

**California Voter  
Consumption of Media on  
Government and Politics:**  
*An Analysis of Key Findings from  
Statewide Survey Research*

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## Executive Summary

### **Voters Highly Engaged with News on Politics and Government. Communities of Color Access and Evaluate News Somewhat Differently. News Consumption Informs Civic Participation.**

The results of our recent survey of California voters shows that they maintain a robust interest in getting the information they need to make decisions about elections and public policy issues. The data show an electorate that remains an avid consumer of news about government and politics – and is largely satisfied with the news it receives. Californians say that the news sources they use most often cover the issues that matter to them the most; are fair; are comprehensive; and reflect their views. And in the face of declining use of print media, the survey shows that voters in California are adopting digital media at a rapid pace -- with voters who use digital news saying that it is easier than ever to get news about government and politics at the state level.

In addition, the survey paints a more detailed picture of the news habits of voters of color in California than has previously been obtained. Though California's communities of color largely use the same sources of news about government as do white voters – primarily television and mainstream media journalism – there are substantial subgroups that also get some of their news from ethnic media outlets. The emergence of younger voters of color as frequent digital media users indicates further potential for change in how news will be delivered to these constituencies. And even though California's voters of color express high levels of satisfaction in the news they consume, many have mixed feelings on whether their own community's views are well-represented in the media at large. In particular, African American and non-Chinese Asian American/Pacific Islander voters are the most likely to say that the views of their respective ethnic groups are *not* well represented in the media.

The data also show that interest in news about government and politics and greater civic involvement go hand-in-hand; a majority of California voters reports active engagement in some facet of their community's civic life, with engagement concentrated among the most avid consumers of the news. While it is not surprising that these civically-engaged voters are also more likely follow the news, the survey also makes clear that voters see the news media they use as facilitating their participation. More than two-thirds of California voters report that the news source they use most often informs them about ways they can get involved.

More details about these and other key survey findings follow below.

## MOST CALIFORNIA VOTERS ARE EAGER CONSUMERS OF NEWS ABOUT GOVERNMENT

### California voters are enthusiastic consumers of news about government and politics.

California’s voters have a robust appetite for learning more about what government is doing. Fully 57 percent of voters say they are “very” or “extremely” interested in following news specifically about government and politics in the state – defined as covering everything from statewide elections to meetings of local school boards. Interest is present among voters of all political parties, but tends to be strongest among older, more affluent, more highly-educated voters.

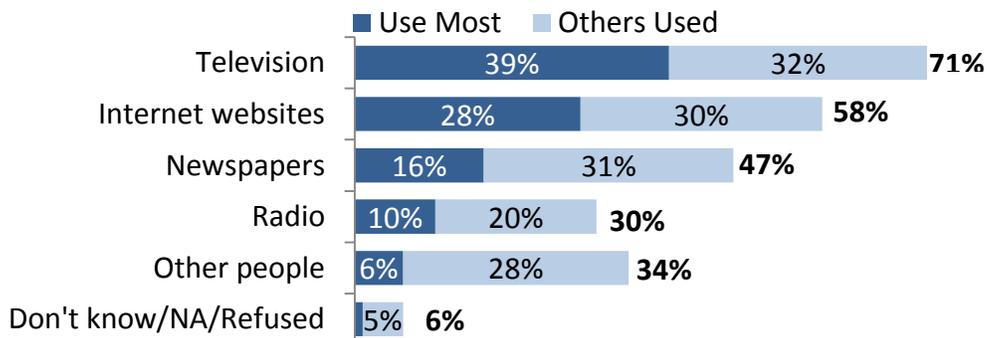
#### Level of Interest in News about California Government & Politics

*“How interested would you say you are in news about California government and politics?”*

Interest in California Government & Politics	All Voters	Party Registration		
		Democrats	Independents	Republicans
Total Extr./Very Interested	<b>57%</b>	57%	50%	63%
<i>Extremely interested</i>	<b>21%</b>	21%	16%	25%
<i>Very interested</i>	<b>36%</b>	36%	34%	38%
Somewhat interested	<b>33%</b>	35%	37%	27%
Not too/Not at all interested/DK	<b>9%</b>	7%	13%	10%

Television and the internet are voters’ main avenues to learning about state and local government and politics. California voters primarily take to television and the internet—and to a notably lesser degree, newspapers and radio – to learn about the activities of state and local government. Television remains the primary source of information for a plurality of voters, though fewer than two in five (39%) say it is the source of information they use most often.<sup>1</sup>

#### Sources California Voters Use to Get Information about State Government and Politics



<sup>1</sup> Respondents did not specify the original sources of news they access on internet websites; these sources may include websites maintained by television stations, newspapers and radio stations – thereby further extending the reach of those sources.

**Only a small minority of California voters prefers news that caters to their own particular point of view on major issues.**

Overall, 44 percent of voters say they prefer sources of news that don't have a particular political point of view, while a smaller group prefers sources that have a *different* political point of view than their own (13%). More than one-quarter of the electorate is indifferent, or seeks out a variety of perspectives in the news. Only one in five voters seeks out news that reinforces their own beliefs (21%).

**California voters feel good about the news they use: they see their primary news source as fair, comprehensive, and informative.**

Voters give generally high marks to the news media they use most often to find out about government and politics – labeling it easy to understand, (94%) and saying that it digs beneath the surface of the issues (77%) and offers them ways to get involved (68%). Regardless of the platform they use to obtain the news, California voters say that the news source they use most often covers the issues that matter to them the most (90%), is fair (83%), and reflects the views of people like themselves (78%).

**The mainstream media continue to dominate the news landscape in California, though voters express some reluctance to trust such sources.**

By a wide margin, California voters say that professional journalists working for mainstream media outlets are their primary source for news about California government and politics (68%). Ranking second in this category are professional journalists working for ethnic media outlets, with just eight percent of voters citing them as producing the news they use most.

This dynamic changes, however, when voters are asked to rank which of these sources they *trust* the most. While professional journalists at mainstream outlets are still ranked as the most *trusted* source, just 46 percent of voters select them – a notable 22-point decrease from the proportion of voters who rank them their most *used* source.

**Trustworthiness and Reliability of California Government & Politics News Sources**

*“In general, who would you say writes or produces most of the news and information you receive about California government and politics? And which of these sources do you think is the most trustworthy and reliable source of news and information about California government and politics?”*

News source	Used Most	Most Trusted/Reliable	Difference
Professional journalists working for mainstream media	68%	46%	-22%
Professional journalists working for ethnic media	8%	7%	-1%
Friends and family	6%	9%	+3%
Citizen journalists or bloggers	6%	10%	+4%
Community groups or leaders	5%	10%	+5%
<i>Don't Know/NA/Refused</i>	9%	18%	+9%

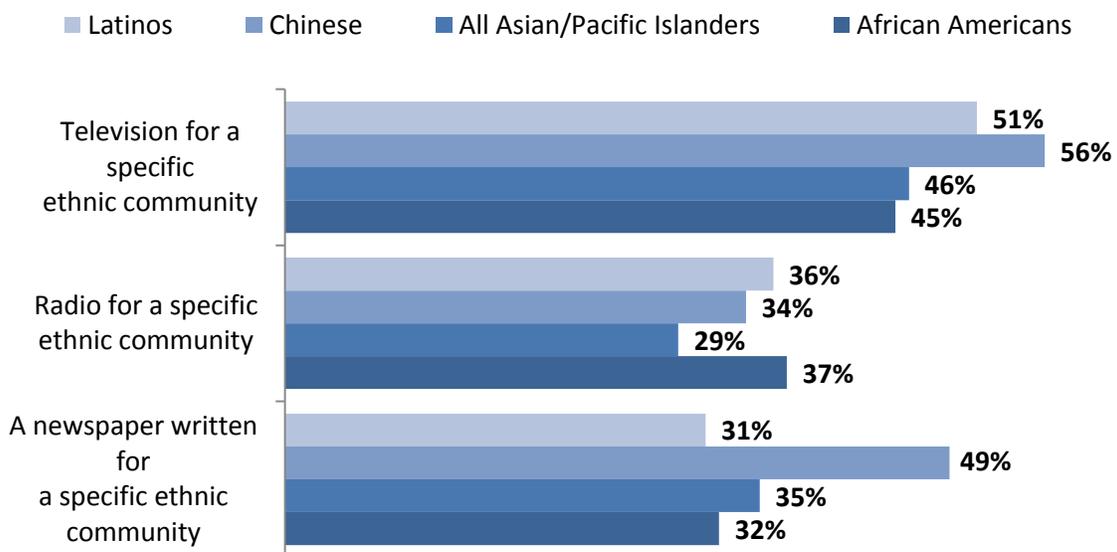
## COMMUNITIES OF COLOR ACCESS AND EVALUATE NEWS SOMEWHAT DIFFERENTLY

**In the big picture, communities of color use largely the same sources of news as do white voters.** Latinos, African Americans, and Asians and Pacific Islanders all rank television, local newspapers, and information from friends, family and neighbors among their most frequently consulted sources of news. In these regards, they are little different from white voters in California.

In addition, all voters – regardless of ethnic background – rely on professional journalists in the mainstream media for most of their government and political news. With little variation by ethnicity, voters in California say the news they get primarily comes from professional journalists in the mainstream media, as opposed to professional journalists working for ethnic media, citizen journalists or bloggers, community groups or leaders, or family and friends.

**At the same time, sizable proportions of voters of color get at least some of their news from ethnic media.** A clear majority of voters of color – nearly four in five – makes at least occasional use of at least one source of ethnic media. However, only 14 percent of voters of color say that they rely *primarily* on information from professional journalists working in ethnic media for their news about government and politics.

### Ethnic News Sources Used At Least Weekly by Voters of Color



**Voters of color have mixed feelings on whether their views are well represented in the media at large.** Chinese American voters report particularly high satisfaction with how their community's views are portrayed in the local media. However, non-Chinese Asian and Pacific Islander, African American and Latino voters are less likely than others to feel their own communities' views are well represented.

## How Voters Perceive the Representation of Minority Views in the Local Media, by Ethnicity

*“Please tell me whether you agree or disagree with the following statement:*

*‘I feel views of \_\_\_\_\_ are well-represented in the local media.’”*

The views of _____ are well represented in the local media	Agree	Disagree
<b>“Latinos”, Among:</b>		
<i>All Voters</i>	<b>59%</b>	<b>34%</b>
<i>Latinos</i>	55%	41%
<b>“African Americans”, Among:</b>		
<i>All Voters</i>	<b>55%</b>	<b>38%</b>
<i>African Americans</i>	45%	53%
<b>“Asians and Pacific Islanders”, Among:</b>		
<i>All Voters</i>	<b>42%</b>	<b>46%</b>
<i>All Asians/Pacific Islanders</i>	48%	42%
<i>Chinese Americans</i>	61%	33%
<i>Non-Chinese Asian/Pacific Islanders</i>	43%	46%

### A DESIRE TO BE PARTICIPANTS, NOT JUST RECIPIENTS

**Most California voters are engaged in some kind of civic activity to improve conditions in their community.** More than three in five California voters (61%) say they have engaged in some activity in the past year that has involved them in their community’s civic life. These activities may include attending a meeting of a public agency, writing a letter on a policy issue, posting a comment on social media, volunteering for a political campaign, or attending a meeting of a community group active on local issues. A recent Pew survey found that 48 percent of adults nationwide are civically engaged, using a similar metric; while the results are not directly comparable, since the California survey was of registered voters only, it suggests that California’s levels of civic engagement approximate those elsewhere.<sup>2</sup>

**Civic engagement is highly correlated with interest in news about government and politics – but not with political affiliation.** Those California voters with the highest rates of civic engagement are more likely than others to report an interest in news about government and politics, but they are not disproportionately likely to be Democrats, Republicans, or Independents. In addition, the most civically engaged voters are among the voters most satisfied with the news they consume. At the same time, civically engaged voters are more likely than others to believe that communities of color are underrepresented in the local media.

**Voters believe that the media help them find ways to get involved in state and local government.** As noted above, more than two-thirds of voters (68%) say that the television, radio, newspaper or internet news source they use most often “lets them know about ways they can get involved.”

<sup>2</sup> Pew Research Center, <http://www.pewinternet.org/Reports/2013/Civic-Engagement/Summary-of-Findings.aspx>.

## Research Methodology

Fairbank, Maslin, Maullin, Metz & Associates (FM3), in partnership with Mercury Public Affairs and M4 Strategies, was commissioned by the James Irvine Foundation to assess the ways Californians obtain news about government and political issues in the state. The assessment included three phases: a statewide telephone survey of registered voters; a parallel survey of voters conducted over the internet and with smartphone users; and a review and analysis of other existing objective data about media usage on related issues among California voters.

FM3 conducted 3,524 interviews for the telephone portion of the survey. These included 2,524 interviews with a random sample of voters reflecting the demographics of the state's voter population. The remaining 1,000 interviews consisted of oversamples among the following ethnic subgroups: 500 Asian or Pacific Islander (API) voters, 250 Latino voters, and 250 African American voters. Telephone interviews were conducted between December 9 and 20, 2012.

The oversamples of specific ethnic subgroups were combined with the base telephone sample, and the results were weighted to be representative of registered voters in California by gender, age, ethnicity, region and party registration. The margin of sampling error for the telephone survey is +/- 2.0% at the 95 percent confidence level. Given the oversamples of various subgroups, the margin of error for Latino voters is +/- 3.9% (N=670); for API voters it is +/-3.8% (N=705); for African American voters it is +/-5.1% (N=388). The margins of error for other subgroups, such as gender, age and party self-identification, will be higher or lower depending on the sample size within each group.

Telephone interviews were conducted over landline and wireless phones, to account for the increasing proportion of households in California that rely exclusively or mostly on cell phones. The survey sample and oversamples were drawn randomly from lists of registered California voters. All respondents had the opportunity to take the survey in English, Spanish or Chinese.

As with any data drawn from a sample, caution should be exercised in generalizing survey results to the larger population. In addition to sampling error, the wording and sequence of questions asked and other methodological challenges in conducting surveys can produce error and/or bias in the findings.

M4 Strategies conducted the smartphone/online portion of the survey in partnership with FM3. The survey was administered to 885 registered voters (488 online, 397 smartphone) in California from December 14 to 19, 2012. Participants were given the option of completing the survey in English or Spanish. Samples were weighted by gender, age, race/ethnicity, region of California, and party registration to approximate both the smartphone-owning and online populations.

Participants in the online/smartphone survey were recruited from a pool of online survey panelists invited to complete surveys in exchange for minimal monetary compensation.



Prospective participants were invited to participate via an email from their panel provider, and were screened to ensure that they are registered voters in California. Because participants were drawn from a panel, the assumptions of probability sampling do not hold for the online/smartphone survey sample. As a result, the online survey results cannot be generalized to the broader population with a quantified margin of error, and are discussed here as a comparison point to the telephone survey.

Finally, Mercury Public Affairs conducted a literature review of studies and data sources on media consumption by adults in California to gather additional information on how the state's various, diverse populations interact with different types of media including television, radio, print, and electronic new media sources. Key findings from this research are presented as sidebars to the other data in this report. All information was taken from publicly available sources. In some cases, studies and data specific to California were not available. In these cases, the review examined national studies and considered their implications for California.

