhat easier today	19
<b>No real difference</b>	<b>27</b>
<b>Harder today</b>	<b>12</b>
Somewhat harder today	7
Much harder today	5
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

*N*=

1,492

*Some items held for later release.*

**NEWS CONSUMPTION FREQUENCY/VOLUME**

**CONS1.** Next, how often do you watch, read, or hear the news? By news, we mean any kind of news, including sports, traffic, weather, stocks, politics, lifestyle, or any other kind of news, by any means. Do you generally watch, read, or hear the news at least once a day, several times a week, weekly, less often, or never?

	All adults
<b>Several times a week or more</b>	<b>90</b>
At least once a day	76
Several times a week	14
<b>Weekly</b>	<b>6</b>
<b>Less often or never</b>	<b>4</b>
Less often	3
Never	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*

*N=*

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**CONS2. Next, thinking about the types of news that you do pay attention to, what is a topic that you are really passionate about? [Open-ended question coded and multiple responses possible. Percentages sum to greater than 100 percent.]**

Topic 1

	All adults
Politics and government - general	21
Local stories/my town or city	11
Traffic and weather	10
Business, financial and economic	9
Sports	8
International news	7
Non-specific/all news	4
Environment	3
Public safety and crime	3
Science and technology	3
Civil rights/civil liberties	2
Current events - general	2
Health care issues	2
Immigration issues	2
Schools and education	2
Art and culture	1
Entertainment and celebrities	1
Health and medicine	1
Gun issues	1
Marijuana/drug issues	1
National news - general	1
National security/military/terrorism	1
Positive news/human interest	1
Social issues (abortion/gay marriage, etc.)	1
My region	*
News about respondent's racial/ethnic community	*
Religion	*
Other	1
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

N=

1,409

## Topic 2

	All adults
Politics and government - general	21
Business, financial and economic	12
Sports	11
Local stories/my town or city	9
International news	7
Traffic and weather	7
National news - general	4
Schools and education	4
Entertainment and celebrities	3
Environment	3
Public safety and crime	3
Current events - general	2
Health and medicine	2
My region	2
Non-specific/all news	2
Art and culture	1
Civil rights/civil liberties	1
Gun issues	1
Health care issues	1
National security/military/terrorism	1
Positive news/human interest	1
Social issues (abortion/gay marriage, etc.)	1
Immigration issues	*
Marijuana/drug issues	*
News about respondent's racial/ethnic community	*
Religion	*
Science and technology	-
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

N=

335

**\*\*CONS3. How do you generally follow news about that topic? [Open-ended question and multiple responses possible. Percentages sum to greater than 100 percent.]**

**[PROBE IF ANSWER VAGUE: Can you be more specific about where you find news about that topic?]**

CONS3. Device

	All adults
Television	46
Radio	8
Print newspaper	1
Computer	1
Cellphone	3
Tablet	*
E-reader	*
Smart TV	*
Internet/Online unspecified	28
Print magazines	*
Non-specific	*
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	11

*N=*

*1,404*

CONS3. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	57
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1
Websites (news organization not specified)	10
Mobile app	2
News alerts (email or push notification or SMS)	*
Online news organizations that combine news from other sources	6
Social media	3
Search engine	2
Word of mouth	1
Sharing news with friends	*
Directly from a specialty news organization that reports the news (ESPN, Weather Channel, etc.)	7
Unspecified	*
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	9

N=

1,404

CONS3. Source

	All adults
Local news station (i.e. NBC4)	16
National broadcast TV news program (i.e. NBC Nightly News)	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	15
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	6
Newspapers (NY Times, Boston Globe, e.g.)	11
News wires (Associated Press, e.g.)	*
Radio programming (NPR, e.g.)	8
Specialty (TMZ, ESPN, Nature, e.g.)	8
African-American or Hispanic community specific news	3
Unspecified TV station (i.e. NBC only)	17
Friend, family, colleague	1
Magazines (Economist, New Yorker, etc.)	1
Journals	-
Non-specific	*
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	11

N=

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## **NEWS DEVICES AND PLATFORMS**

We would now like to ask you about how you use technology.

### **DEV1. Do you use the Internet or email for any purpose, or not?**

**[INTERVIEWER: IF NEEDED: By using the internet I mean by any device, including a desktop, laptop, tablet or mobile phone, and from any location (home, work, on the go, or a public hotspot).]**

	All adults
Yes	84
No	16
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,492</i>

*Asked of those taking the survey on a landline*

### **DEV2. Next, do you own a cellphone, or not?**

	All adults
Yes	91
No	9
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,006</i>

*Asked of respondents taking the survey on a cellphone and those who say they own a cellphone in DEV2*

### **DEV3. Do you own a cellphone that connects to the Internet, or does your phone only receive calls and text messages?**

	All adults
Cellphone connects to the Internet*	69
Cellphone only receives calls and text messages	31
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,330</i>

*\*If respondent said their cellphone has the Internet, but they don't use it, it was coded as "cellphone connects to the Internet."*

**DEV2/3 Combined.**

	All adults
Have a cellphone that connects to the Internet	66
Do not have a cellphone that connects to the Internet	30
No cell phone	5
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

N=

1,492

*\*If respondent said their cellphone has the Internet, but they don't use it, it was coded as "cellphone connects to the Internet."*

**DEV4. Do you own or use a tablet, such as an iPad or GalaxyTab, or not?**

	All adults
Yes	39
No	61
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

N=

1,492

*Asked of respondents who ever use the Internet, own a cellphone or own or use a tablet*

**DEV5. Do you ever get news alerts sent to you by text, email, or app notifications, or not?**

	All adults
Yes	47
No	53
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

N=

1,383

Next, there are many different ways people get news. We would now like to ask you some questions about the way you, personally, get news.

