

# **PUBLIC USE FILE CODEBOOK**

- Election Insights: Understanding Public Preferences for News Coverage for 2024

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PRESENTED BY:  
NORC  
at the  
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## Study 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 funded by API. Staff from API, NORC at the University of Chicago, and AP collaborated on all aspects of the study.

Data were collected using the AmeriSpeak Omnibus®, a bi-monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. 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 March 21 through 25, 2024, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 2,468 completed the survey — 2,327 via the web and 141 by telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. For purposes of analysis, the survey included oversamples of Black adults (n=591), Asian American, Native Hawaiian and Pacific Islander (AAPI) adults (n=449), Hispanic adults (n=535), and rural residents (n=322). Interviews were conducted in English. Respondents were offered a small monetary incentive for completing the survey. The final stage completion rate is 16.3 percent, the weighted household panel response rate is 22.3 percent, and the weighted household panel retention rate is 78.9 percent, for a cumulative response rate of 2.9 percent.

The overall margin of sampling error is +/- 2.9 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups. For example, the margin of sampling error is +/- 3.9 percentage points for white adults, +/- 5.5 percentage points for Black adults, +/-6.5 percentage points for Hispanic adults, and +/-7.5 percentage points for AAPI adults.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 144 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

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 noncoverage 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 2023 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

Complete questions and results are available at: [apnorc.org](https://apnorc.org).

Additional information on the AmeriSpeak Panel methodology is available at:

<https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx>.

For more information, [email info@apnorc.org](mailto:info@apnorc.org).

## About The Media Insight Project

The Media Insight Project is a collaboration between the American Press Institute and The AP-NORC Center for Public Affairs Research with the objective of conducting high-quality, innovative research meant to inform the news industry and the public about various important issues facing journalism and the news business. The Media Insight Project brings together the expertise of both organizations and their respective partners, and involves collaborations among key staff at the American Press Institute, NORC at the University of Chicago, and The Associated Press.

<http://www.mediainsight.org/>

## About The American Press Institute

The American Press Institute advances an innovative and sustainable local news industry by helping publishers understand and engage audiences, grow revenue, improve public-service journalism, and succeed at organizational change. We believe that for democracies to thrive, people need accurate news and information about their communities, the problems of civil society and the debates over how to solve them. API is a national 501(c)3 nonprofit educational organization affiliated with the News Media Alliance.

<http://www.pressinstitute.org>

## About The Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is an independent global news organization dedicated to factual reporting. Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world's population sees AP journalism every day. [www.ap.org](http://www.ap.org)
- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. [www.norc.org](http://www.norc.org)

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals. Learn more at [www.apnorc.org](http://www.apnorc.org).

## Index of Variables: *Listed in the order they appear in the file*

#	Variable	Question	Type	Len	Label
1	SU_ID	N/A	Num	8	SU_ID: CaseID
2	FINALWT	N/A	Num	8	FINALWT: Post-stratification weights - 18+ general population (N=2,468)
3	SURV_MODE	N/A	Num	8	SURV_MODE: Survey interview mode (online or phone)
4	SURV_LANG	N/A	Num	8	SURV_LANG: Survey Interview Language
5	API1A	API1	Num	8	API1A: [Local and state elections] In general, how closely do you follow news about each of the following?
6	API1B	API1	Num	8	API1B: [Presidential elections] In general, how closely do you follow news about each of the following?
7	API1C	API1	Num	8	API1C: [Local and state ballot initiatives] In general, how closely do you follow news about each of the following?
8	API1D	API1	Num	8	API1D: [Policies and issues being discussed by the candidates during elections] In general, how closely do you follow news about each of the following?
9	API2A	API2	Num	8	API2A: [Social media accounts of individuals that you may or may not know personally] Think about the ways you typically get news about elections. How often do you get news from...?
10	API2B	API2	Num	8	API2B: [Friends or family (including in-person, by phone, email, text, or messaging apps)] Think about the ways you typically get news about elections. How often do you get news from...?