## Section 1: Interest in News about Government and Politics

### *California Voters Are Enthusiastic Consumers of News about Government and Politics*

Most voters express significant interest in following news about issues that affect their communities. A majority of California voters (59%) enjoys keeping up with the news “a lot,” and just 11 percent say they enjoy consuming news “not much” or “not at all.” In this regard, Californians resemble voters across the nation: a survey conducted by the Pew Research Center in 2011 found that 55 percent of all Americans enjoy following the news “a lot,” an essentially equal proportion to that observed in California.<sup>3</sup>

Across demographic subgroups interest is consistently high, but there are variations between some groups in the proportion that enjoys keeping up with the news “a lot.” In particular, interest in keeping up with the news varies widely by age with older voters considerably more interested in news than younger voters. Just 39 percent of voters under 30 enjoy keeping up with the news “a lot”, while a full three-quarters of voters over 65 share this high level of interest. Interest level also follows partisan identification. Fully 61 percent of Democrats and Republicans each enjoy keeping up with the news “a lot,” more than is the case among independents (52%).

#### **Level of Interest in News by Party Registration**

*“In general, how much do you enjoy keeping up with the news – a lot, some, not much, or not at all?”*

Enjoy keeping up with news...	All Voters	Party Registration		
		Democrats	Independents	Republicans
A lot	<b>59%</b>	61%	52%	61%
Some	<b>30%</b>	30%	32%	29%
Not much	<b>8%</b>	7%	11%	6%
Not at all/DK	<b>3%</b>	2%	4%	3%

<sup>3</sup> Pew Research Center, A Closer Look: How people get local news and information in different communities, [http://pewinternet.org/~media/Files/Reports/2012/PIP\\_Local\\_News\\_and\\_Community\\_Types.pdf](http://pewinternet.org/~media/Files/Reports/2012/PIP_Local_News_and_Community_Types.pdf).

### Level of Interest in News by Age

Enjoy keeping up with news...	All Voters	Age				
		18-29	30-39	40-49	50-64	65+
A lot	<b>59%</b>	39%	51%	56%	65%	75%
Some	<b>30%</b>	44%	34%	32%	26%	19%
Not much	<b>8%</b>	14%	11%	8%	6%	4%
Not at all/DK	<b>3%</b>	3%	3%	4%	3%	2%

There is also variation in the level of interest in the news across ethnic subgroups. White and African American voters in California are more likely to display a high level of interest in keeping up with the news than are voters of Asian or Latino descent. Aligning with the aforementioned trends by age group, older voters within each ethnic subgroup show a higher level of interest than do younger voters.

### Level of Interest in News by Ethnicity

Enjoy keeping up with news...	All Voters	Ethnicity			
		Latinos	African Americans	Asians	Whites
A lot	<b>59%</b>	45%	63%	38%	66%
Some	<b>30%</b>	40%	27%	47%	25%
Not much	<b>8%</b>	12%	6%	12%	6%
Not at all/DK	<b>3%</b>	3%	4%	3%	3%

There are a few other factors that seem to connect to Californians' interest in the news: homeowners are more likely to say they have "a lot" of interest in the news (64%) than are renters (52%); those who are married or living with a partner show more interest (63%) than those who are unmarried (52%); and interest in the news rises steadily with both educational attainment and household income. Voters in the parallel online/smartphone survey were less likely to say they enjoy keeping up with the news "a lot" (47%) than were those in the telephone survey (59%), likely due at least in part to the younger age profile of voters in that survey.

### ***Specific Interest in News about State and Local Government Is Equally High***

A majority of voters (57%) is "very" or "extremely" interested in government and politics in California and their community. To define the subject, survey respondents were asked to consider news about all levels of government throughout the state (from the State Legislature down to local flood control, fire, or park districts), and to think about all activities at those levels of government – including elections as well as "day-to-day work to provide services, run schools, make budget decisions, hold public meetings, and respond to local residents."

Among demographic subgroups, interest levels on this topic correlate with the patterns discussed in the previous section about interest in news in general. Socioeconomic differences are critical yet again, with homeowners more likely to be “extremely” or “very interested” (63%) than are renters (48%); college graduates (65%) more than those without a college degree (51%); and those with higher levels of household income more than those with lower levels of income.

And again, older voters show higher levels of interest in state government and politics, while younger voters show lower relative levels of interest. Similarly, voters who identify with a major political party are more likely to show interest in the topic, compared to voters who have no party preference.

**Level of Interest in News about California Government & Politics,  
by Age and Party Registration**

*“How interested would you say you are in news about California government and politics?”*

Interest in California Government & Politics	All Voters	Age		Party Registration		
		18-49	50+	Democrats	Independents	Republicans
Total Extr./Very Interested	<b>57%</b>	50%	64%	57%	50%	63%
<i>Extremely interested</i>	<b>21%</b>	16%	26%	21%	16%	25%
<i>Very interested</i>	<b>36%</b>	34%	39%	36%	34%	38%
Somewhat interested	<b>33%</b>	38%	28%	35%	37%	27%
Not too/Not at all interested/DK	<b>9%</b>	12%	8%	7%	13%	10%

Interest among GOP voters tends to be slightly higher than among Democratic voters -- and it is significantly higher among those who identify with the Tea Party. Fully 71 percent of those who “strongly support” the Tea Party movement are very interested in California government and politics. Among voters who only “somewhat support” the Tea Party movement, 62 percent say they are very interested in this topic; this figure falls to 57 percent among voters who do not support the Tea Party movement at all.

Distinctions follow between ethnic subgroups as well. White and African American voters are more likely to display a higher level of interest in news about the state’s government and politics than are Asian and Latino voters.

### Level of Interest in News about California Government & Politics by Ethnicity

Interest in California Government & Politics	All Voters	Ethnicity			
		Latinos	African Americans	Asians	Whites
Total Extr./Very Interested	<b>57%</b>	48%	59%	37%	63%
<i>Extremely interested</i>	<b>21%</b>	14%	24%	8%	23%
<i>Very interested</i>	<b>36%</b>	34%	36%	29%	39%
Somewhat interested	<b>33%</b>	39%	33%	46%	29%
Not too/Not at all interested/DK	<b>9%</b>	13%	8%	17%	9%

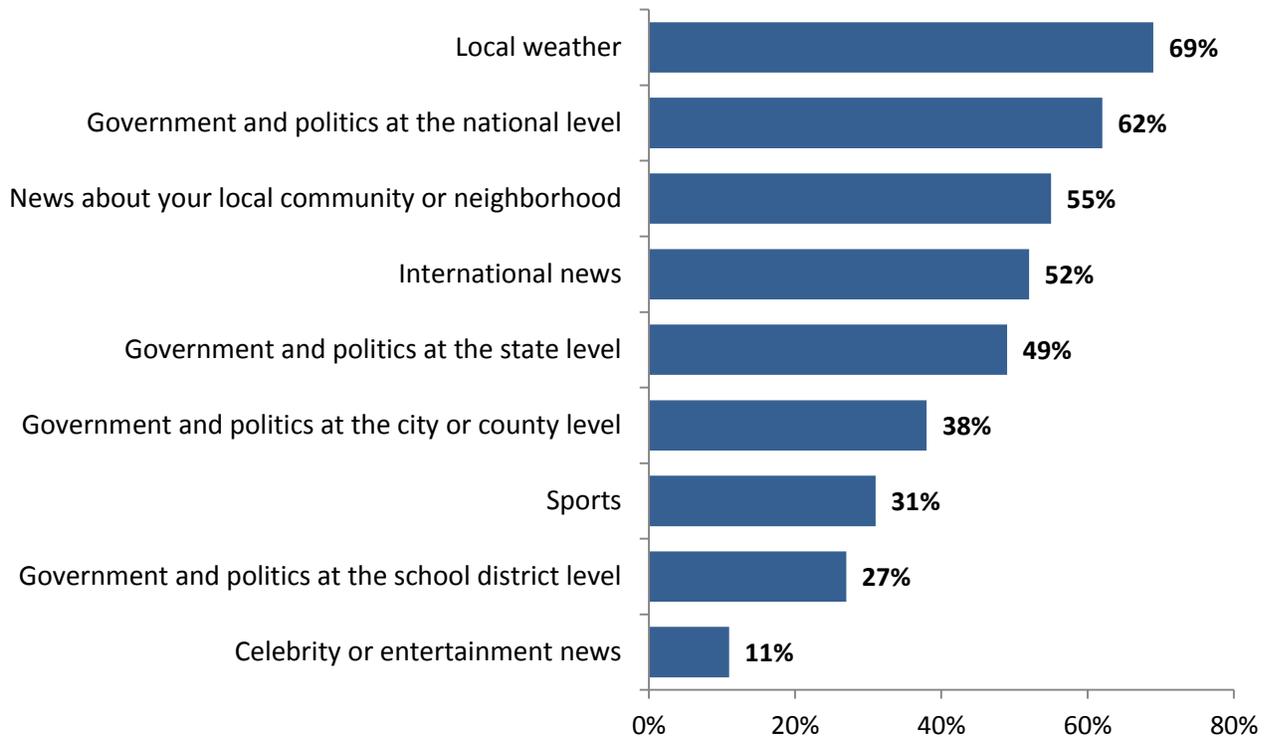
#### ***Many Voters Keep up with News about Government and Politics at All Levels***

While California voters express broad interest in following the news, there are significant distinctions in how closely they follow different categories of news – and also distinctions in the degree to which they follow news about different levels of government. While local weather is the most commonly followed area of news (69 percent of voters follow the weather “frequently”), majorities of voters also “frequently” follow events in government and politics at the national level (62%), news about their local community (55%), and international news (52%). Half of voters (49%) say they follow news about government and politics at the state level.

Compared to the proportion of voters who regularly follow news about government and politics at national level, news about civic affairs at the state, county and city, and school district levels are consumed by voters relatively less often. The voters who are most likely to “drop off” – consuming news about national government and politics, but not keeping up with similar issues closer to home – are more likely to be white, earning a higher household income, male, under age 50, and college-educated.

**Frequency of Use of Various Types of News**  
**(% Who Follow Each Type of News “Frequently”)**

*“How often do you follow news about \_\_\_\_\_: frequently, occasionally, rarely, or never?”*



Once again, we see that older voters are more likely to follow news about government and politics at *all* levels than are younger voters. In fact, fewer than half of voters under 30 (42%) say they frequently follow news about national government and politics, while at the other end of the spectrum, a full three-quarters of voters over 65 years of age follow news about this subject frequently.

**Interest in Following News about Government at Various Levels, by Age**

Frequently Follow News about Government & Politics at the...	All Voters	Age				
		18-29	30-39	40-49	50-64	65+
National level	62%	42%	54%	61%	69%	75%
State level	49%	31%	42%	43%	57%	64%
City or county level	38%	21%	29%	34%	43%	53%
School district level	27%	18%	26%	27%	28%	33%
<i>Drop-off, National-School District level</i>	<b>-35</b>	-24	-28	-34	-41	-42

Similar patterns follow for voters of different ethnic backgrounds—White and African American voters are generally more likely to follow each type of government and political news than are Asians and Latinos.

### Interest in Following News about Government at Various Levels, by Ethnicity

Frequently Follow News about Government & Politics at the...	All Voters	Ethnicity			
		Latinos	African Americans	Asians	Whites
National level	<b>62%</b>	40%	60%	39%	72%
State level	<b>49%</b>	35%	50%	26%	55%
City or county level	<b>38%</b>	29%	43%	21%	42%
School district level	<b>27%</b>	22%	41%	17%	26%
<i>Drop-off, National-School District level</i>	<b>-35</b>	<i>-18</i>	<i>-19</i>	<i>-22</i>	<i>-46</i>

Voters in our parallel online/smartphone survey were less likely to say that they “frequently” follow news about government and politics than were voters in the telephone survey.

## Section 2: Connections between Civic Engagement and News Consumption

### *Most California Voters Engage in Some Kind of Civic Activity*

California voters are not merely interested in reading news about state and local government; in fact, most of them are active participants at some level in civic affairs. Overall, 61 percent of voters have engaged in at least one civic activity in their community over the past year. The activities in which voters most commonly participate include using social media to post about government or politics and attending government agency meetings (each with a 31 percent participation rate). At the other end of the spectrum, 15 percent of voters say that they have volunteered their time for a political campaign in the past year.

#### Participation in Civic Activities

*“Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you...”*

Activity	% Participated
Posted or commented on government or politics on a blog, Facebook or Twitter	31%
Attended a meeting of a government agency, such as a city council, planning commission or school board	31%
Written a letter or e-mail to the editor of a newspaper or a public official	27%
Attended a public rally meeting of a community group active on local issues	25%
Volunteered your time for a political campaign	15%

To further analyze the levels of civic engagement among voters, the California electorate was divided into three groups based on their responses to these questions: “very engaged” voters who participated in at least 3 of the 5 activities (20 percent of voters); “somewhat engaged” voters who participated in only one or two of these activities (41%); and “not engaged” voters who did not participate in any of the five activities (39%).

A recent Pew survey found that 48 percent of adults nationwide are civically engaged, using a similar metric; while the results are not directly comparable, since the California survey was of registered voters only, it suggests that California’s levels of civic engagement approximate those elsewhere.<sup>4</sup>

Not surprisingly, there is a strong link between socioeconomic status and civic engagement. Those with a post-graduate degree are three times as likely to be “very engaged” in civic activities (30%) than are those with no more than a high school degree (10%). Similarly, while only one-quarter of those household incomes in excess of \$100,000 per year are “not engaged”

<sup>4</sup> Pew Research Center, <http://www.pewinternet.org/Reports/2013/Civic-Engagement/Summary-of-Findings.aspx>.



in civic affairs (26%), the proportion is nearly twice as high (49%) for those with household incomes under \$40,000 per year.

Levels of civic engagement are consistent between men and women, and across both political parties as well as independents. African American and white voters showed somewhat higher levels of civic engagement on this scale than did Latino or Asian voters.

#### Level of Civic Engagement by Gender and Party Registration

Level of Civic Engagement	All Voters	Gender		Party Registration		
		Men	Women	Democrats	Independents	Republicans
Very Engaged	<b>20%</b>	20%	19%	21%	19%	18%
Somewhat Engaged	<b>41%</b>	42%	40%	39%	40%	45%
Not Engaged	<b>39%</b>	38%	41%	40%	41%	37%

#### Level of Civic Engagement by Ethnicity

Level of Civic Engagement	All Voters	Ethnicity			
		Latinos	African Americans	Asians	Whites
Very Engaged	<b>20%</b>	12%	21%	11%	23%
Somewhat Engaged	<b>41%</b>	35%	38%	34%	43%
Not Engaged	<b>39%</b>	53%	41%	54%	34%

There is only modest variation in civic engagement across geographic lines within the state. Nearly one-quarter of voters in the San Francisco media market are “very engaged” (24%), while the number is just under 20 percent in all of the state’s other media markets.