**DEV6A-**

**DEV6H. First, I'm going to read you some different devices or technology that you might or might not use to get news. Please tell me if you used each device or technology to get news in the last week, or if you did not. How about... [INSERT ITEM, RANDOMIZE]?**

*Summary table:*

<i>Percentage saying "YES"</i>	All adults
A television	87
A tablet, such as an iPad or GalaxyTab (asked of those with a tablet)	73
A desktop or laptop computer	69
A radio	65
Paper versions of print publications such as newspapers or magazines	61
A cellphone (asked of those with a cellphone)	59
A smart TV, or other devices like Xbox or PlayStation that link the Internet to your TV	11
An E-reader, such as a Kindle or Sony Reader	10

**A television**

	All adults
Yes	87
No	13
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

*N=*

*1,492*

**A tablet, such as an iPad or GalaxyTab (asked of those with a tablet)**

	All adults
Yes	73
No	27
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

*N=*

*561*

**A desktop or laptop computer**

	All adults
Yes	69
No	31
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,492</i>

**A radio**

	All adults
Yes	65
No	35
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,492</i>

**Paper versions of print publications such as newspapers or magazines**

	All adults
Yes	61
No	39
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,492</i>

**A cellphone (asked of those with a cellphone)**

	All adults
Yes	59
No	41
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,330</i>

**A smart TV, or other devices like Xbox or PlayStation that link the Internet to your TV**

	All adults
Yes	11
No	89
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,492</i>

**An E-reader, such as a Kindle or Sony Reader**

	All adults
Yes	10
No	90
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

N=

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**DEV7. Is there a device or technology you prefer for getting news, or do you not have a preference?**

**[IF RESPONDENT SAID "INTERNET" PROBE: Can you please tell me which device you prefer using to get news on the Internet?]**

**[OPEN-ENDED QUESTION PRE-CODED AND MULTIPLE RESPONSES POSSIBLE. PERCENTAGES SUM TO GREATER THAN 100 PERCENT.]**

	All adults
A television	24
A cellphone	12
A desktop or laptop computer	12
A radio	6
Paper versions of print publications such as newspapers or magazines	6
A tablet, such as an iPad or GalaxyTab	4
A smart TV, or other devices like Xbox or PlayStation that link the internet to your TV	1
Internet/Online no device specified	1
An E-reader, such as a Kindle or Sony Reader	*
Other (specify)	*
No preference/Cannot decide	45
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

N=

1,492

**NEWS DISCOVERY**

DISC1\_A-

**DISC1\_G. Regardless of the device used, people can find news in different ways, such as through social media, news alerts or news websites. Some people find news through these ways, and others do not. I am interested in whether you found news in any of the following ways in the last week, or if you did not find news that way. How about... [INSERT ITEM, RANDOMIZE]?**

Summary table:

Percentage saying "YES"	All adults
Directly from a news organization that reports the news, such as a newspaper, TV newscast, websites, or news wires	88
Through word of mouth in person over the phone	65
From online news organizations that mostly combine news from other sources	51
Through search engines	51
By sharing news with friends through email or text messaging or other ways online	46
Through social media such as Facebook, Twitter or Instagram	44
From electronic news alerts or subscriptions you've signed up for	31

**Directly from a news organization that reports the news, such as a newspaper, TV newscast, websites, or news wires**

	All adults
Yes	88
No	12
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

N=

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**Through word of mouth in person over the phone**

	All adults
Yes	65
No	35
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

N=

1,492

**From online news organizations that mostly combine news from other sources**

	All adults
Yes	51
No	48
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,492</i>

**Through search engines**

	All adults
Yes	51
No	49
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,492</i>

**By sharing news with friends through email or text messaging or other ways online**

	All adults
Yes	46
No	54
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,492</i>

**Through social media such as Facebook, Twitter or Instagram**

	All adults
Yes	44
No	56
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,492</i>

**From electronic news alerts or subscriptions you've signed up for**

	All adults
Yes	31
No	68
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*
<i>N=</i>	<i>1,492</i>

DISC2\_A–

DISC2\_G. [Asked if “Yes” to each item] How much do you trust the information you get from [INSERT ITEM]?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

ALL ADULTS

	<b>Completely/ Very much</b>	Com- pletely	Very much	<b>Moder- ately</b>	<b>Slightly/ Not at all</b>	Slightly	Not at all	DK (DO NOT READ)	Ref. (DO NOT READ)
From electronic news alerts or subscriptions you’ve signed up for (N=454)	<b>50</b>	15	35	<b>39</b>	<b>10</b>	9	2	*	-
Directly from a news organization that reports the news, such as a newspaper, TV newscast, websites, or news wires (N=1,326)	<b>43</b>	10	33	<b>44</b>	<b>13</b>	11	2	*	*
Through search engines (N=697)	<b>32</b>	8	25	<b>55</b>	<b>13</b>	12	1	*	*
By sharing news with friends through email or text messaging or other ways online (N=613)	<b>27</b>	7	20	<b>54</b>	<b>20</b>	17	2	*	*
From online news organizations that mostly combine news from other sources (N=689)	<b>24</b>	3	21	<b>57</b>	<b>19</b>	16	3	-	-
Through word of mouth in person over the phone (N=942)	<b>21</b>	5	16	<b>46</b>	<b>33</b>	28	4	*	*
Through social media such as Facebook, Twitter or Instagram (N=546)	<b>15</b>	6	10	<b>48</b>	<b>37</b>	33	3	*	-

**DISC3. Of these ways that you find news, which way do you prefer the most?**

**[OPEN-ENDED QUESTION PRE-CODED AND MULTIPLE RESPONSES POSSIBLE, PERCENTAGES SUM TO GREATER THAN 100 PERCENT.]**

	All adults
Directly from a news organization that reports the news, such as a newspaper, TV newscast, websites or news wires	61
From online news organizations that mostly combine news from other sources	7
Through search engines	7
Through social media such as Facebook, Twitter or Instagram	4
From electronic news alerts or subscriptions you've signed up for	3
TV (General mention)	3
Internet/Online (General mention)	2
Radio (General mention)	2
Through the word of mouth in person over the phone	2
By sharing news with friends through email or text messaging or other ways online	1
Cellphone (General mention)	1
Computer (General mention)	1
iPad/tablet (General mention)	*
None	1
Other	*
All	1
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	*

N=

1,492

## **NEWS SOURCES**

Next, people can get news from different types of news organizations. We would now like to ask you about how you might get news directly from news organizations.

**SORC1\_A–**

**SORC1\_H. Beyond the device you use, or how you find the news, there is another element—the organization which gathered the information and did the news reporting, such as national or local TV news programs, newspapers, radio shows or websites. Some people watch, read, or hear news from these news types of news reporting sources, and others do not. I am interested in whether you watched, read or heard news from the following types of news reporting sources in the last week, or if you did not. How about [INSERT ITEM]?**

**[READ FOR FIRST ITEM: Please include these organizations’ websites, mobile apps or social media pages when answering this question.]**

*Summary table:*

<i>Percentage saying "YES"</i>	All adults
Local TV news programs, either on TV or online	82
National network news such as NBC, CBS or ABC	73
Newspapers, either in print or online	66
24 hour TV news channels such as Fox News, CNN, or MSNBC	62
Radio news organizations	56
Online-only sources such as Yahoo! News, BuzzFeed, and Huffington Post, or Blogs	47
Magazines, either in print or online	37
News wires such as the Associated Press or Reuters	33

*N=*

*1,492*

### **Local TV news programs, either on TV or online**

	All adults
Yes	82
No	18
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

*N=*

*1,492*

### **National network news such as NBC, CBS or ABC**

	All adults
Yes	73
No	27
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

*N=*

*1,492*

**Newspapers, either in print or online**

	All adults
Yes	66
No	34
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,492</i>

