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A New Way of Looking at Trust in Media: Do Americans Share Journalism's Core Values?

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PRESENTED BY:
NORC at the
University of Chicago



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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.

The study featured two surveys. Interviews for the first survey were conducted between October 22 and November 15, 2019, with 2,727 adults age 18 and older representing the 50 states and the District of Columbia. The first survey included both a probability-based sample and a nonprobability based sample.

For the second survey, 2,142 probability-based respondents who completed the first survey and did not skip key survey questions were invited to complete it. The second survey was conducted between August 18 and August 24, 2020, with 1,155 adults age 18 and older.

The probability interviews were all 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 panel, and interviews for both surveys were conducted online in English.

The final stage completion rate for the first survey was 26.8%, the weighted household panel response rate was 24.1%, and the weighted household panel retention rate was 85.6%, for a cumulative response rate of 5.5%.

The second survey had a final stage completion rate of 68%, a weighted household panel response rate of 24%, and a weighted household panel retention rate of 86%, for a cumulative response rate of 14%.

The first survey also included a nonprobability sample. Dynata provided 1,020 nonprobability interviews. The Dynata sample was derived based on quotas related to age, race and ethnicity, and gender. Interviews were conducted in English and via the web only. For panel recruitment, Dynata uses invitations of all

types, including email invitations, phone alerts, banners, and messaging on panel community sites to include people with a diversity of motivations to take part in research. Because nonprobability panels do not start with a frame where there is a known probability of selection, standard measures of sampling error and response rates cannot be calculated.

To incorporate the nonprobability sample with the probability sample for the first survey, NORC used TrueNorth®, a calibration approach developed at NORC that features small domain estimation methods to account for potential bias associated with the nonprobability sample. The purpose of TrueNorth calibration is to adjust the weights for the nonprobability sample, so as to bring weighted distributions of the nonprobability sample in line with the population distribution for characteristics correlated with the survey variables. Such calibration adjustments help to reduce potential bias, yielding more accurate population estimates.

A small domain model was used with the combined samples to generate estimates at the domain level, where the domains were defined by race/ethnicity, age, and gender. The dependent variables for the models were key survey variables derived from a gradient boosted tree model, and the small domain model included covariates and domain-level random effects. The covariates were external data available from other national surveys such as health insurance, internet access, and housing type from the American Community Survey. The final combined AmeriSpeak and nonprobability sample weights were derived so the weighted estimates of the combined sample were consistent with the small domain model estimates derived for key survey variables.

Once the samples for the two surveys had been selected and fielded, and all the study data had been collected and made final, a raking process was 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 2019 Community Population Survey for the first survey, and the 2020 Community Population Survey for the second survey. The weighted data reflect the U.S. population of adults age 18 or older.

The overall margin of error for the first survey sample is +/- 2.3 percentage points at the 95% confidence level, including the design effect. The margin of sampling error may be higher for subgroups. Although there is no statistically agreed upon approach for calculating margins of error for nonprobability samples, these margins of error were estimated using a calculation called the root mean squared error, along with other statistical adjustments. A mean square error is a measure of uncertainty that incorporates the

variability associated with the estimates, as well as the bias associated with the estimates derived from a nonprobability sample.

The overall margin of error for the second survey 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, visit www.apnorc.org or email 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.

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. API is a national 501(c)3 nonprofit educational organization affiliated with the News Media Alliance. It works with and draws on the best ideas from technology, business and publishing.

About The Associated Press-NORC Center for Public Affairs Research

Celebrating its 10th anniversary this year, 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 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.
- NORC at the University of Chicago is one of the oldest and most respected, objective social science research institutions in the world.

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. In its 10 years, The AP-NORC Center has

conducted more than 250 studies exploring the critical issues facing the public, covering topics like health care, the economy, COVID-19, trust in media, and more.

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

#	Variable	Question	Type	Len	Label
1	SU_ID	N/A	Num	8	SU_ID: CaseID
2	SURVEY1WEIGHT	N/A	Num	8	SURVEY1WEIGHT Post-stratification weights - 18+ general population (N=2,142). Cases used for analysis of Survey 1.
3	SURV_LANG	N/A	Num	8	Survey Interview Language
4	SURV_MODE	N/A	Num	8	Survey interview mode (online or phone)
5	W1_Q1	Q1	Num	8	W1_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.
6	Q2_1	Q2	Num	8	Q2_1: [National politics or government] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
7	Q2_2	Q2	Num	8	Q2_2: [Traffic and weather] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
8	Q2_3	Q2	Num	8	Q2_3: [Crime and public safety] Here are some common news and information topics. Which of these news topics do you follow most often or closely?

9	Q2_4	Q2	Num	8	Q2_4: [Sports] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
10	Q2_5	Q2	Num	8	Q2_5: [Local politics or government] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
11	Q2_6	Q2	Num	8	Q2_6: [Science and technology] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
12	Q2_7	Q2	Num	8	Q2_7: [Health care and medical information] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
13	Q2_8	Q2	Num	8	Q2_8: [My particular town or neighborhood] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
14	Q2_9	Q2	Num	8	Q2_9: [Social issues like abortion, race, and gay rights] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
15	Q2_10	Q2	Num	8	Q2_10: [Foreign or international news] Here are some common news and information topics. Which of these news

					topics do you follow most often or closely?
16	Q2_11	Q2	Num	8	Q2_11: [Business and the economy] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
17	Q2_12	Q2	Num	8	Q2_12: [The environment and natural disasters] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
18	Q2_13	Q2	Num	8	Q2_13: [Schools and education] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
19	Q2_14	Q2	Num	8	Q2_14: [My hobbies] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
20	Q2_15	Q2	Num	8	Q2_15: [Lifestyle topics such as food, beauty, exercise, or parenting] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
21	Q2_16	Q2	Num	8	Q2_16: [Entertainment and celebrities] Here are some common news and information topics. Which of these news topics do you follow most often or closely?

22	Q2_17	Q2	Num	8	Q2_17: [Art and culture] Here are some common news and information topics. Which of these news topics do you follow most often or closely?
23	Q3A	Q3	Num	8	Q3A: [Cable, satellite television, or streaming services] 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.
24	Q3B	Q3	Num	8	Q3B: [A print or digital version of a national newspaper] 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.
25	Q3C	Q3	Num	8	Q3C: [A print or digital version of a local newspaper] 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.
26	Q3D	Q3	Num	8	Q3D: [A print or digital version of a magazine] 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.
27	Q3E	Q3	Num	8	Q3E: [Print or digital newsletter] 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.
28	Q3F	Q3	Num	8	Q3F: [A digital-only news site, such as ESPN+, The Athletic, or Politico Pro] 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.
29	Q3G	Q3	Num	8	Q3G: [A podcast or YouTube channel through direct payments or funding platforms like Patreon] 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.
30	Q3H	Q3	Num	8	Q3H: [A public radio station or public television station such as NPR or PBS] 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.
31	Q4SA	Q4S	Num	8	Q4SA: [Helps me talk to friends, family and colleagues about what's going on in the news.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?

32	Q4SB	Q4S	Num	8	Q4SB: [Helps me find places to go and things to do.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?
33	Q4SC	Q4S	Num	8	Q4SC: [Helps me care for myself or my family.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?
34	Q4SD	Q4S	Num	8	Q4SD: [Helps me save or manage my money.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?
35	Q4SE	Q4S	Num	8	Q4SE: [Is enjoyable or entertaining.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?
36	Q4SF	Q4S	Num	8	Q4SF: [Helps me stay informed to be a better citizen.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?
37	Q4SG	Q4S	Num	8	Q4SG: [Helps me decide where I stand on things.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?

38	Q4SH	Q4S	Num	8	Q4SH: [Shares my point of view.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?
39	Q4SI	Q4S	Num	8	Q4SI: [Is very good at covering an issue or topic I care a lot about.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?
40	Q5	Q5	Num	8	Q5: Choose the statement that best describes you, even if it is not exactly right. In general...
41	MFT1A	MFT1	Num	8	MFT1A: [Whether or not someone suffered emotionally] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?
42	MFT1B	MFT1	Num	8	MFT1B: [Whether or not some people were treated differently than others] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?
43	MFT1C	MFT1	Num	8	MFT1C: [Whether or not someone's action showed love for his or her country] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?

44	MFT1D	MFT1	Num	8	MFT1D: [Whether or not someone showed a lack of respect for authority] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?
45	MFT1E	MFT1	Num	8	MFT1E: [Whether or not someone violated standards of purity and decency] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?
46	MFT1F	MFT1	Num	8	MFT1F: [Whether or not someone was good at math] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?
47	MFT1G	MFT1	Num	8	MFT1G: [Whether or not someone cared for someone weak or vulnerable] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?
48	MFT1H	MFT1	Num	8	MFT1H: [Whether or not someone acted unfairly] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?

49	MFT1I	MFT1	Num	8	MFT1I: [Whether or not someone did something to betray his or her group] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?
50	MFT1J	MFT1	Num	8	MFT1J: [Whether or not someone conformed to the traditions of society] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?
51	MFT1K	MFT1	Num	8	MFT1K: [Whether or not someone did something disgusting] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?
52	MFT2A	MFT2	Num	8	MFT2A: [Compassion for those who are suffering is the most crucial virtue.] Please read the following sentences and indicate your agreement or disagreement:
53	MFT2B	MFT2	Num	8	MFT2B: [When the government makes laws, the number one principle should be ensuring that everyone is treated fairly.] Please read the following sentences and indicate your agreement or disagreement:
54	MFT2C	MFT2	Num	8	MFT2C: [I am proud of my country's history.] Please read the following sentences and indicate your agreement or disagreement:

55	MFT2D	MFT2	Num	8	MFT2D: [Respect for authority is something all children need to learn.] Please read the following sentences and indicate your agreement or disagreement:
56	MFT2E	MFT2	Num	8	MFT2E: [People should not do things that are disgusting, even if no one is harmed.] Please read the following sentences and indicate your agreement or disagreement:
57	MFT2F	MFT2	Num	8	MFT2F: [It is better to do good than to do bad.] Please read the following sentences and indicate your agreement or disagreement:
58	MFT2G	MFT2	Num	8	MFT2G: [One of the worst things a person could do is hurt a defenseless animal.] Please read the following sentences and indicate your agreement or disagreement:
59	MFT2H	MFT2	Num	8	MFT2H: [Justice is the most important requirement for a society.] Please read the following sentences and indicate your agreement or disagreement:
60	MFT2I	MFT2	Num	8	MFT2I: [People should be loyal to their family members, even when they have done something wrong.] Please read the following sentences and indicate your agreement or disagreement:
61	MFT2J	MFT2	Num	8	MFT2J: [Men and women each have different roles to play in society.] Please read the following sentences and

					indicate your agreement or disagreement:
62	MFT2K	MFT2	Num	8	MFT2K: [I would call some acts wrong on the grounds that they are unnatural.] Please read the following sentences and indicate your agreement or disagreement:
63	JVALUEA	JVALUE	Num	8	JVALUEA: [The powerful need to be monitored or they will be inclined to abuse their power] Please read the following sentences and indicate your agreement or disagreement:
64	JVALUEB	JVALUE	Num	8	JVALUEB: [It's important to put some trust in authority figures so they can do their jobs] Please read the following sentences and indicate your agreement or disagreement:
65	JVALUEC	JVALUE	Num	8	JVALUEC: [It's vital that the public know what government leaders are doing and saying each day] Please read the following sentences and indicate your agreement or disagreement:
66	JVALUED	JVALUE	Num	8	JVALUED: [Leaders need to be able to do some things behind closed doors to fulfill their duties] Please read the following sentences and indicate your agreement or disagreement:

67	JVALUEE	JVALUE	Num	8	JVALUEE: [The more facts people have, the more likely it is they will get to the truth] Please read the following sentences and indicate your agreement or disagreement:
68	JVALUEF	JVALUE	Num	8	JVALUEF: [A lot of the time you know enough about something and more facts don't help] Please read the following sentences and indicate your agreement or disagreement:
69	JVALUEG	JVALUE	Num	8	JVALUEG: [For most things, knowing what's true is a matter of gathering evidence and proof] Please read the following sentences and indicate your agreement or disagreement:
70	JVALUEH	JVALUE	Num	8	JVALUEH: [For a lot of things that matter, facts only get you so far] Please read the following sentences and indicate your agreement or disagreement:
71	JVALUEI	JVALUE	Num	8	JVALUEI: [A society should be judged by how it treats its least fortunate] Please read the following sentences and indicate your agreement or disagreement:
72	JVALUEJ	JVALUE	Num	8	JVALUEJ: [Sometimes favoring the least fortunate doesn't actually help them] Please read the following sentences and indicate your agreement or disagreement:

73	JVALUEK	JVALUE	Num	8	JVALUEK: [It's important to offer a voice to the voiceless] Please read the following sentences and indicate your agreement or disagreement:
74	JVALUEL	JVALUE	Num	8	JVALUEL: [Inequalities will always exist and you can't eliminate them] Please read the following sentences and indicate your agreement or disagreement:
75	JVALUEM	JVALUE	Num	8	JVALUEM: [We need to put a spotlight on problems in society in order to solve them] Please read the following sentences and indicate your agreement or disagreement:
76	JVALUEN	JVALUE	Num	8	JVALUEN: [Too much focus on what's wrong can make things worse] Please read the following sentences and indicate your agreement or disagreement:
77	JVALUEO	JVALUE	Num	8	JVALUEO: [The way to make a society stronger is through criticizing what's wrong] Please read the following sentences and indicate your agreement or disagreement:
78	JVALUEP	JVALUE	Num	8	JVALUEP: [The way to make a society stronger is through celebrating what's right] Please read the following sentences and indicate your agreement or disagreement:

79	JVALUEQ	JVALUE	Num	8	JVALUEQ: [On balance, it's usually better for the public to know than for things to be kept secret] Please read the following sentences and indicate your agreement or disagreement:
80	JVALUER	JVALUE	Num	8	JVALUER: [Sometimes the need to keep a secret outweighs the public's right to know] Please read the following sentences and indicate your agreement or disagreement:
81	JVALUES	JVALUE	Num	8	JVALUES: [Transparency is usually the best cure for what's wrong in the world] Please read the following sentences and indicate your agreement or disagreement:
82	JVALUET	JVALUE	Num	8	JVALUET: [Most problems can be addressed without putting embarrassing facts out in the open] Please read the following sentences and indicate your agreement or disagreement:
83	VALUE1A_Q1	VALUE1A_Q1	Num	8	VALUE1A_Q1: [Mayor directed city contracts to family members for years] How likely are you to pay attention to a news story like this?
84	VALUE1A_Q2A	VALUE1A_Q2	Num	8	VALUE1A_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?

85	VALUE1A_Q2B	VALUE1A_Q2	Num	8	VALUE1A_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
86	VALUE1A_Q2C	VALUE1A_Q2	Num	8	VALUE1A_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
87	VALUE1A_Q2D	VALUE1A_Q2	Num	8	VALUE1A_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
88	VALUE1A_Q2E	VALUE1A_Q2	Num	8	VALUE1A_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
89	VALUE1A_Q3A	VALUE1A_Q3	Num	8	VALUE1A_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
90	VALUE1A_Q3B	VALUE1A_Q3	Num	8	VALUE1A_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements

					describe why you would not pay attention to this type of story?
91	VALUE1A_Q3C	VALUE1A_Q3	Num	8	VALUE1A_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
92	VALUE1A_Q3D	VALUE1A_Q3	Num	8	VALUE1A_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
93	VALUE1B_Q1	VALUE1B_Q1	Num	8	VALUE1B_Q1: [Plainview mayor and councilwoman used city resources to carry on affair, emails show] How likely are you to pay attention to a news story like this?
94	VALUE1B_Q2A	VALUE1B_Q2	Num	8	VALUE1B_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
95	VALUE1B_Q2B	VALUE1B_Q2	Num	8	VALUE1B_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?

96	VALUE1B_Q2C	VALUE1B_Q2	Num	8	VALUE1B_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
97	VALUE1B_Q2D	VALUE1B_Q2	Num	8	VALUE1B_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
98	VALUE1B_Q2E	VALUE1B_Q2	Num	8	VALUE1B_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
99	VALUE1B_Q3A	VALUE1B_Q3	Num	8	VALUE1B_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
100	VALUE1B_Q3B	VALUE1B_Q3	Num	8	VALUE1B_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?

101	VALUE1B_Q3C	VALUE1B_Q3	Num	8	VALUE1B_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
102	VALUE1B_Q3D	VALUE1B_Q3	Num	8	VALUE1B_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
103	VALUE1C_Q1	VALUE1C_Q1	Num	8	VALUE1C_Q1: [City Council discusses plan to significantly alter historic downtown] How likely are you to pay attention to a news story like this?
104	VALUE1C_Q2A	VALUE1C_Q2	Num	8	VALUE1C_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
105	VALUE1C_Q2B	VALUE1C_Q2	Num	8	VALUE1C_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
106	VALUE1C_Q2C	VALUE1C_Q2	Num	8	VALUE1C_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would

					pay attention to this type of story?
107	VALUE1C_Q2D	VALUE1C_Q2	Num	8	VALUE1C_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
108	VALUE1C_Q2E	VALUE1C_Q2	Num	8	VALUE1C_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
109	VALUE1C_Q3A	VALUE1C_Q3	Num	8	VALUE1C_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
110	VALUE1C_Q3B	VALUE1C_Q3	Num	8	VALUE1C_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
111	VALUE1C_Q3C	VALUE1C_Q3	Num	8	VALUE1C_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?

112	VALUE1C_Q3D	VALUE1C_Q3	Num	8	VALUE1C_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
113	VALUE1D_Q1	VALUE1D_Q1	Num	8	VALUE1D_Q1: [City Council considers budget cuts to animal shelter despite reports of unsafe conditions] How likely are you to pay attention to a news story like this?
114	VALUE1D_Q2A	VALUE1D_Q2	Num	8	VALUE1D_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
115	VALUE1D_Q2B	VALUE1D_Q2	Num	8	VALUE1D_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
116	VALUE1D_Q2C	VALUE1D_Q2	Num	8	VALUE1D_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
117	VALUE1D_Q2D	VALUE1D_Q2	Num	8	VALUE1D_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would

					pay attention to this type of story?
118	VALUE1D_Q2E	VALUE1D_Q2	Num	8	VALUE1D_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
119	VALUE1D_Q3A	VALUE1D_Q3	Num	8	VALUE1D_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
120	VALUE1D_Q3B	VALUE1D_Q3	Num	8	VALUE1D_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
121	VALUE1D_Q3C	VALUE1D_Q3	Num	8	VALUE1D_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
122	VALUE1D_Q3D	VALUE1D_Q3	Num	8	VALUE1D_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay

					attention to this type of story?
123	VALUE2A_Q1	VALUE2A_Q1	Num	8	VALUE2A_Q1: [New study shows planet warming much faster than previously estimated, leaving coastal communities at risk] How likely are you to pay attention to a news story like this?
124	VALUE2A_Q2A	VALUE2A_Q2	Num	8	VALUE2A_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
125	VALUE2A_Q2B	VALUE2A_Q2	Num	8	VALUE2A_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
126	VALUE2A_Q2C	VALUE2A_Q2	Num	8	VALUE2A_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
127	VALUE2A_Q2D	VALUE2A_Q2	Num	8	VALUE2A_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?

128	VALUE2A_Q2E	VALUE2A_Q2	Num	8	VALUE2A_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
129	VALUE2A_Q3A	VALUE2A_Q3	Num	8	VALUE2A_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
130	VALUE2A_Q3B	VALUE2A_Q3	Num	8	VALUE2A_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
131	VALUE2A_Q3C	VALUE2A_Q3	Num	8	VALUE2A_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
132	VALUE2A_Q3D	VALUE2A_Q3	Num	8	VALUE2A_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?

133	VALUE2B_Q1	VALUE2B_Q1	Num	8	VALUE2B_Q1: [While region is booming economically, some are being left behind, new study shows] How likely are you to pay attention to a news story like this?
134	VALUE2B_Q2A	VALUE2B_Q2	Num	8	VALUE2B_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
135	VALUE2B_Q2B	VALUE2B_Q2	Num	8	VALUE2B_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
136	VALUE2B_Q2C	VALUE2B_Q2	Num	8	VALUE2B_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
137	VALUE2B_Q2D	VALUE2B_Q2	Num	8	VALUE2B_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
138	VALUE2B_Q2E	VALUE2B_Q2	Num	8	VALUE2B_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?

139	VALUE2B_Q3A	VALUE2B_Q3	Num	8	VALUE2B_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
140	VALUE2B_Q3B	VALUE2B_Q3	Num	8	VALUE2B_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
141	VALUE2B_Q3C	VALUE2B_Q3	Num	8	VALUE2B_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
142	VALUE2B_Q3D	VALUE2B_Q3	Num	8	VALUE2B_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
143	VALUE2C_Q1	VALUE2C_Q1	Num	8	VALUE2C_Q1: [Governor says 'petty' criticism of his statements on air quality misses 'larger' truth of what he said] How likely are you to pay attention to a news story like this?

144	VALUE2C_Q2A	VALUE2C_Q2	Num	8	VALUE2C_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
145	VALUE2C_Q2B	VALUE2C_Q2	Num	8	VALUE2C_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
146	VALUE2C_Q2C	VALUE2C_Q2	Num	8	VALUE2C_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
147	VALUE2C_Q2D	VALUE2C_Q2	Num	8	VALUE2C_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
148	VALUE2C_Q2E	VALUE2C_Q2	Num	8	VALUE2C_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
149	VALUE2C_Q3A	VALUE2C_Q3	Num	8	VALUE2C_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay

					attention to this type of story?
150	VALUE2C_Q3B	VALUE2C_Q3	Num	8	VALUE2C_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
151	VALUE2C_Q3C	VALUE2C_Q3	Num	8	VALUE2C_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
152	VALUE2C_Q3D	VALUE2C_Q3	Num	8	VALUE2C_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
153	VALUE2D_Q1	VALUE2D_Q1	Num	8	VALUE2D_Q1: [Ambassador says statistics prove U.S. has done more than rivals to reduce pollution and improve worker safety worldwide] How likely are you to pay attention to a news story like this?
154	VALUE2D_Q2A	VALUE2D_Q2	Num	8	VALUE2D_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would

					pay attention to this type of story?
155	VALUE2D_Q2B	VALUE2D_Q2	Num	8	VALUE2D_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
156	VALUE2D_Q2C	VALUE2D_Q2	Num	8	VALUE2D_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
157	VALUE2D_Q2D	VALUE2D_Q2	Num	8	VALUE2D_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
158	VALUE2D_Q2E	VALUE2D_Q2	Num	8	VALUE2D_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
159	VALUE2D_Q3A	VALUE2D_Q3	Num	8	VALUE2D_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?

160	VALUE2D_Q3B	VALUE2D_Q3	Num	8	VALUE2D_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
161	VALUE2D_Q3C	VALUE2D_Q3	Num	8	VALUE2D_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
162	VALUE2D_Q3D	VALUE2D_Q3	Num	8	VALUE2D_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
163	VALUE3A_Q1	VALUE3A_Q1	Num	8	VALUE3A_Q1: [Homeless face growing challenges as city's economy booms] How likely are you to pay attention to a news story like this?
164	VALUE3A_Q2A	VALUE3A_Q2	Num	8	VALUE3A_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
165	VALUE3A_Q2B	VALUE3A_Q2	Num	8	VALUE3A_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would

					pay attention to this type of story?
166	VALUE3A_Q2C	VALUE3A_Q2	Num	8	VALUE3A_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
167	VALUE3A_Q2D	VALUE3A_Q2	Num	8	VALUE3A_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
168	VALUE3A_Q2E	VALUE3A_Q2	Num	8	VALUE3A_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
169	VALUE3A_Q3A	VALUE3A_Q3	Num	8	VALUE3A_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
170	VALUE3A_Q3B	VALUE3A_Q3	Num	8	VALUE3A_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?

171	VALUE3A_Q3C	VALUE3A_Q3	Num	8	VALUE3A_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
172	VALUE3A_Q3D	VALUE3A_Q3	Num	8	VALUE3A_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
173	VALUE3B_Q1	VALUE3B_Q1	Num	8	VALUE3B_Q1: [Local nonprofit seeking donations to provide textbooks for special education classes] How likely are you to pay attention to a news story like this?
174	VALUE3B_Q2A	VALUE3B_Q2	Num	8	VALUE3B_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
175	VALUE3B_Q2B	VALUE3B_Q2	Num	8	VALUE3B_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
176	VALUE3B_Q2C	VALUE3B_Q2	Num	8	VALUE3B_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements

					describe why you would pay attention to this type of story?
177	VALUE3B_Q2D	VALUE3B_Q2	Num	8	VALUE3B_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
178	VALUE3B_Q2E	VALUE3B_Q2	Num	8	VALUE3B_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
179	VALUE3B_Q3A	VALUE3B_Q3	Num	8	VALUE3B_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
180	VALUE3B_Q3B	VALUE3B_Q3	Num	8	VALUE3B_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
181	VALUE3B_Q3C	VALUE3B_Q3	Num	8	VALUE3B_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?

