



Americans and the News Media: What they do — and don't — understand about each other

General Population Survey

Conducted by the Media Insight Project

**An initiative of the American Press Institute and The Associated Press-NORC
Center for Public Affairs Research**

*Interviews: 3/21-4/17/18
2,019 adults*

Margin of error: +/- 3.0 percentage points at the 95% confidence level among all adults

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

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Q1. How often do you watch, read, or hear news? By news, we mean any kind of news, including sports, traffic, weather, stocks, politics, lifestyle, or any other topic, that you may get in print, on television, radio, social media, or through word of mouth. Do you generally watch, read, or hear news...?

	AP-NORC 3/21-4/17/18
More than once a day NET	65
Several times an hour	6
Several times a day	59
Once a day	18
Less than once a day NET	16
Several times a week	7
Weekly	4
Less often	4
Never	1
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

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Q2. How important is it to you personally to keep up with news and information?

	AP-NORC 3/21-4/17/18
Not at all/Not very important NET	10
Not at all important	1
Not very important	9
Moderately important	42
Extremely/Very important NET	48
Very important	34
Extremely important	13
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

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Q3. No matter how you get your news, there is always an organization that gathers the information and does the reporting. For this question, we are interested in a specific news organization, such as a national or local TV news program, newspaper, radio show, or news website that you use frequently.

What is the name of the news organization you use most frequently? If there is more than one, pick one.

[OPEN-ENDED RESPONSE]

	AP-NORC 3/21-4/17/18
Local newspaper	4
National newspaper	4
Cable news	32
Network news	14
Radio	8
Magazine	*
Local TV	19
Internet/online source	10
Other	7
None/refused	2

N=

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Q4. Choose the statement that best describes you, even if it is not exactly right. In general...

	AP-NORC 3/21-4/17/18
I actively seek out news and information	63
I mostly bump into news and information as I do other things or hear about it from others	37
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

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Q5. Everyone has a different way of consuming news. How often do you do each of the following?

AP-NORC 3/21-4/17/18	More than once a day NET	Several times an hour	Several times a day	Once a day	Less than once a day NET	Several times a week	Weekly	Less often	Never	DK	SKP/ REF
I scan the headlines of a lot of stories	39	3	36	30	26	11	6	9	5	-	*
I watch, read, or listen closely to the details of a story	39	3	36	29	30	12	9	9	2	-	*
I focus on opinion pieces more than news reporting	10	1	9	17	61	11	10	39	11	*	1

N=2,019

Q6. Now, we are interested in whether you paid to use any media in the last year. For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.

AP-NORC 3/21-4/17/18	Yes, I personally subscribe to, donate to, or regularly pay for it	No, I do not personally subscribe to, donate to, or regularly pay for it	DK	SKP/ REF
Cable or satellite television	61	38	-	*
Streaming services for video such as Hulu or Netflix	52	47	*	1
A print or digital version of a magazine	25	74	*	1
A print or digital version of a newspaper	29	71	*	1
Print or digital newsletter	20	79	*	1
A digital-only news site, such as ESPN Insider or Politico Pro	10	89	*	*
A podcast or YouTube channel through direct payments or funding platforms like Patreon	11	88	*	*
A public radio station or public television station such as NPR or PBS	24	75	-	1

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Q7. Next, how important do you think each of the following is for the news media to try to do?

[ITEMS RANDOMIZED]

AP-NORC 3/21-4/17/18	Not at all/ Not very important NET	Not at all important	Not very important	Somewhat important	Extremely/ Very important NET	Very important	Extremely important	DK	SKP/ REF
Act as a watchdog of powerful institutions and people	15	5	10	30	54	29	24	*	1
Verify and get the facts right	4	2	2	8	87	23	64	*	*
Be fair to all sides	4	1	3	17	78	38	41	-	*
Be neutral	8	2	6	24	68	33	35	*	*
Provide diverse points of view	10	4	6	28	61	36	25	*	1
Make it easier to find important civic information	9	2	7	39	51	37	15	*	*
Make the news entertaining so people will pay attention to it	40	12	28	36	24	18	6	-	*
Help people understand communities unlike their own	11	3	9	37	52	38	14	*	*
Report on possible solutions to problems in society	12	3	9	35	53	37	15	-	*
Provide forums for community discussions	19	3	16	42	38	28	9	*	*

N=2,109

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Q8. Next, thinking about when you watch, read, or hear the news, which of the following best describes what you find most useful...