Not surprisingly, civic engagement is highly correlated with interest in news about government and politics. In addition, the most civically-engaged voters are among the voters most satisfied with the news they consume. And voters who engage most regularly in civic activities tend to have a much more pronounced interest in news about government and politics at all levels—at least a majority of this group says they frequently follow news about government from the city and county level on up to the national level.

### Interest in Following News about Government at Various Levels, by Civic Engagement

Frequently Follow News about Government & Politics at the...	All Voters	Civic Engagement		
		Very Engaged	Somewhat Engaged	Not Engaged
National level	<b>62%</b>	79%	67%	48%
State level	<b>49%</b>	70%	52%	35%
City or county level	<b>38%</b>	59%	37%	27%
School district level	<b>27%</b>	41%	27%	19%
<i>Drop-off, National-School District level</i>	<b>-35</b>	-38	-40	-29

Voters in the parallel survey of internet and smartphone users were somewhat more likely to have posted a comment about government and politics on blogs or social media than were respondents to the telephone survey. They were also less likely to have attended a local government agency meeting.

### Section 3: Where California Voters Get News about Government and Politics

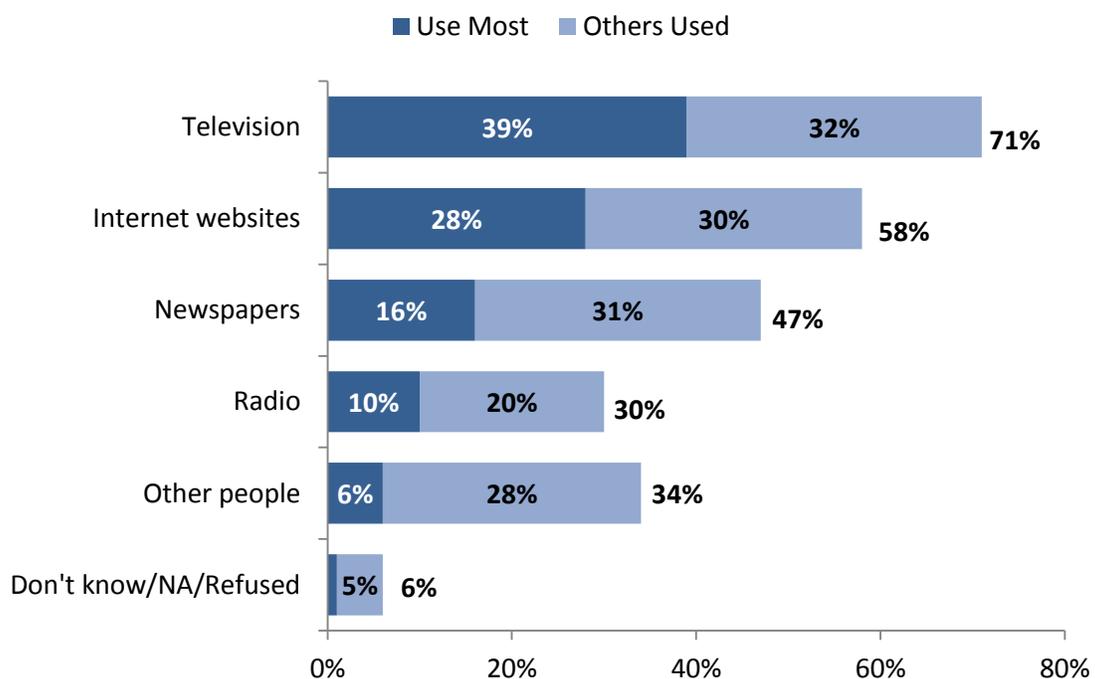
The research explored the question of where California voters typically go to get news about government and politics from several angles – asking voters which platforms they use most to access the news; which news sources they are most likely to consult, across all platforms; and how frequently they consult each of a wide-ranging list of outlets that cover national, state, local and ethnic community news.

#### **Television and the Internet are Voters’ Main Avenues to Learning about State and Local Government and Politics**

Television and internet websites are the two most popular destinations for finding news about politics and government in California. Two-in-five voters (39%) use television most frequently for news on this subject, followed by 28 percent of voters who are most likely to check internet websites for news. Newspapers (16%) and radio (10%) are less popular as a first destination, with “other people” chosen least often as a first choice (6%). Respondents did not specify the original sources of news they access on internet websites; these sources may include websites maintained by television stations, newspapers and radio stations – thereby further extending the reach of those sources.

#### **Sources California Voters Use to Get Information about State Government and Politics**

*“From which of the following media do you get most of your information about what’s going on in California government and politics today: television, newspapers, radio, the internet, or talking to other people? And which others of these sources do you use for information about government and politics?”*



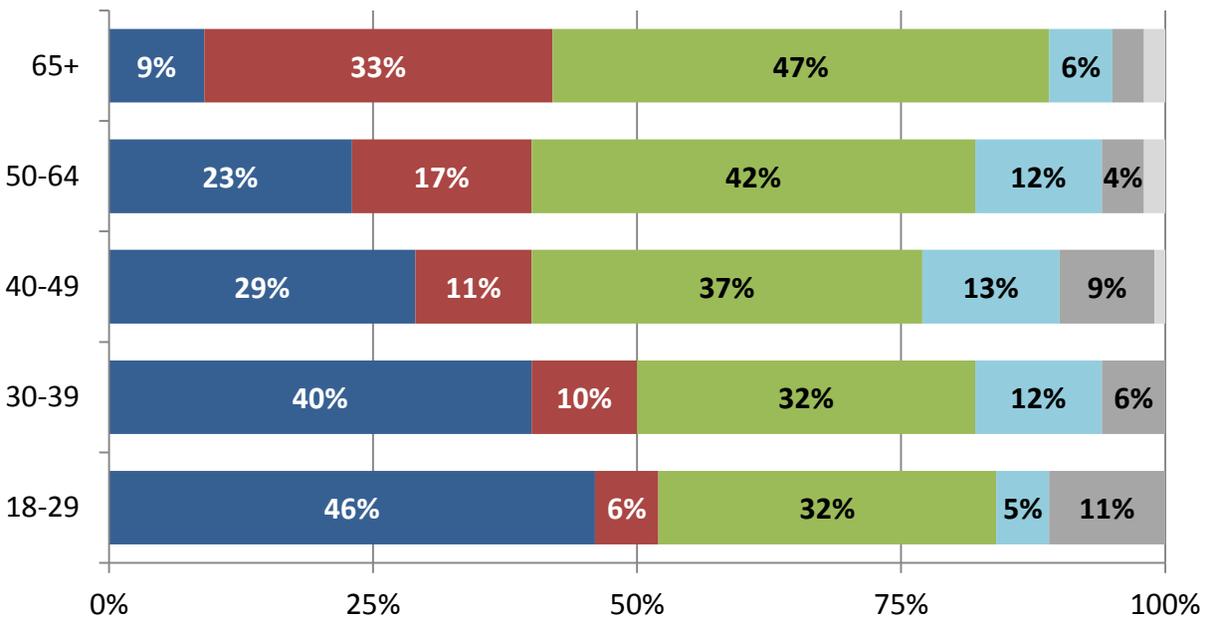
**California Voter Consumption of Media on Government and Politics**



websites for news about California government and politics. This illustrates the significant generation gap in how voters get their news, as just 17 percent of voters over 50 identify internet websites as the source they use most. This demographic shift comes mostly at the expense of newspapers, and to a lesser extent, television.

### Sources California Voters Use Most to Get Information about State Government and Politics, by Age

■ Internet websites ■ Newspapers ■ Television ■ Radio ■ Other people ■ DK/NA/Refused



Among voters of different ethnic backgrounds, variations in ways of accessing news are sizable, if somewhat less dramatic than the differences between age groups. Latino and African American voters are more likely to say television is their primary news source (54 percent and 51 percent, respectively). Latino voters are less likely to rely on newspapers than the average California voter, and African American voters are less likely to cite internet websites and newspapers as their primary source. White voters are more likely to use newspapers the most, and less likely to say television is their most frequent source of news. Responses from Asian voters closely resemble those of the voting population as a whole.

Age trends on this topic also apply within each ethnic subgroup. Younger Latino, African American, Asian and White voters are more likely to primarily use the internet than are their older counterparts.

finding could be a little misleading, although it does show that younger voters are more likely to lump online newspapers under the broader umbrella category of "internet websites."

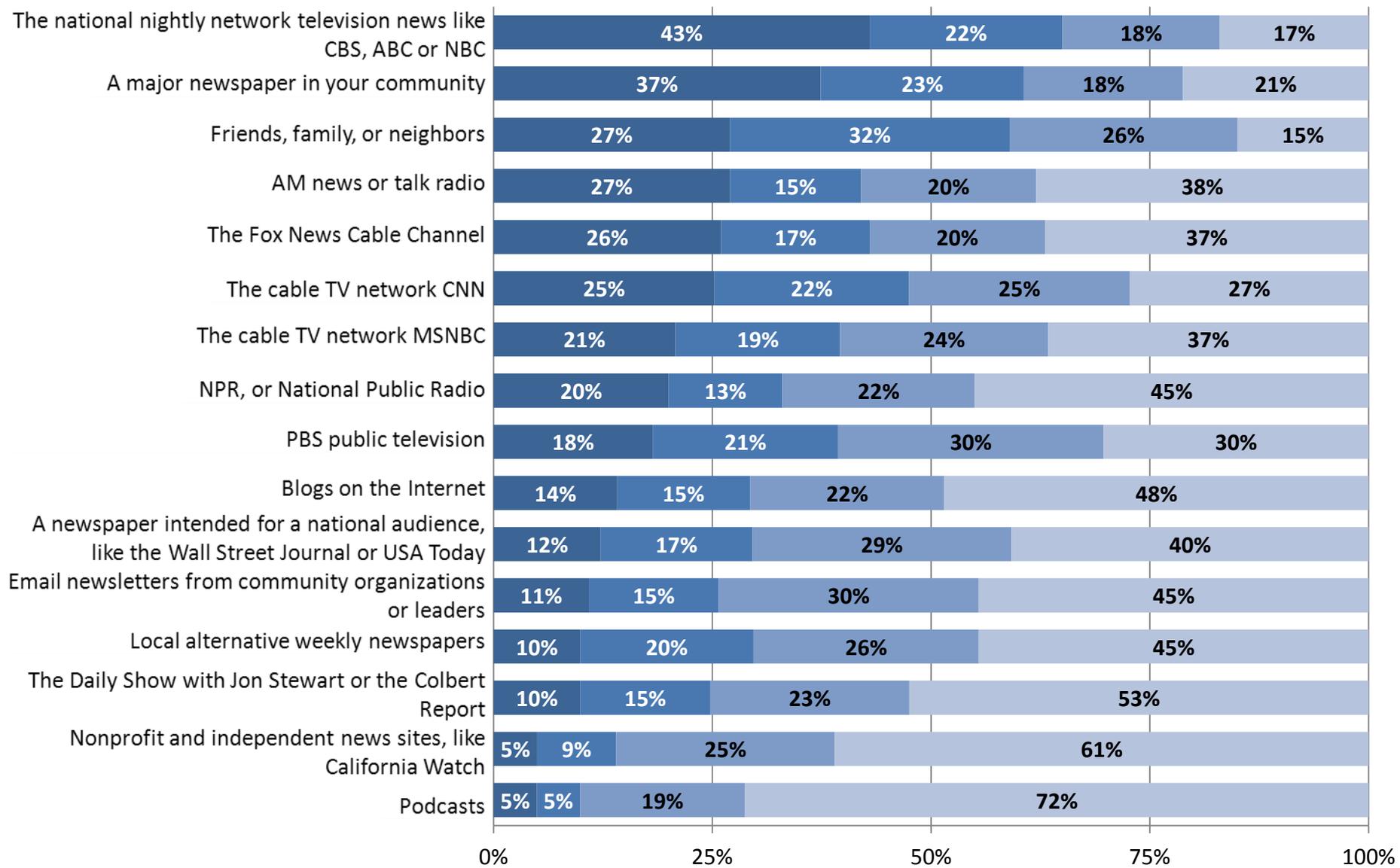
**Sources California Voters Use Most to Get Information about State Government and Politics, by Ethnicity**

Source Used <u>Most</u>	All Voters	Ethnicity			
		Latinos	African Americans	Asians	Whites
Television	<b>39%</b>	54%	51%	42%	33%
Internet websites	<b>28%</b>	26%	20%	30%	29%
Newspapers	<b>16%</b>	9%	11%	14%	20%
Radio	<b>10%</b>	6%	8%	6%	12%
Other people	<b>6%</b>	5%	10%	6%	6%

Considering socioeconomic factors, voters with a higher household income and/or level of educational attainment are more likely to primarily use the internet, newspapers, and radio as sources of news about California government and politics, while voters on the lower end of the socioeconomic spectrum are more likely to rely on television. Not surprisingly, those voters interviewed online as part of the parallel online/smartphone survey were substantially more likely to label internet websites their primary source for news about California government and politics (37%) than were voters in the telephone survey (28%).

### Specific News Sources Used by California Voters

■ At least daily ■ Weekly ■ Monthly/Hardly Ever ■ Never/DK/NA



California Voter Consumption of Media on Government and Politics

### ***Nightly Television News Programs are Used More Regularly than Any Other Source***

Among all California voters, the most frequently used specific sources of news are nightly television news shows on major broadcast networks. These programs are watched daily by 43 percent of California voters, and an additional 22 percent of voters watch the programs on a weekly basis. Other frequently used sources for news are major newspapers in voters' communities (60 percent use them on at least a weekly basis); friends, family or neighbors (59%); CNN (47%); Fox News (43%); and AM news or talk radio (42%).

Age plays a notable role in the specific media outlets voters consult. Younger voters are more likely to get their news from friends, family or neighbors<sup>7</sup>, blogs and *The Daily Show/Colbert Report* on at least a weekly basis. Most other news sources are more likely to be used weekly by older voters, although some sources – such as NPR, national newspapers, alternative weekly newspapers, and nonprofit news sources – show less pronounced differences by age. Podcast use is highest among voters age 30 to 39.

Partisan differences are present, and the results are not unexpected. Republicans more frequently make use of Fox News and AM talk radio; Democrats are more likely to use the national nightly news, CNN, MSNBC, PBS, NPR, and *The Daily Show/Colbert Report*. Both Democrats and Republicans are more likely to consult their local major newspaper on at least a weekly basis than are Independents.

### ***In the Big Picture, Communities of Color Use Largely the Same Sources of News as Do White Voters***

Voters within specific ethnic subgroups were asked about several additional media outlets targeted specifically to people who share their background. In the table on the following page, rows are highlighted to bring attention to these items.

Strikingly, “television for a specific ethnic community” (more broadly) and Univision or Telemundo (more specifically) are the most widely used ethnic news sources in the Latino community—they are used at least weekly by half of Latino voters. Ethnic media via radio and newspaper are each used this often by about a third of Latino voters; *La Opinion* specifically is utilized by one-quarter of Latino voters at least weekly.

African American voters indicate that television news – on the major networks and also CNN and MSNBC – is a major source of information. Majorities also cite friends, family or neighbors and major newspapers as frequent sources of news and information.