182	VALUE3B_Q3D	VALUE3B_Q3	Num	8	VALUE3B_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
183	VALUE3C_Q1	VALUE3C_Q1	Num	8	VALUE3C_Q1: [Citizens group demands resignation of police officer who shot local youth, accuses police chief of racism] How likely are you to pay attention to a news story like this?
184	VALUE3C_Q2A	VALUE3C_Q2	Num	8	VALUE3C_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
185	VALUE3C_Q2B	VALUE3C_Q2	Num	8	VALUE3C_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
186	VALUE3C_Q2C	VALUE3C_Q2	Num	8	VALUE3C_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
187	VALUE3C_Q2D	VALUE3C_Q2	Num	8	VALUE3C_Q2D: [Stories like this make me want to learn more] How well does each of the following statements

					describe why you would pay attention to this type of story?
188	VALUE3C_Q2E	VALUE3C_Q2	Num	8	VALUE3C_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
189	VALUE3C_Q3A	VALUE3C_Q3	Num	8	VALUE3C_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
190	VALUE3C_Q3B	VALUE3C_Q3	Num	8	VALUE3C_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
191	VALUE3C_Q3C	VALUE3C_Q3	Num	8	VALUE3C_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
192	VALUE3C_Q3D	VALUE3C_Q3	Num	8	VALUE3C_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay

					attention to this type of story?
193	VALUE3D_Q1	VALUE3D_Q1	Num	8	VALUE3D_Q1: [Local woman makes it her mission to eradicate cockroach infestation in the city's poorest neighborhoods] How likely are you to pay attention to a news story like this?
194	VALUE3D_Q2A	VALUE3D_Q2	Num	8	VALUE3D_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
195	VALUE3D_Q2B	VALUE3D_Q2	Num	8	VALUE3D_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
196	VALUE3D_Q2C	VALUE3D_Q2	Num	8	VALUE3D_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
197	VALUE3D_Q2D	VALUE3D_Q2	Num	8	VALUE3D_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?

198	VALUE3D_Q2E	VALUE3D_Q2	Num	8	VALUE3D_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
199	VALUE3D_Q3A	VALUE3D_Q3	Num	8	VALUE3D_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
200	VALUE3D_Q3B	VALUE3D_Q3	Num	8	VALUE3D_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
201	VALUE3D_Q3C	VALUE3D_Q3	Num	8	VALUE3D_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
202	VALUE3D_Q3D	VALUE3D_Q3	Num	8	VALUE3D_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
203	VALUE4A_Q1	VALUE4A_Q1	Num	8	VALUE4A_Q1: [Greenville has many fewer parks than neighboring

					communities] How likely are you to pay attention to a news story like this?
204	VALUE4A_Q2A	VALUE4A_Q2	Num	8	VALUE4A_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
205	VALUE4A_Q2B	VALUE4A_Q2	Num	8	VALUE4A_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
206	VALUE4A_Q2C	VALUE4A_Q2	Num	8	VALUE4A_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
207	VALUE4A_Q2D	VALUE4A_Q2	Num	8	VALUE4A_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
208	VALUE4A_Q2E	VALUE4A_Q2	Num	8	VALUE4A_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?

209	VALUE4A_Q3A	VALUE4A_Q3	Num	8	VALUE4A_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
210	VALUE4A_Q3B	VALUE4A_Q3	Num	8	VALUE4A_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
211	VALUE4A_Q3C	VALUE4A_Q3	Num	8	VALUE4A_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
212	VALUE4A_Q3D	VALUE4A_Q3	Num	8	VALUE4A_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
213	VALUE4B_Q1	VALUE4B_Q1	Num	8	VALUE4B_Q1: [Local group suggests new plan for Chesterton festival to cut trash in half] How likely are you to pay attention to a news story like this?
214	VALUE4B_Q2A	VALUE4B_Q2	Num	8	VALUE4B_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would

					pay attention to this type of story?
215	VALUE4B_Q2B	VALUE4B_Q2	Num	8	VALUE4B_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
216	VALUE4B_Q2C	VALUE4B_Q2	Num	8	VALUE4B_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
217	VALUE4B_Q2D	VALUE4B_Q2	Num	8	VALUE4B_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
218	VALUE4B_Q2E	VALUE4B_Q2	Num	8	VALUE4B_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
219	VALUE4B_Q3A	VALUE4B_Q3	Num	8	VALUE4B_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?

220	VALUE4B_Q3B	VALUE4B_Q3	Num	8	VALUE4B_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
221	VALUE4B_Q3C	VALUE4B_Q3	Num	8	VALUE4B_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
222	VALUE4B_Q3D	VALUE4B_Q3	Num	8	VALUE4B_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
223	VALUE4C_Q1	VALUE4C_Q1	Num	8	VALUE4C_Q1: [Community celebrates Sister Mary Ellen for 60 years of "amazing grace" with orphaned children] How likely are you to pay attention to a news story like this?
224	VALUE4C_Q2A	VALUE4C_Q2	Num	8	VALUE4C_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
225	VALUE4C_Q2B	VALUE4C_Q2	Num	8	VALUE4C_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would

					pay attention to this type of story?
226	VALUE4C_Q2C	VALUE4C_Q2	Num	8	VALUE4C_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
227	VALUE4C_Q2D	VALUE4C_Q2	Num	8	VALUE4C_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
228	VALUE4C_Q2E	VALUE4C_Q2	Num	8	VALUE4C_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
229	VALUE4C_Q3A	VALUE4C_Q3	Num	8	VALUE4C_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
230	VALUE4C_Q3B	VALUE4C_Q3	Num	8	VALUE4C_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?

231	VALUE4C_Q3C	VALUE4C_Q3	Num	8	VALUE4C_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
232	VALUE4C_Q3D	VALUE4C_Q3	Num	8	VALUE4C_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
233	VALUE4D_Q1	VALUE4D_Q1	Num	8	VALUE4D_Q1: [Legendary local coach turned down offers from big-time schools] How likely are you to pay attention to a news story like this?
234	VALUE4D_Q2A	VALUE4D_Q2	Num	8	VALUE4D_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
235	VALUE4D_Q2B	VALUE4D_Q2	Num	8	VALUE4D_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
236	VALUE4D_Q2C	VALUE4D_Q2	Num	8	VALUE4D_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would

					pay attention to this type of story?
237	VALUE4D_Q2D	VALUE4D_Q2	Num	8	VALUE4D_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
238	VALUE4D_Q2E	VALUE4D_Q2	Num	8	VALUE4D_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
239	VALUE4D_Q3A	VALUE4D_Q3	Num	8	VALUE4D_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
240	VALUE4D_Q3B	VALUE4D_Q3	Num	8	VALUE4D_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
241	VALUE4D_Q3C	VALUE4D_Q3	Num	8	VALUE4D_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?

242	VALUE4D_Q3D	VALUE4D_Q3	Num	8	VALUE4D_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
243	VALUE5A_Q1	VALUE5A_Q1	Num	8	VALUE5A_Q1: [How police are using facial recognition to solve crimes] How likely are you to pay attention to a news story like this?
244	VALUE5A_Q2A	VALUE5A_Q2	Num	8	VALUE5A_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
245	VALUE5A_Q2B	VALUE5A_Q2	Num	8	VALUE5A_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
246	VALUE5A_Q2C	VALUE5A_Q2	Num	8	VALUE5A_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
247	VALUE5A_Q2D	VALUE5A_Q2	Num	8	VALUE5A_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?

248	VALUE5A_Q2E	VALUE5A_Q2	Num	8	VALUE5A_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
249	VALUE5A_Q3A	VALUE5A_Q3	Num	8	VALUE5A_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
250	VALUE5A_Q3B	VALUE5A_Q3	Num	8	VALUE5A_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
251	VALUE5A_Q3C	VALUE5A_Q3	Num	8	VALUE5A_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
252	VALUE5A_Q3D	VALUE5A_Q3	Num	8	VALUE5A_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
253	VALUE5B_Q1	VALUE5B_Q1	Num	8	VALUE5B_Q1: [Marion restaurants score near bottom in state health and safety rankings] How

					likely are you to pay attention to a news story like this?
254	VALUE5B_Q2A	VALUE5B_Q2	Num	8	VALUE5B_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
255	VALUE5B_Q2B	VALUE5B_Q2	Num	8	VALUE5B_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
256	VALUE5B_Q2C	VALUE5B_Q2	Num	8	VALUE5B_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
257	VALUE5B_Q2D	VALUE5B_Q2	Num	8	VALUE5B_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
258	VALUE5B_Q2E	VALUE5B_Q2	Num	8	VALUE5B_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?

259	VALUE5B_Q3A	VALUE5B_Q3	Num	8	VALUE5B_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
260	VALUE5B_Q3B	VALUE5B_Q3	Num	8	VALUE5B_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
261	VALUE5B_Q3C	VALUE5B_Q3	Num	8	VALUE5B_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
262	VALUE5B_Q3D	VALUE5B_Q3	Num	8	VALUE5B_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
263	VALUE5C_Q1	VALUE5C_Q1	Num	8	VALUE5C_Q1: [Churches sharing more personal and professional information about their leaders] How likely are you to pay attention to a news story like this?

264	VALUE5C_Q2A	VALUE5C_Q2	Num	8	VALUE5C_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?
265	VALUE5C_Q2B	VALUE5C_Q2	Num	8	VALUE5C_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
266	VALUE5C_Q2C	VALUE5C_Q2	Num	8	VALUE5C_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
267	VALUE5C_Q2D	VALUE5C_Q2	Num	8	VALUE5C_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
268	VALUE5C_Q2E	VALUE5C_Q2	Num	8	VALUE5C_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
269	VALUE5C_Q3A	VALUE5C_Q3	Num	8	VALUE5C_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay

					attention to this type of story?
270	VALUE5C_Q3B	VALUE5C_Q3	Num	8	VALUE5C_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?
271	VALUE5C_Q3C	VALUE5C_Q3	Num	8	VALUE5C_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
272	VALUE5C_Q3D	VALUE5C_Q3	Num	8	VALUE5C_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
273	VALUE5D_Q1	VALUE5D_Q1	Num	8	VALUE5D_Q1: [Middleton teen builds website revealing how much every household pays in taxes] How likely are you to pay attention to a news story like this?
274	VALUE5D_Q2A	VALUE5D_Q2	Num	8	VALUE5D_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?

275	VALUE5D_Q2B	VALUE5D_Q2	Num	8	VALUE5D_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?
276	VALUE5D_Q2C	VALUE5D_Q2	Num	8	VALUE5D_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?
277	VALUE5D_Q2D	VALUE5D_Q2	Num	8	VALUE5D_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?
278	VALUE5D_Q2E	VALUE5D_Q2	Num	8	VALUE5D_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?
279	VALUE5D_Q3A	VALUE5D_Q3	Num	8	VALUE5D_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?
280	VALUE5D_Q3B	VALUE5D_Q3	Num	8	VALUE5D_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements

					describe why you would not pay attention to this type of story?
281	VALUE5D_Q3C	VALUE5D_Q3	Num	8	VALUE5D_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?
282	VALUE5D_Q3D	VALUE5D_Q3	Num	8	VALUE5D_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?
283	Q6	Q6	Num	8	Q6: Next, how trustworthy do you think the news media in general is?
284	Q7	Q7	Num	8	Q7: Would you say the news from the media is...?
285	Q8A	Q8	Num	8	Q8A: Would you say the news media...?
286	Q8B	Q8	Num	8	Q8B: Would you say the news media...?
287	Q8C	Q8	Num	8	Q8C: Would you say the news media...?
288	Q8D	Q8	Num	8	Q8D: Would you say the news media...?
289	POLITICS	PID1,PIDA,PID B,PIDI	Num	8	POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?
290	IDEOLOGY	D3,D4,D5,D6	Num	8	IDEOLOGY: Generally speaking, do you consider yourself a...?

291	URBAN	DM5	Num	8	URBAN: Which one of the following best describes where you live?
292	AGEGRP	N/A	Num	8	AGEGRP: Age
293	RACETH	N/A	Num	8	RACETH: Race/ethnicity
294	MARITAL	N/A	Num	8	MARITAL: Marital status
295	HHINCOME	N/A	Num	8	HHINCOME: Household income
296	EMPSTATUS	N/A	Num	8	EMPSTATUS: Employment status
297	EDUCATION	N/A	Num	8	EDUCATION: Educational attainment
298	GENDER	N/A	Num	8	GENDER: Gender
299	STATE	N/A	Char	2	STATE: State of residence
300	CENSUS_REGION	N/A	Num	8	CENSUS_REGION: Census region
301	SURVEY2WEIGHT	N/A	Num	8	SURVEY2WEIGHT: Post-stratification weights -18+ general population (N=1,155)
302	P_GROUP	N/A	Num	8	P_GROUP: Grouping variable that determined the stories seen by respondents.
303	Q1	Q1	Num	8	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.
304	Q2A	Q2	Num	8	Q2A: [Cable, satellite television, or streaming services] 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.
305	Q2B	Q2	Num	8	Q2B: [A print or digital version of a national newspaper] 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.
306	Q2C	Q2	Num	8	Q2C: [A print or digital version of a local newspaper] 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.
307	Q2D	Q2	Num	8	Q2D: [A print or digital version of a magazine] 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.
308	Q2E	Q2	Num	8	Q2E: [Print or digital newsletter] 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.
309	Q2F	Q2	Num	8	Q2F: [A digital-only news site, such as ESPN +, The Athletic, or Politico Pro] 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.
310	Q2G	Q2	Num	8	Q2G: [A podcast or YouTube channel through direct payments or funding platforms like Patreon] 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.
311	Q2H	Q2	Num	8	Q2H: [A public radio station or public television station such as NPR or PBS] 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.
312	GEN1_S1A	GEN1	Num	8	GEN1_S1A: How likely are you to pay attention to a news story like this?

313	GEN1_S1B	GEN1	Num	8	GEN1_S1B: How likely are you to pay attention to a news story like this?
314	GEN2_S1A_1	GEN2	Num	8	GEN2_S1A_1: [Angry] When reading this news story, which of the following best describe how you felt?
315	GEN2_S1A_2	GEN2	Num	8	GEN2_S1A_2: [Pleased] When reading this news story, which of the following best describe how you felt?
316	GEN2_S1A_3	GEN2	Num	8	GEN2_S1A_3: [Bored] When reading this news story, which of the following best describe how you felt?
317	GEN2_S1A_4	GEN2	Num	8	GEN2_S1A_4: [Interested] When reading this news story, which of the following best describe how you felt?
318	GEN2_S1A_5	GEN2	Num	8	GEN2_S1A_5: [Sad] When reading this news story, which of the following best describe how you felt?
319	GEN2_S1A_6	GEN2	Num	8	GEN2_S1A_6: [Happy] When reading this news story, which of the following best describe how you felt?
320	GEN2_S1A_7	GEN2	Num	8	GEN2_S1A_7: [None] When reading this news story, which of the following best describe how you felt?
321	GEN2_S1B_1	GEN2	Num	8	GEN2_S1B_1: [Angry] When reading this news story, which of the following best describe how you felt?
322	GEN2_S1B_2	GEN2	Num	8	GEN2_S1B_2: [Pleased] When reading this news story, which of the following best describe how you felt?

323	GEN2_S1B_3	GEN2	Num	8	GEN2_S1B_3: [Bored] When reading this news story, which of the following best describe how you felt?
324	GEN2_S1B_4	GEN2	Num	8	GEN2_S1B_4: [Interested] When reading this news story, which of the following best describe how you felt?
325	GEN2_S1B_5	GEN2	Num	8	GEN2_S1B_5: [Sad] When reading this news story, which of the following best describe how you felt?
326	GEN2_S1B_6	GEN2	Num	8	GEN2_S1B_6: [Happy] When reading this news story, which of the following best describe how you felt?
327	GEN2_S1B_7	GEN2	Num	8	GEN2_S1B_7: [None] When reading this news story, which of the following best describe how you felt?
328	GEN3_S1A	GEN3	Num	8	GEN3_S1A: Did this news story...
329	GEN3_S1B	GEN3	Num	8	GEN3_S1B: Did this news story...
330	GEN4_S1A	GEN4	Num	8	GEN4_S1A: Did this news story seem...
331	GEN4_S1B	GEN4	Num	8	GEN4_S1B: Did this news story seem...
332	GEN5_S1A	GEN5	Num	8	GEN5_S1A: After reading this news story, how likely are you to pay attention to other stories from the same news source?
333	GEN5_S1B	GEN5	Num	8	GEN5_S1B: After reading this news story, how likely are you to pay attention to other stories from the same news source?

334	LEDE1_1A	LEDE1	Num	8	LEDE1_1A: 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?
335	LEDE1_1B	LEDE1	Num	8	LEDE1_1B: 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?
336	LEDE2_1A	LEDE2	Num	8	LEDE2_1A: How much did the headline and first sentence make you want to read the rest of the story?
337	LEDE2_1B	LEDE2	Num	8	LEDE2_1B: How much did the headline and first sentence make you want to read the rest of the story?
338	LEDE3_1A	LEDE3	Num	8	LEDE3_1A: 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?
339	LEDE3_1B	LEDE3	Num	8	LEDE3_1B: 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?
340	EXP1	EXP1	Num	8	EXP1: Did the sentence displayed above help, hurt, or neither help nor hurt your understanding of the topic?
341	EXP2	EXP2	Num	8	EXP2: How important to the story is the information provided by this sentence?

342	EXP3	EXP3	Num	8	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?
343	EXP4	EXP4	Num	8	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?
344	GEN6_S2A	GEN6	Num	8	GEN6_S2A: How likely are you to pay attention to a news story like this?
345	GEN6_S2B	GEN6	Num	8	GEN6_S2B: How likely are you to pay attention to a news story like this?
346	GEN7_S2A_1	GEN7	Num	8	GEN7_S2A_1: [Angry] When reading this news story, which of the following best describe how you felt?
347	GEN7_S2A_2	GEN7	Num	8	GEN7_S2A_2: [Pleased] When reading this news story, which of the following best describe how you felt?
348	GEN7_S2A_3	GEN7	Num	8	GEN7_S2A_3: [Bored] When reading this news story, which of the following best describe how you felt?
349	GEN7_S2A_4	GEN7	Num	8	GEN7_S2A_4: [Interested] When reading this news story, which of the following best describe how you felt?
350	GEN7_S2A_5	GEN7	Num	8	GEN7_S2A_5: [Sad] When reading this news story, which of the following best describe how you felt?
351	GEN7_S2A_6	GEN7	Num	8	GEN7_S2A_6: [Happy] When reading this news story, which of the

					following best describe how you felt?
352	GEN7_S2A_7	GEN7	Num	8	GEN7_S2A_7: [None] When reading this news story, which of the following best describe how you felt?
353	GEN7_S2B_1	GEN7	Num	8	GEN7_S2B_1: [Angry] When reading this news story, which of the following best describe how you felt?
354	GEN7_S2B_2	GEN7	Num	8	GEN7_S2B_2: [Pleased] When reading this news story, which of the following best describe how you felt?
355	GEN7_S2B_3	GEN7	Num	8	GEN7_S2B_3: [Bored] When reading this news story, which of the following best describe how you felt?
356	GEN7_S2B_4	GEN7	Num	8	GEN7_S2B_4: [Interested] When reading this news story, which of the following best describe how you felt?
357	GEN7_S2B_5	GEN7	Num	8	GEN7_S2B_5: [Sad] When reading this news story, which of the following best describe how you felt?
358	GEN7_S2B_6	GEN7	Num	8	GEN7_S2B_6: [Happy] When reading this news story, which of the following best describe how you felt?
359	GEN7_S2B_7	GEN7	Num	8	GEN7_S2B_7: [None] When reading this news story, which of the following best describe how you felt?
360	GEN8_S2A	GEN8	Num	8	GEN8_S2A: Did this news story...
361	GEN8_S2B	GEN8	Num	8	GEN8_S2B: Did this news story...
362	GEN9_S2A	GEN9	Num	8	GEN9_S2A: Did this news story seem...

363	GEN9_S2B	GEN9	Num	8	GEN9_S2B: Did this news story seem...
364	GEN10_S2A	GEN10	Num	8	GEN10_S2A: After reading this news story, how likely are you to pay attention to other stories from the same news source?
365	GEN10_S2B	GEN10	Num	8	GEN10_S2B: After reading this news story, how likely are you to pay attention to other stories from the same news source?
366	LEDE4_2A	LEDE4	Num	8	LEDE4_2A: 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?
367	LEDE4_2B	LEDE4	Num	8	LEDE4_2B: 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?
368	LEDE5_2A	LEDE5	Num	8	LEDE5_2A: How much did the headline and first sentence make you want to read the rest of the story?
369	LEDE5_2B	LEDE5	Num	8	LEDE5_2B: How much did the headline and first sentence make you want to read the rest of the story?
370	LEDE6_2A	LEDE6	Num	8	LEDE6_2A: 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?
371	LEDE6_2B	LEDE6	Num	8	LEDE6_2B: 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?
372	EXP5	EXP5	Num	8	EXP5: Did the sentence displayed above help, hurt, or neither help nor hurt your understanding of the topic?
373	EXP6	EXP6	Num	8	EXP6: How important to the story is the information provided by this sentence?
374	EXP7	EXP7	Num	8	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?
375	EXP8	EXP8	Num	8	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?
376	GEN11_S3A	GEN11	Num	8	GEN11_S3A: How likely are you to pay attention to a news story like this?
377	GEN11_S3B	GEN11	Num	8	GEN11_S3B: How likely are you to pay attention to a news story like this?
378	GEN12_S3A_1	GEN12	Num	8	GEN12_S3A_1: [Angry] When reading this news story, which of the following best describe how you felt?
379	GEN12_S3A_2	GEN12	Num	8	GEN12_S3A_2: [Pleased] When reading this news story, which of the following best describe how you felt?
380	GEN12_S3A_3	GEN12	Num	8	GEN12_S3A_3: [Bored] When reading this news story, which of the following best describe how you felt?

381	GEN12_S3A_4	GEN12	Num	8	GEN12_S3A_4: [Interested] When reading this news story, which of the following best describe how you felt?
382	GEN12_S3A_5	GEN12	Num	8	GEN12_S3A_5: [Sad] When reading this news story, which of the following best describe how you felt?
383	GEN12_S3A_6	GEN12	Num	8	GEN12_S3A_6: [Happy] When reading this news story, which of the following best describe how you felt?
384	GEN12_S3A_7	GEN12	Num	8	GEN12_S3A_7: [None] When reading this news story, which of the following best describe how you felt?
385	GEN12_S3B_1	GEN12	Num	8	GEN12_S3B_1: [Angry] When reading this news story, which of the following best describe how you felt?
386	GEN12_S3B_2	GEN12	Num	8	GEN12_S3B_2: [Pleased] When reading this news story, which of the following best describe how you felt?
387	GEN12_S3B_3	GEN12	Num	8	GEN12_S3B_3: [Bored] When reading this news story, which of the following best describe how you felt?
388	GEN12_S3B_4	GEN12	Num	8	GEN12_S3B_4: [Interested] When reading this news story, which of the following best describe how you felt?
389	GEN12_S3B_5	GEN12	Num	8	GEN12_S3B_5: [Sad] When reading this news story, which of the following best describe how you felt?
390	GEN12_S3B_6	GEN12	Num	8	GEN12_S3B_6: [Happy] When reading this news story, which of the

					following best describe how you felt?
391	GEN12_S3B_7	GEN12	Num	8	GEN12_S3B_7: [None] When reading this news story, which of the following best describe how you felt?
392	GEN13_S3A	GEN13	Num	8	GEN13_S3A: Did this news story...
393	GEN13_S3B	GEN13	Num	8	GEN13_S3B: Did this news story...
394	GEN14_S3A	GEN14	Num	8	GEN14_S3A: Did this news story seem...
395	GEN14_S3B	GEN14	Num	8	GEN14_S3B: Did this news story seem...
396	GEN15_S3A	GEN15	Num	8	GEN15_S3A: After reading this news story, how likely are you to pay attention to other stories from the same news source?
397	GEN15_S3B	GEN15	Num	8	GEN15_S3B: After reading this news story, how likely are you to pay attention to other stories from the same news source?
398	LEDE7_3A	LEDE7	Num	8	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?
399	LEDE7_3B	LEDE7	Num	8	LEDE7_3B: 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?
400	LEDE8_3A	LEDE8	Num	8	LEDE8_3A: How much did the headline and first sentence make you want to read the rest of the story?
401	LEDE8_3B	LEDE8	Num	8	LEDE8_3B: How much did the headline and first sentence make you want

					to read the rest of the story?
402	LEDE9_3A	LEDE9	Num	8	LEDE9_3A: 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?
403	LEDE9_3B	LEDE9	Num	8	LEDE9_3B: 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?
404	EXP9	EXP9	Num	8	EXP9: Did the sentence displayed above help, hurt, or neither help nor hurt your understanding of the topic?
405	EXP10	EXP10	Num	8	EXP10: How important to the story is the information provided by this sentence?
406	EXP11	EXP11	Num	8	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?
407	EXP12	EXP12	Num	8	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?
408	MISSIONA	MISSION	Num	8	MISSIONA: [We keep our leaders accountable. Support us today] 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?
409	MISSIONB	MISSION	Num	8	MISSIONB: [We've served our community since 1906. Support us today.] 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?
410	MISSIONC	MISSION	Num	8	MISSIONC: [We look out for our most vulnerable. Support us today.] 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?
411	MISSIOND	MISSION	Num	8	MISSIOND: [Financial support from those who can afford it makes our news and information available to those who can't. Support us today.] 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?
412	MISSIONE	MISSION	Num	8	MISSIONE: [Our community needs a watchdog. Support us today.] 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?
413	MISSIONF	MISSION	Num	8	MISSIONF: [People must know the facts for communities to thrive. Support us today.] 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?
414	MISSIONG	MISSION	Num	8	MISSIONG: [Stay informed. Support us today.] 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?