	AP-NORC 3/21-4/17/18
News coverage that mostly just reports the facts	27
News coverage that mostly includes facts with some background and analysis	63
News coverage that is mostly analysis	5
Instead of news coverage, I find commentary and opinion content more useful	5
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N= 2,019

Q9. Now, we'd like to ask you about the content of news coverage specifically. Putting aside pure commentary and opinion pieces, which of the following do you think best describes news coverage these days?

	AP-NORC 3/21-4/17/18
Most news coverage includes just the facts	7
Most news coverage includes the facts with some background and analysis	33
Most news coverage includes too much analysis	17
Most news coverage seems like commentary and opinion	42
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N= 2,019

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Q10. For each of the following items related to the news media, please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.

[ITEMS RANDOMIZED; ITEMS A, B, AND C ALWAYS FIRST]

AP-NORC 3/21-4/17/18	Very/ Somewhat positive NET	Very positive	Somewhat positive	Neither positive nor negative	Very/ Somewhat negative NET	Somewhat negative	Very negative	DK	SKP/ REF
Journalists as a group	41	11	29	31	28	20	8	-	*
News organizations in general	36	8	29	28	35	26	9	-	*
[SOURCE NAMED IN Q3]	73	36	37	18	8	7	1	*	*
Your local newspaper	47	12	35	35	17	13	4	1	1
National newspapers	40	9	31	33	24	18	6	2	1
Local TV News	56	13	43	30	14	11	3	*	1
National cable TV news such as Fox News, CNN, or MSNBC	36	10	26	29	34	24	10	*	1
Broadcast TV news such as NBC, CBS, or ABC	49	12	37	27	24	15	9	*	*
Online-only news websites, such as Vox or Yahoo News	24	4	20	49	23	17	6	2	2
Public radio such as NPR	42	18	25	39	16	11	4	2	1
Talk radio	29	5	24	41	28	18	10	2	1
Social media platforms such as Facebook or Twitter	18	3	15	33	45	28	17	2	1
PBS	52	23	29	36	10	7	4	1	1
Individual journalists you read or follow	43	12	31	46	9	7	2	1	1

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Q11. Many news organizations produce opinion content as well as report the news. How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?

[ITEMS RANDOMIZED; ITEMS A AND B ALWAYS FIRST]

AP-NORC 3/21-4/17/18	Very/ Somewhat easy NET	Very easy	Somewhat easy	Neither difficult nor easy	Very/ Somewhat difficult NET	Somewhat difficult	Very difficult	DK	SKP/ REF
A. The news media in general	55	15	40	20	24	19	5	*	1
B. <i>If named a source in Q3 (n=2,009)</i> [SOURCE NAMED IN Q3]	75	33	42	16	8	7	1	*	1
C. National cable TV news such as Fox News, CNN, or MSNBC	54	21	33	22	23	16	7	1	1
D. Broadcast TV news such as NBC, CBS, or ABC	57	18	39	23	18	13	5	*	1
E. Your local newspaper	55	19	36	29	13	10	4	1	2
F. National newspapers	47	14	33	31	19	14	5	2	2
G. Online-only news websites	43	12	31	31	21	16	5	3	2
H. PBS	55	23	32	31	11	8	3	1	1
I. Public radio such as NPR	47	20	27	34	15	12	4	2	1
J. Talk radio	50	19	31	28	19	14	4	2	1
K. Local TV News	63	21	42	25	10	8	2	1	1

N=2,019

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Q11A. Now thinking about news you see on social platforms such as Facebook or Twitter, how easy or difficult is it for you to tell the difference between opinion content and news reporting?

	AP-NORC 3/21-4/17/18
Very/Somewhat easy NET	43
Very easy	17
Somewhat easy	26
Neither difficult nor easy	21
Very/Somewhat difficult NET	32
Somewhat difficult	19
Very difficult	13
DON'T KNOW	2
SKIPPED ON WEB/REFUSED	2

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Q12. Next is a list of different terms or concepts that sometimes appear in journalism and media but may or may not be familiar to most people. How familiar are you with each term or concept?

