Journalism Values Research
Survey 2

Conducted by the Media Insight Project

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

Interviews: 8/18-24/2020
1,155 respondents
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.

Q1. How often do you watch, read, hear, or see 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.

	AP-NORC 8/18-24/2020
Several times an hour	6
Several times a day	63
Once a day	17
Several times a week	7
Weekly	3
Less often	4
Never	*
DON'T KNOW/SKIPPED ON WEB/REFUSED	-
N=	*1,155*

Q2. Next, 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 8/18-24/2020	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	75	24	*
A print or digital version of a national newspaper	12	87	2
A print or digital version of a local newspaper	21	77	2
A print or digital version of a magazine	26	73	1
Print or digital newsletter	12	86	2
A digital-only news site, such as ESPN +, The Athletic, or Politico Pro	12	86	2
A podcast or YouTube channel through direct payments or funding platforms like Patreon	11	88	1
A public radio station or public television station such as NPR or PBS	15	85	1

N=1,155

Respondents were placed into 4 groups that each saw the 3 stories in different orders. Respondents never saw both versions of a story: DISPLAY_S1A or DISPLAY_S1B, DISPLAY_S2A or DISPLAY_S2B, DISPLAY_S3A or DISPLAY_S3B.

Respondents saw either DISPLAY_S1A or DISPLAY_S1B S3B and their follow-up questions.

DISPLAY_S1A. Please carefully read the following headline, first few paragraphs of the news story, and all of the information provided about it.

> **At-risk neighborhood now facing new health threat from toxic drinking water**
> A toxic chemical has polluted drinking water at a local mobile home park, making it the latest low-income community to face a public health crisis due to the nation's deteriorating infrastructure.
>
> Lab testing shows tap water at the mobile home park contains significant levels of a chemical known as PFOS, which is the same chemical found last year in an Air Force study of the water at the neighboring military base.
>
> Since the study was published last year, state officials have said that local residents had no reason to be concerned with their drinking water.
>
> However, public health officials are now warning residents of the low-income neighborhood about the potential health dangers for those who have been drinking the contaminated water.

DISPLAY_S1B.
Please carefully read the following headline, first few paragraphs of the news story, and all of the information provided about it.

> **Local community at risk after state officials ignore military study**
> [REMOVE BOLD]After state officials failed to act on warnings from a military study last year, the local community is now facing a public health risk as a toxic chemical has been found in the community's drinking water.
>
> Lab testing shows tap water at a mobile home park contains significant levels of a chemical known as PFOS, which is the same chemical found last year in an Air Force study of the water at the neighboring military base.
>
> Army officials say they repeatedly warned state officials about the concern but that the officials did little to minimize the impact on the community. The contamination, the army study warned, "could endanger lives as well as lead to declines in home values and business across the city".
>
> Since the study was published last year, state officials have said that local residents had no reason to be concerned with their drinking water.

However, public health officials are now warning residents of the low-income neighborhood about the potential health dangers for those who have been drinking the contaminated water.

If shown DISPLAY_S1A or DISPLAY_S1B
GEN1_S1. How likely are you to pay attention to a news story like this?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 1A	Story 1B
Extremely/Very likely NET	**56**	**57**
Extremely likely	20	21
Very likely	36	36
Somewhat likely	**35**	**33**
Not very/Not at all likely NET	**10**	**10**
Not very likely	8	8
Not at all likely	1	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	-
N=	*573*	*582*

If shown DISPLAY_S1A or DISPLAY_S1B
GEN2_S1. When reading this news story, which of the following best describe how you felt?

Select all that apply.