415	POLITICS	PID1, PIDA, PIDB, PIDI	Num	8	POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?
416	IDEOLOGY	D3, D4, D5, D6	Num	8	IDEOLOGY: Generally speaking, do you consider yourself a...?

Variables #292-299 are AmeriSpeak Omnibus® profile variables. These variables are collapsed or recoded to minimize the risk of disclosing respondent privacy.

Variables #415 and #416 were asked on Survey 1. They were only re-asked on Survey 2 if they did not answer on Survey 1.

Details of Variables

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

SURV_MODE: Survey mode			
SURV_MODE	Frequency	Weighted Frequency	Percent
Web interview	2,124	2,142	100.00
Total	2,124	2,142	100.00

SURV_LANG: Survey language			
SURV_LANG	Frequency	Weighted Frequency	Percent
English	2,124	2,142	100.00
Total	2,124	2,142	100.00

W1_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.			
W1_Q1	Frequency	Weighted Frequency	Percent
(1) Several times an hour	137	132	6.15
(2) Several times a day	1,292	1,404	65.52
(3) Once a day	340	302	14.11
(4) Several times a week	167	140	6.53
(5) Weekly	82	67	3.13
(6) Less often	79	72	3.36
(7) Never	23	22	1.01
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	4	0.19
Total	2,124	2,142	100.00

Q2_1: [National politics or government] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_1	Frequency	Weighted Frequency	Percent
(0) No	1,172	1,183	55.23
(1) Yes	952	959	44.77
Total	2,124	2,142	100.00

Q2_1: [National politics or government] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_1	Frequency	Weighted Frequency	Percent
(0) No	1,172	1,183	55.23
(1) Yes	952	959	44.77
Total	2,124	2,142	100.00

Q2_2: [Traffic and weather] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_2	Frequency	Weighted Frequency	Percent
(0) No	1,290	1,295	60.47
(1) Yes	834	847	39.53
Total	2,124	2,142	100.00

Q2_3: [Crime and public safety] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_3	Frequency	Weighted Frequency	Percent
(0) No	1698	1,706	79.62
(1) Yes	426	437	20.38
Total	2,124	2,142	100.00

Q2_4: [Sports] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_4	Frequency	Weighted Frequency	Percent
(0) No	1650	1,661	77.53
(1) Yes	474	481	22.47
Total	2,124	2,142	100.00

Q2_5: [Local politics or government] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_5	Frequency	Weighted Frequency	Percent
(0) No	1792	1,812	84.60
(1) Yes	332	330	15.40
Total	2,124	2,142	100.00

Q2_6: [Science and technology] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_6	Frequency	Weighted Frequency	Percent
(0) No	1887	1,903	88.85
(1) Yes	237	239	11.15
Total	2,124	2,142	100.00

Q2_7: [Health care and medical information] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_7	Frequency	Weighted Frequency	Percent
(0) No	1891	1,901	88.75
(1) Yes	233	241	11.25
Total	2,124	2,142	100.00

Q2_8: [My particular town or neighborhood] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_8	Frequency	Weighted Frequency	Percent
(0) No	1666	1,663	77.61
(1) Yes	458	480	22.39
Total	2,124	2,142	100.00

Q2_9: [Social issues like abortion, race, and gay rights] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_9	Frequency	Weighted Frequency	Percent
(0) No	1880	1,895	88.47
(1) Yes	244	247	11.53
Total	2,124	2,142	100.00

Q2_10: [Foreign or international news] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_10	Frequency	Weighted Frequency	Percent
(0) No	1827	1,868	87.21
(1) Yes	297	274	12.79
Total	2,124	2,142	100.00

Q2_11: [Business and the economy] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_11	Frequency	Weighted Frequency	Percent
(0) No	1820	1,840	85.89
(1) Yes	304	302	14.11
Total	2,124	2,142	100.00

Q2_12: [The environment and natural disasters] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_12	Frequency	Weighted Frequency	Percent
(0) No	1818	1,824	85.14
(1) Yes	306	318	14.86
Total	2,124	2,142	100.00

Q2_13: [Schools and education] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_13	Frequency	Weighted Frequency	Percent
(0) No	1986	1,999	93.31
(1) Yes	138	143	6.69
Total	2,124	2,142	100.00

Q2_14: [My hobbies] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_14	Frequency	Weighted Frequency	Percent
(0) No	1924	1,935	90.32
(1) Yes	200	207	9.68
Total	2,124	2,142	100.00

Q2_15: [Lifestyle topics such as food, beauty, exercise, or parenting] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_15	Frequency	Weighted Frequency	Percent
(0) No	1926	1,940	90.57
(1) Yes	198	202	9.43
Total	2,124	2,142	100.00

Q2_16: [Entertainment and celebrities] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_16	Frequency	Weighted Frequency	Percent
(0) No	1,878	1,907	89.01
(1) Yes	246	235	10.99
Total	2,124	2,142	100.00

Q2_17: [Art and culture] Here are some common news and information topics. Which of these news topics do you follow most often or closely?			
Q2_17	Frequency	Weighted Frequency	Percent
(0) No	2,055	2,071	96.65
(1) Yes	69	72	3.35
Total	2,124	2,142	100.00

Q3A: [Cable, satellite television, or streaming services] 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.			
Q3A	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	1,646	1,651	77.08
(2) No, I do not personally pay for it	473	485	22.66
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	6	0.26
Total	2,124	2,142	100.00

Q3B: [A print or digital version of a national newspaper] 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.			
Q3B	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	219	217	10.14
(2) No, I do not personally pay for it	1860	1,872	87.36
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	45	54	2.50
Total	2,124	2,142	100.00

Q3C: [A print or digital version of a local newspaper] 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.			
Q3C	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	463	449	20.97
(2) No, I do not personally pay for it	1623	1,648	76.95
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	38	45	2.08
Total	2,124	2,142	100.00

Q3D: [A print or digital version of a magazine] 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.			
Q3D	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	582	570	26.63
(2) No, I do not personally pay for it	1523	1,549	72.30
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	19	23	1.07
Total	2,124	2,142	100.00

Q3E: [Print or digital newsletter] 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.			
Q3E	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	270	276	12.89
(2) No, I do not personally pay for it	1818	1,822	85.04
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	36	44	2.07
Total	2,124	2,142	100.00

Q3F: [A digital-only news site, such as ESPN+, The Athletic, or Politico Pro] 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.			
Q3F	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	186	164	7.67
(2) No, I do not personally pay for it	1901	1,936	90.37
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	37	42	1.96
Total	2,124	2,142	100.00

Q3G: [A podcast or YouTube channel through direct payments or funding platforms like Patreon] 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.			
Q3G	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	196	204	9.52
(2) No, I do not personally pay for it	1905	1,915	89.41
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	23	23	1.07
Total	2,124	2,142	100.00

Q3H: [A public radio station or public television station such as NPR or PBS] 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.			
Q3H	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	324	319	14.90
(2) No, I do not personally pay for it	1780	1,804	84.19
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	20	20	0.91
Total	2,124	2,142	100.00

Q4SA: [Helps me talk to friends, family and colleagues about what's going on in the news.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?			
Q4SA	Frequency	Weighted Frequency	Percent
(1) Not at all important	171	175	8.18
(2) Not very important	396	390	18.18
(3) Moderately important	874	909	42.42
(4) Very important	518	503	23.47
(5) Extremely important	159	160	7.47
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	6	0.27
Total	2,124	2,142	100.00

Q4SB: [Helps me find places to go and things to do.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?			
Q4SB	Frequency	Weighted Frequency	Percent
(1) Not at all important	205	205	9.59
(2) Not very important	498	516	24.09
(3) Moderately important	866	873	40.74
(4) Very important	427	415	19.37
(5) Extremely important	124	128	5.98
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	5	0.22
Total	2,124	2,142	100.00

Q4SC: [Helps me care for myself or my family.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?			
Q4SC	Frequency	Weighted Frequency	Percent
(1) Not at all important	136	132	6.17
(2) Not very important	307	301	14.03
(3) Moderately important	791	813	37.95
(4) Very important	651	645	30.09
(5) Extremely important	230	244	11.41
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	9	8	0.35
Total	2,124	2,142	100.00

Q4SD: [Helps me save or manage my money.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?			
Q4SD	Frequency	Weighted Frequency	Percent
(1) Not at all important	239	236	11.01
(2) Not very important	491	482	22.51
(3) Moderately important	793	820	38.30
(4) Very important	458	452	21.11
(5) Extremely important	137	144	6.74
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	7	0.34
Total	2,124	2,142	100.00

Q4SE: [Is enjoyable or entertaining.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?			
Q4SE	Frequency	Weighted Frequency	Percent
(1) Not at all important	145	143	6.66
(2) Not very important	368	372	17.38
(3) Moderately important	898	926	43.23
(4) Very important	539	527	24.60
(5) Extremely important	165	164	7.68
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	9	10	0.46
Total	2,124	2,142	100.00

Q4SF: [Helps me stay informed to be a better citizen.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?			
Q4SF	Frequency	Weighted Frequency	Percent
(1) Not at all important	70	72	3.38
(2) Not very important	127	135	6.29
(3) Moderately important	603	602	28.10
(4) Very important	821	822	38.36
(5) Extremely important	500	508	23.70
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.17
Total	2,124	2,142	100.00

Q4SG: [Helps me decide where I stand on things.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?			
Q4SG	Frequency	Weighted Frequency	Percent
(1) Not at all important	154	156	7.27
(2) Not very important	347	344	16.07
(3) Moderately important	783	784	36.62
(4) Very important	622	630	29.39
(5) Extremely important	209	221	10.31
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	9	7	0.34
Total	2,124	2,142	100.00

Q4SH: [Shares my point of view.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?			
Q4SH	Frequency	Weighted Frequency	Percent
(1) Not at all important	248	252	11.74
(2) Not very important	561	555	25.89
(3) Moderately important	899	913	42.64
(4) Very important	319	318	14.85
(5) Extremely important	88	95	4.43
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	9	10	0.45
Total	2,124	2,142	100.00

Q4SI: [Is very good at covering an issue or topic I care a lot about.] People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...?			
Q4SI	Frequency	Weighted Frequency	Percent
(1) Not at all important	69	78	3.66
(2) Not very important	117	116	5.40
(3) Moderately important	620	641	29.94
(4) Very important	887	861	40.21
(5) Extremely important	424	438	20.43
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	7	8	0.36
Total	2,124	2,142	100.00

Q5: Choose the statement that best describes you, even if it is not exactly right. In general...			
Q5	Frequency	Weighted Frequency	Percent
(1) I actively seek out news and information	1376	1,378	64.32
(2) I mostly bump into news and information as I do other things or hear about it from others	743	759	35.42
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	6	0.26
Total	2,124	2,142	100.00

MFT1A: [Whether or not someone suffered emotionally] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?			
MFT1A	Frequency	Weighted Frequency	Percent
(1) Not at all relevant (This consideration has nothing to do with my judgments of right and wrong)	109	118	5.51
(2) Not very relevant	157	149	6.97
(3) Slightly relevant	390	401	18.72
(4) Somewhat relevant	613	596	27.84
(5) Very relevant	622	626	29.23
(6) Extremely relevant (This is one of the most important factors when I judge right and wrong)	225	241	11.24
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	8	11	0.49
Total	2,124	2,142	100.00

MFT1B: [Whether or not some people were treated differently than others] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?			
MFT1B	Frequency	Weighted Frequency	Percent
(1) Not at all relevant (This consideration has nothing to do with my judgments of right and wrong)	54	58	2.71
(2) Not very relevant	98	101	4.70
(3) Slightly relevant	259	267	12.48
(4) Somewhat relevant	543	532	24.82
(5) Very relevant	767	768	35.87
(6) Extremely relevant (This is one of the most important factors when I judge right and wrong)	398	410	19.15
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	6	0.27
Total	2,124	2,142	100.00

MFT1C: [Whether or not someone's action showed love for his or her country] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?			
MFT1C	Frequency	Weighted Frequency	Percent
(1) Not at all relevant (This consideration has nothing to do with my judgments of right and wrong)	193	193	9.02
(2) Not very relevant	331	326	15.20
(3) Slightly relevant	370	375	17.49
(4) Somewhat relevant	531	528	24.66
(5) Very relevant	478	500	23.35
(6) Extremely relevant (This is one of the most important factors when I judge right and wrong)	213	210	9.79
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	8	10	0.48
Total	2,124	2,142	100.00

MFT1D: [Whether or not someone showed a lack of respect for authority] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?			
MFT1D	Frequency	Weighted Frequency	Percent
(1) Not at all relevant (This consideration has nothing to do with my judgments of right and wrong)	116	117	5.46
(2) Not very relevant	193	197	9.18
(3) Slightly relevant	381	388	18.11
(4) Somewhat relevant	602	582	27.17
(5) Very relevant	569	583	27.23
(6) Extremely relevant (This is one of the most important factors when I judge right and wrong)	256	268	12.50
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	7	8	0.35
Total	2,124	2,142	100.00

MFT1E: [Whether or not someone violated standards of purity and decency] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?			
MFT1E	Frequency	Weighted Frequency	Percent
(1) Not at all relevant (This consideration has nothing to do with my judgments of right and wrong)	106	110	5.13
(2) Not very relevant	183	174	8.12
(3) Slightly relevant	342	355	16.56
(4) Somewhat relevant	507	496	23.15
(5) Very relevant	646	650	30.36
(6) Extremely relevant (This is one of the most important factors when I judge right and wrong)	333	349	16.27
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	7	9	0.41
Total	2,124	2,142	100.00

MFT1F: [Whether or not someone was good at math] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?			
MFT1F	Frequency	Weighted Frequency	Percent
(1) Not at all relevant (This consideration has nothing to do with my judgments of right and wrong)	1034	1,043	48.71
(2) Not very relevant	753	753	35.17
(3) Slightly relevant	332	338	15.77
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	8	0.35
Total	2,124	2,142	100.00

MFT1G: [Whether or not someone cared for someone weak or vulnerable] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?			
MFT1G	Frequency	Weighted Frequency	Percent
(1) Not at all relevant (This consideration has nothing to do with my judgments of right and wrong)	64	66	3.07
(2) Not very relevant	133	121	5.63
(3) Slightly relevant	309	308	14.36
(4) Somewhat relevant	569	586	27.35
(5) Very relevant	684	692	32.32
(6) Extremely relevant (This is one of the most important factors when I judge right and wrong)	359	364	17.00
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	6	0.27
Total	2,124	2,142	100.00

MFT1H: [Whether or not someone acted unfairly] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?			
MFT1H	Frequency	Weighted Frequency	Percent
(1) Not at all relevant (This consideration has nothing to do with my judgments of right and wrong)	45	54	2.51
(2) Not very relevant	82	88	4.12
(3) Slightly relevant	274	281	13.11
(4) Somewhat relevant	532	523	24.41
(5) Very relevant	825	828	38.67
(6) Extremely relevant (This is one of the most important factors when I judge right and wrong)	360	363	16.96
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	5	0.22
Total	2,124	2,142	100.00

MFT1I: [Whether or not someone did something to betray his or her group] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?			
MFT1I	Frequency	Weighted Frequency	Percent
(1) Not at all relevant (This consideration has nothing to do with my judgments of right and wrong)	144	146	6.84
(2) Not very relevant	279	263	12.30
(3) Slightly relevant	441	453	21.15
(4) Somewhat relevant	561	551	25.74
(5) Very relevant	506	525	24.49
(6) Extremely relevant (This is one of the most important factors when I judge right and wrong)	188	197	9.22
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	6	0.26
Total	2,124	2,142	100.00

MFT1J: [Whether or not someone conformed to the traditions of society] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?			
MFT1J	Frequency	Weighted Frequency	Percent
(1) Not at all relevant (This consideration has nothing to do with my judgments of right and wrong)	276	273	12.77
(2) Not very relevant	509	518	24.19
(3) Slightly relevant	521	534	24.94
(4) Somewhat relevant	513	501	23.37
(5) Very relevant	231	239	11.14
(6) Extremely relevant (This is one of the most important factors when I judge right and wrong)	62	63	2.93
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	12	14	0.68
Total	2,124	2,142	100.00

MFT1K: [Whether or not someone did something disgusting] When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?			
MFT1K	Frequency	Weighted Frequency	Percent
(1) Not at all relevant (This consideration has nothing to do with my judgments of right and wrong)	120	126	5.90
(2) Not very relevant	246	241	11.26
(3) Slightly relevant	421	437	20.38
(4) Somewhat relevant	553	549	25.64
(5) Very relevant	558	555	25.91
(6) Extremely relevant (This is one of the most important factors when I judge right and wrong)	217	223	10.40
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	9	11	0.50
Total	2,124	2,142	100.00

MFT2A: [Compassion for those who are suffering is the most crucial virtue.] Please read the following sentences and indicate your agreement or disagreement:			
MFT2A	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	26	26	1.22
(2) Moderately disagree	48	51	2.38
(3) Slightly disagree	92	93	4.36
(4) Slightly agree	453	456	21.26
(5) Moderately agree	740	730	34.09
(6) Strongly agree	759	780	36.42
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	6	0.26
Total	2,124	2,142	100.00

MFT2B: [When the government makes laws, the number one principle should be ensuring that everyone is treated fairly.] Please read the following sentences and indicate your agreement or disagreement:			
MFT2B	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	35	39	1.81
(2) Moderately disagree	50	54	2.53
(3) Slightly disagree	86	79	3.67
(4) Slightly agree	280	263	12.26
(5) Moderately agree	499	489	22.82
(6) Strongly agree	1168	1,214	56.65
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	6	0.26
Total	2,124	2,142	100.00

MFT2C: [I am proud of my country's history.] Please read the following sentences and indicate your agreement or disagreement:			
MFT2C	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	184	178	8.31
(2) Moderately disagree	190	186	8.67
(3) Slightly disagree	232	244	11.37
(4) Slightly agree	417	396	18.50
(5) Moderately agree	546	549	25.61
(6) Strongly agree	549	585	27.32
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	5	0.22
Total	2,124	2,142	100.00

MFT2D: [Respect for authority is something all children need to learn.] Please read the following sentences and indicate your agreement or disagreement:			
MFT2D	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	43	46	2.15
(2) Moderately disagree	52	53	2.48
(3) Slightly disagree	75	80	3.76
(4) Slightly agree	321	326	15.20
(5) Moderately agree	477	457	21.33
(6) Strongly agree	1154	1,178	55.00
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.09
Total	2,124	2,142	100.00

MFT2E: [People should not do things that are disgusting, even if no one is harmed.] Please read the following sentences and indicate your agreement or disagreement:			
MFT2E	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	140	133	6.19
(2) Moderately disagree	180	177	8.28
(3) Slightly disagree	215	205	9.56
(4) Slightly agree	481	486	22.69
(5) Moderately agree	486	494	23.06
(6) Strongly agree	611	638	29.77
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	11	9	0.44
Total	2,124	2,142	100.00

MFT2F: [It is better to do good than to do bad.] Please read the following sentences and indicate your agreement or disagreement:			
MFT2F	Frequency	Weighted Frequency	Percent
(4) Slightly agree	129	131	6.10
(5) Moderately agree	322	304	14.19
(6) Strongly agree	1670	1,704	79.52
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.18
Total	2,124	2,142	100.00

MFT2G: [One of the worst things a person could do is hurt a defenseless animal.] Please read the following sentences and indicate your agreement or disagreement:			
MFT2G	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	99	104	4.88
(2) Moderately disagree	89	85	3.95
(3) Slightly disagree	92	93	4.36
(4) Slightly agree	294	279	13.01
(5) Moderately agree	451	449	20.98
(6) Strongly agree	1093	1,127	52.59
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	5	0.24
Total	2,124	2,142	100.00

MFT2H: [Justice is the most important requirement for a society.] Please read the following sentences and indicate your agreement or disagreement:			
MFT2H	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	28	26	1.22
(2) Moderately disagree	53	60	2.78
(3) Slightly disagree	151	148	6.90
(4) Slightly agree	467	453	21.13
(5) Moderately agree	742	758	35.36
(6) Strongly agree	677	691	32.27
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	7	0.34
Total	2,124	2,142	100.00

MFT2I: [People should be loyal to their family members, even when they have done something wrong.] Please read the following sentences and indicate your agreement or disagreement:			
MFT2I	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	284	294	13.73
(2) Moderately disagree	295	287	13.38
(3) Slightly disagree	385	387	18.08
(4) Slightly agree	451	445	20.77
(5) Moderately agree	426	426	19.86
(6) Strongly agree	280	301	14.05
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.12
Total	2,124	2,142	100.00

MFT2J: [Men and women each have different roles to play in society.] Please read the following sentences and indicate your agreement or disagreement:			
MFT2J	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	297	306	14.31
(2) Moderately disagree	264	261	12.21
(3) Slightly disagree	233	230	10.73
(4) Slightly agree	512	501	23.40
(5) Moderately agree	438	452	21.08
(6) Strongly agree	373	379	17.70
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	7	12	0.58
Total	2,124	2,142	100.00

MFT2K: [I would call some acts wrong on the grounds that they are unnatural.] Please read the following sentences and indicate your agreement or disagreement:			
MFT2K	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	222	223	10.39
(2) Moderately disagree	246	235	10.99
(3) Slightly disagree	298	302	14.12
(4) Slightly agree	577	580	27.08
(5) Moderately agree	462	474	22.13
(6) Strongly agree	308	317	14.82
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	11	10	0.48
Total	2,124	2,142	100.00

JVALUEA: [The powerful need to be monitored or they will be inclined to abuse their power] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEA	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	32	33	1.53
(2) Moderately disagree	45	46	2.16
(3) Slightly disagree	132	137	6.39
(4) Slightly agree	402	401	18.70
(5) Moderately agree	569	579	27.02
(6) Strongly agree	929	930	43.40
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	15	17	0.80
Total	2,124	2,142	100.00

JVALUEB: [It's important to put some trust in authority figures so they can do their jobs] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEB	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	52	55	2.55
(2) Moderately disagree	76	71	3.32
(3) Slightly disagree	135	133	6.19
(4) Slightly agree	668	668	31.18
(5) Moderately agree	821	813	37.96
(6) Strongly agree	359	387	18.05
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	13	16	0.77
Total	2,124	2,142	100.00

JVALUEC: [It's vital that the public know what government leaders are doing and saying each day] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEC	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	25	31	1.43
(2) Moderately disagree	78	77	3.60
(3) Slightly disagree	224	225	10.50
(4) Slightly agree	471	474	22.14
(5) Moderately agree	651	666	31.07
(6) Strongly agree	665	659	30.77
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	10	10	0.49
Total	2,124	2,142	100.00

