

TABLE 1: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (EXTREMELY SERIOUS PROBLEM)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
L GOV'T WASTE/INEFFICIENCY	41	41	46	38	35	34	42	38	39	43	43	41	41	28	54	48	45	48	46	45	44	40
A JOBS AND ECONOMY	40	39	44	44	35	31	39	45	38	38	45	39	41	34	46	38	39	42	42	41	39	41
J COST OF HEALTH CARE	36	36	38	34	35	29	36	38	37	34	39	36	36	37	33	46	37	36	39	39	34	37
C QUALITY OF PUBLIC SCHOOLS	34	31	37	36	34	26	35	26	38	33	33	36	30	38	31	25	36	37	38	34	36	35
D PRICE OF GASOLINE	29	27	35	33	27	25	28	45	28	26	32	28	31	25	35	26	26	27	29	28	27	32
I AMOUNT YOU PAY IN TAXES	24	24	29	26	16	19	24	25	26	22	28	25	24	13	36	24	26	27	28	28	24	26
G ILLEGAL IMMIGRATION	23	22	27	26	15	11	23	22	22	23	26	22	24	15	33	16	25	26	28	27	24	24
B GLOBAL WARMING	22	22	23	25	21	25	23	19	25	23	20	24	21	34	12	20	26	25	26	24	25	21
H CRIME	22	21	26	29	14	16	22	29	19	20	31	20	25	22	23	23	21	24	26	27	21	26
M INTEGRATION OF IMMIGRANTS	19	18	24	14	11	14	19	22	19	17	21	17	21	16	21	25	20	22	23	23	19	20
K AIR AND WATER POLLUTION	18	15	19	17	20	25	18	18	21	15	20	18	18	23	12	17	17	18	19	21	17	20
F LACK VOTER PARTICIPATION	17	16	20	15	15	15	17	21	15	18	17	16	19	19	17	11	18	19	21	20	18	16
E COMPLICATED STATEWIDE INIT	15	14	17	17	13	12	15	13	15	15	15	14	15	14	16	10	18	18	19	18	17	16

	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
L GOV'T WASTE/INEFFICIENCY	41	51	42	45	37	32	41	50	34	49	33	38	48	31	45	43	45	35	44	39	43
A JOBS AND ECONOMY	40	49	39	43	36	39	40	37	40	43	38	38	37	42	44	46	45	37	39	36	36
J COST OF HEALTH CARE	36	44	34	37	36	30	35	36	43	44	32	33	41	39	38	40	41	33	27	34	39
C QUALITY OF PUBLIC SCHOOLS	34	45	36	39	27	24	35	32	35	36	25	32	35	31	36	29	29	33	40	38	38
D PRICE OF GASOLINE	29	36	27	30	27	35	28	25	35	43	38	26	32	39	29	36	34	25	27	27	29
I AMOUNT YOU PAY IN TAXES	24	35	23	27	20	23	24	33	20	35	21	21	30	21	29	28	25	22	24	25	24
G ILLEGAL IMMIGRATION	23	34	22	26	18	21	23	18	23	28	25	21	28	16	20	31	24	19	34	21	20
B GLOBAL WARMING	22	27	23	25	21	16	24	22	22	22	14	22	21	27	31	12	18	31	24	24	18
H CRIME	22	27	22	24	20	24	20	26	22	35	29	21	19	25	31	22	31	19	14	15	26
M INTEGRATION OF IMMIGRANTS	19	25	19	21	16	18	17	25	16	29	23	17	21	16	25	15	22	18	13	16	24
K AIR AND WATER POLLUTION	18	23	17	19	16	14	17	22	28	13	22	18	16	24	19	15	19	14	16	16	32
F LACK VOTER PARTICIPATION	17	25	17	20	14	12	18	18	17	17	13	16	23	17	25	14	15	17	27	17	18
E COMPLICATED STATEWIDE INIT	15	26	15	19	10	7	16	10	11	17	10	13	17	14	14	18	13	16	17	15	15

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	Q14 NWSPAPR		Q15 USE		Q18 CA GOVT & POL			Q19 CA GOVT & POLITICS				Q21A KEEPING UP			CIVIC ENGAGEMENT			Q25		Q26 CHILD		
	TYPE		ETHNC MEDIA		INTERNET FROM			NEWS INTERNET DEVICE				WITH CA NEWS			TARGETS			RESIDENCE		<18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
L GOV'T WASTE/INEFFICIENCY	41	41	39	39	46	40	45	49	41	35	41	38	40	45	43	47	43	37	44	38	42	41
A JOBS AND ECONOMY	40	40	37	42	37	38	52	46	39	36	37	37	41	44	33	37	41	40	40	40	43	39
J COST OF HEALTH CARE	36	37	36	38	33	35	49	42	37	32	32	33	36	38	37	39	33	38	35	38	38	35
C QUALITY OF PUBLIC SCHOOLS	34	29	34	33	35	37	39	35	36	41	38	40	34	37	28	43	37	26	33	33	36	33
D PRICE OF GASOLINE	29	29	21	32	26	26	30	31	26	26	25	27	29	35	24	26	30	30	28	32	31	29
I AMOUNT YOU PAY IN TAXES	24	25	19	23	27	24	29	27	25	23	30	24	23	29	25	28	25	22	27	21	27	23
G ILLEGAL IMMIGRATION	23	23	15	19	29	22	27	23	23	19	21	20	22	29	20	23	25	20	25	17	23	23
B GLOBAL WARMING	22	22	30	24	20	24	30	21	25	24	21	23	23	20	22	26	24	19	21	26	21	23
H CRIME	22	23	20	25	19	18	25	23	19	19	16	19	22	23	24	20	20	27	20	26	25	21
M INTEGRATION OF IMMIGRANTS	19	20	16	18	21	16	17	19	18	14	14	15	18	24	19	21	18	19	21	16	19	19
K AIR AND WATER POLLUTION	18	19	17	20	15	17	24	22	19	17	17	17	17	18	20	22	14	19	14	23	18	18
F LACK VOTER PARTICIPATION	17	16	19	19	15	18	28	21	19	19	21	19	18	21	14	21	19	14	17	18	17	17
E COMPLICATED STATEWIDE INIT	15	14	15	14	16	15	14	15	16	14	19	15	15	20	10	20	17	10	16	12	14	15

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
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Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
L GOV'T WASTE/INEFFICIENCY	41	43	36	36	29	43	29	38	42	47	40	33	45	37	44	38	37	41	41	48
A JOBS AND ECONOMY	40	37	46	48	37	38	38	44	47	44	36	32	45	34	41	38	42	37	40	42
J COST OF HEALTH CARE	36	34	37	46	35	44	33	39	37	41	32	32	39	32	38	33	41	30	34	41
C QUALITY OF PUBLIC SCHOOLS	34	34	31	44	20	17	22	32	31	31	39	34	31	37	31	37	41	31	31	33
D PRICE OF GASOLINE	29	24	40	38	29	23	25	35	42	33	24	17	37	21	28	31	30	30	27	31
I AMOUNT YOU PAY IN TAXES	24	23	24	30	24	20	23	26	26	27	23	19	27	22	28	19	22	24	24	28
G ILLEGAL IMMIGRATION	23	25	15	25	16	15	17	19	26	27	22	15	26	19	23	22	22	21	22	28
B GLOBAL WARMING	22	20	24	28	20	21	17	24	21	20	25	25	21	25	21	26	30	22	17	23
H CRIME	22	17	30	45	21	14	20	30	30	28	17	12	28	15	22	23	28	23	15	24
M INTEGRATION OF IMMIGRANTS	19	20	18	21	15	15	16	18	25	23	13	14	24	13	20	17	18	18	17	24
K AIR AND WATER POLLUTION	18	16	23	30	15	12	15	21	21	20	16	13	21	15	16	20	22	16	16	18
F LACK VOTER PARTICIPATION	17	17	17	26	9	13	6	17	17	20	19	11	19	16	17	17	20	15	17	20
E COMPLICATED STATEWIDE INIT	15	16	11	13	12	16	8	12	12	17	15	14	15	14	16	13	14	14	15	15

TABLE 1: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (EXTREMELY SERIOUS PROBLEM)

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES	NO																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
L GOV'T WASTE/INEFFICIENCY	41	70	52	59	34	45	43	35	38	42	44	39	29	41	42	49	44	38	37	46	42
A JOBS AND ECONOMY	40	57	46	50	35	46	38	36	42	44	37	34	37	41	44	42	40	33	41	40	37
J COST OF HEALTH CARE	36	31	36	34	37	36	35	37	39	35	33	31	30	38	36	43	29	30	34	38	30
C QUALITY OF PUBLIC SCHOOLS	34	40	30	34	34	34	31	37	33	31	34	36	35	33	43	34	29	20	37	31	25
D PRICE OF GASOLINE	29	39	38	38	25	33	29	27	37	34	24	23	31	32	30	31	23	26	31	28	24
I AMOUNT YOU PAY IN TAXES	24	51	32	39	18	31	23	19	18	25	25	28	16	24	28	28	26	19	22	26	23
G ILLEGAL IMMIGRATION	23	51	33	39	15	26	23	20	22	23	24	25	15	18	28	27	27	21	20	26	24
B GLOBAL WARMING	22	10	13	12	28	21	20	27	24	24	23	20	20	31	19	23	21	19	23	22	20
H CRIME	22	27	31	30	18	29	23	14	29	25	20	15	25	22	21	23	18	23	23	22	20
M INTEGRATION OF IMMIGRANTS	19	35	30	32	13	22	19	16	21	16	23	15	14	15	16	25	22	16	15	23	20
K AIR AND WATER POLLUTION	18	9	14	12	20	18	17	18	23	18	17	14	21	19	20	17	15	10	20	16	13
F LACK VOTER PARTICIPATION	17	27	18	21	16	21	15	16	18	18	18	15	19	15	19	18	16	13	18	16	15
E COMPLICATED STATEWIDE INIT	15	16	19	18	14	15	13	16	11	14	15	17	11	8	19	17	18	13	13	17	16

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
L GOV'T WASTE/INEFFICIENCY	41	42	41	33	54	42	37	46	37	45	28	36	57	50	42	41	32	33	45	61	38	48
A JOBS AND ECONOMY	40	38	42	37	47	37	38	38	43	41	33	40	45	49	36	38	38	36	51	44	36	39
J COST OF HEALTH CARE	36	34	38	39	33	35	30	38	39	37	35	42	33	34	34	36	40	38	28	37	33	38
C QUALITY OF PUBLIC SCHOOLS	34	29	38	35	31	34	32	25	41	36	28	41	27	36	32	36	39	32	35	29	36	29
D PRICE OF GASOLINE	29	28	31	27	33	30	31	26	31	30	23	30	33	34	30	29	28	26	37	31	31	27
I AMOUNT YOU PAY IN TAXES	24	26	23	19	33	24	22	30	23	23	18	20	37	29	24	23	19	18	31	35	20	29
G ILLEGAL IMMIGRATION	23	24	22	16	35	20	20	27	20	25	14	18	37	33	21	19	16	17	33	36	17	28
B GLOBAL WARMING	22	21	24	31	9	24	21	20	25	24	27	34	9	10	26	22	30	32	9	9	25	22
H CRIME	22	21	24	24	23	19	21	20	24	24	22	25	21	27	19	19	24	24	23	23	20	17
M INTEGRATION OF IMMIGRANTS	19	18	20	16	27	15	12	24	18	22	14	18	27	27	13	16	13	19	20	32	13	17
K AIR AND WATER POLLUTION	18	14	21	23	10	19	16	12	24	19	20	25	7	14	15	23	25	21	13	7	19	17
F LACK VOTER PARTICIPATION	17	18	17	17	18	17	17	18	19	15	16	18	20	16	18	17	19	15	18	18	17	17
E COMPLICATED STATEWIDE INIT	15	15	14	14	17	14	14	17	12	17	14	13	16	17	15	14	12	15	15	18	12	19

TABLE 1: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (EXTREMELY SERIOUS PROBLEM)

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
L GOV'T WASTE/INEFFICIENCY	41	29	37	46	60	42	45	34	42	48	44	40	43	39	48	43	35	42	48	42
A JOBS AND ECONOMY	40	32	43	41	50	45	44	29	40	37	45	35	44	39	44	45	29	40	41	42
J COST OF HEALTH CARE	36	39	38	35	31	39	38	36	35	32	32	34	38	37	35	38	36	35	33	32
C QUALITY OF PUBLIC SCHOOLS	34	34	36	29	32	37	32	36	27	31	32	34	34	34	32	35	36	27	35	30
D PRICE OF GASOLINE	29	23	30	28	37	34	29	25	26	30	32	28	31	29	31	32	25	26	30	31
I AMOUNT YOU PAY IN TAXES	24	14	25	25	39	26	32	17	24	19	27	20	28	23	27	28	17	24	22	26
G ILLEGAL IMMIGRATION	23	10	21	21	44	24	22	20	23	20	29	22	23	23	23	23	20	23	22	26
B GLOBAL WARMING	22	37	25	15	5	24	18	28	17	23	20	25	21	24	19	21	28	17	19	24
H CRIME	22	19	26	22	24	27	25	16	21	14	27	19	25	21	26	26	15	21	23	20
M INTEGRATION OF IMMIGRANTS	19	14	19	25	29	20	23	13	17	18	22	16	21	18	22	22	13	17	19	22
K AIR AND WATER POLLUTION	18	26	19	14	7	20	19	16	13	9	25	16	19	18	18	20	15	13	12	23
F LACK VOTER PARTICIPATION	17	15	18	13	22	18	16	17	15	23	17	18	17	17	19	17	17	15	20	19
E COMPLICATED STATEWIDE INIT	15	14	14	18	17	15	15	15	15	14	11	14	15	15	14	15	15	15	14	13

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
L GOV'T WASTE/INEFFICIENCY	41	43	42	35	38	33	39	30	28	37	47	35	38	35	37	29	30	28	30	30
A JOBS AND ECONOMY	40	34	39	41	51	50	48	38	37	36	37	47	43	52	46	38	37	35	37	39
J COST OF HEALTH CARE	36	31	36	32	41	41	50	29	42	30	37	36	37	49	44	37	33	39	32	34
C QUALITY OF PUBLIC SCHOOLS	34	27	41	29	32	39	47	20	21	41	29	31	31	51	37	22	18	24	19	19
D PRICE OF GASOLINE	29	22	26	37	42	38	38	28	31	25	24	42	36	36	39	27	32	22	32	33
I AMOUNT YOU PAY IN TAXES	24	25	22	23	26	33	28	27	20	20	26	24	25	32	29	24	24	27	24	22
G ILLEGAL IMMIGRATION	23	27	22	13	17	26	25	18	14	23	26	15	17	22	29	14	19	10	24	16
B GLOBAL WARMING	22	16	24	24	24	27	29	17	23	18	22	27	17	30	26	25	13	22	14	21
H CRIME	22	15	18	30	31	39	50	17	26	14	18	32	27	48	42	22	19	19	21	21
M INTEGRATION OF IMMIGRANTS	19	20	20	13	23	18	23	12	17	13	24	17	21	21	21	13	17	9	17	17
K AIR AND WATER POLLUTION	18	11	20	23	23	28	32	13	17	18	14	23	22	33	27	17	13	15	10	18
F LACK VOTER PARTICIPATION	17	17	17	16	17	25	26	9	9	17	16	17	16	29	22	10	7	7	5	12
E COMPLICATED STATEWIDE INIT	15	15	18	14	9	14	12	11	13	15	18	9	16	11	14	14	10	9	11	15

TABLE 1: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (EXTREMELY SERIOUS PROBLEM)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
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Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
L GOV'T WASTE/INEFFICIENCY	41	41	45	33	38	29	40	26	32	35	42	38	35	33	41	34	21	31	26	32
A JOBS AND ECONOMY	40	33	40	42	48	38	53	34	41	44	55	49	37	44	52	37	51	41	34	36
J COST OF HEALTH CARE	36	34	34	27	42	45	46	41	29	35	48	42	25	32	46	45	46	27	44	31
C QUALITY OF PUBLIC SCHOOLS	34	34	34	26	33	46	43	21	20	31	29	33	28	27	44	52	29	21	22	13
D PRICE OF GASOLINE	29	25	24	34	42	37	38	27	31	40	38	43	35	35	38	38	39	32	27	26
I AMOUNT YOU PAY IN TAXES	24	19	27	19	27	21	35	25	23	23	30	26	19	24	34	25	21	25	26	13
G ILLEGAL IMMIGRATION	23	23	26	15	16	18	29	16	16	14	18	18	20	9	27	21	23	17	16	11
B GLOBAL WARMING	22	22	19	31	21	36	25	16	23	20	34	21	48	20	26	35	31	25	18	9
H CRIME	22	16	17	21	35	36	49	25	17	29	37	36	20	23	49	42	33	16	24	26
M INTEGRATION OF IMMIGRANTS	19	18	22	11	22	11	25	16	13	18	21	23	13	12	23	12	21	13	15	16
K AIR AND WATER POLLUTION	18	16	16	21	24	22	34	18	12	22	27	26	23	17	34	20	27	11	18	16
F LACK VOTER PARTICIPATION	17	19	15	15	17	26	26	8	10	15	25	18	18	13	27	32	11	10	8	6
E COMPLICATED STATEWIDE INIT	15	15	18	8	13	3	17	15	10	13	5	13	12	6	16	2	14	10	17	4

TABLE 2: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (EXTREMELY/VERY SERIOUS PROBLEM)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
A JOBS AND ECONOMY	84	84	86	83	80	78	84	86	82	85	83	84	84	81	87	82	83	84	85	85	83	84
J COST OF HEALTH CARE	74	74	76	69	79	71	75	70	75	75	72	75	73	78	70	74	75	76	76	77	73	75
L GOV'T WASTE/INEFFICIENCY	71	71	75	65	57	72	71	70	66	75	69	69	72	58	82	75	73	75	74	72	73	72
C QUALITY OF PUBLIC SCHOOLS	68	68	69	63	67	66	69	59	71	68	65	71	64	75	62	60	69	71	72	68	69	67
D PRICE OF GASOLINE	61	59	67	60	54	47	59	78	57	57	70	59	64	54	68	64	55	57	61	61	55	64
H CRIME	61	61	65	63	50	48	59	74	55	60	64	58	63	61	60	62	57	60	63	64	57	63
B GLOBAL WARMING	52	52	52	49	57	53	52	44	57	51	47	56	46	72	30	52	56	56	56	54	56	52
I AMOUNT YOU PAY IN TAXES	51	53	54	49	32	41	50	53	52	47	54	50	51	32	68	57	51	53	53	54	51	53
K AIR AND WATER POLLUTION	49	49	47	52	61	52	49	49	51	49	46	51	47	63	36	49	48	50	52	53	47	52
F LACK VOTER PARTICIPATION	46	46	49	37	38	49	46	45	44	48	46	46	47	51	44	37	49	50	51	48	48	45
G ILLEGAL IMMIGRATION	46	44	52	46	33	31	45	52	42	45	51	43	50	31	63	38	47	48	49	49	45	45
M INTEGRATION OF IMMIGRANTS	44	45	48	36	30	40	44	43	42	44	47	42	46	38	49	45	45	49	47	47	44	46
E COMPLICATED STATEWIDE INIT	38	38	41	41	31	25	38	38	36	40	35	39	36	39	38	32	42	44	43	41	40	39

	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
A JOBS AND ECONOMY	84	87	86	86	80	83	84	86	85	82	83	84	85	85	87	83	86	83	84	83	79
J COST OF HEALTH CARE	74	80	76	78	70	67	74	71	82	79	78	75	76	79	76	74	76	74	69	75	73
L GOV'T WASTE/INEFFICIENCY	71	75	72	73	68	64	69	79	77	68	69	66	79	66	77	70	75	69	68	67	67
C QUALITY OF PUBLIC SCHOOLS	68	75	70	72	64	59	69	71	65	66	61	66	68	71	70	63	63	71	66	71	74
D PRICE OF GASOLINE	61	61	61	61	60	69	58	55	75	76	74	58	58	75	62	69	71	50	57	56	62
H CRIME	61	61	61	61	61	60	58	63	66	67	76	59	57	65	68	65	72	57	46	52	62
B GLOBAL WARMING	52	53	55	54	49	44	53	51	56	47	47	55	48	55	62	39	46	61	45	56	51
I AMOUNT YOU PAY IN TAXES	51	59	50	54	46	48	49	63	57	54	53	44	60	57	55	57	56	44	52	47	47
K AIR AND WATER POLLUTION	49	53	53	53	46	40	50	46	63	46	51	51	50	62	50	45	50	43	50	50	58
F LACK VOTER PARTICIPATION	46	51	50	50	42	37	45	57	47	54	42	44	50	43	58	40	43	45	57	49	40
G ILLEGAL IMMIGRATION	46	54	46	49	41	44	44	47	51	45	45	42	50	45	43	53	50	38	59	41	42
M INTEGRATION OF IMMIGRANTS	44	48	48	48	38	39	42	49	41	57	51	42	47	38	46	46	48	41	42	38	45
E COMPLICATED STATEWIDE INIT	38	46	44	45	31	21	39	34	32	49	33	37	36	39	44	41	38	42	41	36	27

TABLE 2: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (EXTREMELY/VERY SERIOUS PROBLEM)

	Q14 NWSPAPR		Q15 USE		Q18 CA GOVT & POL			Q19 CA GOVT & POLITICS				Q21A KEEPING UP			CIVIC ENGAGEMENT			Q25		Q26 CHILD		
	TYPE		ETHNC MEDIA		INTERNET FROM			NEWS INTERNET DEVICE				WITH CA NEWS			TARGETS			RESIDENCE		<18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
A JOBS AND ECONOMY	84	83	84	84	83	84	87	86	84	82	80	82	85	86	79	81	86	83	84	84	86	83
J COST OF HEALTH CARE	74	76	79	76	72	74	85	80	75	76	74	75	77	73	67	77	75	72	75	73	78	72
L GOV'T WASTE/INEFFICIENCY	71	71	71	69	73	69	63	74	69	66	70	68	72	71	67	68	75	67	73	66	70	71
C QUALITY OF PUBLIC SCHOOLS	68	63	73	68	68	70	73	71	71	75	71	73	69	70	63	73	70	63	67	70	71	67
D PRICE OF GASOLINE	61	60	48	64	57	54	60	67	56	56	53	56	61	67	58	51	61	67	59	67	64	60
H CRIME	61	63	53	63	57	57	62	64	57	57	56	56	60	62	61	56	59	65	58	63	61	61
B GLOBAL WARMING	52	51	64	57	44	54	55	53	54	61	57	60	54	45	48	59	51	48	48	59	52	51
I AMOUNT YOU PAY IN TAXES	51	51	47	50	51	49	64	59	51	47	51	48	50	54	49	48	53	50	55	45	56	48
K AIR AND WATER POLLUTION	49	49	52	55	41	51	62	55	51	51	54	51	50	50	46	55	46	50	44	58	52	48
F LACK VOTER PARTICIPATION	46	45	49	49	42	47	59	52	49	51	51	50	49	48	36	50	47	43	44	50	47	46
G ILLEGAL IMMIGRATION	46	47	32	41	53	41	45	45	43	39	40	39	45	55	40	44	47	45	49	38	45	46
M INTEGRATION OF IMMIGRANTS	44	47	42	42	46	41	46	44	41	41	37	41	43	49	43	43	45	43	46	41	40	45
E COMPLICATED STATEWIDE INIT	38	38	36	39	35	38	37	34	37	37	42	37	39	45	26	41	43	31	41	33	39	37

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
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Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
A JOBS AND ECONOMY	84	84	85	86	77	81	81	84	85	86	84	80	85	82	85	81	85	82	84	85
J COST OF HEALTH CARE	74	74	73	76	71	77	71	75	73	77	73	70	76	72	78	68	78	71	72	75
L GOV'T WASTE/INEFFICIENCY	71	70	70	64	66	76	66	70	70	74	74	59	73	68	73	67	67	67	73	76
C QUALITY OF PUBLIC SCHOOLS	68	66	68	77	61	57	63	69	66	66	71	69	66	70	66	72	72	67	65	68
D PRICE OF GASOLINE	61	55	76	73	63	57	61	71	78	65	52	48	71	50	60	63	59	65	57	64
H CRIME	61	56	70	79	55	63	57	69	71	67	55	45	69	51	59	63	64	60	54	66
B GLOBAL WARMING	52	48	55	67	50	50	49	56	46	49	55	56	48	56	48	57	64	50	44	49
I AMOUNT YOU PAY IN TAXES	51	46	55	54	57	57	56	55	54	53	50	44	53	48	55	44	50	50	51	53
K AIR AND WATER POLLUTION	49	46	56	64	45	59	45	56	51	51	46	50	51	48	46	54	62	44	46	47
F LACK VOTER PARTICIPATION	46	46	46	52	39	46	31	46	45	52	47	38	49	43	44	50	46	46	47	46
G ILLEGAL IMMIGRATION	46	49	39	41	44	39	38	40	50	50	44	36	50	41	47	44	39	48	45	50
M INTEGRATION OF IMMIGRANTS	44	47	40	39	39	38	48	40	48	49	40	36	48	38	45	42	41	42	42	50
E COMPLICATED STATEWIDE INIT	38	39	35	36	35	44	31	35	39	36	38	38	37	38	39	35	36	37	40	40

TABLE 2: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (EXTREMELY/VERY SERIOUS PROBLEM)

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL	NO	WKLY	OCASS	NEVER	\$0-	\$40K-	\$60K-	\$100K	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES					\$40K	\$60K	\$100K	+									
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
A JOBS AND ECONOMY	84	91	87	89	82	86	84	81	85	87	82	82	82	84	87	85	85	76	84	84	81
J COST OF HEALTH CARE	74	66	73	71	78	76	75	72	77	78	74	71	67	77	80	78	68	67	74	73	67
L GOV'T WASTE/INEFFICIENCY	71	92	82	86	64	74	73	65	68	74	69	70	61	69	72	75	72	74	67	74	73
C QUALITY OF PUBLIC SCHOOLS	68	69	61	63	70	68	65	72	68	71	67	70	74	70	73	66	64	55	72	63	60
D PRICE OF GASOLINE	61	72	70	71	56	67	61	54	72	68	54	52	64	63	63	62	56	54	63	59	55
H CRIME	61	62	68	66	57	67	65	48	71	64	58	49	63	56	60	60	61	63	60	61	62
B GLOBAL WARMING	52	18	28	25	65	47	48	61	53	54	52	51	55	61	48	51	47	42	55	49	45
I AMOUNT YOU PAY IN TAXES	51	78	64	69	41	60	51	39	44	53	49	52	40	51	59	56	48	40	50	51	45
K AIR AND WATER POLLUTION	49	26	39	34	56	45	52	52	59	50	47	43	55	59	51	45	44	37	55	43	41
F LACK VOTER PARTICIPATION	46	56	44	48	46	51	43	46	51	43	49	44	50	43	45	46	49	42	46	46	46
G ILLEGAL IMMIGRATION	46	87	62	71	34	56	45	36	47	42	45	45	30	43	48	50	59	52	40	52	56
M INTEGRATION OF IMMIGRANTS	44	65	62	63	36	51	42	36	45	42	44	44	41	36	40	50	51	41	39	48	47
E COMPLICATED STATEWIDE INIT	38	42	42	42	38	38	35	41	33	35	34	46	27	34	43	42	46	32	35	41	40

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
A JOBS AND ECONOMY	84	82	85	82	87	83	82	83	86	84	80	84	86	88	82	83	83	82	89	86	82	84
J COST OF HEALTH CARE	74	73	76	78	68	75	73	72	76	74	73	81	68	68	78	73	80	75	65	70	75	75
L GOV'T WASTE/INEFFICIENCY	71	70	71	62	85	68	68	72	66	76	57	66	86	83	70	66	61	62	80	89	64	76
C QUALITY OF PUBLIC SCHOOLS	68	66	70	71	62	69	71	60	73	67	67	74	59	65	70	69	76	67	65	60	72	62
D PRICE OF GASOLINE	61	58	65	57	67	62	59	57	68	61	50	62	64	71	62	62	60	53	66	68	65	56
H CRIME	61	56	65	62	62	56	55	57	65	64	58	66	58	67	53	61	62	62	61	62	56	56
B GLOBAL WARMING	52	48	55	67	26	56	50	45	59	52	64	69	24	29	52	60	66	68	30	25	60	47
I AMOUNT YOU PAY IN TAXES	51	51	50	42	65	49	49	52	50	50	39	44	67	62	48	51	43	40	66	64	46	54
K AIR AND WATER POLLUTION	49	45	53	61	30	52	52	38	58	48	60	62	24	37	50	55	66	56	34	27	57	43
F LACK VOTER PARTICIPATION	46	47	45	46	47	46	47	47	46	45	45	46	51	43	45	47	46	46	45	48	47	41
G ILLEGAL IMMIGRATION	46	44	48	35	67	40	37	52	43	53	29	40	65	69	41	39	33	37	60	72	35	52
M INTEGRATION OF IMMIGRANTS	44	43	44	39	56	38	36	50	42	46	36	41	57	56	37	39	35	41	51	61	35	43
E COMPLICATED STATEWIDE INIT	38	39	37	39	38	35	36	42	33	40	42	38	39	36	35	35	36	42	36	39	32	43

TABLE 2: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (EXTREMELY/VERY SERIOUS PROBLEM)

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRT	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
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Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
A JOBS AND ECONOMY	84	82	84	83	89	85	84	81	85	84	86	83	85	83	85	85	81	85	85	84
J COST OF HEALTH CARE	74	79	77	70	68	77	73	78	68	70	71	74	74	75	72	75	78	68	71	70
L GOV'T WASTE/INEFFICIENCY	71	59	67	80	89	74	73	65	65	75	71	69	72	69	74	73	65	65	74	72
C QUALITY OF PUBLIC SCHOOLS	68	73	69	63	61	70	64	75	64	62	65	69	67	69	64	67	75	64	65	63
D PRICE OF GASOLINE	61	50	64	64	69	67	65	52	59	59	65	57	65	60	65	66	52	59	57	65
H CRIME	61	58	65	59	65	62	58	60	56	59	70	62	59	58	67	60	60	56	61	66
B GLOBAL WARMING	52	75	58	43	15	56	44	61	49	45	46	53	50	54	44	50	61	49	42	49
I AMOUNT YOU PAY IN TAXES	51	34	49	54	73	54	58	41	48	44	53	45	55	49	53	56	42	48	46	53
K AIR AND WATER POLLUTION	49	66	54	38	24	56	46	52	48	33	54	48	50	51	45	51	51	48	36	53
F LACK VOTER PARTICIPATION	46	47	45	42	52	43	48	47	43	51	44	47	45	46	47	45	47	43	50	47
G ILLEGAL IMMIGRATION	46	25	45	52	76	43	51	39	50	46	52	44	47	44	50	47	39	50	48	51
M INTEGRATION OF IMMIGRANTS	44	36	43	48	64	45	51	34	47	38	47	38	48	42	47	48	34	47	37	47
E COMPLICATED STATEWIDE INIT	38	38	42	37	39	37	39	40	36	41	31	38	38	37	39	38	40	36	41	31

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
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Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
A JOBS AND ECONOMY	84	81	86	84	86	87	85	78	77	84	83	85	85	89	83	76	79	78	78	76
J COST OF HEALTH CARE	74	73	75	70	77	72	79	66	76	74	74	72	76	82	70	70	72	73	69	71
L GOV'T WASTE/INEFFICIENCY	71	69	72	72	68	65	64	65	67	66	73	66	78	65	64	60	74	68	70	63
C QUALITY OF PUBLIC SCHOOLS	68	62	71	70	66	73	80	63	60	72	63	72	60	80	74	65	56	65	54	63
D PRICE OF GASOLINE	61	49	59	73	79	72	73	61	65	55	54	77	76	75	71	63	62	57	68	64
H CRIME	61	50	62	71	68	79	78	51	60	53	57	68	72	82	76	49	63	54	55	56
B GLOBAL WARMING	52	42	54	53	57	61	71	47	53	49	48	58	47	71	63	52	47	54	42	51
I AMOUNT YOU PAY IN TAXES	51	46	46	54	56	48	59	56	58	44	48	54	57	56	54	52	62	53	62	56
K AIR AND WATER POLLUTION	49	39	53	58	54	63	65	42	49	53	40	57	54	74	56	46	45	48	37	48
F LACK VOTER PARTICIPATION	46	47	45	47	44	50	54	36	42	44	47	48	40	55	50	41	36	33	31	46
G ILLEGAL IMMIGRATION	46	49	50	35	43	42	40	43	46	43	54	36	49	35	48	41	50	36	56	44
M INTEGRATION OF IMMIGRANTS	44	49	46	35	44	33	44	33	45	40	53	37	45	42	38	37	41	32	37	43
E COMPLICATED STATEWIDE INIT	38	39	39	38	32	33	38	32	38	37	41	32	41	31	40	35	36	34	28	39

TABLE 2: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (EXTREMELY/VERY SERIOUS PROBLEM)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM			AS/PI		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH						LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
A JOBS AND ECONOMY	84	83	84	82	86	83	87	76	78	83	93	86	79	85	86	80	92	79	77	70
J COST OF HEALTH CARE	74	75	73	68	76	84	73	75	67	73	77	77	63	72	73	80	85	68	77	61
L GOV'T WASTE/INEFFICIENCY	71	68	73	66	72	63	65	70	62	68	82	73	66	65	65	61	68	63	70	63
C QUALITY OF PUBLIC SCHOOLS	68	68	65	64	70	80	75	65	59	67	71	70	69	65	75	77	85	61	66	51
D PRICE OF GASOLINE	61	52	57	74	77	72	73	59	66	74	83	78	72	74	73	71	74	70	58	53
H CRIME	61	60	52	68	70	84	77	57	54	70	73	70	75	66	77	82	83	55	54	58
B GLOBAL WARMING	52	51	45	51	56	68	67	45	54	53	59	55	63	51	67	67	66	61	48	21
I AMOUNT YOU PAY IN TAXES	51	41	51	49	59	51	56	60	54	56	54	57	49	54	57	51	49	53	63	49
K AIR AND WATER POLLUTION	49	44	48	56	56	64	64	47	43	56	61	56	58	55	65	64	64	44	47	43
F LACK VOTER PARTICIPATION	46	50	42	38	49	53	52	34	43	44	51	49	39	41	52	55	48	44	36	30
G ILLEGAL IMMIGRATION	46	46	52	35	41	35	44	46	43	38	39	43	37	31	43	35	40	44	47	37
M INTEGRATION OF IMMIGRANTS	44	42	53	31	44	31	43	40	37	39	44	46	32	32	40	29	50	36	39	45
E COMPLICATED STATEWIDE INIT	38	41	37	26	39	20	43	40	31	36	31	39	31	28	41	21	32	33	44	20

TABLE 3: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (SOMEWHAT SERIOUS PROBLEM)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
K AIR AND WATER POLLUTION	32	33	33	28	27	29	33	29	31	34	32	33	31	27	38	30	31	31	29	31	32	32
F LACK VOTER PARTICIPATION	32	32	29	42	35	27	32	26	34	32	31	34	28	32	32	28	29	29	29	30	29	31
M INTEGRATION OF IMMIGRANTS	29	30	27	31	28	17	29	27	28	30	27	30	27	31	27	26	28	27	26	27	29	27
E COMPLICATED STATEWIDE INIT	28	28	30	24	31	30	29	20	32	28	29	30	27	32	28	18	26	26	28	28	28	29
G ILLEGAL IMMIGRATION	28	29	28	28	29	29	29	20	29	30	24	29	27	34	22	29	26	27	25	27	27	31
H CRIME	28	28	25	29	36	27	29	17	31	30	23	31	24	28	30	22	31	29	26	25	31	26
I AMOUNT YOU PAY IN TAXES	27	25	27	24	33	29	27	20	26	30	23	28	24	33	21	23	25	23	25	25	25	28
D PRICE OF GASOLINE	26	28	24	28	26	31	28	11	29	30	21	28	24	31	22	24	30	28	26	26	28	26
B GLOBAL WARMING	21	21	20	23	19	20	21	23	19	22	20	20	22	18	25	19	17	16	17	19	17	21
L GOV'T WASTE/INEFFICIENCY	20	20	19	21	31	17	21	18	24	18	22	22	19	28	13	18	18	17	18	19	19	19
C QUALITY OF PUBLIC SCHOOLS	19	18	19	22	22	20	19	19	18	20	19	18	20	14	24	20	18	17	16	19	18	19
J COST OF HEALTH CARE	17	17	17	24	14	16	17	19	17	17	18	17	18	15	20	15	16	16	16	16	18	17
A JOBS AND ECONOMY	13	13	11	13	16	13	13	8	14	13	12	13	12	16	10	11	13	12	12	11	13	12

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
K AIR AND WATER POLLUTION	32	29	31	30	35	35	33	31	28	43	31	33	33	28	32	35	33	38	26	35	20
F LACK VOTER PARTICIPATION	32	29	32	31	34	30	33	23	28	28	35	33	31	39	29	30	33	28	27	35	31
M INTEGRATION OF IMMIGRANTS	29	26	30	29	30	22	30	21	26	26	19	32	26	27	33	21	28	33	22	32	22
E COMPLICATED STATEWIDE INIT	28	27	28	28	29	29	29	29	33	23	26	30	37	26	27	20	28	30	28	30	26
G ILLEGAL IMMIGRATION	28	21	30	26	33	22	30	27	27	29	21	31	23	28	29	27	29	30	15	30	32
H CRIME	28	27	29	28	29	25	31	23	23	29	16	29	31	27	26	24	21	28	38	35	29
I AMOUNT YOU PAY IN TAXES	27	17	30	25	30	22	28	24	21	25	27	32	21	24	24	24	25	30	20	30	27
D PRICE OF GASOLINE	26	25	27	26	28	21	28	32	18	18	17	29	22	19	30	20	21	33	31	29	21
B GLOBAL WARMING	21	17	22	20	23	20	22	13	17	22	24	24	17	24	20	23	24	17	16	21	21
L GOV'T WASTE/INEFFICIENCY	20	15	20	19	23	23	22	12	15	26	24	24	16	23	19	20	18	24	21	22	19
C QUALITY OF PUBLIC SCHOOLS	19	14	19	17	22	19	19	17	19	25	18	21	20	14	23	19	21	15	25	18	16
J COST OF HEALTH CARE	17	13	16	15	21	16	17	17	13	16	15	17	17	18	15	14	17	15	23	17	15
A JOBS AND ECONOMY	13	11	10	10	17	10	13	10	12	14	9	13	12	10	10	14	11	13	14	14	16

TABLE 3: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (SOMEWHAT SERIOUS PROBLEM)

	Q14 NWSPAPR		Q15 USE		Q18 CA GOVT & POL			Q19 CA GOVT & POLITICS				Q21A KEEPING UP			CIVIC ENGAGEMENT			Q25		Q26 CHILD		
	TYPE		ETHNC MEDIA		INTERNET FROM			NEWS INTERNET DEVICE				WITH CA NEWS			TARGETS			RESIDENCE		<18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
K AIR AND WATER POLLUTION	32	32	35	29	37	32	22	29	32	35	28	34	32	32	34	26	36	33	35	27	32	33
F LACK VOTER PARTICIPATION	32	32	37	31	32	34	25	27	31	31	31	32	32	30	32	34	30	32	33	31	33	31
M INTEGRATION OF IMMIGRANTS	29	28	29	29	28	31	23	27	30	29	29	30	30	26	27	27	27	31	28	28	31	28
E COMPLICATED STATEWIDE INIT	28	33	30	31	25	29	42	35	30	33	29	33	31	21	28	31	27	29	28	29	31	27
G ILLEGAL IMMIGRATION	28	27	40	31	23	30	27	32	30	32	28	32	30	20	29	25	27	30	27	31	28	28
H CRIME	28	26	37	26	31	31	33	27	31	34	30	34	29	27	26	28	30	26	29	27	31	27
I AMOUNT YOU PAY IN TAXES	27	26	27	27	27	28	20	21	26	28	26	28	27	25	27	23	26	28	26	26	27	26
D PRICE OF GASOLINE	26	26	32	24	29	30	26	24	29	29	33	30	27	21	28	30	27	24	28	21	26	26
B GLOBAL WARMING	21	22	18	20	22	20	26	22	21	18	19	18	21	24	19	19	21	22	22	21	21	21
L GOV'T WASTE/INEFFICIENCY	20	21	20	21	20	21	26	17	20	23	21	22	21	19	21	21	18	23	19	23	22	20
C QUALITY OF PUBLIC SCHOOLS	19	22	17	19	19	19	18	17	18	14	20	16	19	18	19	18	18	20	20	18	17	19
J COST OF HEALTH CARE	17	15	17	17	18	19	9	12	19	16	15	15	16	18	22	15	16	19	16	18	16	18
A JOBS AND ECONOMY	13	13	15	12	13	13	13	12	13	15	16	15	12	11	16	16	12	12	13	12	11	13

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
K AIR AND WATER POLLUTION	32	34	30	25	35	28	36	30	30	33	32	34	32	33	34	30	26	36	36	30
F LACK VOTER PARTICIPATION	32	31	33	25	35	33	37	33	30	29	32	38	29	34	33	29	35	36	29	27
M INTEGRATION OF IMMIGRANTS	29	25	36	30	31	36	25	32	25	28	31	31	26	31	28	29	27	30	32	25
E COMPLICATED STATEWIDE INIT	28	28	29	23	31	32	31	29	24	30	29	31	27	30	29	28	28	27	30	28
G ILLEGAL IMMIGRATION	28	26	30	33	29	39	34	31	27	28	27	31	28	29	27	30	30	30	28	25
H CRIME	28	33	20	17	29	26	30	21	19	23	32	40	22	35	29	26	23	31	35	22
I AMOUNT YOU PAY IN TAXES	27	27	29	23	25	25	25	26	22	27	29	27	25	29	24	29	25	25	28	29
D PRICE OF GASOLINE	26	30	19	17	25	30	33	21	17	23	34	31	21	33	27	25	25	26	30	24
B GLOBAL WARMING	21	21	21	16	30	31	34	23	20	23	20	21	22	20	22	20	16	23	23	22
L GOV'T WASTE/INEFFICIENCY	20	20	21	23	22	16	19	21	20	19	19	26	19	22	19	22	22	22	21	16
C QUALITY OF PUBLIC SCHOOLS	19	20	18	16	21	30	19	18	18	20	18	19	20	18	20	17	16	19	21	19
J COST OF HEALTH CARE	17	16	19	19	17	18	14	19	17	14	18	22	16	19	15	20	15	19	22	14
A JOBS AND ECONOMY	13	13	12	11	16	14	13	13	11	11	12	17	11	14	11	14	12	14	12	11

TABLE 3: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (SOMEWHAT SERIOUS PROBLEM)

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES	NO																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
K AIR AND WATER POLLUTION	32	33	35	34	32	33	31	33	25	31	37	37	31	28	34	33	33	35	31	33	34
F LACK VOTER PARTICIPATION	32	22	34	30	33	28	34	32	29	34	28	35	33	38	33	31	25	26	35	29	25
M INTEGRATION OF IMMIGRANTS	29	20	19	19	33	23	33	30	25	33	28	29	34	30	31	25	24	29	32	25	26
E COMPLICATED STATEWIDE INIT	28	21	29	26	30	26	30	28	26	32	29	30	31	36	28	25	23	27	32	25	25
G ILLEGAL IMMIGRATION	28	7	27	20	32	25	29	30	25	34	29	28	36	28	30	26	20	23	31	24	21
H CRIME	28	28	23	25	31	24	27	34	19	27	31	35	28	31	30	27	28	21	30	26	25
I AMOUNT YOU PAY IN TAXES	27	11	21	17	32	21	29	30	27	29	28	26	33	26	25	24	26	24	28	25	25
D PRICE OF GASOLINE	26	21	21	21	29	22	28	29	19	22	31	33	27	27	25	25	31	25	26	26	28
B GLOBAL WARMING	21	12	30	24	19	19	25	18	21	21	22	21	23	21	22	19	20	22	22	20	21
L GOV'T WASTE/INEFFICIENCY	20	5	13	10	24	19	20	22	20	21	23	20	31	22	16	17	18	16	23	17	17
C QUALITY OF PUBLIC SCHOOLS	19	17	27	23	18	21	21	14	17	19	20	19	16	20	14	23	18	21	16	22	20
J COST OF HEALTH CARE	17	20	16	18	16	16	17	18	13	14	17	20	22	17	16	15	20	15	18	16	18
A JOBS AND ECONOMY	13	5	10	8	14	10	13	14	12	9	15	15	14	13	10	12	13	16	12	13	14

	PARTY																					
	GENDER			REGISTRATION			GENDER BY AGE				PARTY BY GENDER					PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
K AIR AND WATER POLLUTION	32	33	32	29	39	30	32	34	30	33	29	30	42	36	30	30	28	30	39	38	29	33
F LACK VOTER PARTICIPATION	32	30	33	33	28	33	33	28	37	29	34	33	25	30	31	35	38	29	30	26	34	33
M INTEGRATION OF IMMIGRANTS	29	28	29	32	23	29	31	25	33	26	33	31	21	26	28	31	35	29	25	21	33	23
E COMPLICATED STATEWIDE INIT	28	27	29	27	29	29	29	26	34	24	23	30	31	27	29	30	31	24	33	26	32	24
G ILLEGAL IMMIGRATION	28	28	28	30	22	32	31	24	31	24	29	30	24	20	31	33	32	27	24	20	35	25
H CRIME	28	29	27	25	28	32	30	27	29	25	26	25	29	26	33	32	26	25	30	27	34	29
I AMOUNT YOU PAY IN TAXES	27	25	28	30	21	27	27	23	30	26	28	32	18	24	29	25	31	29	23	19	29	24
D PRICE OF GASOLINE	26	27	26	29	23	26	28	25	24	28	30	28	24	21	24	27	29	30	24	22	25	27
B GLOBAL WARMING	21	21	21	18	23	23	22	21	22	18	19	18	23	22	23	24	20	17	24	22	24	23
L GOV'T WASTE/INEFFICIENCY	20	19	21	25	12	22	21	17	25	17	26	24	9	15	22	22	27	23	15	10	25	17
C QUALITY OF PUBLIC SCHOOLS	19	18	19	17	23	17	14	23	19	20	17	17	22	24	16	19	13	21	24	23	15	22
J COST OF HEALTH CARE	17	17	18	16	19	17	18	15	19	17	19	14	17	22	14	19	16	17	23	16	18	15
A JOBS AND ECONOMY	13	13	12	14	9	14	13	12	12	13	15	14	8	9	15	13	14	14	7	10	14	13

TABLE 3: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (SOMEWHAT SERIOUS PROBLEM)

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
K AIR AND WATER POLLUTION	32	27	33	39	40	30	36	33	30	36	27	32	33	32	34	33	33	30	35	28
F LACK VOTER PARTICIPATION	32	32	36	30	25	33	33	31	32	28	29	30	33	32	31	33	32	32	28	29
M INTEGRATION OF IMMIGRANTS	29	33	31	24	23	27	24	32	31	37	26	31	26	29	28	25	31	31	37	27
E COMPLICATED STATEWIDE INIT	28	29	26	28	30	29	28	27	26	24	34	28	28	29	28	29	27	26	25	32
G ILLEGAL IMMIGRATION	28	32	28	30	18	29	29	28	26	27	27	28	28	28	28	29	28	26	28	25
H CRIME	28	29	22	30	26	29	29	27	32	31	21	26	29	30	23	28	27	32	30	24
I AMOUNT YOU PAY IN TAXES	27	32	30	28	16	25	23	31	25	33	24	29	24	27	25	25	31	25	31	22
D PRICE OF GASOLINE	26	33	26	22	22	23	27	29	28	28	24	27	25	27	25	25	29	28	30	24
B GLOBAL WARMING	21	15	22	25	21	23	23	15	19	22	23	19	23	21	21	24	15	19	21	23
L GOV'T WASTE/INEFFICIENCY	20	28	22	16	9	19	18	24	22	19	22	22	19	21	19	19	23	22	21	20
C QUALITY OF PUBLIC SCHOOLS	19	17	18	21	25	19	21	13	21	19	23	17	20	17	22	20	13	21	21	23
J COST OF HEALTH CARE	17	15	16	21	19	15	19	14	21	19	20	17	18	17	18	17	14	21	20	18
A JOBS AND ECONOMY	13	15	13	12	7	11	12	16	10	12	11	14	11	13	11	12	16	10	11	12

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN												
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82	
K AIR AND WATER POLLUTION	32	37	31	26	33	26	24	33	36	32	35	31	26	19	30	35	33	36	37	33	
F LACK VOTER PARTICIPATION	32	30	31	29	37	24	26	38	32	34	28	34	30	30	20	38	31	39	41	30	
M INTEGRATION OF IMMIGRANTS	29	24	27	38	34	30	30	33	28	29	23	38	32	30	29	30	32	32	34	29	
E COMPLICATED STATEWIDE INIT	28	26	30	27	31	21	24	33	28	32	26	32	21	29	16	29	33	26	41	29	
G ILLEGAL IMMIGRATION	28	27	26	30	30	23	40	31	28	30	24	31	26	43	22	34	22	30	27	30	
H CRIME	28	34	32	17	23	16	18	33	26	36	31	23	13	17	17	35	23	30	30	29	
I AMOUNT YOU PAY IN TAXES	27	25	30	29	28	27	19	25	24	29	26	31	24	21	24	29	19	28	22	24	
D PRICE OF GASOLINE	26	31	29	20	18	20	14	26	25	32	29	19	19	20	13	26	25	28	23	25	
B GLOBAL WARMING	21	22	19	23	20	18	15	31	30	22	19	21	21	17	15	33	27	24	28	36	
L GOV'T WASTE/INEFFICIENCY	20	21	20	18	23	21	25	23	20	23	18	25	12	24	23	27	15	18	15	27	
C QUALITY OF PUBLIC SCHOOLS	19	21	19	15	21	19	13	20	21	18	22	17	20	14	17	21	21	20	22	20	
J COST OF HEALTH CARE	17	15	16	21	17	22	17	18	16	17	15	21	17	16	23	20	13	17	13	19	
A JOBS AND ECONOMY	13	13	12	12	11	9	13	16	16	12	13	12	11	9	12	18	14	16	14	18	

TABLE 3: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (SOMEWHAT SERIOUS PROBLEM)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
K AIR AND WATER POLLUTION	32	33	35	27	31	32	21	33	36	31	23	30	24	31	23	31	24	34	33	41
F LACK VOTER PARTICIPATION	32	28	34	37	32	23	27	41	30	37	24	33	37	33	26	19	34	31	39	38
M INTEGRATION OF IMMIGRANTS	29	27	24	45	31	37	27	28	34	37	32	30	48	42	29	39	21	34	27	34
E COMPLICATED STATEWIDE INIT	28	29	28	32	27	23	22	28	33	29	29	27	30	32	23	16	33	32	26	37
G ILLEGAL IMMIGRATION	28	27	26	32	29	35	32	26	32	31	30	29	22	37	32	36	32	32	25	32
H CRIME	28	29	36	17	21	13	19	30	28	21	14	21	8	24	21	15	3	28	33	23
I AMOUNT YOU PAY IN TAXES	27	30	25	32	27	34	18	20	29	28	32	29	34	26	18	33	28	30	20	24
D PRICE OF GASOLINE	26	31	30	19	19	14	18	24	26	21	13	18	22	18	18	16	12	25	25	27
B GLOBAL WARMING	21	18	23	22	20	13	18	33	28	21	22	21	9	26	19	11	13	24	32	45
L GOV'T WASTE/INEFFICIENCY	20	22	19	25	19	25	23	20	23	22	13	17	19	29	22	28	21	22	18	29
C QUALITY OF PUBLIC SCHOOLS	19	18	22	18	18	14	16	20	21	18	18	18	17	18	16	18	7	21	20	21
J COST OF HEALTH CARE	17	15	17	21	18	15	21	15	19	20	17	18	22	21	21	18	12	17	13	30
A JOBS AND ECONOMY	13	13	12	14	10	15	10	17	15	13	5	10	17	12	10	17	6	14	17	22

TABLE 4: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (NOT TOO SERIOUS PROBLEM/DK/NA)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
E COMPLICATED STATEWIDE INIT	34	34	29	35	38	45	33	42	33	32	36	32	37	30	34	50	32	30	30	31	33	32
M INTEGRATION OF IMMIGRANTS	28	25	24	33	42	44	27	30	30	26	27	28	27	31	24	29	26	25	27	26	27	26
B GLOBAL WARMING	27	27	28	28	24	27	27	33	24	26	33	24	32	10	45	29	27	28	27	27	27	27
G ILLEGAL IMMIGRATION	26	27	20	26	39	39	26	28	29	24	25	29	23	35	15	33	27	25	26	24	28	24
I AMOUNT YOU PAY IN TAXES	23	22	18	26	35	29	22	27	22	23	22	21	25	36	11	20	24	23	22	21	24	19
F LACK VOTER PARTICIPATION	22	23	22	21	27	24	21	29	22	20	23	20	25	17	24	35	22	20	19	21	24	24
K AIR AND WATER POLLUTION	18	18	20	20	12	20	18	22	18	16	21	16	21	9	26	21	20	19	18	17	21	17
C QUALITY OF PUBLIC SCHOOLS	13	14	12	15	11	14	12	22	11	12	15	11	16	11	14	20	13	12	12	13	13	15
D PRICE OF GASOLINE	13	13	9	12	21	22	13	10	14	13	9	13	12	16	10	12	15	15	13	13	17	11
H CRIME	11	11	10	8	14	25	12	10	14	10	13	10	13	11	11	15	12	12	11	11	12	10
L GOV'T WASTE/INEFFICIENCY	9	9	6	14	12	11	9	12	10	7	9	9	9	14	5	8	9	8	9	8	9	9
J COST OF HEALTH CARE	9	9	8	7	6	12	8	11	8	8	10	8	9	7	10	12	9	8	8	7	9	8
A JOBS AND ECONOMY	4	3	3	4	4	8	3	6	4	2	5	3	4	3	3	8	4	3	3	3	4	4

	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
E COMPLICATED STATEWIDE INIT	34	26	28	27	40	50	31	37	35	28	41	33	27	35	29	39	34	28	32	34	47
M INTEGRATION OF IMMIGRANTS	28	26	22	23	32	39	27	30	33	17	29	26	27	35	20	32	24	26	36	30	32
B GLOBAL WARMING	27	31	23	26	28	36	25	37	27	31	28	22	34	21	19	39	30	22	38	23	28
G ILLEGAL IMMIGRATION	26	25	24	25	26	34	26	26	22	26	34	28	27	26	28	20	21	32	26	29	26
I AMOUNT YOU PAY IN TAXES	23	24	20	21	23	29	23	13	22	21	20	25	19	18	21	19	19	25	28	24	26
F LACK VOTER PARTICIPATION	22	20	18	19	25	33	21	19	24	19	23	22	19	18	13	31	24	28	16	17	28
K AIR AND WATER POLLUTION	18	19	16	17	18	25	17	24	9	12	18	16	17	10	18	20	17	19	24	16	22
C QUALITY OF PUBLIC SCHOOLS	13	11	11	11	14	22	11	12	17	9	21	14	13	15	7	18	16	14	9	11	10
D PRICE OF GASOLINE	13	13	12	13	13	11	13	13	7	6	9	13	20	6	8	11	8	17	12	15	16
H CRIME	11	12	11	11	11	15	11	14	11	4	8	13	13	8	6	11	7	15	15	13	9
L GOV'T WASTE/INEFFICIENCY	9	9	7	8	10	13	9	9	8	6	8	10	5	11	4	10	7	7	11	11	13
J COST OF HEALTH CARE	9	7	8	7	9	17	8	12	5	4	8	8	7	4	9	11	7	11	8	8	11
A JOBS AND ECONOMY	4	3	4	3	3	7	3	5	3	4	8	3	3	5	2	3	3	5	3	4	4

TABLE 4: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (NOT TOO SERIOUS PROBLEM/DK/NA)