#	Variable	Question	Type	Len	Label
11	API2C	API2	Num	8	API2C: [Community or faith leaders (including in-person, by phone, email, text, or messaging apps)] Think about the ways you typically get news about elections. How often do you get news from...?
12	API2D	API2	Num	8	API2D: [ <u>National</u> news organizations (including national TV news stations, national radio stations, or national newspapers, their websites, social media accounts, or apps)] Think about the ways you typically get news about elections. How often do you get news from...?
13	API2E	API2	Num	8	API2E: [ <u>Local</u> news organizations (including local TV news stations, local radio stations, or local newspapers, their websites, social media accounts, or apps)] Think about the ways you typically get news about elections. How often do you get news from...?
14	API2F	API2	Num	8	API2F: [Candidate websites or social media accounts] Think about the ways you typically get news about elections. How often do you get news from...?
15	API2G	API2	Num	8	API2G: [Voter guides from news organizations] Think about the ways you typically get news about elections. How often do you get news from...?
16	API3A	API3	Num	8	API3A: [National news organizations] How much confidence do you have in the information about the 2024 elections you receive from each of the following?
17	API3B	API3	Num	8	API3B: [Local news organizations] How much confidence do you have in the information about the 2024 elections you receive from each of the following?

#	Variable	Question	Type	Len	Label
18	API3C	API3	Num	8	API3C: [Social media] How much confidence do you have in the information about the 2024 elections you receive from each of the following?
19	API3D	API3	Num	8	API3D: [Friends and family] How much confidence do you have in the information about the 2024 elections you receive from each of the following?
20	API4A	API4	Num	8	API4A: [The candidates' different positions and history on key social issues or policies] For you to make decisions about the 2024 presidential election, how much would you like to see <i>national news organizations</i> cover each of the following?
21	API4B	API4	Num	8	API4B: [Which candidate is ahead or behind in public opinion polls] For you to make decisions about the 2024 presidential election, how much would you like to see <i>national news organizations</i> cover each of the following?
22	API4C	API4	Num	8	API4C: [Legal troubles or investigations tied to candidates] For you to make decisions about the 2024 presidential election, how much would you like to see <i>national news organizations</i> cover each of the following?
23	API4D	API4	Num	8	API4D: [The American public's views or opinions on key social issues or policies] For you to make decisions about the 2024 presidential election, how much would you like to see <i>national news organizations</i> cover each of the following?

#	Variable	Question	Type	Len	Label
24	API4E	API4	Num	8	API4E: [How votes are tabulated and counted] For you to make decisions about the 2024 presidential election, how much would you like to see <i>national news organizations</i> cover each of the following?
25	API4F	API4	Num	8	API4F: [The candidates' values or character] For you to make decisions about the 2024 presidential election, how much would you like to see <i>national news organizations</i> cover each of the following?
26	API5A	API5	Num	8	API5A: [The candidates' different positions and history on key social issues or policies] For you to make decisions about the 2024 state and local elections, how much would you like to see <i>local news organizations</i> cover each of the following?
27	API5B	API5	Num	8	API5B: [Which candidate is ahead or behind in public opinion polls] For you to make decisions about the 2024 state and local elections, how much would you like to see <i>local news organizations</i> cover each of the following?
28	API5C	API5	Num	8	API5C: [Legal troubles or investigations tied to candidates] For you to make decisions about the 2024 state and local elections, how much would you like to see <i>local news organizations</i> cover each of the following?
29	API5D	API5	Num	8	API5D: [The views and opinions in your local community on key social issues or policies] For you to make decisions about the 2024 state and local elections, how much would you like to see <i>local news organizations</i> cover each of the following?