[ITEMS RANDOMIZED]

AP-NORC 3/21-4/17/18	Not at all/ A little familiar NET	Not at all familiar	A little familiar	Somewhat familiar	Completely/ Very familiar NET	Very familiar	Completely familiar	DK	SKP/ REF
The difference between an analyst and a commentator	29	10	18	31	40	27	13	*	*
The difference between an editorial and a news story	27	10	17	27	46	27	19	*	*
What an Op-Ed is	50	37	13	20	28	14	13	1	1
The difference between a reporter and a columnist	28	10	18	30	42	27	15	*	*
What attribution means	43	23	20	25	30	18	13	1	1
What breaking news means	11	3	8	14	75	40	35	-	*
What native advertising is	57	39	18	24	18	10	8	*	*
The difference between a news story and a press release	21	7	15	26	53	30	23	*	*
What a political endorsement is	19	7	11	19	62	33	29	*	*

N=2,019

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Q13. There is a lot of talk today about media building trust. How important do you think it is for journalists to do each of the following:

[ITEMS RANDOMIZED]

AP-NORC 3/21-4/17/18	Not at all/ Not very important NET	Not at all important	Not very important	Somewhat important	Extremely/ Very important NET	Very important	Extremely important	DK	SKP/ REF
Explain how the reporting for a story was done	16	3	13	35	48	36	12	*	*
Offer more information about the sources or evidence cited in a story	7	2	6	24	68	44	25	*	1
Explain more about the news organization and its policies	18	4	14	37	44	31	12	*	1
Offer more information about the background and experience of reporters	23	5	18	41	36	27	8	*	*
Explain why stories are chosen in the first place	19	4	15	41	40	30	10	-	*

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Q14. Which of the following best describes your understanding of how journalists use “anonymous sources” in their reporting?

	AP-NORC 3/21-4/17/18
Journalists take information from unknown people and publish it	12
Journalists get information from unknown people, see if they can confirm it, and then publish it	17
Journalists know a source's identity and check their information, but do not include a source's name in their news report	58
Don't know	13
SKIPPED ON WEB/REFUSED	*

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If named a source in Q3

Q15. Thinking of [SOURCE NAMED IN Q3], how well does that news organization explain its uses of anonymous sources?

	AP-NORC 3/21-4/17/18
Extremely/Very well NET	35
Extremely well	11
Very well	24
Somewhat well	28
Not well at all/Not too well NET	18
Not too well	12
Not well at all	6
Don't know	19
SKIPPED ON WEB/REFUSED	*

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Q16. How often do you think journalists pay sources for their information?

	AP-NORC 3/21-4/17/18
All/Most of the time NET	29
All of the time	6
Most of the time	23
Occasionally/Rarely NET	62
Occasionally	46
Rarely	17
Never	7
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	1

N=

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Q17. When journalists are deciding which stories to cover, how important do you think each of the following is in their decision making?

[ITEMS RANDOMIZED]

AP-NORC 3/21-4/17/18	Not at all/ Not very important NET	Not at all important	Not very important	Somewhat important	Extremely/ Very important NET	Very important	Extremely important	DK	SKP/ REF
How many people will pay attention to the story	11	4	7	26	62	37	25	*	*
How many people are affected by the story	14	4	10	34	51	37	15	*	1
The personal biases or political views of the journalist	27	10	17	35	38	26	11	*	*
A desire to help people make up their minds on issues	20	6	15	42	38	29	9	*	*
A desire to help solve problems in society	24	7	17	40	36	26	10	*	*

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Q18. Choose the statement that best describes how you view the news, even if it is not exactly right. In general...

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 3/21-4/17/18
Most news reports are fairly <u>inaccurate</u> , I have to check multiple sources to verify the information	40
Most news reports are fairly <u>accurate</u> , I don't have to check multiple sources to verify the information	59
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

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Q19. Thinking about news coverage in general, how accurately do you think news organizations portray each of the following topics?

[ITEMS RANDOMIZED]

AP-NORC 3/21-4/17/18	Completely/ Very NET	Completely	Very	Moderately	Not at all/ Slightly NET	Slightly	Not at all	DK	SKP/ REF
Issues around race and ethnicity	23	5	18	43	33	21	12	*	*
Issues around religion	18	4	13	45	37	24	13	*	1

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Q20. Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?