[RESPONSE OPTIONS RANDOMIZE]

AP-NORC 8/18-24/2020	Story 1A	Story 1B
Angry	45	52
Pleased	*	2
Bored	6	6
Interested	47	47
Sad	41	36
Happy	2	*
None	5	5
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	-
N=	*573*	*582*

If shown DISPLAY_S1A or DISPLAY_S1B
GEN3_S1. Did this news story…

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 1A	Story 1B
Deal fairly with all sides of the topic	64	60
Tend to favor one side of the topic	36	40
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	*
N=	*573*	*582*

If shown DISPLAY_S1A or DISPLAY_S1B
GEN4_S1. Did this news story seem…

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 1A	Story 1B
Very/Somewhat trustworthy NET	**82**	**86**
Very trustworthy	19	19
Somewhat trustworthy	63	67
Somewhat/Very untrustworthy NET	**18**	**14**
Somewhat untrustworthy	16	11
Very untrustworthy	1	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	*
N=	*573*	*582*

If shown DISPLAY_S1A or DISPLAY_S1B
GEN5_S1. After reading this news story, how likely are you to pay attention to <u>other stories</u> from the same news source?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 1A	Story 1B
Extremely/Very likely NET	**32**	**37**
Extremely likely	8	10
Very likely	24	27
Somewhat likely	**55**	**52**
Not very/Not at all likely NET	**13**	**11**
Not very likely	11	9
Not at all likely	1	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	*
N=	*573*	*582*

Respondents are shown the lede from their story above.

DIS_LEDE1A. At risk neighborhood now facing new health threat from toxic drinking water
A toxic chemical has polluted drinking water at a local mobile home park, making it the latest low-income community to face a public health crisis due to the nation's deteriorating infrastructure.

DIS_LEDE1B. Local community at risk after state officials ignore military study
How well do you think the headline and first sentence of this news story, displayed above, focus on the most important point about this issue?

If shown DISPLAY_S1A or DISPLAY_S1B
LEDE1_1. How well do you think the headline and first sentence of this news story, displayed above, focus on the most important point about this issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1A	Story/Lede 1B
Extremely/Very well NET	**62**	**59**
Extremely well	21	21
Very well	41	38
Somewhat well	**30**	**28**
Not very/Not well at all NET	**7**	**12**
Not very well	6	9
Not at all well	1	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	1
N=	*573*	*582*

If shown DISPLAY_S1A or DISPLAY_S1B
LEDE2_1. How much did the headline and first sentence make you want to read the rest of the story?

 [HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1A	Story/Lede 1B
A great deal/Quite a bit NET	**58**	**58**
A great deal	18	22
Quite a bit	40	36
A moderate amount	**35**	**31**
Only a little/Not at all NET	**6**	**11**
Only a little	4	9
Not at all	2	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	1
N=	*573*	*582*

LEDE3_1. Based on the headline and first sentence, how well do you feel like the story reflected the views of people like you on the issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1A	Story/Lede 1B
Extremely/Very well NET	**39**	**40**
Extremely well	8	8
Very well	30	33
Moderately well	**46**	**47**
Not very/Not well at all NET	**15**	**12**
Not very well	12	9
Not at all well	3	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1
N=	*573*	*582*

Respondents who saw story 1B are shown the added sentence from the story.

DIS_EXPLICIT1A. Army officials say they repeatedly warned state officials about the concern but that the officials did little to minimize the impact on the community. The contamination, the army study warned, "could endanger lives as well as lead to declines in home values and business across the city".

EXP1. Did the sentence displayed above help, hurt, or neither help nor hurt your understanding of the topic?
[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1B
Helped a lot/Helped a little NET	**62**
Helped a lot	33
Helped a little	29
Neither helped nor hurt	**33**
Hurt a little/Hurt a lot NET	**5**
Hurt a little	3
Hurt a lot	1
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
N=	*582*

If shown DISPLAY_S1B
EXP2. How important to the story is the information provided by this sentence?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1B
Helped a lot/Helped a little NET	**66**
Helped a lot	24
Helped a little	42
Neither helped nor hurt	**28**
Hurt a little/Hurt a lot NET	**5**
Hurt a little	4
Hurt a lot	*
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
N=	*582*

If shown DISPLAY_S1B
EXP3. Based on this sentence, displayed above, how well do you feel like the story reflected the views of people like you on the issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1B
Extremely/Very well NET	**41**
Extremely well	10
Very well	31
Somewhat well	**43**
Not very/Not well at all NET	**15**
Not very well	13
Not at all well	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
N=	*582*

If shown DISPLAY_S1A
EXP4. Do you think the news story would have been more trustworthy, less trustworthy or it would have made no difference if it included the following information?

