

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)
358 Hispanic adults
318 non-Hispanic African-American adults
Margin of error: +/- 3.6 percentage points at the 95% confidence level
+/- 8.5 for Hispanics; +/- 7.9 for African Americans

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, ETH2 and ETH4:**

- 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.

COMMUNITY PERCEPTIONS**COM1. Overall, how would you rate your community as a place to live?****[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]**

	All adults	Hispanic adults	African-American adults
Excellent/Good	78	69	67
Excellent	33	23	24
Good	46	47	43
Fair	18	26	26
Poor/Terrible	4	4	7
Poor	4	3	7
Terrible	*	1	-
Don't know	*	1	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

COM2. How much impact do you think people like you can have in making your community a better place to live — a big impact, a moderate impact, a small impact, or no impact at all?**[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]**

	All adults	Hispanic adults	African-American adults
Big/Moderate impact	70	69	76
Big impact	29	30	35
Moderate impact	42	39	41
Small/No impact at all	27	28	23
Small impact	21	21	18
No impact at all	6	8	5
Don't know	2	2	1
Refused (DO NOT READ)	*	-	-
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

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.

Results for all adults for D4 through HAB2 previously released

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

	All adults	Hispanic adults	African-American adults
Full-time	43	39	43
Part-time	11	17	14
Not employed	45	44	42
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	*	-	1
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

D5. Are you...

	All adults	Hispanic adults	African-American adults
Retired	48	20	42
Homemaker	18	34	5
Student	12	17	14
Temporarily unemployed	18	20	37
Don't know (DO NOT READ)	4	8	*
Refused (DO NOT READ)	1	*	3
<i>N=</i>	<i>728</i>	<i>175</i>	<i>153</i>

D8. Age

	All adults	Hispanic adults	African-American adults
18-29	22	31	25
30-39	11	20	11
40-59	36	32	42
60+	27	13	20
Don't know	*	1	-
Refused	4	4	2
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

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

	All adults	Hispanic adults	African-American adults
Yes	14	98	-
No	85	2	100
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	1	-	-
<i>N</i> =	1,492	358	318

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
<i>N</i> =	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	Hispanic adults	African-American adults
A lot/Some	88	78	91
A lot	55	44	51
Some	32	34	40
Not much/Not at all	12	22	9
Not much	9	17	5
Not at all	4	5	3
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	*	-	*
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

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	Hispanic adults	African-American adults
Easier today	60	57	58
Much easier today	41	43	47
Somewhat easier today	19	14	10
No real difference	27	30	27
Harder today	12	11	15
Somewhat harder today	7	6	11
Much harder today	5	6	4
Don't know (DO NOT READ)	1	2	-
Refused (DO NOT READ)	*	-	*
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

Asked only of Hispanics or African-Americans

HAB3. 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 news about the [*Hispanic/African-American*] community, 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?

	Hispanic adults	African- American adults
Easier today - NET	41	39
Much easier today	29	26
Somewhat easier today	11	12
No real difference	41	41
Harder today - NET	10	17
Somewhat harder today	4	8
Much harder today	6	9
Don't know (DO NOT READ)	8	2
Refused (DO NOT READ)	1	1

N=

358

318

NEWS CONSUMPTION FREQUENCY/VOLUME

Results for all adults for CONS1 through STY5 previously released

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	Hispanic adults	African-American adults
Several times a week or more	90	87	86
At least once a day	76	70	70
Several times a week	14	17	17
Weekly	6	7	8
Less often or never	4	6	6
Less often	3	4	5
Never	1	2	1
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	*	-	-

N=

1,492

358

318

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	Hispanic adults	African-American adults
Politics and government - general	21	13	18
Local stories/my town or city	11	12	16
Traffic and weather	10	16	9
Business, financial and economic	9	4	6
Sports	8	8	9
International news	7	7	7
Non-specific/all news	4	7	3
Environment	3	2	1
Public safety and crime	3	4	8
Science and technology	3	2	4
Civil rights/civil liberties	2	2	1
Current events - general	2	3	3
Health care issues	2	1	1
Immigration issues	2	4	-
Schools and education	2	1	2
Art and culture	1	1	*
Entertainment and celebrities	1	1	2
Health and medicine	1	3	2
Gun issues	1	*	-
Marijuana/drug issues	1	2	-
National news - general	1	1	*
National security/military/terrorism	1	1	1
Positive news/human interest	1	1	2
Social issues (abortion/gay marriage, etc.)	1	1	2
My region	*	*	-
News about respondent's racial/ethnic community	*	1	3
Religion	*	*	*
Other	1	*	1
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	-	-	-

N=

1,409

340

297

Topic 2

	All adults	Hispanic adults	African-American adults
Politics and government - general	21	13	15
Business, financial and economic	12	6	4
Sports	11	10	15
Local stories/my town or city	9	5	13
International news	7	7	4
Traffic and weather	7	11	15
National news - general	4	6	-
Schools and education	4	5	8
Entertainment and celebrities	3	7	5
Environment	3	1	1
Public safety and crime	3	9	9
Current events - general	2	*	-
Health and medicine	2	-	1
My region	2	5	*
Non-specific/all news	2	*	-
Art and culture	1	4	1
Civil rights/civil liberties	1	-	*
Gun issues	1	-	-
Health care issues	1	1	5
National security/military/terrorism	1	-	-
Positive news/human interest	1	*	2
Social issues (abortion/gay marriage, etc.)	1	5	1
Immigration issues	*	1	-
Marijuana/drug issues	*	-	-
News about respondent's racial/ethnic community	*	2	-
Religion	*	-	1
Science and technology	-	-	-
Other	*	2	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-

N=

335

91

71

****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	Hispanic adults	African-American adults
Television	46	55	63
Radio	8	4	2
Print newspaper	1	*	*
Computer	1	2	*
Cellphone	3	3	6
Tablet	*	-	*
E-reader	*	-	-
Smart TV	*	-	-
Internet/Online unspecified	28	24	17
Print magazines	*	-	-
Non-specific	*	*	-
Other	*	1	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	11	11	12
<i>N=</i>	<i>1,404</i>	<i>339</i>	<i>297</i>

CONS3. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	57	58	63
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1	2	1
Websites (news organization not specified)	10	9	7
Mobile app	2	1	1
News alerts (email or push notification or SMS)	*	-	*
Online news organizations that combine news from other sources	6	5	7
Social media	3	3	4
Search engine	2	2	2
Word of mouth	1	2	1
Sharing news with friends	*	-	*
Directly from a specialty news organization that reports the news (ESPN, Weather Channel, etc.)	7	7	5
Unspecified	*	*	*
Other	*	*	*
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	9	10	9
<i>N=</i>	<i>1,404</i>	<i>339</i>	<i>297</i>

CONS3. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	16	18	31
National broadcast TV news program (i.e. NBC Nightly News)	1	1	*
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	15	12	19
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	6	5	6
Newspapers (NY Times, Boston Globe, e.g.)	11	3	10
News wires (Associated Press, e.g.)	*	1	*
Radio programming (NPR, e.g.)	8	4	2
Specialty (TMZ, ESPN, Nature, e.g.)	8	7	5
African-American or Hispanic community specific news	3	21	1
Unspecified TV station (i.e. NBC only)	17	15	16
Friend, family, colleague	1	1	1
Magazines (Economist, New Yorker, etc.)	1	-	-
Journals	-	-	-
Non-specific	*	*	*
Other	1	1	1
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	11	10	7

N=

1,404

339

297

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	Hispanic adults	African-American adults
Yes	84	76	80
No	16	24	20
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
N=	1,492	358	318

Asked of those taking the survey on a landline

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

	All adults	Hispanic adults	African-American adults
Yes	91	83	93
No	9	17	7
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
N=	1,006	275	211

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	Hispanic adults	African-American adults
Cellphone connects to the Internet*	69	76	68
Cellphone only receives calls and text messages	31	23	32
Don't know (DO NOT READ)	*	1	*
Refused (DO NOT READ)	-	-	-
N=	1,330	288	290

**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	Hispanic adults	African-American adults
Have a cellphone that connects to the Internet	66	70	65
Do not have a cellphone that connects to the Internet	30	23	31
No cell phone	5	7	3
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
N=	1,492	358	318

**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	Hispanic adults	African-American adults
Yes	39	28	38
No	61	72	62
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	-	-	-
N=	1,492	358	318

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	Hispanic adults	African-American adults
Yes	47	46	58
No	53	52	42
Don't know (DO NOT READ)	*	1	-
Refused (DO NOT READ)	-	-	-
N=	1,383	305	303

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	Hispanic adults	African-American adults
A television	87	86	95
A tablet, such as an iPad or GalaxyTab (asked of those with a tablet)	73	61	72
A desktop or laptop computer	69	56	62
A radio	65	60	67
Paper versions of print publications such as newspapers or magazines	61	46	65
A cellphone (asked of those with a cellphone)	59	64	75
A smart TV, or other devices like Xbox or PlayStation that link the Internet to your TV	11	17	20
An E-reader, such as a Kindle or Sony Reader	10	4	13

A television

	All adults	Hispanic adults	African-American adults
Yes	87	86	95
No	13	14	5
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

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

	All adults	Hispanic adults	African-American adults
Yes	73	61	72
No	27	39	28
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>561</i>	<i>107</i>	<i>128</i>

