

**2023 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 122 FEBUARY 2023
FINAL TOPLINE
FEBUARY 22-MARCH 5, 2023
BLACK AMERICANS TOTAL N=4742**

ASK ALL:

COMATTACHMOD

In general, how attached do you feel to your local community? **[RANDOMIZE
ORDER OF RESPONSE OPTIONS 1-5/5-1]**

Feb 22-Mar 5
2023

4	Extremely attached
15	Very attached
40	Somewhat attached
26	Not too attached
14	Not at all attached
1	No answer

2 QUESTIONS HELD FOR FUTURE RELEASE**ASK ALL:**

NEWS_LEVEL

How closely do you follow... **[RANDOMIZE ITEMS; RANDOMIZE ORDER OF RESPONSE
OPTIONS 1-5/5-1 IN SAME ORDER AS COMATTACHMOD]**

	Extremely <u>closely</u>	Very <u>closely</u>	Somewhat <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	No <u>answer</u>
[NO ITEM A]						
b. National news Feb 22-Mar 5, 2023	8	19	38	22	13	1
c. Local news Feb 22-Mar 5, 2023	10	22	35	21	11	*

[NO ITEM D]

ASK ALL:

NEWSOURCE How often do you get news and information from each of the following? **[RANDOMIZE ITEMS; RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS COMATTACHMOD]**

		Extremely <u>often</u>	Fairly <u>often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	No <u>answer</u>
a.	National news outlets Feb 22-Mar 5, 2023	10	25	35	18	11	*
b.	Local news outlets Feb 22-Mar 5, 2023	13	28	34	16	9	1
c.	Political leaders and public officials Feb 22-Mar 5, 2023	3	10	32	33	21	1
d.	Friends, family and acquaintances Feb 22-Mar 5, 2023	9	24	45	16	5	*
e.	Social media sites (such as on Facebook, Instagram or YouTube) Feb 22-Mar 5, 2023	13	22	33	18	14	*
f.	Religious leaders Feb 22-Mar 5, 2023	4	9	23	28	35	*

ASK IF GETS NEWS ON SOCIAL MEDIA AT LEAST SOMETIMES (NEWSOURCEe=1-3) [N=3012]:

SOCIALPATH How often do you get news and information from each of the following on social media sites? **[RANDOMIZE ITEMS; RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5, 5-1 IN THE SAME ORDER AS COMATTACHMOD]**

		Extremely <u>often</u>	Fairly <u>often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	No <u>answer</u>
a.	National or local news outlets Feb 22-Mar 5, 2023	10	25	42	15	8	1
b.	Celebrities, influencers, or any other people who have a lot of followers Feb 22-Mar 5, 2023	5	12	34	28	21	*
c.	Groups or individuals in your local community Feb 22-Mar 5, 2023	4	12	39	27	17	1
d.	Friends, family, and acquaintances Feb 22-Mar 5, 2023	10	22	45	15	7	*

ASK IF GETS NEWS ON SOCIAL MEDIA AT LEAST SOMETIMES (NEWSOURCE=1-3) [N=3012]:
NEWSUSE_PLAT How do you prefer to get the following information? [RANDOMIZE ITEMS; RANDOMIZE
**OPTIONS 1 AND 2, ANCHOR 3 AND 4; 1 AND 2 SHOULD BE IN THE SAME ORDER FOR
ALL ITEMS]**

	I prefer to get this directly from <u>news outlets</u>	I prefer to get this from social media <u>posts</u>	Both about the <u>same</u>	<u>Neither</u>	<u>No answer</u>
a. The basic facts about an issue or event Feb 22-Mar 5, 2023	40	11	42	6	1
b. Opinions or takes on an issue or event Feb 22-Mar 5, 2023	26	18	43	12	1
c. The most in-depth information about an issue or event Feb 22-Mar 5, 2023	44	9	40	7	1
d. Up-to-date information about an event as it is happening Feb 22-Mar 5, 2023	37	14	44	5	*
e. Information about how an issue or event impacts me Feb 22-Mar 5, 2023	37	10	44	9	*

4 QUESTIONS HELD FOR FUTURE RELEASE

ASK ALL:

SOURCETRUACC How much do you trust the accuracy of the news and information that comes from ...

