

## Appendix: Perceived importance of journalists' personal traits, by race

### Perceived importance of journalists' personal traits, by race

% of U.S. adults who say it is **at least somewhat** important that the news they get comes from journalists or reporters who ...

	Share their political views	Share their religious views	Talk or sound like them	Are around the same age as them	Are the same race or ethnicity as them	Are the same gender as them
Total	39%	22%	20%	15%	14%	10%
White	38	19	16	10	5	6
Black	43	33	34	28	41	25
Hispanic	38	27	28	22	25	16
Asian *	45	23	24	25	20	17

\* Estimates for Asian adults are representative of English speakers only.

Note: Black adults include those who say they are Black alone and non-Hispanic, Black and at least one other race and non-Hispanic, or Black and Hispanic. White and Asian adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race. Respondents who did not answer are not shown.

Source: Survey of U.S. adults conducted March 13-19, 2023. Survey of U.S. Black adults conducted Feb. 22-March 5, 2023.

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