JVALUED: [Leaders need to be able to do some things behind closed doors to fulfill their duties] Please read the following sentences and indicate your agreement or disagreement:			
JVALUED	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	233	229	10.69
(2) Moderately disagree	201	205	9.56
(3) Slightly disagree	296	312	14.56
(4) Slightly agree	648	637	29.72
(5) Moderately agree	474	469	21.88
(6) Strongly agree	256	270	12.61
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	16	21	0.98
Total	2,124	2,142	100.00

JVALUEE: [The more facts people have, the more likely it is they will get to the truth] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEE	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	18	18	0.84
(2) Moderately disagree	50	50	2.33
(3) Slightly disagree	107	118	5.52
(4) Slightly agree	392	400	18.66
(5) Moderately agree	714	718	33.53
(6) Strongly agree	824	819	38.22
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	19	19	0.90
Total	2,124	2,142	100.00

JVALUEF: [A lot of the time you know enough about something and more facts don't help] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEF	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	365	370	17.28
(2) Moderately disagree	425	430	20.09
(3) Slightly disagree	518	495	23.10
(4) Slightly agree	402	402	18.75
(5) Moderately agree	286	315	14.70
(6) Strongly agree	117	120	5.60
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	11	10	0.49
Total	2,124	2,142	100.00

JVALUEG: [For most things, knowing what's true is a matter of gathering evidence and proof] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEG	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	9	10	0.47
(2) Moderately disagree	23	24	1.10
(3) Slightly disagree	75	77	3.61
(4) Slightly agree	364	365	17.05
(5) Moderately agree	792	801	37.39
(6) Strongly agree	843	847	39.56
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	18	18	0.83
Total	2,124	2,142	100.00

JVALUEH: [For a lot of things that matter, facts only get you so far] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEH	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	222	232	10.85
(2) Moderately disagree	252	243	11.36
(3) Slightly disagree	347	345	16.08
(4) Slightly agree	617	605	28.22
(5) Moderately agree	523	548	25.56
(6) Strongly agree	151	155	7.23
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	12	15	0.70
Total	2,124	2,142	100.00

JVALUEI: [A society should be judged by how it treats its least fortunate] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEI	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	40	44	2.06
(2) Moderately disagree	84	90	4.20
(3) Slightly disagree	213	228	10.63
(4) Slightly agree	542	542	25.29
(5) Moderately agree	616	612	28.57
(6) Strongly agree	622	621	28.97
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	7	6	0.28
Total	2,124	2,142	100.00

JVALUEJ: [Sometimes favoring the least fortunate doesn't actually help them] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEJ	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	150	153	7.15
(2) Moderately disagree	210	212	9.88
(3) Slightly disagree	338	343	16.01
(4) Slightly agree	667	651	30.39
(5) Moderately agree	484	511	23.86
(6) Strongly agree	264	263	12.26
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	11	10	0.46
Total	2,124	2,142	100.00

JVALUEK: [It's important to offer a voice to the voiceless] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEK	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	14	14	0.67
(2) Moderately disagree	17	21	0.97
(3) Slightly disagree	73	77	3.62
(4) Slightly agree	355	359	16.75
(5) Moderately agree	659	651	30.37
(6) Strongly agree	995	1,009	47.08
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	11	11	0.54
Total	2,124	2,142	100.00

JVALUEL: [Inequalities will always exist and you can't eliminate them] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEL	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	164	155	7.23
(2) Moderately disagree	187	186	8.66
(3) Slightly disagree	259	274	12.77
(4) Slightly agree	591	609	28.45
(5) Moderately agree	527	532	24.86
(6) Strongly agree	381	372	17.36
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	15	14	0.66
Total	2,124	2,142	100.00

JVALUEM: [We need to put a spotlight on problems in society in order to solve them] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEM	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	21	24	1.10
(2) Moderately disagree	31	36	1.67
(3) Slightly disagree	111	101	4.69
(4) Slightly agree	489	491	22.93
(5) Moderately agree	727	743	34.66
(6) Strongly agree	737	740	34.53
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	8	9	0.41
Total	2,124	2,142	100.00

JVALUEN: [Too much focus on what's wrong can make things worse] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEN	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	217	217	10.15
(2) Moderately disagree	241	234	10.92
(3) Slightly disagree	324	326	15.20
(4) Slightly agree	572	583	27.20
(5) Moderately agree	448	455	21.26
(6) Strongly agree	309	316	14.75
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	13	11	0.52
Total	2,124	2,142	100.00

JVALUEO: [The way to make a society stronger is through criticizing what's wrong] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEO	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	217	227	10.58
(2) Moderately disagree	300	303	14.14
(3) Slightly disagree	417	417	19.46
(4) Slightly agree	521	512	23.90
(5) Moderately agree	407	420	19.62
(6) Strongly agree	249	251	11.73
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	13	12	0.57
Total	2,124	2,142	100.00

JVALUEP: [The way to make a society stronger is through celebrating what's right] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEP	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	25	25	1.15
(2) Moderately disagree	68	67	3.14
(3) Slightly disagree	189	196	9.13
(4) Slightly agree	674	655	30.57
(5) Moderately agree	680	689	32.16
(6) Strongly agree	473	496	23.13
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	15	15	0.71
Total	2,124	2,142	100.00

JVALUEQ: [On balance, it's usually better for the public to know than for things to be kept secret] Please read the following sentences and indicate your agreement or disagreement:			
JVALUEQ	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	28	29	1.34
(2) Moderately disagree	58	52	2.43
(3) Slightly disagree	162	161	7.53
(4) Slightly agree	481	483	22.57
(5) Moderately agree	725	728	33.96
(6) Strongly agree	656	673	31.43
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	14	16	0.75
Total	2,124	2,142	100.00

JVALUER: [Sometimes the need to keep a secret outweighs the public's right to know] Please read the following sentences and indicate your agreement or disagreement:			
JVALUER	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	232	236	11.02
(2) Moderately disagree	238	247	11.54
(3) Slightly disagree	313	301	14.03
(4) Slightly agree	637	650	30.34
(5) Moderately agree	451	448	20.90
(6) Strongly agree	239	245	11.46
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	14	15	0.71
Total	2,124	2,142	100.00

JVALUES: [Transparency is usually the best cure for what's wrong in the world] Please read the following sentences and indicate your agreement or disagreement:			
JVALUES	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	55	71	3.30
(2) Moderately disagree	76	75	3.52
(3) Slightly disagree	246	254	11.84
(4) Slightly agree	605	618	28.86
(5) Moderately agree	647	629	29.36
(6) Strongly agree	481	482	22.51
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	14	13	0.61
Total	2,124	2,142	100.00

JVALUET: [Most problems can be addressed without putting embarrassing facts out in the open] Please read the following sentences and indicate your agreement or disagreement:			
JVALUET	Frequency	Weighted Frequency	Percent
(1) Strongly disagree	119	116	5.42
(2) Moderately disagree	175	170	7.93
(3) Slightly disagree	302	300	14.02
(4) Slightly agree	599	619	28.88
(5) Moderately agree	592	596	27.84
(6) Strongly agree	324	327	15.28
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	13	13	0.63
Total	2,124	2,142	100.00

VALUE1A_Q1: [Mayor directed city contracts to family members for years] How likely are you to pay attention to a news story like this?			
VALUE1A_Q1	Frequency	Weighted Frequency	Percent
.	1083	1,095	51.13
(1) Extremely likely	383	390	18.20
(2) Very likely	306	296	13.82
(3) Somewhat likely	207	210	9.81
(4) Not very likely	70	77	3.57
(5) Not at all likely	43	44	2.05
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	32	30	1.42
Total	2,124	2,142	100.00

VALUE1A_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1A_Q2A	Frequency	Weighted Frequency	Percent
.	1228	1,246	58.17
(1) Extremely well	155	166	7.73
(2) Very well	236	233	10.89
(3) Somewhat well	310	316	14.75
(4) Not too well	128	120	5.58
(5) Not well at all	60	56	2.60
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	7	6	0.27
Total	2,124	2,142	100.00

VALUE1A_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1A_Q2B	Frequency	Weighted Frequency	Percent
.	1228	1,246	58.17
(1) Extremely well	452	454	21.18
(2) Very well	272	263	12.26
(3) Somewhat well	140	144	6.74
(4) Not too well	21	24	1.14
(5) Not well at all	5	6	0.26
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	5	0.25
Total	2,124	2,142	100.00

VALUE1A_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1A_Q2C	Frequency	Weighted Frequency	Percent
.	1228	1,246	58.17
(1) Extremely well	21	16	0.75
(2) Very well	47	52	2.41
(3) Somewhat well	114	114	5.31
(4) Not too well	212	216	10.06
(5) Not well at all	498	496	23.13
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	4	0.17
Total	2,124	2,142	100.00

VALUE1A_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1A_Q2D	Frequency	Weighted Frequency	Percent
.	1228	1,246	58.17
(1) Extremely well	283	282	13.18
(2) Very well	316	317	14.79
(3) Somewhat well	228	224	10.46
(4) Not too well	56	58	2.71
(5) Not well at all	11	14	0.64
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.05
Total	2,124	2,142	100.00

VALUE1A_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1A_Q2E	Frequency	Weighted Frequency	Percent
.	1228	1,246	58.17
(1) Extremely well	385	383	17.86
(2) Very well	271	269	12.57
(3) Somewhat well	178	177	8.25
(4) Not too well	40	47	2.18
(5) Not well at all	18	17	0.79
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	4	0.18
Total	2,124	2,142	100.00

VALUE1A_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1A_Q3A	Frequency	Weighted Frequency	Percent
.	2011	2,022	94.38
(1) Extremely well	23	23	1.06
(2) Very well	19	23	1.05
(3) Somewhat well	24	26	1.21
(4) Not too well	21	20	0.94
(5) Not well at all	26	29	1.36
Total	2,124	2,142	100.00

VALUE1A_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1A_Q3B	Frequency	Weighted Frequency	Percent
.	2011	2,022	94.38
(1) Extremely well	16	16	0.77
(2) Very well	23	23	1.06
(3) Somewhat well	27	28	1.30
(4) Not too well	30	35	1.64
(5) Not well at all	17	18	0.85
Total	2,124	2,142	100.00

VALUE1A_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1A_Q3C	Frequency	Weighted Frequency	Percent
.	2011	2,022	94.38
(1) Extremely well	11	13	0.60
(2) Very well	6	5	0.23
(3) Somewhat well	28	28	1.31
(4) Not too well	48	54	2.53
(5) Not well at all	20	20	0.95
Total	2,124	2,142	100.00

VALUE1A_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1A_Q3D	Frequency	Weighted Frequency	Percent
.	2011	2,022	94.38
(1) Extremely well	16	16	0.77
(2) Very well	23	22	1.05
(3) Somewhat well	33	36	1.69
(4) Not too well	23	27	1.27
(5) Not well at all	17	17	0.81
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.03
Total	2,124	2,142	100.00

VALUE1B_Q1: [Plainview mayor and councilwoman used city resources to carry on affair, emails show] How likely are you to pay attention to a news story like this?			
VALUE1B_Q1	Frequency	Weighted Frequency	Percent
.	1063	1,082	50.49
(1) Extremely likely	205	204	9.50
(2) Very likely	270	268	12.50
(3) Somewhat likely	302	293	13.67
(4) Not very likely	151	145	6.78
(5) Not at all likely	99	115	5.35
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	34	37	1.71
Total	2,124	2,142	100.00

VALUE1B_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1B_Q2A	Frequency	Weighted Frequency	Percent
.	1347	1,378	64.32
(1) Extremely well	72	80	3.75
(2) Very well	182	180	8.41
(3) Somewhat well	252	255	11.89
(4) Not too well	190	185	8.63
(5) Not well at all	77	62	2.89
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	2	0.11
Total	2,124	2,142	100.00

VALUE1B_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1B_Q2B	Frequency	Weighted Frequency	Percent
.	1347	1,378	64.32
(1) Extremely well	200	193	9.00
(2) Very well	227	233	10.85
(3) Somewhat well	240	234	10.90
(4) Not too well	88	82	3.83
(5) Not well at all	19	20	0.95
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.13
Total	2,124	2,142	100.00

VALUE1B_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1B_Q2C	Frequency	Weighted Frequency	Percent
.	1347	1,378	64.32
(1) Extremely well	16	21	0.99
(2) Very well	43	47	2.21
(3) Somewhat well	124	130	6.05
(4) Not too well	204	190	8.87
(5) Not well at all	386	372	17.36
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	4	0.19
Total	2,124	2,142	100.00

VALUE1B_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1B_Q2D	Frequency	Weighted Frequency	Percent
.	1347	1,378	64.32
(1) Extremely well	137	134	6.23
(2) Very well	247	252	11.77
(3) Somewhat well	245	239	11.17
(4) Not too well	109	96	4.50
(5) Not well at all	35	40	1.86
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	3	0.15
Total	2,124	2,142	100.00

VALUE1B_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1B_Q2E	Frequency	Weighted Frequency	Percent
.	1347	1,378	64.32
(1) Extremely well	178	169	7.90
(2) Very well	203	204	9.52
(3) Somewhat well	244	253	11.82
(4) Not too well	111	100	4.65
(5) Not well at all	40	38	1.76
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.02
Total	2,124	2,142	100.00

VALUE1B_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1B_Q3A	Frequency	Weighted Frequency	Percent
.	1874	1,882	87.87
(1) Extremely well	70	68	3.17
(2) Very well	50	47	2.22
(3) Somewhat well	36	41	1.93
(4) Not too well	47	50	2.35
(5) Not well at all	44	50	2.31
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.16
Total	2,124	2,142	100.00

VALUE1B_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1B_Q3B	Frequency	Weighted Frequency	Percent
.	1874	1,882	87.87
(1) Extremely well	59	60	2.80
(2) Very well	62	60	2.80
(3) Somewhat well	62	65	3.02
(4) Not too well	40	42	1.94
(5) Not well at all	27	33	1.56
Total	2,124	2,142	100.00

VALUE1B_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1B_Q3C	Frequency	Weighted Frequency	Percent
.	1874	1,882	87.87
(1) Extremely well	26	28	1.32
(2) Very well	41	38	1.78
(3) Somewhat well	67	68	3.18
(4) Not too well	74	80	3.74
(5) Not well at all	41	45	2.08
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.04
Total	2,124	2,142	100.00

VALUE1B_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1B_Q3D	Frequency	Weighted Frequency	Percent
.	1874	1,882	87.87
(1) Extremely well	38	38	1.79
(2) Very well	54	54	2.50
(3) Somewhat well	62	64	2.97
(4) Not too well	56	59	2.76
(5) Not well at all	38	43	2.01
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.10
Total	2,124	2,142	100.00

VALUE1C_Q1: [City Council discusses plan to significantly alter historic downtown] How likely are you to pay attention to a news story like this?			
VALUE1C_Q1	Frequency	Weighted Frequency	Percent
.	1046	1,043	48.67
(1) Extremely likely	170	171	7.97
(2) Very likely	284	289	13.50
(3) Somewhat likely	362	366	17.10
(4) Not very likely	148	154	7.18
(5) Not at all likely	89	95	4.45
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	25	24	1.13
Total	2,124	2,142	100.00

VALUE1C_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1C_Q2A	Frequency	Weighted Frequency	Percent
.	1308	1,316	61.44
(1) Extremely well	86	89	4.17
(2) Very well	220	221	10.32
(3) Somewhat well	284	297	13.85
(4) Not too well	167	165	7.69
(5) Not well at all	55	51	2.38
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	3	0.16
Total	2,124	2,142	100.00

VALUE1C_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1C_Q2B	Frequency	Weighted Frequency	Percent
.	1308	1,316	61.44
(1) Extremely well	187	187	8.73
(2) Very well	311	328	15.32
(3) Somewhat well	267	261	12.20
(4) Not too well	45	44	2.06
(5) Not well at all	5	5	0.21
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.05
Total	2,124	2,142	100.00

VALUE1C_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1C_Q2C	Frequency	Weighted Frequency	Percent
.	1308	1,316	61.44
(1) Extremely well	39	44	2.04
(2) Very well	109	119	5.55
(3) Somewhat well	274	261	12.18
(4) Not too well	244	255	11.90
(5) Not well at all	149	147	6.85
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.06
Total	2,124	2,142	100.00

VALUE1C_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1C_Q2D	Frequency	Weighted Frequency	Percent
.	1308	1,316	61.44
(1) Extremely well	172	175	8.17
(2) Very well	300	314	14.67
(3) Somewhat well	273	268	12.49
(4) Not too well	58	58	2.69
(5) Not well at all	10	8	0.39
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.16
Total	2,124	2,142	100.00

VALUE1C_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1C_Q2E	Frequency	Weighted Frequency	Percent
.	1308	1,316	61.44
(1) Extremely well	90	87	4.08
(2) Very well	127	134	6.25
(3) Somewhat well	219	227	10.58
(4) Not too well	233	226	10.56
(5) Not well at all	142	149	6.96
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	3	0.13
Total	2,124	2,142	100.00

VALUE1C_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1C_Q3A	Frequency	Weighted Frequency	Percent
.	1887	1,893	88.36
(1) Extremely well	52	53	2.48
(2) Very well	46	46	2.16
(3) Somewhat well	41	47	2.20
(4) Not too well	46	48	2.24
(5) Not well at all	52	55	2.57
Total	2,124	2,142	100.00

VALUE1C_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1C_Q3B	Frequency	Weighted Frequency	Percent
.	1887	1,893	88.36
(1) Extremely well	44	46	2.17
(2) Very well	50	52	2.44
(3) Somewhat well	77	77	3.61
(4) Not too well	40	45	2.08
(5) Not well at all	25	28	1.29
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.05
Total	2,124	2,142	100.00

VALUE1C_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1C_Q3C	Frequency	Weighted Frequency	Percent
.	1887	1,893	88.36
(1) Extremely well	11	14	0.66
(2) Very well	15	17	0.77
(3) Somewhat well	64	70	3.29
(4) Not too well	89	86	4.03
(5) Not well at all	57	60	2.78
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	2	0.10
Total	2,124	2,142	100.00

VALUE1C_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1C_Q3D	Frequency	Weighted Frequency	Percent
.	1887	1,893	88.36
(1) Extremely well	19	22	1.02
(2) Very well	24	24	1.12
(3) Somewhat well	70	72	3.35
(4) Not too well	65	72	3.36
(5) Not well at all	58	57	2.68
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	2	0.10
Total	2,124	2,142	100.00

VALUE1D_Q1: [City Council considers budget cuts to animal shelter despite reports of unsafe conditions] How likely are you to pay attention to a news story like this?			
VALUE1D_Q1	Frequency	Weighted Frequency	Percent
.	1056	1,065	49.71
(1) Extremely likely	275	287	13.40
(2) Very likely	267	269	12.58
(3) Somewhat likely	290	291	13.60
(4) Not very likely	145	136	6.37
(5) Not at all likely	66	67	3.12
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	25	26	1.22
Total	2,124	2,142	100.00

VALUE1D_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1D_Q2A	Frequency	Weighted Frequency	Percent
.	1292	1,294	60.42
(1) Extremely well	149	159	7.41
(2) Very well	168	176	8.22
(3) Somewhat well	294	290	13.54
(4) Not too well	155	159	7.42
(5) Not well at all	66	64	2.99
Total	2,124	2,142	100.00

VALUE1D_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1D_Q2B	Frequency	Weighted Frequency	Percent
.	1292	1,294	60.42
(1) Extremely well	267	281	13.12
(2) Very well	305	305	14.25
(3) Somewhat well	225	225	10.48
(4) Not too well	28	31	1.43
(5) Not well at all	7	7	0.31
Total	2,124	2,142	100.00

VALUE1D_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1D_Q2C	Frequency	Weighted Frequency	Percent
.	1292	1,294	60.42
(1) Extremely well	49	49	2.28
(2) Very well	64	70	3.25
(3) Somewhat well	155	164	7.67
(4) Not too well	200	200	9.32
(5) Not well at all	362	364	16.97
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.09
Total	2,124	2,142	100.00

VALUE1D_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1D_Q2D	Frequency	Weighted Frequency	Percent
.	1292	1,294	60.42
(1) Extremely well	247	251	11.70
(2) Very well	277	285	13.30
(3) Somewhat well	252	257	12.00
(4) Not too well	49	47	2.21
(5) Not well at all	7	8	0.37
Total	2,124	2,142	100.00

VALUE1D_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE1D_Q2E	Frequency	Weighted Frequency	Percent
.	1292	1,294	60.42
(1) Extremely well	278	286	13.35
(2) Very well	242	248	11.60
(3) Somewhat well	215	214	9.97
(4) Not too well	65	69	3.22
(5) Not well at all	30	29	1.36
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.08
Total	2,124	2,142	100.00

VALUE1D_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1D_Q3A	Frequency	Weighted Frequency	Percent
.	1913	1,939	90.51
(1) Extremely well	55	51	2.38
(2) Very well	43	39	1.84
(3) Somewhat well	48	49	2.30
(4) Not too well	40	42	1.96
(5) Not well at all	23	20	0.94
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.06
Total	2,124	2,142	100.00

VALUE1D_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1D_Q3B	Frequency	Weighted Frequency	Percent
.	1913	1,939	90.51
(1) Extremely well	28	26	1.21
(2) Very well	34	35	1.65
(3) Somewhat well	79	69	3.24
(4) Not too well	51	53	2.48
(5) Not well at all	17	17	0.81
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.09
Total	2,124	2,142	100.00

VALUE1D_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1D_Q3C	Frequency	Weighted Frequency	Percent
.	1913	1,939	90.51
(1) Extremely well	10	10	0.47
(2) Very well	20	21	1.00
(3) Somewhat well	56	54	2.53
(4) Not too well	78	73	3.41
(5) Not well at all	46	44	2.05
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.02
Total	2,124	2,142	100.00

VALUE1D_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE1D_Q3D	Frequency	Weighted Frequency	Percent
.	1913	1,939	90.51
(1) Extremely well	13	14	0.67
(2) Very well	31	27	1.25
(3) Somewhat well	65	65	3.03
(4) Not too well	66	65	3.01
(5) Not well at all	35	32	1.51
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.02
Total	2,124	2,142	100.00

VALUE2A_Q1: [New study shows planet warming much faster than previously estimated, leaving coastal communities at risk] How likely are you to pay attention to a news story like this?			
VALUE2A_Q1	Frequency	Weighted Frequency	Percent
.	1083	1,095	51.13
(1) Extremely likely	296	287	13.41
(2) Very likely	219	217	10.11
(3) Somewhat likely	233	250	11.67
(4) Not very likely	152	152	7.11
(5) Not at all likely	114	112	5.24
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	27	28	1.32
Total	2,124	2,142	100.00

VALUE2A_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2A_Q2A	Frequency	Weighted Frequency	Percent
.	1376	1,388	64.81
(1) Extremely well	145	144	6.70
(2) Very well	188	179	8.37
(3) Somewhat well	238	253	11.79
(4) Not too well	137	143	6.67
(5) Not well at all	39	35	1.61
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.05
Total	2,124	2,142	100.00

VALUE2A_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2A_Q2B	Frequency	Weighted Frequency	Percent
.	1376	1,388	64.81
(1) Extremely well	353	338	15.77
(2) Very well	203	213	9.93
(3) Somewhat well	160	169	7.89
(4) Not too well	27	31	1.43
(5) Not well at all	5	4	0.17
Total	2,124	2,142	100.00

VALUE2A_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2A_Q2C	Frequency	Weighted Frequency	Percent
.	1376	1,388	64.81
(1) Extremely well	37	36	1.67
(2) Very well	59	55	2.58
(3) Somewhat well	140	153	7.12
(4) Not too well	214	226	10.56
(5) Not well at all	297	283	13.19
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.07
Total	2,124	2,142	100.00

VALUE2A_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2A_Q2D	Frequency	Weighted Frequency	Percent
.	1376	1,388	64.81
(1) Extremely well	282	275	12.84
(2) Very well	220	223	10.41
(3) Somewhat well	196	202	9.44
(4) Not too well	41	46	2.14
(5) Not well at all	8	7	0.34
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.04
Total	2,124	2,142	100.00

VALUE2A_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2A_Q2E	Frequency	Weighted Frequency	Percent
.	1376	1,388	64.81
(1) Extremely well	148	141	6.59
(2) Very well	178	172	8.05
(3) Somewhat well	210	233	10.87
(4) Not too well	136	135	6.30
(5) Not well at all	73	69	3.21
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.18

Total	2,124	2,142	100.00
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VALUE2A_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2A_Q3A	Frequency	Weighted Frequency	Percent
.	1858	1,878	87.65
(1) Extremely well	61	57	2.65
(2) Very well	62	63	2.96
(3) Somewhat well	58	53	2.48
(4) Not too well	46	51	2.38
(5) Not well at all	35	37	1.74
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	3	0.14
Total	2,124	2,142	100.00