Army officials say they repeatedly warned state officials about the concern but that the officials did little to minimize the impact on the community. The contamination, the army study warned, "could endanger lives as well as lead to declines in home values and business across the city".

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1A
Much/Somewhat more trustworthy NET	**72**
Much more trustworthy	34
Somewhat more trustworthy	38
Neither more nor less trustworthy	**23**
Somewhat less/Much less trustworthy NET	**5**
Somewhat less trustworthy	4
Much less trustworthy	1
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
N=	*573*

Respondents saw either DISPLAY_S2A or DISPLAY_S2B S3B and their follow-up questions.

DISPLAY_S2A. Please carefully read the following headline, first few paragraphs of the news story, and all of the information provided about it.

> **New recreation center for low-income neighborhood a casualty of parks scandal**
> A project aimed at helping the city's most marginalized, low-income neighborhood has been abandoned in the wake of a misuse of city funds by the Parks Director, according to documents obtained by a local media investigation.
>
> The Mayor had designated the money for a recreation center in the city's poorest district, but the director funneled the money to a series of unauthorized projects.
>
> The documents show the director misled city officials about how the funds were being spent, and the city no longer has the money to build the recreation center to help both low-income seniors and at-risk youth.

DISPLAY_S2B. Please carefully read the following headline, first few paragraphs of the news story, and all of the information provided about it.

> **Parks boss deceived Mayor, misused taxpayer money**
> The city's Parks Director intentionally defied the orders of the Mayor and diverted city money from a key recreation project to businesses owned by his friends and family, according to documents obtained by a local media investigation.

The Mayor had designated the money for a recreation center in the city's poorest district, but the director funneled the money to a series of unauthorized projects.

The Parks Director bypassed protocols in order to send money to businesses with close connections to his family and friends, the investigation finds. Emails from the Parks Director reveal that he repeatedly disregarded instructions from the Mayor's office about the funds and the project that residents voted to fund.

The documents show the director misled residents and other top city officials about how the funds were being spent, and the city no longer has the money to build the recreation center to help both low-income seniors and at-risk youth.

If shown DISPLAY_S2A or DISPLAY_S2B
GEN6_S2. How likely are you to pay attention to a news story like this?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 2A	Story 2B
Extremely/Very likely NET	**42**	**50**
Extremely likely	11	17
Very likely	31	32
Somewhat likely	**46**	**38**
Not very/Not at all likely NET	**12**	**12**
Not very likely	11	9
Not at all likely	1	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	*
N=	*557*	*598*

If shown DISPLAY_S2A or DISPLAY_S2B
GEN7_S2. When reading this news story, which of the following best describe how you felt?

Select all that apply.

[RESPONSE OPTIONS RANDOMIZE]

AP-NORC 8/18-24/2020	Story 2A	Story 2B
Angry	55	67
Pleased	1	*1
Bored	7	7
Interested	32	32
Sad	36	29
Happy	1	*
None	6	5
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	-
N=	*557*	*598*

If shown DISPLAY_S2A or DISPLAY_S2B
GEN8_S2. Did this news story…

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 2A	Story 2B
Deal fairly with all sides of the topic	61	54
Tend to favor one side of the topic	38	46
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1
N=	*557*	*598*

GEN9_S2. Did this news story seem…

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 2A	Story 2B
Very/Somewhat trustworthy NET	**84**	**87**
Very trustworthy	14	17
Somewhat trustworthy	70	70
Somewhat/Very untrustworthy NET	**15**	**13**
Somewhat untrustworthy	13	10
Very untrustworthy	2	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	-
N=	*557*	*598*

GEN10_S2. After reading this news story, how likely are you to pay attention to <u>other stories</u> from the same news source?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 2A	Story 2B
Extremely/Very likely NET	**27**	**33**
Extremely likely	5	8
Very likely	22	25
Somewhat likely	**60**	**53**
Not very/Not at all likely NET	**13**	**14**
Not very likely	11	11
Not at all likely	2	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	*
N=	*557*	*598*

Respondents are shown the lede from their story above.