A desktop or laptop computer

	All adults	Hispanic adults	African-American adults
Yes	69	56	62
No	31	44	38
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,492	358	318

A radio

	All adults	Hispanic adults	African-American adults
Yes	65	60	67
No	35	40	33
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,492	358	318

Paper versions of print publications such as newspapers or magazines

	All adults	Hispanic adults	African-American adults
Yes	61	46	65
No	39	54	35
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,492	358	318

A cellphone (asked of those with a cellphone)

	All adults	Hispanic adults	African-American adults
Yes	59	64	75
No	41	36	25
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,330	288	290

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

	All adults	Hispanic adults	African-American adults
Yes	11	17	20
No	89	83	80
Don't know (DO NOT READ)	*	-	*
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,492	358	318

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

	All adults	Hispanic adults	African-American adults
Yes	10	4	13
No	90	96	87
Don't know (DO NOT READ)	*	*	-
Refused (DO NOT READ)	-	-	-

N=

1,492

358

318

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	Hispanic adults	African-American adults
A television	24	14	22
A cellphone	12	13	11
A desktop or laptop computer	12	11	8
A radio	6	2	2
Paper versions of print publications such as newspapers or magazines	6	1	5
A tablet, such as an iPad or GalaxyTab	4	3	5
A smart TV, or other devices like Xbox or PlayStation that link the internet to your TV	1	*	2
Internet/Online no device specified	1	2	*
An E-reader, such as a Kindle or Sony Reader	*	*	1
Other (specify)	*	*	1
No preference/Cannot decide	45	56	58
Don't know (DO NOT READ)	*	1	-
Refused (DO NOT READ)	*	-	-

N=

1,492

358

318

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:

<i>Percentage saying "YES"</i>	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news, such as a newspaper, TV newscast, websites, or news wires	88	84	92
Through word of mouth in person over the phone	65	65	67
From online news organizations that mostly combine news from other sources	51	44	51
Through search engines	51	52	54
By sharing news with friends through email or text messaging or other ways online	46	43	51
Through social media such as Facebook, Twitter or Instagram	44	44	50
From electronic news alerts or subscriptions you've signed up for	31	26	35

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

	All adults	Hispanic adults	African-American adults
Yes	88	84	92
No	12	16	8
Don't know (DO NOT READ)	*	1	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

Through word of mouth in person over the phone

	All adults	Hispanic adults	African-American adults
Yes	65	65	67
No	35	35	33
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	*	-	-
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

From online news organizations that mostly combine news from other sources

	All adults	Hispanic adults	African-American adults
Yes	51	44	51
No	48	55	49
Don't know (DO NOT READ)	1	*	*
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,492	358	318

Through search engines

	All adults	Hispanic adults	African-American adults
Yes	51	52	54
No	49	48	46
Don't know (DO NOT READ)	*	*	*
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,492	358	318

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

	All adults	Hispanic adults	African-American adults
Yes	46	43	51
No	54	57	49
Don't know (DO NOT READ)	*	*	-
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,492	358	318

Through social media such as Facebook, Twitter or Instagram

	All adults	Hispanic adults	African-American adults
Yes	44	44	50
No	56	56	50
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,492	358	318

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

	All adults	Hispanic adults	African-American adults
Yes	31	26	35
No	68	74	64
Don't know (DO NOT READ)	*	*	*
Refused (DO NOT READ)	*	-	-
<i>N</i> =	1,492	358	318

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

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

HISPANIC ADULTS

	Completely/ Very much	Com- pletely	Very much	Moder- ately	Slightly/ Not at all	Slightly	Not at all	DK (DO NOT READ)	Ref. (DO NOT READ)
From electronic news alerts or subscriptions you've signed up for (N=82)	60	17	43	27	13	13	-	-	-
Directly from a news organization that reports the news, such as a newspaper, TV newscast, websites, or news wires (N=297)	44	15	29	42	14	13	2	-	-
Through search engines (N=152)	34	9	25	50	17	14	2	-	*
From online news organizations that mostly combine news from other sources (N=132)	33	7	26	54	13	13	*	-	-
By sharing news with friends through email or text messaging or other ways online (N=121)	25	3	23	53	22	20	1	-	-
Through social media such as Facebook, Twitter or Instagram (N=131)	23	3	20	35	42	37	5	-	-
Through word of mouth in person over the phone (N=218)	18	9	9	45	37	31	6	-	-

AFRICAN-AMERICAN ADULTS

	Completely/ Very much	Com- pletely	Very much	Moder- ately	Slightly/ Not at all	Slightly	Not at all	DK (DO NOT READ)	Ref. (DO NOT READ)
From electronic news alerts or subscriptions you've signed up for (N=115)	53	13	41	31	16	14	1	-	-
Directly from a news organization that reports the news, such as a newspaper, TV newscast, websites, or news wires (N=294)	42	13	29	42	16	13	3	-	-
Through search engines (N=167)	36	13	23	48	15	12	3	-	1
From online news organizations that mostly combine news from other sources (N=155)	23	7	16	44	33	26	7	-	-
By sharing news with friends through email or text messaging or other ways online (N=147)	21	9	12	50	29	23	5	-	-
Through social media such as Facebook, Twitter or Instagram (N=123)	21	12	8	36	43	36	7	-	-
Through word of mouth in person over the phone (N=217)	19	4	15	39	42	38	4	-	-

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	Hispanic adults	African-American adults
Directly from a news organization that reports the news, such as a newspaper, TV newscast, websites or news wires	61	60	66
From online news organizations that mostly combine news from other sources	7	4	*
Through search engines	7	9	10
Through social media such as Facebook, Twitter or Instagram	4	2	4
From electronic news alerts or subscriptions you've signed up for	3	3	4
TV (General mention)	3	4	7
Internet/Online (General mention)	2	3	1
Radio (General mention)	2	2	2
Through the word of mouth in person over the phone	2	4	3
By sharing news with friends through email or text messaging or other ways online	1	2	*
Cellphone (General mention)	1	1	-
Computer (General mention)	1	3	-
iPad/tablet (General mention)	*	*	-
None	1	2	1
Other	*	*	*
All	1	*	*
Don't know (DO NOT READ)	2	2	*
Refused (DO NOT READ)	*	*	-

N=

1,492

358

318

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	Hispanic adults	African-American adults
Local TV news programs, either on TV or online	82	79	90
National network news such as NBC, CBS or ABC	73	59	85
Newspapers, either in print or online	66	54	66
24 hour TV news channels such as Fox News, CNN, or MSNBC	62	53	72
Radio news organizations	56	54	52
Online-only sources such as Yahoo! News, BuzzFeed, and Huffington Post, or Blogs	47	49	48
Magazines, either in print or online	37	33	45
News wires such as the Associated Press or Reuters	33	27	30
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

Local TV news programs, either on TV or online

	All adults	Hispanic adults	African-American adults
Yes	82	79	90
No	18	21	10
Don't know (DO NOT READ)	*	*	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

National network news such as NBC, CBS or ABC

	All adults	Hispanic adults	African-American adults
Yes	73	59	85
No	27	39	14
Don't know (DO NOT READ)	*	1	*
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

Newspapers, either in print or online

	All adults	Hispanic adults	African-American adults
Yes	66	54	66
No	34	46	32
Don't know (DO NOT READ)	*	*	1
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,492	358	318

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

	All adults	Hispanic adults	African-American adults
Yes	62	53	72
No	38	46	28
Don't know (DO NOT READ)	*	1	*
Refused (DO NOT READ)	*	-	-
<i>N</i> =	1,492	358	318

Radio news organizations

	All adults	Hispanic adults	African-American adults
Yes	56	54	52
No	43	46	48
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,492	358	318

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

	All adults	Hispanic adults	African-American adults
Yes	47	49	48
No	53	51	52
Don't know (DO NOT READ)	*	-	*
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,492	358	318

Magazines, either in print or online

	All adults	Hispanic adults	African-American adults
Yes	37	33	45
No	63	67	55
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,492	358	318

News wires such as the Associated Press or Reuters

	All adults	Hispanic adults	African-American adults
Yes	33	27	30
No	67	71	70
Don't know (DO NOT READ)	1	1	*
Refused (DO NOT READ)	-	-	-
<i>N</i> =	1,492	358	318

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

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

HISPANIC ADULTS

	Completely/ Very much	Com- pletely	Very much	Moder- ately	Slightly/ Not at all	Slightly	Not at all	DK (DO NOT READ)	Ref. (DO NOT READ)
National network news such as NBC, CBS or ABC (N=238)	60	17	44	28	12	12	*	-	-
News wires such as the Associated Press or Reuters (N=99)	55	9	46	37	8	6	2	-	-
Local TV news programs, either on TV or online (N=304)	54	15	39	33	14	13	1	-	-
24 hour TV news channels such as Fox News, CNN, or MSNBC (N=191)	51	16	36	35	13	13	*	-	*
Newspapers, either in print or online (N=215)	49	13	36	39	12	12	-	-	-
Radio news organizations (N=191)	47	10	37	40	13	13	-	-	-
Magazines, either in print or online (N=128)	42	4	38	44	14	14	-	-	-
Online-only sources such as Yahoo! News, BuzzFeed, and Huffington Post, or Blogs (N=137)	41	14	27	42	17	16	1	-	*

AFRICAN-AMERICAN ADULTS

	Completely/ Very much	Com- pletely	Very much	Moder- ately	Slightly/ Not at all	Slightly	Not at all	DK (DO NOT READ)	Ref. (DO NOT READ)
Local TV news programs, either on TV or online (N=296)	56	19	37	35	8	8	*	-	-
National network news such as NBC, CBS or ABC (N=283)	53	20	34	34	12	12	*	-	-
24 hour TV news channels such as Fox News, CNN, or MSNBC (N=235)	51	16	34	34	16	12	4	-	*
News wires such as the Associated Press or Reuters (N=118)	49	14	35	37	14	14	*	-	-
Newspapers, either in print or online (N=222)	44	14	30	44	12	10	2	*	-
Radio news organizations (N=173)	41	12	29	48	10	9	1	-	1
Magazines, either in print or online (N=154)	40	8	33	39	20	18	2	-	-
Online-only sources such as Yahoo! News, BuzzFeed, and Huffington Post, or Blogs (N=139)	37	15	23	34	28	20	9	-	-

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.]