	Total	Q14 NWPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
		MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
E COMPLICATED STATEWIDE INIT	34	29	34	30	40	33	21	31	33	30	29	30	30	34	46	28	30	40	32	38	29	36
M INTEGRATION OF IMMIGRANTS	28	25	29	29	26	28	31	29	29	30	33	29	27	26	31	31	28	26	26	31	30	27
B GLOBAL WARMING	27	27	19	23	35	26	18	24	25	21	24	22	25	31	33	22	28	29	31	20	26	28
G ILLEGAL IMMIGRATION	26	26	28	28	23	28	27	23	27	30	32	30	25	25	31	30	25	24	24	31	27	26
I AMOUNT YOU PAY IN TAXES	23	22	26	23	22	23	16	20	23	24	23	24	23	21	24	29	21	22	19	28	17	25
F LACK VOTER PARTICIPATION	22	23	14	20	26	19	15	20	20	18	17	18	19	22	32	16	22	25	23	20	20	23
K AIR AND WATER POLLUTION	18	19	13	16	21	17	16	16	17	14	18	14	17	18	21	19	18	18	21	15	16	19
C QUALITY OF PUBLIC SCHOOLS	13	15	10	13	14	10	9	12	11	10	9	11	12	13	18	8	12	17	13	13	12	14
D PRICE OF GASOLINE	13	14	20	11	14	16	15	9	15	15	14	14	12	11	15	19	12	10	13	12	10	14
H CRIME	11	11	10	10	12	11	6	10	12	9	14	11	11	10	13	16	11	9	13	10	8	13
L GOV'T WASTE/INEFFICIENCY	9	8	8	10	7	10	11	9	10	11	10	10	8	9	13	11	7	10	8	11	8	9
J COST OF HEALTH CARE	9	9	4	7	10	7	6	8	7	8	11	9	7	9	12	8	9	9	9	8	5	10
A JOBS AND ECONOMY	4	4	1	3	4	3	1	3	3	3	4	3	3	3	5	4	3	5	4	4	3	4

	Total	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
		WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
E COMPLICATED STATEWIDE INIT	34	33	36	42	34	24	38	36	37	35	33	30	36	32	32	37	36	36	30	32
M INTEGRATION OF IMMIGRANTS	28	27	24	31	30	26	27	28	27	24	30	32	25	31	27	29	32	27	26	26
B GLOBAL WARMING	27	31	24	17	19	18	16	22	34	28	25	23	30	24	30	22	19	27	33	29
G ILLEGAL IMMIGRATION	26	24	31	26	26	22	29	29	22	22	29	32	22	30	26	26	30	23	27	25
I AMOUNT YOU PAY IN TAXES	23	27	16	23	19	18	19	19	24	20	20	29	22	24	20	27	26	25	20	18
F LACK VOTER PARTICIPATION	22	23	21	22	26	21	32	21	24	20	21	25	22	23	22	22	19	18	24	27
K AIR AND WATER POLLUTION	18	20	14	11	20	14	20	14	19	16	22	15	17	20	20	16	12	20	18	23
C QUALITY OF PUBLIC SCHOOLS	13	14	14	7	18	13	18	13	15	14	12	13	14	12	14	11	12	14	13	13
D PRICE OF GASOLINE	13	15	5	10	12	13	6	9	5	12	14	21	9	17	13	12	16	9	13	12
H CRIME	11	12	10	4	15	12	14	10	10	9	13	14	9	14	12	11	13	9	11	12
L GOV'T WASTE/INEFFICIENCY	9	9	9	13	12	8	15	9	10	7	7	15	8	10	8	11	11	10	6	8
J COST OF HEALTH CARE	9	10	7	5	12	5	15	6	10	8	9	8	9	9	7	12	7	10	6	10
A JOBS AND ECONOMY	4	4	3	3	7	4	6	4	4	3	4	3	4	4	3	4	3	4	3	5

TABLE 4: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (NOT TOO SERIOUS PROBLEM/DK/NA)

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES	NO																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
E COMPLICATED STATEWIDE INIT	34	37	30	32	32	36	35	31	41	32	37	24	42	30	29	33	31	41	34	34	36
M INTEGRATION OF IMMIGRANTS	28	15	19	18	32	25	25	34	30	25	28	27	25	34	30	26	25	30	29	26	27
B GLOBAL WARMING	27	70	42	51	16	34	27	21	26	25	27	28	22	17	30	30	33	37	23	32	35
G ILLEGAL IMMIGRATION	26	6	10	9	34	19	26	33	29	24	25	27	33	30	23	24	21	25	29	23	23
I AMOUNT YOU PAY IN TAXES	23	12	15	14	27	18	20	31	29	18	23	22	27	23	16	20	26	35	22	24	30
F LACK VOTER PARTICIPATION	22	22	22	22	21	21	23	22	21	24	23	22	17	19	22	23	26	32	19	25	29
K AIR AND WATER POLLUTION	18	41	27	32	12	22	17	16	16	19	16	19	14	13	14	21	24	28	14	23	26
C QUALITY OF PUBLIC SCHOOLS	13	15	12	13	12	11	14	14	14	11	13	11	10	11	14	11	18	24	11	15	20
D PRICE OF GASOLINE	13	7	8	8	15	10	11	17	9	10	15	15	9	10	12	13	13	21	10	14	17
H CRIME	11	10	8	9	12	9	8	18	10	9	11	16	9	13	10	13	11	16	10	13	13
L GOV'T WASTE/INEFFICIENCY	9	3	5	4	11	7	8	13	12	5	8	10	8	9	12	8	10	10	10	9	10
J COST OF HEALTH CARE	9	14	11	12	7	8	8	11	10	8	8	9	11	6	4	7	12	18	7	10	15
A JOBS AND ECONOMY	4	4	3	3	4	4	3	4	3	4	3	4	4	3	3	3	2	8	3	4	5

	PARTY																					
	GENDER			REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
E COMPLICATED STATEWIDE INIT	34	34	34	33	33	35	35	32	33	36	35	32	30	37	36	35	33	34	31	35	37	33
M INTEGRATION OF IMMIGRANTS	28	29	26	30	21	33	33	25	25	28	31	29	22	18	35	31	30	29	24	18	33	34
B GLOBAL WARMING	27	31	24	15	51	21	28	33	18	30	17	14	52	49	26	16	15	15	46	53	17	30
G ILLEGAL IMMIGRATION	26	28	24	35	11	28	31	24	26	23	42	30	11	11	28	28	35	36	16	8	30	23
I AMOUNT YOU PAY IN TAXES	23	24	22	28	14	24	24	24	20	24	33	25	15	14	23	24	26	30	11	17	25	22
F LACK VOTER PARTICIPATION	22	23	22	21	25	21	21	25	18	26	20	21	24	27	24	18	16	25	24	26	19	26
K AIR AND WATER POLLUTION	18	21	15	10	31	18	16	27	12	19	12	9	34	27	19	15	6	14	26	35	14	24
C QUALITY OF PUBLIC SCHOOLS	13	16	11	12	15	13	14	18	8	13	15	9	19	11	14	12	10	13	12	18	12	16
D PRICE OF GASOLINE	13	16	10	14	10	12	13	18	8	11	20	10	12	8	13	11	11	17	10	10	10	16
H CRIME	11	15	8	12	10	11	14	15	6	10	16	9	14	7	14	8	12	13	10	11	9	15
L GOV'T WASTE/INEFFICIENCY	9	10	8	13	3	9	10	10	9	7	17	10	5	1	7	12	12	15	5	2	11	7
J COST OF HEALTH CARE	9	11	7	6	13	8	9	12	5	9	8	5	16	9	8	8	5	8	12	14	7	10
A JOBS AND ECONOMY	4	5	3	4	4	3	5	5	2	3	5	2	6	2	3	4	3	4	4	4	4	3

TABLE 4: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (NOT TOO SERIOUS PROBLEM/DK/NA)

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
E COMPLICATED STATEWIDE INIT	34	33	32	35	31	34	33	33	38	35	34	34	34	34	33	33	33	38	34	36
M INTEGRATION OF IMMIGRANTS	28	30	26	27	13	28	25	34	22	25	27	30	26	29	25	26	35	22	26	26
B GLOBAL WARMING	27	10	19	32	63	21	32	23	32	33	31	28	27	25	35	26	23	32	37	29
G ILLEGAL IMMIGRATION	26	42	27	18	7	28	20	33	24	27	20	28	24	28	21	24	33	24	24	24
I AMOUNT YOU PAY IN TAXES	23	34	21	17	11	20	19	27	27	24	23	26	21	23	22	19	27	27	23	25
F LACK VOTER PARTICIPATION	22	21	19	27	23	24	19	21	24	21	27	23	22	22	23	22	21	24	22	24
K AIR AND WATER POLLUTION	18	7	13	22	36	14	18	15	22	31	19	20	17	17	21	16	16	22	29	19
C QUALITY OF PUBLIC SCHOOLS	13	10	13	15	14	11	15	12	15	19	12	14	13	13	14	13	13	15	14	14
D PRICE OF GASOLINE	13	17	11	13	8	10	8	20	13	13	11	16	10	14	10	9	19	13	13	11
H CRIME	11	13	13	11	9	9	14	13	12	10	9	11	11	12	10	11	13	12	9	10
L GOV'T WASTE/INEFFICIENCY	9	13	12	3	3	8	9	12	14	6	7	9	9	10	7	8	12	14	5	8
J COST OF HEALTH CARE	9	6	7	10	14	8	8	8	11	12	9	9	9	8	9	8	8	11	9	12
A JOBS AND ECONOMY	4	3	3	6	3	4	4	3	4	5	4	4	4	4	4	4	3	4	4	4

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
E COMPLICATED STATEWIDE INIT	34	34	31	35	38	47	38	34	34	32	34	35	38	39	44	36	31	40	31	32
M INTEGRATION OF IMMIGRANTS	28	27	28	27	22	37	25	34	26	32	24	25	23	28	33	33	26	36	29	28
B GLOBAL WARMING	27	36	27	25	24	21	13	21	17	29	33	20	32	13	21	15	26	21	30	13
G ILLEGAL IMMIGRATION	26	24	24	35	27	35	19	27	26	27	22	33	25	22	30	25	28	34	17	26
I AMOUNT YOU PAY IN TAXES	23	29	24	17	15	25	21	19	18	27	27	15	19	24	22	19	18	19	16	20
F LACK VOTER PARTICIPATION	22	23	23	23	19	25	20	26	26	22	24	17	30	15	30	21	33	29	28	23
K AIR AND WATER POLLUTION	18	24	16	16	13	11	11	25	15	15	24	12	20	8	14	19	22	17	26	19
C QUALITY OF PUBLIC SCHOOLS	13	17	10	15	13	8	7	17	19	11	15	11	20	6	9	14	23	15	25	17
D PRICE OF GASOLINE	13	19	12	7	3	7	13	14	10	13	16	4	5	5	16	11	13	15	10	11
H CRIME	11	17	7	12	9	5	4	16	14	12	12	9	15	1	7	16	15	16	15	15
L GOV'T WASTE/INEFFICIENCY	9	10	8	10	9	15	11	13	12	11	8	9	10	11	13	14	11	14	15	10
J COST OF HEALTH CARE	9	12	8	9	6	6	4	16	8	9	12	7	7	2	8	10	16	10	18	10
A JOBS AND ECONOMY	4	5	2	3	3	4	2	6	7	4	4	3	4	2	5	6	8	7	8	6

TABLE 4: Q4 PROBLEMS FACING CALIFORNIA RANK MATRIX TABLE (NOT TOO SERIOUS PROBLEM/DK/NA)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
E COMPLICATED STATEWIDE INIT	34	30	36	41	34	57	35	32	36	35	40	34	39	41	36	64	35	35	29	43
M INTEGRATION OF IMMIGRANTS	28	31	24	24	25	33	30	32	29	24	24	25	20	26	30	32	30	30	34	21
B GLOBAL WARMING	27	30	33	26	23	19	15	22	17	26	19	24	28	24	14	22	21	15	20	33
G ILLEGAL IMMIGRATION	26	26	22	33	30	30	24	28	25	31	31	28	41	33	24	29	29	23	28	31
I AMOUNT YOU PAY IN TAXES	23	30	24	19	15	15	26	20	17	16	13	14	17	20	25	17	23	17	17	27
F LACK VOTER PARTICIPATION	22	22	24	25	20	24	21	25	27	19	25	18	24	26	22	26	18	25	25	32
K AIR AND WATER POLLUTION	18	23	18	17	13	4	14	20	21	13	16	13	17	14	13	6	12	22	20	17
C QUALITY OF PUBLIC SCHOOLS	13	13	14	18	12	5	8	15	20	14	11	12	15	17	8	5	8	18	14	28
D PRICE OF GASOLINE	13	17	13	8	4	13	9	17	8	5	5	3	7	8	9	13	14	5	17	20
H CRIME	11	11	13	15	8	4	5	13	18	9	13	9	18	11	3	3	14	17	13	19
L GOV'T WASTE/INEFFICIENCY	9	10	8	10	9	12	13	10	15	10	5	9	15	6	13	11	11	15	11	9
J COST OF HEALTH CARE	9	10	10	11	6	2	6	10	14	7	6	5	15	7	6	2	4	15	10	9
A JOBS AND ECONOMY	4	4	4	3	3	3	4	6	7	4	2	4	4	3	4	2	2	6	6	8

TABLE 5: Q6 WAYS THAT PEOPLE GET INVOLVED IN THEIR COMMUNITIES RANK MATRIX TABLE (YES)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
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Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
B POSTED/COMMENTED ON BLOG	31	29	31	29	54	31	34	8	43	35	13	43	17	36	29	22	38	38	34	31	37	30
D ATTENDED GOV'T MEETING	31	30	33	27	34	31	32	15	36	33	24	34	27	32	31	27	35	40	43	40	36	30
A WRITTEN LETTER/E-MAIL	27	26	26	25	32	30	28	11	31	30	18	27	26	27	28	21	34	36	34	31	34	23
E ATTENDED A PUBLIC RALLY	25	25	24	24	31	29	26	15	27	28	20	26	23	28	23	20	30	33	35	32	30	25
C VOLUNTEERED TIME	15	16	14	11	17	14	15	10	16	16	13	16	14	19	11	13	19	21	21	18	19	14
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
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Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
B POSTED/COMMENTED ON BLOG	31	40	35	37	25	19	32	57	24	33	21	28	53	27	37	23	21	21	39	50	28	
D ATTENDED GOV'T MEETING	31	48	35	40	21	12	31	35	27	41	24	29	36	24	40	25	25	35	37	34	32	
A WRITTEN LETTER/E-MAIL	27	44	31	36	16	11	28	34	21	29	17	24	37	20	29	26	18	31	38	33	26	
E ATTENDED A PUBLIC RALLY	25	40	29	33	16	11	25	23	28	39	17	22	29	27	34	20	18	29	28	31	26	
C VOLUNTEERED TIME	15	29	16	21	8	6	15	17	14	24	9	14	15	14	18	13	10	18	17	18	19	
	Q14 NWSPPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
B POSTED/COMMENTED ON BLOG	31	19	51	31	33	46	43	43	43	57	52	54	36	25	21	71	42	0	29	37	36	30
D ATTENDED GOV'T MEETING	31	30	38	33	28	34	36	32	34	35	41	36	32	34	24	78	37	0	36	22	36	28
A WRITTEN LETTER/E-MAIL	27	25	35	27	27	34	30	27	33	28	34	29	27	30	22	73	30	0	31	20	25	28
E ATTENDED A PUBLIC RALLY	25	25	31	28	21	29	33	29	30	29	31	30	27	25	20	78	23	0	29	19	24	26
C VOLUNTEERED TIME	15	15	16	16	13	16	22	17	16	16	19	16	16	14	12	53	11	0	17	12	11	16

TABLE 5: Q6 WAYS THAT PEOPLE GET INVOLVED IN THEIR COMMUNITIES RANK MATRIX TABLE (YES)

	QB/QC ETHNICITY										Q24 EDUCATION				Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN		N-CHN	NON- API	NON- WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON- COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
					PACIS	CHNSE															
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758	
B POSTED/COMMENTED ON BLOG	31	34	24	29	23	19	28	27	17	33	37	37	27	37	31	32	36	31	31	28	
D ATTENDED GOV'T MEETING	31	33	24	31	18	24	15	27	18	26	38	43	23	40	34	25	26	31	29	36	
A WRITTEN LETTER/E-MAIL	27	33	14	18	18	17	17	17	13	23	31	43	19	36	30	22	25	25	29	29	
E ATTENDED A PUBLIC RALLY	25	27	18	28	16	15	15	22	18	22	28	36	20	31	26	23	24	24	25	29	
C VOLUNTEERED TIME	15	17	9	22	11	13	10	12	8	13	17	21	11	18	15	14	16	13	15	15	

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
B POSTED/COMMENTED ON BLOG	31	38	31	33	33	28	31	37	26	30	36	39	41	44	35	28	21	6	40	23	14
D ATTENDED GOV'T MEETING	31	34	33	34	31	33	34	25	22	28	33	41	22	31	33	35	35	23	29	33	30
A WRITTEN LETTER/E-MAIL	27	37	28	31	27	27	26	27	21	21	30	34	14	24	26	34	34	27	21	33	31
E ATTENDED A PUBLIC RALLY	25	29	23	25	26	27	26	23	22	25	27	28	21	23	24	29	29	22	23	28	26
C VOLUNTEERED TIME	15	17	12	14	16	16	15	14	13	13	17	17	11	13	10	19	18	18	11	19	18

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+												
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
B POSTED/COMMENTED ON BLOG	31	34	29	31	29	35	43	25	37	21	35	28	30	27	36	33	40	23	40	21	40	24
D ATTENDED GOV'T MEETING	31	30	31	31	33	28	27	34	31	32	32	30	31	35	26	29	29	33	34	32	25	33
A WRITTEN LETTER/E-MAIL	27	27	26	26	29	25	21	34	21	31	28	25	28	30	25	24	21	31	23	34	20	34
E ATTENDED A PUBLIC RALLY	25	26	24	26	23	25	25	28	21	27	29	24	22	24	27	24	23	29	24	23	22	32
C VOLUNTEERED TIME	15	16	14	18	13	12	12	19	10	18	20	16	16	11	10	13	13	23	11	15	10	15

TABLE 5: Q6 WAYS THAT PEOPLE GET INVOLVED IN THEIR COMMUNITIES RANK MATRIX TABLE (YES)

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY		1973	2496	1028		1617	790	317	385
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
B POSTED/COMMENTED ON BLOG	31	39	23	27	30	32	31	34	29	31	29	32	31	32	30	31	34	29	31	28
D ATTENDED GOV'T MEETING	31	31	31	29	35	29	30	34	24	35	31	33	29	30	32	30	34	24	31	33
A WRITTEN LETTER/E-MAIL	27	30	22	28	30	26	24	30	28	29	24	28	26	28	24	25	30	28	27	25
E ATTENDED A PUBLIC RALLY	25	30	23	22	24	23	24	29	23	29	23	27	23	25	25	23	29	23	26	25
C VOLUNTEERED TIME	15	22	13	14	13	15	13	19	13	11	14	16	14	16	12	14	19	13	13	13

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
B POSTED/COMMENTED ON BLOG	31	37	32	28	21	31	27	28	18	47	25	29	14	42	16	28	16	22	25	23
D ATTENDED GOV'T MEETING	31	33	34	25	24	31	31	20	16	32	35	26	21	29	34	15	22	19	23	16
A WRITTEN LETTER/E-MAIL	27	32	33	16	12	16	20	20	15	26	38	13	16	20	16	16	21	19	13	19
E ATTENDED A PUBLIC RALLY	25	26	27	22	14	27	28	17	16	24	28	17	20	26	30	15	18	15	13	19
C VOLUNTEERED TIME	15	18	15	11	7	20	23	10	11	13	20	8	12	18	25	9	13	12	8	12

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
B POSTED/COMMENTED ON BLOG	31	34	35	22	25	26	30	23	23	26	19	26	25	21	30	28	27	22	22	28
D ATTENDED GOV'T MEETING	31	35	31	27	23	36	29	20	16	24	24	23	23	26	29	38	31	16	20	19
A WRITTEN LETTER/E-MAIL	27	34	31	15	13	15	20	17	18	15	11	13	22	11	20	15	15	19	18	15
E ATTENDED A PUBLIC RALLY	25	28	26	19	17	31	26	17	16	18	19	18	24	15	25	35	27	16	16	18
C VOLUNTEERED TIME	15	18	16	10	9	21	22	12	10	10	6	9	10	9	22	27	11	10	13	8

TABLE 6: Q6 WAYS THAT PEOPLE GET INVOLVED IN THEIR COMMUNITIES RANK MATRIX TABLE (NO)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
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Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
C VOLUNTEERED TIME	85	84	85	89	83	86	85	89	84	84	87	84	86	81	88	87	81	79	79	81	81	86
E ATTENDED A PUBLIC RALLY	75	75	76	74	69	71	74	83	73	72	79	73	76	72	76	79	70	67	65	68	70	75
A WRITTEN LETTER/E-MAIL	73	74	74	73	68	70	71	88	68	70	81	73	74	73	71	78	66	64	66	68	66	77
D ATTENDED GOV'T MEETING	69	70	67	72	65	69	67	84	64	66	76	66	72	68	69	72	65	60	56	60	64	70
B POSTED/COMMENTED ON BLOG	68	71	69	69	45	68	66	91	57	65	87	57	82	64	70	77	62	62	66	69	63	70
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
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Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
C VOLUNTEERED TIME	85	71	84	79	92	94	85	83	86	76	91	86	85	86	82	87	90	82	83	82	81	
E ATTENDED A PUBLIC RALLY	75	60	71	67	84	88	74	77	72	60	83	77	71	72	66	80	81	71	72	68	73	
A WRITTEN LETTER/E-MAIL	73	56	69	64	84	89	72	66	78	70	83	75	63	80	71	74	82	69	62	67	74	
D ATTENDED GOV'T MEETING	69	52	65	60	79	87	68	65	72	59	76	70	64	75	60	74	75	65	63	65	68	
B POSTED/COMMENTED ON BLOG	68	59	65	63	74	80	68	43	76	67	79	71	47	72	63	76	79	79	61	49	72	
	Q14 NWSPPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
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Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
C VOLUNTEERED TIME	85	85	84	84	87	84	78	83	84	84	80	84	84	86	87	47	89	100	83	87	89	84
E ATTENDED A PUBLIC RALLY	75	75	68	72	79	70	67	71	70	71	69	70	73	74	79	22	76	99	71	80	76	74
A WRITTEN LETTER/E-MAIL	73	74	65	73	73	66	70	73	67	72	66	71	72	70	77	27	70	99	69	79	75	72
D ATTENDED GOV'T MEETING	69	70	62	67	71	66	63	67	65	65	59	63	68	66	76	22	62	99	64	77	64	71
B POSTED/COMMENTED ON BLOG	68	81	49	69	67	54	57	56	56	43	48	46	63	74	78	29	57	99	71	62	64	70

TABLE 6: Q6 WAYS THAT PEOPLE GET INVOLVED IN THEIR COMMUNITIES RANK MATRIX TABLE (NO)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
C VOLUNTEERED TIME	85	83	91	78	89	87	90	88	91	87	83	79	88	82	85	86	84	86	85	85
E ATTENDED A PUBLIC RALLY	75	73	81	72	84	85	83	77	81	78	72	64	79	69	73	77	76	75	75	70
A WRITTEN LETTER/E-MAIL	73	67	85	82	81	82	83	82	86	77	69	57	81	64	70	77	75	75	71	71
D ATTENDED GOV'T MEETING	69	67	75	69	81	76	84	73	81	74	62	57	77	60	66	75	73	68	71	63
B POSTED/COMMENTED ON BLOG	68	65	75	71	76	81	71	73	82	67	63	63	73	63	68	68	64	69	69	71

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008 2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
C VOLUNTEERED TIME	85	83	88	86 84	84	85	86	87	87	83	83	89	87	90	81	82	82	89	81	82
E ATTENDED A PUBLIC RALLY	75	71	77	75 73	73	74	76	78	74	73	72	78	76	76	71	71	78	77	72	74
A WRITTEN LETTER/E-MAIL	73	63	72	69 73	72	74	73	79	79	70	66	85	75	74	66	66	72	78	67	69
D ATTENDED GOV'T MEETING	69	66	67	66 69	67	66	75	78	72	67	59	77	69	66	65	64	77	71	67	70
B POSTED/COMMENTED ON BLOG	68	62	69	67 67	71	69	63	73	70	64	61	59	55	65	71	79	93	60	77	85

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
C VOLUNTEERED TIME	85	84	86	82	87	88	87	81	90	82	80	84	84	89	89	87	87	77	89	85	90	85
E ATTENDED A PUBLIC RALLY	75	74	75	73	77	74	75	72	78	72	71	75	78	76	73	75	77	70	76	77	77	68
A WRITTEN LETTER/E-MAIL	73	72	73	73	71	75	78	66	78	68	72	75	72	70	74	75	78	69	77	66	79	66
D ATTENDED GOV'T MEETING	69	70	68	68	67	72	73	66	69	68	67	69	69	65	74	70	71	67	65	68	75	66
B POSTED/COMMENTED ON BLOG	68	66	71	69	71	65	57	75	62	79	64	72	70	72	63	67	60	77	60	78	59	76

TABLE 6: Q6 WAYS THAT PEOPLE GET INVOLVED IN THEIR COMMUNITIES RANK MATRIX TABLE (NO)

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
C VOLUNTEERED TIME	85	78	87	86	87	85	87	81	87	89	86	84	86	84	88	86	81	87	87	87
E ATTENDED A PUBLIC RALLY	75	69	77	78	76	77	76	71	77	71	76	72	76	75	74	76	71	77	73	74
A WRITTEN LETTER/E-MAIL	73	69	78	72	70	74	76	70	71	71	76	72	74	72	76	75	70	71	72	75
D ATTENDED GOV'T MEETING	69	68	69	70	65	70	70	66	76	65	68	66	71	69	68	70	65	76	69	66
B POSTED/COMMENTED ON BLOG	68	61	77	72	69	68	69	66	70	68	71	68	69	68	69	69	65	70	68	71

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		18-49	50+	18-49	50+	18-49	50+	18-49			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
C VOLUNTEERED TIME	85	82	85	89	93	80	77	89	88	87	80	92	88	82	75	91	86	88	92	88
E ATTENDED A PUBLIC RALLY	75	74	73	77	85	73	71	83	84	76	72	82	79	74	69	85	82	85	87	81
A WRITTEN LETTER/E-MAIL	73	68	67	83	87	84	80	79	84	74	62	86	83	80	84	84	78	81	86	80
D ATTENDED GOV'T MEETING	69	67	66	75	75	69	69	79	83	68	65	73	79	71	66	84	77	81	76	84
B POSTED/COMMENTED ON BLOG	68	63	68	70	78	69	73	72	81	53	74	70	86	58	84	71	83	76	75	77

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
C VOLUNTEERED TIME	85	82	84	90	91	79	78	88	89	90	94	91	90	91	78	73	89	89	87	91
E ATTENDED A PUBLIC RALLY	75	72	74	78	82	69	73	83	84	81	79	82	75	82	74	65	73	84	84	82
A WRITTEN LETTER/E-MAIL	73	66	69	84	85	85	80	82	81	84	87	86	78	86	80	85	85	80	82	85
D ATTENDED GOV'T MEETING	69	65	68	72	77	64	71	80	82	75	75	76	76	73	71	62	69	82	80	81
B POSTED/COMMENTED ON BLOG	68	66	65	76	74	74	70	76	76	73	80	73	73	78	70	72	73	77	77	72

TABLE 7: Q8 HOW OFTEN FOLLOW NEWS RANK MATRIX TABLE (FREQUENTLY)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
G LOCAL WEATHER	69	70	73	69	57	59	69	72	66	69	72	67	71	67	70	72	74	77	78	80	74	78
A GOV'T/POL NATIONAL LEVEL	62	64	60	52	67	60	63	48	67	66	49	63	60	65	60	54	100	89	80	71	87	65
H NEWS ABOUT LOCAL COMMUNITY	55	56	57	44	42	46	55	51	52	56	58	52	58	54	55	57	63	71	79	100	64	63
I INTERNATIONAL NEWS	52	54	50	47	59	49	53	41	55	54	48	53	52	55	51	45	73	73	66	61	100	55
B GOV'T/POL STATE LEVEL	49	50	49	41	48	45	50	42	50	52	42	48	49	50	48	45	71	100	73	64	68	54
C GOV'T/POL CITY/STATE LEVEL	38	39	37	34	33	32	38	35	36	39	39	35	41	38	37	37	52	62	80	58	49	43
E SPORTS	31	34	36	20	22	16	32	28	32	31	32	33	30	31	33	29	34	36	35	36	33	83
D GOV'T/POL SCH DIST LEVEL	27	26	28	27	25	28	26	30	25	27	26	25	29	28	24	28	33	39	57	39	33	30
F CELEBRITY/ENTERTAIN NEWS	11	12	11	9	9	10	11	14	12	10	11	12	11	14	8	12	11	12	13	14	12	29

	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	NEWS TV	PAPER	RADIO	I-NET	OTHER PPL
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
G LOCAL WEATHER	69	78	72	74	65	53	72	53	66	64	65	72	63	67	67	67	74	73	63	64	61
A GOV'T/POL NATIONAL LEVEL	62	88	74	79	43	23	68	53	47	62	33	66	68	48	58	41	54	71	80	65	40
H NEWS ABOUT LOCAL COMMUNITY	55	77	61	67	41	29	57	46	52	66	44	56	51	50	62	46	57	69	49	49	44
I INTERNATIONAL NEWS	52	74	59	65	38	26	56	43	47	53	32	56	58	43	50	35	46	63	64	56	30
B GOV'T/POL STATE LEVEL	49	84	62	70	24	11	53	48	39	49	26	51	54	38	53	33	44	61	60	49	28
C GOV'T/POL CITY/STATE LEVEL	38	69	45	54	18	13	40	35	34	43	23	41	41	30	42	29	36	52	39	35	25
E SPORTS	31	34	34	34	27	28	33	26	26	30	31	33	31	29	32	33	34	37	25	28	29
D GOV'T/POL SCH DIST LEVEL	27	45	29	35	17	11	27	23	29	36	21	27	30	27	33	20	28	29	23	24	29
F CELEBRITY/ENTERTAIN NEWS	11	13	11	12	10	12	11	8	14	15	17	14	8	11	12	9	15	8	6	11	10

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
G LOCAL WEATHER	69	75	67	69	70	67	74	68	67	66	71	67	70	71	67	69	70	68	73	64	69	69
A GOV'T/POL NATIONAL LEVEL	62	66	72	58	68	67	64	60	67	64	74	65	64	63	56	79	67	48	68	52	55	64
H NEWS ABOUT LOCAL COMMUNITY	55	66	51	56	54	54	54	52	55	53	58	54	55	60	49	71	54	46	60	46	56	54
I INTERNATIONAL NEWS	52	56	60	52	53	56	55	52	55	57	65	58	54	51	49	67	56	41	57	45	45	55
B GOV'T/POL STATE LEVEL	49	56	58	48	51	53	48	46	52	50	59	50	51	51	41	70	52	35	55	40	42	52
C GOV'T/POL CITY/STATE LEVEL	38	48	46	39	36	39	39	33	38	36	43	38	38	42	33	59	37	27	42	31	32	40
E SPORTS	31	37	29	31	33	31	32	30	31	33	34	32	34	28	27	28	32	32	34	29	32	31
D GOV'T/POL SCH DIST LEVEL	27	30	27	29	23	26	27	26	26	26	28	26	26	30	25	41	27	19	29	23	31	25
F CELEBRITY/ENTERTAIN NEWS	11	11	14	13	9	11	13	11	10	13	10	13	11	12	13	9	11	13	9	14	11	11

TABLE 7: Q8 HOW OFTEN FOLLOW NEWS RANK MATRIX TABLE (FREQUENTLY)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
G LOCAL WEATHER	69	72	62	74	57	52	64	65	70	70	66	69	70	67	73	63	65	68	67	77
A GOV'T/POL NATIONAL LEVEL	62	72	40	60	39	42	44	47	42	59	68	79	52	73	66	55	59	61	65	62
H NEWS ABOUT LOCAL COMMUNITY	55	58	47	62	32	33	31	49	52	55	54	58	54	56	59	47	52	54	51	62
I INTERNATIONAL NEWS	52	59	37	43	42	49	40	42	37	48	57	69	44	62	55	46	51	53	54	50
B GOV'T/POL STATE LEVEL	49	55	35	50	26	33	26	39	38	48	50	60	44	54	53	42	49	48	49	49
C GOV'T/POL CITY/STATE LEVEL	38	42	29	43	21	21	20	32	32	37	39	44	35	41	41	33	39	38	35	39
E SPORTS	31	32	29	42	25	23	26	30	32	30	33	30	31	32	33	30	30	33	32	31
D GOV'T/POL SCH DIST LEVEL	27	26	22	41	17	17	14	26	24	25	25	35	24	29	28	24	26	27	25	28
F CELEBRITY/ENTERTAIN NEWS	11	9	15	18	12	11	11	14	14	11	11	8	13	10	10	13	15	10	10	9
	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
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Base	3524	351	656	1008 2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
G LOCAL WEATHER	69	70	72	71 68	68	70	68	68	69	72	70	55	66	70	73	79	74	64	74	76
A GOV'T/POL NATIONAL LEVEL	62	78	59	66 64	61	57	67	51	53	68	74	42	54	61	69	78	72	52	72	75
H NEWS ABOUT LOCAL COMMUNITY	55	59	58	59 54	58	56	49	52	53	56	59	36	51	52	61	70	61	46	63	66
I INTERNATIONAL NEWS	52	61	51	55 54	53	49	55	41	50	57	61	36	42	50	61	65	65	43	62	65
B GOV'T/POL STATE LEVEL	49	65	49	55 49	50	47	50	43	44	53	58	31	42	43	57	66	62	38	60	64
C GOV'T/POL CITY/STATE LEVEL	38	48	36	40 38	40	39	34	38	35	42	38	21	29	34	43	54	53	28	47	53
E SPORTS	31	32	36	35 31	31	34	29	28	31	34	36	26	33	32	31	34	36	30	33	35
D GOV'T/POL SCH DIST LEVEL	27	28	28	28 26	29	27	22	27	25	29	28	18	26	27	28	33	32	23	30	33
F CELEBRITY/ENTERTAIN NEWS	11	8	11	10 12	12	12	9	14	11	11	8	14	12	12	9	12	8	13	10	10

TABLE 7: Q8 HOW OFTEN FOLLOW NEWS RANK MATRIX TABLE (FREQUENTLY)

	PARTY																					
	GENDER		REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
G LOCAL WEATHER	69	66	72	68	72	67	61	71	66	77	65	71	69	75	65	69	63	74	64	77	64	71
A GOV'T/POL NATIONAL LEVEL	62	67	57	62	67	55	60	74	45	70	67	58	73	60	59	50	51	72	58	75	49	65
H NEWS ABOUT LOCAL COMMUNITY	55	52	57	56	58	48	42	63	50	64	54	58	56	60	45	51	48	64	47	67	44	56
I INTERNATIONAL NEWS	52	58	46	52	56	49	50	67	35	58	60	46	61	50	54	43	41	62	44	65	44	59
B GOV'T/POL STATE LEVEL	49	52	46	51	55	39	43	62	34	58	53	49	60	49	42	36	41	59	41	65	33	50
C GOV'T/POL CITY/STATE LEVEL	38	39	37	40	40	31	29	48	27	47	42	39	41	39	32	29	30	49	28	48	26	41
E SPORTS	31	42	22	31	33	30	41	42	20	24	44	22	41	24	39	19	31	31	28	36	31	28
D GOV'T/POL SCH DIST LEVEL	27	25	29	31	26	21	20	29	27	30	30	31	23	29	19	24	27	35	23	27	20	23
F CELEBRITY/ENTERTAIN NEWS	11	9	13	13	9	11	9	9	17	10	11	15	7	10	8	15	14	12	11	7	12	9

	PARTY BY IDEOLOGY					REGION						MEDIA MARKET								
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTL VALLY	CNTRL NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER	
	Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385
G LOCAL WEATHER	69	67	70	73	71	64	69	71	61	77	75	73	66	67	75	66	71	61	76	75
A GOV'T/POL NATIONAL LEVEL	62	71	52	61	72	58	62	65	65	64	56	63	61	62	59	59	65	65	62	60
H NEWS ABOUT LOCAL COMMUNITY	55	54	60	57	59	49	52	56	53	61	63	59	51	53	58	50	57	53	61	63
I INTERNATIONAL NEWS	52	56	47	53	59	49	52	57	54	55	47	54	51	54	49	50	57	54	51	51
B GOV'T/POL STATE LEVEL	49	56	45	50	59	46	49	50	46	57	48	51	47	48	51	47	50	46	54	51
C GOV'T/POL CITY/STATE LEVEL	38	39	41	37	42	37	34	40	37	42	38	40	36	37	39	36	40	37	36	43
E SPORTS	31	28	35	34	34	31	33	30	32	34	30	31	32	31	32	32	30	32	30	33
D GOV'T/POL SCH DIST LEVEL	27	29	31	27	25	27	28	25	24	31	26	27	27	26	29	27	25	24	26	29
F CELEBRITY/ENTERTAIN NEWS	11	13	13	11	7	13	11	14	9	6	9	11	11	12	9	12	13	9	7	9

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
	Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41
G LOCAL WEATHER	69	70	74	60	64	74	74	53	61	65	77	60	66	70	78	57	56	62	63	51
A GOV'T/POL NATIONAL LEVEL	62	77	67	46	34	63	57	47	32	63	79	35	51	52	69	38	42	41	46	35
H NEWS ABOUT LOCAL COMMUNITY	55	56	59	44	49	57	66	31	33	47	66	44	53	53	70	27	38	30	43	28
I INTERNATIONAL NEWS	52	65	53	44	31	47	39	47	35	50	66	34	46	28	59	36	49	41	49	38
B GOV'T/POL STATE LEVEL	49	59	52	39	31	51	50	29	23	44	64	30	45	41	60	22	33	31	30	22
C GOV'T/POL CITY/STATE LEVEL	38	42	41	31	27	42	44	24	18	31	49	25	37	32	55	18	24	22	26	18
E SPORTS	31	41	24	41	18	61	27	36	13	32	32	26	36	42	42	25	25	29	30	20
D GOV'T/POL SCH DIST LEVEL	27	24	28	20	24	45	38	16	19	22	30	21	24	37	46	16	19	17	20	17
F CELEBRITY/ENTERTAIN NEWS	11	8	11	11	18	17	19	10	15	12	8	14	15	22	15	14	11	15	11	11

TABLE 7: Q8 HOW OFTEN FOLLOW NEWS RANK MATRIX TABLE (FREQUENTLY)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
G LOCAL WEATHER	69	76	67	64	61	73	74	58	56	62	65	62	64	61	75	72	70	55	57	63
A GOV'T/POL NATIONAL LEVEL	62	70	74	42	38	68	56	37	42	39	42	38	49	38	57	72	54	42	36	42
H NEWS ABOUT LOCAL COMMUNITY	55	61	54	54	43	69	59	31	33	45	57	43	62	47	58	69	70	33	30	37
I INTERNATIONAL NEWS	52	58	60	39	37	51	39	43	40	38	35	37	49	34	38	55	45	41	44	37
B GOV'T/POL STATE LEVEL	49	55	55	39	33	57	47	29	24	35	34	33	50	32	47	62	45	24	27	32
C GOV'T/POL CITY/STATE LEVEL	38	43	40	31	28	50	41	21	21	28	31	29	37	26	40	50	51	22	20	20
E SPORTS	31	31	34	31	28	46	40	22	28	29	30	30	36	24	40	51	38	28	22	23
D GOV'T/POL SCH DIST LEVEL	27	27	26	21	22	38	43	17	18	21	24	23	20	20	41	37	50	19	16	16
F CELEBRITY/ENTERTAIN NEWS	11	9	10	18	13	14	20	9	16	15	13	14	23	13	21	16	10	17	10	6

TABLE 8: Q8 HOW OFTEN FOLLOW NEWS RANK MATRIX TABLE (FREQUENTLY/OCCASIONALLY)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
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Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
G LOCAL WEATHER	89	89	90	90	82	78	89	88	86	90	89	88	89	88	89	89	90	93	93	94	90	93
A GOV'T/POL NATIONAL LEVEL	86	87	85	80	89	83	87	74	90	89	79	87	85	88	85	82	100	97	95	91	96	88
H NEWS ABOUT LOCAL COMMUNITY	85	87	85	81	82	78	86	81	84	87	86	85	86	85	86	83	90	93	95	100	90	89
I INTERNATIONAL NEWS	83	85	84	78	87	77	85	70	87	86	79	84	82	86	83	77	95	95	91	90	100	85
B GOV'T/POL STATE LEVEL	82	83	83	80	81	75	84	71	84	86	77	83	81	84	81	79	94	100	93	90	92	84
C GOV'T/POL CITY/STATE LEVEL	75	76	75	73	71	73	76	67	75	78	72	74	76	76	75	72	86	91	95	88	84	78
D GOV'T/POL SCH DIST LEVEL	60	60	62	63	55	55	60	57	58	61	63	59	61	64	56	63	66	73	82	73	65	64
E SPORTS	55	58	60	47	45	34	55	54	55	56	55	56	54	53	57	53	58	60	58	61	58	90
F CELEBRITY/ENTERTAIN NEWS	40	45	37	37	36	34	40	45	42	39	39	41	40	45	35	46	41	42	44	44	41	55
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
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Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
G LOCAL WEATHER	89	93	91	91	87	77	90	85	89	86	88	90	86	89	88	88	92	92	83	86	82	
A GOV'T/POL NATIONAL LEVEL	86	97	95	96	80	52	90	86	80	86	63	89	93	81	85	75	83	91	94	91	70	
H NEWS ABOUT LOCAL COMMUNITY	85	95	92	93	81	57	87	88	84	87	79	87	87	84	87	80	86	91	88	85	74	
I INTERNATIONAL NEWS	83	95	91	92	77	55	88	74	79	78	70	86	89	79	82	74	81	91	92	87	62	
B GOV'T/POL STATE LEVEL	82	97	93	95	74	37	87	79	75	81	64	85	88	79	82	72	80	91	91	84	61	
C GOV'T/POL CITY/STATE LEVEL	75	92	87	89	63	36	78	74	70	80	60	77	80	71	78	67	73	86	81	76	59	
D GOV'T/POL SCH DIST LEVEL	60	77	69	72	49	29	61	62	63	68	53	62	64	60	67	53	61	68	58	59	50	
E SPORTS	55	60	59	59	50	50	57	49	51	52	53	58	51	56	52	57	60	60	48	51	45	
F CELEBRITY/ENTERTAIN NEWS	40	41	44	43	39	31	42	28	47	40	43	47	37	45	38	34	50	37	31	35	30	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
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Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
G LOCAL WEATHER	89	93	87	89	89	88	90	88	88	87	89	87	90	89	86	88	89	89	90	86	88	89
A GOV'T/POL NATIONAL LEVEL	86	90	91	85	89	91	90	85	91	89	93	89	88	86	82	95	90	77	91	80	84	87
H NEWS ABOUT LOCAL COMMUNITY	85	91	85	87	84	87	87	83	87	86	89	86	88	87	77	93	87	80	89	80	89	84
I INTERNATIONAL NEWS	83	88	90	84	84	88	87	83	87	87	91	87	86	83	79	92	87	75	88	78	80	85
B GOV'T/POL STATE LEVEL	82	89	90	82	85	87	85	81	86	84	90	84	86	82	74	93	86	73	88	75	80	83
C GOV'T/POL CITY/STATE LEVEL	75	84	85	76	75	79	77	70	78	73	79	74	78	80	65	91	78	64	81	68	75	75
D GOV'T/POL SCH DIST LEVEL	60	66	67	65	54	61	64	58	60	59	64	60	62	63	53	74	63	51	64	54	68	57
E SPORTS	55	62	55	57	53	54	61	56	54	56	58	55	58	52	50	52	57	55	58	50	57	54
F CELEBRITY/ENTERTAIN NEWS	40	45	44	44	35	39	45	38	38	40	43	41	42	41	36	34	41	44	39	42	41	40

TABLE 8: Q8 HOW OFTEN FOLLOW NEWS RANK MATRIX TABLE (FREQUENTLY/OCCASIONALLY)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
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Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
G LOCAL WEATHER	89	89	86	91	86	85	90	87	89	89	87	89	89	88	90	86	87	88	89	91
A GOV'T/POL NATIONAL LEVEL	86	92	72	87	77	81	78	78	72	86	91	96	80	93	88	83	86	84	90	85
H NEWS ABOUT LOCAL COMMUNITY	85	87	82	84	73	75	76	82	81	85	86	90	83	88	89	80	84	85	85	88
I INTERNATIONAL NEWS	83	87	72	82	82	84	84	78	71	81	89	93	77	91	85	81	85	82	85	83
B GOV'T/POL STATE LEVEL	82	87	69	83	73	78	71	75	70	83	86	92	77	88	85	78	81	80	85	83
C GOV'T/POL CITY/STATE LEVEL	75	79	67	77	67	67	67	70	66	74	78	84	71	80	79	70	77	74	76	76
D GOV'T/POL SCH DIST LEVEL	60	60	56	73	52	61	49	60	56	60	59	66	58	62	63	56	58	61	59	62
E SPORTS	55	54	54	64	56	55	52	56	56	54	55	56	55	55	57	52	55	55	56	55
F CELEBRITY/ENTERTAIN NEWS	40	37	45	53	47	50	40	45	44	41	39	36	42	38	39	41	45	39	39	38
	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
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Base	3524	351	656	1008 2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
G LOCAL WEATHER	89	89	92	91 88	88	90	87	88	87	90	89	82	86	90	91	93	91	86	91	92
A GOV'T/POL NATIONAL LEVEL	86	94	86	89 88	85	87	87	81	86	88	92	75	84	86	90	93	89	82	91	91
H NEWS ABOUT LOCAL COMMUNITY	85	86	87	87 85	87	87	82	83	86	87	87	75	87	86	89	89	85	82	88	87
I INTERNATIONAL NEWS	83	89	84	86 86	84	83	83	78	83	86	91	72	79	84	89	93	88	78	89	90
B GOV'T/POL STATE LEVEL	82	90	85	87 83	82	83	82	77	84	83	89	69	79	83	88	90	88	77	88	89
C GOV'T/POL CITY/STATE LEVEL	75	82	74	77 77	77	74	75	70	76	78	79	59	71	76	80	86	84	69	82	85
D GOV'T/POL SCH DIST LEVEL	60	55	64	61 61	64	62	53	58	60	63	61	51	58	63	62	66	65	57	63	66
E SPORTS	55	56	59	58 55	57	60	47	50	55	58	60	47	56	54	59	58	58	52	58	58
F CELEBRITY/ENTERTAIN NEWS	40	24	38	33 43	40	45	35	42	44	39	38	36	43	42	42	39	40	40	41	40

TABLE 8: Q8 HOW OFTEN FOLLOW NEWS RANK MATRIX TABLE (FREQUENTLY/OCCASIONALLY)

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+												
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
G LOCAL WEATHER	89	87	90	89	90	86	84	90	88	92	88	90	87	93	86	86	87	92	85	93	85	89
A GOV'T/POL NATIONAL LEVEL	86	88	84	86	90	82	84	92	79	90	87	85	92	88	84	79	81	91	86	93	79	87
H NEWS ABOUT LOCAL COMMUNITY	85	83	87	85	87	84	81	86	84	90	83	87	86	88	82	86	82	88	83	89	81	88
I INTERNATIONAL NEWS	83	86	81	84	87	78	81	91	75	88	85	83	90	85	82	73	80	89	82	91	74	87
B GOV'T/POL STATE LEVEL	82	84	81	83	87	76	78	90	75	87	83	84	88	85	80	72	78	88	82	90	71	86
C GOV'T/POL CITY/STATE LEVEL	75	74	76	77	77	70	67	82	70	83	76	78	77	77	69	71	71	84	69	82	66	79
D GOV'T/POL SCH DIST LEVEL	60	57	63	64	59	55	52	62	62	65	62	66	56	62	51	60	61	68	57	60	53	60
E SPORTS	55	66	44	55	58	52	64	69	41	48	68	45	67	47	63	40	53	57	52	62	51	55
F CELEBRITY/ENTERTAIN NEWS	40	32	49	46	32	40	30	33	49	48	38	53	26	40	30	52	44	49	33	32	41	40

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTL	VALLY									
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
G LOCAL WEATHER	89	89	91	90	90	87	89	89	84	89	93	90	87	87	91	88	89	84	90	92
A GOV'T/POL NATIONAL LEVEL	86	89	82	89	93	84	84	90	89	88	83	88	85	87	83	84	90	89	89	83
H NEWS ABOUT LOCAL COMMUNITY	85	84	88	88	87	83	86	86	86	87	88	87	84	85	87	84	86	86	87	88
I INTERNATIONAL NEWS	83	87	82	87	89	81	83	88	84	83	82	85	82	85	81	82	88	84	84	82
B GOV'T/POL STATE LEVEL	82	86	81	85	90	79	82	87	82	83	81	84	81	83	81	80	87	82	85	80
C GOV'T/POL CITY/STATE LEVEL	75	77	78	75	79	75	73	78	75	76	74	76	74	76	74	74	78	75	75	75
D GOV'T/POL SCH DIST LEVEL	60	63	65	60	59	60	60	60	62	58	63	60	60	60	60	60	60	62	58	63
E SPORTS	55	50	61	58	59	53	57	54	55	58	55	55	55	54	56	55	54	55	54	58
F CELEBRITY/ENTERTAIN NEWS	40	44	49	39	29	45	39	43	38	31	39	39	41	43	35	42	43	38	32	38

	ETHNICITY BY GENDER									ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		18-49	50+	18-49	50+	18-49	50+	18-49			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
G LOCAL WEATHER	89	87	91	84	86	90	91	85	87	85	92	85	87	89	93	86	84	85	84	87
A GOV'T/POL NATIONAL LEVEL	86	92	91	76	69	89	86	79	75	89	93	69	82	83	92	77	77	74	81	77
H NEWS ABOUT LOCAL COMMUNITY	85	84	90	81	83	85	83	75	72	83	90	81	84	82	86	69	80	72	79	71
I INTERNATIONAL NEWS	83	89	85	76	69	85	79	85	78	82	91	70	78	75	89	78	86	87	84	77
B GOV'T/POL STATE LEVEL	82	88	86	71	68	85	82	76	70	83	91	67	75	78	88	67	81	74	75	72
C GOV'T/POL CITY/STATE LEVEL	75	78	79	66	68	77	77	67	67	72	84	64	74	70	86	62	74	66	73	65
D GOV'T/POL SCH DIST LEVEL	60	57	62	51	60	74	72	49	55	56	62	54	59	70	77	49	57	49	52	55
E SPORTS	55	63	46	69	41	82	51	70	41	51	58	51	61	61	67	53	59	54	59	55
F CELEBRITY/ENTERTAIN NEWS	40	28	45	35	55	49	55	43	52	35	38	44	50	54	52	49	44	43	44	51

TABLE 8: Q8 HOW OFTEN FOLLOW NEWS RANK MATRIX TABLE (FREQUENTLY/OCCASIONALLY)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM			AS/PI		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH						LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
G LOCAL WEATHER	89	91	87	86	85	89	91	86	85	86	86	86	86	85	92	90	86	85	87	83
A GOV'T/POL NATIONAL LEVEL	86	91	92	76	71	92	85	77	77	72	75	70	82	73	85	95	86	77	77	76
H NEWS ABOUT LOCAL COMMUNITY	85	87	87	85	80	85	83	75	72	81	88	80	87	84	83	85	87	71	75	77
I INTERNATIONAL NEWS	83	88	87	73	72	88	79	82	81	72	73	71	79	70	78	91	83	81	82	82
B GOV'T/POL STATE LEVEL	82	88	87	69	70	90	80	78	69	70	68	69	82	65	80	90	84	69	79	71
C GOV'T/POL CITY/STATE LEVEL	75	79	79	69	67	84	74	71	64	67	66	66	80	63	74	84	82	63	71	68
D GOV'T/POL SCH DIST LEVEL	60	60	60	54	57	79	71	53	51	55	60	57	53	55	69	78	82	53	52	49
E SPORTS	55	54	55	56	54	68	63	57	54	55	56	55	55	54	63	70	64	54	59	52
F CELEBRITY/ENTERTAIN NEWS	40	34	39	46	45	54	52	47	47	45	48	46	54	41	52	57	47	48	48	42

TABLE 9: Q8 HOW OFTEN FOLLOW NEWS RANK MATRIX TABLE (RARELY/NEVER)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
F CELEBRITY/ENTERTAIN NEWS	59	55	63	62	64	66	60	53	58	61	59	59	59	55	64	53	59	58	56	55	59	45
E SPORTS	45	42	39	53	55	66	45	44	45	44	45	44	45	46	42	46	42	40	41	39	42	10
D GOV'T/POL SCH DIST LEVEL	40	40	38	36	45	45	39	41	42	39	37	40	38	36	43	37	33	27	18	27	35	36
C GOV'T/POL CITY/STATE LEVEL	24	23	25	25	29	26	24	31	25	22	27	25	23	24	25	27	14	9	5	12	16	22
B GOV'T/POL STATE LEVEL	17	16	17	19	19	24	16	28	16	14	23	17	18	16	18	20	5	0	7	10	8	16
I INTERNATIONAL NEWS	16	15	16	21	13	22	15	28	13	14	21	16	17	14	17	22	5	5	9	10	0	14
H NEWS ABOUT LOCAL COMMUNITY	14	13	15	17	18	21	14	18	16	13	14	15	14	15	14	16	10	7	5	0	10	11
A GOV'T/POL NATIONAL LEVEL	14	12	14	18	11	17	12	25	10	11	20	13	14	11	15	17	0	3	5	8	4	12
G LOCAL WEATHER	11	11	10	10	18	22	11	12	14	10	11	12	11	12	11	11	10	7	7	6	10	7

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	NEWS TV	PAPER	RADIO	I-NET	OTHER PPL
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
F CELEBRITY/ENTERTAIN NEWS	59	59	56	57	61	68	58	72	52	60	57	53	63	55	62	66	49	62	69	65	69
E SPORTS	45	40	41	41	50	49	42	51	48	48	47	41	49	44	48	43	40	40	51	48	54
D GOV'T/POL SCH DIST LEVEL	40	23	30	28	51	71	39	37	37	32	47	38	35	40	33	47	39	31	42	41	50
C GOV'T/POL CITY/STATE LEVEL	24	8	13	11	36	63	22	25	29	20	40	23	19	28	22	33	27	14	19	24	40
B GOV'T/POL STATE LEVEL	17	3	6	5	25	63	13	20	24	19	36	15	12	21	18	28	20	8	9	15	38
I INTERNATIONAL NEWS	16	5	8	7	23	45	12	26	20	22	30	14	11	20	18	26	19	9	8	13	38
H NEWS ABOUT LOCAL COMMUNITY	14	5	8	7	19	42	13	11	16	13	20	13	13	15	13	20	14	9	12	15	25
A GOV'T/POL NATIONAL LEVEL	14	2	5	4	19	48	9	14	20	14	37	11	7	18	15	25	17	9	6	9	30
G LOCAL WEATHER	11	7	9	8	13	23	10	15	11	14	12	10	14	11	12	12	8	8	17	14	18

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
F CELEBRITY/ENTERTAIN NEWS	59	54	56	56	64	61	55	62	61	60	57	59	58	58	63	66	59	56	60	57	58	60
E SPORTS	45	38	45	43	47	46	39	44	46	44	42	45	42	48	50	48	43	44	42	49	43	45
D GOV'T/POL SCH DIST LEVEL	40	34	33	35	45	39	36	42	39	41	36	40	38	37	47	26	37	49	36	46	32	43
C GOV'T/POL CITY/STATE LEVEL	24	16	14	24	24	21	23	30	22	27	21	26	22	20	34	9	21	36	19	31	24	24
B GOV'T/POL STATE LEVEL	17	11	10	18	15	13	15	19	14	16	10	16	14	17	26	7	13	27	12	24	19	17
I INTERNATIONAL NEWS	16	12	10	16	15	12	13	17	13	13	9	13	14	17	20	8	13	24	12	22	20	15
H NEWS ABOUT LOCAL COMMUNITY	14	9	15	13	16	13	13	17	13	14	11	14	12	13	22	7	13	19	11	20	11	16
A GOV'T/POL NATIONAL LEVEL	14	10	9	15	11	9	10	15	9	11	7	11	12	14	17	5	10	22	9	19	15	13
G LOCAL WEATHER	11	7	13	11	11	12	10	12	12	13	11	13	10	11	14	12	11	11	10	13	11	11