**24 hour TV news channels such as Fox News, CNN, or MSNBC**

	All adults
Yes	62
No	38
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*
<i>N=</i>	<i>1,492</i>

**Radio news organizations**

	All adults
Yes	56
No	43
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,492</i>

**Online-only sources such as Yahoo! News, BuzzFeed, and Huffington Post, or Blogs**

	All adults
Yes	47
No	53
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,492</i>

**Magazines, either in print or online**

	All adults
Yes	37
No	63
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
<i>N=</i>	<i>1,492</i>

**News wires such as the Associated Press or Reuters**

	All adults
Yes	33
No	67
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-

N=

1,492

**SORC2\_A-****SORC2\_H. [Asked if "Yes" to each item] How much do you trust the information you get from [INSERT ITEM]?****[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]**

ALL ADULTS

	<b>Completely/ Very much</b>	Com- pletely	Very much	<b>Moder- ately</b>	<b>Slightly/ Not at all</b>	Slightly	Not at all	DK (DO NOT READ)	Ref. (DO NOT READ)
Local TV news programs, either on TV or online (N=1,276)	<b>52</b>	12	41	<b>38</b>	<b>10</b>	9	1	-	-
News wires such as the Associated Press or Reuters (N=508)	<b>51</b>	9	42	<b>40</b>	<b>8</b>	7	2	-	-
Radio news organizations (N=838)	<b>48</b>	8	40	<b>42</b>	<b>9</b>	8	1	*	*
National network news such as NBC, CBS or ABC (N=1,124)	<b>47</b>	13	35	<b>38</b>	<b>15</b>	13	2	*	-
Newspapers, either in print or online (N=1,017)	<b>47</b>	8	39	<b>44</b>	<b>9</b>	8	1	*	-
24 hour TV news channels such as Fox News, CNN, or MSNBC (N=942)	<b>44</b>	12	32	<b>42</b>	<b>13</b>	10	3	1	*
Magazines, either in print or online (N=603)	<b>40</b>	7	33	<b>48</b>	<b>12</b>	10	1	-	-
Online-only sources such as Yahoo! News, BuzzFeed, and Huffington Post, or Blogs (N=611)	<b>25</b>	7	18	<b>55</b>	<b>20</b>	18	2	-	*

## **NEWS STORY-TYPE QUESTIONS**

Now we want to ask about different types of news stories. For instance there are fast breaking news events, and there are also slower-moving news trends.

**STY1. First, what is the last breaking news story that you watched, read, or heard about as it unfolded?**

**[Open-ended question coded and multiple responses possible. Percentages sum to greater than 100 percent.]**

	All adults
<b>POLITICS</b>	<b>23</b>
Chris Christie bridge closing scandal	13
Benghazi attacks	2
Affordable Care Act	1
Budget passing	*
Minimum wage debate	*
State of the Union Address	*
Politics - other	6
<b>WEATHER</b>	<b>21</b>
Polar vortex/snowstorm	8
California fires	2
Flood	*
Hurricane	*
Tornado	*
Weather - other	6
<b>NATIONAL - CRIME</b>	<b>16</b>
School shooting - general	5
Boston bombings	1
School shooting in New Mexico	1
Shooting in Maryland mall	1
Theater shooting in Florida	1
Florida boy shot for playing rap music	*
Missing child in Memphis	*
National crime - other	7
<b>LOCAL</b>	<b>11</b>
Crime	6
Local - general	1
Politics	*
Local - other	3

STY1. continued

<b>SPORTS</b>	<b>9</b>
The Olympics	4
Alex Rodriguez	1
Named sporting event	1
The Super Bowl	1
Dennis Rodman	*
Football playoffs	*
Michael Sam comes out as gay	*
Sports - other	1
<b>NATIONAL - GENERAL</b>	<b>8</b>
West Virginia chemical spill	3
Plane landing at wrong airport	1
Car crashes in Florida and California involving cars going the wrong way	*
West Texas explosion	*
Young woman brain dead from tonsil surgery	*
National general - Other	3
<b>INTERNATIONAL</b>	<b>8</b>
Syria civil war	1
Amanda Knox case	*
Ariel Sharon's death	*
International Space Station	*
Nelson Mandela's death	*
Security in Russia	*
Thailand riots	*
International - other	5
<b>ENTERTAINMENT</b>	<b>4</b>
Justin Bieber's arrest	1
Philip Seymour Hoffman's death	1
New Year's Eve	*
Paul Walker's death	*
Entertainment - other	1
Other - general	4
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

N=

1,270

**\*\*STY2. Thinking about that breaking news story, how did you first find out about it?**

**[PROBE IF ANSWER VAGUE: Can you be more specific about where you found out about that breaking news story?]**

STY2. Device

	All adults
Television	50
Radio	9
Print newspaper	-
Computer	*
Cellphone	5
Tablet	*
E-reader	*
Smart TV	*
Internet/Online unspecified	15
Print magazines	-
Other	1
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
No device mentioned	20

*N=*

*1,260*

STY2. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	52
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	2
Websites (news organization not specified)	2
Mobile app	3
News alerts (email or push notification or SMS)	3
Online news organizations that combine news from other sources	3
Social media	6
Search engine	2
Word of mouth	8
Sharing news with friends	1
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	3
Other	2
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
No discovery method mentioned	16

*N=*

*1,260*

## STY2. Source

	All adults
Local news station (i.e. NBC4)	22
National broadcast TV news program (i.e. NBC Nightly News)	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	15
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	4
Newspapers (NY Times, Boston Globe, e.g.)	3
News wires (Associated Press, Reuters, e.g.)	*
Radio programming (NPR, e.g.)	9
Specialty (TMZ, ESPN, Nature, e.g.)	3
African-American or Hispanic community specific news	2
Unspecified TV station (i.e. NBC only)	18
Friend, family, colleague	7
Magazines (Economist, New Yorker, etc.)	-
Journals	-
Non-specific	-
Other	2
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
No source mentioned	13

N=

1,260

## STY3. Did you try to find out more about that breaking news story, or not?

	All adults
Yes	49
No	51
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

N=

1,260

Asked if "Yes" in STY3

**\*\*STY4. Where did you go for more information?**

**[PROBE IF ANSWER VAGUE: Can you be more specific about where you went for more information?]**

STY4. Device

	All adults
Television	18
Radio	4
Print newspaper	*
Computer	3
Cellphone	4
Tablet	1
E-reader	-
Smart TV	-
Internet/Online unspecified	51
Print magazines	-
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	19