[RANDOMIZE ITEMS IN SAME ORDER AS NEWSSOURCE; RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS COMATTACHMOD]

	A great <u>deal</u>	A fair <u>amount</u>	<u>Some</u>	Not too <u>much</u>	<u>Not at all</u>	No <u>answer</u>
a. National news outlets Feb 22-Mar 5, 2023	11	33	35	14	6	1
b. Local news outlets Feb 22-Mar 5, 2023	12	37	35	11	5	1
c. Political leaders and public officials Feb 22-Mar 5, 2023	3	16	36	30	14	1
d. Friends, family and acquaintances Feb 22-Mar 5, 2023	10	26	45	15	4	1
e. Social media sites (such as on Facebook, Instagram or YouTube) Feb 22-Mar 5, 2023	4	14	34	30	17	1
f. Religious leaders Feb 22-Mar 5, 2023	6	20	34	21	17	1

4 QUESTIONS HELD FOR FUTURE RELEASE**ASK ALL:**

JOURIMP

How important is it to you that the news you get comes from journalists or reporters who...

[RANDOMIZE ITEMS; RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS COMATTACHMOD]

	Extremely <u>important</u>	Very <u>important</u>	Somewhat <u>important</u>	Not too <u>important</u>	Not at all <u>important</u>	No <u>answer</u>
a. Are the same race or ethnicity as you Feb 22-Mar 5, 2023	5	9	27	25	33	1
b. Are around the same age as you Feb 22-Mar 5, 2023	3	6	19	32	39	1
c. Talk or sound like you Feb 22-Mar 5, 2023	3	7	23	27	37	1
d. Share your political views Feb 22-Mar 5, 2023	4	9	30	27	29	1
e. Are the same gender as you Feb 22-Mar 5, 2023	3	5	18	29	45	1
f. Share your religious views Feb 22-Mar 5, 2023	5	7	21	27	39	1

ASK ALL:

COVCOMMOFT How often do you see or hear news coverage about your local community?

Feb 22-Mar 5

2023

11	Extremely often
25	Fairly often
39	Sometimes
20	Rarely
5	Never
1	No answer

ASK IF SEES OR HEARS NEWS COVERAGE ABOUT THEIR LOCAL COMMUNITY AT LEAST SOMETIMES (COVCOMMOFT=1-3) [N=3546]:

COVCOMMFAIR On the whole, do you think that the news coverage you see or hear about your local community is...

Feb 22-Mar 5

2023

10	Very fair
34	Somewhat fair
41	Neither fair nor unfair
9	Somewhat unfair
2	Very unfair
3	No answer

ASK ALL:

COVCOMMAMT Do your local news outlets cover your local community...

Feb 22-Mar 5

2023

7	More than they should
25	Less than they should
40	As much as they should
26	Not sure
2	No answer

ASK ALL:

LOCMED_INTOUCH Overall, would you say that local journalists in your area are MOSTLY in touch or out of touch with your local community?

Feb 22-Mar 5

2023

58	In touch
38	Out of touch
4	No answer

SHOW ALL: To provide more background, our surveys explore topics among many groups in American society. This particular survey explores Black Americans' views about news and information, including how Black people are covered in the news. We want to hear the voices of ALL Black Americans on these topics, no matter where they stand.

**ASK ALL:
STORYWHY**

When you read, watch or listen to a news story, how important is each of the following in deciding whether it is trustworthy? **[RANDOMIZE ITEMS; RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS COMATTACHMOD]**

	<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not too important</u>	<u>Not at all important</u>	<u>No answer</u>
a. The news outlet that publishes the story Feb 22-Mar 5, 2023	17	29	35	10	8	2
[NO ITEM B/C]						
d. The sources that are cited in the story Feb 22-Mar 5, 2023	21	32	30	9	7	1
[NO ITEM E]						
f. Your gut instinct about the story Feb 22-Mar 5, 2023	13	27	39	12	8	1
g. The story is reported by multiple outlets Feb 22-Mar 5, 2023	18	32	35	8	7	1
h. The journalist or reporter is Black Feb 22-Mar 5, 2023	5	9	27	28	29	1
i. The story includes Black people as sources Feb 22-Mar 5, 2023	10	17	31	21	20	1

ASK ALL:

BLKJOURIMP

How important is it to you that the news you get about each of the following comes from Black journalists or reporters? **[RANDOMIZE B AND C, ANCHOR A TO BE FIRST; RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS COMATTACHMOD]**

	<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not too important</u>	<u>Not at all important</u>	<u>No answer</u>
a. Any of the news you get, regardless of topic Feb 22-Mar 5, 2023	5	9	29	27	28	1
b. News about issues related to race and racial inequality Feb 22-Mar 5, 2023	18	22	28	13	17	1
c. News about your local community Feb 22-Mar 5, 2023	9	17	29	21	22	2

ASK ALL:

BLKJOURCOMPARE

Do you think Black journalists and reporters are better, worse or about the same as other journalists or reporters at each of the following? **[RANDOMIZE ITEMS; RANDOMIZE RESPONSE OPTIONS 1 AND 2, ANCHOR 3]**

	<u>Better</u>	<u>Worse</u>	<u>About the same</u>	<u>No answer</u>
a. Covering the topics that are important to you Feb 22-Mar 5, 2023	28	5	65	1
b. Reporting the news accurately Feb 22-Mar 5, 2023	17	4	77	2
c. Understanding you Feb 22-Mar 5, 2023	44	5	50	1
d. Covering the most important issues in your local community Feb 22-Mar 5, 2023	24	5	69	2
e. Covering issues related to race and racial inequality Feb 22-Mar 5, 2023	45	5	49	1

ASK ALL:

BLKNEWS

How often do you get news from Black news outlets – those outlets that focus on providing news and information specifically to Black audiences? This can include newspapers, radio or TV stations, podcasts, or social media accounts that are created for and by Black people.

[RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5, 5-1 IN SAME ORDER AS COMATTACHMOD]

Feb 22-Mar 5

2023

7	Extremely often
17	Fairly often
40	Sometimes
23	Rarely
11	Never
1	No answer

SHOW ALL: Next are some questions to get your thoughts on how the news covers Black people, including such things as news coverage of Black communities, and Black people being the focus in a story or included in a story.

ASK ALL:

BLKNEWSIMP

How important do you think it is for journalists and reporters to do each of the following when covering Black people? **[RANDOMIZE ITEMS; RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS COMATTACHMOD]**

	<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not too important</u>	<u>Not at all important</u>	<u>No answer</u>
a. Personally engage with the people they cover Feb 22-Mar 5, 2023	27	32	29	6	5	1
b. Understand the history of the issues in the story Feb 22-Mar 5, 2023	41	32	20	3	3	1
c. Advocate for Black people Feb 22-Mar 5, 2023	23	26	31	11	8	2
d. Cover all sides of the issues in the story Feb 22-Mar 5, 2023	43	33	17	3	3	1

ASK ALL:

BLACKNEWSPAIR For each of the following, which comes closer to your view?

The news coverage that I see or hear about Black people...

[REPEAT BOLDED PHRASE BEFORE EACH ITEM; RANDOMIZE ORDER OF ITEMS; RANDOMIZE RESPONSE OPTIONS 1 AND 2 BUT ALWAYS IN THE SAME ORDER FOR A RESPONDENT (E.G. ALWAYS 1 FIRST OR ALWAYS 2 FIRST); ALWAYS ANCHOR 3]

a.		Is largely <u>accurate</u>	Is largely <u>inaccurate</u>	Is about equally accurate and <u>inaccurate</u>	<u>No answer</u>
	Feb 22-Mar 5, 2023	11	26	60	3
b.		Helps Black <u>people</u>	Hurts Black <u>people</u>	Both happen <u>about equally</u>	<u>No answer</u>
	Feb 22-Mar 5, 2023	7	33	57	2
c.		Often is more positive than the news about other racial and ethnic <u>groups</u>	Often is more negative than the news about other racial and ethnic <u>groups</u>	Is about the same as the news about other racial and ethnic <u>groups</u>	<u>No answer</u>
	Feb 22-Mar 5, 2023	7	63	28	2
d.		Often reports the <u>full story</u>	Often is missing important <u>information</u>	Both happen <u>about equally</u>	<u>No answer</u>
	Feb 22-Mar 5, 2023	9	50	38	2
e.		Largely does NOT stereotype Black <u>people</u>	Largely stereotypes Black <u>people</u>	Both happen <u>about equally</u>	<u>No answer</u>
	Feb 22-Mar 5, 2023	11	43	43	3
f.		Covers a wide variety of Black <u>people</u>	Only covers certain segments of Black <u>communities</u>	Both happen <u>about equally</u>	<u>No answer</u>
	Feb 22-Mar 5, 2023	9	57	31	3