TABLE 9: Q8 HOW OFTEN FOLLOW NEWS RANK MATRIX TABLE (RARELY/NEVER)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
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Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
F CELEBRITY/ENTERTAIN NEWS	59	63	53	47	53	50	59	54	55	58	61	64	57	62	60	58	54	60	61	61
E SPORTS	45	45	45	36	44	45	47	43	43	45	45	44	44	45	42	48	45	44	44	45
D GOV'T/POL SCH DIST LEVEL	40	40	44	26	47	39	50	39	43	40	40	34	41	38	37	44	42	38	41	38
C GOV'T/POL CITY/STATE LEVEL	24	21	32	23	33	32	33	29	33	26	22	16	29	19	21	30	23	25	24	24
B GOV'T/POL STATE LEVEL	17	13	29	17	27	22	28	24	29	17	14	8	22	12	14	22	18	19	14	17
I INTERNATIONAL NEWS	16	13	27	18	18	16	16	22	28	18	11	6	22	9	14	19	15	17	14	17
H NEWS ABOUT LOCAL COMMUNITY	14	13	18	16	27	25	24	17	18	15	14	10	16	12	11	20	16	14	15	12
A GOV'T/POL NATIONAL LEVEL	14	8	26	13	23	19	21	21	27	14	9	4	19	7	11	17	14	15	10	14
G LOCAL WEATHER	11	11	14	9	14	15	10	13	11	11	13	11	11	12	9	14	13	12	11	9
	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
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Base	3524	351	656	1008 2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
F CELEBRITY/ENTERTAIN NEWS	59	76	62	67 56	59	54	65	57	56	61	62	63	57	58	58	60	59	59	59	60
E SPORTS	45	44	41	42 45	43	40	53	50	45	42	40	53	44	46	41	42	42	48	41	42
D GOV'T/POL SCH DIST LEVEL	40	44	36	39 39	36	38	47	41	40	37	39	49	42	37	38	34	34	43	36	34
C GOV'T/POL CITY/STATE LEVEL	24	18	26	23 22	23	26	25	30	24	22	21	40	28	24	20	14	16	31	18	15
B GOV'T/POL STATE LEVEL	17	10	15	13 16	18	16	18	23	16	17	11	30	21	17	12	10	12	23	11	10
I INTERNATIONAL NEWS	16	11	16	14 14	16	16	17	22	17	14	9	27	21	16	11	7	12	22	10	9
H NEWS ABOUT LOCAL COMMUNITY	14	14	13	13 14	13	13	18	17	14	13	13	25	13	14	11	10	15	18	11	12
A GOV'T/POL NATIONAL LEVEL	14	6	14	11 12	14	13	13	19	14	12	8	25	15	13	10	7	11	18	9	8
G LOCAL WEATHER	11	11	8	9 12	12	10	13	12	13	9	11	18	13	10	9	7	9	14	8	8

TABLE 9: Q8 HOW OFTEN FOLLOW NEWS RANK MATRIX TABLE (RARELY/NEVER)

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+												
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
F CELEBRITY/ENTERTAIN NEWS	59	68	51	53	67	59	69	67	50	51	62	47	74	60	47	55	51	67	68	59	60	
E SPORTS	45	34	55	45	42	48	36	31	59	51	31	55	33	52	37	59	46	43	48	37	49	
D GOV'T/POL SCH DIST LEVEL	40	43	36	36	41	44	48	38	38	35	38	34	44	38	49	40	39	32	42	40	47	
C GOV'T/POL CITY/STATE LEVEL	24	25	24	22	23	29	32	18	30	17	24	21	23	23	30	29	29	16	30	18	34	
B GOV'T/POL STATE LEVEL	17	16	19	16	13	24	22	10	24	13	17	16	12	15	20	28	21	12	18	10	29	
I INTERNATIONAL NEWS	16	14	18	16	13	22	19	9	24	12	15	16	10	15	18	26	20	11	18	9	26	
H NEWS ABOUT LOCAL COMMUNITY	14	16	13	14	13	16	19	13	16	9	17	12	14	12	18	14	18	12	16	10	18	
A GOV'T/POL NATIONAL LEVEL	14	12	15	14	10	17	15	8	20	10	13	14	8	12	15	20	19	9	13	7	20	
G LOCAL WEATHER	11	13	10	11	10	14	16	10	12	7	12	9	13	7	14	14	13	8	15	7	15	

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTL	VALLY									
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
F CELEBRITY/ENTERTAIN NEWS	59	55	51	61	71	54	61	57	61	68	60	60	58	57	64	57	57	61	67	61
E SPORTS	45	49	39	41	41	46	43	45	45	42	44	44	45	45	43	45	45	45	46	42
D GOV'T/POL SCH DIST LEVEL	40	37	35	40	41	40	40	40	38	41	37	39	40	40	39	40	40	38	41	36
C GOV'T/POL CITY/STATE LEVEL	24	22	22	24	21	25	26	22	24	24	25	23	25	24	25	26	22	24	25	24
B GOV'T/POL STATE LEVEL	17	13	18	15	10	20	18	13	18	16	18	15	19	17	18	20	13	18	15	20
I INTERNATIONAL NEWS	16	13	18	13	11	19	17	11	16	17	18	14	18	15	19	18	12	16	16	18
H NEWS ABOUT LOCAL COMMUNITY	14	16	12	12	13	17	14	14	14	12	11	13	16	15	13	16	14	14	12	11
A GOV'T/POL NATIONAL LEVEL	14	10	17	11	7	16	16	10	10	11	16	12	15	12	16	16	10	10	10	17
G LOCAL WEATHER	11	11	9	10	10	13	11	11	16	10	7	10	13	13	8	12	11	16	10	8

	ETHNICITY BY GENDER									ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		18-49	50+	18-49	50+	18-49	50+	18-49			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
F CELEBRITY/ENTERTAIN NEWS	59	72	55	63	44	50	45	57	48	65	62	54	50	46	47	51	56	57	56	49
E SPORTS	45	36	54	31	58	18	49	30	59	49	42	48	39	39	33	47	41	46	41	44
D GOV'T/POL SCH DIST LEVEL	40	43	38	48	40	26	27	50	44	44	37	45	41	30	22	51	42	50	48	45
C GOV'T/POL CITY/STATE LEVEL	24	22	20	33	30	23	23	33	32	28	16	34	25	30	14	38	26	34	27	35
B GOV'T/POL STATE LEVEL	17	11	14	28	30	15	18	24	30	17	9	32	24	22	12	33	18	26	25	28
I INTERNATIONAL NEWS	16	11	14	24	30	15	21	15	22	18	9	29	22	25	11	22	13	13	16	23
H NEWS ABOUT LOCAL COMMUNITY	14	15	10	19	17	15	16	25	28	17	10	18	16	18	14	31	20	28	21	29
A GOV'T/POL NATIONAL LEVEL	14	8	9	23	29	11	14	21	25	11	7	29	17	17	8	23	23	26	18	23
G LOCAL WEATHER	11	13	9	15	13	10	9	15	13	15	8	15	13	11	7	14	16	15	16	13

TABLE 9: Q8 HOW OFTEN FOLLOW NEWS RANK MATRIX TABLE (RARELY/NEVER)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
F CELEBRITY/ENTERTAIN NEWS	59	66	61	52	54	45	48	52	53	53	51	53	45	56	47	43	52	52	52	57
E SPORTS	45	46	45	43	46	32	37	43	46	45	43	45	44	45	37	30	36	46	41	48
D GOV'T/POL SCH DIST LEVEL	40	40	40	46	43	21	29	47	48	45	40	43	47	44	30	22	18	46	47	50
C GOV'T/POL CITY/STATE LEVEL	24	21	21	30	32	16	26	29	36	31	33	33	20	34	26	16	18	37	29	31
B GOV'T/POL STATE LEVEL	17	12	13	28	30	10	20	22	31	29	31	30	17	33	20	10	16	30	21	29
I INTERNATIONAL NEWS	16	12	13	26	28	12	21	18	18	27	27	28	20	28	22	9	17	19	18	18
H NEWS ABOUT LOCAL COMMUNITY	14	12	13	14	19	15	16	25	28	18	12	20	13	15	17	15	13	29	25	23
A GOV'T/POL NATIONAL LEVEL	14	9	8	22	28	8	15	23	22	26	24	28	18	24	15	5	14	22	23	24
G LOCAL WEATHER	11	9	13	14	14	11	9	14	15	14	13	14	14	14	8	10	14	15	13	17

TABLE 10: Q15 HOW OFTEN GET NEWS FROM THE FOLLOWING KINDS OF ETHNIC MEDIA RANK MATRIX TABLE (AT LEAST DAILY)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1941	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
C TV ETHNIC COMMUNITY	16	17	16	24	14	8	15	34	13	13	22	14	20	17	15	20	13	15	18	17	16	19
B RADIO ETHNIC COMMUNITY	12	11	13	15	11	11	11	19	11	8	17	11	13	12	10	14	9	11	12	13	11	14
A NEWSPAPER ETHNIC COMMUNITY	7	8	6	11	7	8	6	14	7	5	9	6	9	7	7	8	6	7	9	8	7	9
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
C TV ETHNIC COMMUNITY	16	17	15	15	18	18	13	15	44	23	27	15	11	44	20	20	27	12	7	10	9	
B RADIO ETHNIC COMMUNITY	12	12	13	13	10	12	8	13	32	19	16	9	8	32	16	15	17	7	13	8	11	
A NEWSPAPER ETHNIC COMMUNITY	7	7	8	7	7	6	6	8	19	9	7	5	8	19	8	12	10	8	3	5	5	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
C TV ETHNIC COMMUNITY	16	18	13	27	0	11	16	19	12	13	12	13	17	18	15	14	13	22	14	21	19	16
B RADIO ETHNIC COMMUNITY	12	12	9	20	0	8	13	14	9	11	8	10	12	12	11	13	10	14	10	15	15	10
A NEWSPAPER ETHNIC COMMUNITY	7	12	7	12	0	5	7	6	5	5	5	5	7	8	6	7	5	9	6	8	7	7
	QB/QC ETHNICITY						Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE							
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRNTR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL		
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Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750		
C TV ETHNIC COMMUNITY	16	6	37	32	31	42	21	31	31	16	12	6	22	10	16	16	20	17	13	16		
B RADIO ETHNIC COMMUNITY	12	5	26	26	20	21	18	22	22	12	9	5	16	7	12	12	15	12	9	13		
A NEWSPAPER ETHNIC COMMUNITY	7	4	12	13	21	30	16	13	14	7	5	3	10	4	6	8	9	8	5	7		

TABLE 10: Q15 HOW OFTEN GET NEWS FROM THE FOLLOWING KINDS OF ETHNIC MEDIA RANK MATRIX TABLE (AT LEAST DAILY)

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
C TV ETHNIC COMMUNITY	16	14	14	14	17	23	16	9	25	24	12	7	19	17	13	17	12	21	16	17	16
B RADIO ETHNIC COMMUNITY	12	9	12	11	12	16	12	7	18	14	11	5	13	15	12	12	6	9	13	10	8
A NEWSPAPER ETHNIC COMMUNITY	7	7	8	7	7	10	7	4	11	8	5	3	8	7	5	7	6	11	7	8	8

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+												
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
C TV ETHNIC COMMUNITY	16	17	16	22	11	14	15	18	18	15	23	21	12	10	13	15	22	22	11	11	13	16
B RADIO ETHNIC COMMUNITY	12	12	11	14	8	12	12	12	14	9	16	13	8	7	11	13	17	12	9	7	12	12
A NEWSPAPER ETHNIC COMMUNITY	7	7	7	9	5	7	7	8	7	7	10	8	5	5	7	7	9	9	4	6	6	9

	PARTY BY IDEOLOGY				REGION						MEDIA MARKET									
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
C TV ETHNIC COMMUNITY	16	17	25	14	9	22	16	15	14	8	18	14	18	17	15	19	15	14	10	16
B RADIO ETHNIC COMMUNITY	12	12	16	11	6	16	11	10	7	10	13	11	13	12	12	14	10	7	10	12
A NEWSPAPER ETHNIC COMMUNITY	7	7	11	5	5	11	6	7	5	4	6	6	8	8	6	9	7	5	4	6

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN											
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
C TV ETHNIC COMMUNITY	16	7	5	35	38	33	31	31	32	4	8	33	46	26	38	26	39	24	31	37
B RADIO ETHNIC COMMUNITY	12	6	4	25	26	28	25	18	22	4	5	26	26	30	23	18	22	17	16	24
A NEWSPAPER ETHNIC COMMUNITY	7	4	3	11	12	13	13	21	21	2	4	11	15	10	16	16	28	17	19	25

TABLE 10: Q15 HOW OFTEN GET NEWS FROM THE FOLLOWING KINDS OF ETHNIC MEDIA RANK MATRIX TABLE (AT LEAST DAILY)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72
C TV ETHNIC COMMUNITY	16	5	7	40	35	28	34	31	31	36	39	35	45	36	33	30	30	33	32	23
B RADIO ETHNIC COMMUNITY	12	5	4	27	25	26	27	19	21	25	30	26	25	25	28	27	19	23	20	10
A NEWSPAPER ETHNIC COMMUNITY	7	3	4	10	13	13	13	21	22	12	11	13	13	10	13	15	9	22	23	14

TABLE 11: Q15 HOW OFTEN GET NEWS FROM THE FOLLOWING KINDS OF ETHNIC MEDIA RANK MATRIX TABLE (AT LEAST MONTHLY)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1941	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
C TV ETHNIC COMMUNITY	31	31	32	37	26	23	29	51	27	26	38	28	34	33	27	36	25	28	32	32	28	32
B RADIO ETHNIC COMMUNITY	23	21	23	27	28	31	22	32	24	19	29	23	24	26	19	28	20	22	25	25	23	25
A NEWSPAPER ETHNIC COMMUNITY	23	23	20	28	22	27	21	36	19	20	28	21	25	24	20	31	20	23	25	25	22	24
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
C TV ETHNIC COMMUNITY	31	31	30	30	32	30	25	30	68	45	46	26	29	67	40	40	42	22	20	25	25	
B RADIO ETHNIC COMMUNITY	23	25	24	24	22	21	18	25	53	41	36	18	25	51	31	33	27	16	25	21	26	
A NEWSPAPER ETHNIC COMMUNITY	23	23	25	24	20	22	18	23	54	39	26	18	24	54	29	30	29	21	15	18	22	
	Q14 NWPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
C TV ETHNIC COMMUNITY	31	31	27	51	0	24	35	38	25	27	22	28	31	35	27	30	27	35	27	37	33	30
B RADIO ETHNIC COMMUNITY	23	22	22	39	0	20	30	30	20	23	18	23	23	25	22	29	20	24	20	29	27	22
A NEWSPAPER ETHNIC COMMUNITY	23	28	23	38	0	18	26	22	19	19	17	19	22	27	21	27	18	26	21	25	24	22
	QB/QC ETHNICITY						Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE							
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRNTR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750		
C TV ETHNIC COMMUNITY	31	15	60	53	51	62	43	53	47	33	24	19	38	22	28	34	34	32	25	32		
B RADIO ETHNIC COMMUNITY	23	12	43	45	33	43	31	40	33	25	19	15	28	17	22	24	28	23	18	26		
A NEWSPAPER ETHNIC COMMUNITY	23	12	41	45	44	57	37	39	33	23	19	17	27	18	21	25	27	24	19	21		

TABLE 11: Q15 HOW OFTEN GET NEWS FROM THE FOLLOWING KINDS OF ETHNIC MEDIA RANK MATRIX TABLE (AT LEAST MONTHLY)

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		NO	NO																		
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
C TV ETHNIC COMMUNITY	31	23	30	27	31	40	32	19	43	40	25	16	40	33	24	30	23	32	33	29	27
B RADIO ETHNIC COMMUNITY	23	18	22	21	24	29	24	16	32	29	21	13	29	27	23	22	17	18	26	20	17
A NEWSPAPER ETHNIC COMMUNITY	23	17	22	21	24	30	24	13	32	30	17	12	27	24	20	23	18	24	23	22	21

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
C TV ETHNIC COMMUNITY	31	30	32	38	21	31	29	30	36	28	39	37	20	22	28	33	39	36	24	19	31	31
B RADIO ETHNIC COMMUNITY	23	24	23	28	15	26	25	22	27	18	31	25	15	15	25	27	31	24	16	14	28	23
A NEWSPAPER ETHNIC COMMUNITY	23	22	24	28	16	21	22	22	25	22	29	28	15	16	19	24	30	27	15	17	22	20

	PARTY BY IDEOLOGY				REGION						MEDIA MARKET									
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH VALLY	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
C TV ETHNIC COMMUNITY	31	32	43	27	17	38	32	29	25	19	31	27	34	31	30	36	29	25	20	31
B RADIO ETHNIC COMMUNITY	23	24	31	19	11	30	22	23	16	17	24	22	24	24	21	26	23	16	17	24
A NEWSPAPER ETHNIC COMMUNITY	23	25	31	20	12	29	22	23	22	15	20	20	25	24	19	26	23	22	14	20

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
C TV ETHNIC COMMUNITY	31	16	15	57	63	52	55	50	52	12	17	61	59	50	57	47	56	45	45	58
B RADIO ETHNIC COMMUNITY	23	13	11	43	43	50	42	32	34	12	11	43	42	46	44	32	35	30	27	38
A NEWSPAPER ETHNIC COMMUNITY	23	13	11	37	44	45	44	44	44	10	13	38	45	40	50	38	53	39	40	49

TABLE 11: Q15 HOW OFTEN GET NEWS FROM THE FOLLOWING KINDS OF ETHNIC MEDIA RANK MATRIX TABLE (AT LEAST MONTHLY)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72
C TV ETHNIC COMMUNITY	31	14	16	60	60	54	53	52	50	59	67	61	66	57	53	53	54	49	55	43
B RADIO ETHNIC COMMUNITY	23	13	11	44	42	45	45	32	34	42	50	43	45	42	46	49	35	36	34	21
A NEWSPAPER ETHNIC COMMUNITY	23	12	12	35	43	47	44	45	43	42	36	42	41	36	44	51	40	44	47	35

TABLE 12: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST DAILY)

Base	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1941	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
A NAT'L NIGHTLY NETWORK NEWS	43	47	46	43	18	23	41	56	35	42	52	37	51	42	42	50	44	47	51	51	46	51
J MAJOR NP IN YOUR COMMUNITY	37	41	36	31	25	32	37	38	34	38	38	33	42	38	35	37	43	46	48	47	44	44
Q UNIVISION OR TELEMUNDO	33	32	32	45	20	27	30	47	27	25	44	26	42	33	32	39	26	26	32	32	33	35
I A-M NEWS OR TALK RADIO	27	28	29	27	23	23	28	22	31	27	26	29	25	22	35	21	33	36	33	32	34	31
M FRIENDS, FAMILY, NEIGHBORS	27	28	25	32	30	29	27	32	30	24	27	30	24	28	26	27	26	28	28	28	27	29
D FOX NEWS CABLE CHANNEL	26	29	30	14	14	15	25	33	22	26	29	24	29	17	35	27	28	29	29	29	29	32
U B-E-T, BLACK ENTERTAINMENT	25	28	27	15	11	11	22	35	18	19	33	25	25	26	26	15	24	30	30	32	24	28
B CABLE TV NETWORK C-N-N	25	30	25	7	18	14	24	29	27	22	26	24	26	29	21	23	28	29	29	28	30	29
C CABLE TV NETWORK M-S-N-B-C	21	27	21	9	15	8	21	26	21	20	24	20	23	26	16	23	24	26	26	26	26	26
S ASIAN WEEK	21	31	15	2	2	3	21	17	18	17	46	18	24	19	23	15	15	17	29	30	21	18
T IMAGINASIAN TV	21	24	17	14	31	0	21	12	22	17	28	22	19	16	21	33	18	20	26	29	24	32
F N-P-R	20	19	18	21	34	26	21	10	25	21	14	23	16	29	12	15	25	25	23	22	27	18
E P-B-S PUBLIC TELEVISION	18	18	17	28	16	11	17	30	13	18	20	14	23	23	13	18	20	23	22	21	22	19
N BLOGS ON INTERNET	15	14	13	13	24	18	16	4	24	14	6	19	9	15	15	12	16	17	14	15	18	16
K NATIONAL AUDIENCE NP	13	14	11	10	22	13	13	5	18	12	7	15	9	13	12	12	16	16	15	14	18	14
L E-MAIL NEWSLETTERS	11	12	10	9	16	9	12	3	14	13	7	13	9	12	10	9	13	14	14	13	14	11
H LOCAL ALTERNATIVE WEEKLY	10	10	10	10	8	13	9	19	8	8	14	8	12	9	11	8	10	11	13	13	11	13
G DAILY SHOW W/ JON STEWART	10	11	10	4	15	6	10	5	13	9	8	12	7	16	5	5	13	13	12	10	13	11
R NEWSPAPER LA OPINION	9	8	9	15	7	9	8	16	10	3	12	8	11	10	11	4	9	10	13	11	8	10
P NONPROFIT/INDEPENDENT NEWS	5	5	4	5	5	11	5	4	7	4	5	6	4	5	5	5	6	7	7	6	7	5
O PODCASTS	5	5	3	2	9	4	5	2	7	4	4	5	4	5	5	3	5	5	5	5	6	5

TABLE 12: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST DAILY)

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR	VERY	EXTR	SWMT	TOTAL	MNSTR	CITZN	ETHNC	CMNTY	FREND	MNSTR	CITZN	ETHNC	CMNTY	FREND	TV	NEWS			OTHER
		INTRS	INTRS	/VERY	INTRS	NT/DK	MEDIA	JOURN	MEDIA	GROUP	/FAML	MEDIA	JOURN	MEDIA	GROUP	/FAML		PAPER	RADIO	I-NET	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
A NAT'L NIGHTLY NETWORK NEWS	43	47	46	46	40	31	44	28	46	47	41	48	29	44	43	41	62	45	20	27	28
J MAJOR NP IN YOUR COMMUNITY	37	48	41	44	31	17	40	28	31	37	27	44	27	30	35	33	34	76	25	26	21
Q UNIVISION OR TELEMUNDO	33	30	31	31	34	40	26	29	58	35	40	30	27	57	24	38	44	29	27	16	21
I A-M NEWS OR TALK RADIO	27	41	29	33	21	14	27	36	27	32	22	26	33	25	31	27	26	25	59	23	13
M FRIENDS, FAMILY, NEIGHBORS	27	31	29	29	24	27	25	30	36	27	41	23	33	38	31	42	29	21	17	28	44
D FOX NEWS CABLE CHANNEL	26	31	28	29	23	20	25	22	27	33	26	25	23	27	29	31	37	22	22	17	16
U B-E-T, BLACK ENTERTAINMENT	25	37	23	29	20	17	23	29	35	31	28	21	25	31	28	32	32	24	6	18	24
B CABLE TV NETWORK C-N-N	25	29	26	27	24	15	25	22	30	28	27	28	20	31	23	19	31	26	16	22	12
C CABLE TV NETWORK M-S-N-B-C	21	29	21	24	19	13	22	16	25	25	23	23	15	33	23	19	29	24	12	16	12
S ASIAN WEEK	21	26	25	26	17	20	20	16	21	50	23	8	19	28	23	45	28	30	10	5	11
T IMAGINASIAN TV	21	31	23	25	16	23	16	27	38	10	17	10	15	48	20	33	26	31	9	8	11
F N-P-R	20	25	23	24	16	10	21	22	19	21	11	22	20	21	19	10	11	24	45	22	15
E P-B-S PUBLIC TELEVISION	18	20	22	21	15	10	18	13	21	21	17	21	14	22	16	14	21	26	13	12	12
N BLOGS ON INTERNET	15	17	15	16	12	15	12	44	16	21	14	12	34	13	15	16	9	9	8	28	13
K NATIONAL AUDIENCE NP	13	17	15	16	9	7	14	10	10	10	8	14	16	9	12	12	7	19	12	17	13
L E-MAIL NEWSLETTERS	11	18	12	14	8	6	10	20	16	15	12	9	19	14	16	11	9	10	9	16	12
H LOCAL ALTERNATIVE WEEKLY	10	13	11	11	9	6	9	7	14	16	12	10	7	16	13	9	12	14	7	7	8
G DAILY SHOW W/ JON STEWART	10	12	10	11	9	8	10	10	10	8	10	11	13	9	12	7	8	11	7	13	6
R NEWSPAPER LA OPINION	9	14	11	12	7	7	8	11	12	10	18	12	5	8	11	8	11	14	7	6	6
P NONPROFIT/INDEPENDENT NEWS	5	10	5	7	3	2	5	7	7	10	5	4	6	6	8	7	4	4	5	6	7
O PODCASTS	5	6	5	5	4	2	4	8	7	7	5	4	8	8	5	4	4	4	3	7	3

TABLE 12: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST DAILY)

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/ DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS- IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
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Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
A NAT'L NIGHTLY NETWORK NEWS	43	54	36	46	39	33	39	41	35	33	36	34	43	44	42	39	41	47	47	37	38	45
J MAJOR NP IN YOUR COMMUNITY	37	64	43	36	38	32	28	25	31	29	34	30	36	40	36	41	36	35	43	27	29	40
Q UNIVISION OR TELEMUNDO	33	42	27	40	6	23	36	30	24	27	25	28	31	39	36	34	25	38	30	37	34	32
I A-M NEWS OR TALK RADIO	27	28	27	26	29	28	29	27	28	31	35	30	29	32	19	34	29	23	31	22	29	27
M FRIENDS, FAMILY, NEIGHBORS	27	25	30	32	21	29	31	28	27	33	28	32	28	28	23	32	26	26	24	33	29	26
D FOX NEWS CABLE CHANNEL	26	30	19	27	25	20	25	26	22	22	20	21	25	30	24	22	27	27	28	24	25	27
U B-E-T, BLACK ENTERTAINMENT	25	25	34	29	2	18	27	37	26	22	24	21	25	27	24	26	23	27	23	27	24	25
B CABLE TV NETWORK C-N-N	25	29	23	29	19	21	26	27	22	25	27	24	26	22	23	24	25	25	25	25	23	26
C CABLE TV NETWORK M-S-N-B-C	21	26	20	25	16	18	25	25	19	20	23	21	22	20	20	23	21	21	22	22	19	23
S ASIAN WEEK	21	36	16	24	7	6	7	11	7	9	6	8	23	12	12	29	10	24	23	16	25	19
T IMAGINASIAN TV	21	31	25	25	2	7	13	13	8	11	9	11	23	18	8	23	14	24	20	20	29	17
F N-P-R	20	19	27	21	18	23	28	17	23	24	28	24	21	19	18	32	20	13	21	19	20	19
E P-B-S PUBLIC TELEVISION	18	23	17	21	13	14	17	15	15	15	16	15	17	20	19	20	16	19	19	18	15	19
N BLOGS ON INTERNET	15	7	24	17	11	22	20	23	20	27	22	26	17	11	10	24	16	8	13	19	15	15
K NATIONAL AUDIENCE NP	13	14	21	13	13	16	12	12	15	18	21	18	14	12	10	22	12	9	13	12	12	13
L E-MAIL NEWSLETTERS	11	10	14	13	8	14	18	17	13	15	14	15	12	11	8	24	10	6	11	12	11	11
H LOCAL ALTERNATIVE WEEKLY	10	15	8	12	7	6	12	10	7	9	10	9	9	13	9	9	9	11	10	11	9	11
G DAILY SHOW W/ JON STEWART	10	10	15	11	8	12	13	10	11	14	15	14	11	8	8	16	11	6	10	11	8	11
R NEWSPAPER LA OPINION	9	16	9	11	1	8	8	5	6	7	8	8	9	11	9	9	10	7	12	8	8	10
P NONPROFIT/INDEPENDENT NEWS	5	5	7	7	3	6	7	6	6	8	7	7	5	6	4	11	4	4	5	6	5	5
O PODCASTS	5	3	6	6	3	5	12	8	6	9	10	8	5	5	4	8	5	3	4	6	4	5

TABLE 12: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST DAILY)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN	CHNSE	N-CHN	NON-	HS OR	SOME	COLL	POST	NON-		MARRD	SINGL	BIG	MD/SM	SM	TN
					PACIS		API	WHITE	LESS	COLL	GRAD	GRAD	COLL	COLL+	PRTNR	S/D/W	CITY	CITY	SUBRB	RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
A NAT'L NIGHTLY NETWORK NEWS	43	40	46	55	45	47	48	47	51	48	36	36	49	36	45	40	42	42	42	48
J MAJOR NP IN YOUR COMMUNITY	37	42	26	31	34	41	30	29	32	36	36	45	35	40	41	30	37	36	38	37
Q UNIVISION OR TELEMUNDO	33	0	33	0	0	0	0	33	46	32	13	16	39	14	39	25	31	33	36	32
I A-M NEWS OR TALK RADIO	27	28	25	29	23	19	23	26	24	26	31	30	25	30	31	21	26	28	29	28
M FRIENDS, FAMILY, NEIGHBORS	27	23	35	29	30	39	30	33	33	29	24	23	31	24	26	29	28	28	26	27
D FOX NEWS CABLE CHANNEL	26	25	28	27	25	28	30	27	35	30	21	17	32	19	28	23	22	27	24	31
U B-E-T, BLACK ENTERTAINMENT	25	0	0	25	0	0	0	25	37	27	16	8	31	13	26	24	29	18	27	30
B CABLE TV NETWORK C-N-N	25	21	28	43	33	33	35	31	26	26	23	23	26	23	25	25	26	26	25	23
C CABLE TV NETWORK M-S-N-B-C	21	18	24	37	24	25	27	26	23	21	21	21	22	21	22	20	23	21	20	22
S ASIAN WEEK	21	0	0	0	19	21	0	21	32	32	15	2	32	11	27	10	30	22	10	16
T IMAGINASIAN TV	21	0	0	0	20	21	0	21	23	25	20	11	24	17	24	14	18	21	15	42
F N-P-R	20	23	15	18	19	17	17	16	10	14	24	35	12	28	21	18	23	19	20	17
E P-B-S PUBLIC TELEVISION	18	18	19	22	20	19	21	19	21	17	15	21	18	17	18	18	19	18	16	18
N BLOGS ON INTERNET	15	13	16	14	20	22	21	17	12	14	17	16	13	16	14	16	18	15	13	14
K NATIONAL AUDIENCE NP	13	14	9	8	17	23	18	11	6	9	15	23	8	18	14	11	15	11	13	13
L E-MAIL NEWSLETTERS	11	11	9	16	11	13	14	11	8	11	13	11	10	12	11	11	13	11	10	10
H LOCAL ALTERNATIVE WEEKLY	10	9	12	13	13	15	9	12	15	11	7	7	12	7	10	11	10	9	8	13
G DAILY SHOW W/ JON STEWART	10	11	8	8	10	9	10	8	8	9	12	11	8	12	9	11	9	9	11	9
R NEWSPAPER LA OPINION	9	0	10	0	0	0	0	9	15	7	5	0	11	4	10	8	10	7	11	11
P NONPROFIT/INDEPENDENT NEWS	5	5	4	8	7	9	5	6	5	5	6	5	5	6	5	5	5	4	4	7
O PODCASTS	5	4	7	3	8	10	7	6	5	4	5	4	4	5	4	5	5	4	4	5

TABLE 12: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST DAILY)

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES	NO																
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
A NAT'L NIGHTLY NETWORK NEWS	43	33	44	40	45	46	45	37	47	48	43	35	29	33	40	47	59	62	34	52	60
J MAJOR NP IN YOUR COMMUNITY	37	36	38	38	38	39	37	35	32	37	40	39	21	27	29	39	62	60	26	48	61
Q UNIVISION OR TELEMUNDO	33	23	26	25	36	43	31	15	38	42	24	10	32	33	32	38	24	34	32	35	29
I A-M NEWS OR TALK RADIO	27	54	31	39	23	33	27	22	22	27	29	34	16	25	32	32	32	24	24	31	29
M FRIENDS, FAMILY, NEIGHBORS	27	24	25	24	28	29	28	23	30	31	22	25	38	31	27	24	19	19	32	22	19
D FOX NEWS CABLE CHANNEL	26	60	39	47	17	34	28	16	27	28	26	20	18	23	21	29	37	33	20	32	35
U B-E-T, BLACK ENTERTAINMENT	25	6	31	24	24	30	23	18	32	29	21	13	22	20	29	29	20	19	24	26	19
B CABLE TV NETWORK C-N-N	25	19	21	20	28	26	26	22	25	26	23	23	20	21	22	27	27	36	21	29	31
C CABLE TV NETWORK M-S-N-B-C	21	15	17	16	25	22	23	20	21	23	23	18	15	20	18	24	25	33	17	26	28
S ASIAN WEEK	21	27	34	32	19	40	18	2	21	31	17	4	11	12	24	27	0	32	16	28	31
T IMAGINASIAN TV	21	31	23	26	17	40	12	6	35	35	11	9	8	30	24	17	0	32	20	22	31
F N-P-R	20	7	11	9	26	17	18	25	14	16	23	28	15	23	21	21	22	17	19	21	20
E P-B-S PUBLIC TELEVISION	18	11	13	12	21	19	16	19	21	17	18	13	10	14	12	20	27	36	12	24	31
N BLOGS ON INTERNET	15	18	15	16	14	15	14	15	15	15	16	14	20	21	12	13	9	8	18	11	9
K NATIONAL AUDIENCE NP	13	12	11	11	14	12	12	14	8	7	14	18	10	14	13	13	14	15	12	13	15
L E-MAIL NEWSLETTERS	11	15	8	11	12	13	10	9	12	10	13	10	10	11	12	11	14	10	11	11	12
H LOCAL ALTERNATIVE WEEKLY	10	12	10	11	9	13	10	7	13	12	10	7	7	8	8	9	12	21	8	12	16
G DAILY SHOW W/ JON STEWART	10	4	5	5	13	6	9	15	9	10	10	12	12	10	7	11	9	9	10	10	9
R NEWSPAPER LA OPINION	9	12	10	10	9	12	9	5	9	10	11	2	10	6	9	10	11	17	8	11	14
P NONPROFIT/INDEPENDENT NEWS	5	6	6	6	5	7	4	4	7	4	5	5	4	6	6	6	3	4	5	5	4
O PODCASTS	5	5	5	5	5	6	3	4	5	5	4	4	4	7	4	4	5	2	5	4	4

TABLE 12: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST DAILY)

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
A NAT'L NIGHTLY NETWORK NEWS	43	39	46	48	41	37	31	48	36	56	46	50	39	43	31	44	36	60	33	45	32	47
J MAJOR NP IN YOUR COMMUNITY	37	36	37	39	39	31	25	47	26	49	39	39	38	40	30	31	28	50	23	49	25	42
Q UNIVISION OR TELEMUNDO	33	31	35	36	24	33	28	35	35	34	35	37	20	29	30	35	36	36	20	31	33	30
I A-M NEWS OR TALK RADIO	27	31	24	24	36	23	27	34	22	27	26	22	41	31	25	21	21	27	34	38	21	26
M FRIENDS, FAMILY, NEIGHBORS	27	26	28	27	24	31	31	22	34	23	26	28	22	27	30	32	33	22	28	22	35	23
D FOX NEWS CABLE CHANNEL	26	27	25	18	42	21	21	33	20	30	20	18	43	40	18	23	17	19	32	49	17	29
U B-E-T, BLACK ENTERTAINMENT	25	24	26	27	14	20	24	25	24	26	24	29	10	18	31	13	28	26	13	19	16	26
B CABLE TV NETWORK C-N-N	25	25	25	30	20	22	21	28	21	29	31	29	20	20	21	23	25	34	19	21	18	30
C CABLE TV NETWORK M-S-N-B-C	21	22	21	28	15	17	17	27	17	25	31	26	17	14	16	19	21	35	13	17	16	21
S ASIAN WEEK	21	24	18	12	21	26	21	28	12	28	14	10	21	20	30	22	4	27	20	21	22	33
T IMAGINASIAN TV	21	20	21	8	16	29	21	19	19	25	7	8	8	26	31	27	4	15	24	11	28	32
F N-P-R	20	20	19	25	11	22	20	21	19	20	26	24	11	10	24	20	22	28	12	10	22	23
E P-B-S PUBLIC TELEVISION	18	16	20	24	13	14	10	22	14	26	23	25	11	16	12	15	15	33	7	18	12	17
N BLOGS ON INTERNET	15	17	12	13	15	17	20	14	16	8	16	10	18	12	17	16	17	9	19	13	18	14
K NATIONAL AUDIENCE NP	13	16	9	12	13	13	16	17	8	10	18	8	14	11	15	10	13	12	10	15	12	14
L E-MAIL NEWSLETTERS	11	11	12	12	11	10	10	12	12	11	12	13	10	11	10	10	12	13	12	10	10	10
H LOCAL ALTERNATIVE WEEKLY	10	10	10	10	11	8	8	12	8	12	11	9	12	10	6	11	9	11	7	14	7	11
G DAILY SHOW W/ JON STEWART	10	11	8	14	5	9	12	11	8	9	17	11	5	5	11	8	13	15	5	5	10	8
R NEWSPAPER LA OPINION	9	8	11	11	8	7	6	11	10	11	11	11	5	11	5	10	10	12	6	8	7	11
P NONPROFIT/INDEPENDENT NEWS	5	5	5	6	4	5	5	6	6	4	7	6	5	3	4	6	7	5	4	4	4	7
O PODCASTS	5	6	3	5	4	5	6	6	4	2	7	3	4	3	6	4	5	4	4	3	5	5

TABLE 12: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST DAILY)

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
A NAT'L NIGHTLY NETWORK NEWS	43	43	54	46	38	44	43	39	40	46	47	43	43	41	47	44	40	40	49	44
J MAJOR NP IN YOUR COMMUNITY	37	39	41	40	40	33	38	42	35	38	36	39	35	37	36	34	42	35	37	38
Q UNIVISION OR TELEMUNDO	33	35	36	27	19	35	33	31	36	33	30	31	34	34	32	34	32	36	31	29
I A-M NEWS OR TALK RADIO	27	22	26	24	44	29	28	27	24	29	26	27	28	28	27	29	27	24	29	25
M FRIENDS, FAMILY, NEIGHBORS	27	26	27	25	22	29	29	27	26	24	25	26	28	27	28	29	27	26	23	27
D FOX NEWS CABLE CHANNEL	26	12	25	28	51	27	32	16	30	28	28	22	29	24	30	29	17	30	31	25
U B-E-T, BLACK ENTERTAINMENT	25	26	27	11	14	24	27	20	19	37	45	26	24	23	34	25	20	19	38	42
B CABLE TV NETWORK C-N-N	25	30	30	25	17	28	24	25	28	19	21	23	27	26	21	27	25	28	18	21
C CABLE TV NETWORK M-S-N-B-C	21	30	27	22	11	24	20	21	24	21	18	20	23	22	20	23	21	24	20	17
S ASIAN WEEK	21	5	18	32	5	32	28	16	0	0	11	15	29	21	16	31	16	0	0	11
T IMAGINASIAN TV	21	6	9	19	8	24	25	19	20	5	25	18	24	21	16	25	19	20	5	25
F N-P-R	20	30	19	14	8	19	16	25	18	24	16	22	18	21	17	18	25	18	22	18
E P-B-S PUBLIC TELEVISION	18	25	23	19	9	18	16	22	18	17	17	19	17	19	16	17	22	18	17	17
N BLOGS ON INTERNET	15	16	10	19	13	16	17	14	11	13	13	13	15	15	14	16	14	11	13	13
K NATIONAL AUDIENCE NP	13	14	11	13	12	11	12	17	13	12	10	14	12	13	11	11	17	13	12	10
L E-MAIL NEWSLETTERS	11	14	11	10	11	11	11	13	9	11	10	12	11	11	11	11	14	9	12	10
H LOCAL ALTERNATIVE WEEKLY	10	8	12	11	12	10	11	10	7	11	11	10	10	9	11	10	10	7	11	10
G DAILY SHOW W/ JON STEWART	10	18	10	7	3	10	8	12	8	13	9	11	9	10	10	9	12	8	12	9
R NEWSPAPER LA OPINION	9	9	11	11	5	9	12	9	12	3	7	7	11	9	10	10	8	12	4	7
P NONPROFIT/INDEPENDENT NEWS	5	7	4	3	5	5	4	5	7	7	4	5	5	5	5	5	5	7	6	6
O PODCASTS	5	5	4	4	3	5	5	4	3	4	5	4	5	5	3	5	4	3	4	5

TABLE 12: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST DAILY)

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
A NAT'L NIGHTLY NETWORK NEWS	43	35	44	46	46	54	56	46	44	27	49	40	59	41	70	41	51	44	45	46
J MAJOR NP IN YOUR COMMUNITY	37	43	42	23	29	32	31	36	33	28	53	23	34	24	38	29	42	34	34	35
Q UNIVISION OR TELEMUNDO	33	0	0	31	35	0	0	0	0	0	0	32	34	0	0	0	0	0	0	0
I A-M NEWS OR TALK RADIO	27	31	25	29	21	31	28	26	20	26	30	21	33	27	32	23	22	22	26	22
M FRIENDS, FAMILY, NEIGHBORS	27	24	23	30	40	30	28	26	34	28	20	37	30	38	19	31	29	24	30	34
D FOX NEWS CABLE CHANNEL	26	26	24	30	27	26	28	24	27	16	31	25	36	29	26	22	30	23	37	21
U B-E-T, BLACK ENTERTAINMENT	25	0	0	0	0	25	25	0	0	0	0	0	0	24	26	0	0	0	0	0
B CABLE TV NETWORK C-N-N	25	20	22	32	26	47	40	31	34	16	24	24	40	37	51	29	38	29	35	34
C CABLE TV NETWORK M-S-N-B-C	21	19	18	25	23	39	35	24	23	13	22	21	32	29	45	21	27	21	25	25
S ASIAN WEEK	21	0	0	0	0	0	0	16	22	0	0	0	0	0	0	16	22	9	13	26
T IMAGINASIAN TV	21	0	0	0	0	0	0	19	20	0	0	0	0	0	0	16	24	10	17	25
F N-P-R	20	23	23	17	13	23	14	19	20	24	22	14	17	16	20	19	19	22	15	19
E P-B-S PUBLIC TELEVISION	18	16	19	15	22	23	21	14	27	8	25	16	27	17	27	17	25	24	22	17
N BLOGS ON INTERNET	15	15	11	18	14	15	14	25	15	16	11	18	11	20	9	23	18	18	20	22
K NATIONAL AUDIENCE NP	13	17	10	11	7	12	5	19	16	14	14	8	12	8	8	15	20	12	16	22
L E-MAIL NEWSLETTERS	11	10	12	9	9	17	15	11	10	10	12	9	8	22	10	10	12	10	12	11
H LOCAL ALTERNATIVE WEEKLY	10	10	8	11	14	16	10	12	15	5	11	11	16	10	15	13	13	11	11	16
G DAILY SHOW W/ JON STEWART	10	13	10	10	6	9	7	10	9	12	10	7	8	6	10	9	10	9	3	14
R NEWSPAPER LA OPINION	9	0	0	8	11	0	0	0	0	0	0	8	12	0	0	0	0	0	0	0
P NONPROFIT/INDEPENDENT NEWS	5	5	5	5	4	10	7	7	8	5	5	4	5	8	8	8	7	5	5	10
O PODCASTS	5	5	2	9	6	6	1	9	8	4	4	7	8	3	3	9	7	6	6	11

TABLE 12: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST DAILY)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH											
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
A NAT'L NIGHTLY NETWORK NEWS	43	39	40	49	44	55	55	46	44	45	50	46	48	45	55	53	58	44	47	41
J MAJOR NP IN YOUR COMMUNITY	37	43	42	27	26	32	31	40	29	25	31	25	21	31	30	34	34	30	41	30
Q UNIVISION OR TELEMUNDO	33	0	0	31	34	0	0	0	0	33	32	34	32	32	0	0	0	0	0	0
I A-M NEWS OR TALK RADIO	27	26	30	27	24	39	25	21	24	24	26	25	33	20	26	39	32	26	20	21
M FRIENDS, FAMILY, NEIGHBORS	27	23	24	33	37	20	33	28	32	37	29	36	37	33	32	17	33	31	28	31
D FOX NEWS CABLE CHANNEL	26	22	28	26	29	24	28	25	26	27	31	30	24	26	28	25	27	24	25	30
U B-E-T, BLACK ENTERTAINMENT	25	0	0	0	0	24	25	0	0	0	0	0	0	0	26	19	30	0	0	0
B CABLE TV NETWORK C-N-N	25	19	22	28	28	42	44	34	32	28	29	29	31	27	42	43	50	31	35	32
C CABLE TV NETWORK M-S-N-B-C	21	18	19	25	24	40	36	22	25	22	31	24	25	25	35	41	38	24	23	23
S ASIAN WEEK	21	0	0	0	0	0	0	18	20	0	0	0	0	0	0	0	0	22	19	3
T IMAGINASIAN TV	21	0	0	0	0	0	0	17	23	0	0	0	0	0	0	0	0	24	17	17
F N-P-R	20	25	21	16	14	21	17	21	17	15	11	14	14	17	17	22	16	19	21	15
E P-B-S PUBLIC TELEVISION	18	18	17	19	19	29	18	23	18	19	16	18	26	17	18	28	31	17	24	21
N BLOGS ON INTERNET	15	11	15	18	15	13	15	22	19	15	18	15	19	15	16	14	9	20	22	18
K NATIONAL AUDIENCE NP	13	15	13	10	9	8	8	20	14	9	11	8	15	9	6	9	13	15	21	11
L E-MAIL NEWSLETTERS	11	12	10	8	9	17	15	11	11	10	6	8	7	11	15	18	16	11	11	13
H LOCAL ALTERNATIVE WEEKLY	10	9	8	11	13	16	11	16	10	12	14	13	8	13	11	17	13	11	17	11
G DAILY SHOW W/ JON STEWART	10	12	11	11	6	7	8	10	10	7	9	6	15	7	8	9	3	11	10	4
R NEWSPAPER LA OPINION	9	0	0	7	11	0	0	0	0	9	11	11	9	8	0	0	0	0	0	0
P NONPROFIT/INDEPENDENT NEWS	5	5	5	3	5	9	8	8	7	4	6	5	3	5	8	8	10	6	9	8
O PODCASTS	5	4	3	7	8	4	3	8	9	7	8	8	8	6	3	5	0	9	9	5

TABLE 14: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST MONTHLY)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1941	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
A NAT'L NIGHTLY NETWORK NEWS	72	77	74	73	58	42	72	73	68	74	75	71	73	73	70	76	72	73	76	77	72	77
M FRIENDS, FAMILY, NEIGHBORS	70	69	70	73	74	75	71	63	73	72	67	76	64	71	69	74	69	69	71	70	69	70
J MAJOR NP IN YOUR COMMUNITY	68	70	68	63	60	60	68	65	65	70	68	67	68	70	65	70	72	75	76	77	72	73
B CABLE TV NETWORK C-N-N	58	66	61	29	50	31	58	54	60	57	57	62	53	63	52	59	61	62	63	61	63	64
Q UNIVISION OR TELEMUNDO	56	56	55	61	43	59	54	66	50	54	62	55	58	56	54	63	49	51	56	56	56	55
U B-E-T, BLACK ENTERTAINMENT	55	64	53	39	36	26	53	66	42	55	59	53	58	58	52	51	58	60	62	65	57	66
E P-B-S PUBLIC TELEVISION	53	56	51	60	48	31	52	58	48	54	55	50	56	60	45	54	59	60	59	59	60	53
D FOX NEWS CABLE CHANNEL	49	54	54	33	36	30	49	53	45	49	55	49	49	35	63	50	48	49	51	51	48	55
C CABLE TV NETWORK M-S-N-B-C	49	57	51	21	42	25	49	42	51	49	47	51	46	57	40	50	52	53	54	53	53	54
I A-M NEWS OR TALK RADIO	47	47	49	46	47	38	48	38	49	48	45	50	43	40	55	40	52	55	52	52	53	51
S ASIAN WEEK	46	61	33	26	37	10	47	35	44	47	64	49	42	43	44	70	37	43	45	52	44	49
K NATIONAL AUDIENCE NP	42	43	39	41	54	43	44	27	51	43	31	50	33	45	40	40	50	50	48	46	51	46
F N-P-R	40	40	34	40	57	46	42	22	48	42	29	46	32	51	30	33	48	48	44	42	50	40
H LOCAL ALTERNATIVE WEEKLY	39	39	36	46	41	44	39	44	40	37	41	40	39	42	37	38	41	43	44	43	42	41
T IMAGINASIAN TV	39	50	30	21	39	3	40	21	36	36	67	40	38	32	39	63	35	41	44	48	44	47
L E-MAIL NEWSLETTERS	39	39	35	41	52	39	42	15	46	43	29	44	32	43	36	34	46	48	48	44	46	37
N BLOGS ON INTERNET	38	36	34	39	63	48	40	11	53	39	21	48	24	40	37	30	40	41	37	36	41	38
G DAILY SHOW W/ JON STEWART	34	36	32	23	48	28	36	18	41	37	25	40	26	47	22	31	42	39	37	34	41	37
R NEWSPAPER LA OPINION	33	32	27	44	25	45	30	46	28	23	43	29	37	31	32	41	26	32	34	34	30	33
P NONPROFIT/INDEPENDENT NEWS	23	22	20	26	36	32	24	13	27	25	17	28	17	29	18	21	28	29	28	26	29	21
O PODCASTS	14	15	13	11	23	15	15	6	21	14	8	18	9	15	13	13	17	17	16	14	18	14

TABLE 14: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST MONTHLY)

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS			OTHER PPL
																		PAPER	RADIO	I-NET	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
A NAT'L NIGHTLY NETWORK NEWS	72	72	74	73	72	61	75	55	72	74	67	78	59	76	72	68	84	74	54	64	61
M FRIENDS, FAMILY, NEIGHBORS	70	72	73	72	69	66	69	76	77	83	82	65	79	76	81	83	68	66	66	75	87
J MAJOR NP IN YOUR COMMUNITY	68	75	75	75	61	49	71	58	67	69	62	72	59	68	70	62	65	94	60	63	52
B CABLE TV NETWORK C-N-N	58	60	61	61	57	43	60	50	58	60	56	63	49	63	61	50	64	60	45	57	38
Q UNIVISION OR TELEMUNDO	56	59	54	55	57	59	52	52	75	58	63	53	54	77	54	56	66	44	50	44	46
U B-E-T, BLACK ENTERTAINMENT	55	65	55	59	53	34	53	34	64	63	64	50	35	60	61	64	65	57	42	45	40
E P-B-S PUBLIC TELEVISION	53	60	58	59	47	35	54	42	54	52	50	56	46	55	57	49	55	63	47	48	45
D FOX NEWS CABLE CHANNEL	49	52	51	51	45	49	48	42	46	60	59	46	47	49	53	60	59	40	47	42	43
C CABLE TV NETWORK M-S-N-B-C	49	53	52	52	47	33	50	39	48	53	51	51	40	64	51	44	54	52	35	47	38
I A-M NEWS OR TALK RADIO	47	61	49	54	40	28	46	55	47	49	41	45	57	43	51	44	44	43	69	44	41
S ASIAN WEEK	46	41	61	56	40	40	39	52	63	81	57	38	43	60	39	75	61	49	24	24	40
K NATIONAL AUDIENCE NP	42	52	48	49	35	21	44	44	43	40	31	45	46	42	40	34	32	53	40	52	33
F N-P-R	40	48	45	46	33	22	41	42	38	42	33	41	46	38	42	29	27	47	57	48	34
H LOCAL ALTERNATIVE WEEKLY	39	43	44	44	34	27	38	39	54	48	42	37	38	52	48	41	38	45	38	38	38
T IMAGINASIAN TV	39	37	50	47	35	29	36	40	53	50	34	31	32	58	35	54	51	48	19	19	11
L E-MAIL NEWSLETTERS	39	54	44	48	29	19	38	55	44	48	36	35	52	46	52	34	29	42	48	47	36
N BLOGS ON INTERNET	38	42	39	40	35	29	35	75	45	45	32	32	70	42	43	34	26	27	38	61	34
G DAILY SHOW W/ JON STEWART	34	40	38	39	30	21	37	35	31	27	27	38	40	33	37	22	27	39	30	45	26
R NEWSPAPER LA OPINION	33	32	33	33	33	31	28	30	50	28	37	33	22	48	31	37	39	40	19	21	32
P NONPROFIT/INDEPENDENT NEWS	23	34	29	31	14	8	23	30	30	26	20	20	37	28	30	18	15	23	27	34	21
O PODCASTS	14	18	16	17	12	7	13	29	15	16	16	12	28	16	16	14	10	13	18	21	13

TABLE 14: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST MONTHLY)

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/ DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS- IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
A NAT'L NIGHTLY NETWORK NEWS	72	78	74	75	68	67	70	74	68	69	70	69	73	72	69	68	71	75	74	70	70	73
M FRIENDS, FAMILY, NEIGHBORS	70	66	75	75	64	75	76	74	74	79	74	78	72	69	66	78	72	66	68	75	76	68
J MAJOR NP IN YOUR COMMUNITY	68	92	81	71	63	67	62	56	65	65	67	65	69	70	62	74	69	63	72	62	67	68
B CABLE TV NETWORK C-N-N	58	61	60	62	51	57	64	62	57	65	68	65	61	53	52	58	58	57	58	57	59	57
Q UNIVISION OR TELEMUNDO	56	58	58	66	15	52	55	55	52	50	55	53	55	63	56	65	52	57	54	60	64	51
U B-E-T, BLACK ENTERTAINMENT	55	63	61	62	12	43	62	61	48	53	44	51	54	62	55	51	55	58	54	56	51	57
E P-B-S PUBLIC TELEVISION	53	60	55	58	44	50	58	51	51	47	54	49	51	59	51	61	54	47	56	49	48	54
D FOX NEWS CABLE CHANNEL	49	50	39	51	47	44	53	56	45	48	46	47	49	54	46	42	51	51	51	47	53	48
C CABLE TV NETWORK M-S-N-B-C	49	51	53	54	40	48	58	55	49	54	55	53	52	42	45	53	49	46	49	49	47	49
I A-M NEWS OR TALK RADIO	47	48	49	46	47	48	49	48	48	50	54	50	48	52	38	56	48	40	51	41	50	45
S ASIAN WEEK	46	68	41	54	12	26	34	30	26	25	21	22	50	27	36	56	31	53	48	42	55	42
K NATIONAL AUDIENCE NP	42	44	64	44	39	50	48	42	48	54	57	53	45	39	34	59	46	29	42	43	42	42
F N-P-R	40	38	57	44	34	47	53	40	45	50	53	49	42	39	33	57	43	28	40	41	40	40
H LOCAL ALTERNATIVE WEEKLY	39	49	47	46	29	38	48	36	38	41	41	41	39	42	35	50	37	36	40	40	42	38
T IMAGINASIAN TV	39	61	36	46	7	14	30	19	15	20	20	20	41	26	35	32	28	47	42	30	48	35
L E-MAIL NEWSLETTERS	39	36	53	43	32	47	53	46	47	49	51	49	43	36	29	71	40	21	39	39	40	38
N BLOGS ON INTERNET	38	24	56	41	32	54	56	53	52	64	56	61	42	29	30	56	42	24	33	44	41	36
G DAILY SHOW W/ JON STEWART	34	33	51	37	30	42	44	37	40	46	46	45	37	29	29	47	36	25	32	38	32	35
R NEWSPAPER LA OPINION	33	45	37	38	9	26	24	21	27	24	25	24	32	32	36	33	28	36	31	35	35	31
P NONPROFIT/INDEPENDENT NEWS	23	21	38	28	15	30	27	25	29	32	32	32	25	23	16	43	24	12	22	26	25	22
O PODCASTS	14	9	27	17	10	19	32	19	18	26	28	25	16	12	10	27	14	8	13	18	16	14