N=

608

STY4. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	39
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1
Websites (news organization not specified)	12
Mobile app	3
News alerts (email or push notification or SMS)	1
Online news organizations that combine news from other sources	10
Social media	3
Search engine	12
Word of mouth	5
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	6
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	5

N=

608

STY4. Source

	All adults
Local news station (i.e. NBC4)	13
National broadcast TV news program (i.e. NBC Nightly News)	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	12
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	10
Newspapers (NY Times, Boston Globe, e.g.)	9
News wires (Associated Press, Reuters, e.g.)	1
Radio programming (NPR, e.g.)	3
Specialty (TMZ, ESPN, Nature, e.g.)	8
African-American or Hispanic community specific news	1
Unspecified TV station (i.e. NBC only)	11
Friend, family, colleague	5
Magazines (Economist, New Yorker, etc.)	*
Journals	-
Other	2
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	25

*N*= 608

**\*\*STY5. Now we want to ask about slower-moving news events or trends. Generally, where do you go to follow slower-moving news?**

**[INTERVIEWER: IF R IS CONFUSED BY "SLOWER-MOVING NEWS," SAY: Slower-moving news events or trends can include things like the economy or national affairs.]**

**[PROBE IF ANSWER VAGUE: Can you be more specific about where you find slower-moving news events or trends?]**

STY5. Device

	All adults
Television	33
Radio	5
Print newspaper	*
Computer	1
Cellphone	1
Tablet	*
E-reader	*
Smart TV	-
Internet/Online unspecified	28
Print magazines	*
Don't follow	5
Non-specific	*
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	1
No device mentioned	25

*N*=

*1,411*

STY5. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	58
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1
Websites (news organization not specified)	5
Mobile app	1
News alerts (email or push notification or SMS)	1
Online news organizations that combine news from other sources	7
Social media	2
Search engine	6
Word of mouth	2
Sharing news with friends	*
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	2
Don't follow	5
Non-specific	*
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	1
No discovery method mentioned	9

N=

1,411

## STY5. Source

	All adults
Local news station (i.e. NBC4)	11
National broadcast TV news program (i.e. NBC Nightly News)	2
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	16
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	8
Newspapers (NY Times, Boston Globe, e.g.)	15
News wires (Associated Press, Reuters, e.g.)	*
Radio programming (NPR, e.g.)	5
Specialty (TMZ, ESPN, Nature, e.g.)	2
African-American or Hispanic community specific news	2
Unspecified TV station (i.e. NBC only)	14
Friend, family, colleague	1
Magazines (Economist, New Yorker, etc.)	2
Journals	*
Don't follow	5
Non-specific	*
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	1
No source mentioned	14

N=

1,411

**NEWS TOPICS**

*Items TOP1\_P, TOP1\_Q, TOP2\_P and TOP2\_Q held for later release*

**TOP1\_A–**

**TOP1\_Q.** Next, we're interested in the specific news TOPICS you keep up with. As I read the following list of topics, please tell me whether you, personally, try to keep up with news about each topic, or not. How about... [INSERT ITEM; RANDOMIZE, 5 ITEMS PER RESPONDENT]?

*Summary table:*

<i>Percent saying "YES"</i>	All adults
c. Traffic and weather	84
h. The environment and natural disasters	78
a. Your local town or city	75
f. National government and politics	72
m. Business and the economy	71
k. Crime and public safety	68
l. Foreign or international news	67
j. Health and medicine	66
d. Schools and education	60
b. Science and technology	58
e. Social issues like abortion, race and gay rights	56
o. Sports	46
i. Lifestyle topics such as food, exercise, or parenting	45
g. Entertainment and celebrities	37
n. Art and culture	35

*See tables below for N sizes*

TOP1\_A-

TOP1\_Q. Next, we're interested in the specific news TOPICS you keep up with. As I read the following list of topics, please tell me whether you, personally, try to keep up with news about each topic, or not. How about... [INSERT ITEM; RANDOMIZE, 5 ITEMS PER RESPONDENT]?

Asked if "YES" for corresponding item in TOP1

\*\*TOP2\_A-

TOP2\_Q. Where do you usually go for news about this topic?

[INTERVIEWER: IF RESPONDENT GIVES VAGUE ANSWER, SUCH AS "TV" OR "INTERNET," PROBE: Can you be more specific about where you go to find news on this topic?]

[OPEN-END, CODED]

a. Your local town or city

TOP1a.

	All adults
Yes	75
No	25
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

N=

480

TOP2a. Device

	All adults
Television	35
Radio	5
Print newspaper	*
Computer	-
Cellphone	*
Tablet	-
E-reader	-
Smart TV	-
Internet/Online unspecified	15
Print magazines	-
Other	4
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	40

N=

393

TOP2a. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	73
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	-
Websites (news organization not specified)	4
Mobile app	1
News alerts (email or push notification or SMS)	1
Online news organizations that combine news from other sources	1
Social media	*
Search engine	*
Word of mouth	4
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	-
Other	5
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	11

N=

393

TOP2a. Source

	All adults
Local news station (i.e. NBC4)	30
National broadcast TV news program (i.e. NBC Nightly News)	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	1
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	1
Newspapers (NY Times, Boston Globe, e.g.)	37
News wires (Associated Press, Reuters, e.g.)	-
Radio programming (NPR, e.g.)	5
Specialty (TMZ, ESPN, Nature, e.g.)	*
African-American or Hispanic community specific news	2
Unspecified TV station (i.e. NBC only)	9
Friend, family, colleague	1
Magazines (Economist, New Yorker, etc.)	*
Journals	-
Other	4
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	8

N=

393

**b. Science and technology**

TOP1b.

	All adults
Yes	58
No	42
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
<i>N</i> =	487

TOP2b. Device

	All adults
Television	22
Radio	3
Print newspaper	-
Computer	1
Cellphone	*
Tablet	*
E-reader	-
Smart TV	1
Internet/Online unspecified	46
Print magazines	1
Non-specific	1
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	27
<i>N</i> =	289

TOP2b. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	31
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	-
Websites (news organization not specified)	10
Mobile app	1
News alerts (email or push notification or SMS)	*
Online news organizations that combine news from other sources	9
Social media	3
Search engine	16
Word of mouth	1
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	17
Non-specific	1
Other	3
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	7

N=

289

TOP2b. Source

	All adults
Local news station (i.e. NBC4)	5
National broadcast TV news program (i.e. NBC Nightly News)	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	9
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	10
Newspapers (NY Times, Boston Globe, e.g.)	9
News wires (Associated Press, Reuters, e.g.)	1
Radio programming (NPR, e.g.)	3
Specialty (TMZ, ESPN, Nature, e.g.)	10
African-American or Hispanic community specific news	2
Unspecified TV station (i.e. NBC only)	6
Friend, family, colleague	1
Magazines (Economist, New Yorker, etc.)	9
Journals	*
Non-specific	1
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	31

N=

289

**c. Traffic and weather**

TOP1c.