ASK ALL:

BLKNEWSPROB1 How often would you say you see or hear news coverage about Black people that is racist or racially insensitive? **[RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5, 5-1 IN SAME ORDER AS COMATTACHMOD]**

Feb 22-Mar 5

2023

12	Extremely often
26	Fairly often
41	Sometimes
14	Rarely
4	Never
1	No answer

ASK IF SEES RACIST COVERAGE AT LEAST SOMETIMES (BLKNEWSPROB1=1-3) [N=3911]:

BLKNEWSPROB2 Which of the following do you think are reasons why news coverage about Black people can be racist or racially insensitive? **[RANDOMIZE ITEMS]**

	<u>A major reason</u>	<u>A minor reason</u>	<u>Not a reason</u>	<u>Not sure</u>	<u>No answer</u>
a. The journalist or reporter is not informed Feb 22-Mar 5, 2023	45	22	10	22	1
b. The news outlet is pushing an agenda Feb 22-Mar 5, 2023	51	19	7	23	1
c. People at the news outlet hold racist views Feb 22-Mar 5, 2023	42	22	9	27	1
d. The story is created too quickly Feb 22-Mar 5, 2023	37	23	14	25	1
e. Not enough Black staff members at the news outlet Feb 22-Mar 5, 2023	36	25	16	22	1

ASK IF SEES RACIST COVERAGE AT LEAST SOMETIMES (BLKNEWSPROB1=1-3) [N=3911]:

BLKNEWSFAIR How effective would each of the following be in making news coverage about Black people more fair? **[SHOW ITEMS IN ORDER; RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS COMATTACHMOD]**

	<u>Extremely effective</u>	<u>Very effective</u>	<u>Somewhat effective</u>	<u>Not too effective</u>	<u>Not at all effective</u>	<u>No answer</u>
a. Hiring more Black journalists and reporters Feb 22-Mar 5, 2023	20	24	42	8	5	1
b. Hiring more Black people in leadership roles at news outlets Feb 22-Mar 5, 2023	26	27	36	7	3	1
c. Including more Black people as sources in news stories Feb 22-Mar 5, 2023	24	30	36	6	3	1
d. Educating all journalists and reporters about issues impacting Black people Feb 22-Mar 5, 2023	38	26	27	5	2	1

ASK ALL:

BLKNEWSFUTURE In your lifetime, how likely do you think it is that Black people will be covered fairly in the news? **[RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS COMATTACHMOD]**

Feb 22-Mar 5
2023

4	Extremely likely
11	Very likely
40	Somewhat likely
27	Not too likely
11	Not at all likely
	[space]
6	Black people are already covered fairly in the news
2	No answer

ASK ALL:

IDIMPORTMOD Previously you said you consider yourself Black or African American. How important is being Black to how you think about yourself? **[RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS COMATTACHMOD]**

DATA HELD FOR FUTURE RELEASE

ASK ALL:
BLKCOMM

How much of your local community would you say is made up of Black people? [**RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS COMATTACHMOD**]

Feb 22-Mar 5
2023

12	All or nearly all
24	More than half
24	About half
29	Less than half
9	Nearly none
2	No answer

ASK ALL:

INC

Do you currently have enough income to lead the kind of life you want?

Feb 22-Mar 5
2023

30	Yes
68	No
2	No answer

ASK ALL:

INCPREF

Regardless of your actual income, roughly how much money per year would you need to lead the kind of life you want?

Feb 22-Mar 5
2023

14	Less than \$30,000
16	\$30,000 to less than \$60,000
26	\$60,000 to less than \$100,000
22	\$100,000 to less than \$200,000
10	\$200,000 to less than \$500,000
8	\$500,000 or more
4	No answer

ASK ALL:

INCFUTURE

Do you think you will have enough income in the future to lead the kind of life you want?

Feb 22-Mar 5
2023

58	Yes
40	No
2	No answer