TABLE 14: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST MONTHLY)

	QB/QC ETHNICITY										Q24 EDUCATION				Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM	TN
					PACIS	CHNSE	API	WHITE	LESS	COLL	GRAD	GRAD	COLL	COLL+	PRTNR	S/D/W	CITY	CITY	SUBRB	RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
A NAT'L NIGHTLY NETWORK NEWS	72	70	73	83	75	78	78	76	75	77	69	67	76	68	71	73	72	72	71	74
M FRIENDS, FAMILY, NEIGHBORS	70	69	73	66	72	77	71	72	70	71	72	68	71	70	69	73	71	73	70	69
J MAJOR NP IN YOUR COMMUNITY	68	71	65	63	65	68	60	63	62	67	69	74	65	71	71	63	67	67	70	69
B CABLE TV NETWORK C-N-N	58	54	61	73	65	65	64	63	55	58	57	62	57	59	57	59	58	58	60	55
Q UNIVISION OR TELEMUNDO	56	0	57	0	0	0	0	56	64	55	40	59	60	45	60	51	52	58	54	61
U B-E-T, BLACK ENTERTAINMENT	55	0	0	56	0	0	0	55	68	56	46	42	61	45	56	55	55	52	60	58
E P-B-S PUBLIC TELEVISION	53	54	49	55	50	49	54	52	49	50	51	63	50	56	53	52	53	51	53	53
D FOX NEWS CABLE CHANNEL	49	47	55	49	51	57	52	52	57	55	45	37	56	42	51	46	42	52	47	56
C CABLE TV NETWORK M-S-N-B-C	49	45	51	65	52	55	54	53	47	51	47	50	49	48	48	50	50	49	48	48
I A-M NEWS OR TALK RADIO	47	47	42	50	38	37	40	45	41	48	49	47	45	48	51	40	44	48	48	47
S ASIAN WEEK	46	0	0	0	42	46	0	46	70	50	43	13	61	34	51	38	54	45	34	57
K NATIONAL AUDIENCE NP	42	43	38	35	45	54	46	40	28	36	50	57	33	53	42	42	43	41	46	39
F N-P-R	40	43	32	35	38	38	36	35	25	32	47	59	30	52	41	37	43	39	39	37
H LOCAL ALTERNATIVE WEEKLY	39	36	45	41	41	49	36	43	40	40	37	40	40	38	39	39	42	39	36	43
T IMAGINASIAN TV	39	0	0	0	36	39	0	39	49	47	39	13	48	31	45	28	42	40	28	51
L E-MAIL NEWSLETTERS	39	40	33	42	33	45	36	37	26	37	44	50	32	46	40	36	42	41	38	36
N BLOGS ON INTERNET	38	36	38	35	44	50	41	40	28	37	44	41	33	43	35	41	40	40	36	35
G DAILY SHOW W/ JON STEWART	34	38	26	27	29	33	33	29	25	31	40	42	29	41	31	40	36	32	39	30
R NEWSPAPER LA OPINION	33	0	33	0	0	0	0	33	41	29	27	17	36	24	36	28	34	32	37	28
P NONPROFIT/INDEPENDENT NEWS	23	23	19	29	21	31	16	23	16	22	27	28	20	27	22	24	26	23	23	22
O PODCASTS	14	13	16	12	21	25	18	15	11	12	17	18	12	17	14	14	17	13	15	13

TABLE 14: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST MONTHLY)

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES	NO																
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
A NAT'L NIGHTLY NETWORK NEWS	72	56	76	69	75	71	76	68	73	76	73	67	69	70	70	73	76	77	70	74	76
M FRIENDS, FAMILY, NEIGHBORS	70	68	72	70	71	71	73	67	72	73	71	69	81	79	74	66	59	57	78	63	58
J MAJOR NP IN YOUR COMMUNITY	68	62	71	68	70	70	69	65	65	71	69	71	60	67	64	68	78	75	64	72	76
B CABLE TV NETWORK C-N-N	58	39	58	51	62	56	61	55	55	59	56	62	55	60	60	56	55	64	58	57	59
Q UNIVISION OR TELEMUNDO	56	31	55	50	58	64	58	32	60	61	50	44	60	59	57	58	28	46	59	50	37
U B-E-T, BLACK ENTERTAINMENT	55	45	63	58	53	57	59	40	58	59	53	47	44	58	61	57	69	42	53	57	58
E P-B-S PUBLIC TELEVISION	53	38	48	45	58	51	55	51	53	52	54	52	39	46	48	59	66	67	44	62	66
D FOX NEWS CABLE CHANNEL	49	83	72	75	37	59	52	35	48	53	49	43	44	49	49	49	57	51	47	51	54
C CABLE TV NETWORK M-S-N-B-C	49	32	48	42	53	46	52	48	47	52	51	49	47	51	47	50	47	50	48	49	49
I A-M NEWS OR TALK RADIO	47	75	56	62	41	52	48	39	39	47	47	56	38	45	52	52	50	39	44	49	45
S ASIAN WEEK	46	57	51	53	43	69	53	13	53	59	31	19	28	51	52	50	0	56	43	51	53
K NATIONAL AUDIENCE NP	42	41	42	42	44	41	43	42	32	40	43	53	46	48	40	40	40	37	45	40	39
F N-P-R	40	23	32	29	47	35	38	47	31	36	44	52	34	47	42	41	38	33	41	39	36
H LOCAL ALTERNATIVE WEEKLY	39	33	40	38	41	44	40	33	42	45	37	34	34	45	39	39	38	44	39	40	41
T IMAGINASIAN TV	39	31	44	40	37	65	33	15	51	49	26	14	16	44	42	48	0	52	33	48	49
L E-MAIL NEWSLETTERS	39	43	40	41	40	42	39	36	33	39	41	45	35	41	42	42	39	29	39	39	35
N BLOGS ON INTERNET	38	40	40	40	37	38	36	39	36	39	39	39	56	51	36	32	24	16	48	27	20
G DAILY SHOW W/ JON STEWART	34	18	24	22	42	26	35	44	31	31	37	41	42	40	32	33	30	25	38	30	27
R NEWSPAPER LA OPINION	33	30	36	34	34	39	34	17	34	41	24	21	34	31	33	35	17	35	33	32	26
P NONPROFIT/INDEPENDENT NEWS	23	20	22	21	26	24	21	24	23	25	23	23	24	30	26	23	17	13	27	20	15
O PODCASTS	14	15	15	15	15	16	13	15	13	15	13	16	15	22	16	14	9	5	17	11	7

TABLE 14: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST MONTHLY)

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
A NAT'L NIGHTLY NETWORK NEWS	72	69	74	76	69	69	67	73	73	76	76	77	67	71	64	74	72	80	69	68	67	71
M FRIENDS, FAMILY, NEIGHBORS	70	69	72	70	68	73	77	59	79	66	67	73	65	72	75	72	77	64	77	62	81	59
J MAJOR NP IN YOUR COMMUNITY	68	65	70	70	67	65	60	70	67	73	68	72	64	70	63	67	66	74	62	70	63	69
B CABLE TV NETWORK C-N-N	58	57	58	63	50	57	60	55	57	59	64	62	48	53	58	57	61	65	56	46	56	59
Q UNIVISION OR TELEMUNDO	56	54	58	61	41	57	53	55	63	46	63	60	33	48	52	61	66	54	37	46	60	36
U B-E-T, BLACK ENTERTAINMENT	55	57	54	60	38	40	60	54	48	60	60	60	32	44	54	31	62	58	38	40	30	55
E P-B-S PUBLIC TELEVISION	53	50	55	61	44	49	43	58	45	66	59	62	40	48	49	49	49	73	36	50	44	58
D FOX NEWS CABLE CHANNEL	49	50	48	38	69	44	47	54	47	49	39	38	70	68	43	46	40	37	64	73	44	45
C CABLE TV NETWORK M-S-N-B-C	49	48	49	57	39	47	47	49	49	49	58	56	38	39	46	47	54	59	41	37	46	48
I A-M NEWS OR TALK RADIO	47	50	43	43	57	41	48	53	41	45	46	41	61	53	44	37	42	44	56	58	39	43
S ASIAN WEEK	46	46	46	33	42	55	45	48	42	54	46	24	45	38	47	63	27	46	35	46	54	57
K NATIONAL AUDIENCE NP	42	47	37	41	42	44	50	44	39	35	47	37	45	37	49	38	45	38	44	41	45	41
F N-P-R	40	43	36	46	28	43	44	43	38	35	51	41	30	27	48	36	45	47	31	27	43	42
H LOCAL ALTERNATIVE WEEKLY	39	39	40	42	34	40	38	39	40	40	41	43	35	33	40	41	40	44	36	33	40	41
T IMAGINASIAN TV	39	43	36	31	34	45	39	49	28	48	47	20	33	36	45	45	23	46	24	41	40	54
L E-MAIL NEWSLETTERS	39	37	40	40	38	37	35	40	43	38	40	40	36	41	35	39	43	39	38	39	36	40
N BLOGS ON INTERNET	38	41	35	34	37	43	49	32	47	23	36	33	41	33	46	39	46	24	49	29	49	31
G DAILY SHOW W/ JON STEWART	34	38	30	40	22	38	44	32	32	29	45	36	25	18	44	32	42	39	26	18	41	32
R NEWSPAPER LA OPINION	33	30	35	37	25	29	29	33	36	31	37	37	19	31	26	32	39	34	25	21	28	37
P NONPROFIT/INDEPENDENT NEWS	23	23	23	25	17	28	25	20	28	19	25	24	18	16	27	29	28	21	20	15	29	25
O PODCASTS	14	18	11	14	12	17	21	15	14	7	19	10	15	10	20	14	18	10	16	10	18	16

TABLE 14: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST MONTHLY)

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
A NAT'L NIGHTLY NETWORK NEWS	72	72	81	79	64	73	71	70	73	74	73	72	72	71	74	72	70	73	76	71
M FRIENDS, FAMILY, NEIGHBORS	70	71	70	69	67	70	73	73	64	68	71	71	70	70	71	71	72	64	67	72
J MAJOR NP IN YOUR COMMUNITY	68	72	70	70	66	65	69	71	62	68	70	70	66	68	68	66	71	62	65	73
B CABLE TV NETWORK C-N-N	58	64	63	62	44	61	59	57	61	52	52	55	60	59	53	60	58	61	51	51
Q UNIVISION OR TELEMUNDO	56	61	61	49	30	57	54	55	67	57	52	54	57	59	50	56	56	67	58	49
U B-E-T, BLACK ENTERTAINMENT	55	61	60	35	28	55	58	56	42	58	61	57	54	54	61	56	56	42	56	61
E P-B-S PUBLIC TELEVISION	53	64	59	53	37	50	50	59	54	52	50	55	51	54	50	50	59	54	52	50
D FOX NEWS CABLE CHANNEL	49	28	50	57	78	47	56	39	52	52	56	46	51	47	56	51	39	52	54	55
C CABLE TV NETWORK M-S-N-B-C	49	58	57	51	30	49	48	51	49	46	48	49	48	50	46	48	51	49	46	47
I A-M NEWS OR TALK RADIO	47	39	47	49	62	48	48	46	41	50	45	47	47	47	47	48	46	41	49	46
S ASIAN WEEK	46	17	47	58	20	57	48	43	46	25	25	41	53	47	35	54	43	46	30	11
K NATIONAL AUDIENCE NP	42	44	39	44	39	40	44	49	39	40	36	43	41	44	36	41	49	39	37	39
F N-P-R	40	55	36	35	24	38	36	50	38	39	34	43	37	42	33	37	50	38	38	35
H LOCAL ALTERNATIVE WEEKLY	39	42	43	37	33	40	39	43	31	37	39	41	38	40	37	38	44	31	34	44
T IMAGINASIAN TV	39	12	45	48	12	40	47	39	43	10	40	36	43	40	24	43	39	43	15	25
L E-MAIL NEWSLETTERS	39	44	37	37	39	37	39	45	39	37	33	40	38	40	36	37	45	39	36	35
N BLOGS ON INTERNET	38	41	28	39	36	38	38	39	36	37	35	38	37	38	37	38	39	36	37	35
G DAILY SHOW W/ JON STEWART	34	49	33	27	18	32	33	41	31	33	30	37	32	36	30	33	41	31	30	33
R NEWSPAPER LA OPINION	33	39	36	36	16	34	33	27	44	18	32	28	35	34	31	34	28	44	20	32
P NONPROFIT/INDEPENDENT NEWS	23	29	20	18	16	22	19	29	24	23	21	25	21	24	20	21	29	24	21	23
O PODCASTS	14	16	11	13	11	15	16	16	10	12	14	14	14	15	12	16	15	10	11	14

TABLE 14: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST MONTHLY)

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
A NAT'L NIGHTLY NETWORK NEWS	72	67	73	74	73	83	82	78	72	66	73	72	77	77	89	76	75	71	75	78
M FRIENDS, FAMILY, NEIGHBORS	70	68	71	72	75	67	65	69	75	79	62	78	63	72	61	75	67	65	67	79
J MAJOR NP IN YOUR COMMUNITY	68	70	72	59	70	61	66	65	66	66	74	64	67	56	71	62	71	64	58	70
B CABLE TV NETWORK C-N-N	58	54	55	65	58	74	71	65	64	55	55	60	63	72	73	64	65	60	65	68
Q UNIVISION OR TELEMUNDO	56	0	0	54	59	0	0	0	0	0	0	59	50	0	0	0	0	0	0	0
U B-E-T, BLACK ENTERTAINMENT	55	0	0	0	0	58	54	0	0	0	0	0	0	55	56	0	0	0	0	0
E P-B-S PUBLIC TELEVISION	53	51	56	48	50	56	54	44	56	42	62	44	60	45	67	44	58	53	48	48
D FOX NEWS CABLE CHANNEL	49	48	45	56	55	50	49	52	50	42	50	55	56	55	43	47	56	43	60	52
C CABLE TV NETWORK M-S-N-B-C	49	45	46	53	49	66	65	53	50	44	46	51	52	63	67	50	54	49	47	56
I A-M NEWS OR TALK RADIO	47	51	44	48	37	53	48	42	35	46	49	40	48	50	50	40	35	35	39	40
S ASIAN WEEK	46	0	0	0	0	0	0	37	47	0	0	0	0	0	39	47	29	36	51	
K NATIONAL AUDIENCE NP	42	49	38	43	34	40	31	50	40	47	41	39	36	37	32	47	42	42	40	50
F N-P-R	40	46	40	36	29	44	29	40	35	46	41	32	33	35	36	37	38	42	28	40
H LOCAL ALTERNATIVE WEEKLY	39	37	36	42	49	41	42	37	46	35	37	44	47	36	47	38	46	37	39	46
T IMAGINASIAN TV	39	0	0	0	0	0	0	33	38	0	0	0	0	0	29	44	25	28	44	
L E-MAIL NEWSLETTERS	39	38	42	31	35	42	42	35	31	40	40	33	33	48	36	33	33	32	27	37
N BLOGS ON INTERNET	38	39	33	42	35	38	32	49	40	48	27	45	24	47	23	51	35	41	40	49
G DAILY SHOW W/ JON STEWART	34	41	35	34	19	31	25	31	27	46	32	26	25	30	25	31	27	30	18	35
R NEWSPAPER LA OPINION	33	0	0	30	35	0	0	0	0	0	0	33	33	0	0	0	0	0	0	0
P NONPROFIT/INDEPENDENT NEWS	23	24	23	16	22	26	31	20	22	28	20	22	13	31	27	22	20	18	17	25
O PODCASTS	14	17	10	19	13	17	8	22	20	17	10	17	13	13	12	24	18	17	14	27

TABLE 14: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (AT LEAST MONTHLY)

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER	
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH												LA
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25	
A NAT'L NIGHTLY NETWORK NEWS	72	69	70	72	74	84	82	74	76	72	78	75	66	74	81	82	88	77	74	74	
M FRIENDS, FAMILY, NEIGHBORS	70	70	68	72	74	67	65	72	72	75	68	74	71	73	65	70	64	72	71	73	
J MAJOR NP IN YOUR COMMUNITY	68	72	70	66	64	67	62	70	61	64	68	62	62	73	62	69	63	61	71	62	
B CABLE TV NETWORK C-N-N	58	51	58	59	62	75	72	63	66	60	65	62	59	60	71	76	74	67	64	60	
Q UNIVISION OR TELEMUNDO	56	0	0	56	57	0	0	0	0	56	61	56	57	58	0	0	0	0	0	0	
U B-E-T, BLACK ENTERTAINMENT	55	0	0	0	0	57	55	0	0	0	0	0	0	0	57	57	51	0	0	0	
E P-B-S PUBLIC TELEVISION	53	56	52	48	49	61	52	53	47	48	50	50	58	44	52	62	59	47	53	51	
D FOX NEWS CABLE CHANNEL	49	44	49	53	56	53	47	51	51	53	64	56	49	56	47	51	59	50	52	51	
C CABLE TV NETWORK M-S-N-B-C	49	46	45	52	51	72	62	51	52	49	58	49	47	56	62	72	69	54	51	47	
I A-M NEWS OR TALK RADIO	47	46	48	43	42	52	49	39	38	43	41	43	52	35	52	54	38	38	38	42	
S ASIAN WEEK	46	0	0	0	0	0	0	41	45	0	0	0	0	0	0	0	0	45	41	39	
K NATIONAL AUDIENCE NP	42	44	43	40	38	35	35	45	45	38	38	37	46	36	35	35	33	45	46	42	
F N-P-R	40	46	41	32	32	43	32	42	34	33	30	33	35	29	33	47	28	33	42	37	
H LOCAL ALTERNATIVE WEEKLY	39	39	33	40	48	48	39	46	37	46	42	48	45	40	39	51	35	36	47	40	
T IMAGINASIAN TV	39	0	0	0	0	0	0	35	37	0	0	0	0	0	0	0	0	36	36	32	
L E-MAIL NEWSLETTERS	39	41	38	32	34	51	38	33	33	35	27	33	34	32	38	56	41	34	35	25	
N BLOGS ON INTERNET	38	36	37	38	38	34	35	46	43	38	41	38	36	40	36	37	23	44	49	34	
G DAILY SHOW W/ JON STEWART	34	39	37	29	25	26	28	29	29	26	27	26	31	25	28	31	14	27	32	28	
R NEWSPAPER LA OPINION	33	0	0	28	35	0	0	0	0	34	29	34	28	33	0	0	0	0	0	0	
P NONPROFIT/INDEPENDENT NEWS	23	25	22	18	20	37	25	23	19	19	20	19	18	20	25	40	29	19	24	21	
O PODCASTS	14	14	13	13	17	16	10	21	21	16	15	18	15	12	11	17	10	21	23	15	

TABLE 16: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (HARDLY EVER/NEVER/DK/NA)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/ DK/NA	TOTAL YES	NO/ DK/NA	MOST/ DAY	FEW/ DAY	LESS OFTEN	YES	NO/ DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR- NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1941	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
O PODCASTS	86	85	87	89	77	85	85	94	79	86	92	82	91	85	87	87	83	83	84	86	82	86
P NONPROFIT/INDEPENDENT NEWS	77	78	80	74	64	68	76	87	73	75	83	72	83	71	82	79	72	71	72	74	71	79
R NEWSPAPER LA OPINION	67	68	73	56	75	55	70	54	72	77	57	71	63	69	68	59	74	68	66	66	70	67
G DAILY SHOW W/ JON STEWART	66	64	68	77	52	72	64	82	59	63	75	60	74	53	78	69	58	61	63	66	59	63
N BLOGS ON INTERNET	62	64	66	61	37	52	60	89	47	61	79	52	76	60	63	70	60	59	63	64	59	62
L E-MAIL NEWSLETTERS	61	61	65	59	48	61	58	85	54	57	71	56	68	57	64	66	54	52	52	56	54	63
T IMAGINASIAN TV	61	50	70	79	61	97	60	79	64	64	33	60	62	68	61	37	65	59	56	52	56	53
H LOCAL ALTERNATIVE WEEKLY	61	61	64	54	59	56	61	56	60	63	59	60	61	58	63	62	59	57	56	57	58	59
F N-P-R	60	60	66	60	43	54	58	78	52	58	71	54	68	49	70	67	52	52	56	58	50	60
K NATIONAL AUDIENCE NP	58	57	61	59	46	57	56	73	49	57	69	50	67	55	60	60	50	50	52	54	49	54
S ASIAN WEEK	54	39	67	74	63	90	53	65	56	53	36	51	58	57	56	30	63	57	55	48	56	51
I A-M NEWS OR TALK RADIO	53	53	51	54	53	62	52	62	51	52	55	50	57	60	45	60	48	45	48	48	47	49
C CABLE TV NETWORK M-S-N-B-C	51	43	49	79	58	75	51	58	49	51	53	49	54	43	60	50	48	47	46	47	47	46
D FOX NEWS CABLE CHANNEL	51	46	46	67	64	70	51	47	55	51	45	51	51	65	37	50	52	51	49	49	52	45
E P-B-S PUBLIC TELEVISION	47	44	49	40	52	69	48	42	52	46	45	50	44	40	55	46	41	40	41	41	40	47
U B-E-T, BLACK ENTERTAINMENT	45	36	47	61	64	74	47	34	58	45	41	47	42	42	48	49	42	40	38	35	43	34
Q UNIVISION OR TELEMUNDO	44	44	45	39	57	41	46	34	50	46	38	45	42	44	46	37	51	49	44	44	44	45
B CABLE TV NETWORK C-N-N	42	34	39	71	50	69	42	46	40	43	43	38	47	37	48	41	39	38	37	39	37	36
J MAJOR NP IN YOUR COMMUNITY	32	30	32	37	40	40	32	35	35	30	32	33	32	30	35	30	28	25	24	23	28	27
M FRIENDS, FAMILY, NEIGHBORS	30	31	30	27	26	25	29	37	27	28	33	24	36	29	31	26	31	31	29	30	31	30
A NAT'L NIGHTLY NETWORK NEWS	28	23	26	27	42	58	28	27	32	26	25	29	27	27	30	24	28	27	24	23	28	23

TABLE 16: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (HARDLY EVER/NEVER/DK/NA)

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR	VERY	EXTR	SWMT	TOTAL	MNSTR	CITZN	ETHNC	CMNTY	FREND	MNSTR	CITZN	ETHNC	CMNTY	FREND	TV	NEWS			OTHER
		INTRS	INTRS	/VERY	INTRS	NT/DK	MEDIA	JOURN	MEDIA	GROUP	/FAML	MEDIA	JOURN	MEDIA	GROUP	/FAML		PAPER	RADIO	I-NET	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
O PODCASTS	86	82	84	83	88	93	87	71	85	84	84	88	72	84	84	86	90	87	82	79	87
P NONPROFIT/INDEPENDENT NEWS	77	66	71	69	86	92	77	70	70	74	80	80	63	72	70	82	85	77	73	66	79
R NEWSPAPER LA OPINION	67	68	67	67	67	69	72	70	50	72	63	67	78	52	69	63	61	60	81	79	68
G DAILY SHOW W/ JON STEWART	66	60	62	61	70	79	63	65	69	73	73	62	60	67	63	78	73	61	70	55	74
N BLOGS ON INTERNET	62	58	61	60	65	71	65	25	55	55	68	68	30	58	57	66	74	73	62	39	66
L E-MAIL NEWSLETTERS	61	46	56	52	71	81	62	45	56	52	64	65	48	54	48	66	71	58	52	53	64
T IMAGINASIAN TV	61	63	50	53	65	71	64	60	47	50	66	69	68	42	65	46	49	52	81	81	89
H LOCAL ALTERNATIVE WEEKLY	61	57	56	56	66	73	62	61	46	52	58	63	62	48	52	59	62	55	62	62	62
F N-P-R	60	52	55	54	67	78	59	58	62	58	67	59	54	62	58	71	73	53	43	52	66
K NATIONAL AUDIENCE NP	58	48	52	51	65	79	56	56	57	60	69	55	54	58	60	66	68	47	60	48	67
S ASIAN WEEK	54	59	39	44	60	60	61	48	37	19	43	62	57	40	61	25	39	51	76	76	60
I A-M NEWS OR TALK RADIO	53	39	51	46	60	72	54	45	53	51	59	55	43	57	49	56	56	57	31	56	59
C CABLE TV NETWORK M-S-N-B-C	51	47	48	48	53	67	50	61	52	47	49	49	60	36	49	56	46	48	65	53	62
D FOX NEWS CABLE CHANNEL	51	48	49	49	55	51	52	58	54	40	41	54	53	51	47	40	41	60	53	58	57
E P-B-S PUBLIC TELEVISION	47	40	42	41	53	65	46	58	46	48	50	44	54	45	43	51	45	37	53	52	55
U B-E-T, BLACK ENTERTAINMENT	45	35	45	41	47	66	47	66	36	37	36	50	65	40	39	36	35	43	58	55	60
Q UNIVISION OR TELEMUNDO	44	41	46	45	43	41	48	48	25	42	37	47	46	23	46	44	34	56	50	56	54
B CABLE TV NETWORK C-N-N	42	40	39	39	43	57	40	50	42	40	44	37	51	37	39	50	36	40	55	43	62
J MAJOR NP IN YOUR COMMUNITY	32	25	25	25	39	51	29	42	33	31	38	28	41	32	30	38	35	6	40	37	48
M FRIENDS, FAMILY, NEIGHBORS	30	28	27	28	31	34	31	24	23	17	18	35	21	24	19	17	32	34	34	25	13
A NAT'L NIGHTLY NETWORK NEWS	28	28	26	27	28	39	25	45	28	26	33	22	41	24	28	32	16	26	46	36	39

TABLE 16: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (HARDLY EVER/NEVER/DK/NA)

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
O PODCASTS	86	91	73	83	90	81	68	81	82	74	72	75	84	88	90	73	86	92	87	82	84	86
P NONPROFIT/INDEPENDENT NEWS	77	79	62	72	85	70	73	75	71	68	68	68	75	77	84	57	76	88	78	74	75	78
R NEWSPAPER LA OPINION	67	55	63	62	91	74	76	79	73	76	75	76	68	68	64	67	72	64	69	65	65	69
G DAILY SHOW W/ JON STEWART	66	67	49	63	70	58	56	63	60	54	54	55	63	71	71	53	64	75	68	62	68	65
N BLOGS ON INTERNET	62	76	44	59	68	46	44	47	48	36	44	39	58	71	70	44	58	76	67	56	59	64
L E-MAIL NEWSLETTERS	61	64	47	57	68	53	47	54	53	51	49	51	57	64	71	29	60	79	61	61	60	62
T IMAGINASIAN TV	61	39	64	54	93	86	70	81	85	80	80	80	59	74	65	68	72	53	58	70	52	65
H LOCAL ALTERNATIVE WEEKLY	61	51	53	54	71	62	52	64	62	59	59	59	61	58	65	50	63	64	60	60	58	62
F N-P-R	60	62	43	56	66	53	47	60	55	50	47	51	58	61	67	43	57	72	60	59	60	60
K NATIONAL AUDIENCE NP	58	56	36	56	61	50	52	58	52	46	43	47	55	61	66	41	54	71	58	57	58	58
S ASIAN WEEK	54	32	59	46	88	74	66	70	74	75	79	78	50	73	64	44	69	47	52	58	45	58
I A-M NEWS OR TALK RADIO	53	52	51	54	53	52	51	52	52	50	46	50	52	48	62	44	52	60	49	59	50	55
C CABLE TV NETWORK M-S-N-B-C	51	49	47	46	60	52	42	45	51	46	45	47	48	58	55	47	51	54	51	51	53	51
D FOX NEWS CABLE CHANNEL	51	50	61	49	53	56	47	44	55	52	54	53	51	46	54	58	49	49	49	53	47	52
E P-B-S PUBLIC TELEVISION	47	40	45	42	56	50	42	49	49	53	46	51	49	41	49	39	46	53	44	51	52	46
U B-E-T, BLACK ENTERTAINMENT	45	37	39	38	88	57	38	39	52	47	56	49	46	38	45	49	45	42	46	44	49	43
Q UNIVISION OR TELEMUNDO	44	42	42	34	85	48	45	45	48	50	45	47	45	37	44	35	48	43	46	40	36	49
B CABLE TV NETWORK C-N-N	42	39	40	38	49	43	36	38	43	35	32	35	39	47	48	42	42	43	42	43	41	43
J MAJOR NP IN YOUR COMMUNITY	32	8	19	29	37	33	38	44	35	35	33	35	31	30	38	26	31	37	28	38	33	32
M FRIENDS, FAMILY, NEIGHBORS	30	34	25	25	36	25	24	26	26	21	26	22	28	31	34	22	28	34	32	25	24	32
A NAT'L NIGHTLY NETWORK NEWS	28	22	26	25	32	33	30	26	32	31	30	31	27	28	31	32	29	25	26	30	30	27

TABLE 16: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (HARDLY EVER/NEVER/DK/NA)

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON- WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON- COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
O PODCASTS	86	87	84	88	79	75	82	85	89	88	83	82	88	83	86	86	83	87	85	87
P NONPROFIT/INDEPENDENT NEWS	77	77	81	71	79	69	84	77	84	78	73	72	80	73	78	76	74	77	77	78
R NEWSPAPER LA OPINION	67	0	67	0	0	0	67	67	59	71	73	83	64	76	64	72	66	68	63	72
G DAILY SHOW W/ JON STEWART	66	62	74	73	71	67	67	71	75	69	60	58	71	59	69	60	64	68	61	70
N BLOGS ON INTERNET	62	64	62	65	56	50	59	60	72	63	56	59	67	57	65	59	60	60	64	65
L E-MAIL NEWSLETTERS	61	60	67	58	67	55	64	63	74	63	56	50	68	54	60	64	58	59	62	64
T IMAGINASIAN TV	61	0	0	0	64	61	0	61	51	53	61	87	52	69	55	72	58	60	72	49
H LOCAL ALTERNATIVE WEEKLY	61	64	55	59	59	51	64	57	60	60	63	60	60	62	61	61	58	61	64	57
F N-P-R	60	57	68	65	62	62	64	65	75	68	53	41	70	48	59	63	57	61	61	63
K NATIONAL AUDIENCE NP	58	57	62	65	55	46	54	60	72	64	50	43	67	47	58	58	57	59	54	61
S ASIAN WEEK	54	0	0	0	58	54	0	54	30	50	57	87	39	66	49	62	46	55	66	43
I A-M NEWS OR TALK RADIO	53	53	58	50	62	63	60	55	59	52	51	53	55	52	49	60	56	52	52	53
C CABLE TV NETWORK M-S-N-B-C	51	55	49	35	48	45	46	47	53	49	53	50	51	52	52	50	50	51	52	52
D FOX NEWS CABLE CHANNEL	51	53	45	51	49	43	48	48	43	45	55	63	44	58	49	54	58	48	53	44
E P-B-S PUBLIC TELEVISION	47	46	51	45	50	51	46	48	51	50	49	37	50	44	47	48	47	49	47	47
U B-E-T, BLACK ENTERTAINMENT	45	0	0	44	0	0	0	45	32	44	54	58	39	55	44	45	45	48	40	42
Q UNIVISION OR TELEMUNDO	44	0	43	0	0	0	0	44	36	45	60	41	40	55	40	49	48	42	46	39
B CABLE TV NETWORK C-N-N	42	46	39	27	35	35	36	37	45	42	43	38	43	41	43	41	42	42	40	45
J MAJOR NP IN YOUR COMMUNITY	32	29	35	37	35	32	40	37	38	33	31	26	35	29	29	37	33	33	30	31
M FRIENDS, FAMILY, NEIGHBORS	30	31	27	34	28	23	29	28	30	29	28	32	29	30	31	27	29	27	30	31
A NAT'L NIGHTLY NETWORK NEWS	28	30	27	17	25	22	22	24	25	23	31	33	24	32	29	27	28	28	29	26

TABLE 16: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (HARDLY EVER/NEVER/DK/NA)

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL		WKLY	OCASS	NEVER	\$0-	\$40K-	\$60K-	\$100K	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES	NO				\$40K	\$60K	\$100K	+									
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
O PODCASTS	86	85	85	85	85	84	87	85	87	85	87	84	85	78	84	86	91	95	83	89	93
P NONPROFIT/INDEPENDENT NEWS	77	80	78	79	74	76	79	76	77	75	77	77	76	70	74	77	83	87	73	80	85
R NEWSPAPER LA OPINION	67	70	64	66	66	61	66	83	66	59	76	79	66	69	67	65	83	65	67	68	74
G DAILY SHOW W/ JON STEWART	66	82	76	78	58	74	65	56	69	69	63	59	58	60	68	67	70	75	62	70	73
N BLOGS ON INTERNET	62	60	60	60	63	62	64	61	64	61	61	61	44	49	64	68	76	84	52	73	80
L E-MAIL NEWSLETTERS	61	57	60	59	60	58	61	64	67	61	59	55	65	59	58	58	61	71	61	61	65
T IMAGINASIAN TV	61	69	56	60	63	35	67	85	49	51	74	86	84	56	58	52	100	48	67	52	51
H LOCAL ALTERNATIVE WEEKLY	61	67	60	62	59	56	60	67	58	55	63	66	66	55	61	61	62	56	61	60	59
F N-P-R	60	77	68	71	53	65	62	53	69	64	56	48	66	53	58	59	62	67	59	61	64
K NATIONAL AUDIENCE NP	58	59	58	58	56	59	57	58	68	60	57	47	54	52	60	60	60	63	55	60	61
S ASIAN WEEK	54	43	49	47	57	31	47	87	47	41	69	81	72	49	48	50	100	44	57	49	47
I A-M NEWS OR TALK RADIO	53	25	44	38	59	48	52	61	61	53	53	44	62	55	48	48	50	61	56	51	55
C CABLE TV NETWORK M-S-N-B-C	51	68	52	58	47	54	48	52	53	48	49	51	53	49	53	50	53	50	52	51	51
D FOX NEWS CABLE CHANNEL	51	17	28	25	63	41	48	65	52	47	51	57	56	51	51	51	43	49	53	49	46
E P-B-S PUBLIC TELEVISION	47	62	52	55	42	49	45	49	47	48	46	48	61	54	52	41	34	33	56	38	34
U B-E-T, BLACK ENTERTAINMENT	45	55	37	42	47	43	41	60	42	41	47	53	56	42	39	43	31	58	47	43	42
Q UNIVISION OR TELEMUNDO	44	69	45	50	42	36	42	68	40	39	50	56	40	41	43	42	72	54	41	50	63
B CABLE TV NETWORK C-N-N	42	61	42	49	38	44	39	45	45	41	44	38	45	40	40	44	45	36	42	43	41
J MAJOR NP IN YOUR COMMUNITY	32	38	29	32	30	30	31	35	35	29	31	29	40	33	36	32	22	25	36	28	24
M FRIENDS, FAMILY, NEIGHBORS	30	32	28	30	29	29	27	33	28	27	29	31	19	21	26	34	41	43	22	37	42
A NAT'L NIGHTLY NETWORK NEWS	28	44	24	31	25	29	24	32	27	24	27	33	31	30	30	27	24	23	30	26	24

TABLE 16: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (HARDLY EVER/NEVER/DK/NA)

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
O PODCASTS	86	82	89	86	88	83	79	85	86	93	81	90	85	90	80	86	82	90	84	90	82	84
P NONPROFIT/INDEPENDENT NEWS	77	77	77	75	83	72	75	80	72	81	75	76	82	84	73	71	72	79	80	85	71	75
R NEWSPAPER LA OPINION	67	70	65	63	75	71	71	67	64	69	63	63	81	69	74	68	61	66	75	79	72	63
G DAILY SHOW W/ JON STEWART	66	62	70	60	78	62	56	68	68	71	55	64	75	82	56	68	58	61	74	82	59	68
N BLOGS ON INTERNET	62	59	65	66	63	57	51	68	53	77	64	67	59	67	54	61	54	76	51	71	51	69
L E-MAIL NEWSLETTERS	61	63	60	60	62	63	65	60	57	62	60	60	64	59	65	61	57	61	62	61	64	60
T IMAGINASIAN TV	61	57	64	69	66	55	61	51	72	52	53	80	67	64	55	55	77	54	76	59	60	46
H LOCAL ALTERNATIVE WEEKLY	61	61	60	58	66	60	62	61	60	60	59	57	65	67	60	59	60	56	64	67	60	59
F N-P-R	60	57	64	54	72	57	56	57	62	65	49	59	70	73	52	64	55	53	69	73	57	58
K NATIONAL AUDIENCE NP	58	53	63	59	58	56	50	56	61	65	53	63	55	63	51	62	55	62	56	59	55	59
S ASIAN WEEK	54	54	54	67	58	45	55	52	58	46	54	76	55	62	53	37	73	54	65	54	46	43
I A-M NEWS OR TALK RADIO	53	50	57	57	43	59	52	47	59	55	54	59	39	47	56	63	58	56	44	42	61	57
C CABLE TV NETWORK M-S-N-B-C	51	52	51	43	61	53	53	51	51	51	42	44	62	61	54	53	46	41	59	63	54	52
D FOX NEWS CABLE CHANNEL	51	50	52	62	31	56	53	46	53	51	61	62	30	32	57	54	60	63	36	27	56	55
E P-B-S PUBLIC TELEVISION	47	50	45	39	56	51	57	42	55	34	41	38	60	52	51	51	51	27	64	50	56	42
U B-E-T, BLACK ENTERTAINMENT	45	43	46	40	62	60	40	46	52	40	40	40	68	56	46	69	38	42	62	60	70	45
Q UNIVISION OR TELEMUNDO	44	46	42	39	59	43	47	45	37	54	37	40	67	52	48	39	34	46	63	54	40	64
B CABLE TV NETWORK C-N-N	42	43	42	37	50	43	40	45	43	41	36	38	52	47	42	43	39	35	44	54	44	41
J MAJOR NP IN YOUR COMMUNITY	32	35	30	30	33	35	40	30	33	27	32	28	36	30	37	33	34	26	38	30	37	31
M FRIENDS, FAMILY, NEIGHBORS	30	31	28	30	32	27	23	41	21	34	33	27	35	28	25	28	23	36	23	38	19	41
A NAT'L NIGHTLY NETWORK NEWS	28	31	26	24	31	31	33	27	27	24	24	23	33	29	36	26	28	20	31	32	33	29

TABLE 16: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (HARDLY EVER/NEVER/DK/NA)

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
O PODCASTS	86	84	89	87	89	85	84	84	90	88	86	86	86	85	88	84	85	90	89	86
P NONPROFIT/INDEPENDENT NEWS	77	71	80	82	84	78	81	71	76	77	79	75	79	76	80	79	71	76	79	77
R NEWSPAPER LA OPINION	67	61	64	64	84	66	67	73	56	82	68	72	65	66	69	66	72	56	80	68
G DAILY SHOW W/ JON STEWART	66	51	67	73	82	68	67	59	69	67	70	63	68	64	70	67	59	69	70	67
N BLOGS ON INTERNET	62	59	72	61	64	62	62	61	64	63	65	62	63	62	63	62	61	64	63	65
L E-MAIL NEWSLETTERS	61	56	63	63	61	63	61	55	61	63	67	60	62	60	64	63	55	61	64	65
T IMAGINASIAN TV	61	88	55	52	88	60	53	61	57	90	60	64	57	60	76	57	61	57	85	75
H LOCAL ALTERNATIVE WEEKLY	61	58	57	63	67	60	61	57	69	63	61	59	62	60	63	62	56	69	66	56
F N-P-R	60	45	64	65	76	62	64	50	62	61	66	57	63	58	67	63	50	62	62	65
K NATIONAL AUDIENCE NP	58	56	61	56	61	60	56	51	61	60	64	57	59	56	64	59	51	61	63	61
S ASIAN WEEK	54	83	53	42	80	43	52	57	54	75	75	59	47	53	65	46	57	54	70	89
I A-M NEWS OR TALK RADIO	53	61	53	51	38	52	52	54	59	50	55	53	53	53	53	52	54	59	51	54
C CABLE TV NETWORK M-S-N-B-C	51	42	43	49	70	51	52	49	51	54	52	51	52	50	54	52	49	51	54	53
D FOX NEWS CABLE CHANNEL	51	72	50	43	22	53	44	61	48	48	44	54	49	53	44	49	61	48	46	45
E P-B-S PUBLIC TELEVISION	47	36	41	47	63	50	50	41	46	48	50	45	49	46	50	50	41	46	48	50
U B-E-T, BLACK ENTERTAINMENT	45	39	40	65	72	45	42	44	58	42	39	43	46	46	39	44	44	58	44	39
Q UNIVISION OR TELEMUNDO	44	39	39	51	70	43	46	45	33	43	48	46	43	41	50	44	44	33	42	51
B CABLE TV NETWORK C-N-N	42	36	37	38	56	39	41	43	39	48	48	45	40	41	47	40	42	39	49	49
J MAJOR NP IN YOUR COMMUNITY	32	28	30	30	34	35	31	29	38	32	30	30	34	32	32	34	29	38	35	27
M FRIENDS, FAMILY, NEIGHBORS	30	29	30	31	33	30	27	27	36	32	29	29	30	30	29	29	28	36	33	28
A NAT'L NIGHTLY NETWORK NEWS	28	28	19	21	36	27	29	30	27	26	27	28	28	29	26	28	30	27	24	29

TABLE 16: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (HARDLY EVER/NEVER/DK/NA)

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
O PODCASTS	86	83	90	81	87	83	92	78	80	83	90	83	87	87	88	76	82	83	86	73
P NONPROFIT/INDEPENDENT NEWS	77	76	77	84	78	74	69	80	78	72	80	78	87	69	73	78	80	82	83	75
R NEWSPAPER LA OPINION	67	0	0	70	65	0	0	0	0	0	0	67	67	0	0	0	0	0	0	0
G DAILY SHOW W/ JON STEWART	66	59	65	66	81	69	75	69	73	54	68	74	75	70	75	69	73	70	82	65
N BLOGS ON INTERNET	62	61	67	58	65	62	68	51	60	52	73	55	76	53	77	49	65	59	60	51
L E-MAIL NEWSLETTERS	61	62	58	69	65	58	58	65	69	60	60	67	67	52	64	67	67	68	73	63
T IMAGINASIAN TV	61	0	0	0	0	0	0	67	62	0	0	0	0	0	0	71	56	75	72	56
H LOCAL ALTERNATIVE WEEKLY	61	63	64	58	51	59	58	63	54	65	63	56	53	64	53	62	54	63	61	54
F N-P-R	60	54	60	64	71	56	71	60	65	54	59	68	67	65	64	63	62	58	72	60
K NATIONAL AUDIENCE NP	58	51	62	57	66	60	69	50	60	53	59	61	64	63	68	53	58	58	60	50
S ASIAN WEEK	54	0	0	0	0	0	0	63	53	0	0	0	0	0	0	61	53	71	64	49
I A-M NEWS OR TALK RADIO	53	49	56	52	63	47	52	58	65	54	51	60	52	50	50	60	65	65	61	60
C CABLE TV NETWORK M-S-N-B-C	51	55	54	47	51	34	35	47	50	56	54	49	48	37	33	50	46	51	53	44
D FOX NEWS CABLE CHANNEL	51	52	55	44	45	50	51	48	50	58	50	45	44	45	57	53	44	57	40	48
E P-B-S PUBLIC TELEVISION	47	49	44	52	50	44	46	56	44	58	38	56	40	55	33	56	42	47	52	52
U B-E-T, BLACK ENTERTAINMENT	45	0	0	0	0	42	46	0	0	0	0	0	0	45	44	0	0	0	0	0
Q UNIVISION OR TELEMUNDO	44	0	0	46	41	0	0	0	0	0	0	41	50	0	0	0	0	0	0	0
B CABLE TV NETWORK C-N-N	42	46	45	35	42	26	29	35	36	45	45	40	37	28	27	36	35	40	35	32
J MAJOR NP IN YOUR COMMUNITY	32	30	28	41	30	39	34	35	34	34	26	36	33	44	29	38	29	36	42	30
M FRIENDS, FAMILY, NEIGHBORS	30	32	29	28	25	33	35	31	25	21	38	22	37	28	39	25	33	35	33	21
A NAT'L NIGHTLY NETWORK NEWS	28	33	27	26	27	17	18	22	28	34	27	28	23	23	11	24	25	29	25	22

TABLE 16: Q16 HOW OFTEN GET NEWS FROM THESE SOURCES RANK MATRIX TABLE (HARDLY EVER/NEVER/DK/NA)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM			AS/PI		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH						LA	SF	OTHER	LA	SF	OTHER
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
O PODCASTS	86	86	87	87	83	84	90	79	79	84	85	82	85	88	89	83	90	79	77	85
P NONPROFIT/INDEPENDENT NEWS	77	75	78	82	80	63	75	77	81	81	80	81	82	80	75	60	71	81	76	79
R NEWSPAPER LA OPINION	67	0	0	72	65	0	0	0	0	66	71	66	72	67	0	0	0	0	0	0
G DAILY SHOW W/ JON STEWART	66	61	63	71	75	74	72	71	71	74	73	74	69	75	72	69	86	73	68	72
N BLOGS ON INTERNET	62	64	63	62	62	66	65	54	57	62	59	62	64	60	64	63	77	56	51	66
L E-MAIL NEWSLETTERS	61	59	62	68	66	49	62	67	67	65	73	67	66	68	62	44	59	66	65	75
T IMAGINASIAN TV	61	0	0	0	0	0	0	65	63	0	0	0	0	0	0	0	0	64	64	68
H LOCAL ALTERNATIVE WEEKLY	61	61	67	60	52	52	61	54	63	54	58	52	55	60	61	49	65	64	53	60
F N-P-R	60	54	59	68	68	57	68	58	66	67	70	67	65	71	67	53	72	67	58	63
K NATIONAL AUDIENCE NP	58	56	57	60	62	65	65	55	55	62	62	63	54	64	65	65	67	55	54	58
S ASIAN WEEK	54	0	0	0	0	0	0	59	55	0	0	0	0	0	0	0	0	55	59	61
I A-M NEWS OR TALK RADIO	53	54	52	57	58	48	51	61	62	57	59	57	48	65	48	46	62	62	62	58
C CABLE TV NETWORK M-S-N-B-C	51	54	55	48	49	28	38	49	48	51	42	51	53	44	38	28	31	46	49	53
D FOX NEWS CABLE CHANNEL	51	56	51	47	44	47	53	49	49	47	36	44	51	44	53	49	41	50	48	49
E P-B-S PUBLIC TELEVISION	47	44	48	52	51	39	48	47	53	52	50	50	42	56	48	38	41	53	47	49
U B-E-T, BLACK ENTERTAINMENT	45	0	0	0	0	43	45	0	0	0	0	0	0	0	43	43	49	0	0	0
Q UNIVISION OR TELEMUNDO	44	0	0	44	43	0	0	0	0	44	39	44	43	42	0	0	0	0	0	0
B CABLE TV NETWORK C-N-N	42	49	42	41	38	25	28	37	34	40	35	38	41	40	29	24	26	33	36	40
J MAJOR NP IN YOUR COMMUNITY	32	28	30	34	36	33	38	30	39	36	32	38	38	27	38	31	37	39	29	38
M FRIENDS, FAMILY, NEIGHBORS	30	30	32	28	26	33	35	28	28	25	32	26	29	27	35	30	36	28	29	27
A NAT'L NIGHTLY NETWORK NEWS	28	31	30	28	26	16	18	26	24	28	22	25	34	26	19	18	12	23	26	26

TABLE 18: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (FREQUENTLY)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	2028	973	604	161	283	124	1989	39	800	1003	186	1392	637	986	876	166	1329	1031	949	1091	1122	775
A USING A SEARCH ENGINE	57	56	55	57	64	63	57	36	60	57	47	59	53	57	57	55	63	64	64	60	62	59
I LINKS FRM DIFFERENT PLACES	35	36	32	37	43	31	36	17	41	34	19	37	30	35	37	27	41	43	42	38	41	35
F GOING DIRECTLY TO WEBSITE	34	35	32	32	43	27	34	26	36	34	25	37	27	38	30	32	39	43	42	40	40	35
B FROM A FRIEND/FAMILY FBOOK	21	21	20	23	26	19	21	24	25	19	15	23	17	22	20	21	21	23	23	21	20	24
E FROM AN EMAIL/IM	19	19	19	18	24	12	19	22	20	18	19	19	19	19	18	20	21	24	24	22	21	20
G FROM AN EMAIL NEWSLETTER	15	14	16	16	19	14	15	12	18	14	12	14	18	16	15	11	18	21	19	18	19	16
L BLOGS	15	15	11	12	23	16	15	12	19	12	9	16	12	16	14	9	16	18	17	15	17	16
C FROM AN ORGANIZATION FBOOK	13	12	13	15	16	13	12	21	15	11	7	14	9	14	11	13	14	15	15	14	15	13
J WEBSITES RUN BY GOVERNMENT	9	8	10	10	14	10	9	13	12	7	6	10	8	10	8	6	11	13	14	12	11	10
D SOMEONE FOLLOWING TWITTER	6	5	5	7	10	2	5	11	8	4	4	7	3	7	4	3	6	7	7	7	6	7
K PODCASTS	6	6	4	4	10	5	6	4	7	4	4	6	4	5	6	4	7	7	6	6	7	5
H USING AN R-S-S FEED	5	5	3	6	6	6	5	14	7	3	3	6	3	6	3	5	6	7	6	6	6	5

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	2028	455	753	1207	658	163	1396	156	144	93	86	943	277	129	216	139	547	206	185	979	111
A USING A SEARCH ENGINE	57	66	58	61	53	40	58	58	66	62	34	54	66	62	56	55	48	51	53	64	51
I LINKS FRM DIFFERENT PLACES	35	47	37	41	29	21	35	50	40	39	13	34	51	30	30	26	23	31	30	46	16
F GOING DIRECTLY TO WEBSITE	34	47	37	41	26	17	37	27	35	32	18	36	34	35	34	30	28	30	31	41	19
B FROM A FRIEND/FAMILY FBOOK	21	26	21	23	20	16	19	36	28	25	30	18	31	20	24	27	20	9	16	25	29
E FROM AN EMAIL/IM	19	25	22	23	14	9	17	30	23	29	22	15	26	20	25	28	21	13	17	19	20
G FROM AN EMAIL NEWSLETTER	15	24	16	19	11	5	13	22	25	23	19	11	23	21	19	16	13	9	16	17	15
L BLOGS	15	20	16	18	10	9	12	42	16	18	15	11	35	11	14	16	7	8	10	21	12
C FROM AN ORGANIZATION FBOOK	13	16	12	14	11	9	12	22	19	13	8	10	23	17	12	10	10	9	9	15	15
J WEBSITES RUN BY GOVERNMENT	9	15	10	12	6	1	9	8	14	10	5	9	10	11	10	6	7	10	5	11	9
D SOMEONE FOLLOWING TWITTER	6	8	7	7	3	5	5	6	13	8	6	5	7	11	6	8	5	4	3	7	6
K PODCASTS	6	7	6	6	5	1	5	11	10	7	2	4	12	8	5	4	4	7	9	6	2
H USING AN R-S-S FEED	5	8	5	6	3	1	4	9	5	7	4	3	12	5	6	3	4	3	2	6	5

TABLE 18: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (FREQUENTLY)

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	2028	403	241	1219	810	1545	213	532	1755	740	439	883	1465	272	291	492	940	596	1148	761	665	1342
A USING A SEARCH ENGINE	57	55	61	58	55	58	61	58	57	61	61	61	58	55	51	70	57	46	57	57	59	55
I LINKS FRM DIFFERENT PLACES	35	28	44	34	36	38	33	32	36	41	46	41	38	31	23	49	37	21	34	38	34	36
F GOING DIRECTLY TO WEBSITE	34	30	53	36	31	37	34	28	34	39	39	38	35	38	24	47	34	23	35	33	34	34
B FROM A FRIEND/FAMILY FBOOK	21	14	25	24	18	21	25	25	21	26	19	25	23	19	14	29	22	13	17	29	24	20
E FROM AN EMAIL/IM	19	19	19	22	15	19	27	22	18	21	18	20	19	22	13	30	18	11	18	21	18	19
G FROM AN EMAIL NEWSLETTER	15	14	17	18	10	14	24	19	15	16	16	16	16	19	8	28	14	7	15	16	13	16
L BLOGS	15	9	23	16	12	16	15	13	14	19	18	19	16	12	11	25	15	6	12	19	14	15
C FROM AN ORGANIZATION FBOOK	13	9	21	15	8	12	18	16	12	17	14	16	13	16	9	20	14	5	10	17	13	12
J WEBSITES RUN BY GOVERNMENT	9	11	8	12	5	9	13	11	9	11	11	11	9	12	8	16	9	3	10	8	10	8
D SOMEONE FOLLOWING TWITTER	6	4	8	7	3	6	9	6	5	9	6	8	6	6	2	9	5	3	3	8	7	5
K PODCASTS	6	4	7	6	4	5	13	7	5	7	9	8	6	5	5	10	5	2	5	6	6	5
H USING AN R-S-S FEED	5	3	8	6	3	4	7	5	5	7	9	7	5	4	4	11	4	1	4	5	7	4

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
Base	2028	1207	376	121	97	51	71	761	276	649	634	449	924	1083	1186	813	441	572	571	406
A USING A SEARCH ENGINE	57	55	57	65	54	44	55	59	52	55	56	64	54	59	58	55	59	55	56	57
I LINKS FRM DIFFERENT PLACES	35	36	32	35	33	35	29	35	31	33	36	42	32	38	36	34	35	35	33	37
F GOING DIRECTLY TO WEBSITE	34	34	35	40	28	33	23	35	29	34	36	35	33	35	35	33	35	32	35	33
B FROM A FRIEND/FAMILY FBOOK	21	20	25	23	19	22	16	23	26	25	21	15	25	19	19	25	24	20	19	24
E FROM AN EMAIL/IM	19	18	20	26	16	18	17	21	19	21	19	16	21	17	19	18	17	19	17	23
G FROM AN EMAIL NEWSLETTER	15	15	16	21	10	7	11	15	17	15	15	13	16	14	16	13	17	14	13	17
L BLOGS	15	14	18	10	13	12	14	16	16	13	16	15	14	15	15	14	17	15	13	15
C FROM AN ORGANIZATION FBOOK	13	11	16	14	8	9	7	15	15	15	12	9	15	11	12	13	13	12	10	15
J WEBSITES RUN BY GOVERNMENT	9	7	12	17	7	13	4	12	7	11	8	10	10	9	10	8	8	9	9	11
D SOMEONE FOLLOWING TWITTER	6	4	10	10	3	3	5	8	7	6	6	3	6	5	4	7	5	6	5	5
K PODCASTS	6	5	9	5	7	8	4	7	7	5	6	6	5	6	6	6	8	5	5	6
H USING AN R-S-S FEED	5	5	5	6	4	5	2	5	6	3	5	6	4	6	6	3	5	5	5	3

TABLE 18: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (FREQUENTLY)

