

How the Press and Public Can Find Common Purpose

Conducted by NORC at the University of Chicago in collaboration with the
American Press Institute and funding and partnership from Democracy Fund

Interviews: 12/13-16/2018

1,067 adults

Margin of error: +/- 4.1 percentage points at the 95% confidence level among all adults

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

API1. In general, how qualified do you feel you are to participate in discussions with family or friends about important issues in the news?

| | NORC 12/13-16/2018 |
|--------------------------------------|-----------------------|
| Not at all/A little qualified | 26 |
| Not at all qualified | 6 |
| A little qualified | 20 |
| Somewhat qualified | 39 |
| Extremely/Very qualified | 34 |
| Very qualified | 24 |
| Extremely qualified | 10 |
| DON'T KNOW | * |
| SKIPPED/REFUSED | 1 |

N = 1,067

API2. How well do you feel you understand the important issues facing your community?

| | NORC 12/13-16/2018 |
|----------------------------|-----------------------|
| Not at all/A little | 27 |
| Not at all | 6 |
| A little | 22 |
| Somewhat well | 44 |
| Extremely/Very well | 28 |
| Very well | 21 |
| Extremely well | 7 |
| DON'T KNOW | - |
| SKIPPED/REFUSED | 1 |

N = 1,067

API3. How much impact do you think you can have in making your community a better place to live?

| | NORC 12/13-16/2018 |
|------------------------------|-----------------------|
| A small/No impact | 59 |
| No impact | 12 |
| A small impact | 47 |
| A Big/Moderate impact | 39 |
| A moderate impact | 31 |
| A big impact | 8 |
| DON'T KNOW | - |
| SKIPPED/REFUSED | 2 |
| <i>N = 1,067</i> | |

API4. How well do you feel you understand the important issues facing your country?

| | NORC 12/13-16/2018 |
|----------------------------|-----------------------|
| Not at all/A little | 20 |
| Not at all | 3 |
| A little | 18 |
| Somewhat well | 42 |
| Extremely/Very well | 37 |
| Very well | 26 |
| Extremely well | 10 |
| DON'T KNOW | - |
| <i>N = 1,067</i> | |
| SKIPPED/REFUSED | 1 |
| <i>N = 1,067</i> | |

API5. How much impact do you think you can have in making your country a better place to live?

| NORC 12/13-16/2018 | |
|------------------------------|-----------|
| A small/No impact | 72 |
| No impact | 19 |
| A small impact | 53 |
| A Big/Moderate impact | 27 |
| A moderate impact | 20 |
| A big impact | 7 |
| DON'T KNOW | - |
| SKIPPED/REFUSED | 1 |

N = 1,067

API6. Thinking about the news media, how important is it for news organizations to do the following?

| NORC 12/13- 16/2018 | Not at all/ Not too important | Not at all important | Not too important | Moderately important | Extremely/ Very important | Very important | Extremely important | DK | SKP/REF |
|---|-------------------------------------|-------------------------|----------------------|-------------------------|---------------------------------|-------------------|------------------------|----|---------|
| To hold political leaders accountable | 8 | 4 | 5 | 17 | 73 | 29 | 44 | - | 1 |
| To report the latest news and information as it happens | 7 | 2 | 4 | 22 | 71 | 35 | 36 | - | 1 |
| To deal fairly with all sides of an issue | 6 | 2 | 3 | 12 | 81 | 29 | 52 | * | 1 |
| To report the facts, but also provide some context for them as well | 13 | 4 | 9 | 21 | 66 | 33 | 33 | * | 1 |

N = 1,067

API7. How important to you is your right to publicly question the [actions/decisions] of the following authority figures?

| NORC 12/13- 16/2018 | Not at all/ Not too important | Not at all important | Not too important | Moderately important | Extremely/ Very important | Very important | Extremely important | DK | SKP/REF |
|---------------------------|-------------------------------------|-------------------------|----------------------|-------------------------|---------------------------------|-------------------|------------------------|----|---------|
| Political leaders | 6 | 1 | 5 | 16 | 77 | 29 | 48 | - | 1 |
| Business leaders | 9 | 2 | 7 | 26 | 64 | 31 | 33 | - | 1 |
| Community leaders | 6 | 1 | 5 | 19 | 74 | 32 | 42 | - | 1 |

N = 1,067

API8. How confident are you in your own ability to publicly question the [actions/decisions] of the following authority figures if needed?

| NORC 12/13- 16/2018 | Not at all/ Not too confident | Not at all confident | Not too confident | Moderately confident | Extremely/ Very confident | Very confident | Extremely confident | DK | SKP/REF |
|---------------------------|-------------------------------------|-------------------------|----------------------|-------------------------|---------------------------------|-------------------|------------------------|----|---------|
| Political leaders | 30 | 9 | 21 | 35 | 34 | 20 | 14 | * | 1 |
| Business leaders | 33 | 9 | 25 | 35 | 30 | 18 | 12 | * | 1 |
| Community leaders | 26 | 7 | 19 | 37 | 35 | 21 | 14 | * | 1 |

N = 1,067

API9. How important is it to you personally to keep up with news and information?