	All adults
Yes	84
No	16
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

*N*=

482

TOP2c. Device

	All adults
Television	48
Radio	12
Print newspaper	*
Computer	*
Cellphone	15
Tablet	-
E-reader	-
Smart TV	*
Internet/Online unspecified	19
Print magazines	-
Non-specific	-
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	5

*N*=

423

TOP2c. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	41
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	*
Websites (news organization not specified)	6
Mobile app	9
News alerts (email or push notification or SMS)	*
Online news organizations that combine news from other sources	*
Social media	*
Search engine	1
Word of mouth	*
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	20
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	22

N=

423

TOP2c. Source

	All adults
Local news station (i.e. NBC4)	32
National broadcast TV news program (i.e. NBC Nightly News)	*
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	1
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	*
Newspapers (NY Times, Boston Globe, e.g.)	3
News wires (Associated Press, Reuters, e.g.)	-
Radio programming (NPR, e.g.)	12
Specialty (TMZ, ESPN, Nature, e.g.)	27
African-American or Hispanic community specific news	1
Unspecified TV station (i.e. NBC only)	9
Friend, family, colleague	*
Magazines (Economist, New Yorker, etc.)	-
Journals	-
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	14

N=

423

**d. Schools and education**

TOP1d.

	All adults
Yes	60
No	40
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
<i>N=</i>	<i>501</i>

TOP2d. Device

	All adults
Television	34
Radio	4
Print newspaper	1
Computer	-
Cellphone	-
Tablet	*
E-reader	-
Smart TV	1
Internet/Online unspecified	23
Print magazines	*
Non-specific	*
Other	3
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	33
<i>N=</i>	<i>307</i>

TOP2d. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	59
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1
Websites (news organization not specified)	4
Mobile app	-
News alerts (email or push notification or SMS)	1
Online news organizations that combine news from other sources	3
Social media	2
Search engine	6
Word of mouth	3
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	-
Non-specific	*
Other	10
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	10

N=

307

TOP2d. Source

	All adults
Local news station (i.e. NBC4)	20
National broadcast TV news program (i.e. NBC Nightly News)	2
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	7
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	3
Newspapers (NY Times, Boston Globe, e.g.)	21
News wires (Associated Press, Reuters, e.g.)	-
Radio programming (NPR, e.g.)	4
Specialty (TMZ, ESPN, Nature, e.g.)	-
African-American or Hispanic community specific news	1
Unspecified TV station (i.e. NBC only)	11
Friend, family, colleague	3
Magazines (Economist, New Yorker, etc.)	*
Journals	-
Non-specific	*
Other	8
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	19

N=

307

e. **Social issues like abortion, race, and gay rights**

TOP1e.

	All adults
Yes	56
No	44
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

*N*=

500

TOP2e. Device

	All adults
Television	26
Radio	3
Print newspaper	1
Computer	*
Cellphone	*
Tablet	-
E-reader	-
Smart TV	-
Internet/Online unspecified	40
Print magazines	1
Non-specific	1
Other	1
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-
No device mentioned	27

*N*=

269

## TOP2e. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	64
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	*
Websites (news organization not specified)	9
Mobile app	*
News alerts (email or push notification or SMS)	1
Online news organizations that combine news from other sources	2
Social media	7
Search engine	7
Word of mouth	2
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	*
Non-specific	1
Other	2
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-
No discovery method mentioned	6

N=

269

## TOP2e. Source

	All adults
Local news station (i.e. NBC4)	10
National broadcast TV news program (i.e. NBC Nightly News)	2
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	24
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	7
Newspapers (NY Times, Boston Globe, e.g.)	10
News wires (Associated Press, Reuters, e.g.)	-
Radio programming (NPR, e.g.)	3
Specialty (TMZ, ESPN, Nature, e.g.)	*
African-American or Hispanic community specific news	2
Unspecified TV station (i.e. NBC only)	11
Friend, family, colleague	*
Magazines (Economist, New Yorker, etc.)	1
Journals	-
Non-specific	1
Other	2
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-
No source mentioned	25

N=

269

f. **National government and politics**

TOP1f.

	All adults
Yes	72
No	28
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	1
<i>N=</i>	<i>557</i>

TOP2f. Device

	All adults
Television	33
Radio	6
Print newspaper	1
Computer	-
Cellphone	1
Tablet	*
E-reader	-
Smart TV	-
Internet/Online unspecified	25
Print magazines	*
Non-specific	1
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	32
<i>N=</i>	<i>409</i>

TOP2f. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	66
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	3
Websites (news organization not specified)	4
Mobile app	*
News alerts (email or push notification or SMS)	*
Online news organizations that combine news from other sources	6
Social media	2
Search engine	6
Word of mouth	1
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	*
Non-specific	1
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	11

N=

409

TOP2f. Source

	All adults
Local news station (i.e. NBC4)	7
National broadcast TV news program (i.e. NBC Nightly News)	4
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	28
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	8
Newspapers (NY Times, Boston Globe, e.g.)	14
News wires (Associated Press, Reuters, e.g.)	*
Radio programming (NPR, e.g.)	6
Specialty (TMZ, ESPN, Nature, e.g.)	*
African-American or Hispanic community specific news	1
Unspecified TV station (i.e. NBC only)	18
Friend, family, colleague	1
Magazines (Economist, New Yorker, etc.)	*
Journals	-
Non-specific	1
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	12

N=

409

**g. Entertainment and celebrities**

TOP1g.

	All adults
Yes	37
No	63
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
<i>N=</i>	<i>511</i>

TOP2g. Device

	All adults
Television	39
Radio	1
Print newspaper	1
Computer	1
Cellphone	-
Tablet	*
E-reader	-
Smart TV	*
Internet/Online unspecified	38
Print magazines	2
Non-specific	*
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	15
<i>N=</i>	<i>192</i>

## TOP2g. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	23
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1
Websites (news organization not specified)	8
Mobile app	-
News alerts (email or push notification or SMS)	-
Online news organizations that combine news from other sources	11
Social media	6
Search engine	10
Word of mouth	-
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	26
Non-specific	*
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	15

N=

192

## TOP2g. Source

	All adults
Local news station (i.e. NBC4)	8
National broadcast TV news program (i.e. NBC Nightly News)	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	2
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	12
Newspapers (NY Times, Boston Globe, e.g.)	4
News wires (Associated Press, Reuters, e.g.)	-
Radio programming (NPR, e.g.)	1
Specialty (TMZ, ESPN, Nature, e.g.)	22
African-American or Hispanic community specific news	5
Unspecified TV station (i.e. NBC only)	10
Friend, family, colleague	-
Magazines (Economist, New Yorker, etc.)	7
Journals	-
Non-specific	*
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	27

N=

192

## h. The environment and natural disasters

TOP1h.