VALUE2A_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2A_Q3B	Frequency	Weighted Frequency	Percent
.	1858	1,878	87.65
(1) Extremely well	56	2	2.44
(2) Very well	59	62	2.88
(3) Somewhat well	70	72	3.34
(4) Not too well	56	53	2.46
(5) Not well at all	23	25	1.16
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.07
Total	2,124	2,142	100.00

VALUE2A_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2A_Q3C	Frequency	Weighted Frequency	Percent
.	1858	1,878	87.65
(1) Extremely well	90	90	4.21
(2) Very well	50	52	2.41
(3) Somewhat well	56	57	2.66
(4) Not too well	43	40	1.88
(5) Not well at all	26	25	1.17
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.02
Total	2,124	2,142	100.00

VALUE2A_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2A_Q3D	Frequency	Weighted Frequency	Percent
.	1858	1,878	87.65
(1) Extremely well	49	47	2.19
(2) Very well	51	55	2.55
(3) Somewhat well	68	66	3.07
(4) Not too well	58	60	2.79
(5) Not well at all	38	36	1.68
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.08
Total	2,124	2,142	100.00

VALUE2B_Q1: [While region is booming economically, some are being left behind, new study shows] How likely are you to pay attention to a news story like this?			
VALUE2B_Q1	Frequency	Weighted Frequency	Percent
.	1063	1,082	50.49
(1) Extremely likely	131	132	6.18
(2) Very likely	257	237	11.08
(3) Somewhat likely	387	387	18.08
(4) Not very likely	170	168	7.84
(5) Not at all likely	82	97	4.54
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	34	39	1.80
Total	2,124	2,142	100.00

VALUE2B_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2B_Q2A	Frequency	Weighted Frequency	Percent
.	1349	1,385	64.66
(1) Extremely well	65	67	3.12
(2) Very well	175	170	7.92
(3) Somewhat well	311	302	14.10
(4) Not too well	161	150	7.02
(5) Not well at all	61	66	3.09
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.08
Total	2,124	2,142	100.00

VALUE2B_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2B_Q2B	Frequency	Weighted Frequency	Percent
.	1349	1,385	64.66
(1) Extremely well	174	169	7.90
(2) Very well	278	256	11.96
(3) Somewhat well	278	284	13.26
(4) Not too well	34	33	1.55
(5) Not well at all	8	12	0.55
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.13
Total	2,124	2,142	100.00

VALUE2B_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2B_Q2C	Frequency	Weighted Frequency	Percent
.	1349	1,385	64.66
(1) Extremely well	20	22	1.02
(2) Very well	80	81	3.80
(3) Somewhat well	204	201	9.36
(4) Not too well	277	264	12.34
(5) Not well at all	193	187	8.71
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	2	0.10
Total	2,124	2,142	100.00

VALUE2B_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2B_Q2D	Frequency	Weighted Frequency	Percent
.	1349	1,385	64.66
(1) Extremely well	121	116	5.39
(2) Very well	268	246	11.50
(3) Somewhat well	313	317	14.80
(4) Not too well	62	63	2.92
(5) Not well at all	10	15	0.71
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.02
Total	2,124	2,142	100.00

VALUE2B_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2B_Q2E	Frequency	Weighted Frequency	Percent
.	1349	1,385	64.66
(1) Extremely well	76	75	3.50
(2) Very well	176	154	7.19
(3) Somewhat well	293	286	13.35
(4) Not too well	164	168	7.83
(5) Not well at all	63	72	3.34
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.14
Total	2,124	2,142	100.00

VALUE2B_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2B_Q3A	Frequency	Weighted Frequency	Percent
.	1872	1,877	87.63
(1) Extremely well	58	63	2.94
(2) Very well	52	54	2.52
(3) Somewhat well	56	60	2.81
(4) Not too well	42	40	1.87
(5) Not well at all	41	44	2.07
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.16
Total	2,124	2,142	100.00

VALUE2B_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2B_Q3B	Frequency	Weighted Frequency	Percent
.	1872	1,877	87.63
(1) Extremely well	35	37	1.72
(2) Very well	35	38	1.79
(3) Somewhat well	80	84	3.92
(4) Not too well	66	65	3.03
(5) Not well at all	33	37	1.74
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.18
Total	2,124	2,142	100.00

VALUE2B_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2B_Q3C	Frequency	Weighted Frequency	Percent
.	1872	1,877	87.63
(1) Extremely well	25	28	1.28
(2) Very well	39	46	2.14
(3) Somewhat well	60	59	2.74
(4) Not too well	77	76	3.55
(5) Not well at all	46	52	2.42
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	5	0.24
Total	2,124	2,142	100.00

VALUE2B_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2B_Q3D	Frequency	Weighted Frequency	Percent
.	1872	1,877	87.63
(1) Extremely well	23	23	1.07
(2) Very well	39	42	1.98
(3) Somewhat well	68	73	3.43
(4) Not too well	71	68	3.18
(5) Not well at all	47	54	2.51
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	4	0.21
Total	2,124	2,142	100.00

VALUE2C_Q1: [Governor says 'petty' criticism of his statements on air quality misses 'larger' truth of what he said] How likely are you to pay attention to a news story like this?			
VALUE2C_Q1	Frequency	Weighted Frequency	Percent
.	1046	1,043	48.67
(1) Extremely likely	97	99	4.64
(2) Very likely	217	215	10.03
(3) Somewhat likely	339	349	16.31
(4) Not very likely	247	254	11.88
(5) Not at all likely	140	140	6.54
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	38	41	1.93
Total	2,124	2,142	100.00

VALUE2C_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2C_Q2A	Frequency	Weighted Frequency	Percent
.	1471	1,479	69.02
(1) Extremely well	58	64	2.99
(2) Very well	126	128	5.95
(3) Somewhat well	249	250	11.69
(4) Not too well	159	164	7.65
(5) Not well at all	60	57	2.65
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.06
Total	2,124	2,142	100.00

VALUE2C_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2C_Q2B	Frequency	Weighted Frequency	Percent
.	1471	1,479	69.02
(1) Extremely well	136	136	6.34
(2) Very well	235	247	11.55
(3) Somewhat well	231	228	10.65
(4) Not too well	41	44	2.06
(5) Not well at all	9	7	0.35
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.04
Total	2,124	2,142	100.00

VALUE2C_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2C_Q2C	Frequency	Weighted Frequency	Percent
.	1471	1,479	69.02
(1) Extremely well	19	21	0.96
(2) Very well	59	60	2.81
(3) Somewhat well	170	169	7.89
(4) Not too well	219	226	10.56
(5) Not well at all	186	188	8.78
Total	2,124	2,142	100.00

VALUE2C_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2C_Q2D	Frequency	Weighted Frequency	Percent
.	1471	1,479	69.02
(1) Extremely well	115	114	5.31
(2) Very well	213	224	10.45
(3) Somewhat well	252	252	11.76
(4) Not too well	64	66	3.06
(5) Not well at all	7	7	0.33
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.07
Total	2,124	2,142	100.00

VALUE2C_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2C_Q2E	Frequency	Weighted Frequency	Percent
.	1471	1,479	69.02
(1) Extremely well	77	81	3.80
(2) Very well	154	159	7.43
(3) Somewhat well	251	246	11.46
(4) Not too well	128	130	6.07
(5) Not well at all	40	45	2.09
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.14
Total	2,124	2,142	100.00

VALUE2C_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2C_Q3A	Frequency	Weighted Frequency	Percent
.	1737	1,748	81.58
(1) Extremely well	95	95	4.42
(2) Very well	92	95	4.44
(3) Somewhat well	89	95	4.42
(4) Not too well	65	60	2.80
(5) Not well at all	43	47	2.19
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.15
Total	2,124	2,142	100.00

VALUE2C_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2C_Q3B	Frequency	Weighted Frequency	Percent
.	1737	1,748	81.58
(1) Extremely well	63	58	2.73
(2) Very well	85	85	3.97
(3) Somewhat well	130	131	6.12
(4) Not too well	76	81	3.77
(5) Not well at all	30	36	1.68
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.15
Total	2,124	2,142	100.00

VALUE2C_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2C_Q3C	Frequency	Weighted Frequency	Percent
.	1737	1,748	81.58
(1) Extremely well	54	53	2.46
(2) Very well	80	81	3.78
(3) Somewhat well	115	118	5.50
(4) Not too well	95	95	4.45
(5) Not well at all	42	46	2.16
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.06
Total	2,124	2,142	100.00

VALUE2C_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2C_Q3D	Frequency	Weighted Frequency	Percent
.	1737	1,748	81.58
(1) Extremely well	55	53	2.48
(2) Very well	80	80	3.75
(3) Somewhat well	116	121	5.66
(4) Not too well	92	89	4.17
(5) Not well at all	42	48	2.25
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.11
Total	2,124	2,142	100.00

VALUE2D_Q1: [Ambassador says statistics prove U.S. has done more than rivals to reduce pollution and improve worker safety worldwide] How likely are you to pay attention to a news story like this?			
VALUE2D_Q1	Frequency	Weighted Frequency	Percent
.	1079	1,088	50.79
(1) Extremely likely	144	140	6.52
(2) Very likely	274	281	13.11
(3) Somewhat likely	346	347	16.20
(4) Not very likely	181	186	8.67
(5) Not at all likely	100	101	4.71
Total	2,124	2,142	100.00

VALUE2D_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2D_Q2A	Frequency	Weighted Frequency	Percent
.	1360	1,375	64.17
(1) Extremely well	62	60	2.78
(2) Very well	158	156	7.30
(3) Somewhat well	298	305	14.25
(4) Not too well	176	180	8.40
(5) Not well at all	69	66	3.08
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.02
Total	2,124	2,142	100.00

VALUE2D_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2D_Q2B	Frequency	Weighted Frequency	Percent
.	1360	1,375	64.17
(1) Extremely well	171	168	7.83
(2) Very well	310	311	14.51
(3) Somewhat well	237	242	11.31
(4) Not too well	36	36	1.70
(5) Not well at all	8	9	0.40
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.08
Total	2,124	2,142	100.00

VALUE2D_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2D_Q2C	Frequency	Weighted Frequency	Percent
.	1360	1,375	64.17
(1) Extremely well	68	70	3.26
(2) Very well	183	176	8.23
(3) Somewhat well	284	293	13.70
(4) Not too well	149	149	6.96
(5) Not well at all	75	74	3.46
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	5	0.22
Total	2,124	2,142	100.00

VALUE2D_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2D_Q2D	Frequency	Weighted Frequency	Percent
.	1360	1,375	64.17
(1) Extremely well	126	125	5.83
(2) Very well	278	283	13.19
(3) Somewhat well	278	281	13.09
(4) Not too well	69	66	3.09
(5) Not well at all	8	7	0.31
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	7	0.31
Total	2,124	2,142	100.00

VALUE2D_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE2D_Q2E	Frequency	Weighted Frequency	Percent
.	1360	1,375	64.17
(1) Extremely well	36	34	1.59
(2) Very well	82	77	3.59
(3) Somewhat well	197	213	9.95
(4) Not too well	248	249	11.64
(5) Not well at all	200	192	8.98
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.07
Total	2,124	2,142	100.00

VALUE2D_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2D_Q3A	Frequency	Weighted Frequency	Percent
.	1843	1,856	86.62
(1) Extremely well	72	73	3.39
(2) Very well	70	63	2.96
(3) Somewhat well	41	43	1.99
(4) Not too well	52	60	2.80
(5) Not well at all	45	47	2.20
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.05
Total	2,124	2,142	100.00

VALUE2D_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2D_Q3B	Frequency	Weighted Frequency	Percent
.	1843	1,856	86.62
(1) Extremely well	42	37	1.73
(2) Very well	60	60	2.80
(3) Somewhat well	86	82	3.85
(4) Not too well	59	69	3.21
(5) Not well at all	32	36	1.69
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.11
Total	2,124	2,142	100.00

VALUE2D_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2D_Q3C	Frequency	Weighted Frequency	Percent
.	1843	1,856	86.62
(1) Extremely well	32	36	1.69
(2) Very well	45	39	1.84
(3) Somewhat well	73	79	3.71
(4) Not too well	88	88	4.12
(5) Not well at all	41	42	1.95
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.07
Total	2,124	2,142	100.00

VALUE2D_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE2D_Q3D	Frequency	Weighted Frequency	Percent
.	1843	1,856	86.62
(1) Extremely well	30	30	1.41
(2) Very well	35	33	1.55
(3) Somewhat well	71	78	3.62
(4) Not too well	90	90	4.22
(5) Not well at all	54	55	2.58
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.02
Total	2,124	2,142	100.00

VALUE3A_Q1: [Homeless face growing challenges as city's economy booms] How likely are you to pay attention to a news story like this?			
VALUE3A_Q1	Frequency	Weighted Frequency	Percent
.	1083	1,095	51.13
(1) Extremely likely	177	190	8.87
(2) Very likely	299	293	13.67
(3) Somewhat likely	349	352	16.43
(4) Not very likely	140	144	6.73
(5) Not at all likely	54	51	2.39
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	22	17	0.77
Total	2,124	2,142	100.00

VALUE3A_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3A_Q2A	Frequency	Weighted Frequency	Percent
.	1299	1,307	61.03
(1) Extremely well	104	113	5.25
(2) Very well	170	175	8.15
(3) Somewhat well	297	295	13.79
(4) Not too well	176	180	8.38
(5) Not well at all	72	67	3.11
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	6	0.29
Total	2,124	2,142	100.00

VALUE3A_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3A_Q2B	Frequency	Weighted Frequency	Percent
.	1299	1,307	61.03
(1) Extremely well	253	258	12.04
(2) Very well	292	292	13.61
(3) Somewhat well	242	240	11.21
(4) Not too well	27	30	1.40
(5) Not well at all	6	7	0.34
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	8	0.36
Total	2,124	2,142	100.00

VALUE3A_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3A_Q2C	Frequency	Weighted Frequency	Percent
.	1299	1,307	61.03
(1) Extremely well	31	36	1.67
(2) Very well	64	65	3.02
(3) Somewhat well	141	143	6.67
(4) Not too well	249	255	11.90
(5) Not well at all	335	329	15.35
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	8	0.36
Total	2,124	2,142	100.00

VALUE3A_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3A_Q2D	Frequency	Weighted Frequency	Percent
.	1299	1,307	61.03
(1) Extremely well	171	187	8.72
(2) Very well	267	273	12.73
(3) Somewhat well	299	287	13.38
(4) Not too well	76	76	3.54
(5) Not well at all	9	8	0.37
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	5	0.23
Total	2,124	2,142	100.00

VALUE3A_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3A_Q2E	Frequency	Weighted Frequency	Percent
.	1299	1,307	61.03
(1) Extremely well	147	162	7.58
(2) Very well	213	214	9.98
(3) Somewhat well	286	277	12.94
(4) Not too well	126	126	5.89
(5) Not well at all	51	52	2.43
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.15
Total	2,124	2,142	100.00

VALUE3A_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3A_Q3A	Frequency	Weighted Frequency	Percent
.	1930	1,947	90.87
(1) Extremely well	33	29	1.37
(2) Very well	40	39	1.83
(3) Somewhat well	59	60	2.78
(4) Not too well	38	39	1.84
(5) Not well at all	24	28	1.31
Total	2,124	2,142	100.00

VALUE3A_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3A_Q3B	Frequency	Weighted Frequency	Percent
.	1930	1,947	90.87
(1) Extremely well	14	12	0.57
(2) Very well	25	25	1.18
(3) Somewhat well	59	54	2.53
(4) Not too well	72	75	3.51
(5) Not well at all	24	29	1.34
Total	2,124	2,142	100.00

VALUE3A_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3A_Q3C	Frequency	Weighted Frequency	Percent
.	1930	1,947	90.87
(1) Extremely well	18	17	0.79
(2) Very well	24	26	1.22
(3) Somewhat well	41	38	1.77
(4) Not too well	74	73	3.43
(5) Not well at all	37	41	1.92
Total	2,124	2,142	100.00

VALUE3A_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3A_Q3D	Frequency	Weighted Frequency	Percent
.	1930	1,947	90.87
(1) Extremely well	16	16	0.76
(2) Very well	24	23	1.07
(3) Somewhat well	56	52	2.40
(4) Not too well	64	69	3.20
(5) Not well at all	32	34	1.60
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.10
Total	2,124	2,142	100.00

VALUE3B_Q1: [Local nonprofit seeking donations to provide textbooks for special education classes] How likely are you to pay attention to a news story like this?			
VALUE3B_Q1	Frequency	Weighted Frequency	Percent
.	1063	1,082	50.49
(1) Extremely likely	243	254	11.84
(2) Very likely	312	300	14.00
(3) Somewhat likely	303	305	14.23
(4) Not very likely	114	111	5.20
(5) Not at all likely	62	62	2.88
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	27	29	1.36
Total	2,124	2,142	100.00

VALUE3B_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3B_Q2A	Frequency	Weighted Frequency	Percent
.	1266	1,284	59.93
(1) Extremely well	112	123	5.74
(2) Very well	211	211	9.83
(3) Somewhat well	309	311	14.53
(4) Not too well	172	162	7.57
(5) Not well at all	52	50	2.34
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.08
Total	2,124	2,142	100.00

VALUE3B_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3B_Q2B	Frequency	Weighted Frequency	Percent
.	1266	1,284	59.93
(1) Extremely well	258	265	12.39
(2) Very well	327	327	15.24
(3) Somewhat well	234	229	10.67
(4) Not too well	25	23	1.08
(5) Not well at all	13	14	0.64
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.05
Total	2,124	2,142	100.00

VALUE3B_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3B_Q2C	Frequency	Weighted Frequency	Percent
.	1266	1,284	59.93
(1) Extremely well	176	181	8.45
(2) Very well	275	273	12.75
(3) Somewhat well	235	234	10.90
(4) Not too well	85	85	3.95
(5) Not well at all	84	83	3.87
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.15
Total	2,124	2,142	100.00

VALUE3B_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3B_Q2D	Frequency	Weighted Frequency	Percent
.	1266	1,284	59.93
(1) Extremely well	190	206	9.60
(2) Very well	313	304	14.17
(3) Somewhat well	280	269	12.57
(4) Not too well	61	66	3.06
(5) Not well at all	10	9	0.43
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	5	0.24
Total	2,124	2,142	100.00

VALUE3B_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3B_Q2E	Frequency	Weighted Frequency	Percent
.	1266	1,284	59.93
(1) Extremely well	97	100	4.66
(2) Very well	139	137	6.41
(3) Somewhat well	215	223	10.43
(4) Not too well	176	180	8.41
(5) Not well at all	230	216	10.10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.05
Total	2,124	2,142	100.00

VALUE3B_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3B_Q3A	Frequency	Weighted Frequency	Percent
.	1948	1,969	91.92
(1) Extremely well	40	34	1.58
(2) Very well	41	38	1.77
(3) Somewhat well	29	27	1.24
(4) Not too well	36	38	1.77
(5) Not well at all	29	36	1.69
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.03
Total	2,124	2,142	100.00

VALUE3B_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3B_Q3B	Frequency	Weighted Frequency	Percent
.	1948	1,969	91.92
(1) Extremely well	24	23	1.05
(2) Very well	23	20	0.93
(3) Somewhat well	55	49	2.27
(4) Not too well	54	59	2.73
(5) Not well at all	18	21	1.00
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.09
Total	2,124	2,142	100.00

VALUE3B_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3B_Q3C	Frequency	Weighted Frequency	Percent
.	1948	1,969	91.92
(1) Extremely well	11	11	0.54
(2) Very well	10	9	0.40
(3) Somewhat well	38	35	1.62
(4) Not too well	66	66	3.08
(5) Not well at all	50	51	2.40
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.03
Total	2,124	2,142	100.00

VALUE3B_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3B_Q3D	Frequency	Weighted Frequency	Percent
.	1948	1,969	91.92
(1) Extremely well	8	9	0.44
(2) Very well	13	11	0.50
(3) Somewhat well	45	41	1.92
(4) Not too well	61	61	2.83
(5) Not well at all	48	50	2.35
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.03
Total	2,124	2,142	100.00

VALUE3C_Q1: [Citizens group demands resignation of police officer who shot local youth, accuses police chief of racism] How likely are you to pay attention to a news story like this?			
VALUE3C_Q1	Frequency	Weighted Frequency	Percent
.	1046	1,043	48.67
(1) Extremely likely	333	335	15.62
(2) Very likely	327	338	15.79
(3) Somewhat likely	269	271	12.63
(4) Not very likely	79	76	3.55
(5) Not at all likely	49	57	2.68
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	21	22	1.05
Total	2,124	2,142	100.00

VALUE3C_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3C_Q2A	Frequency	Weighted Frequency	Percent
.	1195	1,199	55.95
(1) Extremely well	175	171	8.00
(2) Very well	257	262	12.25
(3) Somewhat well	287	300	14.01
(4) Not too well	133	132	6.16
(5) Not well at all	70	66	3.07
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	7	12	0.55
Total	2,124	2,142	100.00

VALUE3C_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3C_Q2B	Frequency	Weighted Frequency	Percent
.	1195	1,199	55.95
(1) Extremely well	367	375	17.50
(2) Very well	288	291	13.59
(3) Somewhat well	219	221	10.30
(4) Not too well	40	38	1.77
(5) Not well at all	10	11	0.53
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	8	0.35
Total	2,124	2,142	100.00

VALUE3C_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3C_Q2C	Frequency	Weighted Frequency	Percent
.	1195	1,199	55.95
(1) Extremely well	39	40	1.85
(2) Very well	49	44	2.04
(3) Somewhat well	106	110	5.12
(4) Not too well	247	245	11.42
(5) Not well at all	483	498	23.24
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	8	0.38
Total	2,124	2,142	100.00

VALUE3C_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3C_Q2D	Frequency	Weighted Frequency	Percent
.	1195	1,199	55.95
(1) Extremely well	290	295	13.76
(2) Very well	311	320	14.94
(3) Somewhat well	242	240	11.20
(4) Not too well	67	64	3.01
(5) Not well at all	14	16	0.74
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	8	0.39
Total	2,124	2,142	100.00

VALUE3C_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3C_Q2E	Frequency	Weighted Frequency	Percent
.	1195	1,199	55.95
(1) Extremely well	308	313	14.61
(2) Very well	277	290	13.54
(3) Somewhat well	249	247	11.51
(4) Not too well	72	70	3.29
(5) Not well at all	20	18	0.82
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	6	0.29
Total	2,124	2,142	100.00

VALUE3C_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3C_Q3A	Frequency	Weighted Frequency	Percent
.	1996	2,009	93.77
(1) Extremely well	30	32	1.49
(2) Very well	20	19	0.91
(3) Somewhat well	31	31	1.43
(4) Not too well	26	25	1.18
(5) Not well at all	20	25	1.19
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.05
Total	2,124	2,142	100.00

VALUE3C_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3C_Q3B	Frequency	Weighted Frequency	Percent
.	1996	2,009	93.77
(1) Extremely well	20	21	0.96
(2) Very well	16	17	0.78
(3) Somewhat well	30	28	1.31
(4) Not too well	34	35	1.62
(5) Not well at all	27	32	1.51
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.05
Total	2,124	2,142	100.00

VALUE3C_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3C_Q3C	Frequency	Weighted Frequency	Percent
.	1996	2,009	93.77
(1) Extremely well	24	23	1.09
(2) Very well	20	20	0.93
(3) Somewhat well	31	32	1.47
(4) Not too well	30	29	1.34
(5) Not well at all	22	29	1.36
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.05
Total	2,124	2,142	100.00

VALUE3C_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3C_Q3D	Frequency	Weighted Frequency	Percent
.	1996	2,009	93.77
(1) Extremely well	30	29	1.37
(2) Very well	17	18	0.82
(3) Somewhat well	36	35	1.61
(4) Not too well	23	25	1.15
(5) Not well at all	21	26	1.23
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.05
Total	2,124	2,142	100.00

VALUE3D_Q1: [Local woman makes it her mission to eradicate cockroach infestation in the city's poorest neighborhoods] How likely are you to pay attention to a news story like this?			
VALUE3D_Q1	Frequency	Weighted Frequency	Percent
.	1056	1,065	49.71
(1) Extremely likely	182	188	8.78
(2) Very likely	279	266	12.43
(3) Somewhat likely	325	332	15.48
(4) Not very likely	164	167	7.78
(5) Not at all likely	94	101	4.73
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	24	23	1.09
Total	2,124	2,142	100.00