[ITEMS RANDOMIZED]

AP-NORC 3/21-4/17/18	Completely/ Very NET	Completely	Very	Moderately	Not at all/ Slightly NET	Slightly	Not at all	DK	SKP/ REF
Women	25	5	20	48	26	18	7	*	1
Men	29	6	23	47	24	15	9	*	*
Republicans	26	6	20	41	31	17	15	*	1
Democrats	31	9	23	43	24	15	10	*	1
Political independents	17	3	13	44	39	25	13	*	1
Liberals	25	7	18	46	28	18	10	*	1
Conservatives	21	5	16	45	33	21	12	*	1
People in rural areas	12	3	9	42	45	33	12	*	1
People in urban areas	26	4	21	45	27	19	8	1	1
The political establishment	31	8	23	38	30	19	11	*	1
Grass-roots political movements	15	3	12	45	38	26	12	1	1
Wealthy people	38	11	27	34	27	17	10	*	1
Lower-income people	15	5	10	36	49	34	14	*	1
The middle-class	17	3	15	50	32	24	8	*	1

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Q21. Next, people may interact with the media in many ways, or they may not. In general, how often have you done or experienced each of the following?

[ITEMS RANDOMIZED]

AP-NORC 3/21-4/17/18	Never	Once	More than once	Not applicable	DK	SKP/ REF
A. Written a letter to the editor	64	10	12	12	-	1
B. Commented on a news organization's website	56	10	21	12	-	1
C. Commented on a news organization's social media post	51	12	25	11	-	1
D. Contacted a journalist with story ideas or feedback	64	11	10	14	-	1
E. Were interviewed by a journalist for a news story	56	18	15	11	*	1
F. Had a conversation with a journalist on social media	70	10	7	12	*	1
G. Had your social media post included in a story	72	6	8	12	*	1
H. Participated in a public event held by a news organization	66	11	12	10	-	1
I. Known a journalist personally	56	17	17	10	-	*
J. Read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession	19	13	60	7	-	1
K. Witnessed or experienced something that was covered by a news organization	31	22	39	8	*	1

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If "Once" in Q21E, Q21G, Q21J, or Q21K

Q22A. Which of the following comes closest to what you observed about the reporting when...?

AP-NORC 3/21-4/17/18	The reporting was entirely accurate	The reporting got the important facts right, despite some minor inaccuracies	The reporting was mostly inaccurate	The reporting was never published	DK	SKP/ REF
<i>If "Once" in Q21E (n=372)</i> You were interviewed by a journalist for a news story	37	46	10	7	-	-
<i>If "Once" in Q21G (n=114)</i> You had your social media post included in a story	23	48	18	10	*	1
<i>If "Once" in Q21J (n=252)</i> You read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession	14	58	19	6	1	3
<i>If "Once" in Q21K (n=429)</i> You witnessed or experienced something that was covered by a news organization	20	59	17	4	*	1

If reporting was published in Q22A

Q22A_1. Which of the following comes closest to what you observed about the reporting when...?

AP-NORC 3/21-4/17/18	The reporting was unbiased and fair	The reporting was biased and unfair	DK	SKP/ REF
<i>If published in Q22A item (n=339)</i> You were interviewed by a journalist for a news story	82	16	*	1
<i>If published in Q22A item (n=102)</i> You had your social media post included in a story	47	43	6	4
<i>If published in Q22A item (n=237)</i> You read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession	64	36	*	*
<i>If published in Q22A item (n=403)</i> You witnessed or experienced something that was covered by a news organization	68	32	-	*

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If "More than once" in Q21E, Q21G, Q21J, or Q21K

Q22B. Which of the following comes closest to what you observed about the reporting the most recent time when...?

AP-NORC 3/21-4/17/18	The reporting was entirely accurate	The reporting got the important facts right, despite some minor inaccuracies	The reporting got important facts wrong	The reporting was never published	DK	SKP/REF
<i>If "More than once" in Q21E (n=315)</i> You were interviewed by a journalist for a news story	26	57	12	4	-	-
<i>If "More than once" in Q21G (n=159)</i> You had your social media post included in a story	17	49	18	14	*	2
<i>If "More than once" in Q21J (n=1,278)</i> You read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession	18	66	14	1	*	*
<i>If "More than once" in Q21K (n=849)</i> You witnessed or experienced something that was covered by a news organization	22	62	11	3	1	1

If reporting was published in Q22B

Q22B_1. Which of the following comes closest to what you observed about the reporting when...?