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<sup>7</sup> Other data points from the survey suggest this consultation with friends and family correlates somewhat with sharing news on the internet, which could explain some of the age gap.



### Specific News Sources Used At Least Weekly, by Ethnicity

Source of News	All Voters	Latino	African American	Chinese American	Other API
The national nightly network television news like CBS, ABC or NBC	65%	68%	76%	70%	77%
A major newspaper in your community	60%	54%	55%	63%	51%
Friends, family, or neighbors	59%	62%	56%	68%	56%
The cable TV network CNN	47%	51%	64%	58%	57%
The Fox News Cable Channel	43%	48%	41%	50%	45%
AM news or talk radio	42%	38%	45%	32%	37%
The cable TV network MSNBC	40%	43%	56%	48%	46%
PBS public television	39%	38%	41%	39%	38%
NPR, or National Public Radio	33%	27%	28%	31%	29%
Local alternative weekly newspapers	30%	35%	32%	41%	27%
Blogs on the internet	29%	31%	28%	40%	34%
A newspaper intended for a national audience, like the Wall Street Journal or USA Today	29%	26%	23%	44%	36%
E-mail newsletters from community organizations or leaders	26%	22%	28%	35%	27%
The Daily Show with Jon Stewart or the Colbert Report	25%	20%	20%	22%	23%
Nonprofit and independent news sites, like California Watch	14%	13%	17%	23%	12%
Podcasts	10%	12%	8%	22%	13%
<i>Television for a specific ethnic community</i>	--	51%	45%	56%	40%
<i>Radio for a specific ethnic community</i>	--	36%	37%	34%	24%
<i>A newspaper written for a specific ethnic community</i>	--	31%	32%	49%	29%
<i>Univision or Telemundo</i>	--	50%	--	--	--
<i>BET, Black Entertainment Television</i>	--	--	44%	--	--
<i>Asian Week</i>	--	--	--	39%	--
<i>ImaginAsian TV</i>	--	--	--	36%	--
<i>The newspaper La Opinion</i>	--	24%	--	--	--

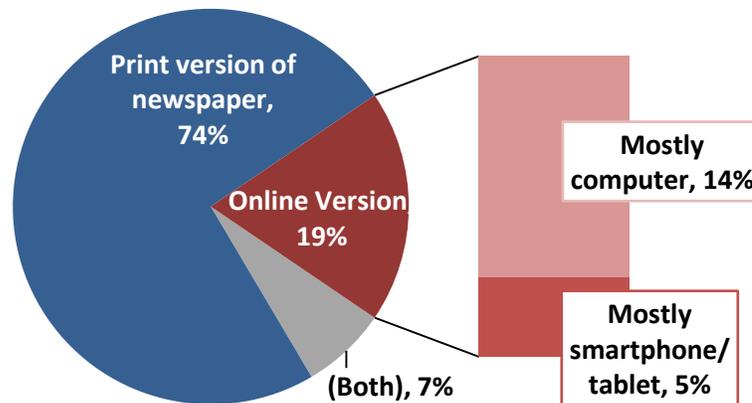
Chinese American voters are more likely to make frequent use of ethnic media than are other non-Chinese Asian or Pacific Islander voters. This applies to ethnic media outlets on television (56% Chinese, 40% non-Chinese Asian/PI, at least weekly), newspapers (49% Chinese, 29% non-Chinese Asian/PI) and radio (34% Chinese, 24% non-Chinese Asian/PI).

### ***One-Quarter of Newspaper-Reading California Voters Now Access Them Mainly Online***

Among those voters who say they consult the newspaper to keep up with California government and politics (47 percent of all California voters), three-quarters (74%) say they mostly read the print version of the newspaper. The remainder of newspaper users say they mostly read the paper online (19%), including 14 percent who mostly read it on their computer, and five percent who mostly access the newspaper from their smartphone or tablet device.

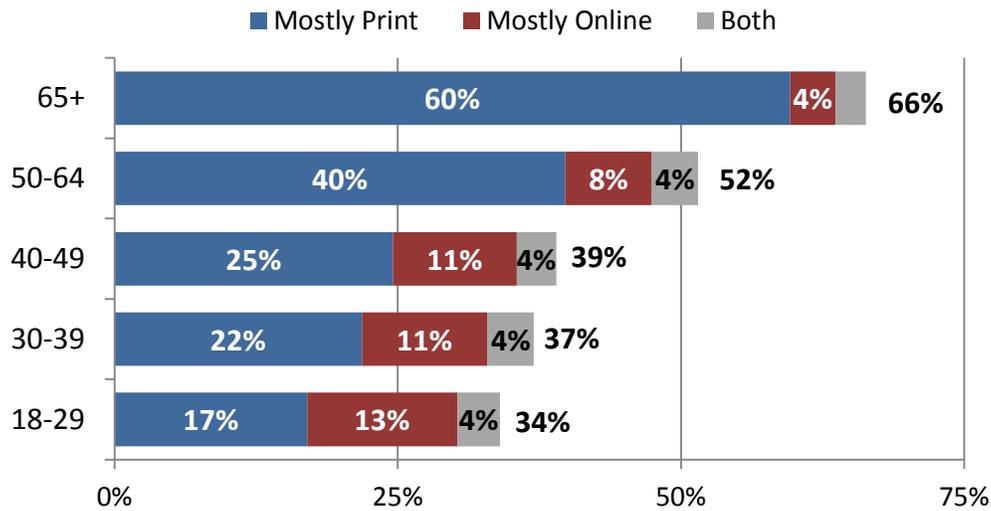
#### **How California Newspaper Readers Access the Newspaper (Among the 47 Percent of California Voters Who Read Newspapers for Political News)**

*“Do you mostly read the paper version of the newspaper, or do you mostly read the newspaper online? And do you mostly read it online on your computer, or mostly on a smartphone or tablet computer?”*



A generation gap is apparent in how voters access the newspaper. The graph that follows shows the proportion of voters in each age group who use the newspaper as a source of news (either as their most-used source, or a secondary one) – and subdivides them into those who access the newspaper primarily online, or primarily in print. Younger voters are significantly more likely to primarily access the newspaper online than are older voters, who are more likely to use the print version.

### How Newspaper-Reading California Voters Usually Access Them, by Age



There are a few other noteworthy differences in how subgroups of California newspaper readers access them. Female newspaper readers are more likely to read them in print (77%) than are male readers (70%). And newspaper readers in big cities are less likely to read the paper in print (68%) than are residents of smaller cities (71%), suburbs (75%), or small towns and rural areas (80%). Independents are more likely to read the newspaper online (27%) than are Democrats (18%) and Republicans (13%).

Newspaper readers in our parallel online/smartphone survey were vastly less likely to read the paper in print (41%) than were newspaper readers in the telephone sample (74%). Nearly half of those more wired voters (45%) prefer the online version of the newspaper, including 30 percent who access it mainly on a computer and 15 percent who primarily use a tablet or smartphone.

## Section 4: Finding News about Government on the Internet

### *Search Engines Are Voters' Primary Portal to Online News about Government*

The 58 percent of voters who report getting information about California government and politics online do so in a variety of ways, but search engines, news aggregators, and direct access to news outlet websites are their most frequent methods. A majority of voters who get news online (57%) reports “frequently” using a search engine like Google or Bing for this purpose, and 85 percent do so at least “occasionally.” Two-thirds of these voters at least occasionally get news from going directly to websites for local media outlets (68%) and from news aggregators (66%). Social networking is also a popular way California voters get their online news. Nearly half of voters who get news online at least occasionally get news from a friend or family member through Facebook (48%) or via email or instant message (49%).

#### **How Voters Find News Online about California Government & Politics (Among the 58 Percent Who Get Such News Online)**

*“I’m going to read you some ways people find news stories to read on the internet. For each one, please tell me how often you find out news about California government and politics this way: frequently, occasionally, rarely, or never?”*

Method of Access	Use Frequently	Use Occasionally	Total Freq./Occ.
Using a search engine like Google or Bing	57%	28%	85%
By going directly to the website for a local newspaper, TV station, or radio station	34%	34%	68%
Going to a website that assembles links to news articles from different places on the internet	35%	31%	66%
From an email or instant message from friends, family or coworkers	19%	30%	49%
From a friend or family member on Facebook	21%	27%	48%
From an email newsletter	15%	28%	43%
Websites run by government agencies	9%	28%	37%
Blogs	15%	21%	36%
From an organization or company you follow on Facebook	13%	17%	30%
Podcasts	6%	10%	16%
From someone you follow on Twitter	6%	7%	13%
Using an RSS feed	5%	8%	13%

The variations by age group on this topic are striking. Overall, younger voters who get news online are significantly more likely to turn to Facebook and Twitter, while older online voters are more likely to rely on more informal social networks and are more likely to get news from emails and instant messages from people they know. Blogs are also more popular among younger online voters, and email newsletters are more frequently used by older voters who get news over the internet.

**How Voters Find News Online about California Government & Politics, by Age  
(Among the 58 Percent Who Get Such News Online)**

Method of Referral	All Voters	Age				
		18-29	30-39	40-49	50-64	65+
Using a search engine like Google or Bing	<b>85%</b>	86%	85%	86%	85%	78%
By going directly to the website for a local newspaper, TV station, or radio station	<b>68%</b>	64%	71%	75%	68%	57%
Going to a website that assembles links to news articles from different places on the internet	<b>66%</b>	65%	67%	71%	66%	58%
From an email or instant message from friends, family or coworkers	<b>49%</b>	42%	50%	50%	50%	61%
From a friend or family member on Facebook	<b>48%</b>	58%	60%	49%	39%	26%
From an email newsletter	<b>43%</b>	33%	41%	42%	50%	51%
Websites run by government agencies	<b>37%</b>	38%	34%	37%	39%	34%
Blogs	<b>36%</b>	44%	43%	33%	30%	24%
From an organization or company you follow on Facebook	<b>30%</b>	38%	35%	33%	22%	13%
Podcasts	<b>16%</b>	13%	21%	13%	16%	11%
From someone you follow on Twitter	<b>13%</b>	18%	18%	10%	7%	5%
Using an RSS feed	<b>13%</b>	12%	16%	14%	11%	8%

Variations by ethnic heritage follow similar trends. Given that Latinos in California who use the internet are younger on average than are members of other communities of color, it is perhaps not surprising that they are more likely to use Facebook and Twitter. African American voters are as likely to utilize Twitter for finding news as are Latinos, but they are less likely to use Facebook.

These findings are even more pronounced when segmented by age within each ethnic group, as displayed in the following table. Younger online voters of *all* ethnic backgrounds are more likely to use Facebook and Twitter as a source of news about government and politics than are their respective elders.

**How Voters Find News Online about California Government & Politics via Social Network,  
by Ethnicity & Age  
(Among the 58 Percent Who Get Such News Online)**

Method of Referral	All Voters	Latinos		African Americans		Asians		Whites	
		18-49	50+	18-49	50+	18-49	50+	18-49	50+
From an email or instant message from friends, family or coworkers	49%	51%	53%	62%	53%	45%	47%	43%	52%
From a friend or family member on Facebook	48%	59%	43%	47%	44%	51%	39%	56%	33%
From an organization or company you follow on Facebook	30%	38%	24%	33%	23%	31%	23%	34%	19%
From someone you follow on Twitter	13%	20%	3%	19%	9%	16%	6%	13%	6%

This uniformity among ethnic groups is remarkable considering that Latinos have long lagged behind other groups in having a home internet connection. Trends show this is changing. The percentage of Latinos with a home broadband connection has nearly doubled since the Public Policy Institute of California observed 28 percent in a 2007 survey. Younger and higher income Latino households are more likely to use the internet or have a home connection. Latino residents in the San Francisco Bay Area and Orange/San Diego Counties lead the region on both measures, while the Central Valley has the lowest penetration.

The emergence of Latinos as frequent digital media users indicates a major shift in the marketing landscape and the importance of new approaches in delivering news content to this constituency.

***Tablets and Smartphones Are Changing the Way California Voters Get News Online***

The vast majority of internet news consumers (75%) is using a computer to access this content, while fewer voters use smartphones and tablets. Voters over age 50, as well as white and Asian voters, are more likely to use computers for this purpose than are voters in other age and ethnic subgroups. Smartphone use for accessing online news skews young—voters under 40 are especially likely to make use of these devices, as are Latino and African American voters. However, the use of tablet devices is highest among voters 30-64 years of age; voters under age 30 are less likely to use tablets.

**Devices Used to Access Internet News about California Government & Politics, by Age  
(Among the 58 Percent Who Get Such News Online)**

*“What kind of a device do you use to read news about California government and politics on the internet”*

Device	All Voters	Age				
		18-29	30-39	40-49	50-64	65+
Computer	<b>75%</b>	73%	67%	73%	83%	83%
Smartphone	<b>25%</b>	40%	36%	22%	13%	9%
Tablet	<b>10%</b>	6%	11%	13%	14%	7%
All <sup>8</sup>	<b>11%</b>	8%	17%	14%	8%	8%

Income may play a role in the types of devices voters use to access news on the internet as well. Those with household incomes of \$100,000 and over are twice as likely to volunteer that they use “all” these devices (20%) as are those with incomes under \$40,000 per year (9%). Upper-income households are also three times as likely to use a tablet to access news on government and politics online as are lower-income households (17% versus 5%).

**Devices Used to Access Internet News about California Government & Politics, by Ethnicity  
(Among the 58 Percent Who Get Such News Online)**

*“What kind of a device do you use to read news about California government and politics on the internet”*

Device	All Voters	Ethnicity			
		Latinos	African Americans	Asians	Whites
Computer	<b>75%</b>	70%	71%	78%	78%
Smartphone	<b>25%</b>	36%	36%	24%	21%
Tablet	<b>10%</b>	9%	14%	10%	11%
(All)	<b>11%</b>	9%	10%	11%	13%

Most consumers of internet news about government and politics prefer to consume written text (71%), but 21 percent of voters say they prefer web video, and five percent prefer audio. The use of video is somewhat more preferred among younger voters (25% of voters under 30), as well as by voters of color (28%).

<sup>8</sup> “All” was a response volunteered by some respondents, and was not an option presented to respondents.

## Section 5: Voter Evaluations of News about Government and Politics

### *Voters Still Put Their Trust in the Mainstream Media*

The mainstream media continue to dominate the news landscape in California. By a wide margin, California voters say that professional journalists working for mainstream media outlets are their primary source for news about California government and politics (68%). Ranking second in this category are professional journalists working for ethnic media outlets, with just eight percent of voters citing them as producing the news they use most. Just six percent of California voters say their news mostly comes from citizen journalists or bloggers, or friends and family; five percent say community groups or leaders.

Communities of color are more likely than whites to say they get their news from professional journalists at *ethnic* media outlets, including 18 percent of Latinos, 14 percent among Asians (and 18 percent of voters of Chinese descent), and 11 percent of African Americans. Among Latino voters, women are somewhat more likely to primarily use ethnic media sources than are men (20% to 15%), and Latinos within the San Francisco (24%) and Los Angeles (18%) media markets are more likely to do so than Latinos in other parts of the state (14%). But even among communities of color, the mainstream media remain the primary source of news.