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		2028	200	383	583				1257	623	692	660	397	322	490	548	490	402	395	514	152
Base	2028	200	383	583	1257	623	692	660	397	322	490	548	490	402	395	514	152	69	1287	735	221
A USING A SEARCH ENGINE	57	57	57	57	57	59	56	56	57	53	57	61	57	59	55	59	53	52	57	57	53
I LINKS FRM DIFFERENT PLACES	35	47	32	37	36	35	33	38	36	35	34	39	34	37	37	35	37	23	36	34	33
F GOING DIRECTLY TO WEBSITE	34	36	31	33	36	34	34	34	31	36	36	37	31	41	35	34	33	21	35	32	29
B FROM A FRIEND/FAMILY FBOOK	21	22	19	20	22	24	19	22	28	26	19	18	28	25	25	14	15	7	26	13	12
E FROM AN EMAIL/IM	19	22	20	21	18	21	19	17	21	20	18	16	15	19	20	17	28	29	18	21	28
G FROM AN EMAIL NEWSLETTER	15	24	12	16	15	18	12	16	16	18	16	12	11	14	14	18	23	12	13	18	19
L BLOGS	15	18	12	14	15	16	12	16	20	13	14	13	18	19	12	11	14	6	16	11	12
C FROM AN ORGANIZATION FBOOK	13	16	11	13	13	15	10	13	18	12	11	10	16	14	16	7	12	2	15	8	9
J WEBSITES RUN BY GOVERNMENT	9	9	6	7	10	10	9	9	11	7	8	9	8	9	11	9	11	4	9	9	8
D SOMEONE FOLLOWING TWITTER	6	5	4	4	6	7	4	6	8	6	6	3	9	9	3	3	3	0	7	3	2
K PODCASTS	6	10	4	6	6	6	5	6	6	9	4	5	4	7	6	6	8	0	5	6	5
H USING AN R-S-S FEED	5	3	4	3	6	6	3	5	6	3	3	6	4	6	6	4	3	2	5	4	3

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+												
Base	2028	1061	968	832	579	617	648	409	638	326	394	439	325	253	342	276	524	305	308	268	455	162
A USING A SEARCH ENGINE	57	58	55	58	56	56	59	58	55	56	59	57	60	51	57	56	58	58	57	55	55	59
I LINKS FRM DIFFERENT PLACES	35	40	30	35	38	33	41	38	30	30	41	31	41	33	37	27	36	34	40	34	32	35
F GOING DIRECTLY TO WEBSITE	34	34	34	36	31	34	37	31	34	34	38	35	33	29	32	36	38	34	32	30	34	32
B FROM A FRIEND/FAMILY FBOOK	21	20	23	24	18	22	24	12	28	15	23	24	14	23	21	23	28	16	23	12	26	10
E FROM AN EMAIL/IM	19	17	21	20	21	15	16	19	20	23	21	20	17	26	13	18	19	22	21	22	15	16
G FROM AN EMAIL NEWSLETTER	15	15	15	16	16	13	12	21	14	15	17	15	16	16	13	13	14	18	13	19	11	18
L BLOGS	15	16	12	16	14	14	19	12	14	10	17	14	16	11	16	11	18	12	18	9	14	13
C FROM AN ORGANIZATION FBOOK	13	12	13	14	12	11	16	7	15	9	12	16	12	11	12	9	17	10	17	5	12	7
J WEBSITES RUN BY GOVERNMENT	9	9	9	10	8	9	9	8	9	10	10	10	9	7	7	11	10	10	10	5	8	12
D SOMEONE FOLLOWING TWITTER	6	6	5	6	3	6	8	2	6	4	7	6	3	4	6	7	9	3	4	2	7	4
K PODCASTS	6	7	4	5	5	6	7	6	4	4	7	4	6	4	8	4	5	6	5	5	6	6
H USING AN R-S-S FEED	5	7	3	5	4	5	8	5	3	2	8	3	5	2	7	2	6	4	5	3	5	4

TABLE 18: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (FREQUENTLY)

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	2028	481	323	198	350	494	457	455	193	210	220	885	1143	1465	564	929	464	193	232	211
A USING A SEARCH ENGINE	57	59	56	56	56	57	55	56	55	66	55	58	56	56	59	56	57	55	62	59
I LINKS FRM DIFFERENT PLACES	35	36	33	31	41	35	35	31	37	43	35	35	36	34	38	35	31	37	37	40
F GOING DIRECTLY TO WEBSITE	34	39	33	32	31	31	34	35	36	45	29	36	33	32	38	32	35	36	40	31
B FROM A FRIEND/FAMILY FBOOK	21	24	21	19	18	22	20	22	23	22	21	22	21	21	23	21	22	23	21	22
E FROM AN EMAIL/IM	19	19	21	24	21	18	20	20	19	20	16	19	19	18	21	19	19	19	18	20
G FROM AN EMAIL NEWSLETTER	15	15	16	15	17	14	16	16	13	15	14	15	15	15	15	15	16	13	13	17
L BLOGS	15	17	14	17	12	14	15	15	13	15	17	15	14	14	16	14	15	13	13	19
C FROM AN ORGANIZATION FBOOK	13	15	13	13	11	13	13	11	14	11	15	12	13	12	15	13	11	14	10	17
J WEBSITES RUN BY GOVERNMENT	9	10	10	9	7	8	9	7	8	12	11	10	9	8	12	9	8	8	10	13
D SOMEONE FOLLOWING TWITTER	6	6	8	3	3	6	5	5	5	6	8	6	5	5	6	5	5	5	6	6
K PODCASTS	6	5	6	5	5	5	6	5	4	3	8	6	5	6	5	6	5	4	4	8
H USING AN R-S-S FEED	5	5	5	4	3	5	5	5	4	3	5	5	5	5	5	5	5	4	5	5

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	2028	641	566	189	187	54	67	56	41	675	527	319	58	83	37	68	29	31	22	44
A USING A SEARCH ENGINE	57	56	54	58	56	71	60	56	53	54	56	56	59	72	50	54	54	53	58	53
I LINKS FRM DIFFERENT PLACES	35	40	30	35	28	38	33	36	27	35	36	32	30	36	34	34	29	31	37	32
F GOING DIRECTLY TO WEBSITE	34	36	32	34	36	43	38	27	30	36	32	36	32	41	41	27	29	38	31	19
B FROM A FRIEND/FAMILY FBOOK	21	18	23	24	26	26	19	16	24	26	13	25	22	25	18	21	15	17	19	21
E FROM AN EMAIL/IM	19	16	20	18	22	27	25	13	21	14	22	21	18	31	14	13	22	16	19	15
G FROM AN EMAIL NEWSLETTER	15	16	14	13	18	18	24	8	12	12	19	14	23	21	20	9	12	12	9	8
L BLOGS	15	15	11	17	18	11	9	13	12	15	12	19	10	11	9	14	9	13	18	10
C FROM AN ORGANIZATION FBOOK	13	11	10	15	17	17	12	8	9	13	8	17	11	17	9	10	4	9	8	7
J WEBSITES RUN BY GOVERNMENT	9	7	8	13	11	21	13	7	7	6	9	13	5	19	11	8	6	4	9	9
D SOMEONE FOLLOWING TWITTER	6	4	4	12	8	11	9	3	3	5	2	11	3	11	9	4	1	3	1	4
K PODCASTS	6	6	4	12	5	7	4	7	7	4	6	9	6	5	7	8	5	8	4	7
H USING AN R-S-S FEED	5	7	2	6	4	9	3	5	3	6	4	6	2	5	7	5	4	4	5	4

TABLE 18: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (FREQUENTLY)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	2028	569	639	118	258	35	86	43	54	300	73	230	49	97	79	28	14	46	36	14
A USING A SEARCH ENGINE	57	57	54	63	54	61	66	48	60	57	57	54	72	55	65	63	67	59	46	59
I LINKS FRM DIFFERENT PLACES	35	34	37	32	32	29	38	33	33	31	38	32	28	33	36	20	60	33	33	31
F GOING DIRECTLY TO WEBSITE	34	35	33	37	34	41	40	27	28	36	31	34	43	33	37	40	61	28	27	31
B FROM A FRIEND/FAMILY FBOOK	21	20	20	24	25	13	26	17	21	23	31	23	30	25	26	17	16	19	15	31
E FROM AN EMAIL/IM	19	18	17	17	22	23	27	12	19	22	15	21	22	19	26	20	36	18	10	24
G FROM AN EMAIL NEWSLETTER	15	16	14	15	16	14	24	9	10	17	9	16	25	9	25	7	26	10	9	10
L BLOGS	15	14	13	17	18	8	11	13	13	18	19	17	18	20	12	8	5	12	14	11
C FROM AN ORGANIZATION FBOOK	13	10	12	16	16	10	16	8	8	16	15	14	19	19	15	8	20	8	8	10
J WEBSITES RUN BY GOVERNMENT	9	8	6	7	14	20	15	10	6	12	9	14	8	7	14	11	41	6	9	8
D SOMEONE FOLLOWING TWITTER	6	4	3	13	8	6	12	2	4	10	11	8	11	15	12	6	9	5	2	0
K PODCASTS	6	6	4	6	10	8	4	4	9	9	5	10	8	6	5	8	4	9	5	4
H USING AN R-S-S FEED	5	5	5	5	5	7	5	3	5	6	3	6	5	4	6	6	5	6	4	2

TABLE 19: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (FREQUENTLY/OCCASIONALLY)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	2028	973	604	161	283	124	1989	39	800	1003	186	1392	637	986	876	166	1329	1031	949	1091	1122	775
A USING A SEARCH ENGINE	85	83	87	86	90	84	85	56	87	85	79	87	81	86	84	86	87	87	86	86	86	86
F GOING DIRECTLY TO WEBSITE	68	69	66	70	70	69	68	53	70	68	61	70	63	71	64	66	72	76	74	74	72	71
I LINKS FRM DIFFERENT PLACES	66	66	66	66	70	65	66	55	68	67	53	69	60	67	67	62	71	73	72	69	68	65
E FROM AN EMAIL/IM	49	49	51	49	52	43	49	44	50	49	47	49	50	48	51	46	52	56	56	54	51	52
B FROM A FRIEND/FAMILY FBOOK	48	47	47	58	55	49	48	57	52	48	34	51	42	50	46	53	46	48	48	48	44	50
G FROM AN EMAIL NEWSLETTER	43	42	43	48	45	40	43	23	46	42	36	42	45	44	42	39	49	53	51	49	48	42
J WEBSITES RUN BY GOVERNMENT	37	36	37	40	40	36	37	22	41	36	26	39	32	40	33	37	42	45	43	42	42	36
L BLOGS	36	34	31	44	49	43	36	34	42	34	20	40	27	39	32	34	40	40	38	36	39	34
C FROM AN ORGANIZATION FBOOK	30	27	31	40	35	27	29	45	32	29	19	33	22	33	25	33	31	33	34	32	30	31
K PODCASTS	15	15	14	13	23	15	15	12	18	14	10	17	12	16	14	15	18	19	17	16	18	15
H USING AN R-S-S FEED	13	12	12	10	17	14	12	21	17	10	5	15	8	14	10	14	15	16	15	15	14	13
D SOMEONE FOLLOWING TWITTER	12	12	12	13	25	5	12	17	15	11	8	15	6	15	10	12	13	13	13	12	13	16

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	2028	455	753	1207	658	163	1396	156	144	93	86	943	277	129	216	139	547	206	185	979	111
A USING A SEARCH ENGINE	85	85	88	87	84	74	86	87	87	81	71	84	89	87	85	80	80	83	84	89	74
F GOING DIRECTLY TO WEBSITE	68	76	73	74	63	42	70	66	72	63	55	70	66	69	75	61	64	65	70	73	47
I LINKS FRM DIFFERENT PLACES	66	74	69	71	63	45	67	76	70	66	54	65	77	63	66	65	60	65	61	73	54
E FROM AN EMAIL/IM	49	58	55	56	43	27	47	65	54	62	63	45	56	51	59	56	51	50	51	48	52
B FROM A FRIEND/FAMILY FBOOK	48	47	50	49	49	40	46	69	50	55	56	45	60	44	54	53	48	34	45	52	50
G FROM AN EMAIL NEWSLETTER	43	58	48	52	32	21	41	54	51	60	48	36	58	44	54	45	36	45	53	44	43
J WEBSITES RUN BY GOVERNMENT	37	46	42	44	30	9	38	31	43	43	20	36	39	36	40	33	33	39	37	39	27
L BLOGS	36	41	39	40	31	26	33	71	39	35	30	28	65	32	39	36	23	28	33	45	31
C FROM AN ORGANIZATION FBOOK	30	33	33	33	27	20	28	47	36	35	33	27	41	37	31	29	27	26	23	33	31
K PODCASTS	15	18	16	17	15	4	14	26	22	15	13	13	25	17	14	15	12	11	18	17	18
H USING AN R-S-S FEED	13	18	14	16	9	3	12	22	13	18	10	10	22	13	16	9	9	9	9	16	10
D SOMEONE FOLLOWING TWITTER	12	12	15	14	11	6	12	20	18	11	13	12	16	18	12	15	12	8	6	15	14

TABLE 19: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (FREQUENTLY/OCCASIONALLY)

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	2028	403	241	1219	810	1545	213	532	1755	740	439	883	1465	272	291	492	940	596	1148	761	665	1342
A USING A SEARCH ENGINE	85	84	90	85	84	87	86	84	86	88	87	88	86	84	77	88	86	80	84	86	88	83
F GOING DIRECTLY TO WEBSITE	68	65	86	71	63	71	67	65	69	73	77	72	71	65	53	77	68	60	69	66	69	67
I LINKS FRM DIFFERENT PLACES	66	62	72	68	64	70	61	63	67	72	76	71	70	64	51	77	69	52	66	67	68	66
E FROM AN EMAIL/IM	49	54	49	54	42	50	59	52	49	53	53	52	51	51	38	59	52	38	50	49	49	49
B FROM A FRIEND/FAMILY FBOOK	48	42	51	53	41	48	55	51	48	57	47	54	51	47	37	58	51	36	42	58	53	46
G FROM AN EMAIL NEWSLETTER	43	45	50	47	36	43	53	45	44	44	47	45	44	45	34	65	41	27	46	40	44	42
J WEBSITES RUN BY GOVERNMENT	37	38	47	40	31	38	43	38	37	40	42	40	38	38	30	53	37	23	37	36	36	36
L BLOGS	36	26	45	38	32	38	37	35	36	46	43	44	38	32	28	53	37	20	31	42	37	35
C FROM AN ORGANIZATION FBOOK	30	27	37	35	22	30	36	33	29	38	34	36	31	29	24	43	31	17	24	37	31	29
K PODCASTS	15	11	23	18	11	15	26	17	15	20	22	20	15	16	14	26	14	8	14	17	15	15
H USING AN R-S-S FEED	13	11	18	14	10	13	15	12	13	17	18	16	14	9	9	22	11	7	13	13	15	11
D SOMEONE FOLLOWING TWITTER	12	8	14	15	9	13	18	13	12	19	17	17	13	12	8	17	13	8	10	16	14	11

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
Base	2028	1207	376	121	97	51	71	761	276	649	634	449	924	1083	1186	813	441	572	571	406
A USING A SEARCH ENGINE	85	85	84	86	82	84	81	85	82	84	85	87	84	86	85	84	85	85	85	83
F GOING DIRECTLY TO WEBSITE	68	68	68	69	66	76	58	68	64	67	67	71	67	69	70	64	71	66	66	68
I LINKS FRM DIFFERENT PLACES	66	66	64	70	65	75	53	67	63	64	66	73	64	69	67	66	67	66	66	67
E FROM AN EMAIL/IM	49	47	51	59	46	53	43	52	48	52	48	48	51	48	51	47	47	51	48	51
B FROM A FRIEND/FAMILY FBOOK	48	46	57	46	47	52	40	52	53	55	45	41	54	43	45	53	50	52	43	48
G FROM AN EMAIL NEWSLETTER	43	43	40	48	32	32	36	41	38	42	43	46	41	44	46	38	44	44	40	44
J WEBSITES RUN BY GOVERNMENT	37	35	38	42	32	44	30	39	30	34	38	43	32	40	37	36	34	36	39	38
L BLOGS	36	34	37	33	33	41	33	37	34	34	38	37	34	37	35	38	40	36	35	34
C FROM AN ORGANIZATION FBOOK	30	27	36	30	29	32	24	33	33	33	30	22	33	27	27	33	32	30	27	31
K PODCASTS	15	14	18	14	18	20	23	17	13	14	17	17	14	17	15	15	18	15	14	14
H USING AN R-S-S FEED	13	12	12	10	11	11	12	13	14	9	14	15	10	14	13	12	14	12	13	11
D SOMEONE FOLLOWING TWITTER	12	10	17	16	13	13	16	16	12	13	14	9	13	12	10	15	14	12	13	9

TABLE 19: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (FREQUENTLY/OCCASIONALLY)

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		NO	NO																		
Base	2028	200	383	583	1257	623	692	660	397	322	490	548	490	402	395	514	152	69	1287	735	221
A USING A SEARCH ENGINE	85	86	85	85	85	83	85	85	85	84	84	86	86	85	86	85	80	75	86	83	78
F GOING DIRECTLY TO WEBSITE	68	66	67	67	70	67	69	68	67	68	67	72	64	71	75	68	61	49	70	65	57
I LINKS FRM DIFFERENT PLACES	66	75	70	71	66	68	66	67	63	66	67	71	65	67	71	66	63	49	67	64	58
E FROM AN EMAIL/IM	49	58	52	54	48	53	51	44	48	56	50	48	42	50	50	50	58	67	47	53	61
B FROM A FRIEND/FAMILY FBOOK	48	44	47	46	49	49	49	47	56	54	45	44	58	60	49	39	29	20	56	35	26
G FROM AN EMAIL NEWSLETTER	43	54	42	46	42	48	41	40	42	43	41	45	33	41	42	50	55	43	38	51	51
J WEBSITES RUN BY GOVERNMENT	37	29	35	33	40	36	38	35	35	32	40	37	38	34	37	39	37	26	36	37	34
L BLOGS	36	38	34	35	38	36	33	39	40	38	35	32	44	43	33	30	30	11	40	28	24
C FROM AN ORGANIZATION FBOOK	30	28	28	28	30	31	30	28	39	31	27	27	38	35	33	22	16	7	36	20	13
K PODCASTS	15	18	14	15	16	17	14	15	16	18	14	13	13	21	13	16	15	3	15	15	11
H USING AN R-S-S FEED	13	9	12	11	14	13	11	14	15	7	12	15	12	16	14	11	10	6	14	11	8
D SOMEONE FOLLOWING TWITTER	12	11	11	11	13	14	11	13	15	11	13	10	18	18	10	7	6	3	16	6	5

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+												
Base	2028	1061	968	832	579	617	648	409	638	326	394	439	325	253	342	276	524	305	308	268	455	162
A USING A SEARCH ENGINE	85	84	85	85	85	84	85	82	87	83	85	86	85	84	82	86	87	82	87	82	84	85
F GOING DIRECTLY TO WEBSITE	68	67	69	68	67	68	68	65	72	65	67	68	67	68	66	71	70	64	70	65	69	67
I LINKS FRM DIFFERENT PLACES	66	66	66	65	70	65	69	62	66	65	64	66	70	69	65	64	68	59	72	67	64	67
E FROM AN EMAIL/IM	49	47	51	48	54	47	45	51	49	56	48	48	54	54	41	54	46	51	48	61	47	46
B FROM A FRIEND/FAMILY FBOOK	48	45	52	49	46	49	53	32	59	39	46	51	44	50	44	55	55	37	56	35	56	29
G FROM AN EMAIL NEWSLETTER	43	42	44	44	46	38	37	49	40	53	42	46	47	45	36	41	41	49	40	52	34	50
J WEBSITES RUN BY GOVERNMENT	37	36	37	40	35	35	36	37	36	38	41	38	33	36	34	35	40	39	35	35	33	39
L BLOGS	36	37	35	35	35	38	41	30	39	25	34	35	40	29	37	39	39	27	43	26	39	34
C FROM AN ORGANIZATION FBOOK	30	28	32	32	26	30	33	19	38	20	27	36	26	27	30	29	39	21	35	16	32	22
K PODCASTS	15	18	12	15	14	16	19	17	12	12	19	12	16	12	19	14	15	16	15	12	16	17
H USING AN R-S-S FEED	13	15	10	12	11	15	17	12	11	9	14	10	14	7	15	14	13	10	12	9	15	13
D SOMEONE FOLLOWING TWITTER	12	13	11	14	9	13	18	6	14	7	16	12	9	9	13	12	19	6	12	6	14	9

TABLE 19: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (FREQUENTLY/OCCASIONALLY)

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	2028	481	323	198	350	494	457	455	193	210	220	885	1143	1465	564	929	464	193	232	211
A USING A SEARCH ENGINE	85	86	86	83	85	83	85	86	81	87	86	86	83	84	86	84	87	81	86	86
F GOING DIRECTLY TO WEBSITE	68	70	66	69	67	66	66	73	65	69	67	71	66	67	69	66	73	65	69	65
I LINKS FRM DIFFERENT PLACES	66	66	64	70	70	66	65	64	67	69	70	67	66	65	69	66	64	67	67	71
E FROM AN EMAIL/IM	49	46	51	57	54	52	52	46	45	46	51	48	51	49	51	52	47	45	43	54
B FROM A FRIEND/FAMILY FBOOK	48	50	46	48	45	51	50	49	38	43	52	48	48	48	50	50	49	38	41	55
G FROM AN EMAIL NEWSLETTER	43	44	45	47	46	43	44	42	39	43	44	43	43	43	43	43	42	39	39	50
J WEBSITES RUN BY GOVERNMENT	37	42	37	40	32	35	35	37	33	44	38	39	35	35	41	35	37	33	43	38
L BLOGS	36	37	32	38	33	37	33	41	29	33	38	38	34	36	34	35	41	29	31	40
C FROM AN ORGANIZATION FBOOK	30	33	30	29	25	28	33	29	26	26	34	29	30	28	34	30	29	26	27	36
K PODCASTS	15	18	13	15	13	16	16	16	11	11	18	15	15	16	13	16	16	11	10	18
H USING AN R-S-S FEED	13	13	10	16	8	12	13	12	10	14	15	13	12	12	13	12	12	10	12	18
D SOMEONE FOLLOWING TWITTER	12	15	13	8	10	13	11	11	15	12	13	12	13	12	12	12	11	15	14	11

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	2028	641	566	189	187	54	67	56	41	675	527	319	58	83	37	68	29	31	22	44
A USING A SEARCH ENGINE	85	84	85	84	85	83	88	80	84	86	83	85	77	91	74	82	82	86	79	81
F GOING DIRECTLY TO WEBSITE	68	68	68	63	72	68	69	67	64	71	65	68	66	70	66	66	65	69	62	65
I LINKS FRM DIFFERENT PLACES	66	67	65	64	64	69	70	68	61	66	66	66	52	72	63	67	59	63	62	68
E FROM AN EMAIL/IM	49	47	47	44	59	58	60	41	53	43	52	51	53	62	53	45	47	51	39	46
B FROM A FRIEND/FAMILY FBOOK	48	42	51	53	61	48	45	40	57	56	33	59	43	47	44	51	39	48	49	46
G FROM AN EMAIL NEWSLETTER	43	42	44	36	44	49	47	31	33	37	51	39	48	46	52	29	37	36	34	27
J WEBSITES RUN BY GOVERNMENT	37	36	34	39	36	51	34	32	32	33	37	41	20	41	44	32	33	35	34	30
L BLOGS	36	35	34	37	37	39	28	34	30	39	29	39	25	34	32	36	25	28	38	33
C FROM AN ORGANIZATION FBOOK	30	26	29	30	41	34	27	27	30	34	19	38	24	33	23	31	23	28	27	30
K PODCASTS	15	16	12	22	14	20	9	20	14	14	15	19	13	11	21	20	14	20	14	18
H USING AN R-S-S FEED	13	14	9	15	9	11	9	14	7	13	10	13	6	11	9	13	7	13	10	10
D SOMEONE FOLLOWING TWITTER	12	10	9	18	16	18	13	14	12	13	6	20	3	19	9	16	6	17	8	13

TABLE 19: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (FREQUENTLY/OCCASIONALLY)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	2028	569	639	118	258	35	86	43	54	300	73	230	49	97	79	28	14	46	36	14
A USING A SEARCH ENGINE	85	86	84	86	83	86	86	80	84	86	79	83	84	87	85	86	87	85	81	75
F GOING DIRECTLY TO WEBSITE	68	69	67	71	66	80	64	68	64	68	68	66	80	66	63	81	79	63	69	67
I LINKS FRM DIFFERENT PLACES	66	66	66	66	63	64	72	63	67	63	66	64	69	61	70	57	96	66	62	67
E FROM AN EMAIL/IM	49	45	49	45	54	63	57	43	48	53	45	53	37	53	56	63	65	48	42	50
B FROM A FRIEND/FAMILY FBOOK	48	47	45	53	59	45	46	45	49	59	48	59	58	51	44	43	60	49	43	53
G FROM AN EMAIL NEWSLETTER	43	44	42	37	42	53	46	34	30	43	30	43	43	31	46	50	56	30	33	35
J WEBSITES RUN BY GOVERNMENT	37	36	33	34	39	51	38	35	30	38	37	39	32	37	38	43	59	30	34	37
L BLOGS	36	37	32	36	37	37	31	33	32	38	33	36	36	38	31	40	31	32	35	29
C FROM AN ORGANIZATION FBOOK	30	27	28	39	34	33	29	27	30	37	30	33	45	37	30	34	24	30	27	27
K PODCASTS	15	15	13	18	18	19	12	14	21	19	17	18	17	18	11	22	15	21	14	19
H USING AN R-S-S FEED	13	12	12	13	12	13	9	9	13	14	6	12	5	15	10	11	10	13	11	6
D SOMEONE FOLLOWING TWITTER	12	9	11	21	15	11	17	11	15	18	14	15	14	24	16	12	20	14	12	12

TABLE 20: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (RARELY/NEVER)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	2028	973	604	161	283	124	1989	39	800	1003	186	1392	637	986	876	166	1329	1031	949	1091	1122	775
D SOMEONE FOLLOWING TWITTER	87	88	87	86	75	95	87	83	84	89	92	84	93	85	90	88	87	87	87	87	87	84
K PODCASTS	83	83	84	86	77	85	83	88	81	84	90	82	87	82	85	84	81	79	82	83	81	84
H USING AN R-S-S FEED	81	81	81	81	76	83	81	76	78	82	84	79	83	79	84	72	77	77	77	78	77	80
C FROM AN ORGANIZATION FBOOK	70	73	69	59	65	73	70	55	68	70	80	66	78	67	74	67	69	67	66	67	70	69
L BLOGS	64	66	69	53	50	57	64	66	57	66	79	60	73	60	67	66	60	60	62	64	60	65
J WEBSITES RUN BY GOVERNMENT	63	63	62	60	60	64	62	74	59	64	72	61	67	60	66	62	58	55	56	58	58	64
G FROM AN EMAIL NEWSLETTER	57	57	56	51	55	60	56	77	53	57	63	58	54	55	58	61	50	47	49	50	51	57
B FROM A FRIEND/FAMILY FBOOK	51	53	53	42	45	51	52	41	48	52	66	49	58	50	54	47	54	52	52	52	55	50
E FROM AN EMAIL/IM	50	51	49	50	48	57	50	56	49	51	51	51	49	51	48	54	47	44	44	45	49	48
I LINKS FRM DIFFERENT PLACES	33	33	34	33	30	34	33	45	31	32	47	31	40	33	33	37	29	27	28	30	31	35
F GOING DIRECTLY TO WEBSITE	32	30	34	30	30	31	32	45	30	32	39	30	37	28	35	34	27	24	26	26	28	29
A USING A SEARCH ENGINE	15	17	13	14	10	16	15	44	13	14	21	13	19	14	16	14	12	13	14	14	14	14

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	2028	455	753	1207	658	163	1396	156	144	93	86	943	277	129	216	139	547	206	185	979	111
D SOMEONE FOLLOWING TWITTER	87	88	85	86	89	92	88	80	82	89	87	88	84	81	88	85	88	91	94	85	86
K PODCASTS	83	79	83	82	84	94	85	71	78	85	86	86	75	81	84	83	87	87	80	82	82
H USING AN R-S-S FEED	81	74	79	77	84	92	81	77	80	74	81	83	72	79	79	85	82	82	83	78	83
C FROM AN ORGANIZATION FBOOK	70	67	67	67	72	80	72	53	63	65	66	73	59	62	69	68	72	74	77	67	68
L BLOGS	64	59	61	60	68	73	66	28	58	65	68	71	35	66	60	64	76	71	66	54	68
J WEBSITES RUN BY GOVERNMENT	63	54	57	56	69	88	61	67	56	57	78	63	61	63	59	66	66	60	63	60	71
G FROM AN EMAIL NEWSLETTER	57	42	51	48	67	78	59	45	49	40	50	63	42	55	45	55	64	54	46	55	56
B FROM A FRIEND/FAMILY FBOOK	51	53	50	51	51	60	54	30	49	45	43	55	40	56	46	47	52	66	55	48	49
E FROM AN EMAIL/IM	50	42	45	44	56	73	53	35	45	38	37	55	44	47	41	44	49	50	49	52	47
I LINKS FRM DIFFERENT PLACES	33	25	31	29	37	54	33	24	30	34	46	35	22	36	34	35	40	34	39	27	46
F GOING DIRECTLY TO WEBSITE	32	24	27	26	36	58	30	33	27	36	45	30	34	30	25	39	36	34	30	27	52
A USING A SEARCH ENGINE	15	15	12	13	16	26	14	13	13	19	29	16	11	13	14	20	20	17	16	11	26

TABLE 20: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (RARELY/NEVER)

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	2028	403	241	1219	810	1545	213	532	1755	740	439	883	1465	272	291	492	940	596	1148	761	665
D SOMEONE FOLLOWING TWITTER	87	92	86	85	91	87	81	87	87	81	83	82	86	88	91	83	87	91	90	84	85	89
K PODCASTS	83	88	76	81	87	83	73	82	83	78	77	79	83	83	84	73	84	91	84	81	83	84
H USING AN R-S-S FEED	81	80	77	79	83	80	79	82	80	80	76	80	80	82	82	69	83	87	79	82	77	82
C FROM AN ORGANIZATION FBOOK	70	73	62	65	78	70	63	67	71	61	65	64	69	70	75	57	69	83	75	62	68	71
L BLOGS	64	73	55	61	68	62	63	65	64	53	56	55	62	67	71	47	63	79	69	57	62	64
J WEBSITES RUN BY GOVERNMENT	63	61	53	59	68	62	57	61	62	59	57	59	62	61	67	46	63	76	62	64	63	63
G FROM AN EMAIL NEWSLETTER	57	55	50	52	63	57	47	55	56	55	52	55	55	55	65	35	58	72	54	59	55	57
B FROM A FRIEND/FAMILY FBOOK	51	58	49	47	59	51	45	49	51	43	53	46	49	53	62	41	49	64	58	42	47	54
E FROM AN EMAIL/IM	50	46	51	46	57	50	41	48	50	47	47	48	49	48	61	41	48	62	49	50	51	50
I LINKS FRM DIFFERENT PLACES	33	37	27	32	36	30	39	37	32	28	24	29	30	35	48	23	30	47	33	32	31	34
F GOING DIRECTLY TO WEBSITE	32	34	14	28	37	29	33	35	31	27	23	27	29	34	46	22	32	40	31	33	30	33
A USING A SEARCH ENGINE	15	16	10	15	16	13	14	16	14	12	13	12	14	16	22	12	14	20	15	14	11	17

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
	Base	2028	1207	376	121	97	51	71	761	276	649	634	449	924	1083	1186	813	441	572	571
D SOMEONE FOLLOWING TWITTER	87	90	83	84	86	86	83	84	87	86	86	91	87	88	89	85	85	88	87	90
K PODCASTS	83	85	81	84	81	80	73	82	85	85	82	82	85	82	84	84	80	84	85	85
H USING AN R-S-S FEED	81	80	85	82	84	86	79	83	79	83	80	78	82	79	79	83	80	81	80	81
C FROM AN ORGANIZATION FBOOK	70	73	64	70	71	68	76	66	66	66	70	78	66	73	73	66	68	70	73	68
L BLOGS	64	66	62	66	67	59	64	62	65	65	62	63	65	63	65	62	59	64	65	66
J WEBSITES RUN BY GOVERNMENT	63	65	61	57	67	55	67	59	68	66	61	57	66	60	63	63	66	63	61	61
G FROM AN EMAIL NEWSLETTER	57	57	59	52	67	68	60	58	61	57	56	54	58	55	54	61	55	56	60	55
B FROM A FRIEND/FAMILY FBOOK	51	54	42	54	52	48	59	48	46	45	55	59	45	57	55	47	50	47	56	52
E FROM AN EMAIL/IM	50	53	48	41	53	46	57	47	50	48	52	52	49	52	49	53	52	48	52	49
I LINKS FRM DIFFERENT PLACES	33	34	36	30	34	25	46	33	37	36	34	27	36	31	33	34	33	34	34	33
F GOING DIRECTLY TO WEBSITE	32	32	31	31	34	24	42	31	34	32	33	29	33	31	30	36	28	33	34	31
A USING A SEARCH ENGINE	15	15	16	14	17	16	18	15	17	16	15	12	16	14	14	16	15	15	14	17

TABLE 20: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (RARELY/NEVER)

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		NO	NO	NO	\$40K				\$60K	\$100K	+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+	
Base	2028	200	383	583	1257	623	692	660	397	322	490	548	490	402	395	514	152	69	1287	735	221
D SOMEONE FOLLOWING TWITTER	87	88	89	89	87	86	89	87	85	88	87	90	81	81	90	92	94	96	84	93	95
K PODCASTS	83	82	84	84	82	82	85	83	82	81	84	87	86	77	87	82	83	90	84	83	85
H USING AN R-S-S FEED	81	81	82	82	79	80	82	80	79	85	81	80	85	78	79	80	78	82	81	80	79
C FROM AN ORGANIZATION FBOOK	70	72	71	71	69	68	70	71	61	69	73	73	62	65	66	77	84	93	64	80	87
L BLOGS	64	61	66	64	62	64	67	61	60	61	64	68	56	56	67	70	70	89	59	72	76
J WEBSITES RUN BY GOVERNMENT	63	70	65	66	59	62	61	65	64	67	60	63	61	65	63	61	63	70	63	62	65
G FROM AN EMAIL NEWSLETTER	57	46	58	54	57	51	59	59	57	56	59	55	66	59	57	49	45	55	61	49	48
B FROM A FRIEND/FAMILY FBOOK	51	55	53	53	51	51	50	53	44	46	55	56	42	40	51	61	71	80	44	65	74
E FROM AN EMAIL/IM	50	41	48	46	52	46	48	56	52	44	50	52	58	49	50	50	42	33	53	46	39
I LINKS FRM DIFFERENT PLACES	33	25	30	28	34	32	34	33	37	34	33	29	35	32	29	33	36	51	32	36	41
F GOING DIRECTLY TO WEBSITE	32	34	33	33	29	33	31	32	33	32	33	28	36	28	25	32	39	51	30	35	43
A USING A SEARCH ENGINE	15	14	15	15	15	16	14	15	15	16	16	14	14	14	14	15	20	25	14	17	22

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	2028	1061	968	832	579	617	648	409	638	326	394	439	325	253	342	276	524	305	308	268	455	162
D SOMEONE FOLLOWING TWITTER	87	87	88	85	90	87	82	94	86	92	83	87	91	90	86	88	81	93	87	94	85	91
K PODCASTS	83	81	86	83	84	83	80	82	87	85	79	87	83	86	80	86	83	84	84	85	84	80
H USING AN R-S-S FEED	81	79	82	81	81	79	79	80	83	80	80	82	79	85	79	79	81	81	83	80	80	76
C FROM AN ORGANIZATION FBOOK	70	72	68	67	73	70	67	81	62	79	72	63	74	72	70	70	61	79	64	83	68	78
L BLOGS	64	63	65	65	65	62	58	69	60	74	65	64	60	71	63	61	60	73	57	74	61	66
J WEBSITES RUN BY GOVERNMENT	63	63	62	59	65	65	63	63	63	61	58	60	66	63	66	64	59	60	64	65	67	61
G FROM AN EMAIL NEWSLETTER	57	58	55	55	54	61	63	51	60	46	57	53	53	55	64	59	58	49	59	48	66	50
B FROM A FRIEND/FAMILY FBOOK	51	55	47	51	53	50	47	68	41	61	54	49	56	49	56	44	44	62	43	65	44	70
E FROM AN EMAIL/IM	50	52	48	51	46	53	55	49	50	44	52	51	46	46	59	45	53	49	51	39	53	54
I LINKS FRM DIFFERENT PLACES	33	33	33	35	30	35	31	37	34	34	36	34	29	31	35	35	32	41	28	32	36	32
F GOING DIRECTLY TO WEBSITE	32	33	30	32	33	31	32	35	28	35	32	31	33	31	34	28	29	36	30	35	31	32
A USING A SEARCH ENGINE	15	16	14	15	15	16	15	18	13	17	15	14	14	16	18	14	13	18	13	18	16	15

TABLE 20: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (RARELY/NEVER)

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	2028	481	323	198	350	494	457	455	193	210	220	885	1143	1465	564	929	464	193	232	211
D SOMEONE FOLLOWING TWITTER	87	85	86	92	90	86	89	88	85	87	87	87	87	87	87	87	88	85	85	89
K PODCASTS	83	82	85	82	85	82	83	82	88	88	82	84	83	82	86	82	83	88	89	81
H USING AN R-S-S FEED	81	80	84	76	85	82	81	80	86	77	78	79	82	81	78	81	80	86	79	75
C FROM AN ORGANIZATION FBOOK	70	66	69	70	75	71	67	71	73	74	66	70	70	71	66	69	71	73	73	64
L BLOGS	64	62	67	62	67	63	67	59	71	66	62	61	66	63	65	65	59	71	67	60
J WEBSITES RUN BY GOVERNMENT	63	58	61	59	68	64	64	62	67	55	62	60	64	64	59	64	62	67	56	62
G FROM AN EMAIL NEWSLETTER	57	55	54	53	54	56	56	58	61	56	55	57	57	57	56	56	58	61	60	49
B FROM A FRIEND/FAMILY FBOOK	51	49	54	52	55	49	49	51	61	57	48	52	51	52	50	49	51	61	59	45
E FROM AN EMAIL/IM	50	54	48	43	46	48	47	54	55	53	48	52	49	51	49	48	53	55	56	45
I LINKS FRM DIFFERENT PLACES	33	34	36	30	30	34	34	36	33	31	29	33	34	34	31	34	35	33	33	28
F GOING DIRECTLY TO WEBSITE	32	30	34	31	33	34	34	27	34	31	32	29	34	32	31	34	26	34	31	35
A USING A SEARCH ENGINE	15	14	14	16	15	17	15	13	19	13	14	13	17	16	14	16	13	19	14	13

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	2028	641	566	189	187	54	67	56	41	675	527	319	58	83	37	68	29	31	22	44
D SOMEONE FOLLOWING TWITTER	87	89	90	82	84	80	87	86	87	87	94	80	95	81	90	83	94	82	90	87
K PODCASTS	83	84	87	77	85	79	89	79	83	86	84	80	85	87	77	80	83	80	82	80
H USING AN R-S-S FEED	81	79	82	83	88	80	84	82	87	81	79	84	94	83	81	86	80	83	80	87
C FROM AN ORGANIZATION FBOOK	70	74	71	70	59	65	73	73	68	66	81	62	76	67	75	68	76	72	71	69
L BLOGS	64	65	66	62	62	60	72	66	69	61	71	60	73	65	68	63	75	72	61	66
J WEBSITES RUN BY GOVERNMENT	63	64	66	60	62	49	65	68	65	67	63	58	79	59	55	67	65	65	64	69
G FROM AN EMAIL NEWSLETTER	57	58	56	64	54	50	53	68	65	63	49	61	49	54	46	68	63	64	63	71
B FROM A FRIEND/FAMILY FBOOK	51	58	49	47	38	52	55	60	41	44	67	40	57	53	56	49	61	52	49	54
E FROM AN EMAIL/IM	50	53	53	55	40	42	40	59	46	57	48	48	47	38	47	54	52	49	58	54
I LINKS FRM DIFFERENT PLACES	33	33	35	36	35	31	29	32	38	34	34	34	46	28	35	32	39	36	36	32
F GOING DIRECTLY TO WEBSITE	32	32	32	35	26	32	31	33	36	29	35	31	32	30	34	33	35	31	36	35
A USING A SEARCH ENGINE	15	16	15	16	15	17	12	20	14	14	17	14	23	9	26	17	18	14	18	19

TABLE 20: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (RARELY/NEVER)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	2028	569	639	118	258	35	86	43	54	300	73	230	49	97	79	28	14	46	36	14
D SOMEONE FOLLOWING TWITTER	87	90	89	78	85	89	82	88	85	82	86	85	86	75	83	88	80	85	87	88
K PODCASTS	83	84	86	81	81	81	85	86	76	80	83	80	81	82	86	78	85	77	86	79
H USING AN R-S-S FEED	81	79	82	83	86	83	82	87	81	85	88	85	90	83	81	86	80	80	86	91
C FROM AN ORGANIZATION FBOOK	70	73	72	61	66	67	70	73	69	63	70	67	55	62	70	66	76	68	73	73
L BLOGS	64	63	68	63	61	63	68	67	67	60	67	62	64	60	68	60	69	67	65	71
J WEBSITES RUN BY GOVERNMENT	63	63	67	64	59	49	61	65	68	61	61	59	66	62	61	57	41	68	66	63
G FROM AN EMAIL NEWSLETTER	57	55	58	62	58	47	53	64	69	57	67	56	57	67	54	50	44	69	65	65
B FROM A FRIEND/FAMILY FBOOK	51	53	54	47	41	55	54	55	50	40	52	40	40	49	56	57	40	50	57	47
E FROM AN EMAIL/IM	50	54	51	55	44	37	43	56	51	46	54	46	63	44	44	37	35	51	57	50
I LINKS FRM DIFFERENT PLACES	33	34	33	32	37	36	27	37	32	36	34	36	29	38	30	43	4	32	38	33
F GOING DIRECTLY TO WEBSITE	32	31	33	27	33	20	36	32	35	31	31	33	18	32	37	19	21	36	31	33
A USING A SEARCH ENGINE	15	14	16	13	17	14	14	19	16	14	20	17	16	12	15	14	13	15	18	25

TABLE 21: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (RARELY/NEVER/DK/NA)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	2028	973	604	161	283	124	1989	39	800	1003	186	1392	637	986	876	166	1329	1031	949	1091	1122	775
D SOMEONE FOLLOWING TWITTER	88	88	88	87	75	95	88	83	85	89	92	85	94	85	90	88	87	87	87	88	87	84
H USING AN R-S-S FEED	87	88	88	90	83	86	88	79	83	90	95	85	92	86	90	86	85	84	85	85	86	87
K PODCASTS	85	85	86	87	77	85	85	88	82	86	90	83	88	84	86	85	82	81	83	84	82	85
C FROM AN ORGANIZATION FBOOK	70	73	69	60	65	73	71	55	68	71	81	67	78	67	75	67	69	67	66	68	70	69
L BLOGS	64	66	69	56	51	57	64	66	58	66	80	60	73	61	68	66	60	60	62	64	61	66
J WEBSITES RUN BY GOVERNMENT	63	64	63	60	60	64	63	78	59	64	74	61	68	60	67	63	58	55	57	58	58	64
G FROM AN EMAIL NEWSLETTER	57	58	57	52	55	60	57	77	54	58	64	58	55	56	58	61	51	47	49	51	52	58
B FROM A FRIEND/FAMILY FBOOK	52	53	53	42	45	51	52	43	48	52	66	49	58	50	54	47	54	52	52	52	56	50
E FROM AN EMAIL/IM	51	51	49	51	48	57	51	56	50	51	53	51	50	52	49	54	48	44	44	46	49	48
I LINKS FRM DIFFERENT PLACES	34	34	34	34	30	35	34	45	32	33	47	31	40	33	33	38	29	27	28	31	32	35
F GOING DIRECTLY TO WEBSITE	32	31	34	30	30	31	32	47	30	32	39	30	37	29	36	34	28	24	26	26	28	29
A USING A SEARCH ENGINE	15	17	13	14	10	16	15	44	13	15	21	13	19	14	16	14	13	13	14	14	14	14

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	2028	455	753	1207	658	163	1396	156	144	93	86	943	277	129	216	139	547	206	185	979	111
D SOMEONE FOLLOWING TWITTER	88	88	85	86	89	94	88	80	82	89	87	88	84	82	88	85	88	92	94	85	86
H USING AN R-S-S FEED	87	82	86	84	91	97	88	78	87	82	90	90	78	87	84	91	91	91	91	84	90
K PODCASTS	85	82	84	83	85	96	86	74	78	85	87	87	75	83	86	85	88	89	82	83	82
C FROM AN ORGANIZATION FBOOK	70	67	67	67	73	80	72	53	64	65	67	73	59	63	69	71	73	74	77	67	69
L BLOGS	64	59	61	60	69	74	67	29	61	65	70	72	35	68	61	64	77	72	67	55	69
J WEBSITES RUN BY GOVERNMENT	63	54	58	56	70	91	62	69	57	57	80	64	61	64	60	67	67	61	63	61	73
G FROM AN EMAIL NEWSLETTER	57	42	52	48	68	79	59	46	49	40	52	64	42	56	46	55	64	55	47	56	57
B FROM A FRIEND/FAMILY FBOOK	52	53	50	51	51	60	54	31	50	45	44	55	40	56	46	47	52	66	55	48	50
E FROM AN EMAIL/IM	51	42	45	44	57	73	53	35	46	38	37	55	44	49	41	44	49	50	49	52	48
I LINKS FRM DIFFERENT PLACES	34	26	31	29	37	55	33	24	30	34	46	35	23	37	34	35	40	35	39	27	46
F GOING DIRECTLY TO WEBSITE	32	24	27	26	37	58	30	34	28	37	45	30	34	31	25	39	36	35	30	27	53
A USING A SEARCH ENGINE	15	15	12	13	16	26	14	13	13	19	29	16	11	13	15	20	20	17	16	11	26

TABLE 21: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (RARELY/NEVER/DK/NA)

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	2028	403	241	1219	810	1545	213	532	1755	740	439	883	1465	272	291	492	940	596	1148	761	665
D SOMEONE FOLLOWING TWITTER	88	92	86	85	91	87	82	87	88	81	83	83	87	88	92	83	87	92	90	84	86	89
H USING AN R-S-S FEED	87	89	82	86	90	87	85	88	87	83	82	84	86	91	91	78	89	93	87	87	85	89
K PODCASTS	85	89	77	82	89	85	74	83	85	80	78	80	85	84	86	74	86	92	86	83	85	85
C FROM AN ORGANIZATION FBOOK	70	73	63	65	78	70	64	67	71	62	66	64	69	71	76	57	69	83	76	63	69	71
L BLOGS	64	74	55	62	68	62	63	65	64	54	57	56	62	68	72	47	63	80	69	58	63	65
J WEBSITES RUN BY GOVERNMENT	63	62	53	60	69	62	57	62	63	60	58	60	62	62	70	47	63	77	63	64	64	64
G FROM AN EMAIL NEWSLETTER	57	55	50	53	64	57	47	55	56	56	53	55	56	55	66	35	59	73	54	60	56	58
B FROM A FRIEND/FAMILY FBOOK	52	58	49	47	59	52	45	49	52	43	53	46	49	53	63	42	49	64	58	42	47	54
E FROM AN EMAIL/IM	51	46	51	46	58	50	41	48	51	47	47	48	49	49	62	41	48	62	50	51	51	51
I LINKS FRM DIFFERENT PLACES	34	38	28	32	36	30	39	37	33	28	24	29	30	36	49	23	31	48	34	33	32	34
F GOING DIRECTLY TO WEBSITE	32	35	14	29	37	29	33	35	31	27	23	28	29	35	47	23	32	40	31	34	31	33
A USING A SEARCH ENGINE	15	16	10	15	16	13	14	16	14	12	13	12	14	16	23	12	14	20	16	14	12	17

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
	Base	2028	1207	376	121	97	51	71	761	276	649	634	449	924	1083	1186	813	441	572	571
D SOMEONE FOLLOWING TWITTER	88	90	83	84	87	87	84	84	88	87	86	91	87	88	90	85	86	88	87	91
H USING AN R-S-S FEED	87	88	88	90	89	89	88	87	86	91	86	85	90	86	87	88	86	88	87	89
K PODCASTS	85	86	82	86	82	80	77	83	87	86	83	83	86	83	85	85	82	85	86	86
C FROM AN ORGANIZATION FBOOK	70	73	64	70	71	68	76	67	67	67	70	78	67	73	73	67	68	70	73	69
L BLOGS	64	66	63	67	67	59	67	63	66	66	62	63	66	63	65	62	60	64	65	66
J WEBSITES RUN BY GOVERNMENT	63	65	62	58	68	56	70	61	70	66	62	57	68	60	63	64	66	64	61	62
G FROM AN EMAIL NEWSLETTER	57	57	60	52	68	68	64	59	62	58	57	54	59	56	54	62	56	56	60	56
B FROM A FRIEND/FAMILY FBOOK	52	54	43	54	53	48	60	48	47	45	55	59	46	57	55	47	50	48	57	52
E FROM AN EMAIL/IM	51	53	49	41	54	47	57	48	52	48	52	52	49	52	49	53	49	49	52	49
I LINKS FRM DIFFERENT PLACES	34	34	36	30	35	25	47	33	37	36	34	27	36	31	33	34	33	34	34	33
F GOING DIRECTLY TO WEBSITE	32	32	32	31	34	24	42	32	36	33	33	29	33	31	30	36	29	34	34	32
A USING A SEARCH ENGINE	15	15	16	14	18	16	19	15	18	16	15	13	16	14	15	16	15	15	15	17

TABLE 21: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (RARELY/NEVER/DK/NA)

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		2028	200	383	583				1257	623	692	660	397	322	490	548	490	402	395	514	152
Base	2028	200	383	583	1257	623	692	660	397	322	490	548	490	402	395	514	152	69	1287	735	221
D SOMEONE FOLLOWING TWITTER	88	89	89	89	87	86	89	87	85	89	87	90	82	82	90	93	94	97	84	94	95
H USING AN R-S-S FEED	87	91	88	89	86	87	89	86	85	93	88	85	88	84	86	89	90	94	86	89	92
K PODCASTS	85	82	86	85	84	83	86	85	84	82	86	87	87	79	87	84	85	97	85	85	89
C FROM AN ORGANIZATION FBOOK	70	72	72	72	70	69	70	72	61	69	73	73	62	65	67	78	84	93	64	80	87
L BLOGS	64	62	66	65	62	64	67	61	60	62	65	68	56	57	67	70	70	89	60	72	76
J WEBSITES RUN BY GOVERNMENT	63	71	65	67	60	64	62	65	65	68	60	63	62	66	63	61	63	74	64	63	66
G FROM AN EMAIL NEWSLETTER	57	46	58	54	58	52	59	60	58	57	59	55	67	59	58	50	45	57	62	49	49
B FROM A FRIEND/FAMILY FBOOK	52	56	53	54	51	51	51	53	44	46	55	56	42	40	51	61	71	80	44	65	74
E FROM AN EMAIL/IM	51	42	48	46	52	47	49	56	52	44	50	52	58	50	50	50	42	33	53	47	39
I LINKS FRM DIFFERENT PLACES	34	25	30	29	34	32	34	33	37	34	33	29	35	33	29	34	37	51	33	36	42
F GOING DIRECTLY TO WEBSITE	32	34	33	33	30	33	31	32	33	32	33	28	36	29	25	32	39	51	30	35	43
A USING A SEARCH ENGINE	15	14	15	15	15	17	15	15	15	16	16	14	14	15	14	15	20	25	14	17	22

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+												
Base	2028	1061	968	832	579	617	648	409	638	326	394	439	325	253	342	276	524	305	308	268	455	162
D SOMEONE FOLLOWING TWITTER	88	87	89	86	91	87	82	94	86	93	84	88	91	91	87	88	81	94	88	94	86	91
H USING AN R-S-S FEED	87	85	90	88	89	85	83	88	89	91	86	90	86	93	85	86	87	90	88	91	85	87
K PODCASTS	85	82	88	85	86	84	81	83	88	88	81	88	84	88	81	86	85	84	85	88	84	83
C FROM AN ORGANIZATION FBOOK	70	72	68	68	74	70	67	81	62	80	73	64	74	73	70	71	61	79	65	84	68	78
L BLOGS	64	63	65	65	65	62	59	70	61	75	66	65	60	71	63	61	61	73	57	74	61	66
J WEBSITES RUN BY GOVERNMENT	63	64	63	60	65	65	64	63	64	62	59	62	67	64	66	65	60	61	65	65	67	61
G FROM AN EMAIL NEWSLETTER	57	58	56	56	54	62	63	51	60	47	58	54	53	55	64	59	59	51	60	48	66	50
B FROM A FRIEND/FAMILY FBOOK	52	55	48	51	54	51	47	68	41	61	54	49	56	50	56	45	45	63	44	65	44	71
E FROM AN EMAIL/IM	51	53	49	52	46	53	55	49	51	44	52	52	46	46	59	46	54	49	52	39	53	54
I LINKS FRM DIFFERENT PLACES	34	34	34	35	30	35	31	38	34	35	36	34	30	31	35	36	32	41	28	33	36	33
F GOING DIRECTLY TO WEBSITE	32	33	31	32	33	32	32	35	28	35	33	32	33	32	34	29	30	36	30	35	31	33
A USING A SEARCH ENGINE	15	16	15	15	15	16	15	18	13	17	15	14	15	16	18	14	13	18	13	18	16	15

TABLE 21: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (RARELY/NEVER/DK/NA)

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	2028	481	323	198	350	494	457	455	193	210	220	885	1143	1465	564	929	464	193	232	211
D SOMEONE FOLLOWING TWITTER	88	85	87	92	90	87	89	89	85	88	87	88	87	88	88	88	89	85	86	89
H USING AN R-S-S FEED	87	87	90	84	92	88	87	88	90	86	85	87	88	88	87	88	88	90	88	82
K PODCASTS	85	82	87	85	87	84	84	84	89	89	82	85	85	84	87	84	84	89	90	82
C FROM AN ORGANIZATION FBOOK	70	67	70	71	75	72	67	71	74	74	66	71	70	72	66	70	71	74	73	64
L BLOGS	64	63	68	62	67	63	67	59	71	67	62	62	66	64	66	65	59	71	69	60
J WEBSITES RUN BY GOVERNMENT	63	58	63	60	68	65	65	63	67	56	62	61	65	65	59	65	63	67	57	62
G FROM AN EMAIL NEWSLETTER	57	56	55	53	54	57	56	58	61	57	56	57	57	57	57	57	58	61	61	50
B FROM A FRIEND/FAMILY FBOOK	52	50	54	52	55	49	50	51	62	57	48	52	52	52	50	50	51	62	59	45
E FROM AN EMAIL/IM	51	54	49	43	46	48	48	54	55	54	49	52	49	51	49	48	53	55	57	46
I LINKS FRM DIFFERENT PLACES	34	34	36	30	30	34	35	36	33	31	30	33	34	35	31	34	36	33	33	29
F GOING DIRECTLY TO WEBSITE	32	30	34	31	33	34	34	27	35	31	33	29	34	33	31	34	27	35	31	35
A USING A SEARCH ENGINE	15	14	14	17	15	17	15	14	19	13	14	14	17	16	14	16	13	19	14	14

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	2028	641	566	189	187	54	67	56	41	675	527	319	58	83	37	68	29	31	22	44
D SOMEONE FOLLOWING TWITTER	88	90	91	82	84	82	87	86	88	87	94	80	97	81	91	84	94	83	92	87
H USING AN R-S-S FEED	87	86	91	85	91	89	91	86	93	87	90	87	94	89	91	87	93	87	90	90
K PODCASTS	85	84	88	78	86	80	91	80	86	86	85	81	87	89	79	80	86	80	86	82
C FROM AN ORGANIZATION FBOOK	70	74	71	70	59	66	73	73	70	66	81	62	76	67	77	69	77	72	73	70
L BLOGS	64	65	66	63	63	61	72	66	70	61	71	61	75	66	68	64	75	72	62	67
J WEBSITES RUN BY GOVERNMENT	63	64	66	61	64	49	66	68	68	67	63	59	80	59	56	68	67	65	66	70
G FROM AN EMAIL NEWSLETTER	57	58	56	64	56	51	53	69	67	63	49	61	52	54	48	71	63	64	66	73
B FROM A FRIEND/FAMILY FBOOK	52	58	49	47	39	52	55	60	43	44	67	41	57	53	56	49	61	52	51	54
E FROM AN EMAIL/IM	51	53	53	56	41	42	40	59	47	57	48	49	47	38	47	55	53	49	61	54
I LINKS FRM DIFFERENT PLACES	34	33	35	36	36	31	30	32	39	34	34	34	48	28	37	33	41	37	38	32
F GOING DIRECTLY TO WEBSITE	32	32	32	37	28	32	31	33	36	29	35	32	34	30	34	34	35	31	38	35
A USING A SEARCH ENGINE	15	16	15	16	15	17	12	20	16	14	17	15	23	9	26	18	18	14	21	19