AP-NORC 3/21-4/17/18	The reporting was unbiased and fair	The reporting was biased and unfair	DK	SKP/REF
<i>If published in Q22B item (n=299)</i> You were interviewed by a journalist for a news story	79	20	-	1
<i>If published in Q22B item (n=132)</i> You had your social media post included in a story	66	34	-	-
<i>If published in Q22B item (n=1,253)</i> You read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession	74	25	-	1
<i>If published in Q22B item (n=817)</i> You witnessed or experienced something that was covered by a news organization	77	22	-	*

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Q23. People have different ways of learning about how the media works. Have you ever done any of the following, or not?

[ITEMS RANDOMIZED]

AP-NORC 3/21-4/17/18	Yes	No	DK	SKP/ REF
Participated in a school newspaper, or school television or radio station	26	74	*	*
Took a general class about the media or news literacy	16	83	*	*
Had a teacher assign reading and discussion of news and current events	61	39	*	1
Started a blog or social media account to create news or non-personal content	9	91	*	*
Took a class about journalism	14	85	*	*

N=2,019

Q24. Now, generally speaking, would you say the news industry is headed in the...

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 3/21-4/17/18
Right direction	42
Wrong direction	56
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

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Q25. Next, how trustworthy do you think the news media in general is ...

	AP-NORC 3/21-4/17/18
Very/Somewhat trustworthy NET	44
Very trustworthy	7
Somewhat trustworthy	37
Neither trustworthy nor untrustworthy	20
Very/Somewhat untrustworthy NET	36
Somewhat untrustworthy	23
Very untrustworthy	13
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

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If named a source in Q3

Q26. How trustworthy do you think [SOURCE NAMED IN Q3] is?

	AP-NORC 3/21-4/17/18
Very/Somewhat trustworthy NET	73
Very trustworthy	29
Somewhat trustworthy	45
Neither trustworthy nor untrustworthy	17
Very/Somewhat untrustworthy NET	9
Somewhat untrustworthy	6
Very untrustworthy	3
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

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Q27. In the last year, has your level of trust in the news media in general...

	AP-NORC 3/21-4/17/18
Increased a lot/a little NET	17
Increased a lot	4
Increased a little	13
Neither increased nor decreased	39
Decreased a lot/a little NET	44
Decreased a little	25
Decreased a lot	19
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

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If named a source in Q3

Q28. In the last year, has your level of trust in [SOURCE NAMED IN Q3]...

	AP-NORC 3/21-4/17/18
Increased a lot/a little NET	32
Increased a lot	12
Increased a little	20
Neither increased nor decreased	54
Decreased a lot/a little NET	13
Decreased a little	10
Decreased a lot	4
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	2,009

Q29. Here is a pair of opposite phrases. Which phrase do you feel better describes the news media in general. Would you say the news media in general...

	AP-NORC 3/21-4/17/18
Protects democracy	28
Hurts democracy	30
Neither	41
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	2,019

Q30. Do you think the news media is too liberal, just about right, or too conservative?

	AP-NORC 3/21-4/17/18
Too liberal	37
Just about right	46
Too conservative	16
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2
N=	2,019

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Q31. You may have heard about “fake news” stories. Which of the following would you call “fake news”?

Please select all that apply.

	AP-NORC 3/21-4/17/18
A. Satire or comedy about current events	25
B. Journalists from real news organizations making stuff up	62
C. Made-up stories from news outlets that don't exist	71
D. News stories from real organizations that are unfair or sloppy	43
E. Media outlets that pass on conspiracy theories and unsubstantiated rumors	63
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2
N=	2,019

If selected any in Q31

Q32. How big of a problem do you think each of the following is today?

AP-NORC 3/21-4/17/18	Major problem	Minor problem	Not a problem at all	Don't know	SKP/ REF
<i>If selected Q31A (n=525)</i> Satire or comedy about current events	26	33	28	12	*
<i>If selected Q31B (n=1,306)</i> Journalists from real news organizations making stuff up	50	33	11	6	*
<i>If selected Q31C (n=1,421)</i> Made-up stories from news outlets that don't exist	57	28	6	9	1
<i>If selected Q31D (n=896)</i> News stories from real organizations that are unfair or sloppy	67	25	3	6	*
<i>If selected Q31E (n=1,302)</i> Media outlets that pass on conspiracy theories and unsubstantiated rumors	68	23	2	7	*

Americans and the News Media: What they do — and don't — understand about each other

PID1. Do you consider yourself a Democrat, a Republican, an independent or none of these?