	All adults	Hispanic adults	African-American adults
POLITICS	23	14	15
Chris Christie bridge closing scandal	13	5	12
Benghazi attacks	2	1	-
Affordable Care Act	1	*	1
Budget passing	*	-	-
Minimum wage debate	*	1	-
State of the Union Address	*	1	-
Politics - other	6	6	3
WEATHER	17	17	20
Polar vortex/snowstorm	8	8	8
California fires	2	-	2
Flood	*	-	1
Hurricane	*	-	*
Tornado	*	*	-
Weather - other	6	10	9
NATIONAL - CRIME	16	12	16
School shooting - general	5	2	2
Boston bombings	1	*	1
School shooting in New Mexico	1	2	1
Shooting in Maryland mall	1	*	3
Theater shooting in Florida	1	*	2
Florida boy shot for playing rap music	*	*	1
Missing child in Memphis	*	-	*
National crime - other	7	7	6
LOCAL	11	17	15
Crime	6	8	9
Local - general	1	2	1
Politics	*	1	-
Local - other	3	6	6

STY1. continued

SPORTS	9	12	7
The Olympics	4	3	3
Alex Rodriguez	1	-	2
Named sporting event	1	2	-
The Super Bowl	1	2	*
Dennis Rodman	*	1	-
Football playoffs	*	1	*
Michael Sam comes out as gay	*	*	-
Sports - other	1	2	2
NATIONAL - GENERAL	8	4	6
West Virginia chemical spill	3	-	2
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	3	3
INTERNATIONAL	8	11	7
Syria civil war	1	1	*
Amanda Knox case	*	*	*
Ariel Sharon's death	*	-	*
International Space Station	*	-	-
Nelson Mandela's death	*	*	3
Security in Russia	*	-	*
Thailand riots	*	1	-
International - other	5	7	3
ENTERTAINMENT	4	8	3
Justin Bieber's arrest	1	4	-
Philip Seymour Hoffman's death	1	3	*
New Year's Eve	*	-	-
Paul Walker's death	*	*	-
Entertainment - other	1	1	3
Other - general	4	5	10
Don't know (DO NOT READ)	*	*	-
Refused (DO NOT READ)	*	*	-

N=

1,270

295

284

****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	Hispanic adults	African-American adults
Television	50	49	59
Radio	9	7	4
Print newspaper	-	-	-
Computer	*	-	1
Cellphone	5	9	4
Tablet	*	-	-
E-reader	*	-	-
Smart TV	*	*	-
Internet/Online unspecified	15	15	10
Print magazines	-	-	-
Other	1	-	2
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	20	19	20
<i>N=</i>	<i>1,260</i>	<i>292</i>	<i>284</i>

STY2. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	52	54	59
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	2	2	1
Websites (news organization not specified)	2	3	1
Mobile app	3	5	2
News alerts (email or push notification or SMS)	3	1	2
Online news organizations that combine news from other sources	3	3	1
Social media	6	5	6
Search engine	2	-	2
Word of mouth	8	10	10
Sharing news with friends	1	1	*
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	3	1	2
Other	2	1	*
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	16	15	14
<i>N=</i>	<i>1,260</i>	<i>292</i>	<i>284</i>

STY2. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	22	17	30
National broadcast TV news program (i.e. NBC Nightly News)	1	1	2
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	15	13	17
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	4	3	2
Newspapers (NY Times, Boston Globe, e.g.)	3	1	1
News wires (Associated Press, Reuters, e.g.)	*	1	-
Radio programming (NPR, e.g.)	9	7	4
Specialty (TMZ, ESPN, Nature, e.g.)	3	1	2
African-American or Hispanic community specific news	2	17	-
Unspecified TV station (i.e. NBC only)	18	14	21
Friend, family, colleague	7	10	10
Magazines (Economist, New Yorker, etc.)	-	-	-
Journals	-	-	-
Non-specific	-	-	-
Other	2	*	*
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	13	14	11

N=

1,260

292

284

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

	All adults	Hispanic adults	African-American adults
Yes	49	48	48
No	51	52	52
Don't know (DO NOT READ)	*	*	-
Refused (DO NOT READ)	-	-	-

N=

1,260

292

284

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	Hispanic adults	African-American adults
Television	18	19	29
Radio	4	4	*
Print newspaper	*	-	-
Computer	3	-	2
Cellphone	4	10	2
Tablet	1	3	*
E-reader	-	-	-
Smart TV	-	-	-
Internet/Online unspecified	51	52	46
Print magazines	-	-	-
Other	*	-	*
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	19	13	21
<i>N=</i>	<i>608</i>	<i>127</i>	<i>144</i>

STY4. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	39	38	40
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1	1	1
Websites (news organization not specified)	12	13	13
Mobile app	3	2	1
News alerts (email or push notification or SMS)	1	3	*
Online news organizations that combine news from other sources	10	16	6
Social media	3	1	3
Search engine	12	13	16
Word of mouth	5	2	6
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	6	6	10
Other	1	*	*
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	5	6	3
<i>N=</i>	<i>608</i>	<i>127</i>	<i>144</i>

STY4. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	13	13	21
National broadcast TV news program (i.e. NBC Nightly News)	1	-	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	12	14	12
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	10	13	3
Newspapers (NY Times, Boston Globe, e.g.)	9	1	7
News wires (Associated Press, Reuters, e.g.)	1	*	-
Radio programming (NPR, e.g.)	3	4	*
Specialty (TMZ, ESPN, Nature, e.g.)	8	7	10
African-American or Hispanic community specific news	1	8	-
Unspecified TV station (i.e. NBC only)	11	13	5
Friend, family, colleague	5	2	5
Magazines (Economist, New Yorker, etc.)	*	-	-
Journals	-	-	-
Other	2	*	1
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	25	26	34

N=

608

127

144

****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	Hispanic adults	African-American adults
Television	33	38	35
Radio	5	4	2
Print newspaper	*	*	-
Computer	1	*	*
Cellphone	1	1	2
Tablet	*	-	*
E-reader	*	-	-
Smart TV	-	-	-
Internet/Online unspecified	28	30	26
Print magazines	*	-	-
Don't follow	5	9	6
Non-specific	*	-	*
Other	*	*	*
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	1	*	2
No device mentioned	25	16	26
<i>N=</i>	<i>1,411</i>	<i>337</i>	<i>292</i>

STY5. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	58	53	62
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1	*	-
Websites (news organization not specified)	5	3	3
Mobile app	1	1	*
News alerts (email or push notification or SMS)	1	1	-
Online news organizations that combine news from other sources	7	6	6
Social media	2	2	1
Search engine	6	9	8
Word of mouth	2	5	2
Sharing news with friends	*	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	2	*	2
Don't follow	5	9	6
Non-specific	*	-	*
Other	1	1	2
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	1	*	2
No discovery method mentioned	9	9	6

N=

1,411

337

292

STY5. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	11	8	19
National broadcast TV news program (i.e. NBC Nightly News)	2	1	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	16	14	20
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	8	6	6
Newspapers (NY Times, Boston Globe, e.g.)	15	5	14
News wires (Associated Press, Reuters, e.g.)	*	1	1
Radio programming (NPR, e.g.)	5	4	2
Specialty (TMZ, ESPN, Nature, e.g.)	2	1	2
African-American or Hispanic community specific news	2	16	-
Unspecified TV station (i.e. NBC only)	14	12	11
Friend, family, colleague	1	5	2
Magazines (Economist, New Yorker, etc.)	2	*	-
Journals	*	-	-
Don't follow	5	9	6
Non-specific	*	-	*
Other	1	1	1
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	1	*	2
No source mentioned	14	16	12
<i>N=</i>	<i>1,411</i>	<i>337</i>	<i>292</i>

NEWS TOPICS

Results for all adults for items TOP1_A-TOP1_O & TOP2_A-TOP2_O previously released

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:

Percent saying "YES"	All adults	Hispanic adults	African-American adults
c. Traffic and weather	84	88	78
h. The environment and natural disasters	78	81	76
a. Your local town or city	75	64	72
f. National government and politics	72	38	63
m. Business and the economy	71	53	73
k. Crime and public safety	68	75	76
l. Foreign or international news	67	61	45
j. Health and medicine	66	65	74
d. Schools and education	60	62	73
b. Science and technology	58	67	45
e. Social issues like abortion, race and gay rights	56	44	40
o. Sports	46	51	62
i. Lifestyle topics such as food, exercise, or parenting	45	46	53
q. Immigration	43	56	35
g. Entertainment and celebrities	37	54	46
n. Art and culture	35	30	31
p. News about the African-American/Hispanic community (asked of African Americans and Hispanics only)	NA	53	69

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	Hispanic adults	African-American adults
Yes	75	64	72
No	25	36	28
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-

N=

480

112

118

TOP2a. Device

	All adults	Hispanic adults	African-American adults
Television	35	49	49
Radio	5	10	6
Print newspaper	*	*	-
Computer	-	-	-
Cellphone	*	-	3
Tablet	-	-	-
E-reader	-	-	-
Smart TV	-	-	-
Internet/Online unspecified	15	17	9
Print magazines	-	-	-
Other	4	*	4
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	40	24	28

N=

393

85

99

TOP2a. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	73	79	62
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	-	-	-
Websites (news organization not specified)	4	1	2
Mobile app	1	-	1
News alerts (email or push notification or SMS)	1	*	-
Online news organizations that combine news from other sources	1	*	1
Social media	*	-	-
Search engine	*	-	4
Word of mouth	4	3	7
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	-	-	-
Other	5	2	5
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	11	14	19
<i>N=</i>	<i>393</i>	<i>85</i>	<i>99</i>

TOP2a. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	30	38	41
National broadcast TV news program (i.e. NBC Nightly News)	1	-	-
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	1	4	-
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	1	-	2
Newspapers (NY Times, Boston Globe, e.g.)	37	24	14
News wires (Associated Press, Reuters, e.g.)	-	-	-
Radio programming (NPR, e.g.)	5	10	6
Specialty (TMZ, ESPN, Nature, e.g.)	*	-	1
African-American or Hispanic community specific news	2	13	-
Unspecified TV station (i.e. NBC only)	9	5	14
Friend, family, colleague	1	3	-
Magazines (Economist, New Yorker, etc.)	*	-	1
Journals	-	-	-
Other	4	*	5
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	8	4	17
<i>N=</i>	<i>393</i>	<i>85</i>	<i>99</i>

b. Science and technology

TOP1b.

	All adults	Hispanic adults	African-American adults
Yes	58	67	45
No	42	33	55
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>487</i>	<i>124</i>	<i>99</i>

TOP2b. Device

	All adults	Hispanic adults	African-American adults
Television	22	35	24
Radio	3	1	-
Print newspaper	-	-	-
Computer	1	3	-
Cellphone	*	1	-
Tablet	*	-	1
E-reader	-	-	-
Smart TV	1	-	2
Internet/Online unspecified	46	41	27
Print magazines	1	-	-
Non-specific	1	-	-
Other	*	*	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	27	18	46
<i>N=</i>	<i>289</i>	<i>76</i>	<i>51</i>

TOP2b. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	31	45	38
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	-	-	-
Websites (news organization not specified)	10	10	4
Mobile app	1	1	1
News alerts (email or push notification or SMS)	*	-	3
Online news organizations that combine news from other sources	9	8	3
Social media	3	*	4
Search engine	16	15	11
Word of mouth	1	*	3
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	17	11	14
Non-specific	1	-	-
Other	3	3	19
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	7	6	1
<i>N=</i>	<i>289</i>	<i>76</i>	<i>51</i>

TOP2b. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	5	19	12
National broadcast TV news program (i.e. NBC Nightly News)	1	*	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	9	12	15
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	10	12	3
Newspapers (NY Times, Boston Globe, e.g.)	9	5	3
News wires (Associated Press, Reuters, e.g.)	1	5	-
Radio programming (NPR, e.g.)	3	1	-
Specialty (TMZ, ESPN, Nature, e.g.)	10	3	9
African-American or Hispanic community specific news	2	9	-
Unspecified TV station (i.e. NBC only)	6	5	4
Friend, family, colleague	1	*	2
Magazines (Economist, New Yorker, etc.)	9	5	9
Journals	*	-	-
Non-specific	1	-	-
Other	1	-	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	31	25	42
<i>N=</i>	<i>289</i>	<i>76</i>	<i>51</i>

c. Traffic and weather

TOP1c.

	All adults	Hispanic adults	African-American adults
Yes	84	88	78
No	16	12	22
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>482</i>	<i>119</i>	<i>104</i>

TOP2c. Device

	All adults	Hispanic adults	African-American adults
Television	48	50	54
Radio	12	7	18
Print newspaper	*	-	-
Computer	*	-	3
Cellphone	15	10	9
Tablet	-	-	-
E-reader	-	-	-
Smart TV	*	*	-
Internet/Online unspecified	19	28	15
Print magazines	-	-	-
Non-specific	-	-	-
Other	1	3	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	5	2	2
<i>N=</i>	<i>423</i>	<i>105</i>	<i>91</i>

TOP2c. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	41	37	50
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	*	-	*
Websites (news organization not specified)	6	8	5
Mobile app	9	11	4
News alerts (email or push notification or SMS)	*	-	2
Online news organizations that combine news from other sources	*	*	-
Social media	*	-	5
Search engine	1	4	3
Word of mouth	*	-	-
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	20	20	3
Other	*	-	*
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	22	19	28

N=

423

105

91

TOP2c. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	32	24	43
National broadcast TV news program (i.e. NBC Nightly News)	*	-	*
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	1	1	3
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	10	18
Specialty (TMZ, ESPN, Nature, e.g.)	27	29	4
African-American or Hispanic community specific news	1	7	-
Unspecified TV station (i.e. NBC only)	9	12	12
Friend, family, colleague	*	-	-
Magazines (Economist, New Yorker, etc.)	-	-	-
Journals	-	-	-
Other	*	-	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	14	16	20

N=

423

105

91

d. Schools and education

TOP1d.

	All adults	Hispanic adults	African-American adults
Yes	60	62	73
No	40	38	27
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>501</i>	<i>129</i>	<i>120</i>

TOP2d. Device

	All adults	Hispanic adults	African-American adults
Television	34	26	36
Radio	4	5	*
Print newspaper	1	-	-
Computer	-	-	-
Cellphone	-	-	-
Tablet	*	-	-
E-reader	-	-	-
Smart TV	1	-	-
Internet/Online unspecified	23	39	26
Print magazines	*	-	-
Non-specific	*	*	-
Other	3	2	7
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	33	28	30
<i>N=</i>	<i>307</i>	<i>79</i>	<i>88</i>

TOP2d. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	59	30	56
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1	1	-
Websites (news organization not specified)	4	5	2
Mobile app	-	-	-
News alerts (email or push notification or SMS)	1	-	2
Online news organizations that combine news from other sources	3	8	-
Social media	2	1	7
Search engine	6	13	6
Word of mouth	3	9	3
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	-	-	-
Non-specific	*	*	-
Other	10	22	18
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	10	11	7
<i>N=</i>	<i>307</i>	<i>79</i>	<i>88</i>

TOP2d. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	20	11	26
National broadcast TV news program (i.e. NBC Nightly News)	2	*	-
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	7	*	11
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	3	7	*
Newspapers (NY Times, Boston Globe, e.g.)	21	10	14
News wires (Associated Press, Reuters, e.g.)	-	-	-
Radio programming (NPR, e.g.)	4	5	*
Specialty (TMZ, ESPN, Nature, e.g.)	-	-	-
African-American or Hispanic community specific news	1	8	-
Unspecified TV station (i.e. NBC only)	11	6	7
Friend, family, colleague	3	7	3
Magazines (Economist, New Yorker, etc.)	*	-	*
Journals	-	-	-
Non-specific	*	*	-
Other	8	12	14
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	19	32	24
<i>N=</i>	<i>307</i>	<i>79</i>	<i>88</i>

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

TOP1e.

	All adults	Hispanic adults	African-American adults
Yes	56	44	40
No	44	54	60
Don't know (DO NOT READ)	*	2	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>500</i>	<i>123</i>	<i>108</i>

TOP2e. Device

	All adults	Hispanic adults	African-American adults
Television	26	25	18
Radio	3	-	*
Print newspaper	1	-	-
Computer	*	-	-
Cellphone	*	1	3
Tablet	-	-	-
E-reader	-	-	-
Smart TV	-	-	-
Internet/Online unspecified	40	57	34
Print magazines	1	1	-
Non-specific	1	3	-
Other	1	1	-
Don't know (DO NOT READ)	1	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	27	13	44
<i>N=</i>	<i>269</i>	<i>57</i>	<i>50</i>

TOP2e. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	64	59	58
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	*	-	1
Websites (news organization not specified)	9	4	6
Mobile app	*	1	-
News alerts (email or push notification or SMS)	1	-	-
Online news organizations that combine news from other sources	2	2	2
Social media	7	2	11
Search engine	7	21	5
Word of mouth	2	-	*
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	*	-	4
Non-specific	1	3	-
Other	2	6	1
Don't know (DO NOT READ)	1	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	6	3	12
<i>N=</i>	<i>269</i>	<i>57</i>	<i>50</i>

TOP2e. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	10	9	20
National broadcast TV news program (i.e. NBC Nightly News)	2	*	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	24	17	27
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	7	7	2
Newspapers (NY Times, Boston Globe, e.g.)	10	8	8
News wires (Associated Press, Reuters, e.g.)	-	-	-
Radio programming (NPR, e.g.)	3	-	*
Specialty (TMZ, ESPN, Nature, e.g.)	*	1	4
African-American or Hispanic community specific news	2	18	-
Unspecified TV station (i.e. NBC only)	11	7	5
Friend, family, colleague	*	-	*
Magazines (Economist, New Yorker, etc.)	1	1	-
Journals	-	-	-
Non-specific	1	3	-
Other	2	1	-
Don't know (DO NOT READ)	1	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	25	27	32
<i>N=</i>	<i>269</i>	<i>57</i>	<i>50</i>

f. National government and politics

TOP1f.