TABLE 21: Q17 WAYS PEOPLE FIND NEWS STORIES TO READ ON THE INTERNET RANK MATRIX TABLE (RARELY/NEVER/DK/NA)

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	2028	569	639	118	258	35	86	43	54	300	73	230	49	97	79	28	14	46	36	14
D SOMEONE FOLLOWING TWITTER	88	91	89	79	85	89	83	89	85	82	86	85	86	76	84	88	80	86	88	88
H USING AN R-S-S FEED	87	88	88	87	88	87	91	91	87	86	94	88	95	85	90	89	90	87	89	94
K PODCASTS	85	85	87	82	82	81	88	86	79	81	83	82	83	82	89	78	85	79	86	81
C FROM AN ORGANIZATION FBOOK	70	73	72	61	66	67	71	73	70	63	70	67	55	63	70	66	76	70	73	73
L BLOGS	64	63	68	64	63	63	69	67	68	62	67	64	64	62	69	60	69	68	65	71
J WEBSITES RUN BY GOVERNMENT	63	64	67	66	61	49	62	65	70	62	63	61	68	63	62	57	41	70	66	63
G FROM AN EMAIL NEWSLETTER	57	56	58	63	58	47	54	66	70	57	70	57	57	69	54	50	44	70	67	65
B FROM A FRIEND/FAMILY FBOOK	52	53	55	47	41	55	54	55	51	41	52	41	42	49	56	57	40	51	57	47
E FROM AN EMAIL/IM	51	55	51	55	46	37	43	57	52	47	55	47	63	47	44	37	35	52	58	50
I LINKS FRM DIFFERENT PLACES	34	34	34	34	37	36	28	37	33	37	34	36	31	39	30	43	4	34	38	33
F GOING DIRECTLY TO WEBSITE	32	31	33	29	34	20	36	32	36	32	32	34	20	34	37	19	21	37	31	33
A USING A SEARCH ENGINE	15	14	16	14	17	14	14	20	16	14	21	17	16	13	15	14	13	15	19	25

TABLE 22: Q22 VIEWS OF GROUPS ARE WELL REPRESENTED IN THE LOCAL MEDIA RANK MATRIX TABLE (STRONGLY AGREE)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1941	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
B LATINOS	28	30	28	31	21	21	28	31	25	29	31	27	30	18	38	28	30	31	31	31	30	31
C AFRICAN AMERICANS	23	23	24	23	18	19	22	26	22	21	25	20	26	14	30	26	23	25	26	25	23	23
A IMMIGRANTS	19	20	19	17	14	12	18	21	19	17	20	17	20	11	27	15	20	21	21	21	21	21
D ASIANS/PACIFIC ISLANDERS	12	13	11	15	10	5	12	15	14	10	11	11	13	9	14	13	12	13	14	13	13	13
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
B LATINOS	28	33	28	30	26	25	28	27	30	32	26	27	32	23	27	36	32	28	26	23	29	
C AFRICAN AMERICANS	23	28	21	23	22	21	21	26	22	28	27	21	25	17	22	33	26	21	21	20	24	
A IMMIGRANTS	19	23	20	21	15	15	18	20	21	23	19	18	24	13	19	24	20	17	20	16	21	
D ASIANS/PACIFIC ISLANDERS	12	15	12	13	10	11	11	16	14	15	13	11	16	10	9	18	13	11	10	10	16	
	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
B LATINOS	28	33	24	27	30	26	29	29	27	23	30	25	28	30	28	27	30	27	32	25	28	29
C AFRICAN AMERICANS	23	25	22	22	24	19	24	25	21	17	20	18	22	26	23	21	23	23	25	20	21	24
A IMMIGRANTS	19	21	15	17	21	17	18	18	17	15	19	16	18	21	17	20	19	18	21	15	19	19
D ASIANS/PACIFIC ISLANDERS	12	14	10	12	12	9	13	11	10	10	11	10	12	13	12	11	11	13	12	12	11	12

TABLE 22: Q22 VIEWS OF GROUPS ARE WELL REPRESENTED IN THE LOCAL MEDIA RANK MATRIX TABLE (STRONGLY AGREE)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
B LATINOS	28	31	23	24	27	34	26	25	28	31	28	27	30	27	30	25	28	27	29	30
C AFRICAN AMERICANS	23	23	21	18	25	32	25	22	25	26	19	21	26	20	24	21	23	21	22	26
A IMMIGRANTS	19	20	16	16	17	24	13	17	21	19	19	16	20	17	20	16	19	18	18	21
D ASIANS/PACIFIC ISLANDERS	12	11	11	14	15	24	11	13	14	12	12	10	13	11	12	12	15	12	9	13

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
B LATINOS	28	50	39	43	22	31	31	23	26	32	29	29	16	27	31	32	34	32	24	33	33
C AFRICAN AMERICANS	23	41	32	35	17	26	23	18	25	23	22	21	13	20	23	26	30	28	18	27	29
A IMMIGRANTS	19	37	28	31	13	21	20	14	18	19	17	20	6	20	23	21	25	17	16	21	21
D ASIANS/PACIFIC ISLANDERS	12	20	14	16	10	14	12	8	14	12	11	11	6	11	14	13	16	12	10	13	14

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
B LATINOS	28	30	26	22	40	26	25	36	23	29	23	21	42	38	28	24	19	24	36	43	22	34
C AFRICAN AMERICANS	23	25	20	17	32	21	20	30	17	24	19	16	34	29	23	20	14	20	26	36	18	27
A IMMIGRANTS	19	22	15	14	26	16	19	25	13	18	17	13	31	21	18	14	13	16	25	27	13	22
D ASIANS/PACIFIC ISLANDERS	12	15	9	11	15	11	12	17	8	10	13	9	19	10	13	8	10	11	13	16	9	14

TABLE 22: Q22 VIEWS OF GROUPS ARE WELL REPRESENTED IN THE LOCAL MEDIA RANK MATRIX TABLE (STRONGLY AGREE)

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
B LATINOS	28	18	25	36	43	30	33	20	33	24	32	24	31	27	31	31	21	33	25	31
C AFRICAN AMERICANS	23	14	21	27	35	24	24	18	24	24	23	21	24	21	26	25	18	24	24	21
A IMMIGRANTS	19	11	18	23	29	20	18	17	18	16	20	18	19	18	19	19	17	18	16	21
D ASIANS/PACIFIC ISLANDERS	12	8	13	17	14	12	10	14	12	11	12	13	11	12	11	11	14	12	11	10

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
B LATINOS	28	33	28	24	22	27	22	29	24	26	34	21	29	22	27	26	28	27	32	24
C AFRICAN AMERICANS	23	25	22	23	19	22	15	27	22	17	28	19	24	15	20	24	26	23	29	23
A IMMIGRANTS	19	23	16	19	13	19	13	18	15	17	22	15	20	14	17	16	17	17	19	16
D ASIANS/PACIFIC ISLANDERS	12	14	9	13	10	19	9	16	14	9	13	10	15	12	15	15	15	15	19	13

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
B LATINOS	28	26	35	20	25	21	26	28	26	24	21	24	22	21	26	20	25	26	25	34
C AFRICAN AMERICANS	23	21	26	19	21	16	18	26	24	20	25	22	21	17	18	18	17	23	24	31
A IMMIGRANTS	19	18	21	18	16	14	17	18	16	15	20	16	22	15	17	15	12	15	17	20
D ASIANS/PACIFIC ISLANDERS	12	12	10	11	11	16	12	16	14	11	11	12	12	10	12	18	14	15	15	15

TABLE 23: Q22 VIEWS OF GROUPS ARE WELL REPRESENTED IN THE LOCAL MEDIA RANK MATRIX TABLE (TOTAL AGREE)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
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Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1941	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
B LATINOS	59	60	60	61	50	51	59	62	55	59	64	56	62	49	70	57	59	60	60	60	59	63
C AFRICAN AMERICANS	54	55	57	52	45	44	54	58	50	54	61	51	58	43	66	56	53	55	55	56	54	58
A IMMIGRANTS	48	49	49	55	37	39	47	51	44	48	53	45	52	36	60	44	47	49	48	49	47	52
D ASIANS/PACIFIC ISLANDERS	42	43	41	49	39	29	41	46	40	42	44	40	44	36	49	39	40	41	42	43	42	45
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
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Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
B LATINOS	59	61	60	60	58	54	59	56	59	63	62	60	56	54	55	69	65	59	58	53	52	
C AFRICAN AMERICANS	54	57	53	55	55	52	54	51	55	63	60	56	52	49	54	64	61	54	52	48	46	
A IMMIGRANTS	48	48	47	48	49	45	48	45	52	49	51	50	46	47	46	56	54	47	46	41	41	
D ASIANS/PACIFIC ISLANDERS	42	43	42	42	41	43	41	41	45	47	50	44	42	40	35	54	48	41	38	37	41	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TOTAL TABLT	EAS- MOBLE	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
B LATINOS	59	64	57	58	60	56	59	57	56	55	56	56	59	60	60	55	59	62	62	54	58	60
C AFRICAN AMERICANS	54	59	52	54	55	51	54	56	52	50	53	51	55	55	53	50	53	58	58	50	52	56
A IMMIGRANTS	48	53	42	46	50	43	47	47	44	42	43	43	47	46	50	42	47	51	51	42	48	48
D ASIANS/PACIFIC ISLANDERS	42	46	37	43	41	39	43	41	39	39	39	39	42	40	44	38	41	45	43	41	42	42

TABLE 23: Q22 VIEWS OF GROUPS ARE WELL REPRESENTED IN THE LOCAL MEDIA RANK MATRIX TABLE (TOTAL AGREE)

	QB/QC ETHNICITY							Q24 EDUCATION							Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
B LATINOS	59	62	55	53	59	68	61	56	62	60	60	54	61	57	61	56	60	60	59	57
C AFRICAN AMERICANS	54	56	53	45	59	65	56	53	60	58	53	45	59	50	57	52	54	54	56	54
A IMMIGRANTS	48	49	46	41	51	61	52	47	55	48	46	42	51	44	50	44	51	47	47	48
D ASIANS/PACIFIC ISLANDERS	42	41	44	40	48	61	43	43	48	42	40	38	45	39	43	41	47	40	42	40

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3502	350	655	1005 2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
B LATINOS	59	78	72	74 52	63	62	52	59	59	62	58	51	53	60	62	61	69	55	63	65
C AFRICAN AMERICANS	54	74	68	70 47	59	58	46	53	58	57	52	47	48	54	59	58	64	50	59	60
A IMMIGRANTS	48	71	62	65 40	51	50	41	46	51	49	45	36	46	50	51	54	49	44	52	52
D ASIANS/PACIFIC ISLANDERS	42	54	50	51 38	45	44	35	42	46	42	40	37	41	40	45	44	45	39	44	44

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
B LATINOS	59	62	56	52	72	56	58	66	52	61	54	51	74	70	59	52	50	54	67	75	52	63
C AFRICAN AMERICANS	54	57	52	48	69	49	53	61	46	57	51	46	69	68	52	45	44	51	63	73	46	54
A IMMIGRANTS	48	51	45	42	60	43	46	56	42	48	45	40	63	57	45	41	41	43	54	64	40	50
D ASIANS/PACIFIC ISLANDERS	42	45	39	40	47	39	42	47	37	42	45	36	49	46	40	38	40	40	45	49	35	47

TABLE 23: Q22 VIEWS OF GROUPS ARE WELL REPRESENTED IN THE LOCAL MEDIA RANK MATRIX TABLE (TOTAL AGREE)

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
B LATINOS	59	47	58	66	76	60	63	53	64	55	60	55	62	58	61	61	53	64	60	56
C AFRICAN AMERICANS	54	43	55	63	73	54	57	51	59	53	54	52	56	53	59	56	51	59	57	49
A IMMIGRANTS	48	36	48	50	67	50	50	44	48	48	47	46	49	47	49	50	45	48	50	45
D ASIANS/PACIFIC ISLANDERS	42	36	45	48	49	45	38	46	40	39	39	42	42	43	39	42	46	40	39	37

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		18-49	50+	18-49	50+	18-49	50+	18-49			
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
B LATINOS	59	65	58	58	52	54	52	60	59	56	66	54	57	49	57	57	63	57	64	59
C AFRICAN AMERICANS	54	60	52	56	50	45	46	60	59	50	61	50	59	40	51	57	62	55	61	61
A IMMIGRANTS	48	52	46	50	43	47	37	52	49	42	54	46	46	40	43	49	54	48	50	53
D ASIANS/PACIFIC ISLANDERS	42	45	38	46	42	46	35	49	47	37	45	43	45	33	47	45	52	51	42	49

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH		LA	SF	LA	SF	OTHER	LA	SF	OTHER	LA	SF
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
B LATINOS	59	57	66	50	57	45	56	61	58	56	51	57	51	53	56	45	52	57	61	62
C AFRICAN AMERICANS	54	53	59	51	54	45	45	60	58	54	50	53	59	49	45	47	46	56	61	64
A IMMIGRANTS	48	47	50	42	49	37	43	54	48	48	42	49	49	40	42	40	37	47	53	58
D ASIANS/PACIFIC ISLANDERS	42	42	41	40	46	42	39	52	44	45	40	47	48	36	38	43	45	43	52	51

TABLE 24: Q22 VIEWS OF GROUPS ARE WELL REPRESENTED IN THE LOCAL MEDIA RANK MATRIX TABLE (STRONGLY DISAGREE)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
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Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1941	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
A IMMIGRANTS	21	20	21	19	30	26	21	21	25	19	20	24	18	28	15	20	22	23	22	21	21	19
D ASIANS/PACIFIC ISLANDERS	19	18	18	13	23	23	19	16	22	18	17	20	16	24	14	15	20	20	20	19	19	16
C AFRICAN AMERICANS	16	15	16	14	22	20	16	14	20	14	13	18	13	23	10	13	18	18	17	16	17	15
B LATINOS	15	14	16	12	21	18	15	11	19	14	13	17	12	21	9	14	16	16	16	15	15	13
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
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Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
A IMMIGRANTS	21	26	22	23	17	23	21	24	23	23	19	19	24	28	27	17	18	21	23	26	21	
D ASIANS/PACIFIC ISLANDERS	19	21	19	19	17	19	19	20	20	20	16	16	20	28	22	14	16	19	22	20	20	
C AFRICAN AMERICANS	16	18	17	18	14	13	16	19	18	19	11	14	14	26	22	11	13	16	20	18	19	
B LATINOS	15	17	15	16	14	14	14	21	19	19	12	13	16	24	22	11	13	15	18	17	15	
	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TOTAL TABL	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
A IMMIGRANTS	21	18	24	23	18	23	24	25	23	26	22	25	21	23	19	30	20	17	19	25	23	21
D ASIANS/PACIFIC ISLANDERS	19	17	20	19	18	19	23	22	20	22	18	21	18	20	18	24	19	15	17	21	17	19
C AFRICAN AMERICANS	16	14	18	18	13	17	23	21	17	20	15	19	16	18	14	22	16	13	14	19	16	16
B LATINOS	15	13	17	17	11	17	24	19	17	20	15	19	15	18	12	20	15	12	13	19	15	15

TABLE 24: Q22 VIEWS OF GROUPS ARE WELL REPRESENTED IN THE LOCAL MEDIA RANK MATRIX TABLE (STRONGLY DISAGREE)

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
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Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
A IMMIGRANTS	21	19	27	27	16	13	16	24	18	20	23	24	19	23	21	22	22	19	22	23
D ASIANS/PACIFIC ISLANDERS	19	17	19	27	18	14	20	21	16	18	21	19	17	20	18	20	19	17	18	20
C AFRICAN AMERICANS	16	13	19	30	10	7	11	19	13	15	18	18	14	18	14	18	19	14	15	16
B LATINOS	15	12	22	21	10	7	12	19	13	15	15	17	14	16	14	16	16	14	14	17

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
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Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
A IMMIGRANTS	21	10	14	12	25	20	20	24	23	21	19	23	27	23	17	23	15	15	23	20	15
D ASIANS/PACIFIC ISLANDERS	19	13	13	13	21	17	16	22	19	16	19	20	21	20	17	20	17	12	19	18	15
C AFRICAN AMERICANS	16	10	9	9	19	15	14	19	20	15	14	17	20	18	14	16	14	10	17	15	12
B LATINOS	15	6	9	8	18	13	14	18	16	16	14	15	19	17	13	16	11	9	17	13	10

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
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Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
A IMMIGRANTS	21	20	22	25	14	24	22	18	23	21	24	25	13	14	22	25	23	26	17	12	26	18
D ASIANS/PACIFIC ISLANDERS	19	17	20	21	14	19	18	17	21	19	21	22	13	15	17	22	18	24	17	12	22	15
C AFRICAN AMERICANS	16	15	17	20	8	19	16	14	19	15	19	20	9	7	15	23	20	20	9	8	20	16
B LATINOS	15	13	17	19	9	16	14	13	19	14	18	19	9	8	12	20	20	18	10	8	17	13

TABLE 24: Q22 VIEWS OF GROUPS ARE WELL REPRESENTED IN THE LOCAL MEDIA RANK MATRIX TABLE (STRONGLY DISAGREE)

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
A IMMIGRANTS	21	28	21	18	12	22	19	23	21	20	22	22	20	22	19	20	23	21	18	23
D ASIANS/PACIFIC ISLANDERS	19	23	19	16	13	19	18	18	20	18	20	18	19	19	17	19	18	20	17	20
C AFRICAN AMERICANS	16	22	15	11	7	18	13	18	14	14	16	17	15	17	13	16	18	14	13	16
B LATINOS	15	22	16	10	8	15	13	18	13	14	15	16	14	16	13	15	18	13	13	14

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		18-49	50+	18-49	50+	18-49	50+	18-49			
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
A IMMIGRANTS	21	17	21	27	28	26	28	15	17	21	17	26	30	29	25	18	13	17	12	17
D ASIANS/PACIFIC ISLANDERS	19	14	20	21	17	27	26	17	20	19	15	17	24	30	24	21	15	19	20	17
C AFRICAN AMERICANS	16	10	16	21	17	30	31	9	11	15	12	18	20	34	27	11	8	9	10	11
B LATINOS	15	9	15	20	23	23	20	10	10	13	11	21	23	26	17	12	8	10	9	11

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH		LA		SF	LA	SF	OTHER	LA	SF	OTHER	LA
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
A IMMIGRANTS	21	21	17	26	28	28	27	17	15	28	26	27	29	27	26	25	35	17	18	7
D ASIANS/PACIFIC ISLANDERS	19	18	16	15	21	21	29	15	22	19	18	19	13	21	30	16	30	23	16	13
C AFRICAN AMERICANS	16	15	11	16	20	31	30	10	10	19	16	20	11	20	31	30	29	12	11	3
B LATINOS	15	14	10	20	22	23	21	11	9	22	21	22	23	20	21	23	21	10	11	8

TABLE 25: Q22 VIEWS OF GROUPS ARE WELL REPRESENTED IN THE LOCAL MEDIA RANK MATRIX TABLE (TOTAL DISAGREE)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
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Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1941	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
D ASIANS/PACIFIC ISLANDERS	46	45	47	36	50	54	47	36	49	48	41	49	42	54	40	40	49	49	47	47	47	45
A IMMIGRANTS	45	44	45	39	56	49	46	40	48	46	40	49	40	58	33	42	46	46	45	44	45	43
C AFRICAN AMERICANS	37	37	35	39	46	43	38	30	42	39	29	41	33	51	26	30	40	39	39	37	38	36
B LATINOS	34	33	33	31	43	37	35	27	37	35	29	37	30	46	23	30	34	34	35	34	34	31
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
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Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
D ASIANS/PACIFIC ISLANDERS	46	47	49	48	44	42	48	48	44	43	37	46	49	49	58	35	39	49	52	51	51	
A IMMIGRANTS	45	47	48	47	41	43	46	47	45	45	40	45	48	50	50	36	39	46	48	51	50	
C AFRICAN AMERICANS	37	38	42	40	34	34	39	41	38	32	30	38	43	43	42	28	30	39	42	43	44	
B LATINOS	34	35	36	35	32	32	35	37	36	32	28	34	38	42	42	24	29	34	36	40	37	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TOTAL TABLT	EAS-IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
D ASIANS/PACIFIC ISLANDERS	46	43	54	48	43	51	49	49	50	51	50	51	48	46	41	54	48	40	44	50	47	46
A IMMIGRANTS	45	41	53	48	40	50	49	47	50	52	49	51	46	46	40	53	46	40	41	51	46	45
C AFRICAN AMERICANS	37	34	43	40	33	43	42	39	42	44	41	44	38	36	35	45	39	32	34	43	40	36
B LATINOS	34	30	38	37	29	38	37	37	38	40	38	39	35	33	29	41	35	29	31	40	35	33

TABLE 25: Q22 VIEWS OF GROUPS ARE WELL REPRESENTED IN THE LOCAL MEDIA RANK MATRIX TABLE (TOTAL DISAGREE)

	QB/QC ETHNICITY							Q24 EDUCATION							Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM TN		
				AF-AM	PACIS													CHNSE	API	WHITE
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
D ASIANS/PACIFIC ISLANDERS	46	46	42	52	42	33	46	45	38	46	49	51	43	50	45	48	44	48	46	46
A IMMIGRANTS	45	44	49	53	37	31	36	47	38	45	47	49	42	48	42	49	44	45	46	46
C AFRICAN AMERICANS	37	36	39	53	25	23	26	39	30	35	40	46	33	43	35	41	40	38	35	38
B LATINOS	34	31	41	42	26	22	24	38	29	34	34	39	32	36	32	37	35	34	33	35

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
D ASIANS/PACIFIC ISLANDERS	46	31	41	37	51	42	45	52	46	44	48	49	55	49	46	43	43	37	50	42	40
A IMMIGRANTS	45	20	32	28	54	43	44	50	48	44	45	48	59	47	42	42	38	39	49	41	39
C AFRICAN AMERICANS	37	17	27	24	45	32	36	45	40	35	36	42	47	44	36	35	34	24	42	33	29
B LATINOS	34	14	23	20	42	30	33	39	35	35	33	35	44	40	32	32	30	20	39	29	26

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
D ASIANS/PACIFIC ISLANDERS	46	44	48	50	39	48	48	41	52	43	47	52	38	40	48	48	51	48	43	36	54	36
A IMMIGRANTS	45	42	48	52	32	49	47	38	52	43	49	54	29	34	47	50	53	51	37	28	53	40
C AFRICAN AMERICANS	37	35	39	46	22	41	39	32	46	33	43	48	23	21	39	44	49	43	27	18	45	35
B LATINOS	34	32	36	42	20	36	36	28	41	31	41	43	20	20	34	39	44	40	25	17	41	27

TABLE 25: Q22 VIEWS OF GROUPS ARE WELL REPRESENTED IN THE LOCAL MEDIA RANK MATRIX TABLE (TOTAL DISAGREE)

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
D ASIANS/PACIFIC ISLANDERS	46	54	46	43	36	44	49	42	48	46	49	45	47	46	47	46	42	48	46	51
A IMMIGRANTS	45	59	46	43	25	45	43	49	44	45	44	47	44	46	43	44	49	44	42	46
C AFRICAN AMERICANS	37	53	38	28	18	39	34	41	35	37	37	39	36	39	33	36	41	35	33	41
B LATINOS	34	48	36	27	17	34	30	40	30	35	33	37	32	35	30	32	40	30	32	35

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		18-49	50+	18-49	50+	18-49	50+	18-49			
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
D ASIANS/PACIFIC ISLANDERS	46	44	49	43	42	49	53	41	43	53	42	45	37	60	43	44	40	42	46	40
A IMMIGRANTS	45	41	47	46	51	51	54	37	38	51	38	49	48	56	50	39	35	41	37	35
C AFRICAN AMERICANS	37	33	39	38	41	53	53	24	26	42	31	42	33	58	48	27	21	29	23	23
B LATINOS	34	29	33	38	44	44	41	25	27	37	27	43	37	49	37	29	22	28	21	27

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH		LA	SF	LA	SF	OTHER	LA	SF	OTHER	LA	SF
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
D ASIANS/PACIFIC ISLANDERS	46	45	48	41	43	53	51	37	46	41	47	42	31	48	52	53	47	47	38	35
A IMMIGRANTS	45	46	42	48	49	58	51	36	39	48	52	49	41	51	51	58	54	39	38	30
C AFRICAN AMERICANS	37	39	33	37	40	54	53	24	25	38	44	41	32	40	53	51	54	27	25	17
B LATINOS	34	34	28	43	40	51	39	26	26	40	44	41	42	41	39	51	45	27	27	22

TABLE 26: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/TOTAL)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
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Base	3269	1682	983	276	307	161	2951	318	1003	1419	529	1810	1459	1477	1441	351	2070	1647	1555	1817	1757	1248
C EASY TO UNDERSTAND	62	61	66	50	67	65	64	47	65	65	58	63	61	65	62	50	68	69	67	65	68	63
E COVERS ISSUES THAT I CARE	42	43	43	31	47	39	42	40	44	41	40	41	43	45	41	32	47	50	47	44	47	43
D FAIR	33	31	34	31	34	37	33	32	35	32	30	33	33	35	32	22	36	37	34	33	36	34
G DIGS BENEATH THE SURFACE	28	28	28	20	31	25	28	25	33	26	24	28	27	30	28	17	32	33	30	29	31	29
B REFLECT THE VIEWS LIKE ME	27	27	29	21	32	21	27	29	29	25	27	27	27	29	27	19	29	29	29	27	29	29
F LETS ME KNOW GET INVOLVED	26	25	28	22	29	28	26	24	30	24	27	26	27	27	27	23	28	31	30	30	28	28
A IS POLITICALLY PARTISAN	23	21	26	23	25	18	22	24	24	21	24	22	23	20	25	21	25	27	24	24	25	22
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
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Base	3269	690	1227	1917	1083	269	2267	176	256	145	162	1560	328	247	318	253	1361	566	344	979	14	
C EASY TO UNDERSTAND	62	72	65	68	56	46	66	55	55	54	45	65	66	56	57	55	57	67	82	60	66	
E COVERS ISSUES THAT I CARE	42	50	46	47	36	28	43	39	41	42	41	44	47	43	42	37	38	41	66	39	66	
D FAIR	33	39	34	35	30	25	34	31	26	34	33	36	33	33	28	30	31	32	60	26	59	
G DIGS BENEATH THE SURFACE	28	34	30	31	23	20	28	31	21	35	22	30	30	27	28	24	24	25	62	22	41	
B REFLECT THE VIEWS LIKE ME	27	30	28	29	24	25	26	27	29	27	32	29	29	30	25	24	27	20	46	23	50	
F LETS ME KNOW GET INVOLVED	26	32	27	29	23	19	25	28	28	31	25	26	28	30	23	25	27	21	43	22	42	
A IS POLITICALLY PARTISAN	23	28	23	25	19	22	22	29	25	27	26	22	27	23	22	21	23	20	34	20	16	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
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Base	3269	1179	300	1947	1322	1468	197	495	1668	707	423	841	2107	563	598	639	1350	1280	2014	1081	955	2271
C EASY TO UNDERSTAND	62	63	64	59	67	65	62	63	64	65	66	64	66	53	58	70	64	57	63	61	62	62
E COVERS ISSUES THAT I CARE	42	42	41	39	46	41	33	43	41	43	43	43	45	33	38	48	41	40	42	43	42	42
D FAIR	33	33	35	30	36	32	30	32	31	29	29	30	35	27	31	34	32	33	34	32	30	34
G DIGS BENEATH THE SURFACE	28	28	24	26	31	26	28	29	26	26	26	27	30	24	23	32	27	26	28	27	28	28
B REFLECT THE VIEWS LIKE ME	27	24	26	25	29	25	26	25	25	25	25	26	29	21	23	28	25	28	26	29	28	26
F LETS ME KNOW GET INVOLVED	26	25	30	27	24	25	32	31	25	23	23	24	27	26	23	33	23	26	26	27	26	26
A IS POLITICALLY PARTISAN	23	20	23	22	23	22	30	27	23	21	23	22	23	23	20	23	22	23	23	23	21	23

TABLE 26: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/TOTAL)

	QB/QC ETHNICITY										Q24 EDUCATION					Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN		N-CHN	NON-CHN	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL	
					PACIS	CHNSE															
Base	3269	1865	695	223	163	98	104	1317	683	1031	893	622	1714	1515	1981	1228	702	930	882	693	
C EASY TO UNDERSTAND	62	67	54	58	48	54	49	55	53	60	65	72	57	68	63	62	64	62	62	62	
E COVERS ISSUES THAT I CARE	42	45	39	41	34	41	33	39	41	43	41	43	42	42	42	42	44	41	41	42	
D FAIR	33	35	31	30	28	32	24	30	34	33	31	34	33	32	34	32	35	33	31	31	
G DIGS BENEATH THE SURFACE	28	29	26	30	26	27	26	26	28	28	29	27	28	28	28	27	28	27	29	26	
B REFLECT THE VIEWS LIKE ME	27	28	27	29	25	32	21	26	32	28	26	21	30	24	27	27	28	27	24	28	
F LETS ME KNOW GET INVOLVED	26	25	27	34	20	24	21	28	30	29	26	17	30	22	25	27	28	26	23	29	
A IS POLITICALLY PARTISAN	23	22	22	24	19	23	18	22	24	23	25	17	24	21	23	22	22	23	23	23	

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	3269	330	611	941	1998	1100	1127	947	725	560	739	728	563	521	542	936	371	300	1626	1608	671
C EASY TO UNDERSTAND	62	71	62	65	62	59	61	67	58	58	66	70	60	62	64	64	66	52	62	63	60
E COVERS ISSUES THAT I CARE	42	54	41	46	42	43	40	44	43	40	44	44	42	40	42	42	46	41	41	43	44
D FAIR	33	45	31	36	32	35	29	35	34	31	33	35	29	32	35	34	37	26	32	33	32
G DIGS BENEATH THE SURFACE	28	39	28	32	27	31	25	28	27	25	30	28	23	26	30	30	31	25	26	30	28
B REFLECT THE VIEWS LIKE ME	27	37	25	29	25	29	25	27	30	29	26	25	25	25	30	29	27	21	27	27	24
F LETS ME KNOW GET INVOLVED	26	37	28	31	24	30	25	24	31	24	26	24	25	26	25	29	26	24	25	27	25
A IS POLITICALLY PARTISAN	23	40	26	31	19	26	21	22	24	21	22	24	18	21	24	25	25	23	21	24	24

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
							18-49	50+	18-49	50+												
Base	3269	1607	1662	1426	980	863	807	784	818	824	623	803	528	452	456	407	672	736	395	569	559	302
C EASY TO UNDERSTAND	62	63	62	62	63	62	63	63	61	62	63	60	63	64	62	62	61	63	64	64	63	60
E COVERS ISSUES THAT I CARE	42	43	40	42	43	41	44	44	39	42	45	40	42	43	44	37	41	44	41	44	42	38
D FAIR	33	34	31	32	33	33	36	33	28	34	36	29	31	34	35	32	30	35	31	33	35	31
G DIGS BENEATH THE SURFACE	28	29	26	27	31	25	30	29	22	31	31	24	30	31	25	25	25	29	30	31	24	27
B REFLECT THE VIEWS LIKE ME	27	27	26	27	27	27	28	27	25	28	29	25	28	26	25	29	27	26	26	28	26	29
F LETS ME KNOW GET INVOLVED	26	26	27	25	28	26	26	26	25	28	26	25	27	29	24	28	25	26	25	30	26	24
A IS POLITICALLY PARTISAN	23	24	21	20	26	23	22	26	20	23	20	19	29	23	23	23	20	20	22	29	21	25

TABLE 26: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/TOTAL)

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	3269	732	625	353	577	818	715	721	299	319	397	1437	1832	2319	949	1497	735	299	356	383
C EASY TO UNDERSTAND	62	64	59	62	65	62	60	63	63	65	62	63	61	63	61	61	63	63	63	64
E COVERS ISSUES THAT I CARE	42	44	41	43	43	40	40	42	43	48	43	43	41	41	45	40	42	43	46	44
D FAIR	33	32	34	30	34	36	31	31	29	34	33	32	33	32	34	34	31	29	34	32
G DIGS BENEATH THE SURFACE	28	28	26	31	31	30	29	26	26	27	26	26	29	28	27	30	26	26	26	26
B REFLECT THE VIEWS LIKE ME	27	26	27	24	29	28	28	27	22	31	25	27	27	26	29	28	27	22	30	24
F LETS ME KNOW GET INVOLVED	26	25	26	26	28	27	25	26	22	24	32	27	25	26	27	26	26	22	25	31
A IS POLITICALLY PARTISAN	23	19	20	18	31	23	23	19	23	28	24	22	23	21	26	23	19	23	28	23

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN												
Base	3269	926	939	326	369	96	127	85	78	776	1063	484	206	108	112	91	71	50	39	74	
C EASY TO UNDERSTAND	62	67	67	55	53	61	56	49	46	68	66	54	54	61	56	51	43	47	49	47	
E COVERS ISSUES THAT I CARE	42	45	44	42	36	44	38	37	32	45	45	38	40	39	42	37	31	33	35	35	
D FAIR	33	36	34	34	29	35	26	27	29	34	35	30	34	32	29	31	26	29	29	28	
G DIGS BENEATH THE SURFACE	28	30	28	30	23	35	26	26	26	27	31	26	27	31	31	29	22	24	29	25	
B REFLECT THE VIEWS LIKE ME	27	28	28	29	25	35	25	25	24	29	28	26	29	25	34	25	24	24	26	24	
F LETS ME KNOW GET INVOLVED	26	23	27	30	25	38	31	19	20	23	27	28	27	35	34	22	16	18	21	19	
A IS POLITICALLY PARTISAN	23	24	21	22	23	28	22	20	19	20	24	20	27	21	27	21	17	17	21	20	

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH													
Base	3269	903	961	219	476	69	154	78	85	548	135	414	88	193	142	49	32	74	67	22		
C EASY TO UNDERSTAND	62	67	67	59	52	55	59	45	50	54	52	52	63	55	59	51	65	49	44	54		
E COVERS ISSUES THAT I CARE	42	45	44	45	36	37	42	37	32	38	42	37	49	38	41	38	44	33	39	24		
D FAIR	33	35	34	30	32	22	34	28	29	31	33	34	30	27	32	23	34	30	29	22		
G DIGS BENEATH THE SURFACE	28	27	31	26	26	26	32	26	25	26	25	28	26	21	31	22	39	26	27	23		
B REFLECT THE VIEWS LIKE ME	27	29	28	31	25	21	33	26	23	26	31	27	27	27	31	24	30	25	27	15		
F LETS ME KNOW GET INVOLVED	26	26	24	34	24	31	35	21	18	27	30	25	34	29	33	31	43	20	21	15		
A IS POLITICALLY PARTISAN	23	24	21	22	23	22	25	20	18	23	19	23	23	22	25	22	24	18	21	15		

TABLE 27: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/TOTAL)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3269	1682	983	276	307	161	2951	318	1003	1419	529	1810	1459	1477	1441	351	2070	1647	1555	1817	1757	1248
C EASY TO UNDERSTAND	94	95	95	92	95	94	95	88	95	96	92	95	93	95	95	89	96	96	95	95	96	95
E COVERS ISSUES THAT I CARE	90	91	91	82	94	82	91	83	92	91	87	91	88	92	89	86	92	93	92	91	91	92
D FAIR	82	84	83	79	83	77	83	77	83	84	82	83	82	86	81	74	83	84	83	83	84	85
B REFLECT THE VIEWS LIKE ME	78	79	80	70	83	73	79	75	79	80	74	79	77	83	76	69	79	80	80	79	79	81
G DIGS BENEATH THE SURFACE	77	77	78	71	79	73	77	77	79	77	73	76	78	80	75	70	79	80	79	79	80	79
A IS POLITICALLY PARTISAN	69	69	70	67	69	65	69	67	69	70	67	68	69	69	70	61	69	70	70	70	69	72
F LETS ME KNOW GET INVOLVED	68	68	70	68	72	65	68	72	70	67	66	67	70	69	69	60	70	71	72	72	69	73
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
Base	3269	690	1227	1917	1083	269	2267	176	256	145	162	1560	328	247	318	253	1361	566	344	979	14	
C EASY TO UNDERSTAND	94	96	95	95	94	87	96	93	94	93	87	96	95	93	93	90	92	97	98	95	93	
E COVERS ISSUES THAT I CARE	90	93	92	93	89	73	92	88	88	89	86	92	89	89	92	85	88	90	97	89	84	
D FAIR	82	82	84	83	83	75	84	79	79	86	81	87	80	80	85	75	81	82	92	81	65	
B REFLECT THE VIEWS LIKE ME	78	77	81	80	77	73	79	76	79	80	79	83	79	79	79	71	76	78	88	78	74	
G DIGS BENEATH THE SURFACE	77	79	79	79	75	68	78	75	78	79	76	79	79	79	76	73	75	79	91	73	85	
A IS POLITICALLY PARTISAN	69	69	70	70	68	64	69	72	72	69	68	70	75	69	68	64	68	68	67	71	38	
F LETS ME KNOW GET INVOLVED	68	72	69	70	67	57	68	69	70	69	77	69	69	71	70	69	68	68	78	65	77	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	3269	1179	300	1947	1322	1468	197	495	1668	707	423	841	2107	563	598	639	1350	1280	2014	1081	955	2271
C EASY TO UNDERSTAND	94	95	96	93	96	96	95	93	95	97	97	96	96	89	93	97	95	93	95	93	93	95
E COVERS ISSUES THAT I CARE	90	91	91	89	90	92	89	90	91	93	95	93	92	85	85	91	90	88	91	89	89	90
D FAIR	82	84	84	82	83	83	82	81	82	84	83	84	85	76	80	83	83	82	83	83	81	83
B REFLECT THE VIEWS LIKE ME	78	79	77	78	79	80	81	81	79	82	84	82	82	71	71	81	78	77	78	79	79	78
G DIGS BENEATH THE SURFACE	77	79	74	76	78	76	76	76	76	75	76	76	79	73	72	78	77	76	77	77	77	77
A IS POLITICALLY PARTISAN	69	67	68	69	69	71	71	72	70	69	70	70	71	65	64	66	70	69	69	68	69	69
F LETS ME KNOW GET INVOLVED	68	71	70	69	67	67	77	74	68	67	67	67	70	70	61	73	67	67	68	68	71	67

TABLE 27: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/TOTAL)

	QB/QC ETHNICITY							Q24 EDUCATION							Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN	N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	NON-	MARRD	SINGL	BIG	MD/SM	SM	TN	
					PACIS	CHNSE	API	WHITE	LESS	COLL	GRAD	GRAD	COLL	COLL+	PRTNR	S/D/W	CITY	CITY	SUBRB	RURAL
Base	3269	1865	695	223	163	98	104	1317	683	1031	893	622	1714	1515	1981	1228	702	930	882	693
C EASY TO UNDERSTAND	94	96	91	93	88	89	90	92	90	95	96	97	93	96	94	95	94	95	95	93
E COVERS ISSUES THAT I CARE	90	91	88	89	87	89	88	89	86	91	91	92	89	92	90	90	92	88	92	88
D FAIR	82	84	82	80	81	86	79	81	81	83	81	85	82	83	82	84	83	83	84	80
B REFLECT THE VIEWS LIKE ME	78	80	78	76	76	81	74	77	78	77	79	78	78	79	79	77	80	77	79	77
G DIGS BENEATH THE SURFACE	77	78	76	76	73	75	72	76	78	77	75	77	78	76	77	77	78	76	78	76
A IS POLITICALLY PARTISAN	69	68	70	70	65	72	65	70	70	72	67	65	71	66	69	70	70	70	66	70
F LETS ME KNOW GET INVOLVED	68	67	68	73	60	66	66	69	72	71	66	64	71	65	68	68	69	70	67	69

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL	NO	WKLY	OCASS	NEVER	\$0-	\$40K-	\$60K-	\$100K	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES					\$40K	\$60K	\$100K	+									
Base	3269	330	611	941	1998	1100	1127	947	725	560	739	728	563	521	542	936	371	300	1626	1608	671
C EASY TO UNDERSTAND	94	95	96	96	94	93	95	95	93	93	96	97	96	95	93	95	96	89	95	94	93
E COVERS ISSUES THAT I CARE	90	89	90	89	91	88	91	91	89	91	93	93	89	91	90	91	92	85	90	90	88
D FAIR	82	80	83	82	84	82	84	83	84	83	84	84	86	81	83	81	83	81	83	82	82
B REFLECT THE VIEWS LIKE ME	78	76	77	77	79	77	81	78	78	80	81	78	80	80	77	79	76	75	79	77	75
G DIGS BENEATH THE SURFACE	77	78	79	79	77	75	78	78	79	77	76	77	74	76	77	79	77	75	76	77	76
A IS POLITICALLY PARTISAN	69	72	76	74	67	71	71	65	69	69	70	68	72	67	67	68	67	70	69	68	69
F LETS ME KNOW GET INVOLVED	68	74	72	73	66	71	69	64	73	68	70	65	68	67	67	72	65	67	67	69	66

	GENDER			PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
								18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49
Base	3269	1607	1662	1426	980	863	807	784	818	824	623	803	528	452	456	407	672	736	395	569	559	302
C EASY TO UNDERSTAND	94	95	94	94	95	95	95	95	94	93	94	94	95	94	96	93	94	94	95	94	95	94
E COVERS ISSUES THAT I CARE	90	90	90	92	88	88	89	90	90	90	92	92	89	87	88	89	93	91	86	89	88	88
D FAIR	82	84	81	85	81	81	84	84	83	79	86	83	82	79	83	79	86	84	79	82	84	76
B REFLECT THE VIEWS LIKE ME	78	78	79	81	75	77	78	78	80	77	83	80	74	76	76	79	82	80	75	75	78	75
G DIGS BENEATH THE SURFACE	77	77	77	78	75	77	76	78	76	77	80	77	74	75	76	77	76	80	72	76	78	74
A IS POLITICALLY PARTISAN	69	69	68	66	72	69	68	70	69	67	66	67	74	69	69	70	69	64	69	73	69	70
F LETS ME KNOW GET INVOLVED	68	68	69	68	70	67	67	68	67	71	68	68	68	73	69	66	67	68	69	71	66	69

TABLE 27: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/TOTAL)

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	3269	732	625	353	577	818	715	721	299	319	397	1437	1832	2319	949	1497	735	299	356	383
C EASY TO UNDERSTAND	94	96	93	92	96	95	94	95	93	93	94	94	94	95	94	95	95	93	93	94
E COVERS ISSUES THAT I CARE	90	94	91	87	89	90	89	92	92	88	88	90	90	90	89	90	92	92	89	87
D FAIR	82	88	83	84	79	83	83	81	84	83	82	82	83	82	83	83	81	84	83	82
B REFLECT THE VIEWS LIKE ME	78	85	80	75	74	78	81	78	78	80	76	78	79	78	79	79	78	78	80	75
G DIGS BENEATH THE SURFACE	77	81	78	77	73	79	78	76	76	74	74	75	78	77	75	79	76	76	77	72
A IS POLITICALLY PARTISAN	69	67	66	69	73	67	69	67	71	72	70	69	69	68	70	68	66	71	70	73
F LETS ME KNOW GET INVOLVED	68	69	67	69	70	68	68	69	68	66	70	68	68	68	69	68	68	68	68	70

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN												
Base	3269	926	939	326	369	96	127	85	78	776	1063	484	206	108	112	91	71	50	39	74	
C EASY TO UNDERSTAND	94	96	96	91	90	95	92	89	87	97	95	92	88	92	93	89	87	88	85	90	
E COVERS ISSUES THAT I CARE	90	90	91	88	88	90	88	87	86	91	90	89	87	87	91	88	85	86	85	88	
D FAIR	82	86	82	83	80	83	78	84	77	85	83	83	79	75	84	80	81	81	78	81	
B REFLECT THE VIEWS LIKE ME	78	78	81	79	77	81	73	79	74	82	79	80	75	72	81	76	77	76	73	79	
G DIGS BENEATH THE SURFACE	77	79	77	75	77	79	75	74	71	76	79	77	75	74	79	74	71	70	74	73	
A IS POLITICALLY PARTISAN	69	68	68	68	71	79	63	68	61	68	68	70	68	68	71	66	63	62	66	66	
F LETS ME KNOW GET INVOLVED	68	66	69	70	67	78	70	61	59	65	69	69	66	70	76	58	63	59	62	60	

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH													
Base	3269	903	961	219	476	69	154	78	85	548	135	414	88	193	142	49	32	74	67	22		
C EASY TO UNDERSTAND	94	95	96	92	90	89	95	86	90	92	88	89	94	93	95	90	90	90	86	87		
E COVERS ISSUES THAT I CARE	90	90	91	88	88	91	88	87	87	89	88	87	91	90	88	90	93	86	86	91		
D FAIR	82	82	86	82	81	81	79	80	81	81	84	82	80	83	79	81	83	81	79	81		
B REFLECT THE VIEWS LIKE ME	78	80	80	74	80	77	76	76	76	79	75	79	72	79	75	79	77	76	76	77		
G DIGS BENEATH THE SURFACE	77	76	79	72	78	79	75	73	73	77	75	79	73	72	74	82	79	72	74	70		
A IS POLITICALLY PARTISAN	69	69	67	68	70	69	70	67	62	68	75	68	63	76	70	72	67	62	69	62		
F LETS ME KNOW GET INVOLVED	68	67	67	69	68	72	74	61	59	68	68	66	67	73	74	77	65	58	61	65		

TABLE 28: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/TOTAL)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3269	1682	983	276	307	161	2951	318	1003	1419	529	1810	1459	1477	1441	351	2070	1647	1555	1817	1757	1248
F LETS ME KNOW GET INVOLVED	28	28	28	27	27	29	29	19	28	31	28	31	26	29	27	32	28	27	26	26	29	25
A IS POLITICALLY PARTISAN	24	25	24	23	25	28	25	20	25	26	22	26	22	25	23	26	26	25	25	24	25	22
G DIGS BENEATH THE SURFACE	20	20	19	24	19	23	20	17	19	21	21	21	18	18	22	22	19	18	19	19	18	18
B REFLECT THE VIEWS LIKE ME	17	16	18	24	12	20	17	18	17	16	21	17	18	13	20	22	17	16	17	18	16	15
D FAIR	15	14	14	17	13	19	14	18	14	14	16	15	15	12	16	20	14	14	14	14	13	12
E COVERS ISSUES THAT I CARE	9	8	9	15	5	15	8	13	7	8	10	8	10	7	10	9	7	6	7	7	7	7
C EASY TO UNDERSTAND	5	5	5	6	3	5	4	10	4	4	7	4	6	4	5	9	4	4	4	4	4	5
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	3269	690	1227	1917	1083	269	2267	176	256	145	162	1560	328	247	318	253	1361	566	344	979	14	
F LETS ME KNOW GET INVOLVED	28	27	28	28	28	34	30	29	25	29	19	28	30	23	29	25	27	29	22	33	14	
A IS POLITICALLY PARTISAN	24	27	24	25	24	24	26	22	20	22	21	24	21	20	28	27	24	26	28	23	44	
G DIGS BENEATH THE SURFACE	20	19	19	19	21	27	20	23	17	17	20	18	20	18	21	22	21	19	8	24	15	
B REFLECT THE VIEWS LIKE ME	17	19	16	17	17	21	16	23	17	18	16	13	18	17	19	26	20	17	8	17	26	
D FAIR	15	16	14	15	14	19	14	16	17	14	15	10	18	16	15	22	16	17	7	15	35	
E COVERS ISSUES THAT I CARE	9	6	7	7	9	21	7	10	11	11	12	7	10	11	7	13	10	8	2	9	16	
C EASY TO UNDERSTAND	5	4	5	4	5	10	4	6	5	7	12	4	5	6	7	9	8	3	2	4	7	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3269	1179	300	1947	1322	1468	197	495	1668	707	423	841	2107	563	598	639	1350	1280	2014	1081	955	2271
F LETS ME KNOW GET INVOLVED	28	26	29	27	30	32	21	24	30	32	32	32	27	28	32	27	30	27	28	29	26	29
A IS POLITICALLY PARTISAN	24	26	26	24	25	25	21	22	25	26	27	26	23	27	25	29	25	22	24	25	25	24
G DIGS BENEATH THE SURFACE	20	18	24	21	19	23	22	21	22	23	24	23	18	26	20	21	20	19	20	21	20	20
B REFLECT THE VIEWS LIKE ME	17	17	18	18	16	17	18	16	17	16	13	15	14	26	20	17	18	17	17	18	18	17
D FAIR	15	15	13	15	15	15	15	14	15	13	14	13	13	22	15	15	16	14	15	15	17	14
E COVERS ISSUES THAT I CARE	9	8	8	9	8	7	10	9	8	7	5	7	6	14	11	8	8	9	8	9	9	8
C EASY TO UNDERSTAND	5	4	4	6	3	4	5	6	4	3	3	3	4	10	5	3	5	6	4	6	6	5

TABLE 28: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/TOTAL)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM	TN	
				AF-AM	PACIS															CHNSE
Base	3269	1865	695	223	163	98	104	1317	683	1031	893	622	1714	1515	1981	1228	702	930	882	693
F LETS ME KNOW GET INVOLVED	28	30	26	25	31	25	28	26	23	26	31	35	25	33	28	29	29	27	30	28
A IS POLITICALLY PARTISAN	24	27	21	21	24	20	23	21	21	22	27	30	21	28	25	24	23	23	28	24
G DIGS BENEATH THE SURFACE	20	21	19	20	19	17	19	20	17	20	22	22	19	22	20	20	19	21	19	21
B REFLECT THE VIEWS LIKE ME	17	16	18	21	17	15	17	19	17	19	16	17	18	17	17	18	16	18	16	20
D FAIR	15	14	15	18	13	10	14	15	15	16	12	15	15	16	13	14	14	14	17	
E COVERS ISSUES THAT I CARE	9	8	9	10	10	8	8	9	12	8	7	7	9	7	8	8	7	10	6	11
C EASY TO UNDERSTAND	5	4	8	7	9	9	7	7	9	5	4	3	6	3	5	5	5	5	4	6

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	3269	330	611	941	1998	1100	1127	947	725	560	739	728	563	521	542	936	371	300	1626	1608	671
F LETS ME KNOW GET INVOLVED	28	24	26	25	31	26	27	34	25	29	27	34	29	32	30	25	32	26	30	26	29
A IS POLITICALLY PARTISAN	24	22	21	21	26	21	24	29	23	25	24	29	23	27	26	25	24	21	25	24	23
G DIGS BENEATH THE SURFACE	20	19	19	19	20	21	18	20	18	19	22	21	23	22	20	19	19	19	22	19	19
B REFLECT THE VIEWS LIKE ME	17	21	19	20	16	19	15	18	18	17	17	17	16	17	19	17	18	19	17	17	18
D FAIR	15	18	15	16	14	16	14	14	14	15	13	15	11	17	15	16	14	15	14	15	15
E COVERS ISSUES THAT I CARE	9	10	9	10	7	9	7	8	10	8	6	7	10	8	8	8	8	12	9	8	10
C EASY TO UNDERSTAND	5	5	3	4	5	6	4	4	7	6	3	3	2	5	6	5	4	10	4	6	6

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	3269	1607	1662	1426	980	863	807	784	818	824	623	803	528	452	456	407	672	736	395	569	559	302
F LETS ME KNOW GET INVOLVED	28	29	28	29	26	30	30	28	30	25	29	28	29	23	29	31	31	27	29	24	31	29
A IS POLITICALLY PARTISAN	24	25	24	27	22	24	26	23	24	25	28	26	20	23	25	22	26	28	24	20	24	22
G DIGS BENEATH THE SURFACE	20	20	20	18	22	21	22	19	21	19	17	19	23	21	22	20	21	16	25	20	20	23
B REFLECT THE VIEWS LIKE ME	17	18	17	14	21	18	18	17	17	13	15	23	20	19	17	14	14	23	20	17	20	
D FAIR	15	14	16	12	17	16	13	14	15	17	11	14	16	18	15	17	12	13	19	15	13	21
E COVERS ISSUES THAT I CARE	9	9	8	6	11	10	9	9	8	8	6	6	10	11	11	8	5	7	13	9	10	10
C EASY TO UNDERSTAND	5	5	5	5	5	4	4	5	5	6	5	6	5	5	3	6	5	6	4	6	4	6

TABLE 28: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/TOTAL)

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	3269	732	625	353	577	818	715	721	299	319	397	1437	1832	2319	949	1497	735	299	356	383
F LETS ME KNOW GET INVOLVED	28	28	30	27	27	28	29	28	29	31	26	28	29	29	28	29	28	29	29	27
A IS POLITICALLY PARTISAN	24	28	26	22	22	25	23	27	24	21	24	25	24	25	23	24	28	24	24	19
G DIGS BENEATH THE SURFACE	20	16	20	20	23	19	19	21	22	22	22	21	19	20	21	18	21	22	20	23
B REFLECT THE VIEWS LIKE ME	17	10	17	19	23	18	16	16	18	15	20	17	17	17	18	17	16	18	16	20
D FAIR	15	10	15	13	19	15	14	15	15	13	15	15	15	15	15	15	15	15	14	14
E COVERS ISSUES THAT I CARE	9	4	8	10	10	8	10	7	8	8	10	8	9	8	9	9	7	8	8	11
C EASY TO UNDERSTAND	5	4	6	8	3	5	5	4	6	6	5	5	5	5	5	5	5	6	6	5

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN												
Base	3269	926	939	326	369	96	127	85	78	776	1063	484	206	108	112	91	71	50	39	74	
F LETS ME KNOW GET INVOLVED	28	32	28	25	28	22	27	31	31	34	28	27	25	30	20	34	27	32	29	31	
A IS POLITICALLY PARTISAN	24	28	25	22	20	15	26	22	27	28	26	21	22	25	18	25	24	26	22	25	
G DIGS BENEATH THE SURFACE	20	20	21	20	18	19	22	18	19	23	19	20	17	25	16	20	18	20	16	19	
B REFLECT THE VIEWS LIKE ME	17	17	15	17	19	17	23	17	18	15	17	18	19	26	16	18	17	17	20	17	
D FAIR	15	12	16	14	16	15	19	12	15	14	15	14	16	22	14	14	12	14	12	13	
E COVERS ISSUES THAT I CARE	9	9	7	9	9	9	11	11	9	7	8	9	10	13	8	10	10	9	11	10	
C EASY TO UNDERSTAND	5	4	4	8	8	5	8	8	11	3	5	7	10	7	7	9	10	10	12	8	

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH													
Base	3269	903	961	219	476	69	154	78	85	548	135	414	88	193	142	49	32	74	67	22		
F LETS ME KNOW GET INVOLVED	28	30	30	23	28	25	25	30	32	26	28	29	21	23	25	21	30	33	31	25		
A IS POLITICALLY PARTISAN	24	26	27	22	20	22	21	22	26	22	20	22	28	15	21	18	29	27	22	21		
G DIGS BENEATH THE SURFACE	20	23	19	19	19	19	21	20	18	18	21	18	18	21	22	17	18	18	19	19		
B REFLECT THE VIEWS LIKE ME	17	15	16	19	17	20	21	17	18	17	21	18	21	17	21	19	19	18	17	14		
D FAIR	15	16	13	13	16	16	18	14	13	16	13	16	14	13	19	18	10	12	15	12		
E COVERS ISSUES THAT I CARE	9	8	8	7	10	8	11	10	10	9	10	11	6	6	12	8	6	10	11	6		
C EASY TO UNDERSTAND	5	5	3	5	9	11	5	11	8	7	10	10	6	5	5	10	10	8	11	11		