	AP-NORC 3/21-4/17/18
Democrat	35
Republican	24
Independent	24
None of these	17
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N= 2,019

If Democrat in PID1

PIDA. Do you consider yourself a strong Democrat or a moderate Democrat?

	AP-NORC 3/21-4/17/18
Strong Democrat	39
Moderate Democrat	61
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

N= 710

If Republican in PID1

PIDB. Do you consider yourself a strong Republican or a moderate Republican?

	AP-NORC 3/21-4/17/18
Strong Republican	30
Moderate Republican	70
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N= 459

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If Independent, None of these, don't know, skipped, or refused in PID1

PIDi. Do you lean more toward the Democrats or the Republicans?

	AP-NORC 3/21-4/17/18
Lean Democrat	24
Lean Republican	25
Don't lean	49
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2
N=	850

POLITICS. Combines PID1, PIDi, PIDA, and PIDB.

	AP-NORC 3/21-4/17/18
Democrat NET	45
Strong Democrat	14
Moderate Democrat	21
Lean Democrat	10
Independent/None – Don't lean	21
Republican NET	34
Lean Republican	10
Moderate Republican	17
Strong Republican	7
Unknown	1
N=	2,019

CUR2. Overall, do you approve or disapprove of the way Donald Trump is handling his job as president?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 3/21-4/17/18
Approve	37
Disapprove	61
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	3
N=	2,019

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DM5. Which one of the following best describes where you live?

	AP-NORC 3/21-4/17/18
Urban area	24
Suburban area	47
Rural area	27
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N= 2,019

DM6. What is your religious preference?

	AP-NORC 3/21-4/17/18
Protestant	30
Catholic	21
Mormon	1
Jewish	2
Muslim	1
Other religion [SPECIFY]	2
No religion	28
Christian, other (VOL)	13
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N= 2,019

AGE

	AP-NORC 3/21-4/17/18
18-29	21
30-44	25
45-59	26
60+	28

N= 2,019

GENDER

	AP-NORC 3/21-4/17/18
Male	48
Female	52

N= 2,019

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RACE/ETHNICITY

	AP-NORC 3/21-4/17/18
White	64
African American	12
Hispanic	16
Other	8
<i>N=</i>	<i>2,019</i>

MARITAL STATUS

	AP-NORC 3/21-4/17/18
Married	49
Widowed	4
Divorced	12
Separated	2
Never married	25
Living with partner	8
<i>N=</i>	<i>2,019</i>

EDUCATION

	AP-NORC 3/21-4/17/18
No high school diploma	11
High school graduate or equivalent	29
Some college	29
Bachelor's degree or above	31
<i>N=</i>	<i>2,019</i>

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INCOME

	AP-NORC 3/21-4/17/18
Under \$10,000	6
\$10,000 to under \$20,000	10
\$20,000 to under \$30,000	13
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	13
\$150,000 or more	8

N= 2,018

Americans and the News Media: What they do — and don't — understand about each other

Media Insight Project Poll – Americans and the News Media: What they do — and don't — understand about each other:

Methodology

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

The survey was conducted from March 21 through April 17, 2018. Data were collected using the AmeriSpeak® Panel, which is NORC's probability based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, nonzero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from the AmeriSpeak Panel, and 2,019 completed the survey — 1,847 via the web and 172 via telephone. The final stage completion rate is 30.2 percent, the weighted household panel response rate is 33.7 percent, and the weighted household panel retention rate is 88.1 percent, for a cumulative response rate of 9.0 percent. The overall margin of sampling error is +/- 3.0 percentage points at the 95 percent confidence level, including the design effect.

Respondents were offered a small monetary incentive for completing the survey. Interviews were conducted in English or Spanish, depending on respondent preference. Phone interviews were conducted by professional interviewers who were carefully trained on the specific survey for this study.

Once the sample was selected and fielded, and all the study data had been collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under- and over-sampling resulting from the study specific sample design. Poststratification variables included age, gender, Census region, race/ethnicity, and education. Weighting variables were obtained from the 2017 Current Population Survey. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

Details about the Media Insight Project can be found at: www.mediainsight.org. For more information, please contact info@apnorc.org.