VALUE3D_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3D_Q2A	Frequency	Weighted Frequency	Percent
.	1338	1,356	63.31
(1) Extremely well	84	84	3.91
(2) Very well	159	164	7.67
(3) Somewhat well	256	255	11.89
(4) Not too well	199	194	9.08
(5) Not well at all	86	87	4.07
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.08
Total	2,124	2,142	100.00

VALUE3D_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3D_Q2B	Frequency	Weighted Frequency	Percent
.	1338	1,356	63.31
(1) Extremely well	175	180	8.41
(2) Very well	265	263	12.28
(3) Somewhat well	274	270	12.60
(4) Not too well	58	58	2.72
(5) Not well at all	12	12	0.57
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.11
Total	2,124	2,142	100.00

VALUE3D_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3D_Q2C	Frequency	Weighted Frequency	Percent
.	1338	1,356	63.31
(1) Extremely well	152	152	7.08
(2) Very well	238	234	10.92
(3) Somewhat well	235	236	11.00
(4) Not too well	105	103	4.79
(5) Not well at all	50	54	2.54
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	8	0.35
Total	2,124	2,142	100.00

VALUE3D_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3D_Q2D	Frequency	Weighted Frequency	Percent
.	1338	1,356	63.31
(1) Extremely well	137	141	6.59
(2) Very well	248	244	11.39
(3) Somewhat well	302	301	14.04
(4) Not too well	83	82	3.84
(5) Not well at all	13	15	0.69
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.14
Total	2,124	2,142	100.00

VALUE3D_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE3D_Q2E	Frequency	Weighted Frequency	Percent
.	1338	1,356	63.31
(1) Extremely well	53	52	2.41
(2) Very well	121	125	5.81
(3) Somewhat well	192	189	8.82
(4) Not too well	186	189	8.82
(5) Not well at all	231	229	10.70
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.13
Total	2,124	2,142	100.00

VALUE3D_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3D_Q3A	Frequency	Weighted Frequency	Percent
.	1866	1,874	87.49
(1) Extremely well	68	66	3.07
(2) Very well	47	42	1.95
(3) Somewhat well	46	46	2.16
(4) Not too well	50	59	2.73
(5) Not well at all	45	53	2.49
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.10
Total	2,124	2,142	100.00

VALUE3D_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3D_Q3B	Frequency	Weighted Frequency	Percent
.	1866	1,874	87.49
(1) Extremely well	46	45	2.11
(2) Very well	43	42	1.94
(3) Somewhat well	75	72	3.38
(4) Not too well	58	67	3.11
(5) Not well at all	34	40	1.86
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.10
Total	2,124	2,142	100.00

VALUE3D_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3D_Q3C	Frequency	Weighted Frequency	Percent
.	1866	1,874	87.49
(1) Extremely well	27	31	1.43
(2) Very well	29	27	1.25
(3) Somewhat well	67	67	3.15
(4) Not too well	74	80	3.72
(5) Not well at all	59	61	2.86
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.10
Total	2,124	2,142	100.00

VALUE3D_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE3D_Q3D	Frequency	Weighted Frequency	Percent
.	1866	1,874	87.49
(1) Extremely well	21	22	1.02
(2) Very well	21	22	1.04
(3) Somewhat well	58	53	2.48
(4) Not too well	90	98	4.56
(5) Not well at all	66	71	3.31
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.10
Total	2,124	2,142	100.00

VALUE4A_Q1: [Greenville has many fewer parks than neighboring communities] How likely are you to pay attention to a news story like this?			
VALUE4A_Q1	Frequency	Weighted Frequency	Percent
.	1083	1,095	51.13
(1) Extremely likely	30	31	1.46
(2) Very likely	117	118	5.52
(3) Somewhat likely	272	273	12.73
(4) Not very likely	342	342	15.97
(5) Not at all likely	247	244	11.41
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	33	38	1.78
Total	2,124	2,142	100.00

VALUE4A_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4A_Q2A	Frequency	Weighted Frequency	Percent
.	1705	1,720	80.29
(1) Extremely well	25	28	1.31
(2) Very well	75	81	3.78
(3) Somewhat well	164	160	7.48
(4) Not too well	107	107	5.01
(5) Not well at all	47	43	2.02
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	2	0.10
Total	2,124	2,142	100.00

VALUE4A_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4A_Q2B	Frequency	Weighted Frequency	Percent
.	1705	1,720	80.29
(1) Extremely well	55	57	2.65
(2) Very well	117	113	5.28
(3) Somewhat well	206	205	9.58
(4) Not too well	35	43	2.01
(5) Not well at all	4	2	0.09
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.10
Total	2,124	2,142	100.00

VALUE4A_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4A_Q2C	Frequency	Weighted Frequency	Percent
.	1705	1,720	80.29
(1) Extremely well	9	9	0.44
(2) Very well	41	40	1.88
(3) Somewhat well	113	108	5.02
(4) Not too well	141	148	6.89
(5) Not well at all	111	114	5.32
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	3	0.16
Total	2,124	2,142	100.00

VALUE4A_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4A_Q2D	Frequency	Weighted Frequency	Percent
.	1705	1,720	80.29
(1) Extremely well	44	48	2.22
(2) Very well	111	108	5.05
(3) Somewhat well	197	198	9.24
(4) Not too well	56	57	2.68
(5) Not well at all	9	9	0.40
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.12
Total	2,124	2,142	100.00

VALUE4A_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4A_Q2E	Frequency	Weighted Frequency	Percent
.	1705	1,720	80.29
(1) Extremely well	31	35	1.65
(2) Very well	56	58	2.69
(3) Somewhat well	173	168	7.82
(4) Not too well	112	114	5.33
(5) Not well at all	44	45	2.10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.13
Total	2,124	2,142	100.00

VALUE4A_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4A_Q3A	Frequency	Weighted Frequency	Percent
.	1535	1,556	72.62
(1) Extremely well	134	126	5.86
(2) Very well	122	123	5.76
(3) Somewhat well	115	111	5.16
(4) Not too well	113	110	5.15
(5) Not well at all	105	117	5.45
Total	2,124	2,142	100.00

VALUE4A_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4A_Q3B	Frequency	Weighted Frequency	Percent
.	1535	1,556	72.62
(1) Extremely well	104	96	4.49
(2) Very well	115	113	5.28
(3) Somewhat well	205	202	9.42
(4) Not too well	109	110	5.12
(5) Not well at all	52	58	2.73
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	7	0.34
Total	2,124	2,142	100.00

VALUE4A_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4A_Q3C	Frequency	Weighted Frequency	Percent
.	1535	1,556	72.62
(1) Extremely well	32	32	1.49
(2) Very well	55	62	2.87
(3) Somewhat well	126	117	5.46
(4) Not too well	209	208	9.72
(5) Not well at all	166	167	7.80
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.03
Total	2,124	2,142	100.00

VALUE4A_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4A_Q3D	Frequency	Weighted Frequency	Percent
.	1535	1,556	72.62
(1) Extremely well	25	22	1.02
(2) Very well	56	57	2.65
(3) Somewhat well	133	129	6.03
(4) Not too well	202	201	9.37
(5) Not well at all	169	171	7.96
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	7	0.34
Total	2,124	2,142	100.00

VALUE4B_Q1: [Local group suggests new plan for Chesterton festival to cut trash in half] How likely are you to pay attention to a news story like this?			
VALUE4B_Q1	Frequency	Weighted Frequency	Percent
.	1063	1,082	50.49
(1) Extremely likely	112	114	5.33
(2) Very likely	230	232	10.85
(3) Somewhat likely	375	372	17.37
(4) Not very likely	189	187	8.71
(5) Not at all likely	124	128	5.96
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	31	28	1.30
Total	2,124	2,142	100.00

VALUE4B_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4B_Q2A	Frequency	Weighted Frequency	Percent
.	1407	1,424	66.46
(1) Extremely well	38	48	2.24
(2) Very well	127	126	5.88
(3) Somewhat well	265	280	13.07
(4) Not too well	217	207	9.65
(5) Not well at all	67	55	2.58
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.12
Total	2,124	2,142	100.00

VALUE4B_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4B_Q2B	Frequency	Weighted Frequency	Percent
.	1407	1,424	66.46
(1) Extremely well	122	133	6.19
(2) Very well	259	255	11.90
(3) Somewhat well	281	278	12.99
(4) Not too well	42	38	1.75
(5) Not well at all	11	13	0.62
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.09
Total	2,124	2,142	100.00

VALUE4B_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4B_Q2C	Frequency	Weighted Frequency	Percent
.	1407	1,424	66.46
(1) Extremely well	81	88	4.09
(2) Very well	180	185	8.63
(3) Somewhat well	302	303	14.13
(4) Not too well	101	93	4.33
(5) Not well at all	51	49	2.31
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.06
Total	2,124	2,142	100.00

VALUE4B_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4B_Q2D	Frequency	Weighted Frequency	Percent
.	1407	1,424	66.46
(1) Extremely well	101	104	4.84
(2) Very well	227	239	11.16
(3) Somewhat well	293	285	13.29
(4) Not too well	78	73	3.40
(5) Not well at all	15	16	0.74
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.12
Total	2,124	2,142	100.00

VALUE4B_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4B_Q2E	Frequency	Weighted Frequency	Percent
.	1407	1,424	66.46
(1) Extremely well	35	45	2.09
(2) Very well	88	91	4.24
(3) Somewhat well	178	172	8.02
(4) Not too well	208	192	8.98
(5) Not well at all	204	216	10.07
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	3	0.16
Total	2,124	2,142	100.00

VALUE4B_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4B_Q3A	Frequency	Weighted Frequency	Percent
.	1811	1,828	85.33
(1) Extremely well	81	79	3.67
(2) Very well	61	59	2.74
(3) Somewhat well	61	63	2.96
(4) Not too well	51	51	2.39
(5) Not well at all	57	60	2.82
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.09
Total	2,124	2,142	100.00

VALUE4B_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4B_Q3B	Frequency	Weighted Frequency	Percent
.	1811	1,828	85.33
(1) Extremely well	52	49	2.30
(2) Very well	61	60	2.80
(3) Somewhat well	95	84	3.91
(4) Not too well	63	70	3.27
(5) Not well at all	41	50	2.34
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.04
Total	2,124	2,142	100.00

VALUE4B_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4B_Q3C	Frequency	Weighted Frequency	Percent
.	1811	1,828	85.33
(1) Extremely well	16	18	0.84
(2) Very well	19	19	0.91
(3) Somewhat well	63	64	2.97
(4) Not too well	111	111	5.18
(5) Not well at all	102	101	4.71
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.06
Total	2,124	2,142	100.00

VALUE4B_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4B_Q3D	Frequency	Weighted Frequency	Percent
.	1811	1,828	85.33
(1) Extremely well	23	24	1.14
(2) Very well	30	31	1.44
(3) Somewhat well	65	61	2.84
(4) Not too well	104	106	4.96
(5) Not well at all	90	92	4.28
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.02
Total	2,124	2,142	100.00

VALUE4C_Q1: [Community celebrates Sister Mary Ellen for 60 years of amazing grace with orphaned children] How likely are you to pay attention to a news story like this?			
VALUE4C_Q1	Frequency	Weighted Frequency	Percent
.	1046	1,043	48.67
(1) Extremely likely	150	146	6.84
(2) Very likely	251	262	12.24
(3) Somewhat likely	360	373	17.43
(4) Not very likely	181	177	8.24
(5) Not at all likely	110	114	5.32
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	26	27	1.26
Total	2,124	2,142	100.00

VALUE4C_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4C_Q2A	Frequency	Weighted Frequency	Percent
.	1363	1,360	63.49
(1) Extremely well	80	76	3.57
(2) Very well	145	153	7.15
(3) Somewhat well	288	299	13.94
(4) Not too well	173	183	8.56
(5) Not well at all	72	67	3.15
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.14
Total	2,124	2,142	100.00

VALUE4C_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4C_Q2B	Frequency	Weighted Frequency	Percent
.	1363	1,360	63.49
(1) Extremely well	166	162	7.58
(2) Very well	281	287	13.40
(3) Somewhat well	251	265	12.35
(4) Not too well	51	52	2.43
(5) Not well at all	11	15	0.70
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.05
Total	2,124	2,142	100.00

VALUE4C_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4C_Q2C	Frequency	Weighted Frequency	Percent
.	1363	1,360	63.49
(1) Extremely well	261	252	11.78
(2) Very well	282	288	13.46
(3) Somewhat well	184	200	9.35
(4) Not too well	24	29	1.34
(5) Not well at all	8	10	0.47
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.11
Total	2,124	2,142	100.00

VALUE4C_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4C_Q2D	Frequency	Weighted Frequency	Percent
.	1363	1,360	63.49
(1) Extremely well	116	113	5.28
(2) Very well	204	211	9.84
(3) Somewhat well	322	331	15.43
(4) Not too well	95	101	4.72
(5) Not well at all	19	20	0.95
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	6	0.28
Total	2,124	2,142	100.00

VALUE4C_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4C_Q2E	Frequency	Weighted Frequency	Percent
.	1363	1,360	63.49
(1) Extremely well	19	19	0.88
(2) Very well	36	43	2.01
(3) Somewhat well	68	71	3.32
(4) Not too well	116	115	5.37
(5) Not well at all	520	531	24.79
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.13
Total	2,124	2,142	100.00

VALUE4C_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4C_Q3A	Frequency	Weighted Frequency	Percent
.	1833	1,852	86.44
(1) Extremely well	79	85	3.95
(2) Very well	48	42	1.98
(3) Somewhat well	58	62	2.88
(4) Not too well	49	48	2.26
(5) Not well at all	56	52	2.42
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.06
Total	2,124	2,142	100.00

VALUE4C_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4C_Q3B	Frequency	Weighted Frequency	Percent
.	1833	1,852	86.44
(1) Extremely well	55	56	2.60
(2) Very well	39	39	1.84
(3) Somewhat well	87	86	4.00
(4) Not too well	77	79	3.69
(5) Not well at all	32	30	1.38
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.06
Total	2,124	2,142	100.00

VALUE4C_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4C_Q3C	Frequency	Weighted Frequency	Percent
.	1833	1,852	86.44
(1) Extremely well	12	14	0.64
(2) Very well	15	16	0.77
(3) Somewhat well	47	47	2.21
(4) Not too well	115	114	5.34
(5) Not well at all	100	96	4.48
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.12
Total	2,124	2,142	100.00

VALUE4C_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4C_Q3D	Frequency	Weighted Frequency	Percent
.	1833	1,852	86.44
(1) Extremely well	15	17	0.81
(2) Very well	13	16	0.73
(3) Somewhat well	44	50	2.31
(4) Not too well	98	96	4.50
(5) Not well at all	119	109	5.09
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.12
Total	2,124	2,142	100.00

VALUE4D_Q1: [Legendary local coach turned down offers from big-time schools] How likely are you to pay attention to a news story like this?			
VALUE4D_Q1	Frequency	Weighted Frequency	Percent
.	1056	1,065	49.71
(1) Extremely likely	60	63	2.93
(2) Very likely	150	154	7.21
(3) Somewhat likely	306	310	14.45
(4) Not very likely	251	255	11.90
(5) Not at all likely	273	269	12.55
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	28	27	1.26
Total	2,124	2,142	100.00

VALUE4D_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4D_Q2A	Frequency	Weighted Frequency	Percent
.	1608	1,616	75.41
(1) Extremely well	34	42	1.95
(2) Very well	101	103	4.79
(3) Somewhat well	178	178	8.33
(4) Not too well	144	141	6.60
(5) Not well at all	58	60	2.79
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	3	0.12
Total	2,124	2,142	100.00

VALUE4D_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4D_Q2B	Frequency	Weighted Frequency	Percent
.	1608	1,616	75.41
(1) Extremely well	60	63	2.95
(2) Very well	128	134	6.24
(3) Somewhat well	228	225	10.50
(4) Not too well	77	77	3.59
(5) Not well at all	22	25	1.18
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	3	0.12
Total	2,124	2,142	100.00

VALUE4D_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4D_Q2C	Frequency	Weighted Frequency	Percent
.	1608	1,616	75.41
(1) Extremely well	109	110	5.16
(2) Very well	163	172	8.04
(3) Somewhat well	188	188	8.76
(4) Not too well	43	41	1.90
(5) Not well at all	11	12	0.56
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	4	0.17
Total	2,124	2,142	100.00

VALUE4D_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4D_Q2D	Frequency	Weighted Frequency	Percent
.	1608	1,616	75.41
(1) Extremely well	49	52	2.43
(2) Very well	114	122	5.68
(3) Somewhat well	221	213	9.96
(4) Not too well	99	101	4.73
(5) Not well at all	30	33	1.53
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	5	0.24
Total	2,124	2,142	100.00

VALUE4D_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE4D_Q2E	Frequency	Weighted Frequency	Percent
.	1608	1,616	75.41
(1) Extremely well	15	16	0.76
(2) Very well	27	29	1.35
(3) Somewhat well	68	68	3.18
(4) Not too well	111	114	5.32
(5) Not well at all	292	295	13.77
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.21
Total	2,124	2,142	100.00

VALUE4D_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4D_Q3A	Frequency	Weighted Frequency	Percent
.	1600	1,619	75.55
(1) Extremely well	183	185	8.64
(2) Very well	108	109	5.10
(3) Somewhat well	73	66	3.08
(4) Not too well	78	81	3.76
(5) Not well at all	81	82	3.85
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.02
Total	2,124	2,142	100.00

VALUE4D_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4D_Q3B	Frequency	Weighted Frequency	Percent
.	1600	1,619	75.55
(1) Extremely well	156	157	7.35
(2) Very well	133	128	5.99
(3) Somewhat well	117	114	5.33
(4) Not too well	70	79	3.70
(5) Not well at all	47	44	2.05
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.03
Total	2,124	2,142	100.00

VALUE4D_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4D_Q3C	Frequency	Weighted Frequency	Percent
.	1600	1,619	75.55
(1) Extremely well	29	29	1.37
(2) Very well	29	27	1.27
(3) Somewhat well	94	92	4.30
(4) Not too well	181	194	9.03
(5) Not well at all	189	179	8.35
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.12
Total	2,124	2,142	100.00

VALUE4D_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE4D_Q3D	Frequency	Weighted Frequency	Percent
.	1600	1,619	75.55
(1) Extremely well	45	47	2.19
(2) Very well	37	37	1.74
(3) Somewhat well	88	93	4.33
(4) Not too well	158	165	7.69
(5) Not well at all	195	180	8.42
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.07
Total	2,124	2,142	100.00

VALUE5A_Q1: [How police are using facial recognition to solve crimes] How likely are you to pay attention to a news story like this?			
VALUE5A_Q1	Frequency	Weighted Frequency	Percent
.	1083	1,095	51.13
(1) Extremely likely	277	274	12.80
(2) Very likely	353	352	16.41
(3) Somewhat likely	276	280	13.08
(4) Not very likely	77	77	3.60
(5) Not at all likely	28	29	1.37
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	30	35	1.62
Total	2,124	2,142	100.00

VALUE5A_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5A_Q2A	Frequency	Weighted Frequency	Percent
.	1218	1,236	57.72
(1) Extremely well	134	133	6.20
(2) Very well	218	224	10.44
(3) Somewhat well	305	300	13.98
(4) Not too well	179	186	8.67
(5) Not well at all	66	60	2.81
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	4	0.18
Total	2,124	2,142	100.00

VALUE5A_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5A_Q2B	Frequency	Weighted Frequency	Percent
.	1218	1,236	57.72
(1) Extremely well	300	292	13.64
(2) Very well	339	343	16.02
(3) Somewhat well	220	227	10.58
(4) Not too well	37	35	1.66
(5) Not well at all	8	7	0.32
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.07
Total	2,124	2,142	100.00

VALUE5A_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5A_Q2C	Frequency	Weighted Frequency	Percent
.	1218	1,236	57.72
(1) Extremely well	68	62	2.91
(2) Very well	115	115	5.35
(3) Somewhat well	257	270	12.58
(4) Not too well	256	251	11.71
(5) Not well at all	201	200	9.32
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	9	9	0.41
Total	2,124	2,142	100.00

VALUE5A_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5A_Q2D	Frequency	Weighted Frequency	Percent
.	1218	1,236	57.72
(1) Extremely well	276	268	12.53
(2) Very well	332	328	15.31
(3) Somewhat well	239	246	11.47
(4) Not too well	39	41	1.91
(5) Not well at all	10	13	0.61
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	10	10	0.45
Total	2,124	2,142	100.00

VALUE5A_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5A_Q2E	Frequency	Weighted Frequency	Percent
.	1218	1,236	57.72
(1) Extremely well	91	90	4.18
(2) Very well	107	106	4.96
(3) Somewhat well	231	233	10.87
(4) Not too well	275	281	13.14
(5) Not well at all	200	194	9.07
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.07
Total	2,124	2,142	100.00

VALUE5A_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5A_Q3A	Frequency	Weighted Frequency	Percent
.	2019	2,036	95.03
(1) Extremely well	18	22	1.04
(2) Very well	19	15	0.71
(3) Somewhat well	26	24	1.13
(4) Not too well	19	21	0.97
(5) Not well at all	22	24	1.10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.01
Total	2,124	2,142	100.00

VALUE5A_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5A_Q3B	Frequency	Weighted Frequency	Percent
.	2019	2,036	95.03
(1) Extremely well	11	12	0.57
(2) Very well	12	13	0.61
(3) Somewhat well	32	36	1.66
(4) Not too well	33	31	1.44
(5) Not well at all	16	15	0.68
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.01
Total	2,124	2,142	100.00

VALUE5A_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5A_Q3C	Frequency	Weighted Frequency	Percent
.	2019	2,036	95.03
(1) Extremely well	7	8	0.38
(2) Very well	8	12	0.54
(3) Somewhat well	20	19	0.87
(4) Not too well	47	47	2.20
(5) Not well at all	22	21	0.97
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.01
Total	2,124	2,142	100.00

VALUE5A_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5A_Q3D	Frequency	Weighted Frequency	Percent
.	2019	2,036	95.03
(1) Extremely well	8	10	0.48
(2) Very well	7	10	0.48
(3) Somewhat well	22	20	0.91
(4) Not too well	39	38	1.76
(5) Not well at all	28	29	1.33
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.01
Total	2,124	2,142	100.00

VALUE5B_Q1: [Marion restaurants score near bottom in state health and safety rankings] How likely are you to pay attention to a news story like this?			
VALUE5B_Q1	Frequency	Weighted Frequency	Percent
.	1063	1,082	50.49
(1) Extremely likely	217	210	9.79
(2) Very likely	270	267	12.48
(3) Somewhat likely	323	327	15.26
(4) Not very likely	135	135	6.28
(5) Not at all likely	85	93	4.34
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	31	29	1.37
Total	2,124	2,142	100.00

VALUE5B_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5B_Q2A	Frequency	Weighted Frequency	Percent
.	1314	1,338	62.47
(1) Extremely well	106	112	5.25
(2) Very well	212	211	9.83
(3) Somewhat well	281	275	12.84
(4) Not too well	154	149	6.96
(5) Not well at all	55	55	2.59
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.06
Total	2,124	2,142	100.00

VALUE5B_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5B_Q2B	Frequency	Weighted Frequency	Percent
.	1314	1,338	62.47
(1) Extremely well	281	272	12.71
(2) Very well	285	300	14.03
(3) Somewhat well	209	198	9.25
(4) Not too well	27	25	1.16
(5) Not well at all	6	7	0.33
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.05
Total	2,124	2,142	100.00

VALUE5B_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5B_Q2C	Frequency	Weighted Frequency	Percent
.	1314	1,338	62.47
(1) Extremely well	27	32	1.49
(2) Very well	66	65	3.03
(3) Somewhat well	158	149	6.94
(4) Not too well	284	286	13.36
(5) Not well at all	273	271	12.66
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.05
Total	2,124	2,142	100.00

VALUE5B_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5B_Q2D	Frequency	Weighted Frequency	Percent
.	1314	1,338	62.47
(1) Extremely well	195	191	8.91
(2) Very well	285	281	13.11
(3) Somewhat well	265	265	12.37
(4) Not too well	43	44	2.06
(5) Not well at all	18	20	0.91
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	3	0.16
Total	2,124	2,142	100.00

VALUE5B_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5B_Q2E	Frequency	Weighted Frequency	Percent
.	1314	1,338	62.47
(1) Extremely well	118	116	5.41
(2) Very well	183	169	7.88
(3) Somewhat well	283	291	13.60
(4) Not too well	174	175	8.19
(5) Not well at all	50	51	2.39
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.05
Total	2,124	2,142	100.00