	All adults	Hispanic adults	African-American adults
Yes	72	38	63
No	28	62	37
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	1	-	-
<i>N=</i>	<i>557</i>	<i>128</i>	<i>121</i>

TOP2f. Device

	All adults	Hispanic adults	African-American adults
Television	33	36	27
Radio	6	9	*
Print newspaper	1	1	4
Computer	-	-	-
Cellphone	1	-	-
Tablet	*	-	-
E-reader	-	-	-
Smart TV	-	-	-
Internet/Online unspecified	25	21	14
Print magazines	*	-	-
Non-specific	1	-	-
Other	*	-	*
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	32	33	54
<i>N=</i>	<i>409</i>	<i>69</i>	<i>85</i>

TOP2f. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	66	73	86
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	3	*	-
Websites (news organization not specified)	4	5	5
Mobile app	*	-	-
News alerts (email or push notification or SMS)	*	*	-
Online news organizations that combine news from other sources	6	11	*
Social media	2	*	-
Search engine	6	2	1
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	*	-	1
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	11	8	6

N=

409

69

85

TOP2f. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	7	2	13
National broadcast TV news program (i.e. NBC Nightly News)	4	14	2
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	28	15	42
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	8	15	5
Newspapers (NY Times, Boston Globe, e.g.)	14	16	23
News wires (Associated Press, Reuters, e.g.)	*	-	*
Radio programming (NPR, e.g.)	6	9	*
Specialty (TMZ, ESPN, Nature, e.g.)	*	-	*
African-American or Hispanic community specific news	1	16	-
Unspecified TV station (i.e. NBC only)	18	10	8
Friend, family, colleague	1	*	-
Magazines (Economist, New Yorker, etc.)	*	-	-
Journals	-	-	-
Non-specific	1	-	-
Other	*	*	1
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	12	3	6

N=

409

69

85

g. Entertainment and celebrities

TOP1g.

	All adults	Hispanic adults	African-American adults
Yes	37	54	46
No	63	46	54
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-

N=

511

129

109

TOP2g. Device

	All adults	Hispanic adults	African-American adults
Television	39	44	53
Radio	1	1	1
Print newspaper	1	-	-
Computer	1	-	-
Cellphone	-	-	-
Tablet	*	-	-
E-reader	-	-	-
Smart TV	*	-	2
Internet/Online unspecified	38	38	30
Print magazines	2	-	*
Non-specific	*	-	*
Other	1	2	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	15	15	13

N=

192

57

46

TOP2g. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	23	27	11
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1	1	5
Websites (news organization not specified)	8	3	7
Mobile app	-	-	-
News alerts (email or push notification or SMS)	-	-	-
Online news organizations that combine news from other sources	11	17	2
Social media	6	10	15
Search engine	10	7	6
Word of mouth	-	-	-
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	26	27	45
Non-specific	*	-	*
Other	1	2	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	15	7	9
<i>N</i> =	192	57	46

TOP2g. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	8	1	4
National broadcast TV news program (i.e. NBC Nightly News)	1	*	-
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	2	6	5
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	12	17	2
Newspapers (NY Times, Boston Globe, e.g.)	4	*	1
News wires (Associated Press, Reuters, e.g.)	-	-	-
Radio programming (NPR, e.g.)	1	1	1
Specialty (TMZ, ESPN, Nature, e.g.)	22	27	40
African-American or Hispanic community specific news	5	20	4
Unspecified TV station (i.e. NBC only)	10	4	9
Friend, family, colleague	-	-	-
Magazines (Economist, New Yorker, etc.)	7	1	2
Journals	-	-	-
Non-specific	*	-	*
Other	1	2	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	27	20	30
<i>N</i> =	192	57	46

h. The environment and natural disasters

TOP1h.

	All adults	Hispanic adults	African-American adults
Yes	78	81	76
No	22	19	24
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>543</i>	<i>137</i>	<i>106</i>

TOP2h. Device

	All adults	Hispanic adults	African-American adults
Television	41	39	43
Radio	2	1	-
Print newspaper	*	-	-
Computer	*	-	-
Cellphone	1	1	5
Tablet	-	-	-
E-reader	-	-	-
Smart TV	-	-	-
Internet/Online unspecified	23	25	21
Print magazines	*	-	*
Non-specific	3	-	-
Other	*	-	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	29	33	30
<i>N=</i>	<i>433</i>	<i>107</i>	<i>83</i>

TOP2h. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	60	66	64
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1	-	-
Websites (news organization not specified)	7	6	6
Mobile app	*	1	1
News alerts (email or push notification or SMS)	1	*	1
Online news organizations that combine news from other sources	4	5	*
Social media	2	-	5
Search engine	3	6	-
Word of mouth	2	5	-
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	3	2	3
Non-specific	3	-	-
Other	1	-	*
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	13	8	21
<i>N=</i>	<i>433</i>	<i>107</i>	<i>83</i>

TOP2h. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	12	13	8
National broadcast TV news program (i.e. NBC Nightly News)	4	*	2
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	18	19	39
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	5	6	1
Newspapers (NY Times, Boston Globe, e.g.)	10	3	14
News wires (Associated Press, Reuters, e.g.)	-	-	-
Radio programming (NPR, e.g.)	2	1	-
Specialty (TMZ, ESPN, Nature, e.g.)	3	2	2
African-American or Hispanic community specific news	2	14	-
Unspecified TV station (i.e. NBC only)	23	21	18
Friend, family, colleague	2	1	-
Magazines (Economist, New Yorker, etc.)	1	*	1
Journals	-	-	-
Non-specific	3	-	-
Other	1	-	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	14	18	16
<i>N=</i>	<i>433</i>	<i>107</i>	<i>83</i>

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

TOP1i.

	All adults	Hispanic adults	African-American adults
Yes	45	46	53
No	55	53	47
Don't know (DO NOT READ)	*	*	-
Refused (DO NOT READ)	-	-	-
<i>N</i> =	491	121	92

TOP2i. Device

	All adults	Hispanic adults	African-American adults
Television	24	40	27
Radio	1	1	-
Print newspaper	-	-	-
Computer	1	-	-
Cellphone	-	-	-
Tablet	1	-	-
E-reader	-	-	-
Smart TV	-	-	-
Internet/Online unspecified	36	44	39
Print magazines	1	-	*
Non-specific	*	-	-
Other	2	7	2
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	34	9	32
<i>N</i> =	235	59	58

TOP2i. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	25	25	11
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	2	1	3
Websites (news organization not specified)	14	13	11
Mobile app	-	-	-
News alerts (email or push notification or SMS)	1	-	3
Online news organizations that combine news from other sources	5	9	5
Social media	3	-	1
Search engine	12	12	16
Word of mouth	4	-	2
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	17	20	30
Non-specific	*	-	-
Other	7	17	10
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	10	4	9
<i>N=</i>	<i>235</i>	<i>59</i>	<i>58</i>

TOP2i. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	2	5	1
National broadcast TV news program (i.e. NBC Nightly News)	4	1	4
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	3	-	*
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	10	9	7
Newspapers (NY Times, Boston Globe, e.g.)	13	3	2
News wires (Associated Press, Reuters, e.g.)	-	-	-
Radio programming (NPR, e.g.)	1	1	-
Specialty (TMZ, ESPN, Nature, e.g.)	14	28	22
African-American or Hispanic community specific news	2	15	-
Unspecified TV station (i.e. NBC only)	7	4	9
Friend, family, colleague	1	-	2
Magazines (Economist, New Yorker, etc.)	12	*	14
Journals	-	-	-
Non-specific	*	-	-
Other	5	7	8
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	27	27	31
<i>N=</i>	<i>235</i>	<i>59</i>	<i>58</i>

j. **Health and medicine**

TOP1j.