DIS_LEDE2A. New recreation center for low-income neighborhood a casualty of parks scandal
A project aimed at helping the city's most marginalized, low-income neighborhood has been abandoned in the wake of a misuse of city funds by the Parks Director, according to documents obtained by a local media investigation.

DIS_LEDE2B. Parks boss deceived Mayor, misused taxpayer money
The city's Parks Director intentionally defied the orders of the Mayor and diverted city money from a key recreation project to businesses owned by his friends and family, according to documents obtained by a local media investigation.

LEDE4_2. How well do you think the headline and first sentence of this news story, displayed above, focus on the most important point about this issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 2A	Story/Lede 2B
Extremely/Very well NET	**57**	**66**
Extremely well	16	22
Very well	41	43
Somewhat well	**32**	**25**
Not very/Not well at all NET	**11**	**9**
Not very well	9	6
Not at all well	2	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	1
N=	*557*	*598*

LEDE5_2. How much did the headline and first sentence make you want to read the rest of the story?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 2A	Story/Lede 2B
A great deal/Quite a bit NET	**53**	**56**
A great deal	15	22
Quite a bit	37	34
A moderate amount	**32**	**29**
Only a little/Not at all NET	**15**	**14**
Only a little	12	11
Not at all	3	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	1
N=	*557*	*598*

LEDE6_2. Based on the headline and first sentence, how well do you feel like the story reflected the views of people like you on the issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 2A	Story/Lede 2B
Extremely/Very well NET	**36**	**42**
Extremely well	4	10
Very well	32	33
Moderately well	**48**	**40**
Not very/Not well at all NET	**15**	**18**
Not very well	13	14
Not at all well	2	4
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	1
N=	*557*	*598*

Respondents who saw story 2B are shown the added sentence from the story.

DIS_EXPLICIT2A. The Parks Director bypassed protocols in order to send money to businesses with close connections to his family and friends, the investigation finds. Emails from the Parks Director reveal that he repeatedly disregarded instructions from the Mayor's office about the funds and the project that residents voted to fund.

EXP5. Did the sentence displayed above help, hurt, or neither help nor hurt your understanding of the topic?
[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1B
Helped a lot/Helped a little NET	**64**
Helped a lot	32
Helped a little	32
Neither helped nor hurt	**29**
Hurt a little/Hurt a lot NET	**6**
Hurt a little	4
Hurt a lot	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
N=	*598*

If shown DISPLAY_S2B
EXP6. How important to the story is the information provided by this sentence?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1B
Helped a lot/Helped a little NET	**66**
Helped a lot	20
Helped a little	46
Neither helped nor hurt	**25**
Hurt a little/Hurt a lot NET	**8**
Hurt a little	7
Hurt a lot	1
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
N=	*598*

If shown DISPLAY_S2B
EXP7. Based on this sentence, displayed above, how well do you feel like the story reflected the views of people like you on the issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1B
Extremely/Very well NET	**45**
Extremely well	11
Very well	35
Somewhat well	**41**
Not very/Not well at all NET	**13**
Not very well	8
Not at all well	4
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
N=	*598*

If shown DISPLAY_S2A
EXP8. Do you think the news story would have been more trustworthy, less trustworthy or it would have made no difference if it included the following information?

The Parks Director bypassed protocols in order to send money to businesses with close connections to his family and friends, the investigation finds. Emails from the Parks Director reveal that he repeatedly disregarded instructions from the Mayor's office about the funds and the project that residents voted to fund.

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 2A
Much/Somewhat more trustworthy NET	**62**
Much more trustworthy	26
Somewhat more trustworthy	36
Neither more nor less trustworthy	**31**
Somewhat less/Much less trustworthy NET	**7**
Somewhat less trustworthy	5
Much less trustworthy	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*
N=	*573*

Respondents saw either DISPLAY_S3A or DISPLAY_S3B and their follow-up questions.