VALUE5B_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5B_Q3A	Frequency	Weighted Frequency	Percent
.	1904	1,915	89.38
(1) Extremely well	33	30	1.41
(2) Very well	44	45	2.09
(3) Somewhat well	53	49	2.30
(4) Not too well	47	56	2.60
(5) Not well at all	40	46	2.13
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	2	0.10
Total	2,124	2,142	100.00

VALUE5B_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5B_Q3B	Frequency	Weighted Frequency	Percent
.	1904	1,915	89.38
(1) Extremely well	28	25	1.18
(2) Very well	48	50	2.35
(3) Somewhat well	75	74	3.43
(4) Not too well	42	7	2.18
(5) Not well at all	26	31	1.45
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.02
Total	2,124	2,142	100.00

VALUE5B_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5B_Q3C	Frequency	Weighted Frequency	Percent
.	1904	1,915	89.38
(1) Extremely well	9	9	0.40
(2) Very well	24	25	1.15
(3) Somewhat well	61	61	2.83
(4) Not too well	77	85	3.96
(5) Not well at all	48	48	2.26
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.02
Total	2,124	2,142	100.00

VALUE5B_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5B_Q3D	Frequency	Weighted Frequency	Percent
.	1904	1,915	89.38
(1) Extremely well	13	12	0.57
(2) Very well	26	27	1.25
(3) Somewhat well	61	57	2.65
(4) Not too well	71	85	3.97
(5) Not well at all	48	45	2.11
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.06
Total	2,124	2,142	100.00

VALUE5C_Q1: [Churches sharing more personal and professional information about their leaders] How likely are you to pay attention to a news story like this?			
VALUE5C_Q1	Frequency	Weighted Frequency	Percent
.	1046	1,043	48.67
(1) Extremely likely	153	141	6.60
(2) Very likely	264	275	12.81
(3) Somewhat likely	309	321	14.97
(4) Not very likely	204	208	9.70
(5) Not at all likely	119	123	5.73
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	29	32	1.51
Total	2,124	2,142	100.00

VALUE5C_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5C_Q2A	Frequency	Weighted Frequency	Percent
.	1398	1,406	65.61
(1) Extremely well	57	53	2.49
(2) Very well	150	153	7.15
(3) Somewhat well	252	255	11.91
(4) Not too well	180	186	8.69
(5) Not well at all	82	83	3.89
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	5	0.26
Total	2,124	2,142	100.00

VALUE5C_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5C_Q2B	Frequency	Weighted Frequency	Percent
.	1398	1,406	65.61
(1) Extremely well	156	140	6.55
(2) Very well	246	259	12.10
(3) Somewhat well	261	276	12.87
(4) Not too well	47	47	2.18
(5) Not well at all	14	12	0.55
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.15
Total	2,124	2,142	100.00

VALUE5C_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5C_Q2C	Frequency	Weighted Frequency	Percent
.	1398	1,406	65.61
(1) Extremely well	45	40	1.86
(2) Very well	83	89	4.17
(3) Somewhat well	224	230	10.75
(4) Not too well	201	198	9.22
(5) Not well at all	168	173	8.08
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	6	0.30
Total	2,124	2,142	100.00

VALUE5C_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5C_Q2D	Frequency	Weighted Frequency	Percent
.	1398	1,406	65.61
(1) Extremely well	108	101	4.72
(2) Very well	235	240	11.18
(3) Somewhat well	285	290	13.55
(4) Not too well	82	86	4.04
(5) Not well at all	12	14	0.66
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	5	0.24
Total	2,124	2,142	100.00

VALUE5C_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5C_Q2E	Frequency	Weighted Frequency	Percent
.	1398	1,406	65.61
(1) Extremely well	57	54	2.51
(2) Very well	113	111	5.20
(3) Somewhat well	227	232	10.84
(4) Not too well	213	216	10.09
(5) Not well at all	114	120	5.62
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.13
Total	2,124	2,142	100.00

VALUE5C_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5C_Q3A	Frequency	Weighted Frequency	Percent
.	1801	1,812	84.57
(1) Extremely well	79	74	3.46
(2) Very well	82	93	4.36
(3) Somewhat well	59	62	2.90
(4) Not too well	49	48	2.23
(5) Not well at all	52	51	2.37
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.11
Total	2,124	2,142	100.00

VALUE5C_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5C_Q3B	Frequency	Weighted Frequency	Percent
.	1801	1,812	84.57
(1) Extremely well	67	66	3.09
(2) Very well	81	84	3.91
(3) Somewhat well	84	85	3.97
(4) Not too well	65	67	3.13
(5) Not well at all	25	27	1.24
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	2	0.08
Total	2,124	2,142	100.00

VALUE5C_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5C_Q3C	Frequency	Weighted Frequency	Percent
.	1801	1,812	84.57
(1) Extremely well	26	31	1.44
(2) Very well	45	44	2.07
(3) Somewhat well	82	86	4.01
(4) Not too well	104	104	4.84
(5) Not well at all	65	64	2.98
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	2	0.08
Total	2,124	2,142	100.00

VALUE5C_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5C_Q3D	Frequency	Weighted Frequency	Percent
.	1801	1,812	84.57
(1) Extremely well	29	35	1.62
(2) Very well	49	50	2.33
(3) Somewhat well	93	98	4.57
(4) Not too well	88	89	4.14
(5) Not well at all	61	56	2.62
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.15
Total	2,124	2,142	100.00

VALUE5D_Q1: [Middleton teen builds website revealing how much every household pays in taxes] How likely are you to pay attention to a news story like this?			
VALUE5D_Q1	Frequency	Weighted Frequency	Percent
.	1056	1,065	49.71
(1) Extremely likely	146	140	6.53
(2) Very likely	234	232	10.85
(3) Somewhat likely	289	303	14.13
(4) Not very likely	235	240	11.18
(5) Not at all likely	128	124	5.80
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	36	39	1.80
Total	2,124	2,142	100.00

VALUE5D_Q2A: [I often talk about stories like this with my friends or family] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5D_Q2A	Frequency	Weighted Frequency	Percent
.	1455	1,467	68.49
(1) Extremely well	65	65	3.05
(2) Very well	153	157	7.32
(3) Somewhat well	218	223	10.42
(4) Not too well	154	150	7.02
(5) Not well at all	76	76	3.55
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.15
Total	2,124	2,142	100.00

VALUE5D_Q2B: [Stories like this are important for people to know] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5D_Q2B	Frequency	Weighted Frequency	Percent
.	1455	1,467	68.49
(1) Extremely well	124	122	5.70
(2) Very well	216	222	10.39
(3) Somewhat well	224	225	10.50
(4) Not too well	76	74	3.47
(5) Not well at all	24	25	1.17
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	6	0.29
Total	2,124	2,142	100.00

VALUE5D_Q2C: [I have positive feelings about stories like this such as feeling inspired, happy, or entertained] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5D_Q2C	Frequency	Weighted Frequency	Percent
.	1455	1,467	68.49
(1) Extremely well	43	42	1.96
(2) Very well	104	107	4.99
(3) Somewhat well	192	192	8.96
(4) Not too well	184	185	8.65
(5) Not well at all	141	143	6.70
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	5	0.24
Total	2,124	2,142	100.00

VALUE5D_Q2D: [Stories like this make me want to learn more] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5D_Q2D	Frequency	Weighted Frequency	Percent
.	1455	,467	68.49
(1) Extremely well	136	130	6.09
(2) Very well	212	218	10.16
(3) Somewhat well	248	255	11.91
(4) Not too well	59	56	2.63
(5) Not well at all	10	11	0.53
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	4	0.20
Total	2,124	2,142	100.00

VALUE5D_Q2E: [These kinds of stories make me angry and I want to know the details] How well does each of the following statements describe why you would pay attention to this type of story?			
VALUE5D_Q2E	Frequency	Weighted Frequency	Percent
.	1455	1,467	68.49
(1) Extremely well	64	61	2.84
(2) Very well	95	94	4.37
(3) Somewhat well	205	220	10.28
(4) Not too well	156	153	7.15
(5) Not well at all	143	141	6.58
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	6	0.29
Total	2,124	2,142	100.00

VALUE5D_Q3A: [I don't often talk about stories like this with my friends or family] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5D_Q3A	Frequency	Weighted Frequency	Percent
.	1761	1,779	83.02
(1) Extremely well	76	74	3.47
(2) Very well	77	76	3.54
(3) Somewhat well	72	71	3.31
(4) Not too well	75	79	3.69
(5) Not well at all	62	63	2.94
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.03
Total	2,124	2,142	100.00

VALUE5D_Q3B: [Stories like this seem unimportant and not worth my time] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5D_Q3B	Frequency	Weighted Frequency	Percent
.	1761	1,779	83.02
(1) Extremely well	61	62	2.90
(2) Very well	85	76	3.55
(3) Somewhat well	113	109	5.10
(4) Not too well	66	78	3.66
(5) Not well at all	38	38	1.77
Total	2,124	2,142	100.00

VALUE5D_Q3C: [I think stories like this are often exaggerated or even made up] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5D_Q3C	Frequency	Weighted Frequency	Percent
.	1761	1,779	83.02
(1) Extremely well	26	24	1.11
(2) Very well	47	44	2.05
(3) Somewhat well	100	94	4.37
(4) Not too well	111	124	5.80
(5) Not well at all	78	78	3.63
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.02
Total	2,124	2,142	100.00

VALUE5D_Q3D: [I have negative feelings about stories like this such as feeling annoyed, angry, or bored] How well does each of the following statements describe why you would not pay attention to this type of story?			
VALUE5D_Q3D	Frequency	Weighted Frequency	Percent
.	1761	1,779	83.02
(1) Extremely well	28	27	1.26
(2) Very well	62	66	3.09
(3) Somewhat well	80	72	3.38
(4) Not too well	119	129	6.00
(5) Not well at all	73	69	3.22
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.04
Total	2,124	2,142	100.00

Q6: Next, how trustworthy do you think the news media in general is?			
Q6	Frequency	Weighted Frequency	Percent
(1) Very trustworthy	149	138	6.43
(2) Somewhat trustworthy	744	729	34.02
(3) Neither trustworthy nor untrustworthy	450	481	22.43
(4) Somewhat untrustworthy	424	430	20.05
(5) Very untrustworthy	352	362	16.90
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	4	0.17
Total	2,124	2,142	100.00

Q7: Would you say the news from the media is...?			
Q7	Frequency	Weighted Frequency	Percent
(1) Very accurate	167	147	6.87
(2) Somewhat accurate	1259	1,285	60.00
(3) Not too accurate	521	528	24.63
(4) Not at all accurate	167	172	8.04
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	10	10	0.46
Total	2,124	2,142	100.00

Q8A: Would you say the news media...?			
Q8A	Frequency	Weighted Frequency	Percent
(1) Care about people like me	412	376	17.54
(2) Don't care about people like me	783	789	36.84
(3) Neither applies	920	970	45.28
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	9	7	0.34
Total	2,124	2,142	100.00

Q8B: Would you say the news media...?			
Q8B	Frequency	Weighted Frequency	Percent
(1) Are willing to admit their mistakes	536	500	23.32
(2) Try to cover up their mistakes	1240	1,288	60.14
(3) Neither applies	329	337	15.71
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	19	18	0.83
Total	2,124	2,142	100.00

Q8C: Would you say the news media...?			
Q8C	Frequency	Weighted Frequency	Percent
(1) Are moral	472	364	17.01
(2) Are immoral	630	605	28.26
(3) Neither applies	1012	1,163	54.28
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	10	10	0.45
Total	2,124	2,142	100.00

Q8D: Would you say the news media...?			
Q8D	Frequency	Weighted Frequency	Percent
(1) Protect democracy	683	642	29.99
(2) Hurt democracy	636	649	30.31
(3) Neither applies	797	843	39.33
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	8	8	0.37
Total	2,124	2,142	100.00

POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?			
POLITICS	Frequency	Weighted Frequency	Percent
(1) Strong Democrat	338	322	15.01
(2) Moderate Democrat	398	374	17.47
(3) Lean Democrat	255	246	11.46
(4) Independent	387	423	19.75
(5) Lean Republican	204	218	10.18
(6) Moderate Republican	313	318	14.84
(7) Strong Republican	229	242	11.30
Total	2,124	2,142	100.00

IDEO: Generally speaking, do you consider yourself a...?			
IDEO	Frequency	Weighted Frequency	Percent
.	17	20	0.91
(1) Very liberal	209	198	9.22
(2) Somewhat liberal	317	317	14.81
(3) Lean liberal	200	192	8.98
(4) Neither liberal nor conservative	537	537	25.08
(5) Lean conservative	228	217	10.14
(6) Somewhat conservative	389	417	19.47
(7) Very conservative	227	244	11.38
Total	2,124	2,142	100.00

AGEGRP: Age			
AGEGRP	Frequency	Weighted Frequency	Percent
(1) 18-29	310	341	15.93
(2) 30-44	609	567	26.45
(3) 45-59	511	565	26.36
(4) 60+	694	669	31.25
Total	2,124	2,142	100.00

RACETH: Race/ethnicity			
RACETH	Frequency	Weighted Frequency	Percent
(1) White	1428	1,447	67.56
(2) Black	252	226	10.55
(3) Hispanic	305	313	14.62
(4) Other	139	156	7.27
Total	2,124	2,142	100.00

MARITAL: Marital status			
MARITAL	Frequency	Weighted Frequency	Percent
(1) Married	1063	1,080	50.43
(2) Widowed	105	101	4.70
(3) Divorced	263	269	12.55
(4) Separated	42	48	2.26
(5) Never married	484	476	22.20
(6) Living with partner	167	168	7.86
Total	2,124	2,142	100.00

HHINCOME: Household income			
HHINCOME	Frequency	Weighted Frequency	Percent
(1) Less than \$10,000	105	113	5.26
(2) \$10,000 to \$19,999	167	177	8.26
(3) \$20,000 to \$29,999	229	233	10.88
(4) \$30,000 to \$39,999	236	236	11.03
(5) \$40,000 to \$49,999	173	172	8.02
(6) \$50,000 to \$74,999	448	439	20.48
(7) \$75,000 to \$99,999	320	331	15.44
(8) \$100,000 to \$149,999	284	277	12.94
(9) \$150,000 or more	162	165	7.69
Total	2,124	2,142	100.00

EMPSTATUS: Employment status			
EMPSTATUS	Frequency	Weighted Frequency	Percent
(1) Working	1298	1,286	60.04
(2) Not working	826	856	39.96
Total	2,124	2,142	100.00

EDUCATION: Educational attainment			
EDUCATION	Frequency	Weighted Frequency	Percent
(1) No HS diploma	467	652	30.43
(2) Some college	905	744	34.75
(3) BA or above	752	746	34.83
Total	2,124	2,142	100.00

GENDER: Gender			
GENDER	Frequency	Weighted Frequency	Percent
(1) Male	986	1,001	46.71
(2) Female	1138	1,142	53.29
Total	2,124	2,142	100.00

CENSUS_REGION: Census region			
CENSUS_REGION	Frequency	Weighted Frequency	Percent
(1) New England	374	390	18.18
(2) Mid-Atlantic	511	449	20.97
(3) East North Central	733	785	36.63
(4) West North Central	506	519	24.21
Total	2,124	2,142	100.00

URBAN: Which one of the following best describes where you live?			
URBAN	Frequency	Weighted Frequency	Percent
(1) Urban	543	462	21.55
(2) Suburban	1045	988	46.12
(3) Rural	532	688	32.10
98	4	5	0.23
Total	2,124	2,142	100.00

STATE: State of residence			
STATE	Frequency	Weighted Frequency	Percent
AK	5	7	0.32
AL	29	30	1.41
AR	13	19	0.88
AZ	50	51	2.39
CA	247	259	12.09
CO	41	34	1.57
CT	24	23	1.09
DC	9	8	0.35
DE	19	20	0.94
FL	137	126	5.87
GA	63	57	2.68
HI	11	12	0.54
IA	29	26	1.23
ID	16	17	0.77
IL	89	73	3.43
IN	41	37	1.71
KS	23	19	0.89
KY	22	22	1.04
LA	32	38	1.76
MA	42	38	1.77
MD	39	36	1.68
ME	14	13	0.63
MI	67	66	3.08
MN	34	31	1.43
MO	45	42	1.97
MS	16	20	0.92
MT	2	2	0.09
NC	78	76	3.53
ND	4	4	0.17
NE	27	19	0.89
NH	9	8	0.38
NJ	64	73	3.39
NM	21	22	1.04
NV	20	17	0.82
NY	116	126	5.89
OH	93	88	4.12
OK	23	24	1.13
OR	32	37	1.72
PA	86	89	4.16
RI	11	11	0.53

SC	31	41	1.89
SD	9	5	0.25
TN	36	45	2.11
TX	125	159	7.44
UT	21	19	0.91
VA	47	51	2.39
VT	8	7	0.34
WA	36	40	1.85
WI	50	38	1.80
WV	14	13	0.62
WY	4	2	0.11
Total	2,124	2,142	100.00

P_GROUP: Grouping variable that determined the stories seen by respondents.			
P_GROUP	Frequency	Weighted Frequency	Percent
(1) Group 1	287	286	24.77
(2) Group 2	271	270	23.41
(3) Group 3	286	303	26.24
(4) Group 4	311	295	25.58
Total	1,155	1,155	100.00

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.			
Q1	Frequency	Weighted Frequency	Percent
(1) Several times an hour	67	67	5.83
(2) Several times a day	777	728	63.03
(3) Once a day	166	198	17.12
(4) Several times a week	76	77	6.65
(5) Weekly	24	31	2.66
(6) Less often	40	50	4.35
(7) Never	5	4	0.36
Total	1,155	1,155	100.00

Q2A: [Cable, satellite television, or streaming services] 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.			
Q2A	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	908	872	75.46
(2) No, I do not personally pay for it	242	280	24.23
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	4	0.31
Total	1,155	1,155	100.00

Q2B: [A print or digital version of a national newspaper] 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.			
Q2B	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	142	135	11.67
(2) No, I do not personally pay for it	994	1,002	86.72
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	19	19	1.61
Total	1,155	1,155	100.00

Q2C: [A print or digital version of a local newspaper] 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.			
Q2C	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	244	246	21.34
(2) No, I do not personally pay for it	894	890	77.06
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	17	19	1.61
Total	1,155	1,155	100.00

Q2D: [A print or digital version of a magazine] 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.			
Q2D	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	309	298	25.84
(2) No, I do not personally pay for it	833	841	72.80
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	13	16	1.36
Total	1,155	1,155	100.00

Q2E: [Print or digital newsletter] 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.			
Q2E	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	142	143	12.37
(2) No, I do not personally pay for it	996	992	85.86
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	17	20	1.77
Total	1,155	1,155	100.00

Q2F: [A digital-only news site, such as ESPN +, The Athletic, or Politico Pro] 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.			
Q2F	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	123	135	11.73
(2) No, I do not personally pay for it	1,014	998	86.45
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	18	21	1.82
Total	1,155	1,155	100.00

Q2G: [A podcast or YouTube channel through direct payments or funding platforms like Patreon] 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.			
Q2G	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	113	126	10.92
(2) No, I do not personally pay for it	1,031	1,015	87.88
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	11	14	1.21
Total	1,155	1,155	100.00

Q2H: [A public radio station or public television station such as NPR or PBS] 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.			
Q2H	Frequency	Weighted Frequency	Percent
(1) Yes, I personally have a subscription or pay for it on a regular basis	174	171	14.78
(2) No, I do not personally pay for it	975	978	84.66
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	6	0.56
Total	1,155	1,155	100.00

GEN1_S1A: How likely are you to pay attention to a news story like this?			
GEN1_S1A	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(1) Extremely likely	105	116	10.03
(2) Very likely	202	211	18.30
(3) Somewhat likely	212	205	17.72
(4) Not too likely	45	49	4.21
(5) Not well at likely	9	9	0.76
Total	1,155	1,155	100.00

GEN1_S1B: How likely are you to pay attention to a news story like this?			
GEN1_S1B	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(1) Extremely likely	130	116	10.07
(2) Very likely	223	206	17.85
(3) Somewhat likely	176	187	16.23
(4) Not too likely	43	45	3.85
(5) Not well at likely	10	11	0.99
Total	1,155	1,155	100.00

GEN2_S1A_1: [Angry] When reading this news story, which of the following best describe how you felt?			
GEN2_S1A_1	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(0) No	299	324	28.02
(1) Yes	274	266	23.00
Total	1,155	1,155	100.00

GEN2_S1A_2: [Pleased] When reading this news story, which of the following best describe how you felt?			
GEN2_S1A_2	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(0) No	570	587	50.84
(1) Yes	3	2	0.17
Total	1,155	1,155	100.00

GEN2_S1A_3: [Bored] When reading this news story, which of the following best describe how you felt?			
GEN2_S1A_3	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(0) No	537	554	48.00
(1) Yes	36	35	3.01
Total	1,155	1,155	100.00

GEN2_S1A_4: [Interested] When reading this news story, which of the following best describe how you felt?			
GEN2_S1A_4	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(0) No	319	311	26.89
(1) Yes	254	279	24.12
Total	1,155	1,155	100.00

GEN2_S1A_5: [Sad] When reading this news story, which of the following best describe how you felt?			
GEN2_S1A_5	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(0) No	330	349	30.19
(1) Yes	243	241	20.83
Total	1,155	1,155	100.00

GEN2_S1A_6: [Happy] When reading this news story, which of the following best describe how you felt?			
GEN2_S1A_6	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(0) No	568	578	50.07
(1) Yes	5	11	0.95
Total	1,155	1,155	100.00

GEN2_S1A_7: [None] When reading this news story, which of the following best describe how you felt?			
GEN2_S1A_7	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(0) No	545	558	48.27
(1) Yes	28	32	2.74
Total	1,155	1,155	100.00

GEN2_S1B_1: [Angry] When reading this news story, which of the following best describe how you felt?			
GEN2_S1B_1	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(0) No	250	270	23.40
(1) Yes	332	296	25.59
Total	1,155	1,155	100.00

GEN2_S1B_2: [Pleased] When reading this news story, which of the following best describe how you felt?			
GEN2_S1B_2	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(0) No	576	554	47.93
(1) Yes	6	12	1.05
Total	1,155	1,155	100.00

GEN2_S1B_3: [Bored] When reading this news story, which of the following best describe how you felt?			
GEN2_S1B_3	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(0) No	546	530	45.89
(1) Yes	36	36	3.09
Total	1,155	1,155	100.00

GEN2_S1B_4: [Interested] When reading this news story, which of the following best describe how you felt?			
GEN2_S1B_4	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(0) No	319	297	25.74
(1) Yes	263	268	23.25
Total	1,155	1,155	100.00

GEN2_S1B_5: [Sad] When reading this news story, which of the following best describe how you felt?			
GEN2_S1B_5	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(0) No	361	363	31.46
(1) Yes	221	202	17.52
Total	1,155	1,155	100.00

GEN2_S1B_6: [Happy] When reading this news story, which of the following best describe how you felt?			
GEN2_S1B_6	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(0) No	581	565	48.92
(1) Yes	1	1	0.07
Total	1,155	1,155	100.00

GEN2_S1B_7: [None] When reading this news story, which of the following best describe how you felt?			
GEN2_S1B_7	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(0) No	559	540	46.72
(1) Yes	23	26	2.26
Total	1,155	1,155	100.00

GEN3_S1A: Did this news story...			
GEN3_S1A	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(1) Deal fairly with all sides of the topic	351	375	32.47
(2) Tend to favor one side of the topic	219	210	18.20
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.34
Total	1,155	1,155	100.00

GEN3_S1B: Did this news story...			
GEN3_S1B	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(1) Deal fairly with all sides of the topic	345	338	29.26
(2) Tend to favor one side of the topic	235	226	19.60
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.13
Total	1,155	1,155	100.00

GEN4_S1A: Did this news story seem...			
GEN4_S1A	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(1) Very trustworthy	99	110	9.51
(2) Somewhat trustworthy	375	373	32.27
(3) Somewhat untrustworthy	87	97	8.41
(4) Very untrustworthy	11	9	0.74
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.08
Total	1,155	1,155	100.00

GEN4_S1B: Did this news story seem...			
GEN4_S1B	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(1) Very trustworthy	113	106	9.19
(2) Somewhat trustworthy	384	381	32.98
(3) Somewhat untrustworthy	67	65	5.60
(4) Very untrustworthy	17	14	1.17
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	0	0.04
Total	1,155	1,155	100.00