#	Variable	Question	Type	Len	Label
30	API5E	API5	Num	8	API5E: [How votes are tabulated and counted] For you to make decisions about the 2024 state and local elections, how much would you like to see <i>local news organizations</i> cover each of the following?
31	API5F	API5	Num	8	API5F: [The candidates' values or character] For you to make decisions about the 2024 state and local elections, how much would you like to see <i>local news organizations</i> cover each of the following?
32	API6A	API6	Num	8	API6A: [News organizations will focus too much on who may win and not enough on issues or candidates] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?
33	API6B	API6	Num	8	API6B: [News organizations will focus too much on the election and not enough on the other topics and issues that affect you or your family] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?
34	API6C	API6	Num	8	API6C: [News organizations will report information that has not been confirmed or verified] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?
35	API6D	API6	Num	8	API6D: [News organizations will report factual information that favors one side of an issue] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?

#	Variable	Question	Type	Len	Label
36	API6E	API6	Num	8	API6E: [News organizations will use generative artificial intelligence (AI) to create stories] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?
37	API6F	API6	Num	8	API6F: [News organizations will not represent the views of people in your community in stories] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?
38	API6G	API6	Num	8	API6G: [News organizations will focus too much on divisions or controversies] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?
39	API6H	API6	Num	8	API6H: [News organizations will report inaccurate information or misinformation] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?
40	POLITICS	N/A	Num	8	POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?
41	IDEO	N/A	Num	8	IDEO: Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?
42	AGEGRP	N/A	Num	8	AGEGRP: Age
43	GENDER	N/A	Num	8	GENDER: Gender
44	RACETH	N/A	Num	8	RACETH: Race/ethnicity
45	MARITAL	N/A	Num	8	MARITAL: Marital status
46	EMPSTATUS	N/A	Num	8	EMPSTATUS: Employment status
47	EDUCATION	N/A	Num	8	EDUCATION: Educational attainment
48	HOUSING	N/A	Num	8	HOUSING: Home Ownership

#	Variable	Question	Type	Len	Label
49	HHINCOME	N/A	Num	8	HHINCOME: Household income
50	CENSUS_REGION	N/A	Num	8	CENSUS_REGION: Census region

Variables #40-50 are AmeriSpeak Omnibus® profile variables. These variables are collapsed or recoded to minimize the risk of disclosing respondent privacy.

## Details of Variables

- “.” Or space: logic skip, respondent is not applicable to a specific question
- 99: missing, survey non-respondent

SURV_MODE: Survey interview mode (online or phone)			
SURV_MODE	Frequency	Weighted Frequency	Weighted Percent
(1) Phone interview	141	129	5
(2) Web Interview	2327	2339	95
Total	2468	2468	100

SURV_LANG: Survey Interview Language			
SURV_LANG	Frequency	Weighted Frequency	Weighted Percent
(1) English	2468	2468	100
Total	2468	2468	100

API1A: [Local and state elections] In general, how closely do you follow news about each of the following?			
API1A	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely closely	211	202	8
(2) Very closely	548	526	21
(3) Somewhat closely	888	839	34
(4) Not too closely	541	556	23
(5) Not at all closely	270	338	14
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	10	6	0
Total	2468	2468	100

<b>API1B: [Presidential elections] In general, how closely do you follow news about each of the following?</b>			
<b>API1B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Extremely closely	558	563	23
(2) Very closely	665	636	26
(3) Somewhat closely	750	707	29
(4) Not too closely	309	325	13
(5) Not at all closely	176	233	9
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	10	5	0
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

<b>API1C: [Local and state ballot initiatives] In general, how closely do you follow news about each of the following?</b>			
<b>API1C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Extremely closely	193	189	8
(2) Very closely	439	418	17
(3) Somewhat closely	893	852	35
(4) Not too closely	609	612	25
(5) Not at all closely	316	388	16
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	18	11	0
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