	All adults
Yes	78
No	22
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
<i>N=</i>	<i>543</i>

TOP2h. Device

	All adults
Television	41
Radio	2
Print newspaper	*
Computer	*
Cellphone	1
Tablet	-
E-reader	-
Smart TV	-
Internet/Online unspecified	23
Print magazines	*
Non-specific	3
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	29
<i>N=</i>	<i>433</i>

TOP2h. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	60
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1
Websites (news organization not specified)	7
Mobile app	*
News alerts (email or push notification or SMS)	1
Online news organizations that combine news from other sources	4
Social media	2
Search engine	3
Word of mouth	2
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	3
Non-specific	3
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	13

N=

433

TOP2h. Source

	All adults
Local news station (i.e. NBC4)	12
National broadcast TV news program (i.e. NBC Nightly News)	4
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	18
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	5
Newspapers (NY Times, Boston Globe, e.g.)	10
News wires (Associated Press, Reuters, e.g.)	-
Radio programming (NPR, e.g.)	2
Specialty (TMZ, ESPN, Nature, e.g.)	3
African-American or Hispanic community specific news	2
Unspecified TV station (i.e. NBC only)	23
Friend, family, colleague	2
Magazines (Economist, New Yorker, etc.)	1
Journals	-
Non-specific	3
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	14

N=

433

i. **Lifestyle topics such as food, exercise, or parenting**

TOP1i.

	All adults
Yes	45
No	55
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
<i>N=</i>	<i>491</i>

TOP2i. Device

	All adults
Television	24
Radio	1
Print newspaper	-
Computer	1
Cellphone	-
Tablet	1
E-reader	-
Smart TV	-
Internet/Online unspecified	36
Print magazines	1
Non-specific	*
Other	2
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	34
<i>N=</i>	<i>235</i>

TOP2i. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	25
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	2
Websites (news organization not specified)	14
Mobile app	-
News alerts (email or push notification or SMS)	1
Online news organizations that combine news from other sources	5
Social media	3
Search engine	12
Word of mouth	4
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	17
Non-specific	*
Other	7
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	10

N=

235

TOP2i. Source

	All adults
Local news station (i.e. NBC4)	2
National broadcast TV news program (i.e. NBC Nightly News)	4
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	3
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	10
Newspapers (NY Times, Boston Globe, e.g.)	13
News wires (Associated Press, Reuters, e.g.)	-
Radio programming (NPR, e.g.)	1
Specialty (TMZ, ESPN, Nature, e.g.)	14
African-American or Hispanic community specific news	2
Unspecified TV station (i.e. NBC only)	7
Friend, family, colleague	1
Magazines (Economist, New Yorker, etc.)	12
Journals	-
Non-specific	*
Other	5
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	27

N=

235

j. **Health and medicine**

TOP1j.

	All adults
Yes	66
No	34
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

*N*=

440

TOP2j. Device

	All adults
Television	31
Radio	3
Print newspaper	1
Computer	1
Cellphone	1
Tablet	-
E-reader	-
Smart TV	-
Internet/Online unspecified	40
Print magazines	1
Non-specific	*
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	22

*N*=

300

TOP2j. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	42
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	4
Websites (news organization not specified)	10
Mobile app	*
News alerts (email or push notification or SMS)	1
Online news organizations that combine news from other sources	6
Social media	1
Search engine	14
Word of mouth	3
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	10
Non-specific	*
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	8

N=

300

TOP2j. Source

	All adults
Local news station (i.e. NBC4)	12
National broadcast TV news program (i.e. NBC Nightly News)	5
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	9
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	12
Newspapers (NY Times, Boston Globe, e.g.)	8
News wires (Associated Press, Reuters, e.g.)	-
Radio programming (NPR, e.g.)	3
Specialty (TMZ, ESPN, Nature, e.g.)	2
African-American or Hispanic community specific news	2
Unspecified TV station (i.e. NBC only)	12
Friend, family, colleague	2
Magazines (Economist, New Yorker, etc.)	5
Journals	2
Non-specific	*
Other	2
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	24

N=

300

**k. Crime and public safety**

TOP1k.

	All adults
Yes	68
No	32
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

*N=**461*TOP2k. Device

	All adults
Television	55
Radio	3
Print newspaper	1
Computer	*
Cellphone	*
Tablet	-
E-reader	-
Smart TV	-
Internet/Online unspecified	13
Print magazines	-
Non-specific	-
Other	-
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	27

*N=**321*

TOP2k. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	80
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	-
Websites (news organization not specified)	2
Mobile app	-
News alerts (email or push notification or SMS)	1
Online news organizations that combine news from other sources	2
Social media	1
Search engine	2
Word of mouth	1
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	*
Non-specific	-
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	10

N=

321

TOP2k. Source

	All adults
Local news station (i.e. NBC4)	40
National broadcast TV news program (i.e. NBC Nightly News)	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	12
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	3
Newspapers (NY Times, Boston Globe, e.g.)	17
News wires (Associated Press, Reuters, e.g.)	-
Radio programming (NPR, e.g.)	3
Specialty (TMZ, ESPN, Nature, e.g.)	*
African-American or Hispanic community specific news	3
Unspecified TV station (i.e. NBC only)	13
Friend, family, colleague	1
Magazines (Economist, New Yorker, etc.)	*
Journals	-
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	7

N=

321

I. **Foreign or international news**

TOP11.

	All adults
Yes	67
No	33
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
<i>N=</i>	<i>445</i>

TOP21. Device

	All adults
Television	31
Radio	7
Print newspaper	*
Computer	*
Cellphone	1
Tablet	1
E-reader	-
Smart TV	-
Internet/Online unspecified	26
Print magazines	-
Non-specific	*
Other	-
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*
No device mentioned	34
<i>N=</i>	<i>311</i>

TOP2I. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	68
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	2
Websites (news organization not specified)	4
Mobile app	2
News alerts (email or push notification or SMS)	-
Online news organizations that combine news from other sources	3
Social media	3
Search engine	7
Word of mouth	*
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	-
Non-specific	*
Other	-
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*
No discovery method mentioned	10

N=

311

TOP2I. Source

	All adults
Local news station (i.e. NBC4)	3
National broadcast TV news program (i.e. NBC Nightly News)	5
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	31
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	5
Newspapers (NY Times, Boston Globe, e.g.)	13
News wires (Associated Press, Reuters, e.g.)	1
Radio programming (NPR, e.g.)	7
Specialty (TMZ, ESPN, Nature, e.g.)	*
African-American or Hispanic community specific news	4
Unspecified TV station (i.e. NBC only)	14
Friend, family, colleague	*
Magazines (Economist, New Yorker, etc.)	1
Journals	-
Non-specific	*
Other	-
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*
No source mentioned	15

N=

311

**m. Business and the economy**

TOP1m.