This dynamic changes, however, when voters are asked to rank which of these sources they *trust* the most. While professional journalists at mainstream outlets are still ranked as the most *trusted* source, just 46 percent of voters select them, a notable 22-point decrease from the proportion of voters who rank them the most *used* source.

### **Trustworthiness and Reliability of California Government & Politics News Sources**

*“In general, who would you say writes or produces most of the news and information you receive about California government and politics? And which of these sources do you think is the most trustworthy and reliable source of news and information about California government and politics?”*

News source	Used Most	Most Trusted/ Reliable	Difference
Professional journalists working for mainstream media	68%	46%	-22%
Professional journalists working for ethnic media	8%	7%	-1%
Friends and family	6%	9%	+3%
Citizen journalists or bloggers	6%	10%	+4%
Community groups or leaders	5%	10%	+5%
<i>Don't Know/NA/Refused</i>	9%	18%	+9%



When it comes to which voters trust which sources of political news, differences are most visible along lines of ideology, age, and preferred news medium. Differences between voters of different ethnicities are less pronounced, although voters of color are more likely to rate professional journalists working for ethnic media as most trustworthy than are white voters.

By partisan affiliation, Democrats are most likely to say they trust mainstream journalists the most (52%), compared to just 41 percent of Republicans and 37 percent of Tea Party supporters. Republicans and Tea Party supporters are somewhat more likely to say they trust bloggers most, and are also the least likely to say they trust journalists at ethnic media outlets the most.

**Trustworthiness and Reliability of California Government & Politics News Sources,  
by Party and Tea Party Support  
(% Most Trusted/Reliable Source)**

News source	All Voters	Party			Tea Party Supporters
		Democrats	Independents	Republicans	
Professional journalists working for mainstream media	<b>46%</b>	52%	43%	41%	37%
Citizen journalists or bloggers	<b>10%</b>	8%	10%	12%	14%
Community groups or leaders	<b>10%</b>	10%	10%	10%	10%
Friends and family	<b>9%</b>	7%	10%	10%	11%
Professional journalists working for ethnic media	<b>7%</b>	9%	9%	4%	6%
DK/NA/Refused	<b>18%</b>	14%	18%	23%	21%

Trust of mainstream journalists increases with age—just 39 percent of voters under age 30 trust these journalists the most, compared with 46 percent of those ages 50-64, and 53 percent of voters ages 65 years and older. Younger voters are more likely to trust bloggers, community groups or leaders, and ethnic media journalists the most.

**Trustworthiness and Reliability of California Government & Politics News Sources, by Age  
(% Most Trusted/Reliable Source)**

News source	All Voters	Age				
		18-29	30-39	40-49	50-64	65+
Professional journalists working for mainstream media	<b>46%</b>	39%	47%	44%	46%	53%
Citizen journalists or bloggers	<b>10%</b>	14%	12%	12%	8%	6%
Community groups or leaders	<b>10%</b>	14%	11%	11%	8%	8%
Friends and family	<b>9%</b>	8%	7%	11%	8%	9%
Professional journalists working for ethnic media	<b>7%</b>	12%	9%	7%	6%	4%
DK/NA/Refused	<b>18%</b>	13%	14%	15%	23%	20%

Voters who primarily use newspapers for their government and political news are much more likely to find professional mainstream journalists the most trustworthy and reliable source of news than are users of other media platforms. Voters who use internet websites most are much more likely to say they trust bloggers than do users of other media platforms. Voters who rely most on radio are the least likely of these groups to say they trust professional journalists.

**Trustworthiness and Reliability of California Government & Politics News Sources,  
by Most-Used News Platform  
(% Most Trusted/Reliable Source)**

News source	All Voters	Most-Used News Platform				
		Television	Newspaper	Radio	Internet Websites	Other People
Professional journalists working for mainstream media	<b>46%</b>	48%	58%	41%	44%	22%
Citizen journalists or bloggers	<b>10%</b>	5%	6%	14%	18%	13%
Community groups or leaders	<b>10%</b>	9%	8%	9%	11%	17%
Friends and family	<b>9%</b>	10%	6%	8%	6%	25%
Professional journalists working for ethnic media	<b>7%</b>	10%	5%	8%	5%	6%
DK/NA/Refused	<b>18%</b>	17%	18%	20%	16%	18%

Voters in our parallel online/smartphone user survey were even less likely to say that they get most of their news from professional journalists in the mainstream media (52%), and were vastly less likely to rate them as the most trusted and reliable source of news (32%).

Finally, voters who express interest in California government and politics are more likely to trust professional journalists than are voters who are not interested—those voters are more likely to trust news from family and friends.

***Only a Small Minority of California Voters Prefer News That Caters to Their Own Particular Point of View on Major Issues***

More California voters express a desire for politically neutral news than for news with a partisan point of view. Using a question developed for a national *Los Angeles Times* poll, voters were asked whether they generally preferred news sources that shared their political viewpoint, differed from it, or did not express a particular viewpoint.<sup>9</sup> Overall, 44 percent of voters say they prefer sources of news that don't have a particular political point of view, while smaller groups prefer sources that share their same point of view (21%) or sources that have a different political point of view than their own (13%).

<sup>9</sup> "New USC Annenberg - Los Angeles Times Poll on Politics and the Press," <http://gqrr.com/articles/2012/08/23/new-usc-annenberg-los-angeles-times-poll-on-politics-and-the-press/>

This penchant for *unbiased* news is most acute among political independents, 51 percent of whom share this preference. Independents are also less likely to prefer a source of news that reflects their political perspectives, while Democrats (21%), Republicans (26%) and Tea Party supporters (27%) are slightly more likely to do so.

#### Preferred Point of View of News Source, by Party and Tea Party Support

*“When you look for news and news headlines, do you prefer sources that share your political point of view, sources that don’t have a particular point of view, or sources that have political points of view different from your own?”*

Prefer Sources that...	All Voters	Party			Tea Party Supporters
		Democrats	Independents	Republicans	
Share your political point of view	<b>21%</b>	21%	14%	26%	27%
Don't have a particular point of view	<b>44%</b>	42%	51%	40%	38%
Have political points of view different from your own	<b>13%</b>	14%	13%	10%	13%
All/DK/NA/Refused	<b>22%</b>	22%	22%	23%	22%

By ethnicity, Latino and African American voters are more likely to prefer news from sources with contrasting political viewpoints than are Asian or white voters. Half of all white voters say they prefer news without a particular point of view.

#### Preferred Point of View of News Source, by Ethnicity

Prefer Sources that...	All Voters	Ethnicity			
		Latinos	African Americans	Asians	Whites
Share your political point of view	<b>21%</b>	23%	24%	26%	20%
Don't have a particular point of view	<b>44%</b>	36%	30%	36%	50%
Have political points of view different from your own	<b>13%</b>	23%	22%	13%	8%
All/DK/NA/Refused	<b>22%</b>	18%	24%	25%	22%

Socioeconomic status is also a major driver of voter preferences in the ideological perspective of their news. Lower-income voters are more likely to prefer sources that have some kind of political point of view (be it the same or different), while those voters on the higher end of the income scale are more likely to favor news that does not have a particular point of view.

### Preferred Point of View of News Source, by Annual Household Income

Prefer Sources that...	All Voters	Annual Household Income			
		Less than \$40k	\$40k-\$60k	\$60k-\$100k	More than \$100k
Share your political point of view	21%	26%	24%	20%	17%
Don't have a particular point of view	44%	32%	42%	50%	55%
Have political points of view different from your own	13%	20%	14%	9%	7%
All/DK/NA/Refused	22%	22%	21%	21%	20%

### Internet Access and Mobile Devices Make State and Local News Easier to Get

By a wide margin (63% to 18%), California voters say it is easier, rather than harder, to access news about government and politics in California than it was ten years ago. By a statistically similar margin (64% to 14%), these voters say the same thing about getting news about government and politics in their own community. The data also suggest that the perception of easier access to news about these issues is inexorably tied to the use of the internet.

As the following charts show, there is a link between the use of technology and whether voters feel that the ease of access to this news has increased. Both 71 percent of smartphone users and 66 percent of voters with internet access report easier access to news about government and politics in state, with similar proportions offering the same assessment about access to such news in their community. Similarly, 75 percent of voters who primarily use internet websites for getting news say accessing such news has gotten easier. Each of these proportions is significantly higher than among voters who do not have access to such technology.

### Proportion of Voters Who Say Keeping up with California News Has Gotten Easier, by Access to Internet and Smartphones

*“Overall, compared to ten years ago, do you think it is easier or harder to keep up with news about government and politics in California/your local community, or is there no real difference compared to ten years ago?”*

Easier to keep up with information and news about government and politics in...	All Voters	Smartphone User		Internet Access	
		Yes	No	Yes	No
In California	63%	71%	53%	66%	40%
In your local community	62%	68%	53%	63%	47%

**Proportion of Voters Who Say Keeping up with California News Has Gotten Easier,  
by Most-Used News Platform**

<b>Easier to keep up with information and news about government and politics in...</b>	<b>All Voters</b>	<b>Most-Used News Platform</b>				
		<b>Television</b>	<b>Newspaper</b>	<b>Radio</b>	<b>Internet Websites</b>	<b>Other People</b>
In California	<b>63%</b>	60%	57%	66%	75%	44%
In your local community	<b>62%</b>	60%	56%	61%	71%	47%

Voters' age and income also correlate with how they feel about this subject. Younger voters are much more likely to say access to such news has gotten easier; the same can be said for voters in higher income brackets.

**Proportion of Voters Who Say Keeping up with California News Has Gotten Easier,  
by Age**

<b>Easier to keep up with information and news about government and politics in...</b>	<b>All Voters</b>	<b>Age</b>				
		<b>18-29</b>	<b>30-39</b>	<b>40-49</b>	<b>50-64</b>	<b>65+</b>
In California	<b>63%</b>	70%	72%	69%	60%	51%
In your local community	<b>62%</b>	66%	72%	69%	58%	49%

**Proportion of Voters Who Say Keeping up with California News Has Gotten Easier,  
by Annual Household Income**

<b>Easier to keep up with information and news about government and politics in...</b>	<b>All Voters</b>	<b>Annual Household Income</b>			
		<b>Less than \$40k</b>	<b>\$40k-\$60k</b>	<b>\$60k-\$100k</b>	<b>More than \$100k</b>
In California	<b>63%</b>	58%	66%	65%	69%
In your local community	<b>62%</b>	60%	61%	63%	67%

***California Voters Feel Good about the News They Use – They See Their Primary News Source as Fair, Comprehensive, and Informative***

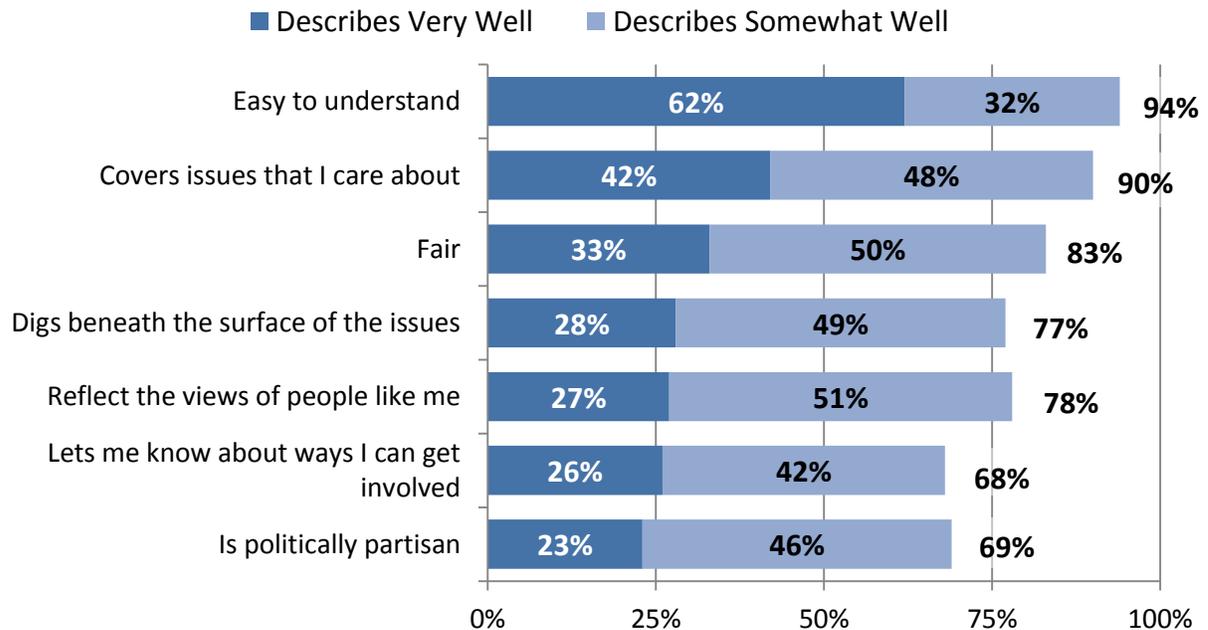
As detailed in Section 2 of this report, voters identified the platform that they use most often to obtain news about California government and politics. Later in the survey, voters who chose TV, radio, newspapers, or the internet (93% of those surveyed) were asked to evaluate several different aspects of the platform that they chose (be it television, internet websites,

newspapers, radio, or other people); those evaluations show widespread satisfaction with many specific attributes of their primary source’s coverage of government and political news.

Most of all, 62 percent of these voters said their preferred source of news could be “very well” described as “easy to understand.” The next most-commonly identified attribute of voters’ news sources was that it “covers issues that I care about” — 42 percent of these voters said this described their news source “very well.” Every other attribute presented in the graph that follows was identified as describing their primary news source at least “somewhat well” by at least two-thirds of voters, although fewer voters offered these evaluations with great confidence.

**Evaluations of News Sources California Voters Use Most Often to Get  
Information about State Government and Politics  
(Asked of the 93 Percent of Voters Who Use TV, Radio, Newspapers  
or the Internet Most Often)**

*“Earlier, you said you get most of your information about government and politics from \_\_\_\_\_. Thinking about the television network you watch/newspaper you read/radio station you hear/internet websites you read most often for news and information about government and politics, please tell me how well you think each of the following words and phrases describes that source of news and information: very well, somewhat well, not at all well or not at all well.”*



Demographic patterns in response to each of these evaluations are discussed in more detail below.

*“Easy to Understand”*

While almost all these voters are willing to describe their primary news source as “easy to understand,” some voters feel this way more acutely than others. Voters who are very civically engaged are more likely to say their preferred news source is “very” easy to understand than are voters who are less civically engaged. The same can be said for voters with at least a college education, versus those with less than a college degree. White voters are also more likely to say their preferred news can be described as “very” easy to understand than are voters of color.

*“Covers issues that I care about”*

The primary distinction among voters who describe their primary news source as one that “covers issues that I care about” is ethnicity. White voters are more likely to say this phrase describes their news source “very well” compared to voters of color. More civically engaged voters are also more likely to describe their news as such.