DISPLAY_S3A. Please carefully read the following headline, first few paragraphs of the news story, and all of the information provided about it.

> **New law will make voting easier, could boost participation by minorities, poor residents**
> State legislators narrowly approved a new law designed to make voting more fair and accessible to all residents.
>
> The law will allow all people to vote on Election Day without having to register in advance or show a photo ID. The law is expected to increase voter turnout, especially among those groups of residents including racial minorities and poor residents who have tended to not participate in elections in the past.
>
> Supporters of the new law say it will allow everyone an equal opportunity to participate in democratic process while opponents of the law say voter identification laws do not impact voter turnout.

DISPLAY_S3B. Please carefully read the following headline, first few paragraphs of the news story, and all of the information provided about it.

> **New law removes some of state's traditional voting rules**

State legislators narrowly approved a new law designed to reduce long-standing voting requirements to verify the identity of all voters before they participate in an election.

The law will allow all people to vote on Election Day without having to register in advance or show a photo ID. The law is expected to increase voter turnout, especially among those groups of residents including racial minorities and poor residents who have tended to not participate in elections in the past.

Some state legislators critical of the law feared the change could lead to an increase in voter fraud, noting that all residents have an interest in rules that support fair and secure elections.

Supporters of the new law say it will allow everyone an equal opportunity to participate in democratic process while opponents of the law say voter identification laws do not impact voter turnout.

If shown DISPLAY_S3A or DISPLAY_S3B
GEN11_S3. How likely are you to pay attention to a news story like this?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 3A	Story 3B
Extremely/Very likely NET	**54**	**55**
Extremely likely	21	22
Very likely	32	33
Somewhat likely	**35**	**31**
Not very/Not at all likely NET	**11**	**13**
Not very likely	8	10
Not at all likely	3	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	-
N=	*598*	*557*

If shown DISPLAY_S3A or DISPLAY_S3B
GEN12_S3. When reading this news story, which of the following best describe how you felt?

Select all that apply.

[RESPONSE OPTIONS RANDOMIZE]

AP-NORC 8/18-24/2020	Story 3A	Story 3B
Angry	24	27
Pleased	20	9
Bored	10	12
Interested	58	53
Sad	5	7
Happy	11	2
None	7	12
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	-
N=	*598*	*557*

If shown DISPLAY_S3A or DISPLAY_S3B
GEN13_S3. Did this news story…

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 3A	Story 3B
Deal fairly with all sides of the topic	44	62
Tend to favor one side of the topic	55	38
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	1
N=	*598*	*557*

If shown DISPLAY_S3A or DISPLAY_S3B
GEN14_S3. Did this news story seem…

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 3A	Story 3B
Very/Somewhat trustworthy NET	**70**	**78**
Very trustworthy	14	13
Somewhat trustworthy	56	64
Somewhat/Very untrustworthy NET	**30**	**22**
Somewhat untrustworthy	22	17
Very untrustworthy	87	5
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	*
N=	*598*	*557*

If shown DISPLAY_S3A or DISPLAY_S3B
GEN15_S3. After reading this news story, how likely are you to pay attention to <u>other stories</u> from the same news source?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 3A	Story 3B
Extremely/Very likely NET	**27**	**31**
Extremely likely	8	6
Very likely	19	24
Somewhat likely	**50**	**53**
Not very/Not at all likely NET	**22**	**16**
Not very likely	19	14
Not at all likely	4	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	-
N=	*598*	*557*

Respondents are shown the lede from their story above.

DIS_LEDE3A. New law will make voting easier, could boost participation by minorities, poor residents
State legislators narrowly approved a new law designed to make voting more fair and accessible to all residents.

DIS_LEDE3B. New law removes some of state's traditional voting rules
State legislators narrowly approved a new law designed to reduce long-standing voting requirements to verify the identity of all voters before they participate in an election.