	All adults
Yes	71
No	29
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

*N*=

412

TOP2m. Device

	All adults
Television	31
Radio	8
Print newspaper	*
Computer	1
Cellphone	1
Tablet	-
E-reader	-
Smart TV	-
Internet/Online unspecified	27
Print magazines	-
Non-specific	*
Other	-
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	32

*N*=

289

TOP2m. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	65
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1
Websites (news organization not specified)	9
Mobile app	*
News alerts (email or push notification or SMS)	-
Online news organizations that combine news from other sources	2
Social media	1
Search engine	7
Word of mouth	-
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	4
Non-specific	*
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	11

N=

289

TOP2m. Source

	All adults
Local news station (i.e. NBC4)	10
National broadcast TV news program (i.e. NBC Nightly News)	3
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	21
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	2
Newspapers (NY Times, Boston Globe, e.g.)	15
News wires (Associated Press, Reuters, e.g.)	*
Radio programming (NPR, e.g.)	8
Specialty (TMZ, ESPN, Nature, e.g.)	9
African-American or Hispanic community specific news	2
Unspecified TV station (i.e. NBC only)	10
Friend, family, colleague	-
Magazines (Economist, New Yorker, etc.)	1
Journals	-
Non-specific	*
Other	*
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	19

N=

289

**n. Art and culture**

TOP1n.

	All adults
Yes	35
No	65
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

*N*=

434

TOP2n. Device

	All adults
Television	20
Radio	2
Print newspaper	2
Computer	1
Cellphone	1
Tablet	-
E-reader	-
Smart TV	-
Internet/Online unspecified	36
Print magazines	-
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	36

*N*=

179

TOP2n. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	50
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	-
Websites (news organization not specified)	4
Mobile app	2
News alerts (email or push notification or SMS)	*
Online news organizations that combine news from other sources	8
Social media	6
Search engine	9
Word of mouth	2
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	9
Non-specific	-
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	9

N=

179

TOP2n. Source

	All adults
Local news station (i.e. NBC4)	6
National broadcast TV news program (i.e. NBC Nightly News)	5
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	2
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	9
Newspapers (NY Times, Boston Globe, e.g.)	28
News wires (Associated Press, Reuters, e.g.)	-
Radio programming (NPR, e.g.)	2
Specialty (TMZ, ESPN, Nature, e.g.)	7
African-American or Hispanic community specific news	2
Unspecified TV station (i.e. NBC only)	6
Friend, family, colleague	1
Magazines (Economist, New Yorker, etc.)	11
Journals	-
Other	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	21

N=

179

o. **Sports**

TOP1o.

	All adults
Yes	46
No	54
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
<i>N</i> =	401

TOP2o. Device

	All adults
Television	47
Radio	4
Print newspaper	*
Computer	-
Cellphone	2
Tablet	-
E-reader	-
Smart TV	-
Internet/Online unspecified	22
Print magazines	-
Non-specific	*
Other	-
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No device mentioned	24
<i>N</i> =	204

TOP2o. Discovery method

	All adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	39
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1
Websites (news organization not specified)	5
Mobile app	*
News alerts (email or push notification or SMS)	-
Online news organizations that combine news from other sources	2
Social media	-
Search engine	2
Word of mouth	1
Sharing news with friends	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	36
Non-specific	1
Other	-
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No discovery method mentioned	12

N=

204

TOP2o. Source

	All adults
Local news station (i.e. NBC4)	18
National broadcast TV news program (i.e. NBC Nightly News)	*
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	3
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	1
Newspapers (NY Times, Boston Globe, e.g.)	10
News wires (Associated Press, Reuters, e.g.)	-
Radio programming (NPR, e.g.)	4
Specialty (TMZ, ESPN, Nature, e.g.)	38
African-American or Hispanic community specific news	2
Unspecified TV station (i.e. NBC only)	13
Friend, family, colleague	1
Magazines (Economist, New Yorker, etc.)	1
Journals	-
Non-specific	1
Other	-
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-
No source mentioned	7

N=

204

*TOP1p/TOP2p and TOP1q/TOP2q held for later release.*

### **NEWS CONSUMPTION TIME OF DAY**

**TIME1.** Next, in the last week, did you watch, read, or hear any in-depth news stories, beyond the headlines, or not?

	All adults
Yes	41
No	58
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-

*N=*

*1,492*

*Asked if "Yes" in TIME1*

**TIME2.** People can watch, read, or hear in-depth news stories at different times of the day. Would you say you mostly watch, read or hear in-depth stories, beyond the headlines...in the morning, in the afternoon, in the evening, the last thing at night, or all throughout the day?

	All adults
In the morning	22
In the afternoon	5
In the evening	29
The last thing at night	8
All throughout the day	34
It varies so much data day to day I can't say (VOL.)	2
Other (VOL.)	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*

*N=*

*667*

**TIME3. People can watch, read, or hear the news at different times of the day. In general, would you say you prefer to watch, read or hear news in the morning, in the afternoon, in the evening, the last thing at night, or all throughout the day?**

	All adults
In the morning	24
In the afternoon	4
In the evening	26
The last thing at night	9
All throughout the day	33
It varies so much day to day I can't say (VOL.)	2
Other (VOL.)	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*

*N*=

1,492

Some questions held for later release.

## **PAID SUBSCRIPTIONS**

### **PAY1. Do you currently pay for any news subscriptions, or not?**

	All adults
Yes	26
No	74
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

*N=*

*1,492*

*Asked if "YES" in PAY1*

### **PAY2. How about a PAID subscription that includes access to [INSERT ITEMS], or not?**

ALL ADULTS

	Yes	No	Don't know (DO NOT READ)	Refused (DO NOT READ)
A print-only newspaper ( <i>N=466</i> )	64	36	-	-
A print magazine ( <i>N=466</i> )	44	56	*	-
A newspaper's online website ( <i>N=466</i> )	40	59	*	-
A magazine's website ( <i>N=466</i> )	23	77	*	-
Any app on a tablet computer that helps you get news or from a news organization or news provider ( <i>asked among tablet owners</i> ) ( <i>N=198</i> )	16	84	*	-
An app on a cellphone that helps you get news or from a news organization or news provider ( <i>asked among cellphone owners</i> ) ( <i>N=418</i> )	15	84	1	-
Cable/Internet subscription (VOL.) ( <i>N=466</i> )	3	97	-	-
General news subscription, unspecified (VOL.) ( <i>N=466</i> )	2	98	-	-
Any other online news source (specify) ( <i>N=466</i> )	2	98	*	-

## **DEMOGRAPHIC PROFILE**

The following questions are for classification purposes only. Be assured that your responses will be combined with those of other participants to this survey.

