

STRAIGHT UP:

HOW DIVERSE CALIFORNIA VOTERS ACCESS POLITICAL NEWS – AND ENGAGE

CA VOTERS ARE EAGER CONSUMERS OF POLITICAL AND GOVERNMENT NEWS

APPETITE FOR GOVERNMENT AND POLITICAL REPORTING:

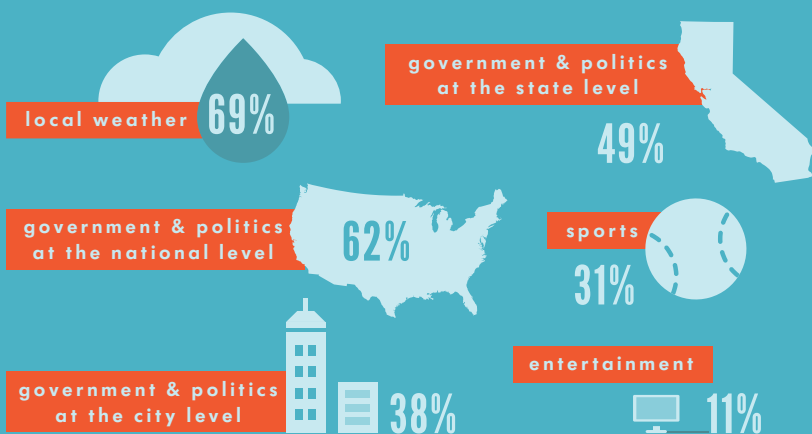
59% of CA voters say they enjoy keeping up with the news "a lot"

57% say they are "very" or "extremely" interested in following news specifically about government and politics in the state

ONLY **8%** say they don't keep up with the news

VOTERS FOLLOW NEWS ON GOVERNMENT & POLITICS MORE FREQUENTLY THAN MOST NEWS

PERCENTAGE OF VOTERS WHO FREQUENTLY FOLLOW NEWS ON:



CALIFORNIANS LIKE TO MAKE UP THEIR OWN MINDS. ONLY A MINORITY OF CALIFORNIA VOTERS PREFER NEWS THAT CATERS TO THEIR OWN PARTICULAR POINT OF VIEW ON MAJOR ISSUES



44%

SAY THEY PREFER SOURCES OF NEWS THAT DON'T HAVE A PARTICULAR POLITICAL POINT OF VIEW.

ONLY 1 IN 5 **21%** SEEK OUT NEWS THAT REINFORCES THEIR OWN BELIEFS



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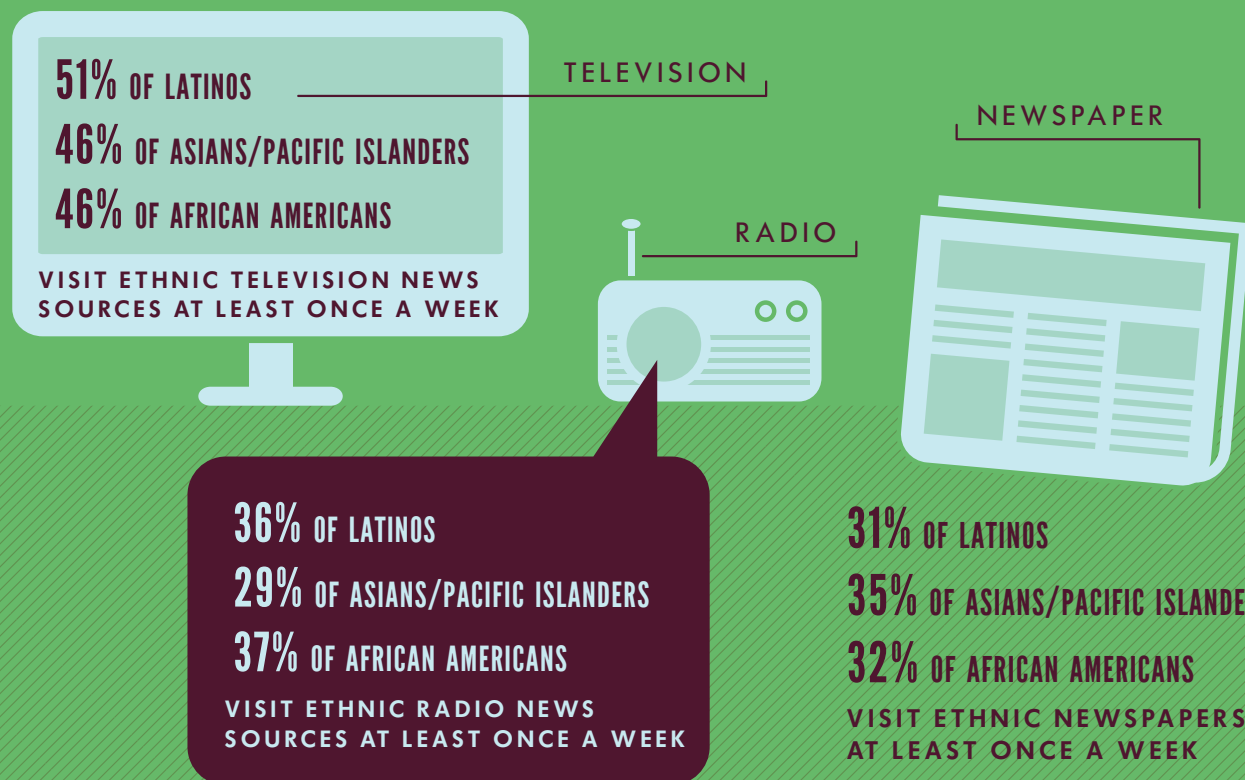
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COMMUNITIES OF COLOR ACCESS AND EVALUATE NEWS SOMEWHAT DIFFERENTLY

WHILE THEY GENERALLY USE THE SAME NEWS SOURCES, VOTERS OF COLOR GET AT LEAST SOME OF THEIR NEWS FROM ETHNIC MEDIA



ALL VOTERS, REGARDLESS OF ETHNIC BACKGROUND, RELY ON PROFESSIONAL JOURNALISTS IN THE MAINSTREAM MEDIA FOR MOST OF THEIR GOVERNMENT AND POLITICAL NEWS.



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CA VOTERS HAVE DESIRE TO BE
PARTICIPANTS, NOT JUST RECIPIENTS

MOST CALIFORNIA VOTERS ARE ENGAGED IN SOME
KIND OF CIVIC ACTIVITY TO IMPROVE THEIR COMMUNITY

61%

SAY THEY HAVE ENGAGED IN
SOME ACTIVITY IN THE PAST
YEAR THAT INVOLVES THEM IN
THEIR COMMUNITY'S CIVIC LIFE.

68%

OF VOTERS SAY THAT TELEVISION,
RADIO, NEWSPAPER OR INTERNET NEWS
SOURCES "LET THEM KNOW ABOUT
WAYS THEY CAN GET INVOLVED"

**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.

THIS HOLDS EQUALLY TRUE FOR DEMOCRATS, REPUBLICANS, OR INDEPENDENTS.



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