TABLE 29: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/TELEVISION)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	1361	755	423	138	49	34	1125	236	286	537	302	601	760	570	605	186	740	602	626	774	629	569
C EASY TO UNDERSTAND	57	55	61	48	55	71	59	48	60	61	53	57	56	60	56	48	63	63	62	61	62	61
E COVERS ISSUES THAT I CARE	38	37	42	29	38	44	38	38	39	38	37	36	39	40	39	31	43	46	45	44	45	42
D FAIR	31	28	36	31	29	34	30	33	32	31	29	28	33	34	30	24	33	35	35	33	36	33
B REFLECT THE VIEWS LIKE ME	27	25	31	23	34	33	27	29	28	26	28	25	29	29	27	22	31	31	32	30	32	32
F LETS ME KNOW GET INVOLVED	27	25	31	21	22	23	27	26	30	24	28	27	26	29	24	28	28	32	33	32	31	31
G DIGS BENEATH THE SURFACE	24	24	26	19	20	24	24	25	27	23	22	24	24	29	23	13	28	30	28	26	28	27
A IS POLITICALLY PARTISAN	23	20	26	24	24	24	22	25	26	20	22	23	22	23	22	23	28	30	27	25	27	25
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	1361	247	478	725	504	132	906	43	134	64	92	657	72	140	127	133	1361	0	0	0	0	
C EASY TO UNDERSTAND	57	67	61	63	53	37	62	59	50	49	38	61	60	55	49	47	57	0	0	0	0	
E COVERS ISSUES THAT I CARE	38	52	42	45	32	23	39	36	40	44	35	40	36	40	42	37	38	0	0	0	0	
D FAIR	31	37	32	34	29	22	33	27	28	34	25	35	26	34	26	29	31	0	0	0	0	
B REFLECT THE VIEWS LIKE ME	27	34	29	31	23	24	26	27	35	28	30	30	31	32	27	24	27	0	0	0	0	
F LETS ME KNOW GET INVOLVED	27	37	28	31	22	20	26	33	29	40	23	27	34	26	25	25	27	0	0	0	0	
G DIGS BENEATH THE SURFACE	24	32	27	29	19	17	25	23	21	32	21	28	27	25	21	24	24	0	0	0	0	
A IS POLITICALLY PARTISAN	23	33	25	27	18	17	23	25	26	30	22	24	20	21	26	19	23	0	0	0	0	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
Base	1361	526	81	889	472	367	68	182	468	182	95	218	811	257	293	164	501	696	841	450	384	957
C EASY TO UNDERSTAND	57	56	65	56	58	60	63	64	61	59	68	61	62	46	54	68	60	52	57	55	56	57
E COVERS ISSUES THAT I CARE	38	37	42	38	39	34	31	44	34	36	34	37	41	31	37	48	38	36	38	39	39	38
D FAIR	31	32	36	30	33	30	31	31	29	27	23	26	33	22	33	36	30	31	31	31	28	32
B REFLECT THE VIEWS LIKE ME	27	27	34	27	27	23	25	24	22	23	24	23	29	21	27	28	27	28	27	29	27	28
F LETS ME KNOW GET INVOLVED	27	27	40	29	22	25	37	35	26	26	28	27	28	27	22	34	25	26	25	30	28	26
G DIGS BENEATH THE SURFACE	24	24	25	24	23	21	25	28	21	25	21	24	26	19	22	28	23	24	24	25	23	25
A IS POLITICALLY PARTISAN	23	20	35	23	22	24	33	25	24	22	24	23	23	23	21	29	22	23	24	19	24	24

TABLE 29: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/TELEVISION)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM	TN	
				AF-AM	PACIS															CHNSE
Base	1361	654	399	125	74	50	46	678	433	468	304	139	901	443	822	510	294	402	331	310
C EASY TO UNDERSTAND	57	62	52	57	43	54	49	53	52	56	64	62	54	63	56	58	62	55	53	58
E COVERS ISSUES THAT I CARE	38	40	36	40	30	40	28	37	40	41	36	32	40	35	39	38	42	38	34	41
D FAIR	31	34	29	30	26	27	20	29	34	31	28	30	32	29	31	31	34	30	27	32
B REFLECT THE VIEWS LIKE ME	27	29	27	27	23	35	15	27	30	30	25	18	30	23	28	27	30	25	23	33
F LETS ME KNOW GET INVOLVED	27	24	28	34	21	31	20	28	32	28	23	12	30	20	25	28	31	25	22	29
G DIGS BENEATH THE SURFACE	24	24	23	30	23	31	18	25	25	26	22	19	26	21	25	24	26	23	23	25
A IS POLITICALLY PARTISAN	23	23	22	23	18	25	16	22	25	22	24	16	23	21	23	23	23	22	20	27

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	1361	110	259	369	805	522	494	303	380	280	270	199	200	176	223	414	170	157	599	740	326
C EASY TO UNDERSTAND	57	59	59	59	56	53	58	62	54	54	64	64	60	55	57	59	58	48	58	57	53
E COVERS ISSUES THAT I CARE	38	55	40	44	37	39	38	39	40	36	43	36	35	37	37	39	42	39	37	40	41
D FAIR	31	43	31	34	30	32	29	33	34	30	31	30	31	28	29	32	37	28	29	32	33
B REFLECT THE VIEWS LIKE ME	27	38	29	31	25	30	25	28	29	30	29	22	24	23	29	30	29	26	26	29	28
F LETS ME KNOW GET INVOLVED	27	32	30	31	25	31	26	23	30	26	27	23	26	31	26	29	24	23	28	26	23
G DIGS BENEATH THE SURFACE	24	37	23	27	23	27	21	23	26	20	28	20	20	23	26	26	28	21	23	25	25
A IS POLITICALLY PARTISAN	23	43	25	30	20	27	20	23	26	21	24	24	21	23	23	21	27	24	22	23	25

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	1361	569	792	641	404	316	244	314	354	426	248	393	181	223	140	176	269	359	143	253	187	128
C EASY TO UNDERSTAND	57	59	55	55	58	59	58	60	57	54	59	53	58	58	61	57	54	57	58	58	62	53
E COVERS ISSUES THAT I CARE	38	40	37	37	41	36	41	40	34	40	42	34	38	43	37	35	34	40	39	42	38	33
D FAIR	31	32	30	32	29	32	34	30	26	34	38	28	24	33	31	32	31	33	22	32	33	28
B REFLECT THE VIEWS LIKE ME	27	28	27	26	27	29	28	29	25	29	30	24	26	28	28	31	25	28	25	29	29	31
F LETS ME KNOW GET INVOLVED	27	26	27	27	24	30	29	25	27	28	29	26	21	26	28	31	27	27	24	25	31	28
G DIGS BENEATH THE SURFACE	24	25	23	24	27	21	28	23	19	27	28	21	24	30	22	21	23	24	23	29	22	20
A IS POLITICALLY PARTISAN	23	24	22	22	23	25	23	25	22	22	21	22	28	18	25	25	22	22	17	26	27	23

TABLE 29: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/TELEVISION)

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	1361	281	324	157	222	358	291	253	135	128	196	577	784	917	444	637	257	135	160	171
C EASY TO UNDERSTAND	57	56	55	59	57	56	55	59	56	62	55	58	56	57	56	55	60	56	58	57
E COVERS ISSUES THAT I CARE	38	39	36	43	40	36	35	36	39	46	43	41	36	36	42	35	37	39	46	41
D FAIR	31	29	36	28	31	33	30	29	23	36	32	32	30	30	34	32	29	23	35	32
B REFLECT THE VIEWS LIKE ME	27	24	28	29	27	27	31	24	18	36	28	28	27	25	32	29	25	18	34	26
F LETS ME KNOW GET INVOLVED	27	23	30	29	19	25	24	30	22	27	32	30	24	26	28	25	30	22	29	30
G DIGS BENEATH THE SURFACE	24	23	23	28	26	25	28	23	17	28	19	23	25	24	24	26	24	17	24	21
A IS POLITICALLY PARTISAN	23	22	21	18	27	22	23	17	24	31	25	23	23	21	26	22	17	24	28	27

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	1361	277	377	168	231	45	80	35	39	210	429	261	134	50	72	34	40	21	19	35
C EASY TO UNDERSTAND	57	65	59	53	51	62	55	41	45	65	60	52	51	61	56	49	39	47	36	44
E COVERS ISSUES THAT I CARE	38	40	40	38	35	50	35	32	29	36	42	37	35	36	45	34	28	30	23	34
D FAIR	31	33	34	29	28	42	24	24	28	27	36	31	26	32	30	31	22	27	17	30
B REFLECT THE VIEWS LIKE ME	27	28	29	29	26	36	22	22	24	25	31	29	24	19	34	27	19	23	16	26
F LETS ME KNOW GET INVOLVED	27	21	27	29	27	43	29	19	23	23	25	30	24	33	36	27	17	26	17	21
G DIGS BENEATH THE SURFACE	24	24	24	24	23	40	24	20	25	21	26	24	24	31	30	29	17	22	19	25
A IS POLITICALLY PARTISAN	23	25	22	20	24	27	21	19	18	22	23	22	24	22	24	22	15	12	17	22

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	1361	308	345	130	269	39	85	36	38	317	78	232	51	115	77	25	23	34	31	9
C EASY TO UNDERSTAND	57	62	61	56	50	55	58	41	45	51	52	49	60	52	58	52	61	45	41	45
E COVERS ISSUES THAT I CARE	38	42	38	43	33	35	43	36	26	35	43	34	43	37	41	33	47	27	37	20
D FAIR	31	34	33	30	28	25	33	27	26	27	35	30	27	27	30	27	33	25	26	29
B REFLECT THE VIEWS LIKE ME	27	29	29	33	24	20	30	25	20	26	33	27	29	26	28	21	31	22	26	13
F LETS ME KNOW GET INVOLVED	27	26	23	37	23	32	35	28	16	27	31	25	36	28	32	30	46	16	28	20
G DIGS BENEATH THE SURFACE	24	23	25	25	23	28	31	26	19	23	26	25	27	19	29	21	42	22	26	15
A IS POLITICALLY PARTISAN	23	23	23	24	22	19	25	19	17	23	19	21	23	24	24	14	29	17	19	19

TABLE 30: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/TELEVISION)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	1361	755	423	138	49	34	1125	236	286	537	302	601	760	570	605	186	740	602	626	774	629	569
C EASY TO UNDERSTAND	92	91	92	90	95	95	93	86	93	94	89	93	90	93	91	89	93	94	93	93	94	93
E COVERS ISSUES THAT I CARE	88	89	88	83	93	79	89	83	88	91	86	89	87	89	87	87	90	91	91	90	90	91
D FAIR	81	81	83	77	80	82	82	77	80	82	83	80	82	84	79	78	81	80	82	82	82	84
B REFLECT THE VIEWS LIKE ME	76	76	77	70	80	70	76	76	78	76	72	77	75	81	72	71	76	76	76	75	75	80
G DIGS BENEATH THE SURFACE	75	74	77	69	77	82	74	78	77	74	72	73	76	79	73	71	76	78	78	77	77	77
F LETS ME KNOW GET INVOLVED	68	68	71	66	77	51	67	73	71	67	65	67	69	70	68	63	69	71	71	72	70	74
A IS POLITICALLY PARTISAN	68	67	70	66	64	72	68	68	69	69	66	67	69	69	68	65	69	70	70	69	69	70
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	1361	247	478	725	504	132	906	43	134	64	92	657	72	140	127	133	1361	0	0	0	0	
C EASY TO UNDERSTAND	92	95	91	92	93	82	93	94	92	90	83	94	91	90	90	86	92	0	0	0	0	
E COVERS ISSUES THAT I CARE	88	94	91	92	86	75	90	92	89	90	82	90	85	89	91	84	88	0	0	0	0	
D FAIR	81	79	80	80	84	78	83	74	82	88	76	86	80	82	82	75	81	0	0	0	0	
B REFLECT THE VIEWS LIKE ME	76	75	78	77	76	69	76	69	82	82	78	80	76	82	77	69	76	0	0	0	0	
G DIGS BENEATH THE SURFACE	75	75	77	76	73	73	75	72	79	79	77	77	76	82	76	69	75	0	0	0	0	
F LETS ME KNOW GET INVOLVED	68	74	69	70	68	59	70	64	66	73	72	71	70	68	70	64	68	0	0	0	0	
A IS POLITICALLY PARTISAN	68	70	69	69	68	64	69	59	71	70	69	73	62	63	71	60	68	0	0	0	0	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
Base	1361	526	81	889	472	367	68	182	468	182	95	218	811	257	293	164	501	696	841	450	384	957
C EASY TO UNDERSTAND	92	93	92	91	93	95	95	91	93	95	95	94	93	86	92	93	92	91	93	89	90	92
E COVERS ISSUES THAT I CARE	88	89	94	88	88	90	90	91	90	90	96	91	92	82	84	89	88	88	89	86	88	88
D FAIR	81	83	85	81	81	80	85	81	81	81	79	80	84	73	81	78	80	82	81	81	79	82
B REFLECT THE VIEWS LIKE ME	76	78	72	77	72	76	83	83	77	79	86	80	81	67	69	77	75	75	75	77	77	75
G DIGS BENEATH THE SURFACE	75	75	75	75	75	71	73	75	72	74	70	72	77	73	70	80	74	74	74	78	78	74
F LETS ME KNOW GET INVOLVED	68	72	75	70	65	66	78	75	68	69	72	69	71	66	61	73	68	67	68	70	71	67
A IS POLITICALLY PARTISAN	68	66	71	66	71	71	70	73	70	67	69	68	70	68	63	68	68	68	69	66	67	69

TABLE 30: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/TELEVISION)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM	TN
					PACIS	CHNSE														
Base	1361	654	399	125	74	50	46	678	433	468	304	139	901	443	822	510	294	402	331	310
C EASY TO UNDERSTAND	92	94	87	93	87	90	90	89	88	94	94	94	91	94	91	92	92	92	92	90
E COVERS ISSUES THAT I CARE	88	89	87	89	87	90	89	87	85	91	89	91	88	90	89	88	92	85	91	86
D FAIR	81	81	80	80	82	88	84	80	82	81	81	83	81	81	80	84	84	80	83	78
B REFLECT THE VIEWS LIKE ME	76	75	77	75	77	86	72	76	79	73	77	73	76	76	76	76	81	74	76	73
G DIGS BENEATH THE SURFACE	75	76	75	74	70	73	76	74	77	75	73	73	76	73	75	75	79	74	74	73
F LETS ME KNOW GET INVOLVED	68	69	66	75	61	69	67	67	71	69	65	65	70	65	67	70	72	68	65	71
A IS POLITICALLY PARTISAN	68	69	66	66	62	73	65	68	70	70	64	66	70	65	70	67	70	68	63	72

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	1361	110	259	369	805	522	494	303	380	280	270	199	200	176	223	414	170	157	599	740	326
C EASY TO UNDERSTAND	92	93	93	93	92	89	94	93	90	89	95	97	94	92	91	92	92	86	92	91	89
E COVERS ISSUES THAT I CARE	88	86	87	87	90	86	91	88	87	91	91	90	87	88	90	90	87	82	89	88	85
D FAIR	81	76	80	79	82	79	83	81	84	82	81	80	84	76	85	80	83	78	82	80	81
B REFLECT THE VIEWS LIKE ME	76	72	74	74	76	75	79	74	76	82	77	72	78	77	77	78	73	68	77	74	71
G DIGS BENEATH THE SURFACE	75	73	75	75	75	74	78	73	78	76	74	71	72	75	79	77	71	71	75	74	71
F LETS ME KNOW GET INVOLVED	68	67	73	71	67	72	67	64	74	66	68	66	70	69	68	72	60	64	69	67	62
A IS POLITICALLY PARTISAN	68	67	75	73	67	70	71	64	67	67	72	71	69	71	66	67	66	69	69	67	68

	PARTY REGISTRATION						GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	GENDER		REGISTRATION			MEN		WOMEN		DEM		REP		NPP/O		DEM		REP		NPP/O	
		MEN	WOMEN	DEM	REP	NPP/O	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	1361	569	792	641	404	316	244	314	354	426	248	393	181	223	140	176	269	359	143	253	187	128
C EASY TO UNDERSTAND	92	92	91	92	92	91	91	93	94	89	93	91	91	92	92	91	92	91	93	91	92	91
E COVERS ISSUES THAT I CARE	88	88	88	91	86	85	88	89	89	87	92	90	84	87	87	84	93	89	84	87	85	85
D FAIR	81	84	79	84	78	80	85	83	80	78	87	81	78	78	85	76	86	82	74	80	82	76
B REFLECT THE VIEWS LIKE ME	76	76	76	78	72	75	77	75	78	74	80	77	69	74	77	74	81	77	70	73	77	72
G DIGS BENEATH THE SURFACE	75	75	75	78	71	73	76	74	75	74	82	76	69	73	69	75	80	77	65	74	77	66
F LETS ME KNOW GET INVOLVED	68	68	68	69	67	69	72	65	67	69	72	67	62	70	70	68	71	67	68	66	68	70
A IS POLITICALLY PARTISAN	68	68	68	67	68	69	64	70	72	65	65	69	70	67	69	69	70	65	62	71	71	65

TABLE 30: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/TELEVISION)

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	1361	281	324	157	222	358	291	253	135	128	196	577	784	917	444	637	257	135	160	171
C EASY TO UNDERSTAND	92	95	90	90	94	91	92	93	88	91	92	92	91	92	91	91	94	88	91	92
E COVERS ISSUES THAT I CARE	88	93	91	84	87	89	87	90	92	86	84	87	89	89	86	88	91	92	89	82
D FAIR	81	87	82	82	75	82	83	81	79	82	77	80	82	81	81	82	81	79	80	78
B REFLECT THE VIEWS LIKE ME	76	83	78	73	69	76	78	78	73	80	66	75	76	76	74	77	79	73	76	68
G DIGS BENEATH THE SURFACE	75	81	79	80	65	76	78	73	76	75	70	72	77	76	73	77	73	76	73	69
F LETS ME KNOW GET INVOLVED	68	69	69	68	63	67	69	69	68	67	69	69	68	68	69	68	69	68	69	69
A IS POLITICALLY PARTISAN	68	68	68	69	70	68	69	61	71	74	69	67	69	67	71	68	62	71	70	73

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN												
Base	1361	277	377	168	231	45	80	35	39	210	429	261	134	50	72	34	40	21	19	35	
C EASY TO UNDERSTAND	92	95	93	87	88	94	92	85	89	96	93	88	85	92	93	87	87	89	83	88	
E COVERS ISSUES THAT I CARE	88	88	89	88	87	90	88	88	86	90	88	88	86	84	93	87	87	88	83	88	
D FAIR	81	84	80	83	78	82	78	87	76	85	80	82	76	71	86	82	81	83	74	84	
B REFLECT THE VIEWS LIKE ME	76	74	76	79	76	76	75	80	75	78	75	80	72	68	81	75	79	75	72	81	
G DIGS BENEATH THE SURFACE	75	76	76	75	75	75	74	68	71	76	75	76	71	69	78	75	64	66	73	70	
F LETS ME KNOW GET INVOLVED	68	68	69	68	65	81	72	61	61	71	67	69	60	66	80	60	63	61	56	64	
A IS POLITICALLY PARTISAN	68	70	68	61	70	71	63	63	61	71	67	68	63	62	68	62	61	51	61	69	

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH													
Base	1361	308	345	130	269	39	85	36	38	317	78	232	51	115	77	25	23	34	31	9		
C EASY TO UNDERSTAND	92	94	94	89	87	89	94	85	89	88	86	85	90	90	95	89	90	91	85	81		
E COVERS ISSUES THAT I CARE	88	88	89	86	88	87	90	89	84	87	88	87	89	88	88	84	96	84	89	89		
D FAIR	81	79	83	79	80	81	79	82	81	79	85	81	79	78	79	80	82	80	80	92		
B REFLECT THE VIEWS LIKE ME	76	75	76	73	79	75	75	82	73	78	75	79	70	76	74	77	78	75	81	74		
G DIGS BENEATH THE SURFACE	75	73	78	70	77	76	73	69	70	75	75	78	72	71	80	79	70	70	67			
F LETS ME KNOW GET INVOLVED	68	69	68	67	65	75	75	62	60	65	72	64	58	72	74	79	73	59	61	67		
A IS POLITICALLY PARTISAN	68	68	70	68	66	61	68	65	59	66	71	64	59	75	68	62	63	58	67	60		

TABLE 31: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/TELEVISION)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	1361	755	423	138	49	34	1125	236	286	537	302	601	760	570	605	186	740	602	626	774	629	569
F LETS ME KNOW GET INVOLVED	27	26	27	26	20	36	29	18	26	31	27	29	25	27	25	29	28	26	26	24	26	21
A IS POLITICALLY PARTISAN	24	25	22	22	23	24	25	19	26	26	21	26	22	24	24	22	25	25	24	24	25	23
G DIGS BENEATH THE SURFACE	21	21	19	23	19	14	22	15	22	23	20	24	18	19	23	19	21	19	19	19	19	18
B REFLECT THE VIEWS LIKE ME	20	19	21	22	18	23	21	15	19	20	23	20	19	15	24	22	20	21	20	20	20	17
D FAIR	16	17	14	17	17	17	16	18	17	16	14	17	15	14	18	16	17	17	15	16	16	13
E COVERS ISSUES THAT I CARE	10	8	11	14	7	21	10	12	11	8	11	10	10	9	11	10	9	8	8	8	8	8
C EASY TO UNDERSTAND	8	8	7	6	5	5	7	12	6	6	10	7	8	6	8	10	7	6	7	7	6	6
		Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	1361	247	478	725	504	132	906	43	134	64	92	657	72	140	127	133	1361	0	0	0	0	
F LETS ME KNOW GET INVOLVED	27	25	27	26	25	33	27	32	25	24	22	25	29	23	27	28	27	0	0	0	0	
A IS POLITICALLY PARTISAN	24	25	24	24	23	24	25	39	18	18	19	21	30	23	27	28	24	0	0	0	0	
G DIGS BENEATH THE SURFACE	21	22	20	21	21	21	21	27	13	14	17	20	21	13	21	22	21	0	0	0	0	
B REFLECT THE VIEWS LIKE ME	20	22	19	20	18	25	20	28	15	17	15	15	23	16	22	26	20	0	0	0	0	
D FAIR	16	20	17	18	13	16	15	24	15	12	19	11	20	16	17	22	16	0	0	0	0	
E COVERS ISSUES THAT I CARE	10	6	9	8	11	18	9	8	8	10	14	8	15	10	8	14	10	0	0	0	0	
C EASY TO UNDERSTAND	8	5	8	7	6	15	6	6	6	10	16	6	9	8	9	12	8	0	0	0	0	
		Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	1361	526	81	889	472	367	68	182	468	182	95	218	811	257	293	164	501	696	841	450	384	957
F LETS ME KNOW GET INVOLVED	27	23	25	25	30	32	19	22	29	29	25	29	24	31	30	26	29	25	27	26	24	28
A IS POLITICALLY PARTISAN	24	25	26	24	23	25	26	23	25	28	29	27	24	24	23	27	26	21	23	25	24	24
G DIGS BENEATH THE SURFACE	21	19	25	20	22	28	24	22	26	23	29	26	19	25	20	20	23	19	21	19	18	22
B REFLECT THE VIEWS LIKE ME	20	19	22	20	20	22	17	16	20	20	12	19	16	30	22	21	20	19	20	20	21	19
D FAIR	16	15	12	15	17	18	12	16	17	18	19	18	14	24	15	20	17	14	16	16	18	15
E COVERS ISSUES THAT I CARE	10	10	6	11	9	10	10	8	9	10	4	9	7	17	11	11	10	10	9	11	10	10
C EASY TO UNDERSTAND	8	6	8	9	5	5	5	9	7	5	5	6	6	14	7	7	7	8	6	10	9	7

TABLE 31: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/TELEVISION)

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM TN		
				AF-AM	PACIS													CHNSE	API	LESS
Base	1361	654	399	125	74	50	46	678	433	468	304	139	901	443	822	510	294	402	331	310
F LETS ME KNOW GET INVOLVED	27	28	26	22	29	23	26	26	22	26	31	34	24	32	28	26	25	26	29	26
A IS POLITICALLY PARTISAN	24	25	23	22	24	18	19	22	20	22	29	32	21	30	23	24	21	23	29	24
G DIGS BENEATH THE SURFACE	21	22	18	21	20	19	15	20	17	21	23	27	19	24	20	22	18	20	21	23
B REFLECT THE VIEWS LIKE ME	20	20	18	20	17	12	17	20	16	23	20	21	20	20	19	14	20	21	24	
D FAIR	16	17	16	16	13	9	12	16	14	17	17	15	16	16	18	13	13	17	14	19
E COVERS ISSUES THAT I CARE	10	10	10	10	10	7	9	10	13	7	10	8	10	9	9	10	7	12	8	12
C EASY TO UNDERSTAND	8	6	11	7	12	9	9	10	11	6	6	6	8	6	8	7	7	7	7	9

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	1361	110	259	369	805	522	494	303	380	280	270	199	200	176	223	414	170	157	599	740	326
F LETS ME KNOW GET INVOLVED	27	30	24	26	28	25	27	31	22	27	27	33	24	29	27	23	38	26	27	27	32
A IS POLITICALLY PARTISAN	24	27	20	22	25	22	21	29	23	24	22	28	25	21	26	25	23	20	24	24	22
G DIGS BENEATH THE SURFACE	21	22	22	22	20	21	17	25	17	17	24	27	24	23	18	20	22	20	21	20	21
B REFLECT THE VIEWS LIKE ME	20	25	23	23	19	21	18	21	18	16	21	25	18	21	21	19	21	22	20	20	21
D FAIR	16	22	17	19	15	18	14	16	13	16	15	19	13	22	13	17	14	17	16	16	15
E COVERS ISSUES THAT I CARE	10	13	11	12	8	12	7	10	11	8	9	10	11	10	9	9	11	13	10	10	12
C EASY TO UNDERSTAND	8	7	7	7	7	10	5	7	10	9	5	3	4	8	8	8	8	12	7	9	10

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	1361	569	792	641	404	316	244	314	354	426	248	393	181	223	140	176	269	359	143	253	187	128
F LETS ME KNOW GET INVOLVED	27	27	26	26	28	27	23	30	29	24	24	27	33	24	25	28	25	26	29	28	27	26
A IS POLITICALLY PARTISAN	24	25	23	24	24	23	29	23	21	24	28	22	23	24	24	22	23	24	29	21	22	25
G DIGS BENEATH THE SURFACE	21	22	20	16	24	25	22	22	21	19	14	18	27	22	29	21	16	17	32	20	21	30
B REFLECT THE VIEWS LIKE ME	20	21	19	16	24	22	19	22	20	19	15	17	28	20	21	23	15	17	28	22	21	24
D FAIR	16	15	17	13	20	18	14	14	17	17	10	14	20	19	15	20	10	14	25	17	16	21
E COVERS ISSUES THAT I CARE	10	10	10	7	12	13	10	10	10	10	6	8	14	11	12	14	6	8	14	12	13	13
C EASY TO UNDERSTAND	8	7	8	7	8	7	8	7	6	10	7	8	9	7	7	8	7	8	7	9	6	9

TABLE 31: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/TELEVISION)

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	1361	281	324	157	222	358	291	253	135	128	196	577	784	917	444	637	257	135	160	171
F LETS ME KNOW GET INVOLVED	27	24	27	27	31	27	27	24	28	30	26	26	27	26	27	27	25	28	28	26
A IS POLITICALLY PARTISAN	24	26	22	23	25	24	22	29	23	19	24	25	23	25	22	23	29	23	25	19
G DIGS BENEATH THE SURFACE	21	13	18	17	29	20	17	21	22	21	26	23	19	19	23	18	21	22	23	26
B REFLECT THE VIEWS LIKE ME	20	12	18	23	26	19	19	16	22	17	27	20	20	18	23	20	16	22	21	25
D FAIR	16	9	15	15	23	15	15	14	18	16	20	17	15	15	17	15	14	18	19	18
E COVERS ISSUES THAT I CARE	10	5	7	13	12	9	11	8	8	10	13	10	10	9	12	10	8	8	8	15
C EASY TO UNDERSTAND	8	5	8	10	6	8	8	6	11	7	7	7	8	8	8	8	6	11	7	7

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN												
Base	1361	277	377	168	231	45	80	35	39	210	429	261	134	50	72	34	40	21	19	35	
F LETS ME KNOW GET INVOLVED	27	31	26	24	28	19	24	29	29	28	28	25	29	34	15	31	27	27	33	28	
A IS POLITICALLY PARTISAN	24	27	24	27	21	19	24	24	25	25	26	23	25	29	19	26	23	31	24	21	
G DIGS BENEATH THE SURFACE	21	23	21	19	18	20	22	21	19	24	22	18	19	31	15	18	22	19	17	22	
B REFLECT THE VIEWS LIKE ME	20	22	19	16	20	21	19	17	16	21	20	17	20	29	13	18	16	15	24	13	
D FAIR	16	15	18	14	18	15	17	10	16	15	17	14	19	24	11	14	12	12	16	12	
E COVERS ISSUES THAT I CARE	10	11	10	9	10	9	10	12	9	10	11	9	12	16	6	11	9	6	14	11	
C EASY TO UNDERSTAND	8	5	6	12	10	6	7	14	10	4	7	10	13	6	7	11	13	9	17	11	

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH													
Base	1361	308	345	130	269	39	85	36	38	317	78	232	51	115	77	25	23	34	31	9		
F LETS ME KNOW GET INVOLVED	27	29	27	23	28	20	23	28	29	27	25	28	26	23	24	18	20	29	30	23		
A IS POLITICALLY PARTISAN	24	27	24	23	24	25	21	23	26	23	26	25	30	17	20	22	31	26	24	20		
G DIGS BENEATH THE SURFACE	21	25	19	20	18	19	22	23	17	18	21	17	17	21	24	17	17	16	24	20		
B REFLECT THE VIEWS LIKE ME	20	20	20	19	18	20	20	13	20	18	20	18	20	18	21	20	17	18	14	21		
D FAIR	16	19	15	15	17	15	16	13	13	17	14	16	14	18	18	16	8	14	15	6		
E COVERS ISSUES THAT I CARE	10	11	10	9	10	10	10	9	11	10	11	11	9	8	11	13	2	10	11	9		
C EASY TO UNDERSTAND	8	6	6	7	12	11	5	13	10	10	13	13	10	6	4	11	10	9	14	17		

TABLE 32: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/NEWSPAPER)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	566	318	176	36	27	25	513	54	133	260	119	249	317	265	241	61	403	346	335	389	355	235
C EASY TO UNDERSTAND	67	69	65	55	73	62	69	42	73	70	64	70	65	70	67	54	71	72	69	69	72	65
E COVERS ISSUES THAT I CARE	41	42	40	40	38	23	41	44	44	38	43	35	46	44	40	33	46	50	47	40	46	42
D FAIR	32	33	30	29	40	28	32	25	35	30	34	33	30	37	29	20	34	34	29	29	32	36
G DIGS BENEATH THE SURFACE	25	28	24	19	16	22	26	21	32	24	23	26	25	28	25	18	28	28	27	25	26	28
F LETS ME KNOW GET INVOLVED	21	21	21	12	36	22	22	13	24	23	17	21	21	23	22	11	23	24	25	25	22	25
B REFLECT THE VIEWS LIKE ME	20	21	20	13	23	15	20	23	22	17	23	17	22	22	20	14	20	22	21	20	22	20
A IS POLITICALLY PARTISAN	20	19	21	12	24	29	20	22	19	18	23	16	23	15	26	14	20	19	20	21	21	19
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
Base	566	134	244	377	154	35	436	12	30	25	16	328	34	27	45	32	0	566	0	0	0	
C EASY TO UNDERSTAND	67	80	63	69	63	61	71	33	59	49	26	69	61	65	63	58	0	67	0	0	0	
E COVERS ISSUES THAT I CARE	41	48	41	43	39	28	43	27	45	23	32	48	42	53	29	22	0	41	0	0	0	
D FAIR	32	34	30	32	33	26	34	7	18	24	29	38	21	35	27	22	0	32	0	0	0	
G DIGS BENEATH THE SURFACE	25	33	21	26	26	24	26	20	16	32	9	29	20	21	21	9	0	25	0	0	0	
F LETS ME KNOW GET INVOLVED	21	24	20	22	20	16	21	0	33	20	9	22	20	29	19	23	0	21	0	0	0	
B REFLECT THE VIEWS LIKE ME	20	21	19	20	20	24	20	2	34	25	19	24	14	35	12	19	0	20	0	0	0	
A IS POLITICALLY PARTISAN	20	25	19	21	17	21	18	33	38	27	8	15	31	39	17	21	0	20	0	0	0	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	566	472	60	304	262	172	22	32	188	46	40	61	323	116	128	121	224	221	432	104	119	438
C EASY TO UNDERSTAND	67	67	63	59	76	72	79	72	70	72	71	69	70	59	67	70	72	60	68	64	67	67
E COVERS ISSUES THAT I CARE	41	42	39	37	45	41	30	35	39	41	41	42	45	32	39	45	39	42	43	41	41	42
D FAIR	32	31	38	28	36	33	23	23	30	21	33	28	34	26	30	34	28	34	31	36	30	33
G DIGS BENEATH THE SURFACE	25	26	24	21	31	25	12	21	24	23	29	26	30	19	19	30	24	25	26	24	30	25
F LETS ME KNOW GET INVOLVED	21	21	23	21	21	20	29	22	19	16	18	18	22	21	19	24	20	20	22	16	19	22
B REFLECT THE VIEWS LIKE ME	20	20	20	19	21	18	25	8	16	11	23	17	23	12	19	20	14	26	20	22	24	19
A IS POLITICALLY PARTISAN	20	19	33	20	19	20	19	23	21	12	17	14	20	20	18	24	17	20	20	22	14	21

TABLE 32: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/NEWSPAPER)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM	TN
					PACIS	CHNSE														
Base	566	393	63	27	25	16	14	154	87	156	141	172	243	313	391	161	122	142	165	126
C EASY TO UNDERSTAND	67	70	55	62	48	52	51	59	56	65	62	78	61	71	67	67	66	67	69	65
E COVERS ISSUES THAT I CARE	41	43	46	30	34	44	36	38	44	38	36	49	40	43	43	38	39	38	43	46
D FAIR	32	30	44	31	32	43	33	34	33	35	25	35	34	30	33	30	38	27	32	32
G DIGS BENEATH THE SURFACE	25	25	31	30	23	19	30	26	28	23	21	31	24	27	27	23	25	16	30	30
F LETS ME KNOW GET INVOLVED	21	19	30	25	15	15	21	25	21	27	21	16	25	18	19	27	19	20	18	28
B REFLECT THE VIEWS LIKE ME	20	18	37	27	24	37	26	27	36	18	17	17	24	17	22	16	21	18	18	23
A IS POLITICALLY PARTISAN	20	19	26	27	17	13	26	22	22	18	22	18	19	20	21	16	19	21	21	18

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	566	51	104	154	370	183	198	167	95	87	135	141	36	54	65	168	122	111	156	401	233
C EASY TO UNDERSTAND	67	75	70	71	67	64	64	74	60	59	67	80	68	57	64	73	71	60	62	69	66
E COVERS ISSUES THAT I CARE	41	41	41	41	44	41	39	46	37	43	49	44	36	33	36	41	48	44	35	44	46
D FAIR	32	38	24	29	34	35	23	40	31	29	33	37	45	30	36	34	22	33	32	29	
G DIGS BENEATH THE SURFACE	25	34	20	25	27	29	21	28	23	17	30	32	22	16	21	27	31	27	20	28	29
F LETS ME KNOW GET INVOLVED	21	29	23	25	20	23	20	21	31	16	22	22	36	16	8	21	24	23	18	22	24
B REFLECT THE VIEWS LIKE ME	20	21	13	16	22	22	16	22	24	15	23	20	10	13	18	27	22	17	14	22	20
A IS POLITICALLY PARTISAN	20	31	28	29	16	21	22	15	21	17	23	17	22	8	11	25	22	20	12	23	21

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	566	271	295	279	166	121	77	192	79	209	114	165	85	81	73	48	78	197	19	143	59	61
C EASY TO UNDERSTAND	67	65	69	67	66	67	64	65	61	72	65	69	62	71	68	65	60	70	65	68	65	68
E COVERS ISSUES THAT I CARE	41	41	41	45	37	38	37	43	33	45	44	45	37	38	40	35	40	48	36	38	28	46
D FAIR	32	36	28	30	28	40	43	33	24	30	31	30	32	23	47	30	20	34	49	26	46	35
G DIGS BENEATH THE SURFACE	25	27	24	27	23	24	22	30	17	27	33	23	22	24	25	23	19	31	22	23	20	29
F LETS ME KNOW GET INVOLVED	21	20	21	20	26	17	19	21	16	24	18	21	26	26	18	15	15	22	23	26	19	15
B REFLECT THE VIEWS LIKE ME	20	20	20	20	17	24	15	23	14	22	19	20	20	14	22	27	13	23	15	18	16	33
A IS POLITICALLY PARTISAN	20	18	21	15	28	20	9	22	15	23	14	16	26	30	16	25	12	17	21	29	10	27

TABLE 32: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/NEWSPAPER)

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	566	135	130	65	97	138	119	162	48	43	56	261	306	440	126	248	164	48	38	68
C EASY TO UNDERSTAND	67	71	65	61	70	67	65	65	66	74	70	67	66	66	68	66	65	66	76	68
E COVERS ISSUES THAT I CARE	41	44	47	44	33	41	41	40	35	57	38	43	40	40	46	41	40	35	59	37
D FAIR	32	31	30	28	28	41	27	28	28	37	29	29	33	31	34	36	28	28	35	25
G DIGS BENEATH THE SURFACE	25	30	26	29	18	29	19	24	33	32	27	26	25	26	24	25	24	33	27	25
F LETS ME KNOW GET INVOLVED	21	23	16	19	30	20	24	21	12	20	27	22	20	20	23	22	21	12	14	25
B REFLECT THE VIEWS LIKE ME	20	22	17	18	16	23	18	18	15	30	18	20	20	19	23	22	18	15	26	18
A IS POLITICALLY PARTISAN	20	14	14	15	35	21	22	19	18	22	17	19	20	19	23	22	19	18	20	15

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	566	179	214	31	31	14	13	12	13	82	304	33	30	11	16	8	17	9	4	12
C EASY TO UNDERSTAND	67	66	73	59	50	66	57	55	42	65	71	48	60	63	61	52	47	45	50	49
E COVERS ISSUES THAT I CARE	41	43	44	50	42	33	27	28	40	39	45	43	50	20	37	35	34	32	35	36
D FAIR	32	32	28	60	28	39	22	33	31	29	31	36	51	43	23	30	33	29	34	33
G DIGS BENEATH THE SURFACE	25	28	22	38	25	37	22	15	31	17	27	30	33	24	33	32	20	24	22	23
F LETS ME KNOW GET INVOLVED	21	15	23	44	16	39	9	14	17	10	22	27	34	21	27	26	10	5	11	24
B REFLECT THE VIEWS LIKE ME	20	17	20	49	25	38	16	22	27	10	21	25	51	19	33	26	24	23	28	24
A IS POLITICALLY PARTISAN	20	17	21	33	18	32	22	15	18	15	20	13	41	18	33	14	18	11	33	15

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	566	198	196	14	49	6	21	14	11	47	12	42	7	14	19	5	3	10	13	2
C EASY TO UNDERSTAND	67	68	71	62	53	53	64	46	50	60	31	53	83	44	65	55	53	52	45	50
E COVERS ISSUES THAT I CARE	41	44	43	63	41	33	29	36	32	48	40	45	85	29	31	43	0	33	38	12
D FAIR	32	30	31	44	44	12	37	28	36	50	25	48	45	29	39	16	0	41	30	0
G DIGS BENEATH THE SURFACE	25	24	26	36	30	32	29	19	28	33	25	32	31	29	31	41	0	32	21	0
F LETS ME KNOW GET INVOLVED	21	20	18	44	26	33	22	9	23	30	30	25	45	36	24	43	0	26	9	0
B REFLECT THE VIEWS LIKE ME	20	20	16	37	37	24	29	24	24	34	43	38	17	46	31	30	0	28	26	0
A IS POLITICALLY PARTISAN	20	20	18	21	27	20	29	12	22	26	15	26	30	24	31	26	0	22	13	16

TABLE 33: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/NEWSPAPER)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	566	318	176	36	27	25	513	54	133	260	119	249	317	265	241	61	403	346	335	389	355	235
C EASY TO UNDERSTAND	97	98	98	91	99	91	98	94	99	98	95	98	97	98	98	92	99	98	98	98	99	98
E COVERS ISSUES THAT I CARE	90	90	94	84	95	72	91	79	97	90	88	91	89	90	93	80	93	94	93	92	93	91
D FAIR	82	84	80	83	83	82	83	74	78	84	85	81	83	87	80	68	83	85	83	84	84	82
G DIGS BENEATH THE SURFACE	79	78	82	76	79	73	80	74	79	81	78	77	81	82	77	74	81	82	81	82	83	82
B REFLECT THE VIEWS LIKE ME	78	79	79	74	79	72	80	66	81	80	76	78	78	81	81	55	82	82	84	82	82	75
F LETS ME KNOW GET INVOLVED	68	67	73	66	51	64	68	69	65	68	73	63	72	69	72	51	70	70	73	72	70	70
A IS POLITICALLY PARTISAN	68	69	69	63	52	71	68	70	66	67	71	66	69	66	73	55	68	67	70	72	70	68
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
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Base	566	134	244	377	154	35	436	12	30	25	16	328	34	27	45	32	0	566	0	0	0	
C EASY TO UNDERSTAND	97	98	98	98	96	98	98	96	94	94	93	98	98	94	100	91	0	97	0	0	0	
E COVERS ISSUES THAT I CARE	90	94	92	93	86	76	91	78	84	87	87	92	83	80	94	90	0	90	0	0	0	
D FAIR	82	81	85	83	81	75	83	61	73	71	90	88	75	71	77	69	0	82	0	0	0	
G DIGS BENEATH THE SURFACE	79	83	80	81	80	60	80	61	85	62	84	83	80	77	54	76	0	79	0	0	0	
B REFLECT THE VIEWS LIKE ME	78	78	82	80	73	79	78	66	88	73	81	84	80	77	79	64	0	78	0	0	0	
F LETS ME KNOW GET INVOLVED	68	69	68	69	68	67	67	57	77	72	78	67	65	72	71	78	0	68	0	0	0	
A IS POLITICALLY PARTISAN	68	72	71	71	58	72	66	57	89	74	54	65	86	87	63	73	0	68	0	0	0	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	566	472	60	304	262	172	22	32	188	46	40	61	323	116	128	121	224	221	432	104	119	438
C EASY TO UNDERSTAND	97	97	98	96	99	99	100	95	98	99	100	100	98	94	98	99	97	97	99	91	96	97
E COVERS ISSUES THAT I CARE	90	91	86	88	92	93	90	95	92	99	97	97	91	90	89	90	91	90	92	84	85	92
D FAIR	82	82	81	80	85	82	74	76	81	79	83	80	84	76	83	83	81	82	83	80	81	82
G DIGS BENEATH THE SURFACE	79	80	67	78	81	84	85	86	83	79	84	81	82	71	79	77	81	79	81	69	79	79
B REFLECT THE VIEWS LIKE ME	78	78	76	75	82	81	82	90	81	76	83	82	81	70	79	81	75	80	81	66	76	78
F LETS ME KNOW GET INVOLVED	68	69	61	69	68	70	72	78	73	60	59	65	69	74	61	71	68	67	70	60	62	70
A IS POLITICALLY PARTISAN	68	67	77	67	68	67	80	78	69	64	77	70	69	68	66	69	68	67	68	70	62	70

TABLE 33: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/NEWSPAPER)

	QB/QC ETHNICITY										Q24 EDUCATION					Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM	TN		
				AF-AM	PACIS															CHNSE	API
Base	566	393	63	27	25	16	14	154	87	156	141	172	243	313	391	161	122	142	165	126	
C EASY TO UNDERSTAND	97	99	93	91	88	87	95	94	93	99	96	99	96	98	98	97	97	98	96	99	
E COVERS ISSUES THAT I CARE	90	92	86	86	84	89	85	86	87	88	92	92	88	92	90	90	89	87	94	90	
D FAIR	82	83	85	73	81	86	82	80	82	82	78	85	82	82	85	76	77	79	86	85	
G DIGS BENEATH THE SURFACE	79	79	78	86	82	85	73	78	75	76	77	86	75	82	81	76	78	71	85	81	
B REFLECT THE VIEWS LIKE ME	78	81	78	67	76	82	79	73	78	77	75	81	78	78	81	71	74	72	84	80	
F LETS ME KNOW GET INVOLVED	68	67	67	60	62	69	68	70	70	72	66	67	71	66	68	68	66	69	70	67	
A IS POLITICALLY PARTISAN	68	67	71	73	68	75	59	72	70	68	62	72	69	68	68	69	71	64	67	73	

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	566	51	104	154	370	183	198	167	95	87	135	141	36	54	65	168	122	111	156	401	233
C EASY TO UNDERSTAND	97	94	100	98	97	96	97	99	95	98	100	98	100	95	92	99	100	95	95	98	97
E COVERS ISSUES THAT I CARE	90	85	93	90	91	92	88	90	85	90	93	93	83	84	82	93	97	89	83	93	93
D FAIR	82	83	82	83	82	85	80	81	77	85	84	85	82	79	82	82	82	85	81	83	83
G DIGS BENEATH THE SURFACE	79	79	76	77	81	80	78	79	77	69	82	84	69	75	73	80	83	82	72	82	83
B REFLECT THE VIEWS LIKE ME	78	72	76	75	81	79	79	76	74	70	83	79	71	71	69	81	81	83	70	82	82
F LETS ME KNOW GET INVOLVED	68	75	69	71	68	69	69	68	68	65	75	63	60	62	51	74	71	74	57	73	72
A IS POLITICALLY PARTISAN	68	72	72	72	66	73	67	63	69	75	68	62	78	50	49	69	77	72	56	72	75

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	566	271	295	279	166	121	77	192	79	209	114	165	85	81	73	48	78	197	19	143	59	61
C EASY TO UNDERSTAND	97	97	97	97	97	97	96	98	94	98	96	98	98	97	98	95	95	98	91	98	96	99
E COVERS ISSUES THAT I CARE	90	89	92	91	89	89	82	91	84	95	86	94	94	85	86	93	85	94	76	92	83	95
D FAIR	82	83	81	83	82	79	81	83	80	82	84	82	86	78	77	82	79	85	79	84	84	75
G DIGS BENEATH THE SURFACE	79	80	79	80	79	78	71	83	73	80	78	80	83	75	78	79	66	84	83	79	77	79
B REFLECT THE VIEWS LIKE ME	78	75	81	81	77	73	63	79	77	83	80	82	76	79	65	85	74	84	78	78	63	83
F LETS ME KNOW GET INVOLVED	68	68	69	67	74	63	60	71	54	75	65	68	70	79	69	55	56	71	74	75	52	76
A IS POLITICALLY PARTISAN	68	65	70	65	76	64	53	70	59	74	62	67	75	77	59	71	59	67	56	79	52	74

TABLE 33: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/NEWSPAPER)

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	566	135	130	65	97	138	119	162	48	43	56	261	306	440	126	248	164	48	38	68
C EASY TO UNDERSTAND	97	99	97	94	100	97	96	99	95	100	95	98	96	97	97	97	99	95	100	96
E COVERS ISSUES THAT I CARE	90	95	87	90	90	91	90	92	88	89	85	90	90	90	91	91	92	88	90	83
D FAIR	82	87	81	85	79	81	82	80	86	80	89	82	82	80	88	81	80	86	86	85
G DIGS BENEATH THE SURFACE	79	83	75	77	80	86	78	78	79	77	72	76	82	81	75	83	77	79	83	69
B REFLECT THE VIEWS LIKE ME	78	84	80	81	74	78	79	74	84	82	82	77	79	77	82	79	74	84	86	77
F LETS ME KNOW GET INVOLVED	68	69	64	75	74	66	70	69	65	80	62	69	68	68	70	69	69	65	79	61
A IS POLITICALLY PARTISAN	68	68	62	70	79	63	67	68	69	79	74	71	65	67	69	64	68	69	76	74

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN												
Base	566	179	214	31	31	14	13	12	13	82	304	33	30	11	16	8	17	9	4	12	
C EASY TO UNDERSTAND	97	98	99	93	93	95	87	93	84	97	99	90	96	87	93	90	88	88	85	90	
E COVERS ISSUES THAT I CARE	90	89	93	83	90	90	82	83	86	86	94	80	94	82	89	83	85	77	89	88	
D FAIR	82	84	82	87	83	81	64	83	80	81	83	79	91	69	75	89	78	83	69	85	
G DIGS BENEATH THE SURFACE	79	81	77	69	88	91	81	86	78	71	81	73	83	81	89	80	83	86	73	83	
B REFLECT THE VIEWS LIKE ME	78	76	85	86	70	76	58	80	74	73	84	66	90	57	74	79	75	74	66	82	
F LETS ME KNOW GET INVOLVED	68	65	69	67	67	72	48	60	63	52	72	51	84	58	62	57	64	59	71	60	
A IS POLITICALLY PARTISAN	68	61	71	73	69	95	50	73	63	49	71	58	84	76	71	69	67	70	78	63	

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH													
Base	566	198	196	14	49	6	21	14	11	47	12	42	7	14	19	5	3	10	13	2		
C EASY TO UNDERSTAND	97	99	98	93	93	89	91	89	88	93	100	92	100	93	91	100	75	86	88	100		
E COVERS ISSUES THAT I CARE	90	91	92	93	85	89	86	83	87	88	84	82	100	93	88	100	53	85	82	100		
D FAIR	82	81	84	100	80	79	71	81	82	81	93	80	100	92	72	86	55	83	81	74		
G DIGS BENEATH THE SURFACE	79	76	82	85	76	90	85	80	85	80	75	75	86	85	87	100	55	86	80	74		
B REFLECT THE VIEWS LIKE ME	78	81	81	78	78	58	70	68	87	77	76	77	85	78	71	74	30	85	68	90		
F LETS ME KNOW GET INVOLVED	68	67	67	74	65	68	58	60	64	74	40	65	78	67	62	88	0	68	62	32		
A IS POLITICALLY PARTISAN	68	70	63	78	69	81	71	67	68	67	76	64	85	85	72	75	78	67	67	78		

TABLE 34: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/NEWSPAPER)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	566	318	176	36	27	25	513	54	133	260	119	249	317	265	241	61	403	346	335	389	355	235
F LETS ME KNOW GET INVOLVED	29	29	26	33	49	36	30	23	34	30	25	35	25	30	25	44	28	28	25	25	27	26
A IS POLITICALLY PARTISAN	26	24	26	28	45	28	27	19	28	28	23	30	23	29	22	30	27	28	24	22	25	27
G DIGS BENEATH THE SURFACE	19	20	17	24	21	27	19	23	20	17	21	22	17	16	22	26	18	17	17	17	16	16
B REFLECT THE VIEWS LIKE ME	17	15	16	24	21	28	15	32	15	15	17	16	18	14	17	29	14	14	13	15	13	19
D FAIR	17	15	18	17	17	17	16	23	19	15	15	18	16	11	20	26	15	15	16	14	14	16
E COVERS ISSUES THAT I CARE	8	8	5	10	5	28	7	19	3	9	8	8	9	9	6	16	6	5	6	7	7	8
C EASY TO UNDERSTAND	3	2	2	9	1	9	2	5	1	2	5	2	3	2	2	8	1	2	2	2	1	2
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	566	134	244	377	154	35	436	12	30	25	16	328	34	27	45	32	0	566	0	0	0	
F LETS ME KNOW GET INVOLVED	29	29	30	30	29	26	30	41	23	28	21	31	33	28	29	20	0	29	0	0	0	
A IS POLITICALLY PARTISAN	26	26	22	23	34	22	27	43	11	20	43	28	14	12	35	27	0	26	0	0	0	
G DIGS BENEATH THE SURFACE	19	17	19	18	18	38	19	36	14	34	13	16	20	21	43	22	0	19	0	0	0	
B REFLECT THE VIEWS LIKE ME	17	20	15	17	18	14	17	34	7	21	18	13	13	18	18	36	0	17	0	0	0	
D FAIR	17	18	15	16	16	25	16	39	21	29	9	11	21	27	23	31	0	17	0	0	0	
E COVERS ISSUES THAT I CARE	8	6	6	6	12	17	7	22	15	9	12	6	13	19	6	6	0	8	0	0	0	
C EASY TO UNDERSTAND	3	2	2	2	4	1	2	4	6	6	5	2	1	6	0	9	0	3	0	0	0	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
Base	566	472	60	304	262	172	22	32	188	46	40	61	323	116	128	121	224	221	432	104	119	438
F LETS ME KNOW GET INVOLVED	29	28	38	30	28	29	23	19	26	40	41	35	29	26	32	29	31	29	27	39	37	27
A IS POLITICALLY PARTISAN	26	26	19	27	25	29	20	22	28	36	23	30	26	28	25	26	27	25	26	25	33	24
G DIGS BENEATH THE SURFACE	19	18	33	21	17	15	15	14	16	21	16	19	17	29	18	21	19	19	17	29	20	19
B REFLECT THE VIEWS LIKE ME	17	17	24	20	13	16	11	4	16	20	13	15	14	28	15	15	19	16	14	28	19	17
D FAIR	17	16	19	19	14	16	20	19	18	21	17	20	15	24	15	17	17	16	15	20	17	16
E COVERS ISSUES THAT I CARE	8	7	12	10	7	4	10	5	6	1	3	3	7	10	9	8	8	8	7	13	12	7
C EASY TO UNDERSTAND	3	3	2	4	1	1	0	5	2	1	0	0	2	5	2	1	3	3	1	8	4	2

TABLE 34: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/NEWSPAPER)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM	TN	
				AF-AM	PACIS															CHNSE
Base	566	393	63	27	25	16	14	154	87	156	141	172	243	313	391	161	122	142	165	126
F LETS ME KNOW GET INVOLVED	29	30	33	38	33	26	28	28	27	27	32	31	27	31	29	29	31	29	27	32
A IS POLITICALLY PARTISAN	26	27	19	20	29	22	38	22	19	27	33	22	24	27	26	24	22	30	28	20
G DIGS BENEATH THE SURFACE	19	20	20	14	12	9	24	20	23	23	22	13	23	17	18	23	18	27	14	19
B REFLECT THE VIEWS LIKE ME	17	13	20	33	19	15	18	24	18	18	20	14	18	16	14	23	20	23	11	16
D FAIR	17	16	14	25	15	11	15	18	15	16	21	13	16	17	14	21	19	20	14	15
E COVERS ISSUES THAT I CARE	8	7	10	14	12	7	13	12	9	11	6	8	10	7	8	8	10	11	4	9
C EASY TO UNDERSTAND	3	1	7	9	9	9	5	6	7	1	4	1	3	2	2	3	2	2	4	1

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	566	51	104	154	370	183	198	167	95	87	135	141	36	54	65	168	122	111	156	401	233
F LETS ME KNOW GET INVOLVED	29	23	31	28	30	29	28	31	31	34	22	36	40	38	49	25	26	20	43	24	23
A IS POLITICALLY PARTISAN	26	21	24	23	28	20	29	28	25	21	27	33	19	46	40	25	18	21	37	22	20
G DIGS BENEATH THE SURFACE	19	21	24	23	17	19	20	19	22	29	16	16	31	25	27	20	14	15	27	16	14
B REFLECT THE VIEWS LIKE ME	17	22	20	21	15	17	15	19	26	25	14	10	25	26	24	13	15	13	25	13	14
D FAIR	17	17	18	17	16	14	19	18	23	14	13	14	18	21	18	17	16	13	19	15	14
E COVERS ISSUES THAT I CARE	8	15	6	9	8	7	10	9	14	9	4	7	17	16	10	6	3	9	14	6	6
C EASY TO UNDERSTAND	3	6	0	2	2	4	3	1	4	2	0	2	0	5	7	1	0	5	5	2	2