	All adults	Hispanic adults	African-American adults
Yes	66	65	74
No	34	35	26
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	-	-	-
<i>N</i> =	440	108	99

TOP2j. Device

	All adults	Hispanic adults	African-American adults
Television	31	35	36
Radio	3	1	*
Print newspaper	1	-	-
Computer	1	-	-
Cellphone	1	-	5
Tablet	-	-	-
E-reader	-	-	-
Smart TV	-	-	-
Internet/Online unspecified	40	58	39
Print magazines	1	*	-
Non-specific	*	-	1
Other	1	1	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	22	5	18
<i>N</i> =	300	72	76

TOP2j. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	42	36	44
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	4	1	3
Websites (news organization not specified)	10	18	9
Mobile app	*	2	-
News alerts (email or push notification or SMS)	1	*	7
Online news organizations that combine news from other sources	6	*	*
Social media	1	-	-
Search engine	14	17	12
Word of mouth	3	-	*
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	10	18	18
Non-specific	*	-	3
Other	1	1	1
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	8	7	3
<i>N=</i>	<i>300</i>	<i>72</i>	<i>76</i>

TOP2j. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	12	9	28
National broadcast TV news program (i.e. NBC Nightly News)	5	1	3
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	9	2	7
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	12	17	16
Newspapers (NY Times, Boston Globe, e.g.)	8	*	2
News wires (Associated Press, Reuters, e.g.)	-	-	-
Radio programming (NPR, e.g.)	3	5	*
Specialty (TMZ, ESPN, Nature, e.g.)	2	3	3
African-American or Hispanic community specific news	2	11	-
Unspecified TV station (i.e. NBC only)	12	15	5
Friend, family, colleague	2	-	*
Magazines (Economist, New Yorker, etc.)	5	1	6
Journals	2	-	5
Non-specific	*	-	3
Other	2	1	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	24	35	21
<i>N=</i>	<i>300</i>	<i>72</i>	<i>76</i>

k. Crime and public safety

TOP1k.

	All adults	Hispanic adults	African-American adults
Yes	68	75	76
No	32	25	24
Don't know (DO NOT READ)	*	-	*
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>461</i>	<i>125</i>	<i>105</i>

TOP2k. Device

	All adults	Hispanic adults	African-American adults
Television	55	62	58
Radio	3	2	5
Print newspaper	1	-	-
Computer	*	-	*
Cellphone	*	-	2
Tablet	-	-	-
E-reader	-	-	-
Smart TV	-	-	-
Internet/Online unspecified	13	15	16
Print magazines	-	-	-
Non-specific	-	-	-
Other	-	-	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	27	21	19
<i>N=</i>	<i>321</i>	<i>85</i>	<i>79</i>

TOP2k. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	80	76	73
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	-	-	-
Websites (news organization not specified)	2	1	*
Mobile app	-	-	-
News alerts (email or push notification or SMS)	1	3	-
Online news organizations that combine news from other sources	2	-	5
Social media	1	*	4
Search engine	2	4	3
Word of mouth	1	1	1
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	*	-	*
Non-specific	-	-	-
Other	1	4	2
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	10	11	11
<i>N=</i>	<i>321</i>	<i>85</i>	<i>79</i>

TOP2k. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	40	36	40
National broadcast TV news program (i.e. NBC Nightly News)	1	-	4
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	12	9	7
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	3	-	5
Newspapers (NY Times, Boston Globe, e.g.)	17	12	10
News wires (Associated Press, Reuters, e.g.)	-	-	-
Radio programming (NPR, e.g.)	3	2	5
Specialty (TMZ, ESPN, Nature, e.g.)	*	-	*
African-American or Hispanic community specific news	3	14	-
Unspecified TV station (i.e. NBC only)	13	15	13
Friend, family, colleague	1	-	*
Magazines (Economist, New Yorker, etc.)	*	-	-
Journals	-	-	-
Other	*	*	2
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	7	13	13
<i>N=</i>	<i>321</i>	<i>85</i>	<i>79</i>

I. Foreign or international news

TOP1I.

	All adults	Hispanic adults	African-American adults
Yes	67	61	45
No	33	39	55
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>445</i>	<i>108</i>	<i>93</i>

TOP2I. Device

	All adults	Hispanic adults	African-American adults
Television	31	63	25
Radio	7	2	-
Print newspaper	*	1	-
Computer	*	-	*
Cellphone	1	1	-
Tablet	1	-	-
E-reader	-	-	-
Smart TV	-	-	-
Internet/Online unspecified	26	24	30
Print magazines	-	-	-
Non-specific	*	-	*
Other	-	-	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	*	-	6
No device mentioned	34	9	38
<i>N=</i>	<i>311</i>	<i>70</i>	<i>56</i>

TOP2I. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	68	66	72
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	2	1	-
Websites (news organization not specified)	4	6	2
Mobile app	2	6	-
News alerts (email or push notification or SMS)	-	-	-
Online news organizations that combine news from other sources	3	1	6
Social media	3	-	4
Search engine	7	1	-
Word of mouth	*	-	2
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)	*	-	6
No discovery method mentioned	10	19	8
<i>N</i> =	311	70	56

TOP2I. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	3	6	4
National broadcast TV news program (i.e. NBC Nightly News)	5	1	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	31	12	54
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	5	6	14
Newspapers (NY Times, Boston Globe, e.g.)	13	4	2
News wires (Associated Press, Reuters, e.g.)	1	5	-
Radio programming (NPR, e.g.)	7	2	-
Specialty (TMZ, ESPN, Nature, e.g.)	*	-	-
African-American or Hispanic community specific news	4	32	-
Unspecified TV station (i.e. NBC only)	14	26	11
Friend, family, colleague	*	-	2
Magazines (Economist, New Yorker, etc.)	1	-	-
Journals	-	-	-
Non-specific	*	-	*
Other	-	-	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	*	-	6
No source mentioned	15	6	6
<i>N</i> =	311	70	56

m. Business and the economy

TOP1m.

	All adults	Hispanic adults	African-American adults
Yes	71	53	73
No	29	47	25
Don't know (DO NOT READ)	*	-	1
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>412</i>	<i>91</i>	<i>86</i>

TOP2m. Device

	All adults	Hispanic adults	African-American adults
Television	31	50	25
Radio	8	1	10
Print newspaper	*	1	1
Computer	1	-	-
Cellphone	1	-	-
Tablet	-	-	-
E-reader	-	-	-
Smart TV	-	-	-
Internet/Online unspecified	27	28	30
Print magazines	-	-	-
Non-specific	*	-	1
Other	-	-	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	32	20	34
<i>N=</i>	<i>289</i>	<i>52</i>	<i>63</i>

TOP2m. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	65	65	59
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1	*	-
Websites (news organization not specified)	9	11	15
Mobile app	*	-	-
News alerts (email or push notification or SMS)	-	-	-
Online news organizations that combine news from other sources	2	1	5
Social media	1	-	6
Search engine	7	15	3
Word of mouth	-	-	-
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	4	-	-
Non-specific	*	*	1
Other	1	2	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	11	6	11
<i>N</i> =	289	52	63

TOP2m. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	10	25	11
National broadcast TV news program (i.e. NBC Nightly News)	3	5	-
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	21	3	27
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	2	1	5
Newspapers (NY Times, Boston Globe, e.g.)	15	4	10
News wires (Associated Press, Reuters, e.g.)	*	-	-
Radio programming (NPR, e.g.)	8	1	10
Specialty (TMZ, ESPN, Nature, e.g.)	9	2	-
African-American or Hispanic community specific news	2	18	-
Unspecified TV station (i.e. NBC only)	10	8	12
Friend, family, colleague	-	-	-
Magazines (Economist, New Yorker, etc.)	1	-	-
Journals	-	-	-
Non-specific	*	*	1
Other	*	2	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	19	31	24
<i>N</i> =	289	52	63

n. Art and culture

TOP1n.

	All adults	Hispanic adults	African-American adults
Yes	35	30	31
No	65	70	69
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-

N=

434

121

85

TOP2n. Device

	All adults	Hispanic adults	African-American adults
Television	20	47	16
Radio	2	-	*
Print newspaper	2	-	-
Computer	1	-	-
Cellphone	1	-	8
Tablet	-	-	-
E-reader	-	-	-
Smart TV	-	-	-
Internet/Online unspecified	36	37	35
Print magazines	-	-	-
Other	1	3	4
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	36	14	37

N=

179

42

36

TOP2n. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	50	38	38
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	-	-	-
Websites (news organization not specified)	4	4	2
Mobile app	2	-	-
News alerts (email or push notification or SMS)	*	-	1
Online news organizations that combine news from other sources	8	14	-
Social media	6	*	2
Search engine	9	14	15
Word of mouth	2	1	4
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	9	22	21
Non-specific	-	-	-
Other	1	3	11
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	9	4	7
<i>N=</i>	<i>179</i>	<i>42</i>	<i>36</i>

TOP2n. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	6	1	3
National broadcast TV news program (i.e. NBC Nightly News)	5	*	-
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	2	-	9
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	9	6	-
Newspapers (NY Times, Boston Globe, e.g.)	28	5	23
News wires (Associated Press, Reuters, e.g.)	-	-	-
Radio programming (NPR, e.g.)	2	-	*
Specialty (TMZ, ESPN, Nature, e.g.)	7	18	6
African-American or Hispanic community specific news	2	17	-
Unspecified TV station (i.e. NBC only)	6	16	6
Friend, family, colleague	1	1	3
Magazines (Economist, New Yorker, etc.)	11	7	18
Journals	-	-	-
Other	1	-	11
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	21	28	21
<i>N=</i>	<i>179</i>	<i>42</i>	<i>36</i>

o. Sports

TOP1o.