<b>API1D: [Policies and issues being discussed by the candidates during elections] In general, how closely do you follow news about each of the following?</b>			
<b>API1D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Extremely closely	268	281	11
(2) Very closely	566	537	22
(3) Somewhat closely	912	898	36
(4) Not too closely	473	442	18
(5) Not at all closely	241	305	12
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	8	4	0
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>



<b>API2A: [Social media accounts of individuals that you may or may not know personally] Think about the ways you typically get news about elections. How often do you get news from...?</b>			
<b>API2A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Always	116	106	4
(2) Frequently	356	367	15
(3) Occasionally	739	726	29
(4) Hardly ever	521	501	20
(5) Never	711	739	30
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	25	29	1
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

<b>API2B: [Friends or family (including in-person, by phone, email, text, or messaging apps)] Think about the ways you typically get news about elections. How often do you get news from...?</b>			
<b>API2B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Always	123	118	5
(2) Frequently	407	407	16
(3) Occasionally	1080	1068	43
(4) Hardly ever	522	519	21
(5) Never	314	337	14
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	22	19	1
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

<b>API2C: [Community or faith leaders (including in-person, by phone, email, text, or messaging apps)] Think about the ways you typically get news about elections. How often do you get news from...?</b>			
<b>API2C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Always	66	52	2
(2) Frequently	148	153	6
(3) Occasionally	527	467	19
(4) Hardly ever	653	627	25
(5) Never	1050	1149	47
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	24	21	1
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

API2D: [National news organizations (including national TV news stations, national radio stations, or national newspapers, their websites, social media accounts, or apps)] Think about the ways you typically get news about elections. How often do you get news from...?			
API2D	Frequency	Weighted Frequency	Weighted Percent
(1) Always	485	420	17
(2) Frequently	851	812	33
(3) Occasionally	708	717	29
(4) Hardly ever	234	291	12
(5) Never	164	201	8
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	26	26	1
Total	2468	2468	100

API2E: [Local news organizations (including local TV news stations, local radio stations, or local newspapers, their websites, social media accounts, or apps)] Think about the ways you typically get news about elections. How often do you get news from...?			
API2E	Frequency	Weighted Frequency	Weighted Percent
(1) Always	351	283	11
(2) Frequently	710	685	28
(3) Occasionally	864	875	35
(4) Hardly ever	314	325	13
(5) Never	203	276	11
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	26	24	1
Total	2468	2468	100

<b>API2F: [Candidate websites or social media accounts] Think about the ways you typically get news about elections. How often do you get news from...?</b>			
<b>API2F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Always	72	56	2
(2) Frequently	209	186	8
(3) Occasionally	653	614	25
(4) Hardly ever	649	640	26
(5) Never	858	948	38
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	27	24	1
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

<b>API2G: [Voter guides from news organizations] Think about the ways you typically get news about elections. How often do you get news from...?</b>			
<b>API2G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Always	86	61	2
(2) Frequently	299	271	11
(3) Occasionally	784	725	29
(4) Hardly ever	566	538	22
(5) Never	699	843	34
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	34	30	1
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

<b>API3A: [National news organizations] How much confidence do you have in the information about the 2024 elections you receive from each of the following?</b>			
<b>API3A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A great deal	412	353	14
(2) A moderate amount	1030	940	38
(3) Only a little	659	725	29
(4) None at all	339	422	17
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	28	28	1
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

<b>API3B: [Local news organizations] How much confidence do you have in the information about the 2024 elections you receive from each of the following?</b>			
<b>API3B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A great deal	296	274	11
(2) A moderate amount	1141	1046	42
(3) Only a little	728	774	31
(4) None at all	278	351	14
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	25	23	1
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

<b>API3C: [Social media] How much confidence do you have in the information about the 2024 elections you receive from each of the following?</b>			
<b>API3C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A great deal	139	139	6
(2) A moderate amount	513	472	19
(3) Only a little	917	892	36
(4) None at all	868	933	38
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	31	32	1
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