If shown DISPLAY_S3A or DISPLAY_S3B
LEDE7_3A. How well do you think the headline and first sentence of this news story, displayed above, focus on the most important point about this issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3A	Story/Lede 3B
Extremely/Very well NET	**48**	**44**
Extremely well	13	11
Very well	34	32
Somewhat well	**33**	**42**
Not very/Not well at all NET	**18**	**14**
Not very well	14	11
Not at all well	5	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	-
N=	*598*	*557*

If shown DISPLAY_S3A or DISPLAY_S3B
LEDE8_3A. How much did the headline and first sentence make you want to read the rest of the story?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3A	Story/Lede 3B
A great deal/Quite a bit NET	**52**	**46**
A great deal	16	10
Quite a bit	36	36
A moderate amount	**31**	**37**
Only a little/Not at all NET	**17**	**16**
Only a little	13	12
Not at all	4	4
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	*
N=	*598*	*557*

If shown DISPLAY_S3A or DISPLAY_S3B
LEDE9_3. Based on the headline and first sentence, how well do you feel like the story reflected the views of people like you on the issue?

 [HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3A	Story/Lede 3B
Extremely/Very well NET	**28**	**22**
Extremely well	8	5
Very well	20	17
Somewhat well	**36**	**53**
Not very/Not well at all NET	**35**	**25**
Not very well	21	18
Not at all well	14	7
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	*
N=	*598*	*557*

Respondents who saw story 3B are shown the added sentence from the story.

DIS_EXPLICIT3A. Some state legislators critical of the law feared the change could lead to an increase in voter fraud, noting that all residents have an interest in rules that support fair and secure elections

If shown DISPLAY_S3B
EXP9. Did the sentence displayed above help, hurt, or neither help nor hurt your understanding of the topic?
[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3B
Helped a lot/Helped a little NET	**40**
Helped a lot	14
Helped a little	26
Neither helped nor hurt	**50**
Hurt a little/Hurt a lot NET	**10**
Hurt a little	7
Hurt a lot	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*
N=	*557*

EXP10. How important to the story is the information provided by this sentence?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3B
Helped a lot/Helped a little NET	**44**
Helped a lot	16
Helped a little	28
Neither helped nor hurt	**43**
Hurt a little/Hurt a lot NET	**13**
Hurt a little	11
Hurt a lot	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*
N=	*557*

EXP11. Based on this sentence, displayed above, how well do you feel like the story reflected the views of people like you on the issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3B
Extremely/Very well NET	**28**
Extremely well	6
Very well	22
Somewhat well	**46**
Not very/Not well at all NET	**26**
Not very well	19
Not at all well	6
DON'T KNOW/SKIPPED ON WEB/REFUSED	*
N=	*557*

EXP12. Do you think the news story would have been more trustworthy, less trustworthy or it would have made no difference if it included the following information?

Some state legislators critical of the law feared the change could lead to an increase in voter fraud, noting that all residents have an interest in rules that support fair and secure elections.

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3A
Much/Somewhat more trustworthy NET	**55**
Much more trustworthy	24
Somewhat more trustworthy	31
Neither more nor less trustworthy	**37**
Somewhat less/Much less trustworthy NET	**7**
Somewhat less trustworthy	6
Much less trustworthy	1
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
N=	*598*

MISSION. Some local news outlets ask people to pay to support their operations. If each of the following was a message asking you to support a local news organization you read regularly, how likely would you be to pay after seeing the message?

AP-NORC 8/18-24/2020	Extremely/ Very likely NET	Extremely likely	Very likely	Somewhat likely	Not very/ Not at all likely NET	Not very likely	Not at all likely	DK/ SKP/ REF
We keep our leaders accountable. Support us today.	**13**	3	9	**37**	**50**	27	23	1
We've served our community since 1906. Support us today.	**11**	3	8	**33**	**56**	33	23	1
We look out for our most vulnerable. Support us today.	**12**	3	9	**36**	**51**	29	22	1
Financial support from those who can afford it makes our news and information available to those who can't. Support us today.	**21**	6	14	**35**	**44**	24	19	*
Our community needs a watchdog. Support us today.	**11**	2	8	**31**	**58**	36	21	1
People must know the facts for communities to thrive. Support us today.	**18**	5	13	**36**	**45**	28	17	1

Stay informed. Support us today.	**14**	4	10	**29**	**57**	34	22	1

N= 1,155

PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?
If Democrat:
PIDA. Do you consider yourself a strong or moderate Democrat?