	All adults	Hispanic adults	African-American adults
Yes	46	51	62
No	54	49	38
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>401</i>	<i>113</i>	<i>68</i>

TOP2o. Device

	All adults	Hispanic adults	African-American adults
Television	47	55	41
Radio	4	*	8
Print newspaper	*	-	-
Computer	-	-	-
Cellphone	2	1	9
Tablet	-	-	-
E-reader	-	-	-
Smart TV	-	-	-
Internet/Online unspecified	22	10	7
Print magazines	-	-	-
Non-specific	*	-	-
Other	-	-	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	24	33	36
<i>N=</i>	<i>204</i>	<i>60</i>	<i>40</i>

TOP2o. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	39	49	24
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1	-	-
Websites (news organization not specified)	5	1	5
Mobile app	*	1	1
News alerts (email or push notification or SMS)	-	-	-
Online news organizations that combine news from other sources	2	7	-
Social media	-	-	-
Search engine	2	2	-
Word of mouth	1	-	-
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	36	23	54
Non-specific	1	6	-
Other	-	-	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	12	11	17
<i>N=</i>	<i>204</i>	<i>60</i>	<i>40</i>

TOP2o. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	18	6	12
National broadcast TV news program (i.e. NBC Nightly News)	*	-	*
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	3	8	-
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	1	7	-
Newspapers (NY Times, Boston Globe, e.g.)	10	11	11
News wires (Associated Press, Reuters, e.g.)	-	-	-
Radio programming (NPR, e.g.)	4	-	8
Specialty (TMZ, ESPN, Nature, e.g.)	38	23	54
African-American or Hispanic community specific news	2	13	-
Unspecified TV station (i.e. NBC only)	13	22	9
Friend, family, colleague	1	-	-
Magazines (Economist, New Yorker, etc.)	1	-	1
Journals	-	-	-
Non-specific	1	6	-
Other	-	-	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	7	4	5
<i>N=</i>	<i>204</i>	<i>60</i>	<i>40</i>

"P" asked among Hispanic and African-American respondents only. Hispanics received five random items plus 'p' and 'q.' African-Americans received five random items plus 'p.'

p. News about the [Hispanic/African-American] community

TOP1p.

	Hispanic adults	African-American adults
Yes	53	69
No	47	31
Don't know (DO NOT READ)	-	*
Refused (DO NOT READ)	-	-
N=	358	318

TOP2p. Device

	Hispanic adults	African-American adults
Television	60	39
Radio	1	3
Print newspaper	2	1
Computer	-	-
Cellphone	-	1
Tablet	-	*
E-reader	-	-
Smart TV	-	-
Internet/Online unspecified	19	25
Print magazines	-	-
Non-specific	-	*
Other	3	1
Don't know (DO NOT READ)	-	-
Refused (DO NOT READ)	-	-
No device mentioned	16	30
N=	196	238

TOP2p. Discovery method

	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	71	52
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	-	1
Websites (news organization not specified)	2	5
Mobile app	-	1
News alerts (email or push notification or SMS)	-	1
Online news organizations that combine news from other sources	3	2
Social media	*	8
Search engine	5	6
Word of mouth	8	4
Sharing news with friends	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	3	8
Non-specific	1	*
Other	-	1
Don't know (DO NOT READ)	-	-
Refused (DO NOT READ)	-	-
No discovery method mentioned	7	10

N=

196

238

TOP2p. Source

	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	12	23
National broadcast TV news program (i.e. NBC Nightly News)	1	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	4	4
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	3	3
Newspapers (NY Times, Boston Globe, e.g.)	6	17
News wires (Associated Press, Reuters, e.g.)	-	-
Radio programming (NPR, e.g.)	1	3
Specialty (TMZ, ESPN, Nature, e.g.)	2	*
African-American or Hispanic community specific news	48	17
Unspecified TV station (i.e. NBC only)	7	8
Friend, family, colleague	4	3
Magazines (Economist, New Yorker, etc.)	1	-
Journals	-	-
Non-specific	1	*
Other	-	1
Don't know (DO NOT READ)	-	-
Refused (DO NOT READ)	-	-
No source mentioned	11	19

N=

196

238

q. Immigration

TOP1q.

	All adults	Hispanic adults	African-American adults
Yes	43	56	35
No	57	44	65
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	*	-	-
<i>N</i> =	652	358	72

TOP2q. Device

	All adults	Hispanic adults	African-American adults
Television	49	59	19
Radio	6	5	14
Print newspaper	1	-	-
Computer	-	-	-
Cellphone	1	-	-
Tablet	-	-	-
E-reader	-	-	-
Smart TV	-	-	-
Internet/Online unspecified	13	18	18
Print magazines	-	-	-
Non-specific	1	*	4
Other	-	-	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No device mentioned	30	19	46
<i>N</i> =	342	215	28

TOP2q. Discovery method

	All adults	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	69	69	51
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	*	*	-
Websites (news organization not specified)	6	8	-
Mobile app	1	1	-
News alerts (email or push notification or SMS)	-	-	-
Online news organizations that combine news from other sources	2	2	14
Social media	-	-	-
Search engine	1	2	1
Word of mouth	2	2	*
Sharing news with friends	-	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	1	2	-
Non-specific	1	*	4
Other	1	*	4
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No discovery method mentioned	15	13	25
<i>N=</i>	<i>342</i>	<i>215</i>	<i>28</i>

TOP2q. Source

	All adults	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	8	6	2
National broadcast TV news program (i.e. NBC Nightly News)	2	1	-
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	19	13	46
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	4	4	14
Newspapers (NY Times, Boston Globe, e.g.)	11	6	-
News wires (Associated Press, Reuters, e.g.)	1	2	-
Radio programming (NPR, e.g.)	6	5	14
Specialty (TMZ, ESPN, Nature, e.g.)	1	2	-
African-American or Hispanic community specific news	21	39	-
Unspecified TV station (i.e. NBC only)	17	11	13
Friend, family, colleague	2	2	-
Magazines (Economist, New Yorker, etc.)	*	-	-
Journals	-	-	-
Non-specific	1	*	4
Other	*	-	1
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
No source mentioned	7	9	5
<i>N=</i>	<i>342</i>	<i>215</i>	<i>28</i>

NEWS CONSUMPTION TIME OF DAY

Results for all adults for TIME1 through TIME3 previously released

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

	All adults	Hispanic adults	African-American adults
Yes	41	24	37
No	58	76	61
Don't know (DO NOT READ)	1	*	1
Refused (DO NOT READ)	-	-	-
N=	1,492	358	318

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	Hispanic adults	African-American adults
In the morning	22	21	23
In the afternoon	5	3	3
In the evening	29	22	26
The last thing at night	8	6	15
All throughout the day	34	46	28
It varies so much data day to day I can't say (VOL.)	2	2	5
Other (VOL.)	1	1	-
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	*	*	-
N=	667	118	124

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	Hispanic adults	African-American adults
In the morning	24	25	28
In the afternoon	4	6	3
In the evening	26	22	18
The last thing at night	9	11	10
All throughout the day	33	31	37
It varies so much day to day I can't say (VOL.)	2	3	4
Other (VOL.)	1	3	*
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	*	*	-
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

RACIAL AND ETHNIC MEDIA

ETH1-ETH4 asked only of Hispanic and African-American respondents

Now we would like to ask you some questions about the [*Hispanic/African-American*] community and the news.

ETH1. How regularly do you think [*Hispanic/African-American*] people and issues are covered in the news media?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	Hispanic adults	African-American adults
Very/Somewhat regularly	49	51
Very regularly	21	23
Somewhat regularly	28	28
Occasionally/Never	49	46
Occasionally	46	43
Never	3	3
Don't know (DO NOT READ)	2	*
Refused (DO NOT READ)	*	2
<i>N=</i>	<i>358</i>	<i>318</i>

****ETH2. Out of the sources you use for getting news, which *most regularly* covers [Hispanic/African-American] people and issues?**

[OPEN-ENDED, CODED]

Device

	Hispanic adults	African-American adults
Television	48	42
Radio	3	7
Print newspaper	*	*
Computer	-	-
Cellphone	-	1
Tablet	-	-
E-reader	-	-
Smart TV	-	-
Internet/Online unspecified	9	10
Print magazines	-	*
Non-specific	*	*
Other	5	9
Don't know (DO NOT READ)	*	1
Refused (DO NOT READ)	-	-
No device mentioned	35	29
<i>N</i> =	<i>308</i>	<i>293</i>

Discovery method

	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	68	52
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1	2
Websites (news organization not specified)	3	7
Mobile app	-	-
News alerts (email or push notification or SMS)	*	-
Online news organizations that combine news from other sources	1	1
Social media	*	8
Search engine	2	1
Word of mouth	2	4
Sharing news with friends	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	1	5
Non-specific	*	*
Other	3	1
Don't know (DO NOT READ)	*	1
Refused (DO NOT READ)	-	-
No discovery method mentioned	19	19

N=

308

293

Source

	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	7	23
National broadcast TV news program (i.e. NBC Nightly News)	1	1
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	10	5
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	1	1
Newspapers (NY Times, Boston Globe, e.g.)	9	9
News wires (Associated Press, Reuters, e.g.)	-	-
Radio programming (NPR, e.g.)	2	7
Specialty (TMZ, ESPN, Nature, e.g.)	*	*
African-American or Hispanic community specific news	42	15
Unspecified TV station (i.e. NBC only)	4	3
Friend, family, colleague	2	3
Magazines (Economist, New Yorker, etc.)	*	2
Journals	-	-
Non-specific	*	*
None	1	2
Other	1	1
Don't know (DO NOT READ)	*	1
Refused (DO NOT READ)	-	-
No source mentioned	19	26