**D1. Do you consider yourself a Democrat, a Republican, an independent or none of these?**

	All adults
Democrat	30
Republican	22
Independent	25
None of these	21
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	1

N=

1,492

**D2D. IF "Democrat," ASK: Do you consider yourself a strong or moderate Democrat?  
D2R. IF "Republican," ASK: Do you consider yourself a strong or moderate Republican?  
D2I. IF "INDEPENDENT" OR "NONE," DK OR REFUSED (DO NOT READ) ASK: Do you lean more toward the Democrats or the Republicans?**

	All adults
<b>Total Democrat</b>	<b>46</b>
Democrat - strong	16
Democrat - moderate	14
Democrat - unknown intensity	*
Ind./None/DK/Ref. - lean Democratic	17
<b>Total Republican</b>	<b>34</b>
Republican - strong	9
Republican - moderate	13
Republican - unknown intensity	*
Ind./None/DK/Ref. - lean Republican	12
[VOL] Independent - don't lean	14
[VOL] None - don't lean	2
[VOL] Other	3
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

N=

1,492

**D3. Generally speaking, do you consider yourself a liberal, moderate, or conservative?****IF R SAYS LIBERAL: Would you say you are strongly liberal or somewhat liberal?****IF R SAYS CONSERVATIVE: Would you say you are strongly conservative or somewhat conservative?**

	All adults
<b>Liberal</b>	<b>25</b>
Liberal - strongly	12
Liberal - somewhat	14
<b>Moderate</b>	<b>34</b>
<b>Conservative</b>	<b>34</b>
Conservative - strongly	17
Conservative - somewhat	17
Don't know (DO NOT READ)	5
Refused (DO NOT READ)	2
<i>N=</i>	<i>1,492</i>

**D6. What is your marital status? Are you married, living as married, co-habiting, separated, divorced, widowed, or never married?**

	All adults
Married	48
Living as married/Co-habiting	7
Separated	2
Divorced	10
Widowed, or	6
Never married	25
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*
<i>N=</i>	<i>1,492</i>

**DParent: Are you the parent or guardian of a child under 18 years of age or not?**

	All adults
Yes	32
No	68
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*
<i>N=</i>	<i>1,492</i>

**D7. What is the last grade of school you completed?**

	All adults
Less than high school graduate	11
High school graduate	30
Technical/trade school	2
Some college	22
College graduate	22
Some graduate school	1
Graduate degree	11
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

N=

1,492

**D16. How many different cell-phone numbers, if any, could I have reached you for this call?**

	All adults
None	9
One line	79
Two lines	8
Three or more	3
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

N=

1,492

**D17. How many different landline telephone numbers, if any, are there in your home that I could have reached you on for this call? This includes listed or unlisted numbers. To answer this question, please don't count cellphones or landlines used *only* for faxes or modems.**

	All adults
None	39
One line	58
Two lines	3
Three or more	1
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

N=

1,492

If D16>0 and D17>0 ask D18, else skip to D19:

**D18. Generally speaking, would you say you use your landline phone most of the time, your cellphone most of the time, or would you say you use both about equally?**

	All adults
Landline	27
Cellphone	43
Both equally	30
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
<i>N=</i>	<i>950</i>

Ask of cellphone frame only, landline cases skip to D20

**D19. How many adults, in addition to you, carry and use this cellphone at least once a week or more?**

	All adults
None	60
One	30
Two	6
Three or more	3
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*
<i>N=</i>	<i>486</i>

**D20. Does your total household income fall below \$50,000 dollars, or is it \$50,000 or higher?**

**[IF R REFUSES: We are gathering this information for statistical purposes only. Your response will be combined with responses from other participants in this survey.]**

**[INTERVIEWER NOTE: IF ASKED, THIS IS 'YEARLY' HOUSEHOLD INCOME]**

	All adults
Below \$50,000	45
\$50,000 or higher	47
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	4
<i>N=</i>	<i>1,492</i>

Ask if below \$50K in D20

**D21. And in which group does your total household income fall?**

Ask if \$50K or higher in D20

**D22. And in which group does your total household income fall?**

	All adults
Under \$10,000	8
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	19
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	12
\$150,000 or more	8
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	5

N=

1,375

**D24. INTERVIEWER RECORD GENDER**

	All adults
Male	48
Female	52
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

N=

1,492

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## The Personal News Cycle Poll

### METHODOLOGY

This survey was conducted by the Media Insight Project, an initiative of the American Press Institute (API) and The Associated Press-NORC Center for Public Affairs Research. The survey was conducted from January 9 through February 16, 2014. The survey was funded by API and The McCormick Foundation. Staff from API, NORC at the University of Chicago, and AP collaborated on all aspects of the study.

This random-digit-dial (RDD) survey of the 50 states and the District of Columbia was conducted via telephone with 1,492 adults age 18 and older. In households with more than one adult, we used a process that randomly selected which adult would be interviewed. The sample included 1,006 respondents on landlines and 486 respondents on cell phones. The sample also included oversamples of African American and Hispanic adults. The sample includes 358 Hispanic adults and 318 non-Hispanic African American adults. Cell phone respondents were offered a small monetary incentive for participating, as compensation for telephone usage charges. Interviews were conducted in both English and Spanish, depending on respondent preference. All interviews were completed by professional interviewers who were carefully trained on the specific survey for this study.

The RDD sample was provided by a third-party vendor, Marketing Systems Group. The final response rate was 23 percent, based on the Council of American Survey Research Organizations (CASRO) method. Under this method, our response rate is calculated as the product of the resolution rate (57 percent), the screener rate (92 percent), and the interview completion rate (43 percent).

The sample design aimed to ensure the sample representativeness of the population in a time- and cost-efficient manner. The sampling frame utilizes the standard dual telephone frames (landline and cell), with a supplemental sample of landline numbers targeting households with African American and Hispanic adults. The targeted sample was provided by Marketing Systems Group and was pulled from a number of different commercial consumer databases and demographic data at the telephone exchange level. Sampling weights were appropriately adjusted to account for potential bias introduced by using the targeted sample. Sampling weights were calculated to adjust for sample design aspects (such as unequal probabilities of selection) and for nonresponse bias arising from differential response rates across various demographic groups. Poststratification variables included age, sex, race, region, education, and landline/cell phone use. The weighted data, which thus reflect the U.S. population, were used for all analyses. The overall margin of error was +/- 3.6 percentage points, including the design effect resulting from the complex sample design.

A complete study report is available on the Media Insight Project's website: [www.MediaInsight.org](http://www.MediaInsight.org).

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