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

If independent, none of these, don't know, skipped, or refused:
PIDI. Do you lean more toward the Democrats or the Republicans?

Combines PID1, PIDI, PIDA, and PIDB.

	AP-NORC 8/18-24/2020
Democrat NET	**47**
Strong Democrat	16
Moderate Democrat	19
Lean Democrat	12
Independent/None – Don't lean	**19**
Republican NET	**34**
Lean Republican	12
Moderate Republican	13
Strong Republican	9
N=	*1,155*

D3. Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?
If liberal:
D4. Do you consider yourself very liberal or somewhat liberal?

If conservative:
D5. Do you consider yourself very conservative or somewhat conservative?

Combines D3, D4, D5:

	AP-NORC 8/18-24/2020
Liberal NET	**25**
Very liberal	10
Somewhat liberal	15
Closer to liberal	12
Neither liberal nor conservative	**24**
Conservative NET	**28**
Closer to conservative	10
Somewhat conservative	17
Very conservative	11
N=	*1,155*

DM5. How would you describe the community you live in now?

	AP-NORC 8/18-24/2020
Urban	25
Suburban	45
Rural	29
DON'T KNOW/SKIPPED ON WEB/REFUSED	*
N=	*1,155*

AGE

	AP-NORC 8/18-24/2020
18-29	23
30-44	26
45-59	25
60+	26
N=	*1,155*

GENDER

	AP-NORC 8/18-24/2020
Male	48
Female	52
N=	*1,155*

RACE/ETHNICITY

	AP-NORC 8/18-24/2020
White	63
Black or African American	12
Hispanic	17
Other	9
N=	*1,155*

MARITAL STATUS

	AP-NORC 8/18-24/2020
Married	55
Not married	45
N=	*1,155*

EDUCATION

	AP-NORC 8/18-24/2020
No college	38
Some college	28
BA or more	34
N=	*1,155*

INCOME

	AP-NORC 8/18-24/2020
Under $10,000	6
$10,000 to under $20,000	9
$20,000 to under $30,000	11
$30,000 to under $40,000	11
$40,000 to under $50,000	7
$50,000 to under $75,000	22
$75,000 to under $100,000	14
$100,000 to under $150,000	13
$150,000 or more	6
N=	*1,155*

Study 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.

Interviews were conducted between August 18 and August 24, 2020, with 1,155 adults age 18 and older who completed survey 1 and did not skip and of the main grid questions. Respondents who skipped all of MFT1, MFT2, or JVALUE in survey 1 were not invited to the second wave.

The probability interviews were conducted using AmeriSpeak®, NORC's probability-based panel designed to be representative of the U.S. household population.

During the initial recruitment phase of the AmeriSpeak 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% 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.

Panel members were randomly drawn from AmeriSpeak in survey 1, and 1,707 completed the first survey. 2,124 members were invited to complete survey 2. Interviews for both surveys were conducted online. Interviews were conducted in English. The final stage completion rate is 68%, the weighted household panel response rate is 24%, and the weighted household panel retention rate is 86%, for a cumulative response rate of 14%.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a raking process is used to adjust for any survey nonresponse in the probability sample as well as any noncoverage or under- and oversampling resulting from the study-specific sample design. Raking variables for the probability sample included age, gender, census division, race/ethnicity, and education. Population control totals for the raking variables were obtained from the 2020 Community Population Survey (CPS). The weighted data reflect the U.S. population of adults age 18 or older.

The overall margin of error for the sample is +/- 4.1 percentage points at the 95% confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

For more information, email info@norc.org.