GEN5_S1A: After reading this news story, how likely are you to pay attention to other stories from the same news source?			
GEN5_S1A	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(1) Extremely likely	37	46	3.94
(2) Very likely	143	140	12.15
(3) Somewhat likely	318	325	28.11
(4) Not too likely	61	66	5.75
(5) Not at all likely	11	8	0.72
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.35
Total	1,155	1,155	100.00

GEN5_S1B: After reading this news story, how likely are you to pay attention to other stories from the same news source?			
GEN5_S1B	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(1) Extremely likely	44	56	4.87
(2) Very likely	172	153	13.26
(3) Somewhat likely	304	294	25.45
(4) Not too likely	48	49	4.21
(5) Not at all likely	11	12	1.00
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	2	0.19
Total	1,155	1,155	100.00

LEDE1_1A: 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?			
LEDE1_1A	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(1) Extremely well	116	125	10.79
(2) Very well	241	242	20.94
(3) Somewhat well	164	176	15.22
(4) Not too well	44	38	3.25
(5) Not well at all	6	6	0.56
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.25
Total	1,155	1,155	100.00

LEDE1_1B: 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?			
LEDE1_1B	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(1) Extremely well	126	118	10.22
(2) Very well	239	217	18.75
(3) Somewhat well	152	160	13.89
(4) Not too well	47	53	4.63
(5) Not well at all	15	13	1.11
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.39
Total	1,155	1,155	100.00

LEDE2_1A: How much did the headline and first sentence make you want to read the rest of the story?			
LEDE2_1A	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(1) A great deal	106	108	9.36
(2) Quite a bit	240	233	20.20
(3) A moderate amount	188	208	18.00
(4) Only a little	28	24	2.11
(5) Not at all	10	14	1.18
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	2	0.16
Total	1,155	1,155	100.00

LEDE2_1B: How much did the headline and first sentence make you want to read the rest of the story?			
LEDE2_1B	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(1) A great deal	122	123	10.67
(2) Quite a bit	232	202	17.50
(3) A moderate amount	168	175	15.19
(4) Only a little	48	51	4.44
(5) Not at all	10	10	0.88
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.30
Total	1,155	1,155	100.00

LEDE3_1A: 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?			
LEDE3_1A	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(1) Extremely well	44	48	4.17
(2) Very well	177	179	15.48
(3) Moderately well	258	273	23.62
(4) Not too well	75	70	6.03
(5) Not well at all	17	17	1.45
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.26
Total	1,155	1,155	100.00

LEDE3_1B: 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?			
LEDE3_1B	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(1) Extremely well	50	44	3.78
(2) Very well	193	185	16.00
(3) Moderately well	261	263	22.80
(4) Not too well	57	52	4.50
(5) Not well at all	17	16	1.43
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	6	0.48
Total	1,155	1,155	100.00

EXP1: Did the sentence displayed above help, hurt, or neither help nor hurt your understanding of the topic?			
EXP1	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(1) Helped a lot	198	185	16.01
(2) Helped a little	189	165	14.28
(3) Neither helped nor hurt	168	186	16.11
(4) Hurt a little	18	20	1.69
(5) Hurt a lot	7	7	0.62
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.27
Total	1,155	1,155	100.00

EXP2: How important to the story is the information provided by this sentence?			
EXP2	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(1) Extremely important	140	138	11.96
(2) Very important	264	237	20.53
(3) Moderately important	153	160	13.88
(4) Not very important	19	24	2.07
(5) Not at all important	3	2	0.19
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.37
Total	1,155	1,155	100.00

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?			
EXP3	Frequency	Weighted Frequency	Percent
.	573	589	51.01
(1) Extremely well	56	57	4.91
(2) Very well	200	177	15.32
(3) Somewhat well	242	241	20.85
(4) Not very well	65	73	6.33
(5) Not at all well	15	13	1.11
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	5	0.48
Total	1,155	1,155	100.00

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?			
EXP4	Frequency	Weighted Frequency	Percent
.	582	566	48.99
(1) Much more trustworthy	194	200	17.33
(2) Somewhat more trustworthy	231	224	19.40
(3) Neither more nor less trustworthy	120	134	11.58
(4) Somewhat less trustworthy	18	23	1.97
(5) Much less trustworthy	7	4	0.39
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.34
Total	1,155	1,155	100.00

GEN6_S2A: How likely are you to pay attention to a news story like this?			
GEN6_S2A	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Extremely likely	67	64	5.56
(2) Very likely	186	175	15.18
(3) Somewhat likely	239	267	23.08
(4) Not too likely	56	61	5.29
(5) Not well at likely	9	6	0.54
Total	1,155	1,155	100.00

GEN6_S2B: How likely are you to pay attention to a news story like this?			
GEN6_S2B	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Extremely likely	93	100	8.62
(2) Very likely	196	189	16.33
(3) Somewhat likely	240	223	19.32
(4) Not too likely	55	53	4.61
(5) Not well at likely	12	14	1.24
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.22
Total	1,155	1,155	100.00

GEN7_S2A_1: [Angry] When reading this news story, which of the following best describe how you felt?			
GEN7_S2A_1	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	210	257	22.27
(1) Yes	347	316	27.39
Total	1,155	1,155	100.00

GEN7_S2A_2: [Pleased] When reading this news story, which of the following best describe how you felt?			
GEN7_S2A_2	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	554	570	49.37
(1) Yes	3	3	0.29
Total	1,155	1,155	100.00

GEN7_S2A_3: [Bored] When reading this news story, which of the following best describe how you felt?			
GEN7_S2A_3	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	524	535	46.29
(1) Yes	33	39	3.36
Total	1,155	1,155	100.00

GEN7_S2A_4: [Interested] When reading this news story, which of the following best describe how you felt?			
GEN7_S2A_4	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	386	390	33.79
(1) Yes	171	183	15.86
Total	1,155	1,155	100.00

GEN7_S2A_5: [Sad] When reading this news story, which of the following best describe how you felt?			
GEN7_S2A_5	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	342	368	31.89
(1) Yes	215	205	17.76
Total	1,155	1,155	100.00

GEN7_S2A_6: [Happy] When reading this news story, which of the following best describe how you felt?			
GEN7_S2A_6	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	554	566	49.00
(1) Yes	3	8	0.65
Total	1,155	1,155	100.00

GEN7_S2A_7: [None] When reading this news story, which of the following best describe how you felt?			
GEN7_S2A_7	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	525	537	46.47
(1) Yes	32	37	3.19
Total	1,155	1,155	100.00

GEN7_S2B_1: [Angry] When reading this news story, which of the following best describe how you felt?			
GEN7_S2B_1	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	197	190	16.45
(1) Yes	401	391	33.89
Total	1,155	1,155	100.00

GEN7_S2B_2: [Pleased] When reading this news story, which of the following best describe how you felt?			
GEN7_S2B_2	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	595	580	50.18
(1) Yes	3	2	0.16
Total	1,155	1,155	100.00

GEN7_S2B_3: [Bored] When reading this news story, which of the following best describe how you felt?			
GEN7_S2B_3	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	558	539	46.68
(1) Yes	40	42	3.66
Total	1,155	1,155	100.00

GEN7_S2B_4: [Interested] When reading this news story, which of the following best describe how you felt?			
GEN7_S2B_4	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	399	396	34.31
(1) Yes	199	185	16.04
Total	1,155	1,155	100.00

GEN7_S2B_5: [Sad] When reading this news story, which of the following best describe how you felt?			
GEN7_S2B_5	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	410	414	35.81
(1) Yes	188	168	14.54
Total	1,155	1,155	100.00

GEN7_S2B_6: [Happy] When reading this news story, which of the following best describe how you felt?			
GEN7_S2B_6	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	594	579	50.12
(1) Yes	4	3	0.22
Total	1,155	1,155	100.00

GEN7_S2B_7: [None] When reading this news story, which of the following best describe how you felt?			
GEN7_S2B_7	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	568	551	47.72
(1) Yes	30	30	2.62
Total	1,155	1,155	100.00

GEN8_S2A: Did this news story...			
GEN8_S2A	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Deal fairly with all sides of the topic	331	352	30.45
(2) Tend to favor one side of the topic	223	218	18.86
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.35
Total	1,155	1,155	100.00

GEN8_S2B: Did this news story...			
GEN8_S2B	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Deal fairly with all sides of the topic	311	313	27.12
(2) Tend to favor one side of the topic	284	265	22.97
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.25
Total	1,155	1,155	100.00

GEN9_S2A: Did this news story seem...			
GEN9_S2A	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Very trustworthy	88	82	7.09
(2) Somewhat trustworthy	396	400	34.67
(3) Somewhat untrustworthy	62	77	6.63
(4) Very untrustworthy	9	11	0.99
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.27
Total	1,155	1,155	100.00

GEN9_S2B: Did this news story seem...			
GEN9_S2B	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Very trustworthy	112	98	8.46
(2) Somewhat trustworthy	412	406	35.14
(3) Somewhat untrustworthy	57	60	5.22
(4) Very untrustworthy	17	17	1.51
Total	1,155	1,155	100.00

GEN10_S2A: After reading this news story, how likely are you to pay attention to other stories from the same news source?			
GEN10_S2A	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Extremely likely	27	29	2.51
(2) Very likely	122	125	10.85
(3) Somewhat likely	339	345	29.85
(4) Not too likely	55	61	5.30
(5) Not at all likely	12	11	0.98
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.18
Total	1,155	1,155	100.00

GEN10_S2B: After reading this news story, how likely are you to pay attention to other stories from the same news source?			
GEN10_S2B	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Extremely likely	42	48	4.12
(2) Very likely	149	146	12.64
(3) Somewhat likely	331	306	26.51
(4) Not too likely	58	61	5.29
(5) Not at all likely	17	19	1.61
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	2	0.17
Total	1,155	1,155	100.00

LEDE4_2A: 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?			
LEDE4_2A	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Extremely well	93	92	8.01
(2) Very well	248	235	20.36
(3) Somewhat well	157	182	15.75
(4) Not too well	52	54	4.64
(5) Not well at all	6	10	0.85
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.05
Total	1,155	1,155	100.00

LEDE4_2B: 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?			
LEDE4_2B	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Extremely well	137	130	11.25
(2) Very well	270	253	21.88
(3) Somewhat well	151	146	12.64
(4) Not too well	29	33	2.86
(5) Not well at all	9	17	1.44
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.27
Total	1,155	1,155	100.00

LEDE5_2A: How much did the headline and first sentence make you want to read the rest of the story?			
LEDE5_2A	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) A great deal	93	88	7.66
(2) Quite a bit	210	215	18.61
(3) A moderate amount	170	183	15.87
(4) Only a little	64	69	5.95
(5) Not at all	20	18	1.58
Total	1,155	1,155	100.00

LEDE5_2B: How much did the headline and first sentence make you want to read the rest of the story?			
LEDE5_2B	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) A great deal	121	125	10.86
(2) Quite a bit	209	199	17.20
(3) A moderate amount	195	170	14.72
(4) Only a little	57	65	5.61
(5) Not at all	13	17	1.51
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	5	0.45
Total	1,155	1,155	100.00

LEDE6_2A: 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?			
LEDE6_2A	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Extremely well	25	23	1.99
(2) Very well	190	186	16.13
(3) Moderately well	257	276	23.86
(4) Not too well	69	74	6.42
(5) Not well at all	14	13	1.08
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.18
Total	1,155	1,155	100.00

LEDE6_2B: 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?			
LEDE6_2B	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Extremely well	52	56	4.81
(2) Very well	199	191	16.55
(3) Moderately well	250	226	19.61
(4) Not too well	72	81	6.97
(5) Not well at all	20	21	1.85
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	6	0.55
Total	1,155	1,155	100.00

EXP5: Did the sentence displayed above help, hurt, or neither help nor hurt your understanding of the topic?			
EXP5	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Helped a lot	211	187	16.18
(2) Helped a little	205	188	16.29
(3) Neither helped nor hurt	151	168	14.58
(4) Hurt a little	17	21	1.81
(5) Hurt a lot	11	12	1.06
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	5	0.43
Total	1,155	1,155	100.00

EXP6: How important to the story is the information provided by this sentence?			
EXP6	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Extremely important	117	115	9.95
(2) Very important	300	269	23.26
(3) Moderately important	148	146	12.68
(4) Not very important	26	40	3.47
(5) Not at all important	3	6	0.51
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	5	0.48
Total	1,155	1,155	100.00

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?			
EXP7	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Extremely well	62	62	5.35
(2) Very well	212	202	17.45
(3) Somewhat well	249	238	20.62
(4) Not very well	50	49	4.23
(5) Not at all well	20	24	2.10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	7	0.60
Total	1,155	1,155	100.00

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?			
EXP8	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Much more trustworthy	160	150	13.03
(2) Somewhat more trustworthy	206	204	17.68
(3) Neither more nor less trustworthy	153	176	15.24
(4) Somewhat less trustworthy	27	30	2.60
(5) Much less trustworthy	9	10	0.87
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.24
Total	1,155	1,155	100.00

GEN11_S3A: How likely are you to pay attention to a news story like this?			
GEN11_S3A	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Extremely likely	138	125	10.82
(2) Very likely	200	189	16.33
(3) Somewhat likely	188	203	17.58
(4) Not too likely	58	46	3.96
(5) Not well at likely	14	19	1.66
Total	1,155	1,155	100.00

GEN11_S3B: How likely are you to pay attention to a news story like this?			
GEN11_S3B	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Extremely likely	133	127	11.01
(2) Very likely	191	190	16.44
(3) Somewhat likely	167	180	15.60
(4) Not too likely	49	60	5.16
(5) Not well at likely	17	17	1.45
Total	1,155	1,155	100.00

GEN12_S3A_1: [Angry] When reading this news story, which of the following best describe how you felt?			
GEN12_S3A_1	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	436	444	38.44
(1) Yes	162	137	11.90
Total	1,155	1,155	100.00

GEN12_S3A_2: [Pleased] When reading this news story, which of the following best describe how you felt?			
GEN12_S3A_2	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	483	468	40.50
(1) Yes	115	114	9.84
Total	1,155	1,155	100.00

GEN12_S3A_3: [Bored] When reading this news story, which of the following best describe how you felt?			
GEN12_S3A_3	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	544	525	45.48
(1) Yes	54	56	4.86
Total	1,155	1,155	100.00

GEN12_S3A_4: [Interested] When reading this news story, which of the following best describe how you felt?			
GEN12_S3A_4	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	279	245	21.22
(1) Yes	319	336	29.12
Total	1,155	1,155	100.00

GEN12_S3A_5: [Sad] When reading this news story, which of the following best describe how you felt?			
GEN12_S3A_5	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	560	550	47.64
(1) Yes	38	31	2.70
Total	1,155	1,155	100.00

GEN12_S3A_6: [Happy] When reading this news story, which of the following best describe how you felt?			
GEN12_S3A_6	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	532	515	44.62
(1) Yes	66	66	5.72
Total	1,155	1,155	100.00

GEN12_S3A_7: [None] When reading this news story, which of the following best describe how you felt?			
GEN12_S3A_7	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(0) No	552	543	47.00
(1) Yes	46	39	3.34
Total	1,155	1,155	100.00

GEN12_S3B_1: [Angry] When reading this news story, which of the following best describe how you felt?			
GEN12_S3B_1	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	371	417	36.13
(1) Yes	186	156	13.53
Total	1,155	1,155	100.00

GEN12_S3B_2: [Pleased] When reading this news story, which of the following best describe how you felt?			
GEN12_S3B_2	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	508	520	45.04
(1) Yes	49	53	4.61
Total	1,155	1,155	100.00

GEN12_S3B_3: [Bored] When reading this news story, which of the following best describe how you felt?			
GEN12_S3B_3	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	493	507	43.86
(1) Yes	64	67	5.80
Total	1,155	1,155	100.00

GEN12_S3B_4: [Interested] When reading this news story, which of the following best describe how you felt?			
GEN12_S3B_4	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	258	269	23.26
(1) Yes	299	305	26.40
Total	1,155	1,155	100.00

GEN12_S3B_5: [Sad] When reading this news story, which of the following best describe how you felt?			
GEN12_S3B_5	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	515	534	46.27
(1) Yes	42	39	3.38
Total	1,155	1,155	100.00

GEN12_S3B_6: [Happy] When reading this news story, which of the following best describe how you felt?			
GEN12_S3B_6	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	540	560	48.48
(1) Yes	17	14	1.18
Total	1,155	1,155	100.00

GEN12_S3B_7: [None] When reading this news story, which of the following best describe how you felt?			
GEN12_S3B_7	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(0) No	512	506	43.85
(1) Yes	45	67	5.81
Total	1,155	1,155	100.00

GEN13_S3A: Did this news story...			
GEN13_S3A	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Deal fairly with all sides of the topic	246	257	22.29
(2) Tend to favor one side of the topic	350	321	27.82
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.23
Total	1,155	1,155	100.00

GEN13_S3B: Did this news story...			
GEN13_S3B	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Deal fairly with all sides of the topic	346	355	30.71
(2) Tend to favor one side of the topic	209	216	18.69
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	3	0.26
Total	1,155	1,155	100.00

GEN14_S3A: Did this news story seem...			
GEN14_S3A	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Very trustworthy	80	80	6.89
(2) Somewhat trustworthy	345	328	28.40
(3) Somewhat untrustworthy	129	130	11.28
(4) Very untrustworthy	44	44	3.77
Total	1,155	1,155	100.00

GEN14_S3B: Did this news story seem...			
GEN14_S3B	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Very trustworthy	71	77	6.67
(2) Somewhat trustworthy	352	369	31.93
(3) Somewhat untrustworthy	107	100	8.66
(4) Very untrustworthy	26	27	2.35
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.04
Total	1,155	1,155	100.00

GEN15_S3A: After reading this news story, how likely are you to pay attention to other stories from the same news source?			
GEN15_S3A	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Extremely well	52	47	4.10
(2) Very well	119	112	9.68
(3) Somewhat well	293	292	25.31
(4) Not too well	116	108	9.34
(5) Not well at all	17	20	1.77
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	2	0.14
Total	1,155	1,155	100.00

GEN15_S3B: After reading this news story, how likely are you to pay attention to other stories from the same news source?			
GEN15_S3B	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Extremely well	39	35	3.02
(2) Very well	136	140	12.14
(3) Somewhat well	283	305	26.42
(4) Not too well	84	79	6.86
(5) Not well at all	15	14	1.22
Total	1,155	1,155	100.00

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?			
LEDE7_3A	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Extremely well	89	77	6.68
(2) Very well	209	201	17.36
(3) Somewhat well	185	192	16.65
(4) Not too well	85	79	6.86
(5) Not well at all	28	28	2.41
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	4	0.38
Total	1,155	1,155	100.00

LEDE7_3B: 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?			
LEDE7_3B	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Extremely well	66	64	5.50
(2) Very well	189	186	16.13
(3) Somewhat well	209	242	20.95
(4) Not too well	77	63	5.41
(5) Not well at all	16	19	1.66
Total	1,155	1,155	100.00

LEDE8_3A: How much did the headline and first sentence make you want to read the rest of the story?			
LEDE8_3A	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) A great deal	99	91	7.92
(2) Quite a bit	214	211	18.23
(3) A moderate amount	183	179	15.47
(4) Only a little	81	75	6.47
(5) Not at all	18	21	1.84
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	5	0.42
Total	1,155	1,155	100.00

LEDE8_3B: How much did the headline and first sentence make you want to read the rest of the story?			
LEDE8_3B	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) A great deal	74	60	5.21
(2) Quite a bit	200	206	17.80
(3) A moderate amount	192	212	18.33
(4) Only a little	68	69	6.02
(5) Not at all	21	24	2.10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	2	0.20
Total	1,155	1,155	100.00

LEDE9_3A: 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?			
LEDE9_3A	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Extremely well	53	47	4.10
(2) Very well	116	116	10.03
(3) Moderately well	216	208	18.01
(4) Not too well	128	124	10.71
(5) Not well at all	81	81	7.04
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	5	0.46
Total	1,155	1,155	100.00

LEDE9_3B: 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?			
LEDE9_3B	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Extremely well	28	27	2.36
(2) Very well	98	100	8.63
(3) Moderately well	274	304	26.32
(4) Not too well	110	104	8.98
(5) Not well at all	46	38	3.26
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.10
Total	1,155	1,155	100.00

EXP9: Did the sentence displayed above help, hurt, or neither help nor hurt your understanding of the topic?			
EXP9	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Helped a lot	82	81	7.01
(2) Helped a little	151	151	13.06
(3) Neither helped nor hurt	271	286	24.80
(4) Hurt a little	40	40	3.50
(5) Hurt a lot	12	14	1.21
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.08
Total	1,155	1,155	100.00

EXP10: How important to the story is the information provided by this sentence?			
EXP10	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Extremely important	85	90	7.77
(2) Very important	183	163	14.10
(3) Moderately important	218	247	21.35
(4) Not very important	57	63	5.46
(5) Not at all important	12	10	0.87
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	1	0.11
Total	1,155	1,155	100.00

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?			
EXP11	Frequency	Weighted Frequency	Percent
.	598	581	50.34
(1) Extremely well	33	35	2.99
(2) Very well	128	127	10.97
(3) Somewhat well	240	263	22.81
(4) Not very well	118	112	9.66
(5) Not at all well	37	36	3.14
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1	0.10
Total	1,155	1,155	100.00

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?			
EXP12	Frequency	Weighted Frequency	Percent
.	557	574	49.66
(1) Much more trustworthy	138	140	12.11
(2) Somewhat more trustworthy	200	182	15.79
(3) Neither more nor less trustworthy	207	215	18.59
(4) Somewhat less trustworthy	41	35	2.99
(5) Much less trustworthy	9	7	0.59
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.28
Total	1,155	1,155	100.00

MISSIONA: [We keep our leaders accountable. Support us today] 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?			
MISSIONA	Frequency	Weighted Frequency	Percent
(1) Extremely likely	34	39	3.42
(2) Very likely	114	106	9.20
(3) Somewhat likely	393	425	36.78
(4) Not very likely	327	310	26.80
(5) Not at all likely	282	268	23.21
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	7	0.60
Total	1,155	1,155	100.00

MISSIONB: [We've served our community since 1906. Support us today.] 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?			
MISSIONB	Frequency	Weighted Frequency	Percent
(1) Extremely likely	23	32	2.75
(2) Very likely	95	96	8.27
(3) Somewhat likely	365	377	32.62
(4) Not very likely	389	377	32.61
(5) Not at all likely	278	268	23.19
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	6	0.55
Total	1,155	1,155	100.00

MISSIONC: [We look out for our most vulnerable. Support us today.] 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?

MISSIONC	Frequency	Weighted Frequency	Percent
(1) Extremely likely	23	31	2.70
(2) Very likely	109	107	9.29
(3) Somewhat likely	405	421	36.46
(4) Not very likely	339	332	28.73
(5) Not at all likely	271	253	21.90
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	8	11	0.91
Total	1,155	1,155	100.00

MISSIOND: [Financial support from those who can afford it makes our news and information available to those who can't. Support us today.] 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?

MISSIOND	Frequency	Weighted Frequency	Percent
(1) Extremely likely	56	73	6.33
(2) Very likely	163	167	14.49
(3) Somewhat likely	408	407	35.26
(4) Not very likely	287	281	24.34
(5) Not at all likely	238	221	19.16
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	5	0.41
Total	1,155	1,155	100.00

MISSIONE: [Our community needs a watchdog. Support us today.] 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?			
MISSIONE	Frequency	Weighted Frequency	Percent
(1) Extremely likely	20	29	2.48
(2) Very likely	94	95	8.19
(3) Somewhat likely	360	359	31.09
(4) Not very likely	414	417	36.12
(5) Not at all likely	262	247	21.41
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	8	0.71
Total	1,155	1,155	100.00

MISSIONF: [People must know the facts for communities to thrive. Support us today.] 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?			
MISSIONF	Frequency	Weighted Frequency	Percent
(1) Extremely likely	37	52	4.54
(2) Very likely	146	154	13.33
(3) Somewhat likely	422	418	36.22
(4) Not very likely	326	320	27.68
(5) Not at all likely	218	202	17.45
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	9	0.77
Total	1,155	1,155	100.00

MISSIONG: [Stay informed. Support us today.] 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?			
MISSIONG	Frequency	Weighted Frequency	Percent
(1) Extremely likely	29	48	4.19
(2) Very likely	100	114	9.85
(3) Somewhat likely	350	330	28.61
(4) Not very likely	399	398	34.44
(5) Not at all likely	272	256	22.20
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	8	0.71
Total	1,155	1,155	100.00

Map of Census Regions