| NORC 12/13-16/2018 | |
|--------------------------------------|-----------|
| Not at all/Not very important | 8 |
| Not at all important | 1 |
| Not very important | 7 |
| Moderately important | 38 |
| Extremely/Very important | 53 |
| Very important | 32 |
| Extremely important | 21 |
| DON'T KNOW | - |
| SKIPPED/REFUSED | 1 |

N = 1,067

API10. Choose the statement that best describes you, even if it is not exactly right. In general...

| | NORC 12/13-16/2018 |
|---|-----------------------|
| I actively seek out news and information | 61 |
| I mostly bump into news and information as I do other things or hear about it from others | 38 |
| DON'T KNOW | * |
| SKIPPED/REFUSED | 1 |

N = 1,067

API11. 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.

| NORC 12/13-16/2018 | Yes, i personally have a subscription or pay for it on a regular basis | No, i do not personally pay for it | DK | SKP/REF |
|--|---|--|----|---------|
| Cable, satellite television, or streaming services | 73 | 26 | - | 1 |
| A print or digital version of a magazine | 25 | 73 | - | 2 |
| A print or digital version of a national newspaper | 14 | 85 | * | 1 |
| A print or digital version of a local newspaper | 27 | 72 | - | 1 |
| Print or digital newsletter | 18 | 81 | - | 1 |
| A digital-only news site, such as ESPN Insider, The Athletic, or Politico Pro | 12 | 87 | - | 1 |
| A podcast or YouTube channel through direct payments or funding platforms like Patreon | 12 | 87 | - | 1 |
| A public radio station or public television station such as NPR or PBS | 23 | 77 | * | 1 |

N = 1,067

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

| | NORC 12/13-16/2018 |
|-----------------|-----------------------|
| Democrat | 33 |
| Republican | 27 |
| Independent | 25 |
| None of these | 15 |
| DON'T KNOW | - |
| SKIPPED/REFUSED | 1 |

N = 1,067

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

| NORC 12/13-16/2018 | |
|-----------------------|----|
| Strong Democrat | 43 |
| Moderate Democrat | 57 |
| DON'T KNOW | - |
| SKIPPED/REFUSED | * |

N = 394

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

| NORC 12/13-16/2018 | |
|-----------------------|----|
| Strong Republican | 36 |
| Moderate Republican | 64 |
| DON'T KNOW | - |
| SKIPPED/REFUSED | - |

N = 262

PID. Party identification.

| NORC 12/13-16/2018 | |
|-----------------------|----|
| Democrat | 45 |
| Independent | 18 |
| Republican | 38 |

N = 1,067

GENDER. Respondent gender.

| NORC 12/13-16/2018 | |
|-----------------------|----|
| Male | 48 |
| Female | 52 |

N = 1,067

MARITAL. Marital Status.

| NORC 12/13-16/2018 | |
|-----------------------|----|
| Married | 48 |
| <i>N = 1,067</i> | |
| Widowed | 4 |
| Divorced | 15 |
| Separated | 2 |
| Never married | 24 |
| Living with partner | 6 |
| <i>N = 1,067</i> | |

RACETH. Race/ethnicity.

| NORC 12/13-16/2018 | |
|--------------------------------|----|
| White, non-Hispanic | 63 |
| African American, non-Hispanic | 12 |
| Hispanic | 16 |
| Other | 8 |
| <i>N = 1,067</i> | |

HHINCOME. Household income.

| NORC 12/13-16/2018 | |
|------------------------------|----|
| Under \$10,000 | 7 |
| \$10,000 to under \$20,000 | 8 |
| \$20,000 to under \$30,000 | 13 |
| \$30,000 to under \$40,000 | 9 |
| \$40,000 to under \$50,000 | 10 |
| \$50,000 to under \$75,000 | 17 |
| \$75,000 to under \$100,000 | 15 |
| \$100,000 to under \$150,000 | 13 |
| \$150,000 or more | 8 |
| <i>N = 1,067</i> | |

EDUC4. 4-level education.

| | NORC 12/13-16/2018 |
|---------------------------|-----------------------|
| No HS diploma | 11 |
| HS graduate or equivalent | 29 |
| Some college | 28 |
| <hr/> | |
| <i>N = 1,067</i> | |
| BA or above | 32 |
| <hr/> | |
| <i>N = 1,067</i> | |

Study Methodology

NORC at the University of Chicago conducted the study in collaboration with the American Press Institute and funding and partnership from Democracy Fund. The survey was co-designed and written by API and NORC with support and engagement throughout the process by Tom Glaisyer and Jessica Mahone of the Democracy Fund. Data were collected using AmeriSpeak Omnibus®, a monthly multi-client survey using 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, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between December 13 and 16, 2018, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,067 completed the survey—992 via the web and 75 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference. The final stage completion rate is 20.1 percent, the weighted household panel response rate is 34.2 percent, and the weighted household panel retention rate is 85.1 percent, for a cumulative response rate of 5.8 percent. The overall margin of sampling error is +/- 4.1 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study-specific sample design. Poststratification variables included age, gender, Census division, race/ethnicity, and education. Weighting variables were obtained from the 2018 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

All differences reported between subgroups of the U.S. population are at the 95 percent level of statistical significance, meaning that there is only a 5 percent (or lower) probability that the observed differences could be attributed to chance variation in sampling.