<b>Ethnicity</b>	<b>“Covers Issues I Care about” Describes “Very Well”</b>
White	45%
African American	41%
Latino	39%
Asians	34%

*“Fair”*

By far, voters who use radio as their primary news source are the most likely to say “fair” describes this news source “very” well. Also, voters who say they are “extremely” or “very” interested in news about California government and politics are more likely to describe their news source as “fair” than those who are less interested in the topic.

*“Digs beneath the surface of the issues”*

Age and civic engagement appear to drive whether voters believe their preferred news source “digs beneath the surface of issues.” Voters ages 40 to 74 are more likely to say this describes their news choice “very well” compared to voters under 40 or over 75. This is also a more commonly-associated attribute among voters who are the most civically engaged.

*“Reflect the views of people like me”*

Voters with lower levels of educational attainment are more likely to say this statement describes their most-used news source “very well;” those with higher levels of education are less likely to say so. There are no major distinctions between voters of different ethnic backgrounds.

*“Lets me know about ways I can get involved”*

Levels of educational attainment correlate with whether voters say their most-used news source lets them know about ways to get involved. Those with higher levels of education are more likely to use this description, and those with less education are less likely to do so. The same can be said of voters with higher levels of civic engagement. Among voters of different ethnic backgrounds, African American voters are the most likely group to say this describes their primary news source “very well.”

Civic Engagement	“Lets Me Know about Ways I Can Get Involved” Describes “Well”
Very engaged	73%
Somewhat engaged	67%
Not engaged	67%

*“Is politically partisan”*

There is an age and partisan identification component to whether voters feel their preferred news source “is politically partisan.” Voters over age 40 are more likely to say their main news source is politically partisan than are those who are under 40. Republicans (and Tea Party supporters) are somewhat more likely to identify their news as politically partisan than are Democrats.

***Across Platforms, Voters Express Satisfaction with Their Preferred Source of News***

The following table details how evaluations of news sources vary by voters’ preferred platform for obtaining news about California government and politics. As a whole, those who primarily use radio for their news are much more likely to apply each of these descriptors than are users of other news platforms. Television and radio are identified as more politically partisan by their users than are newspapers and internet websites.

**Evaluations of News Sources California Voters Use Most to Get Information about State Government and Politics, by Primary News Source**

Attribute	All Voters, Total Describes Well	Primary Source of Government/Political News							
		Television		Newspapers		Radio		Internet Websites	
		Describes...		Describes...		Describes...		Describes...	
		Very Well	Total Well	Very Well	Total Well	Very Well	Total Well	Very Well	Total Well
Easy to understand	94%	57%	92%	67%	97%	82%	97%	60%	95%
Covers issues I care about	90%	38%	88%	41%	90%	66%	97%	39%	90%
Fair	83%	31%	81%	32%	82%	60%	92%	26%	82%
Reflects the views of people like me	78%	27%	75%	20%	78%	46%	88%	23%	78%
Digs beneath the surface	77%	24%	75%	25%	79%	62%	91%	22%	73%
Is politically partisan	69%	23%	68%	20%	68%	34%	68%	20%	71%
Lets me know ways I can get involved	68%	27%	69%	21%	68%	43%	78%	22%	65%



### ***Communities of Color Have Mixed Feelings on Whether Their Views are Well Represented in the Media***

The population of California is rapidly changing, and given the increasing diversity of the state, it will become a more and more pressing question whether the public perceives that the perspectives of these growing communities are adequately represented in the state’s news media.

In answer to this question, the data show that today California voters perceive the views of Latinos (particularly) and African Americans (to a slightly lesser degree) to be well-represented in local media. They are more divided, however, on whether the views of immigrants or Asian and Pacific Islanders are well-represented.

#### **How Voters Perceive the Representation of Minority Views in the Local Media, by Ethnicity**

*“Please tell me whether you agree or disagree with the following statement:  
‘I feel views of \_\_\_\_\_ are well-represented in the local media.’”*

The views of _____ are well represented in the local media	Agree	Disagree
<b>“Immigrants”</b>		
<i>All Voters</i>	<b>48%</b>	<b>45%</b>
<i>Latinos</i>	46%	49%
<i>African Americans</i>	41%	53%
<i>Asians/Pacific Islanders</i>	51%	37%
<i>Whites</i>	49%	44%
<b>“Latinos”</b>		
<i>All Voters</i>	<b>59%</b>	<b>34%</b>
<i>Latinos</i>	55%	41%
<b>“African Americans”</b>		
<i>All Voters</i>	<b>55%</b>	<b>38%</b>
<i>African Americans</i>	45%	53%
<b>“Asians and Pacific Islanders”</b>		
<i>All Voters</i>	<b>42%</b>	<b>46%</b>
<i>Asians/Pacific Islanders</i>	48%	42%
<i>Chinese</i>	61%	33%
<i>Non-Chinese Asian/Pacific Islanders</i>	43%	46%

In each of these categories, voters’ perceptions appear linked to their partisan identities and levels of engagement in civic affairs. Democrats and Independents are more likely to *disagree* that the perspectives of communities of color are well represented, while Republicans and Tea Party supporters are more likely to *agree* that they are. The most civically-engaged voters are more likely to see the perspectives of communities of color are under-represented, while those who are not civically engaged are more likely to agree.

Not surprisingly, as detailed below, there are significant ethnic variations in perceptions of whether the views of communities of color are well represented.

### *Immigrants*

Voters are split when it comes to whether immigrants' views are well represented in the local media—48 percent agree, and 45 percent disagree. Similar splits are evident among individual communities of color, while men in each ethnic subgroup are more likely to agree with the statement than are women. Also, white voters under age 50 are much more likely to *disagree* with the statement than are their respective elders over 50. In fact, 59 percent of all voters under age 30 disagree that the views of immigrants are well represented in the local media.

### *Latinos*

By a wide margin, voters believe the views of Latinos are well represented in the local media (59 percent agree to 34 percent disagree), and this opinion is shared by voters of Latino descent (55 percent agree to 41 percent disagree). Among Latino voters, men are more likely to agree (58%) than are women (53%). There are also modest geographic distinctions among Latinos on this topic: 57 percent of Latinos who live within the Los Angeles media market agree with this statement, compared with just 51 percent in the San Francisco media market, and 53 percent in other media markets.

### *African Americans*

Among all voters, 55 percent agree that the views of African Americans are well represented in the local media, but 53 percent of African American voters themselves actually *disagree* with this idea. This sentiment among African American voters appears to be largely driven by those under age 50 — 58 percent of whom disagree with the idea that African Americans are well represented in the local media, while older voters in this group are split (51 percent agree to 48 percent disagree).

### *Asians and Pacific Islanders*

There is a split opinion among all voters over whether the views of Asians and Pacific Islanders are well represented in the local media—42 percent agree, and 46 percent disagree. Among all Asian voters, there is more agreement (48%) than disagreement (42%), but there exists a drastic difference in opinion by ethnicity *within* this subgroup. Voters of Chinese descent share wide agreement (60%) that views of Asian voters are well represented, while a plurality (46%) of Asian voters who do not identify as Chinese actually *disagrees*.

## Section 6: Media Consumption and Voters' Positions on Major Issues

### *With Just a Few Exceptions, Voters' Positions on Issues Vary Only Slightly Based on the Media They Use*

The survey included two questions to see where voters stand on key issues. In the first, voters rated the seriousness of a list of issues facing California. The second question parallels one asked in surveys by the Public Policy Institute of California, and asks whether voters would generally rather pay higher taxes for a state government that provides more services, or lower taxes for a state government that provides fewer services.<sup>10</sup> This section explores how voters' media consumption habits relate to their responses to these issue questions.

To some extent, examining voters' stances on issues by their preferred news platform reflects the demographic differences that determine that choice of issues.

- Television users — who are generally older and have lower household incomes — show greater levels of concern about the price of gasoline, crime, government waste, and the amount they pay in taxes.
- Newspaper users are also older, but distributed more evenly through socioeconomic groups; their highest priorities relative to other voters include the quality of public schools and global warming, and they lean toward a position favoring higher taxes and more services.
- Internet users, who are younger, more educated and wealthier, show a greater concern about schools and global warming, and less concern about crime and immigration issues; they take the more liberal position on taxes.
- Radio users are disproportionately conservative, and their values reflect this fact.

The following series of tables shows responses to both of these questions. The columns break out various demographic and attitudinal subgroups of the electorate. The top portion of each table shows the proportion of respondents who rated each issue listed in the rows as “extremely” or “very serious.” The bottom of each table shows the choices in the services/taxes tradeoff, and shows how each of the subgroups in the columns divided between the two options.

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<sup>10</sup> PPIC, Californians and their Government, January 2012, [http://www.ppic.org/content/pubs/survey/S\\_112MBS.pdf](http://www.ppic.org/content/pubs/survey/S_112MBS.pdf)

**Evaluations of the Seriousness of Issues and Preferences in a Tax/Government Service Tradeoff, by Most-Used News Platform**  
**(% Rating Each Issue “Extremely” or “Very Serious”)**

*“I’d like to read you some problems facing California that other people have mentioned. For each one I read, please tell me whether you think it is an extremely serious problems, a very serious problem, a somewhat serious problem, or not too serious a problem in California.”*

*“In general, which of the following statements do you agree with more: I’d rather pay higher taxes and have a state government that provides more services, or I’d rather pay lower taxes and have a state government that provides fewer services.”*

Issue/Preference	All Voters	Television	Newspaper	Radio	Internet Websites	Other People
Jobs and the economy	<b>84%</b>	86%	83%	84%	83%	79%
The cost of health care	<b>74%</b>	76%	74%	69%	75%	73%
Government waste and inefficiency	<b>70%</b>	75%	69%	68%	67%	67%
The quality of public schools	<b>68%</b>	63%	71%	66%	71%	74%
The price of gasoline	<b>61%</b>	71%	50%	57%	56%	62%
Crime	<b>60%</b>	72%	57%	46%	52%	62%
The amount you pay in taxes	<b>50%</b>	56%	44%	52%	47%	47%
Global warming	<b>51%</b>	46%	61%	45%	56%	51%
A lack of voter participation	<b>46%</b>	43%	45%	57%	49%	40%
Illegal immigration	<b>46%</b>	50%	38%	59%	41%	42%
Integration of immigrants	<b>44%</b>	48%	41%	42%	38%	45%
Air and water pollution	<b>40%</b>	50%	43%	50%	50%	58%
The complicated statewide initiative process	<b>38%</b>	38%	42%	41%	36%	27%
Prefer Higher Taxes/More State Services	<b>45%</b>	42%	47%	42%	50%	40%
Prefer Lower Taxes/Fewer State Services	<b>44%</b>	44%	43%	51%	42%	45%

There are also distinctions based on the type of point of view that voters look for in the news media that they consume. Those that seek outlets that *share* their point of view are more likely to favor lower taxes and fewer services; those who look for a *different* point of view from their own are split; those looking for news with no particular political position lean towards a government with higher taxes and more services.

**Evaluations of the Seriousness of Issues and Preferences in a Tax/Government Service Tradeoff, by Preferred Point of View (POV) of News  
(% Rating Each Issue “Extremely” or “Very Serious”)**

Issue/Preference	Among Those Who Prefer News That...		
	Has No Particular POV	Shares my POV	Has a Different POV
Jobs and the economy	84%	86%	84%
The cost of health care	74%	75%	76%
Government waste and inefficiency	71%	69%	76%
The quality of public schools	70%	65%	71%
Crime	58%	63%	69%
The price of gasoline	56%	64%	72%
Global warming	54%	47%	49%
Air and water pollution	50%	43%	61%
The amount you pay in taxes	47%	54%	56%
A lack of voter participation	44%	49%	52%
Illegal immigration	43%	50%	49%
Integration of immigrants	41%	53%	45%
The complicated statewide initiative process	40%	36%	42%
Prefer Higher Taxes/More State Services	48%	42%	46%
Prefer Lower Taxes/Fewer State Services	43%	50%	45%

### ***Voters of Color Who Use Ethnic Media Show Higher Concern about Many Issues***

Overall, voters of color who make use of ethnic media show a higher level of concern about many issues facing California than do voters of color who do not use ethnic media. Also, Latino and African American ethnic media users are more likely to favor higher taxes and more government services than are their counterparts who do not use ethnic media; the opposite is true for Asian and Pacific Islander voters.

### **Evaluations of the Seriousness of Issues and Preferences in a Tax/Government Service Tradeoff, by Ethnic Media Use by Ethnicity (% Rating Each Issue “Extremely” or “Very Serious”)**

Issue/Preference	<i>Ethnic Media Users and Non-Users, by Ethnicity</i>					
	Latino		African American		Asian/Pacific Islander	
	Yes	No	Yes	No	Yes	No
Jobs and the economy	85%	83%	87%	76%	79%	73%
The price of gasoline	78%	70%	74%	65%	67%	50%
The cost of health care	77%	62%	76%	75%	73%	68%
Crime	73%	58%	80%	73%	58%	48%
Government waste and inefficiency	72%	63%	65%	63%	66%	67%
The quality of public schools	69%	65%	75%	89%	60%	67%
Air and water pollution	59%	48%	66%	55%	48%	36%
The amount you pay in taxes	58%	44%	53%	58%	61%	47%
Global warming	57%	43%	69%	60%	52%	45%
A lack of voter participation	49%	33%	54%	44%	40%	35%
Integration of immigrants	41%	35%	39%	39%	42%	28%
Illegal immigration	39%	41%	41%	38%	45%	44%
The complicated statewide initiative process	38%	22%	36%	33%	38%	25%
Prefer Higher Taxes/More State Services	50%	39%	64%	42%	40%	52%
Prefer Lower Taxes/Fewer State Services	37%	47%	28%	41%	50%	34%

### ***Variations in Issue Positions across Viewers of Different TV Networks Conform to Popular Conceptions***

Looking at viewers of the major national news networks by issue, Fox News viewers are decidedly more likely to favor lower taxes, while CNN, MSNBC and PBS viewers lean in favor of supporting higher taxes. Fox News viewers show greater concern over government waste, crime, the price of gas, the amount paid in taxes, and immigration issues. These voters are much less concerned about global warming, and air and water pollution.

### **Evaluations of the Seriousness of Issues and Preferences in a Tax/Government Service Tradeoff, among Frequent Viewers of Various TV Networks (% “Extremely” or “Very Serious”)**

Issue/Preference	Watch at Least Weekly			
	CNN	MSNBC	Fox News	PBS
Jobs and the economy	84%	84%	87%	82%
The cost of health care	76%	79%	75%	78%
Government waste and inefficiency	70%	69%	81%	67%
The quality of public schools	69%	70%	66%	67%
Crime	64%	65%	69%	59%
The price of gasoline	61%	64%	72%	59%
Global warming	58%	62%	38%	61%
Air and water pollution	51%	56%	43%	56%
The amount you pay in taxes	50%	50%	65%	45%
A lack of voter participation	45%	47%	47%	48%
Integration of immigrants	44%	44%	54%	42%
Illegal immigration	41%	39%	58%	43%
The complicated statewide initiative process	39%	39%	42%	38%
Prefer Higher Taxes/More State Services	49%	54%	30%	52%
Prefer Lower Taxes/Fewer State Services	41%	36%	59%	37%

### ***Readers of Various Types of Newspapers Hold Similar Positions on Key Issues***

As a whole, users of various types of newspapers (local, national, ethnic, and alternative weeklies) are somewhat more likely to favor higher taxes and more government services, but by just a few percentage points. Voters who use ethnic newspapers show a greater concern over the price of gas, the amount paid in taxes, crime and air and water pollution than do readers of other types of newspapers.