<b>API3D: [Friends and family] How much confidence do you have in the information about the 2024 elections you receive from each of the following?</b>			
<b>API3D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A great deal	198	197	8
(2) A moderate amount	974	933	38
(3) Only a little	939	971	39
(4) None at all	327	336	14
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	30	31	1
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

API4A: [The candidates' different positions and history on key social issues or policies] For you to make decisions about the 2024 presidential election, how much would you like to see <i>national news organizations</i> cover each of the following?			
API4A	Frequency	Weighted Frequency	Weighted Percent
(1) A lot	1148	1076	44
(2) Some	761	765	31
(3) Only a little	352	379	15
(4) Not at all	172	218	9
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	35	30	1
Total	2468	2468	100

API4B: [Which candidate is ahead or behind in public opinion polls] For you to make decisions about the 2024 presidential election, how much would you like to see <i>national news organizations</i> cover each of the following?			
API4B	Frequency	Weighted Frequency	Weighted Percent
(1) A lot	435	390	16
(2) Some	882	844	34
(3) Only a little	712	764	31
(4) Not at all	403	439	18
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	36	31	1
Total	2468	2468	100

API4C: [Legal troubles or investigations tied to candidates] For you to make decisions about the 2024 presidential election, how much would you like to see <i>national news organizations</i> cover each of the following?			
API4C	Frequency	Weighted Frequency	Weighted Percent
(1) A lot	776	676	27
(2) Some	888	834	34
(3) Only a little	493	551	22
(4) Not at all	270	367	15
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	41	40	2
Total	2468	2468	100

API4D: [The American public's views or opinions on key social issues or policies] For you to make decisions about the 2024 presidential election, how much would you like to see <i>national news organizations</i> cover each of the following?			
API4D	Frequency	Weighted Frequency	Weighted Percent
(1) A lot	618	549	22
(2) Some	984	949	38
(3) Only a little	551	585	24
(4) Not at all	284	359	15
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	31	26	1
Total	2468	2468	100

API4E: [How votes are tabulated and counted] For you to make decisions about the 2024 presidential election, how much would you like to see <i>national news organizations</i> cover each of the following?			
API4E	Frequency	Weighted Frequency	Weighted Percent
(1) A lot	751	740	30
(2) Some	901	880	36
(3) Only a little	527	523	21
(4) Not at all	250	280	11
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	39	45	2
Total	2468	2468	100

API4F: [The candidates' values or character] For you to make decisions about the 2024 presidential election, how much would you like to see <i>national news organizations</i> cover each of the following?			
API4F	Frequency	Weighted Frequency	Weighted Percent
(1) A lot	1153	1064	43
(2) Some	791	801	32
(3) Only a little	316	357	14
(4) Not at all	179	215	9
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	29	31	1
Total	2468	2468	100

API5A: [The candidates' different positions and history on key social issues or policies] For you to make decisions about the 2024 state and local elections, how much would you like to see <i>local news organizations</i> cover each of the following?			
API5A	Frequency	Weighted Frequency	Weighted Percent
(1) A lot	1087	1024	41
(2) Some	845	830	34
(3) Only a little	325	350	14
(4) Not at all	175	225	9
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	36	39	2
Total	2468	2468	100

API5B: [Which candidate is ahead or behind in public opinion polls] For you to make decisions about the 2024 state and local elections, how much would you like to see <i>local news organizations</i> cover each of the following?			
API5B	Frequency	Weighted Frequency	Weighted Percent
(1) A lot	416	385	16
(2) Some	914	884	36
(3) Only a little	697	712	29
(4) Not at all	408	450	18
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	33	37	1
Total	2468	2468	100

API5C: [Legal troubles or investigations tied to candidates] For you to make decisions about the 2024 state and local elections, how much would you like to see <i>local news organizations</i> cover each of the following?			
API5C	Frequency	Weighted Frequency	Weighted Percent
(1) A lot	801	684	28
(2) Some	859	828	34
(3) Only a little	499	575	23
(4) Not at all	272	341	14
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	37	39	2
Total	2468	2468	100