N=

308

293

ETH3. How accurately do you think the news you watch, read or hear portrays [Hispanic/African-American] people and issues?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	Hispanic adults	African-American adults
Completely/Very much	33	25
Completely	16	6
Very much	17	19
Moderately	41	37
Slightly/Not at all	25	38
Slightly	20	28
Not at all	5	10
Don't know (DO NOT READ)	2	2
Refused (DO NOT READ)	-	-
<i>N=</i>	<i>358</i>	<i>318</i>

****ETH4. Out of the sources you use for getting news, which *most accurately* portrays [Hispanic/African-American] people and issues?**

[OPEN-ENDED, CODED]

Device

	Hispanic adults	African-American adults
Television	34	32
Radio	3	5
Print newspaper	-	1
Computer	-	-
Cellphone	-	-
Tablet	-	-
E-reader	-	-
Smart TV	-	-
Internet/Online unspecified	10	14
Print magazines	1	-
Non-specific	*	*
Other	4	5
Don't know (DO NOT READ)	*	*
Refused (DO NOT READ)	-	-
No device mentioned	46	44
<i>N=</i>	<i>302</i>	<i>279</i>

Discovery method

	Hispanic adults	African-American adults
Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)	46	45
Talk show (for TV: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)	1	1
Websites (news organization not specified)	2	5
Mobile app	-	1
News alerts (email or push notification or SMS)	-	-
Online news organizations that combine news from other sources	1	*
Social media	1	3
Search engine	3	1
Word of mouth	1	*
Sharing news with friends	-	-
Directly from specialty news organization that reports the news (ESPN, Weather Channel, etc.)	*	7
Non-specific	*	*
Other	4	5
Don't know (DO NOT READ)	*	*
Refused (DO NOT READ)	-	-
No discovery method mentioned	40	32

N=

302

279

Source

	Hispanic adults	African-American adults
Local news station (i.e. NBC4)	5	19
National broadcast TV news program (i.e. NBC Nightly News)	1	-
24 hour news (CNN, MSNBC, FOX, BBC, Al Jazeera, e.g.)	8	6
Online-only sources (HuffPost, Yahoo, AOL, Gawker, other Blogs, etc.)	1	*
Newspapers (NY Times, Boston Globe, e.g.)	6	10
News wires (Associated Press, Reuters, e.g.)	-	-
Radio programming (NPR, e.g.)	2	4
Specialty (TMZ, ESPN, Nature, e.g.)	-	*
African-American or Hispanic community specific news	49	18
Unspecified TV station (i.e. NBC only)	3	2
Friend, family, colleague	1	*
Magazines (Economist, New Yorker, etc.)	*	1
Journals	-	-
Non-specific	*	*
None	4	15
Other	3	3
Don't know (DO NOT READ)	*	*
Refused (DO NOT READ)	-	*
No source mentioned	15	21

N=

302

279

PAID SUBSCRIPTIONS

Results for all adults for PAY1 through D24 previously released

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

	All adults	Hispanic adults	African-American adults
Yes	26	11	16
No	74	89	84
Don't know (DO NOT READ)	-	-	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

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	*	-

HISPANIC ADULTS

	Yes	No	Don't know (DO NOT READ)	Refused (DO NOT READ)
A print-only newspaper (<i>N=85</i>)	62	38	-	-
A newspaper's online website (<i>N=85</i>)	49	51	-	-
A print magazine (<i>N=85</i>)	32	68	-	-
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=28</i>)	30	70	-	-
A magazine's website (<i>N=85</i>)	23	77	-	-
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=70</i>)	18	82	-	-
Cable/Internet subscription (VOL.) (<i>N=85</i>)	12	88	-	-
General news subscription, unspecified (VOL.) (<i>N=85</i>)	-	100	-	-
Any other online news source (specify) (<i>N=85</i>)	-	100	*	-

AFRICAN-AMERICAN ADULTS

	Yes	No	Don't know (DO NOT READ)	Refused (DO NOT READ)
A print-only newspaper (<i>N=79</i>)	73	27	-	-
A print magazine (<i>N=79</i>)	48	51	1	-
A newspaper's online website (<i>N=79</i>)	43	57	-	-
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=31</i>)	27	73	-	-
A magazine's website (<i>N=79</i>)	23	77	-	-
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=73</i>)	17	81	2	-
General news subscription, unspecified (VOL.) (<i>N=79</i>)	5	95	-	-
Cable/Internet subscription (VOL.) (<i>N=79</i>)	2	98	-	-
Any other online news source (specify) (<i>N=79</i>)	-	97	3	-

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	Hispanic adults	African-American adults
Democrat	30	28	55
Republican	22	15	5
Independent	25	17	19
None of these	21	39	19
Don't know (DO NOT READ)	1	1	1
Refused (DO NOT READ)	1	1	*
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

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	Hispanic adults	African-American adults
Total Democrat	46	47	85
Democrat - strong	16	12	32
Democrat - moderate	14	16	22
Democrat - unknown intensity	*	-	1
Ind./None/DK/Ref. - lean Democratic	17	19	30
Total Republican	34	23	8
Republican - strong	9	4	4
Republican - moderate	13	10	2
Republican - unknown intensity	*	-	*
Ind./None/DK/Ref. - lean Republican	12	9	2
[VOL] Independent - don't lean	14	19	5
[VOL] None - don't lean	2	5	-
[VOL] Other	3	4	2
Don't know (DO NOT READ)	*	1	*
Refused (DO NOT READ)	1	*	*
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

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	Hispanic adults	African-American adults
Liberal	25	22	31
Liberal - strongly	12	9	14
Liberal - somewhat	14	13	17
Moderate	34	32	35
Conservative	34	35	23
Conservative - strongly	17	18	10
Conservative - somewhat	17	17	13
Don't know (DO NOT READ)	5	10	8
Refused (DO NOT READ)	2	1	2
<i>N</i> =	1,492	358	318

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

	All adults	Hispanic adults	African-American adults
Married	48	37	29
Living as married/Co-habiting	7	15	7
Separated	2	5	5
Divorced	10	8	11
Widowed, or	6	3	5
Never married	25	31	41
Don't know (DO NOT READ)	*	*	*
Refused (DO NOT READ)	*	1	1
<i>N</i> =	1,492	358	318

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

	All adults	Hispanic adults	African-American adults
Yes	32	42	37
No	68	58	63
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	*	*	*
<i>N</i> =	1,492	358	318

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

	All adults	Hispanic adults	African-American adults
Less than high school graduate	11	29	12
High school graduate	30	32	34
Technical/trade school	2	*	3
Some college	22	20	25
College graduate	22	14	19
Some graduate school	1	*	*
Graduate degree	11	3	6
Don't know (DO NOT READ)	*	1	*
Refused (DO NOT READ)	*	-	-
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

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

	All adults	Hispanic adults	African-American adults
None	9	9	8
One line	79	78	82
Two lines	8	9	7
Three or more	3	4	3
Don't know (DO NOT READ)	*	*	-
Refused (DO NOT READ)	*	-	*
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

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	Hispanic adults	African-American adults
None	39	53	43
One line	58	45	51
Two lines	3	2	5
Three or more	1	*	*
Don't know (DO NOT READ)	*	*	-
Refused (DO NOT READ)	*	-	*
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

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	Hispanic adults	African-American adults
Landline	27	16	18
Cellphone	43	58	56
Both equally	30	26	26
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	-	-	-
N=	950	218	209

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	Hispanic adults	African-American adults
None	60	56	50
One	30	34	35
Two	6	7	5
Three or more	3	3	7
Don't know (DO NOT READ)	*	-	-
Refused (DO NOT READ)	*	-	2
N=	486	83	107

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	Hispanic adults	African-American adults
Below \$50,000	45	60	52
\$50,000 or higher	47	31	41
Don't know (DO NOT READ)	4	6	4
Refused (DO NOT READ)	4	3	3
N=	1,492	358	318

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	Hispanic adults	African-American adults
Under \$10,000	8	12	16
\$10,000 to under \$20,000	9	15	14
\$20,000 to under \$30,000	10	17	16
\$30,000 to under \$40,000	9	12	7
\$40,000 to under \$50,000	7	8	7
\$50,000 to under \$75,000	19	9	15
\$75,000 to under \$100,000	11	3	7
\$100,000 to under \$150,000	12	7	10
\$150,000 or more	8	6	4
Don't know (DO NOT READ)	4	7	3
Refused (DO NOT READ)	5	4	1
<i>N=</i>	<i>1,375</i>	<i>326</i>	<i>294</i>

D24. INTERVIEWER RECORD GENDER

	All adults	Hispanic adults	African-American adults
Male	48	50	45
Female	52	49	55
Don't know (DO NOT READ)	*	*	-
Refused (DO NOT READ)	-	-	-
<i>N=</i>	<i>1,492</i>	<i>358</i>	<i>318</i>

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, along with the McCormick Foundation, the Maynard Institute, and New America Media, 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. The margin of error for the racial and ethnic oversample subgroups were +/- 7.9 percentage points for the African American subgroup and +/- 8.5 percentage points for the Hispanic subgroup.

A complete study report is available on the Media Insight Project's website: www.MediaInsight.org.