#### **Evaluations of the Seriousness of Issues and Preferences in a Tax/Government Service Tradeoff, among Frequent Readers of Various Types of Newspapers (% “Extremely” or “Very Serious”)**

Issue/Preference	Read at Least Weekly			
	Local Newspaper	National Newspaper	Ethnic Media Newspaper	Alt-Weekly Newspaper
Jobs and the economy	84%	82%	86%	83%
The cost of health care	76%	75%	79%	76%
Government waste and inefficiency	70%	66%	71%	71%
The quality of public schools	68%	74%	65%	72%
Crime	61%	53%	68%	61%
The price of gasoline	59%	55%	74%	66%
Global warming	53%	56%	53%	55%
The amount you pay in taxes	51%	50%	61%	53%
Air and water pollution	49%	50%	58%	52%
A lack of voter participation	47%	46%	45%	49%
Illegal immigration	45%	40%	47%	46%
Integration of immigrants	44%	41%	45%	46%
The complicated statewide initiative process	41%	40%	37%	42%
Prefer Higher Taxes/More State Services	46%	48%	45%	47%
Prefer Lower Taxes/Fewer State Services	43%	42%	41%	42%



There also exist differences between newspaper-using voters who prefer to read the paper in print versus those who read it online. Voters who prefer the internet version of newspapers are more concerned about public education and global warming; print readers are more concerned about crime, the price of gas, and immigration issues. Print readers are split on the issue of taxes and government services; online readers show a clear preference for higher taxes and more government services.

**Evaluations of the Seriousness of Issues and Preferences in a Tax/Government Service Tradeoff, Among Print and Online Newspaper Readers**  
(% “Extremely” or “Very Serious”)

Issue/Preference	Primarily Read Newspapers...	
	In Print	Online
Jobs and the economy	83%	84%
The cost of health care	76%	79%
Government waste and inefficiency	71%	71%
The quality of public schools	63%	73%
Crime	63%	53%
The price of gasoline	60%	48%
Global warming	51%	64%
The amount you pay in taxes	51%	47%
Air and water pollution	49%	52%
Illegal immigration	47%	32%
Integration of immigrants	47%	42%
A lack of voter participation	45%	49%
The complicated statewide initiative process	38%	36%
Prefer Higher Taxes/More State Services	44%	56%
Prefer Lower Taxes/Fewer State Services	44%	38%

***Those Who Get Government and Political News from the Internet Hold Somewhat Different Positions than Those Who Do Not***

When it comes to voter use of the internet to get government and political news, the biggest distinction is between those who do and do not use the internet for this purpose; distinctions between those who use different types of websites are less dramatic. Those that don't use the internet for California government and political news are more likely to favor lower taxes and fewer government services; voters who use the internet for this purpose are more likely to favor higher taxes and more services.

**Evaluations of the Seriousness of Issues and Preferences in a Tax/Government Service Tradeoff, Among Users of Various Internet News Sources  
(% "Extremely" or "Very Serious")**

Issue/Preference	Among Those Who Use Internet for California Gov't & Politics News				Don't Use Internet for News
	Use Social Media	Use Blogs	Use News Aggregators	Use Links from Email/IM	
Jobs and the economy	84%	83%	84%	86%	83%
The cost of health care	75%	76%	75%	77%	74%
The quality of public schools	73%	71%	72%	71%	64%
Government waste and inefficiency	71%	68%	71%	73%	71%
Crime	60%	53%	55%	59%	65%
The price of gasoline	58%	52%	58%	60%	66%
Global warming	56%	59%	56%	54%	47%
Air and water pollution	55%	47%	51%	52%	47%
A lack of voter participation	48%	52%	52%	50%	42%
The amount you pay in taxes	48%	47%	50%	55%	51%
Integration of immigrants	41%	38%	41%	44%	46%
The complicated statewide initiative process	40%	39%	39%	43%	38%
Illegal immigration	40%	42%	44%	46%	50%
Higher Taxes/More State Services	51%	53%	49%	47%	39%
Lower Taxes/Fewer State Services	40%	39%	43%	45%	46%

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## Appendix A: Telephone Survey Questionnaire and Responses

**NOW I'M GOING TO ASK YOU A FEW QUESTIONS TO MAKE SURE WE ARE  
SPEAKING TO A REPRESENTATIVE GROUP OF CALIFORNIANS.**

- A. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Anglo or White; Asian or Pacific Islander; or some other ethnic or racial background?

Latino/Hispanic-----	21%
African American/Black-----	7%
White -----	57%
Asian/Pacific Islander -----	5%
<b>(MIXED RACE)</b> -----	3%
<b>(MIXED RACE – INCLUDING LATINO)</b> -----	0%
<b>(MIXED RACE – INCLUDING ASIAN)</b> -----	1%
<b>(MIXED RACE – INCLUDING AF-AM/BLACK)</b> -----	0%
<b>(OTHER)</b> -----	2%
<b>(DON'T READ) DK/NA/REFUSED</b> -----	3%

**(ASK ONLY IF ASIAN/PACIFIC ISLANDER)**

- B. More specifically, would you say that you are: **(READ LIST)**

Chinese-----	47%
Filipino-----	7%
Indian -----	3%
Japanese -----	14%
Korean-----	7%
Vietnamese-----	13%
<b>(MIXED RACE)</b> -----	5%
<b>(OTHER)</b> -----	4%
<b>(DON'T READ) DK/NA/REFUSED</b> -----	1%

**NEXT, I'M GOING TO ASK YOU A FEW QUESTIONS ABOUT  
TECHNOLOGY THAT YOU MAY USE IN EVERYDAY LIFE.**

1. First, how do you get your television service: do you subscribe to cable TV; to a satellite service like Dish Network or DirecTV; do you watch television over the air using an antenna; or do you watch television on the internet? **(ALLOW MULTIPLE RESPONSES)**

Cable----- 51%  
 Satellite ----- 30%  
 Over the air ----- 8%  
 Internet ----- 9%  
 Don't watch TV ----- 4%  
**(DON'T READ) DK/NA ----- 1%**

2. Do you have access to the internet at home or work? **(IF YES, ASK: How often are you typically on-line: most of the day, a few times a day, a few times a week, or less often?)**

Yes, most of the day----- 31%  
 Yes, a few times a day ----- 43%  
 Yes, a few times a week ----- 9%  
 Yes, less often ----- 7%  
 No, do not have Internet access----- 10%  
**(DON'T READ) DK/NA ----- 0%**

3. Do you have a smartphone – such as an iPhone, Android, or Blackberry – that you use on a regular basis?

Yes----- 55%  
 No ----- 45%  
**(DON'T READ) DK/NA ----- 0%**

**NOW I'D LIKE TO ASK YOU SOME QUESTIONS ABOUT ISSUES FACING CALIFORNIA.**

4. Now I'd like to read you some problems facing California that people have mentioned. For each one I read, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in California. **(RANDOMIZE)**

	<b>EXT. SERIOUS PROBLEM</b>	<b>VERY SERIOUS PROBLEM</b>	<b>S.W. SERIOUS PROBLEM</b>	<b>NOT TOO SERIOUS PROBLEM</b>	<b>(DON'T READ) DON'T KNOW/NA</b>
--	-------------------------------------	-------------------------------------	-------------------------------------	--	---

[ ]a. Jobs and the economy----- 40%-----44%-----13%-----3%----- 1%

**(HALF SAMPLE ONLY)**

[ ]b. Global warming ----- 22%-----29%-----21%-----24%----- 4%

[ ]c. The quality of public schools ----- 34%-----34%-----19%-----8%----- 5%

	<u>EXT. SERIOUS PROBLEM</u>	<u>VERY SERIOUS PROBLEM</u>	<u>S.W. SERIOUS PROBLEM</u>	<u>NOT TOO SERIOUS PROBLEM</u>	<u>(DON'T READ) DON'T KNOW/NA</u>
[ ]d. The price of gasoline -----	29%	32%	26%	12%	1%
[ ]e. The complicated statewide initiative process -----	15%	23%	28%	14%	20%
[ ]f. A lack of voter participation -----	17%	29%	32%	17%	5%
[ ]g. Illegal immigration -----	23%	23%	28%	24%	2%

**(HALF SAMPLE ONLY)**

[ ]h. Crime -----	22%	38%	28%	10%	1%
[ ]i. The amount you pay in taxes -----	24%	26%	27%	20%	3%
[ ]j. The cost of health care -----	36%	38%	17%	7%	2%
[ ]k. Air and water pollution -----	18%	32%	32%	17%	1%
[ ]l. Government waste and inefficiency -----	41%	29%	20%	7%	2%
[ ]m. Integration of immigrants -----	19%	25%	29%	22%	5%

**(RESUME ASKING ALL RESPONDENTS)**

5. In general, which of the following statements do you agree with more: **(ROTATE)**

[ ] I'd rather pay higher taxes and have a state government that provides  
more services ----- 45%

**OR**

[ ] I'd rather pay lower taxes and have a state government that provides  
fewer services ----- 44%

**(DON'T READ)**

**(BOTH) 2%**

**(NEITHER) ----- 6%**

**(DON'T KNOW/NA) ----- 3%**

6. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you.... **(RANDOMIZE)**

	<u>YES</u>	<u>NO</u>	<u>(DK NA)</u>
[ ]a. Written a letter or e-mail to the editor of a newspaper or a public official-----	27%	73%	0%
[ ]b. Posted or commented on government or politics on a blog, Facebook or Twitter -----	31%	68%	0%
[ ]c. Volunteered your time for a political campaign -----	15%	85%	0%
[ ]d. Attended a meeting of a government agency, such as a city council, planning commission or school board -----	31%	69%	0%
[ ]e. Attended a public rally meeting of a community group active on local issues -----	25%	75%	0%

**NOW I'M GOING TO ASK YOU SOME QUESTIONS ABOUT  
WAYS YOU KEEP UP WITH CURRENT EVENTS.**

7. **(T-PEW)** In general, how much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

A lot-----	59%
Some-----	30%
Not much -----	8%
Not at all -----	3%
<b>(DON'T READ)</b> DK/NA/REFUSED -----	0%

8. How often do you follow news about \_\_\_\_\_? Frequently, occasionally, rarely, or never? **(RANDOMIZE)**

	<u>FREQ.</u>	<u>OCCAS.</u>	<u>RARELY</u>	<u>(DK/ NEVER</u>	<u>NA)</u>
[ ]a. Government and politics at the <u>national</u> level-----	62%	24%	9%	4%	0%
[ ]b. Government and politics at the <u>state</u> level -----	49%	34%	13%	5%	0%
[ ]c. Government and politics at the <u>city or county</u> level-----	38%	38%	18%	7%	0%
[ ]d. Government and politics at the <u>school district</u> level -----	27%	34%	25%	15%	0%
[ ]e. Sports-----	31%	24%	21%	23%	0%
[ ]f. Celebrity or entertainment news -----	11%	29%	35%	24%	0%
[ ]g. Local weather-----	69%	20%	8%	4%	0%
[ ]h. News about your local community or neighborhood -----	55%	31%	11%	4%	0%
[ ]i. International news -----	52%	31%	11%	5%	0%



**NEXT I’M GOING TO ASK YOU A FEW QUESTIONS RELATED TO POLITICS AND GOVERNMENT IN CALIFORNIA AND YOUR COMMUNITY.**

**THROUGHOUT OUR CONVERSATION, WHEN I REFER TO GOVERNMENT AND POLITICS, I AM TALKING ABOUT ALL LEVELS OF GOVERNMENT THROUGHOUT THE STATE – FROM THE STATE LEGISLATURE DOWN TO LOCAL CITIES, COUNTIES, SCHOOL DISTRICTS, AND OTHER LOCAL GOVERNMENT DISTRICTS LIKE FLOOD CONTROL, FIRE, OR PARK DISTRICTS.**

**IN ADDITION, I AM REFERRING TO ALL THE ACTIVITIES OF THOSE LEVELS OF GOVERNMENT; NOT JUST ELECTIONS, BUT THEIR DAY-TO-DAY WORK TO PROVIDE SERVICES, RUN SCHOOLS, MAKE BUDGET DECISIONS, HOLD PUBLIC MEETINGS, AND RESPOND TO LOCAL RESIDENTS.**

9. Keeping this in mind, how interested would you say you are you in news about California government and politics? **(READ CHOICES)**

Extremely interested-----	21%
Very interested-----	36%
Somewhat interested-----	33%
Not too interested-----	6%
Not at all interested-----	3%
<b>(DON’T READ) DK/NA/REFUSED -----</b>	<b>0%</b>

**NOTE: SKIP TO Q24 IF RESPONDENT MEETS ALL OF THE FOLLOWING CRITERIA:**

- **DO NOT ENJOY KEEPING UP WITH THE NEWS**
- **DO NOT FOLLOW NEWS ABOUT GOVERNMENT AT STATE/LOCAL LEVEL**
- **NO INTEREST IN NEWS ABOUT GOVERNMENT**

10. Next, what are the main ways that you get information about what is going on with government and politics in California? **(OPEN END – RECORD VERBATIM. PROBE FOR SPECIFIC RESPONSES- TRY TO GET SPECIFIC NEWS PUBLICATIONS/OUTLETS, ETC. ACCEPT UP TO THREE RESPONSES PER INDIVIDUAL)**

TV-----	56%
Internet -----	53%
Newspaper -----	37%
Radio-----	13%
Friends, Family or Coworker (word of mouth)-----	9%
Books and Magazines-----	1%
School -----	1%
Mail -----	1%
Other-----	1%
Don’t know-----	0%
Refused-----	0%

**IN THIS SURVEY, I AM GOING TO ASK YOU A NUMBER OF QUESTIONS ABOUT YOUR USE OF MEDIA FROM A VARIETY OF SOURCES, INCLUDING WHAT IS OFTEN CALLED ETHNIC MEDIA.**

**ETHNIC MEDIA ARE NEWS PUBLICATIONS, IN ANY FORM OF MEDIA, FOCUSED ON ISSUES OF INTEREST TO SPECIFIC ETHNIC COMMUNITIES IN CALIFORNIA. THEY MAY BE IN ENGLISH, OR IN ANOTHER LANGUAGE COMMONLY SPOKEN BY THAT ETHNIC GROUP.**

**A FEW EXAMPLES MIGHT INCLUDE SPANISH-LANGUAGE TELEVISION NETWORKS; NEWS RADIO PROGRAMS PRODUCED BY AND FOR THE AFRICAN AMERICAN COMMUNITY; OR NEWSPAPERS SERVING CHINESE AMERICANS, AMONG MANY OTHERS.**