API5D: [The views and opinions in your local community on key social issues or policies] For you to make decisions about the 2024 state and local elections, how much would you like to see <i>local news organizations</i> cover each of the following?			
API5D	Frequency	Weighted Frequency	Weighted Percent
(1) A lot	650	569	23
(2) Some	1003	977	40
(3) Only a little	527	569	23
(4) Not at all	254	313	13
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	34	39	2
Total	2468	2468	100

API5E: [How votes are tabulated and counted] For you to make decisions about the 2024 state and local elections, how much would you like to see <i>local news organizations</i> cover each of the following?			
API5E	Frequency	Weighted Frequency	Weighted Percent
(1) A lot	688	671	27
(2) Some	864	858	35
(3) Only a little	580	564	23
(4) Not at all	297	332	13
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	39	43	2
Total	2468	2468	100

API5F: [The candidates' values or character] For you to make decisions about the 2024 state and local elections, how much would you like to see <i>local news organizations</i> cover each of the following?			
API5F	Frequency	Weighted Frequency	Weighted Percent
(1) A lot	1070	964	39
(2) Some	830	856	35
(3) Only a little	344	367	15
(4) Not at all	189	231	9
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	35	50	2
Total	2468	2468	100



API6A: [News organizations will focus too much on who may win and not enough on issues or candidates] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?			
API6A	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely concerned	422	401	16
(2) Very concerned	660	622	25
(3) Somewhat concerned	893	922	37
(4) Not very concerned	315	311	13
(5) Not at all concerned	131	166	7
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	47	47	2
Total	2468	2468	100

API6B: [News organizations will focus too much on the election and not enough on the other topics and issues that affect you or your family] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?			
API6B	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely concerned	294	280	11
(2) Very concerned	499	464	19
(3) Somewhat concerned	1029	1008	41
(4) Not very concerned	450	472	19
(5) Not at all concerned	154	199	8
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	42	45	2
Total	2468	2468	100

API6C: [News organizations will report information that has not been confirmed or verified] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?			
API6C	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely concerned	569	555	22
(2) Very concerned	623	593	24
(3) Somewhat concerned	805	849	34
(4) Not very concerned	291	260	11
(5) Not at all concerned	142	173	7
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	38	38	2
Total	2468	2468	100

API6D: [News organizations will report factual information that favors one side of an issue] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?			
API6D	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely concerned	485	485	20
(2) Very concerned	612	611	25
(3) Somewhat concerned	844	812	33
(4) Not very concerned	344	326	13
(5) Not at all concerned	141	192	8
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	42	43	2
Total	2468	2468	100

API6E: [News organizations will use generative artificial intelligence (AI) to create stories] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?			
API6E	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely concerned	588	531	22
(2) Very concerned	531	513	21
(3) Somewhat concerned	720	730	30
(4) Not very concerned	413	440	18
(5) Not at all concerned	175	212	9
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	41	41	2
Total	2468	2468	100

API6F: [News organizations will not represent the views of people in your community in stories] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?			
API6F	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely concerned	429	400	16
(2) Very concerned	579	555	22
(3) Somewhat concerned	847	836	34
(4) Not very concerned	409	428	17
(5) Not at all concerned	160	208	8
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	44	42	2
Total	2468	2468	100

API6G: [News organizations will focus too much on divisions or controversies] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?			
API6G	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely concerned	514	528	21
(2) Very concerned	656	646	26
(3) Somewhat concerned	828	811	33
(4) Not very concerned	285	277	11
(5) Not at all concerned	140	166	7
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	45	41	2
Total	2468	2468	100

API6H: [News organizations will report inaccurate information or misinformation] How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?			
API6H	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely concerned	703	662	27
(2) Very concerned	626	640	26
(3) Somewhat concerned	708	736	30
(4) Not very concerned	271	246	10
(5) Not at all concerned	123	149	6
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	37	35	1
Total	2468	2468	100