11. Now, in general, who would you say writes or produces most of the news and information you receive about California government and politics: **(RANDOMIZE)**

- Professional journalists working for mainstream media ----- 68%
- Citizen journalists or bloggers ----- 6%
- Professional journalists working for ethnic media----- 8%
- Community groups or leaders----- 5%
- Friends and family----- 6%
- (DON'T READ)** DK/NA/REFUSED ----- 9%

12. And which of these sources do you think is the most trustworthy and reliable source of news and information about California government and politics: **(RANDOMIZE)**

- Professional journalists working for mainstream media ----- 46%
- Citizen journalists or bloggers ----- 10%
- Professional journalists working for ethnic media----- 7%
- Community groups or leaders----- 10%
- Friends and family----- 9%
- (DON'T READ)** DK/NA/REFUSED ----- 18%

13. Next, from which of the following media do you get most of your information about what's going on in California government and politics today: television, newspapers, radio, the internet, or talking to other people? **(ALLOW ONE CHOICE FOR SOURCE THEY USE MOST; IF RESPONSE GIVEN, ASK: And which others of these sources do you use for information about government and politics? (ACCEPT MULTIPLE RESPONSES IN FOLLOW-UP QUESTION; IF USE MOST IS DK/NA, CODE DK/NA FOR OTHER USES)**

	<u>USE MOST</u>	<u>OTHERS USED</u>
Television -----	39%	32%
Newspapers -----	16%	31%
Radio -----	10%	20%
Internet websites -----	28%	30%
Other people -----	6%	28%
<b>(DON'T READ) DK/NA/REFUSED</b> -----	1%	5%

**(ASK Q14 IF READ NEWSPAPERS)**

14. Do you mostly read the paper version of the newspaper, or do you mostly read the newspaper online? **(IF MOSTLY ONLINE, ASK: And do you mostly read it online on your computer, or mostly on a smartphone or tablet computer?)**

Paper version of newspaper -----	74%
Newspaper online, computer -----	14%
Newspaper online, smartphone/tablet ---	5%
<b>(DON'T READ) BOTH</b> -----	7%
<b>(DON'T READ) DK/NA/REFUSED</b> -----	0%

**(RESUME ASKING ALL RESPONDENTS)**

15. Next, I would like to ask you about how often you use ethnic media. As a reminder, ethnic media include news publications, in any form of media, that are focused on issues of interest to specific ethnic communities in California. Ethnic media may be in English or another language. Please tell me how often you get news from the following kinds of ethnic media — more than once a day, once a day, once a week, a few times a month, hardly ever, or never? **(RANDOMIZE)**

	<b>MORE THAN ONCE</b>				<b>HARDLY EVER</b>		<b>DON'T READ</b>
	<u>DAY</u>	<u>DAILY</u>	<u>WKLY</u>	<u>MNTHLY</u>	<u>EVER</u>	<u>NEVER</u>	<u>(DK/NA)</u>
[ ]a. A newspaper written for a specific ethnic community -----	1%	6%	9%	6%	20%	56%	1%
[ ]b. Radio for a specific ethnic community -----	3%	8%	7%	5%	20%	56%	1%
[ ]c. Television for a specific ethnic community -----	5%	11%	9%	6%	20%	48%	1%

16. Now I'm going to read a list of specific news sources. For each one, please tell me how often do you get news from this source—more than once a day, once a day, once a week, a few times a month, hardly ever, or never? **(RANDOMIZE)**

	MORE THAN ONCE				HARDLY		DON'T READ (DK/NA)
	DAY	DAILY	WKLY	MNTHLY	EVER	NEVER	
[ ]a. The national nightly network television news like C-B-S, A-B-C or N-B-C	6%	37%	22%	7%	11%	17%	0%
[ ]b. The cable TV network C-N-N	4%	21%	22%	10%	15%	27%	0%
[ ]c. The cable TV network M-S-N-B-C	3%	18%	19%	9%	15%	36%	1%
[ ]d. The Fox News Cable Channel	5%	21%	17%	7%	13%	37%	0%
[ ]e. P-B-S public television	2%	16%	21%	13%	17%	30%	0%
[ ]f. N-P-R, or National Public Radio	4%	16%	13%	7%	15%	44%	1%
[ ]g. The Daily Show with Jon Stewart or the Colbert Report	1%	9%	15%	9%	14%	52%	1%
[ ]h. Local alternative weekly newspapers	1%	9%	20%	10%	16%	44%	1%
[ ]i. A-M news or talk radio	5%	22%	15%	5%	15%	38%	0%
[ ]j. A major newspaper in your community	2%	35%	23%	7%	11%	21%	0%
[ ]k. A newspaper intended for a national audience, like the <i>Wall Street Journal</i> or <i>USA Today</i>	1%	11%	17%	12%	17%	40%	0%
[ ]l. E-mail newsletters from community organizations or leaders	2%	9%	15%	13%	17%	44%	1%
[ ]m. Friends, family, or neighbors	5%	22%	32%	11%	15%	14%	1%
[ ]n. Blogs on the internet	2%	12%	15%	8%	14%	48%	0%
[ ]o. Podcasts	1%	4%	5%	5%	14%	70%	2%
[ ]p. Nonprofit and independent news sites, like <i>California Watch</i>	1%	4%	9%	9%	16%	60%	1%
<b>(ASK LATINOS ONLY)</b>							
[ ]q. Univision or Telemundo	9%	24%	16%	7%	10%	34%	0%
[ ]r. The newspaper <i>La Opinion</i>	2%	8%	15%	9%	13%	53%	1%
<b>(ASK CHINESE AMERICAN VOTERS ONLY)</b>							
[ ]s. Asian Week	4%	16%	19%	7%	12%	41%	1%
[ ]t. ImaginAsian TV	7%	14%	16%	3%	11%	48%	2%
<b>(ASK AFRICAN AMERICAN VOTERS ONLY)</b>							
[ ]u. B-E-T, Black Entertainment Television	8%	17%	19%	11%	17%	27%	0%

**(ASK Q17-19 IF GET NEWS ON INTERNET)**

17. Next I'm going to read you some ways people find news stories to read on the internet. For each one, tell me how often you find out about news about California government and politics this way: frequently, occasionally, rarely, or never? **(RANDOMIZE)**

	<u>FREQ.</u>	<u>OCCAS.</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>
[ ]a. Using a search engine like Google or Bing -----	57%	28%	7%	8%	0%
[ ]b. From a friend or family member on Facebook-----	21%	27%	13%	38%	0%
[ ]c. From an organization or company you follow on Facebook-----	13%	17%	13%	57%	0%
[ ]d. From someone you follow on Twitter -----	6%	7%	9%	78%	0%
[ ]e. From an email or instant message from friends, family or coworkers-----	19%	30%	23%	27%	0%
[ ]f. By going directly to the website for a local newspaper, TV station, or radio station -----	34%	34%	16%	16%	0%
[ ]g. From an email newsletter -----	15%	28%	19%	38%	1%
[ ]h. Using an R-S-S feed-----	5%	8%	9%	71%	7%
[ ]i. Going to a website that assembles links to news articles from different places on the internet-----	35%	31%	15%	19%	0%
[ ]j. Websites run by government agencies -----	9%	28%	25%	37%	1%
[ ]k. Podcasts -----	6%	10%	13%	70%	1%
[ ]l. Blogs -----	15%	21%	15%	48%	0%

18. When you get news about California politics and government on the internet, do you prefer to get it as written text on a website, as web audio, or as web video? **(ACCEPT MULTIPLE RESPONSES)**

Written text -----	71%
Audio -----	5%
Video-----	21%
<b>(DON'T READ) ALL</b> -----	5%
<b>(DON'T READ) DK/NA/REFUSED</b> -----	3%

19. And what kind of a device do you use to read news about California government and politics on the internet? **(ACCEPT MULTIPLE RESPONSES)**

Computer -----	75%
Smart phone -----	25%
Tablet-----	10%
<b>(DON'T READ) ALL</b> -----	11%
<b>(DON'T READ) DK/NA/REFUSED</b> -----	1%

**(RESUME ASKING ALL RESPONDENTS)****NOW I WOULD LIKE TO ASK YOU SOME QUESTIONS ABOUT THE CONTENT OF THE INFORMATION YOU GET ABOUT GOVERNMENT AND POLITICS.**

20. When you look for news and news headlines, do you prefer...

Sources that share your political point of view -----	21%
Sources that don't have a particular point of view, or -----	44%
Sources that have political points of view different from your own -----	13%
<b>(DON'T READ) All</b> -----	<b>17%</b>
<b>(DON'T READ) DK/NA/REFUSED</b> -----	<b>5%</b>

21. Overall, compared to ten years ago, do you think it is easier or harder to keep up with information and news about government and politics in \_\_\_\_\_, or is there no real difference compared to ten years ago? **(ROTATE)**

	<u>EASIER</u>	<u>HARDER</u>	<u>NO DIFF.</u>	<b>DON'T READ (DK/NA)</b>
[ ]a. California-----	63%	18%	16%	3%
[ ]b. Your local community-----	62%	14%	21%	3%

22. Next, please tell me whether you agree or disagree with the following statement. I feel views of \_\_\_\_\_ are well represented in the local media. **(IF AGREE/DISAGREE, ASK: Is that strongly AGREE/DISAGREE, or just somewhat?)**

	<u>STR. AGREE</u>	<u>S.W. AGREE</u>	<u>S.W. DISAGREE</u>	<u>STR. DISAGREE</u>	<b>(DK/ NA)</b>
<b>(ASK FIRST)</b>					
[ ]a. Immigrants -----	19%	29%	24%	21%	7%
<b>(RANDOMIZE)</b>					
[ ]b. Latinos-----	28%	31%	19%	15%	7%
[ ]c. African Americans -----	23%	32%	22%	16%	8%
[ ]d. Asians and Pacific Islanders-----	12%	30%	27%	19%	12%

**(ASK RESPONDENTS WHO GET MOST OF THEIR NEWS FROM TV, RADIO, NEWSPAPERS OR THE INTERNET)**

23. Earlier, you said you get most of your information about government and politics from **(INSERT ITEM)**.

**(IF TELEVISION:** Thinking about the television network you watch most often for news and information about California government and politics,)

**(IF NEWSPAPERS:** Thinking about the newspaper you read most often for news and information about California government and politics,)

**(IF RADIO:** Thinking about the radio station you hear most often for news and information about California government and politics,)

**(IF INTERNET WEBSITES:** Thinking about the internet websites you read most often for news and information about California government and politics,)

please tell me how well you think each of the following words and phrases describes that source of information: very well, somewhat well, not that well or not at all well. **(RANDOMIZE)**

	<u>VERY WELL</u>	<u>S.W. WELL</u>	<u>NOT TOO WELL</u>	<u>NOT AT ALL WELL</u>	<u>(NO OPIN./ DK/NA)</u>
[ ]a. Is politically partisan -----	23%	46%	16%	9%	7%
[ ]b. Reflect the views of people like me -----	27%	51%	12%	5%	4%
[ ]c. Easy to understand -----	62%	32%	4%	1%	1%
[ ]d. Fair -----	33%	50%	10%	4%	3%
[ ]e. Covers issues that I care about -----	42%	48%	6%	2%	2%
[ ]f. Lets me know about ways I can get involved -----	26%	42%	19%	9%	3%
[ ]g. Digs beneath the surface of the issues -----	28%	49%	15%	5%	3%

<b>HERE ARE MY FINAL QUESTIONS, FOR CLASSIFICATION PURPOSES ONLY.</b>
---

24. What was the last level of school you completed?

Grades 1-8 -----	1%
Grades 9-11 -----	3%
High school graduate (12) -----	18%
Community college/ Vocational school -----	11%
Less than 4 years of college -----	20%
College graduate (4 year college) -----	27%
Post-graduate/ Professional school -----	19%
<b>(DON'T READ)</b> DK/NA/Refused -----	1%

25. Do you own or rent your place of residence?

Own----- 61%  
 Rent----- 34%  
**(DON'T READ)** DK/NA/Refused----- 6%

26. Do you have any children under the age of 18 living at home with you?

Yes----- 29%  
 No ----- 69%  
**(DON'T READ)** DK/NA/Refused----- 1%

27. What is your marital status: are you married, not married but living with a partner, single, separated, divorced, or widowed?

Married----- 55%  
 Not married, living with partner----- 5%  
 Single ----- 27%  
 Separated----- 1%  
 Divorced ----- 6%  
 Widowed ----- 5%  
**(DON'T READ)** DK/NA/REFUSED ----- 2%

28. How would you describe the area in which you live? Would you say that you live in: **(READ LIST AND ROTATE)**

[ ] A big city----- 21%  
 [ ] A medium or small city----- 28%  
 [ ] A suburban area ----- 27%  
 [ ] A small town----- 13%  
 [ ] A rural area ----- 9%  
**(DON'T READ)** DK/NA/REFUSED ----- 2%

29. How would you describe yourself politically: Are you liberal, moderate, or conservative? **(IF LIBERAL/CONSERVATIVE ASK: Is that very LIBERAL/CONSERVATIVE or just somewhat?)**

Very liberal ----- 14%  
 Somewhat liberal ----- 19%  
 Moderate ----- 32%  
 Somewhat conservative----- 16%  
 Very conservative----- 13%  
**(DON'T READ)** DK/NA/REFUSED----- 6%



30. Would you say that you support the Tea Party movement? **(IF YES, ASK: Do you support it strongly, or just somewhat?)**

Yes, strongly----- 10%  
 Yes, somewhat ----- 19%  
 No ----- 61%  
**(DON'T KNOW)**----- 11%

31. How often would you say that you attend church or other religious services: **(READ LIST)**

More than once per week ----- 8%  
 Once per week ----- 25%  
 Once per month----- 11%  
 A few times each year ----- 23%  
 Never ----- 29%  
**(REFUSED/NA)**----- 3%

32. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2011?

\$20,000 and under ----- 10%  
 \$20,001 - \$40,000 ----- 13%  
 \$40,001 - \$60,000 ----- 17%  
 \$60,001 - \$80,000 ----- 12%  
 \$80,001 - \$100,000----- 10%  
 \$100,001 - \$150,000 ----- 12%  
 More than \$150,000 ----- 10%  
**(DON'T READ) Refused**----- 16%

#### **Information from Voter List:**

##### **GENDER:**

Male ----- 49%  
 Female----- 51%

##### **PARTY REGISTRATION**

Democrat ----- 43%  
 Republican ----- 30%  
 NPP----- 22%  
 Other ----- 5%

**AGE**

18-29 -----	18%
30-39 -----	16%
40-49 -----	17%
50-64 -----	28%
65-74 -----	11%
75+ -----	9%
BLANK -----	1%

**PERMANENT ABSENTEE VOTER**

Yes -----	48%
No -----	52%

**REGION**

LA County -----	25%
Counties Around LA -----	22%
Bay Area -----	22%
San Diego -----	9%
Sacramento/ Rural North -----	10%
Central Valley/Central Coast -----	12%

**MEDIA MARKET**

LA -----	46%
SF -----	22%
SD -----	9%
SAC -----	11%
OTHER -----	12%