<b>POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?</b>			
<b>POLITICS</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Strong Democrat	568	466	19
(2) Not so Strong Democrat	499	417	17
(3) Lean Democrat	240	197	8
(4) Don't Lean/Independent/None	400	451	18
(5) Lean Republican	217	261	11
(6) Not so Strong Republican	276	303	12
(7) Strong Republican	264	370	15
(99) Unknown	4	3	0
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

<b>IDEO: Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?</b>			
<b>IDEO</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Very liberal	307	313.60701	12.7069
(2) Somewhat liberal	275	268.31261	10.8717
(3) Moderate	1268	1141	46.2504
(4) Somewhat conservative	349	404.91144	16.4065
(5) Very conservative	232	307.01831	12.44
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	37	32.68989	1.3245
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

<b>AGEGRP: Age</b>			
<b>AGEGRP</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) 18 to 29	267	489	20
(2) 30 to 39	461	434	18
(3) 40 to 59	837	786	32
(4) 60 to 65	255	202	8
(5) 65+	648	556	23
<b>Total</b>	<b>2468</b>	<b>2468</b>	<b>100</b>

GENDER: Gender			
GENDER	Frequency	Weighted Frequency	Weighted Percent
(1) Male	1090	1208	49
(2) Female	1378	1260	51
Total	2468	2468	100

RACETH: Race/ethnicity			
RACETH	Frequency	Weighted Frequency	Weighted Percent
(1) White	845	1495	61
(2) Black or African American	591	298	12
(3) Hispanic	535	431	17
(4) Asian American or Other Pacific Islander	449	171	7
(5) Other	48	73	3
Total	2468	2468	100

MARITAL: Marital status			
MARITAL	Frequency	Weighted Frequency	Weighted Percent
(1) Married	1207	1193	48
(2) Widowed	121	98	4
(3) Divorced	291	257	10
(4) Separated	119	108	4
(5) Never married	730	812	33
Total	2468	2468	100

EMPSTATUS: Employment status			
EMPSTATUS	Frequency	Weighted Frequency	Weighted Percent
(1) Employed	1440	1431	58
(2) Not employed	1028	1037	42
Total	2468	2468	100

EDUCATION: Educational attainment			
EDUCATION	Frequency	Weighted Frequency	Weighted Percent
(1) Less than a high school diploma	115	224	9
(2) High school graduate or equivalent	407	709	29
(3) Some college	840	654	26
(4) College graduate or above	1106	881	36
Total	2468	2468	100

HOUSING: Home Ownership			
HOUSING	Frequency	Weighted Frequency	Weighted Percent
(1) Owned or being bought by you or someone in your household	1617	1733	70
(2) Rented for cash	788	674	27
(3) Occupied without payment of cash rent	63	61	2
Total	2468	2468	100

HHINCOME: Household income			
HHINCOME	Frequency	Weighted Frequency	Weighted Percent
(1) Under \$10,000	146	142	6
(2) \$10,000 to under \$20,000	197	165	7
(3) \$20,000 to under \$30,000	241	253	10
(4) \$30,000 to under \$40,000	202	209	8
(5) \$40,000 to under \$50,000	207	231	9
(6) \$50,000 to under \$75,000	446	444	18
(7) \$75,000 to under \$100,000	302	328	13
(8) \$100,000 to under \$150,000	368	375	15
(9) \$150,000 or more	359	323	13
Total	2468	2468	100

<b>CENSUS_REGION: Census region</b>			
<b>CENSUS_REGION</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Northeast</b>	292	431	17
<b>(2) Midwest</b>	582	506	21
<b>(3) South</b>	785	954	39
<b>(4) West</b>	809	577	23
<b>Total</b>	2468	2468	100



## Map of Census Regions