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	566	271	295	279	166	121	77	192	79	209	114	165	85	81	73	48	78	197	19	143	59	61
F LETS ME KNOW GET INVOLVED	29	30	29	31	22	36	40	25	45	22	32	30	27	17	31	45	44	26	26	21	48	24
A IS POLITICALLY PARTISAN	26	28	24	29	18	30	41	23	34	21	31	27	18	18	36	22	36	26	31	16	41	21
G DIGS BENEATH THE SURFACE	19	19	20	19	20	20	29	16	26	17	21	18	16	23	20	21	34	13	17	20	22	19
B REFLECT THE VIEWS LIKE ME	17	19	15	14	17	22	31	15	19	12	13	15	21	14	26	15	24	11	16	16	29	15
D FAIR	17	16	17	15	17	21	19	16	20	15	14	15	14	20	23	18	21	13	21	15	16	25
E COVERS ISSUES THAT I CARE	8	10	7	7	9	10	15	8	12	4	11	4	6	12	13	7	10	6	15	7	17	4
C EASY TO UNDERSTAND	3	2	3	3	2	3	4	2	6	1	4	2	1	3	2	4	4	2	9	2	4	1

TABLE 34: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/NEWSPAPER)

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	566	135	130	65	97	138	119	162	48	43	56	261	306	440	126	248	164	48	38	68
F LETS ME KNOW GET INVOLVED	29	30	32	21	23	33	28	29	34	12	35	27	31	30	26	30	29	34	12	35
A IS POLITICALLY PARTISAN	26	28	29	22	16	28	26	28	27	19	17	24	27	27	24	28	28	27	19	18
G DIGS BENEATH THE SURFACE	19	15	24	22	19	13	20	22	18	23	25	23	17	18	23	17	22	18	14	27
B REFLECT THE VIEWS LIKE ME	17	9	17	7	25	18	17	17	16	13	18	17	17	17	15	17	17	16	11	18
D FAIR	17	11	17	12	21	18	17	19	14	15	11	16	17	18	11	18	18	14	13	11
E COVERS ISSUES THAT I CARE	8	4	10	8	9	7	9	7	12	9	13	8	8	9	7	7	7	12	10	14
C EASY TO UNDERSTAND	3	1	3	6	0	3	4	1	5	0	5	1	4	2	3	3	1	5	0	4

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN												
Base	566	179	214	31	31	14	13	12	13	82	304	33	30	11	16	8	17	9	4	12	
F LETS ME KNOW GET INVOLVED	29	31	29	33	33	28	48	38	29	48	25	49	16	42	34	39	30	32	23	37	
A IS POLITICALLY PARTISAN	26	31	24	19	18	5	37	24	33	47	22	24	13	18	22	31	28	25	17	36	
G DIGS BENEATH THE SURFACE	19	18	22	28	12	9	19	10	14	29	18	27	13	19	11	16	10	6	21	13	
B REFLECT THE VIEWS LIKE ME	17	16	11	14	27	24	42	18	20	20	11	30	10	43	26	18	20	20	24	18	
D FAIR	17	16	16	13	15	14	36	15	15	19	15	21	7	31	21	11	17	14	16	15	
E COVERS ISSUES THAT I CARE	8	9	5	14	7	10	18	16	8	10	5	14	6	18	11	14	11	15	6	12	
C EASY TO UNDERSTAND	3	2	1	7	7	5	13	5	11	3	1	10	4	13	7	7	9	9	10	8	

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH													
Base	566	198	196	14	49	6	21	14	11	47	12	42	7	14	19	5	3	10	13	2		
F LETS ME KNOW GET INVOLVED	29	29	31	26	35	32	39	34	31	26	60	35	22	33	35	12	100	32	32	40		
A IS POLITICALLY PARTISAN	26	24	30	15	20	19	20	28	30	21	16	23	15	7	19	25	22	32	29	12		
G DIGS BENEATH THE SURFACE	19	23	17	15	21	10	15	14	9	18	25	25	14	7	13	0	45	10	14	10		
B REFLECT THE VIEWS LIKE ME	17	12	15	22	20	42	30	24	13	21	24	21	15	22	29	26	70	15	26	0		
D FAIR	17	16	16	0	18	21	26	14	16	17	7	18	0	8	25	14	45	15	15	16		
E COVERS ISSUES THAT I CARE	8	7	7	0	13	11	14	14	9	7	16	15	0	0	12	0	47	11	14	0		
C EASY TO UNDERSTAND	3	1	2	7	7	11	9	7	10	7	0	8	0	7	9	0	25	11	8	0		

TABLE 35: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/RADIO)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	344	155	106	25	44	32	334	10	126	156	52	229	115	145	174	25	275	206	159	170	220	98
C EASY TO UNDERSTAND	82	80	87	91	84	70	83	52	86	83	78	83	80	81	84	76	89	90	84	84	88	87
E COVERS ISSUES THAT I CARE	66	72	65	46	72	57	66	65	65	70	59	65	68	66	70	46	71	74	73	68	69	70
G DIGS BENEATH THE SURFACE	62	68	59	58	61	43	62	51	65	65	47	63	60	60	65	47	67	71	66	68	67	67
D FAIR	60	60	58	68	58	63	60	60	62	63	47	63	55	65	58	49	65	65	64	63	64	62
B REFLECT THE VIEWS LIKE ME	46	46	53	23	57	33	47	17	47	50	37	48	42	43	49	34	51	51	53	49	51	48
F LETS ME KNOW GET INVOLVED	43	44	42	35	50	38	43	38	44	40	49	39	49	35	51	30	45	50	47	42	45	44
A IS POLITICALLY PARTISAN	34	32	45	34	44	13	34	28	33	35	32	35	31	26	40	30	34	37	34	33	34	35
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
Base	344	87	154	241	92	11	253	22	17	12	16	141	47	28	32	29	0	0	344	0	0	
C EASY TO UNDERSTAND	82	91	85	87	72	57	85	90	67	75	60	84	84	69	80	72	0	0	82	0	0	
E COVERS ISSUES THAT I CARE	66	75	74	75	48	37	69	68	55	66	54	71	79	61	56	56	0	0	66	0	0	
G DIGS BENEATH THE SURFACE	62	75	70	71	41	29	65	55	39	77	36	71	59	46	64	57	0	0	62	0	0	
D FAIR	60	75	62	67	48	27	61	56	46	67	60	64	64	57	51	54	0	0	60	0	0	
B REFLECT THE VIEWS LIKE ME	46	58	48	52	31	31	46	50	41	54	40	51	50	40	42	39	0	0	46	0	0	
F LETS ME KNOW GET INVOLVED	43	49	44	46	38	8	40	51	53	44	55	44	36	46	27	33	0	0	43	0	0	
A IS POLITICALLY PARTISAN	34	37	34	35	32	13	33	33	34	43	61	33	39	19	33	31	0	0	34	0	0	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	344	72	21	167	177	147	25	44	163	75	40	87	227	69	49	88	149	107	222	113	134	205
C EASY TO UNDERSTAND	82	87	80	77	88	88	79	78	86	91	91	90	86	77	74	86	81	82	84	81	84	82
E COVERS ISSUES THAT I CARE	66	73	69	64	69	68	40	60	69	74	63	67	69	56	67	72	68	59	67	65	70	64
G DIGS BENEATH THE SURFACE	62	67	74	57	66	63	59	54	64	64	63	63	66	52	59	66	61	59	64	58	62	62
D FAIR	60	61	65	59	62	61	60	68	63	68	66	68	63	60	49	62	60	60	63	55	58	62
B REFLECT THE VIEWS LIKE ME	46	43	56	42	50	46	32	44	48	46	42	43	51	38	33	56	42	43	46	46	46	46
F LETS ME KNOW GET INVOLVED	43	50	45	43	42	40	31	46	42	37	38	40	42	43	44	49	38	44	43	43	38	47
A IS POLITICALLY PARTISAN	34	36	21	32	35	34	49	47	33	36	43	37	37	33	20	30	31	40	34	32	36	32

TABLE 35: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/RADIO)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM	TN	
				AF-AM	PACIS															CHNSE
Base	344	230	44	21	11	6	7	103	34	86	127	90	121	218	227	110	63	101	110	64
C EASY TO UNDERSTAND	82	87	75	65	59	59	69	72	69	77	86	89	75	87	85	79	66	88	89	81
E COVERS ISSUES THAT I CARE	66	69	63	56	46	38	66	62	59	63	74	62	62	69	71	59	57	72	72	59
G DIGS BENEATH THE SURFACE	62	67	59	55	48	54	56	54	63	61	63	62	61	63	63	62	51	71	66	53
D FAIR	60	62	66	46	38	35	55	59	58	61	62	58	60	60	61	59	57	70	58	53
B REFLECT THE VIEWS LIKE ME	46	51	39	46	34	29	30	36	48	47	47	42	47	45	48	42	34	54	47	42
F LETS ME KNOW GET INVOLVED	43	44	40	38	23	27	37	41	56	47	38	41	49	39	43	45	37	51	41	41
A IS POLITICALLY PARTISAN	34	35	37	40	18	22	11	33	43	39	36	24	40	31	33	37	22	35	38	37

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	344	71	66	138	195	104	118	112	52	42	98	103	35	68	77	120	31	12	180	163	44
C EASY TO UNDERSTAND	82	92	81	86	81	80	82	86	75	79	82	89	54	87	88	85	78	85	81	84	80
E COVERS ISSUES THAT I CARE	66	71	61	66	67	68	63	68	70	53	60	74	56	66	72	67	61	64	67	66	62
G DIGS BENEATH THE SURFACE	62	63	62	62	63	59	64	65	45	62	65	64	33	59	71	64	62	78	59	65	67
D FAIR	60	59	60	60	61	60	57	64	60	57	60	60	41	56	74	59	61	61	61	59	61
B REFLECT THE VIEWS LIKE ME	46	54	42	48	44	50	40	48	48	55	37	46	28	40	56	49	44	31	45	47	41
F LETS ME KNOW GET INVOLVED	43	56	52	54	36	47	43	40	44	31	49	40	28	37	45	46	45	65	39	47	51
A IS POLITICALLY PARTISAN	34	48	30	39	29	30	37	34	30	40	32	35	12	35	38	38	28	24	32	35	27

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	344	180	164	122	127	95	94	85	85	78	51	71	77	49	52	44	58	63	61	65	60	35
C EASY TO UNDERSTAND	82	81	84	78	89	79	79	83	83	85	70	83	90	88	77	81	74	80	90	89	79	79
E COVERS ISSUES THAT I CARE	66	68	65	69	69	60	64	72	70	60	60	74	71	66	70	48	69	68	65	73	66	50
G DIGS BENEATH THE SURFACE	62	62	62	62	67	54	59	65	59	65	63	61	71	62	48	62	61	62	62	73	54	56
D FAIR	60	60	61	60	64	56	58	62	65	57	57	62	64	65	57	55	57	62	66	62	60	50
B REFLECT THE VIEWS LIKE ME	46	42	50	47	53	35	41	43	49	51	44	49	53	53	25	48	50	43	46	60	39	29
F LETS ME KNOW GET INVOLVED	43	44	41	37	48	42	40	48	37	46	33	40	54	39	39	47	37	37	30	65	48	32
A IS POLITICALLY PARTISAN	34	38	29	29	39	33	34	41	29	29	28	29	42	34	40	24	29	29	38	40	29	39

TABLE 35: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/RADIO)

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	344	78	40	33	88	91	78	70	26	32	47	149	195	239	105	167	70	26	40	41
C EASY TO UNDERSTAND	82	81	74	84	92	80	86	78	87	77	86	81	84	83	81	83	78	87	76	90
E COVERS ISSUES THAT I CARE	66	73	62	64	71	67	69	65	75	62	62	63	69	67	64	68	65	75	49	74
G DIGS BENEATH THE SURFACE	62	62	63	66	69	67	66	55	61	55	61	57	66	62	62	66	55	61	50	68
D FAIR	60	61	57	54	68	61	59	59	50	66	65	62	59	58	66	60	59	50	58	73
B REFLECT THE VIEWS LIKE ME	46	48	43	48	55	44	46	53	35	45	44	48	44	44	50	45	53	35	44	45
F LETS ME KNOW GET INVOLVED	43	34	48	30	56	50	46	37	40	22	46	37	47	43	41	48	37	40	26	48
A IS POLITICALLY PARTISAN	34	26	36	30	43	38	30	22	30	50	38	33	34	29	44	34	22	30	57	30

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	344	115	116	23	21	10	10	6	6	111	118	32	12	11	10	8	3	4	4	4
C EASY TO UNDERSTAND	82	84	90	80	70	68	63	71	47	85	89	81	59	79	50	56	67	78	72	29
E COVERS ISSUES THAT I CARE	66	69	68	64	61	62	49	58	33	73	65	58	75	60	51	43	53	50	64	23
G DIGS BENEATH THE SURFACE	62	67	66	61	58	66	44	52	44	65	68	50	83	71	37	50	45	48	58	40
D FAIR	60	63	61	53	80	49	43	46	29	64	60	59	84	54	36	40	32	45	38	30
B REFLECT THE VIEWS LIKE ME	46	46	55	38	40	53	38	46	21	55	46	32	59	47	45	26	53	41	37	24
F LETS ME KNOW GET INVOLVED	43	42	46	42	39	40	36	25	21	41	47	40	42	33	44	20	32	13	46	8
A IS POLITICALLY PARTISAN	34	39	32	41	33	50	29	21	16	33	38	35	43	42	37	16	26	28	20	8

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	344	110	120	13	31	7	14	6	6	36	9	29	5	11	13	6	1	4	4	3
C EASY TO UNDERSTAND	82	85	89	93	68	31	82	47	71	83	42	65	79	100	81	25	100	73	42	67
E COVERS ISSUES THAT I CARE	66	65	72	63	63	32	67	33	58	64	57	60	68	68	65	35	57	73	35	25
G DIGS BENEATH THE SURFACE	62	64	69	45	65	30	67	37	59	60	58	63	43	58	65	23	100	67	26	57
D FAIR	60	69	56	65	66	12	62	25	50	64	71	63	47	80	60	13	57	67	24	18
B REFLECT THE VIEWS LIKE ME	46	56	46	38	40	22	57	37	30	42	25	39	21	48	54	25	57	39	30	32
F LETS ME KNOW GET INVOLVED	43	38	50	43	39	11	51	24	22	39	47	34	53	51	48	12	57	27	20	22
A IS POLITICALLY PARTISAN	34	41	30	15	46	22	48	14	23	31	61	46	21	20	45	25	57	33	13	6

TABLE 36: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/RADIO)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	344	155	106	25	44	32	334	10	126	156	52	229	115	145	174	25	275	206	159	170	220	98
C EASY TO UNDERSTAND	98	99	98	99	93	93	98	100	97	99	97	97	99	97	98	95	99	99	98	98	98	97
E COVERS ISSUES THAT I CARE	97	98	98	88	97	99	97	100	96	99	96	97	97	97	98	95	99	99	100	99	98	98
D FAIR	92	93	96	86	87	81	92	97	95	94	80	93	90	94	93	77	94	95	93	94	94	95
G DIGS BENEATH THE SURFACE	91	94	93	88	84	80	91	75	89	96	81	90	92	92	92	81	95	95	94	95	96	95
B REFLECT THE VIEWS LIKE ME	88	90	90	79	92	72	88	78	89	89	84	88	88	89	87	90	90	90	93	90	88	90
F LETS ME KNOW GET INVOLVED	78	79	76	79	79	79	78	69	79	80	69	77	79	76	81	70	79	79	80	79	78	80
A IS POLITICALLY PARTISAN	67	66	76	63	62	65	67	79	66	70	62	66	70	56	78	58	66	69	66	68	66	75
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
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Base	344	87	154	241	92	11	253	22	17	12	16	141	47	28	32	29	0	0	344	0	0	
C EASY TO UNDERSTAND	98	97	100	99	95	93	99	100	95	95	89	98	100	91	94	99	0	0	98	0	0	
E COVERS ISSUES THAT I CARE	97	100	99	99	96	63	98	100	95	98	91	98	100	89	98	96	0	0	97	0	0	
D FAIR	92	95	95	95	87	75	92	99	75	91	100	97	90	83	92	86	0	0	92	0	0	
G DIGS BENEATH THE SURFACE	91	92	97	95	84	60	94	84	81	89	68	97	92	75	91	91	0	0	91	0	0	
B REFLECT THE VIEWS LIKE ME	88	87	94	91	82	66	88	89	74	88	91	94	94	71	87	91	0	0	88	0	0	
F LETS ME KNOW GET INVOLVED	78	80	80	80	75	58	75	87	81	70	90	78	82	77	78	71	0	0	78	0	0	
A IS POLITICALLY PARTISAN	67	57	67	63	80	50	67	89	69	61	82	63	82	62	65	81	0	0	67	0	0	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
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Base	344	72	21	167	177	147	25	44	163	75	40	87	227	69	49	88	149	107	222	113	134	205
C EASY TO UNDERSTAND	98	99	100	96	99	98	88	94	98	99	97	98	98	95	99	100	97	97	98	98	97	98
E COVERS ISSUES THAT I CARE	97	100	95	97	97	97	99	95	98	98	97	97	98	97	93	100	97	96	99	96	99	97
D FAIR	92	94	95	90	94	93	83	88	93	93	96	94	93	92	87	92	94	90	94	90	93	93
G DIGS BENEATH THE SURFACE	91	98	96	88	94	93	83	84	93	92	94	92	95	85	80	92	94	85	93	89	95	89
B REFLECT THE VIEWS LIKE ME	88	90	91	85	91	91	84	84	89	93	95	92	90	87	79	95	88	83	89	88	91	87
F LETS ME KNOW GET INVOLVED	78	77	91	80	76	75	74	74	77	71	76	72	77	86	72	81	77	76	77	79	78	78
A IS POLITICALLY PARTISAN	67	68	43	68	67	65	67	77	67	63	68	63	75	56	48	59	66	76	69	65	72	65

TABLE 36: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/RADIO)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM	TN	
				AF-AM	PACIS															CHNSE
Base	344	230	44	21	11	6	7	103	34	86	127	90	121	218	227	110	63	101	110	64
C EASY TO UNDERSTAND	98	98	95	97	86	90	85	96	96	95	98	100	96	99	98	96	95	99	98	98
E COVERS ISSUES THAT I CARE	97	99	95	94	88	90	89	95	96	98	97	100	97	98	99	96	98	100	96	98
D FAIR	92	93	100	87	82	85	83	94	91	90	94	94	90	94	93	94	96	94	92	88
G DIGS BENEATH THE SURFACE	91	94	87	79	82	94	76	87	85	91	90	96	89	93	93	89	85	95	93	91
B REFLECT THE VIEWS LIKE ME	88	91	87	88	80	87	78	84	89	87	89	89	88	89	88	89	82	94	83	94
F LETS ME KNOW GET INVOLVED	78	80	73	71	67	75	67	75	85	80	78	73	81	76	80	75	64	85	78	81
A IS POLITICALLY PARTISAN	67	65	76	71	65	78	38	77	78	74	75	49	75	65	68	67	60	76	64	70

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	344	71	66	138	195	104	118	112	52	42	98	103	35	68	77	120	31	12	180	163	44
C EASY TO UNDERSTAND	98	100	100	100	97	96	100	97	93	99	97	100	91	100	99	97	98	100	98	98	99
E COVERS ISSUES THAT I CARE	97	99	99	99	98	99	97	99	93	100	99	98	88	96	100	99	98	98	96	99	98
D FAIR	92	92	93	93	92	97	87	95	96	80	96	96	96	92	94	89	94	100	93	91	96
G DIGS BENEATH THE SURFACE	91	93	96	94	91	87	93	95	82	83	94	96	64	95	98	91	90	100	90	92	93
B REFLECT THE VIEWS LIKE ME	88	89	90	89	88	91	89	86	86	90	94	84	80	88	88	90	85	100	87	89	89
F LETS ME KNOW GET INVOLVED	78	86	80	83	75	77	78	78	86	70	79	78	74	68	82	82	74	77	75	80	75
A IS POLITICALLY PARTISAN	67	81	76	79	61	75	70	59	62	66	66	70	60	67	71	70	59	71	67	68	62

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	344	180	164	122	127	95	94	85	85	78	51	71	77	49	52	44	58	63	61	65	60	35
C EASY TO UNDERSTAND	98	98	97	97	98	98	98	98	98	97	94	99	100	96	100	96	97	96	97	100	99	96
E COVERS ISSUES THAT I CARE	97	96	99	97	96	99	94	98	98	99	93	100	96	97	99	99	95	99	94	99	99	99
D FAIR	92	94	90	94	94	88	94	94	93	87	92	95	96	92	93	81	93	94	93	96	95	75
G DIGS BENEATH THE SURFACE	91	91	91	90	93	90	88	94	93	89	90	90	93	93	88	91	85	95	94	92	92	85
B REFLECT THE VIEWS LIKE ME	88	86	90	92	90	80	85	87	89	92	90	93	90	91	76	85	89	94	86	94	85	72
F LETS ME KNOW GET INVOLVED	78	78	77	71	83	79	71	87	81	73	66	75	84	82	83	75	65	76	76	90	85	69
A IS POLITICALLY PARTISAN	67	72	63	58	75	69	67	78	67	58	57	58	80	69	74	64	60	55	72	79	69	70

TABLE 36: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/RADIO)

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	344	78	40	33	88	91	78	70	26	32	47	149	195	239	105	167	70	26	40	41
C EASY TO UNDERSTAND	98	97	95	98	98	99	97	97	95	97	100	98	98	98	98	98	97	95	97	99
E COVERS ISSUES THAT I CARE	97	98	100	99	95	95	98	99	95	99	98	99	96	97	98	96	99	95	97	100
D FAIR	92	96	92	91	95	92	91	95	90	100	89	94	91	92	93	91	95	90	97	90
G DIGS BENEATH THE SURFACE	91	94	87	96	91	89	91	91	89	96	93	92	90	91	91	90	91	89	91	97
B REFLECT THE VIEWS LIKE ME	88	95	89	89	90	80	87	93	81	96	97	95	83	85	95	83	93	81	96	97
F LETS ME KNOW GET INVOLVED	78	73	69	84	84	75	80	73	83	76	85	77	78	76	82	77	73	83	73	90
A IS POLITICALLY PARTISAN	67	53	72	65	82	68	72	58	54	78	74	67	68	64	76	70	58	54	79	72

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		18-49	50+	18-49	50+	18-49	50+	18-49				50+
Base	344	115	116	23	21	10	10	6	6	111	118	32	12	11	10	8	3	4	4	4	
C EASY TO UNDERSTAND	98	98	99	100	90	95	100	91	80	98	99	100	83	100	94	83	91	100	78	80	
E COVERS ISSUES THAT I CARE	97	99	99	91	100	88	100	91	86	98	100	93	100	100	87	92	77	95	94	77	
D FAIR	92	96	90	100	100	88	86	85	79	94	91	100	100	86	88	79	91	84	92	70	
G DIGS BENEATH THE SURFACE	91	94	94	88	85	87	71	85	79	93	95	85	91	86	71	79	91	83	100	64	
B REFLECT THE VIEWS LIKE ME	88	91	90	74	100	93	83	84	76	91	90	85	92	86	91	81	78	88	79	74	
F LETS ME KNOW GET INVOLVED	78	82	79	71	76	67	75	67	67	78	82	72	76	64	79	66	69	66	84	50	
A IS POLITICALLY PARTISAN	67	67	62	80	71	83	59	67	64	64	66	76	77	76	65	66	65	72	67	57	

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH		LA	SF	LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER	
Base	344	110	120	13	31	7	14	6	6	36	9	29	5	11	13	6	1	4	4	3		
C EASY TO UNDERSTAND	98	98	99	100	93	100	96	85	86	97	87	93	100	100	96	100	100	80	86	92		
E COVERS ISSUES THAT I CARE	97	99	99	100	93	100	91	86	91	94	100	92	100	100	91	100	100	86	86	94		
D FAIR	92	93	93	100	100	100	80	78	86	100	100	100	100	100	79	100	100	87	77	82		
G DIGS BENEATH THE SURFACE	91	94	94	81	89	76	80	83	81	90	75	88	68	91	79	74	100	79	84	83		
B REFLECT THE VIEWS LIKE ME	88	97	85	81	89	87	89	87	73	83	100	88	47	100	88	86	100	61	93	86		
F LETS ME KNOW GET INVOLVED	78	79	81	84	69	45	84	76	59	70	88	66	79	90	83	49	57	54	75	73		
A IS POLITICALLY PARTISAN	67	67	62	50	87	67	73	63	68	70	100	86	68	53	71	74	57	60	69	66		

TABLE 37: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/RADIO)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
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Base	344	155	106	25	44	32	334	10	126	156	52	229	115	145	174	25	275	206	159	170	220	98
A IS POLITICALLY PARTISAN	28	30	21	19	32	35	28	10	30	27	27	30	23	38	17	37	31	27	28	27	31	21
F LETS ME KNOW GET INVOLVED	22	21	23	21	21	21	22	21	21	20	31	23	20	24	19	30	20	21	20	21	22	19
B REFLECT THE VIEWS LIKE ME	8	6	8	13	7	16	8	22	9	7	10	8	9	6	10	10	7	6	6	8	9	7
G DIGS BENEATH THE SURFACE	8	5	5	12	15	20	8	13	9	4	18	9	7	7	8	16	4	5	5	4	4	5
D FAIR	7	6	4	6	10	19	7	0	5	5	15	7	7	4	7	21	5	5	6	6	5	4
E COVERS ISSUES THAT I CARE	2	2	1	12	3	1	2	0	3	1	4	2	2	2	2	5	0	0	0	1	1	1
C EASY TO UNDERSTAND	2	1	2	0	3	7	2	0	2	1	2	2	1	3	1	5	1	1	2	2	1	3
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
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Base	344	87	154	241	92	11	253	22	17	12	16	141	47	28	32	29	0	0	344	0	0	
A IS POLITICALLY PARTISAN	28	37	30	33	16	19	30	5	29	13	9	34	18	21	25	15	0	0	28	0	0	
F LETS ME KNOW GET INVOLVED	22	20	20	20	25	33	25	13	19	30	8	22	18	19	21	29	0	0	22	0	0	
B REFLECT THE VIEWS LIKE ME	8	6	6	6	13	14	8	11	10	12	8	3	3	22	7	9	0	0	8	0	0	
G DIGS BENEATH THE SURFACE	8	7	2	4	15	38	6	16	19	11	23	3	8	23	8	9	0	0	8	0	0	
D FAIR	7	5	5	5	12	2	7	0	17	9	0	3	10	4	7	14	0	0	7	0	0	
E COVERS ISSUES THAT I CARE	2	0	1	0	3	37	2	0	5	2	7	1	0	11	2	4	0	0	2	0	0	
C EASY TO UNDERSTAND	2	3	0	1	3	7	1	0	3	5	9	2	0	5	5	1	0	0	2	0	0	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
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Base	344	72	21	167	177	147	25	44	163	75	40	87	227	69	49	88	149	107	222	113	134	205
A IS POLITICALLY PARTISAN	28	28	48	28	27	29	28	15	27	34	27	33	22	37	43	37	29	18	28	28	26	29
F LETS ME KNOW GET INVOLVED	22	23	9	19	24	25	26	25	23	29	24	27	23	14	26	19	22	24	23	20	22	21
B REFLECT THE VIEWS LIKE ME	8	4	4	11	5	7	16	10	8	5	5	6	7	10	13	5	9	10	8	10	6	10
G DIGS BENEATH THE SURFACE	8	2	4	11	6	7	17	14	7	7	6	8	4	13	19	5	5	14	7	10	5	9
D FAIR	7	4	5	8	5	7	17	9	7	7	4	6	6	8	8	8	5	8	5	10	6	7
E COVERS ISSUES THAT I CARE	2	0	0	3	2	2	1	4	1	2	3	3	1	3	6	0	2	4	1	3	1	2
C EASY TO UNDERSTAND	2	1	0	3	1	1	12	3	2	1	0	1	2	3	0	0	2	3	2	1	3	1

TABLE 37: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/RADIO)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM	TN
					PACIS	CHNSE														
Base	344	230	44	21	11	6	7	103	34	86	127	90	121	218	227	110	63	101	110	64
A IS POLITICALLY PARTISAN	28	32	24	18	24	15	50	18	23	20	46	22	31	28	28	35	22	31	24	
F LETS ME KNOW GET INVOLVED	22	20	24	29	31	25	29	23	12	20	22	27	18	24	20	36	14	22	19	
B REFLECT THE VIEWS LIKE ME	8	7	10	12	15	13	14	10	10	8	7	10	9	8	10	12	4	14	4	
G DIGS BENEATH THE SURFACE	8	5	13	14	13	6	17	12	13	9	9	3	10	6	7	13	3	6	9	
D FAIR	7	7	0	13	13	15	9	6	7	10	6	4	9	5	7	4	6	8	10	
E COVERS ISSUES THAT I CARE	2	1	3	6	8	10	4	3	4	2	2	0	3	1	1	2	0	3	2	
C EASY TO UNDERSTAND	2	1	5	3	10	10	7	4	4	4	1	0	4	1	2	5	1	1	2	

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	344	71	66	138	195	104	118	112	52	42	98	103	35	68	77	120	31	12	180	163	44
A IS POLITICALLY PARTISAN	28	12	24	18	35	16	29	38	28	28	30	29	32	24	29	27	30	25	27	28	29
F LETS ME KNOW GET INVOLVED	22	14	19	16	25	22	22	22	12	30	21	22	25	32	18	18	23	23	25	19	23
B REFLECT THE VIEWS LIKE ME	8	10	6	8	9	6	7	11	10	10	5	11	14	7	6	9	12	0	8	9	9
G DIGS BENEATH THE SURFACE	8	6	4	5	9	13	7	4	17	16	6	4	35	4	2	7	10	0	9	7	7
D FAIR	7	8	4	6	7	3	12	5	4	17	4	4	4	5	5	10	6	0	5	8	4
E COVERS ISSUES THAT I CARE	2	1	1	1	2	1	2	1	7	0	0	2	11	3	0	1	2	2	3	1	2
C EASY TO UNDERSTAND	2	0	0	0	2	3	0	3	4	1	3	0	5	0	1	3	2	0	1	2	1

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	344	180	164	122	127	95	94	85	85	78	51	71	77	49	52	44	58	63	61	65	60	35
A IS POLITICALLY PARTISAN	28	22	34	38	18	28	26	17	29	40	36	40	11	28	25	31	35	40	19	16	28	27
F LETS ME KNOW GET INVOLVED	22	21	23	28	17	21	29	12	19	27	32	25	16	18	17	25	35	23	24	10	15	31
B REFLECT THE VIEWS LIKE ME	8	8	8	6	9	11	8	9	8	8	6	6	8	9	11	12	6	6	12	6	6	20
G DIGS BENEATH THE SURFACE	8	9	7	9	6	10	12	6	6	9	10	8	7	5	11	8	14	4	6	6	7	15
D FAIR	7	5	9	5	5	11	4	6	7	11	5	5	3	8	7	15	4	6	7	4	4	21
E COVERS ISSUES THAT I CARE	2	3	1	2	4	1	5	1	1	1	5	0	4	3	1	1	3	1	6	1	1	1
C EASY TO UNDERSTAND	2	2	2	3	0	2	2	2	1	3	6	1	0	1	0	3	3	4	1	0	0	4

TABLE 37: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/RADIO)

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	344	78	40	33	88	91	78	70	26	32	47	149	195	239	105	167	70	26	40	41
A IS POLITICALLY PARTISAN	28	44	26	27	13	27	20	39	37	22	23	30	26	31	20	24	39	37	18	27
F LETS ME KNOW GET INVOLVED	22	27	29	16	16	25	20	26	17	24	15	22	22	24	18	23	26	17	27	10
B REFLECT THE VIEWS LIKE ME	8	3	11	11	9	15	9	5	19	1	0	2	13	10	4	12	5	19	0	0
G DIGS BENEATH THE SURFACE	8	6	11	4	7	9	7	9	11	4	7	7	9	9	7	8	9	11	9	3
D FAIR	7	4	8	8	5	6	8	5	10	0	10	6	7	7	6	7	5	10	3	9
E COVERS ISSUES THAT I CARE	2	1	0	1	5	5	0	1	5	0	2	1	3	3	1	3	1	5	3	0
C EASY TO UNDERSTAND	2	3	5	2	0	1	3	3	0	3	0	2	1	2	2	2	3	0	3	1

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN												
Base	344	115	116	23	21	10	10	6	6	111	118	32	12	11	10	8	3	4	4	4	
A IS POLITICALLY PARTISAN	28	29	34	20	29	11	25	21	27	31	32	24	23	17	19	25	21	22	20	30	
F LETS ME KNOW GET INVOLVED	22	18	21	25	24	33	25	33	28	22	18	28	16	36	21	30	31	34	16	43	
B REFLECT THE VIEWS LIKE ME	8	7	8	19	0	7	17	12	19	6	9	11	8	14	9	13	22	12	21	13	
G DIGS BENEATH THE SURFACE	8	6	5	12	15	13	16	11	16	7	4	15	9	7	22	15	9	17	0	23	
D FAIR	7	4	9	0	0	12	14	6	21	6	7	0	0	14	12	15	9	16	0	24	
E COVERS ISSUES THAT I CARE	2	1	1	5	0	12	0	6	9	2	0	3	0	0	13	4	17	0	6	16	
C EASY TO UNDERSTAND	2	2	0	0	10	5	0	4	15	1	1	0	17	0	6	10	9	0	15	13	

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH													
Base	344	110	120	13	31	7	14	6	6	36	9	29	5	11	13	6	1	4	4	3		
A IS POLITICALLY PARTISAN	28	30	32	50	13	20	17	25	23	30	0	14	32	47	19	12	43	26	21	26		
F LETS ME KNOW GET INVOLVED	22	21	19	8	31	55	16	24	37	28	12	34	0	10	17	51	43	39	25	27		
B REFLECT THE VIEWS LIKE ME	8	1	13	7	11	13	11	9	22	13	0	12	21	0	12	14	0	32	7	6		
G DIGS BENEATH THE SURFACE	8	6	5	19	11	24	10	12	14	10	25	12	32	9	10	26	0	14	16	9		
D FAIR	7	7	6	0	0	0	20	12	14	0	0	0	0	0	21	0	0	13	16	10		
E COVERS ISSUES THAT I CARE	2	1	1	0	4	0	9	11	5	3	0	4	0	0	9	0	0	7	14	0		
C EASY TO UNDERSTAND	2	2	0	0	7	0	4	15	5	3	13	7	0	0	4	0	0	7	14	8		

TABLE 38: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/INTERNET)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	979	448	269	77	183	70	965	14	455	461	49	721	258	489	414	76	641	483	424	475	545	342
C EASY TO UNDERSTAND	60	60	64	38	65	62	60	45	60	61	51	60	60	63	59	43	65	65	65	61	65	59
E COVERS ISSUES THAT I CARE	39	41	36	27	44	35	39	28	41	37	33	39	37	44	34	29	42	43	41	38	42	38
D FAIR	26	26	24	20	29	30	26	27	29	24	12	26	24	27	27	12	28	28	25	25	27	27
B REFLECT THE VIEWS LIKE ME	23	26	21	19	27	13	23	34	28	19	16	25	20	27	22	8	24	23	23	23	21	24
F LETS ME KNOW GET INVOLVED	22	21	22	23	24	26	22	30	28	17	18	22	24	23	22	17	23	26	25	28	23	19
G DIGS BENEATH THE SURFACE	22	23	21	10	29	16	22	21	28	17	11	22	21	23	21	16	22	23	23	21	22	21
A IS POLITICALLY PARTISAN	20	21	21	22	21	13	20	10	22	18	29	20	21	18	23	19	22	24	20	20	20	16
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
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Base	979	219	347	566	328	85	664	98	75	44	32	428	173	53	110	54	0	0	0	979	0	
C EASY TO UNDERSTAND	60	66	65	65	53	51	62	47	60	59	55	62	64	48	56	57	0	0	0	60	0	
E COVERS ISSUES THAT I CARE	39	38	43	41	36	30	39	36	38	42	43	39	44	36	41	29	0	0	0	39	0	
D FAIR	26	28	25	26	24	28	24	30	21	29	34	27	30	18	23	22	0	0	0	26	0	
B REFLECT THE VIEWS LIKE ME	23	20	23	21	26	25	24	26	15	19	33	25	26	16	24	14	0	0	0	23	0	
F LETS ME KNOW GET INVOLVED	22	24	23	23	22	19	21	24	21	20	23	21	26	32	20	21	0	0	0	22	0	
G DIGS BENEATH THE SURFACE	22	21	21	21	24	21	20	30	18	32	16	19	25	26	27	13	0	0	0	22	0	
A IS POLITICALLY PARTISAN	20	21	19	20	17	30	17	29	16	21	33	19	26	20	18	21	0	0	0	20	0	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	979	104	137	581	398	778	83	237	845	404	247	474	738	115	127	264	465	250	505	411	317	653
C EASY TO UNDERSTAND	60	59	62	58	63	61	51	58	61	62	61	61	63	52	52	65	59	57	61	62	59	60
E COVERS ISSUES THAT I CARE	39	40	38	36	43	39	33	39	39	40	44	41	42	25	29	41	36	40	37	41	35	41
D FAIR	26	21	28	24	28	26	22	26	26	25	25	25	28	19	20	24	28	24	27	25	21	28
B REFLECT THE VIEWS LIKE ME	23	16	18	21	27	24	24	26	23	24	24	25	25	19	15	23	24	22	21	27	23	23
F LETS ME KNOW GET INVOLVED	22	17	25	24	20	23	30	26	22	20	20	21	23	20	22	30	19	20	22	22	23	22
G DIGS BENEATH THE SURFACE	22	25	16	21	23	21	25	25	22	20	21	21	23	20	15	26	20	20	21	22	18	23
A IS POLITICALLY PARTISAN	20	12	12	19	21	20	24	25	21	18	20	19	20	20	22	16	22	20	21	20	19	20

TABLE 38: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/INTERNET)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM	TN	
				AF-AM	PACIS															CHNSE
Base	979	577	187	49	53	26	37	379	122	314	319	219	436	537	530	440	221	277	275	186
C EASY TO UNDERSTAND	60	64	54	53	51	53	45	54	52	60	58	67	58	62	60	60	63	58	57	61
E COVERS ISSUES THAT I CARE	39	40	36	39	37	42	33	36	39	42	36	37	41	36	34	43	46	33	37	36
D FAIR	26	27	25	22	28	32	21	23	29	26	23	27	27	24	26	25	29	25	25	22
B REFLECT THE VIEWS LIKE ME	23	25	20	29	26	23	24	21	31	25	23	17	27	21	21	26	29	22	21	20
F LETS ME KNOW GET INVOLVED	22	21	23	38	18	16	18	24	22	27	25	12	26	19	22	22	27	19	20	25
G DIGS BENEATH THE SURFACE	22	22	22	21	27	20	27	21	26	23	25	12	24	20	19	24	27	21	21	17
A IS POLITICALLY PARTISAN	20	19	18	18	22	24	19	20	19	24	22	13	22	18	21	19	21	20	23	14

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	979	94	178	272	618	283	315	359	194	149	233	281	291	221	175	229	44	16	687	290	61
C EASY TO UNDERSTAND	60	66	55	59	61	60	58	62	58	61	60	63	61	62	61	56	74	22	61	57	60
E COVERS ISSUES THAT I CARE	39	48	34	39	39	41	34	41	42	43	35	39	46	36	36	34	46	17	40	35	38
D FAIR	26	39	24	29	24	32	21	25	28	27	23	27	24	29	27	25	24	10	26	24	20
B REFLECT THE VIEWS LIKE ME	23	33	20	25	22	24	23	23	30	28	18	23	27	24	24	20	15	4	25	19	12
F LETS ME KNOW GET INVOLVED	22	33	20	25	22	28	20	21	29	22	20	21	23	21	21	25	25	7	22	24	20
G DIGS BENEATH THE SURFACE	22	26	26	26	20	28	18	19	26	27	19	19	23	20	19	24	20	13	21	23	18
A IS POLITICALLY PARTISAN	20	34	24	28	16	25	15	20	20	20	16	23	16	19	21	24	23	25	19	24	24

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	979	577	402	375	279	325	388	187	299	103	205	170	183	96	189	136	264	111	171	107	253	73
C EASY TO UNDERSTAND	60	60	59	62	59	59	63	55	59	61	66	58	58	60	57	61	64	58	58	59	60	54
E COVERS ISSUES THAT I CARE	39	40	36	39	35	41	42	38	38	29	42	35	35	36	44	36	41	34	34	37	43	32
D FAIR	26	28	22	25	26	26	30	23	21	25	32	17	24	29	27	24	27	23	24	27	27	20
B REFLECT THE VIEWS LIKE ME	23	25	21	25	21	24	27	20	22	16	28	21	22	18	25	22	28	15	20	21	25	21
F LETS ME KNOW GET INVOLVED	22	22	23	23	25	20	22	23	22	26	26	19	21	32	19	21	22	24	25	25	19	23
G DIGS BENEATH THE SURFACE	22	24	19	22	23	21	25	21	17	26	25	17	24	22	22	19	21	24	25	20	19	24
A IS POLITICALLY PARTISAN	20	23	16	17	25	20	21	26	15	20	21	12	27	20	21	19	18	15	20	33	18	24

TABLE 38: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (VERY WELL/INTERNET)

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	979	237	125	96	168	226	222	232	89	112	98	443	537	712	267	434	240	89	114	103
C EASY TO UNDERSTAND	60	63	59	59	61	63	53	62	63	62	59	61	59	61	59	58	61	63	61	63
E COVERS ISSUES THAT I CARE	39	39	38	33	36	35	37	41	43	41	37	40	37	37	41	36	40	43	40	41
D FAIR	26	25	26	25	26	28	25	27	31	19	20	23	27	28	20	26	26	31	22	19
B REFLECT THE VIEWS LIKE ME	23	24	26	13	24	24	22	28	29	19	13	22	24	25	19	23	27	29	18	16
F LETS ME KNOW GET INVOLVED	22	24	18	25	23	24	19	21	22	21	30	23	22	23	21	22	21	22	20	31
G DIGS BENEATH THE SURFACE	22	21	22	22	24	25	21	21	25	15	23	20	23	23	19	23	20	25	17	20
A IS POLITICALLY PARTISAN	20	14	19	16	28	19	21	20	21	20	19	20	20	20	20	20	20	21	19	18

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN												
Base	979	351	226	102	85	26	23	32	21	372	202	157	31	35	14	41	12	17	12	24	
C EASY TO UNDERSTAND	60	64	63	53	55	51	54	51	51	65	60	53	57	55	47	52	47	43	60	52	
E COVERS ISSUES THAT I CARE	39	43	36	42	29	30	49	41	32	42	37	35	40	43	27	38	33	35	43	36	
D FAIR	26	30	24	29	19	17	28	26	31	29	24	23	32	23	21	29	26	26	41	22	
B REFLECT THE VIEWS LIKE ME	23	27	22	22	17	26	33	26	25	28	20	21	14	30	28	24	32	22	35	23	
F LETS ME KNOW GET INVOLVED	22	21	21	23	23	31	46	19	17	20	24	22	25	43	25	18	20	17	24	16	
G DIGS BENEATH THE SURFACE	22	23	20	28	14	15	27	31	21	21	24	23	14	20	23	24	37	22	39	24	
A IS POLITICALLY PARTISAN	20	23	13	17	20	18	19	22	22	17	23	17	24	14	29	21	24	24	22	21	

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH													
Base	979	282	295	62	125	16	33	22	30	149	36	109	25	53	32	13	4	26	19	8		
C EASY TO UNDERSTAND	60	65	62	56	53	64	48	50	52	52	61	53	59	54	47	56	85	50	49	60		
E COVERS ISSUES THAT I CARE	39	40	40	42	33	44	36	41	34	34	38	33	48	35	36	42	52	33	45	32		
D FAIR	26	27	28	20	27	25	21	29	27	25	24	28	28	17	17	25	53	27	33	21		
B REFLECT THE VIEWS LIKE ME	23	24	26	24	17	24	32	25	26	19	24	18	26	19	29	29	34	25	31	15		
F LETS ME KNOW GET INVOLVED	22	24	19	24	22	40	37	16	19	22	25	22	22	24	37	38	49	20	18	11		
G DIGS BENEATH THE SURFACE	22	20	24	21	22	20	22	28	26	23	17	24	21	17	21	18	33	24	31	25		
A IS POLITICALLY PARTISAN	20	19	19	18	18	29	13	28	18	20	10	19	22	15	14	35	0	17	32	14		

TABLE 39: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/INTERNET)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	979	448	269	77	183	70	965	14	455	461	49	721	258	489	414	76	641	483	424	475	545	342
C EASY TO UNDERSTAND	95	96	96	93	95	95	95	88	95	96	92	95	96	96	95	88	96	96	95	95	96	96
E COVERS ISSUES THAT I CARE	89	91	90	79	93	80	89	85	91	89	81	91	86	94	84	87	90	92	90	89	90	92
D FAIR	81	86	80	77	82	73	82	75	82	83	67	83	78	85	79	68	82	84	83	81	84	88
B REFLECT THE VIEWS LIKE ME	78	80	81	67	82	77	78	93	77	81	70	79	76	84	74	65	76	80	77	78	77	85
G DIGS BENEATH THE SURFACE	73	76	71	67	78	66	73	77	76	71	60	73	73	77	70	63	75	76	75	74	74	77
A IS POLITICALLY PARTISAN	71	73	71	70	74	61	71	40	70	73	73	71	71	74	69	60	71	74	71	70	71	76
F LETS ME KNOW GET INVOLVED	65	63	66	69	71	65	65	65	67	64	54	65	66	66	64	61	66	67	69	69	63	69
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	979	219	347	566	328	85	664	98	75	44	32	428	173	53	110	54	0	0	0	979	0	
C EASY TO UNDERSTAND	95	96	96	96	95	91	96	91	97	96	93	96	95	99	93	94	0	0	0	95	0	
E COVERS ISSUES THAT I CARE	89	89	92	91	92	67	92	86	85	85	92	92	88	91	93	78	0	0	0	89	0	
D FAIR	81	80	85	83	82	68	83	79	77	89	82	85	79	77	90	72	0	0	0	81	0	
B REFLECT THE VIEWS LIKE ME	78	75	80	78	79	78	81	77	73	79	69	84	76	77	82	65	0	0	0	78	0	
G DIGS BENEATH THE SURFACE	73	75	74	75	72	63	73	76	73	84	72	74	76	74	81	72	0	0	0	73	0	
A IS POLITICALLY PARTISAN	71	71	73	72	71	62	71	77	70	68	77	73	75	81	67	65	0	0	0	71	0	
F LETS ME KNOW GET INVOLVED	65	69	67	68	65	49	63	68	72	62	84	65	66	74	67	75	0	0	0	65	0	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
Base	979	104	137	581	398	778	83	237	845	404	247	474	738	115	127	264	465	250	505	411	317	653
C EASY TO UNDERSTAND	95	98	96	95	96	96	96	95	95	97	98	97	97	89	90	97	95	94	95	96	94	96
E COVERS ISSUES THAT I CARE	89	92	91	89	89	91	85	88	90	92	94	92	92	81	79	90	91	87	89	90	88	90
D FAIR	81	89	83	83	80	82	81	81	81	85	82	84	85	71	73	82	82	81	80	83	76	84
B REFLECT THE VIEWS LIKE ME	78	80	79	78	79	80	78	77	78	81	81	81	81	74	65	78	78	78	77	81	78	78
G DIGS BENEATH THE SURFACE	73	77	74	74	72	73	74	75	73	73	75	74	75	65	68	72	73	74	70	75	67	75
A IS POLITICALLY PARTISAN	71	75	67	73	68	72	72	70	71	72	69	71	73	65	67	65	75	70	71	71	72	70
F LETS ME KNOW GET INVOLVED	65	70	69	66	63	65	77	72	64	66	64	65	67	65	56	71	63	64	63	65	70	63

TABLE 39: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/INTERNET)

	QB/QC ETHNICITY							Q24 EDUCATION							Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN		NON-CHN	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
					PACIS	CHNSE														
Base	979	577	187	49	53	26	37	379	122	314	319	219	436	537	530	440	221	277	275	186
C EASY TO UNDERSTAND	95	95	96	93	90	89	89	95	92	95	97	94	94	96	94	97	96	95	97	92
E COVERS ISSUES THAT I CARE	89	89	90	88	87	86	87	90	85	90	90	90	89	90	88	91	92	89	90	85
D FAIR	81	83	81	80	78	84	70	81	80	85	78	82	84	80	79	85	82	84	80	78
B REFLECT THE VIEWS LIKE ME	78	79	79	79	74	71	73	78	75	81	79	75	79	77	79	78	80	80	78	75
G DIGS BENEATH THE SURFACE	73	72	75	77	70	70	65	75	80	78	71	64	79	68	70	77	75	73	72	72
A IS POLITICALLY PARTISAN	71	70	75	76	67	67	71	73	69	77	68	66	75	68	70	72	70	75	70	66
F LETS ME KNOW GET INVOLVED	65	61	71	77	56	58	63	70	69	71	63	57	70	60	65	64	68	67	62	65

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	979	94	178	272	618	283	315	359	194	149	233	281	291	221	175	229	44	16	687	290	61
C EASY TO UNDERSTAND	95	94	98	96	95	96	94	96	98	94	95	95	97	96	92	94	100	76	96	94	94
E COVERS ISSUES THAT I CARE	89	87	87	87	92	87	91	90	93	88	92	92	91	92	88	87	89	70	91	86	84
D FAIR	81	73	83	79	84	78	86	82	85	86	82	81	87	82	76	79	77	67	83	78	74
B REFLECT THE VIEWS LIKE ME	78	72	78	76	80	73	83	80	82	81	78	80	83	81	76	75	63	66	81	73	64
G DIGS BENEATH THE SURFACE	73	70	79	76	73	71	73	75	81	79	68	70	78	72	68	74	72	49	73	72	65
A IS POLITICALLY PARTISAN	71	69	80	76	70	72	74	68	75	70	70	70	75	68	74	70	58	65	72	68	60
F LETS ME KNOW GET INVOLVED	65	73	70	71	62	70	70	57	70	71	67	60	66	66	63	65	66	47	65	64	60

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	979	577	402	375	279	325	388	187	299	103	205	170	183	96	189	136	264	111	171	107	253	73
C EASY TO UNDERSTAND	95	96	95	95	95	96	96	94	95	94	95	94	94	96	97	95	95	95	97	92	96	95
E COVERS ISSUES THAT I CARE	89	90	89	93	85	88	91	87	90	84	95	91	87	81	86	91	95	89	85	86	90	83
D FAIR	81	82	80	85	77	81	83	81	83	74	85	85	79	73	82	81	86	83	78	76	83	75
B REFLECT THE VIEWS LIKE ME	78	79	78	82	71	80	80	75	82	68	84	80	71	70	79	82	84	79	74	64	82	75
G DIGS BENEATH THE SURFACE	73	74	72	74	68	76	74	74	73	68	77	71	67	69	77	74	74	76	69	64	75	77
A IS POLITICALLY PARTISAN	71	72	69	69	72	73	75	68	69	67	71	66	74	68	73	72	72	61	76	67	71	78
F LETS ME KNOW GET INVOLVED	65	64	67	66	66	63	65	62	66	68	64	67	65	70	63	64	67	63	66	67	64	62

TABLE 39: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL WELL/INTERNET)

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	979	237	125	96	168	226	222	232	89	112	98	443	537	712	267	434	240	89	114	103
C EASY TO UNDERSTAND	95	95	94	92	97	98	95	93	100	91	94	93	97	96	94	97	93	100	91	94
E COVERS ISSUES THAT I CARE	89	95	91	87	86	91	86	90	93	86	92	90	89	90	89	89	90	93	86	91
D FAIR	81	87	84	81	74	83	83	77	88	79	84	79	83	82	80	82	78	88	80	84
B REFLECT THE VIEWS LIKE ME	78	84	81	69	71	79	82	75	81	74	79	76	80	79	77	80	75	81	76	77
G DIGS BENEATH THE SURFACE	73	74	75	63	71	75	72	74	72	66	74	72	73	73	72	74	72	72	73	69
A IS POLITICALLY PARTISAN	71	71	63	71	71	69	71	74	78	64	68	70	72	72	68	70	72	78	64	74
F LETS ME KNOW GET INVOLVED	65	67	62	60	70	70	62	65	66	58	70	64	66	66	63	65	64	66	62	69

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN												
Base	979	351	226	102	85	26	23	32	21	372	202	157	31	35	14	41	12	17	12	24	
C EASY TO UNDERSTAND	95	95	95	95	97	97	88	91	89	96	93	96	97	92	95	91	86	84	89	95	
E COVERS ISSUES THAT I CARE	89	90	89	90	89	90	86	87	88	91	86	91	83	89	86	88	84	85	85	90	
D FAIR	81	85	80	80	81	81	78	79	77	84	82	82	74	80	80	77	83	77	83	77	
B REFLECT THE VIEWS LIKE ME	78	78	81	79	79	86	70	76	70	83	72	82	67	79	79	74	73	75	74	73	
G DIGS BENEATH THE SURFACE	73	74	68	76	75	80	74	74	65	71	73	75	77	77	79	70	71	64	68	76	
A IS POLITICALLY PARTISAN	71	69	70	77	73	84	68	73	59	71	67	76	70	73	86	69	62	68	70	65	
F LETS ME KNOW GET INVOLVED	65	59	65	73	70	81	73	61	49	61	62	71	73	80	69	56	58	55	61	55	

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH													
Base	979	282	295	62	125	16	33	22	30	149	36	109	25	53	32	13	4	26	19	8		
C EASY TO UNDERSTAND	95	92	98	97	95	85	96	87	92	97	90	94	100	96	96	82	100	92	87	90		
E COVERS ISSUES THAT I CARE	89	89	89	88	90	95	85	85	89	90	87	89	90	90	84	94	100	89	85	90		
D FAIR	81	79	87	80	81	75	82	75	81	82	76	79	73	87	82	69	100	82	77	69		
B REFLECT THE VIEWS LIKE ME	78	77	82	75	81	84	76	70	76	81	69	80	78	79	75	81	100	76	71	74		
G DIGS BENEATH THE SURFACE	73	71	73	72	77	86	73	71	70	76	73	79	74	69	72	88	87	69	74	67		
A IS POLITICALLY PARTISAN	71	70	70	71	77	85	72	72	64	74	77	74	64	81	71	88	80	64	75	59		
F LETS ME KNOW GET INVOLVED	65	61	61	70	72	76	77	56	57	73	65	70	80	71	76	82	68	53	56	69		

TABLE 40: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/INTERNET)

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	979	448	269	77	183	70	965	14	455	461	49	721	258	489	414	76	641	483	424	475	545	342
F LETS ME KNOW GET INVOLVED	33	34	33	29	27	27	33	35	30	35	39	33	32	33	33	32	32	32	30	30	35	30
G DIGS BENEATH THE SURFACE	24	21	27	31	20	27	24	23	20	27	33	24	25	22	26	26	23	22	24	25	24	22
A IS POLITICALLY PARTISAN	23	22	24	25	21	28	23	44	23	23	22	23	22	21	25	27	25	21	24	25	23	19
B REFLECT THE VIEWS LIKE ME	17	16	17	31	11	17	17	7	18	16	25	16	20	12	22	23	19	17	20	19	18	12
D FAIR	15	12	17	21	12	19	15	16	14	14	28	14	17	12	16	23	14	13	15	14	13	10
E COVERS ISSUES THAT I CARE	9	8	9	19	5	12	9	15	7	10	13	8	12	6	14	2	9	7	9	9	9	7
C EASY TO UNDERSTAND	4	4	4	7	3	3	4	12	4	4	5	4	4	3	4	8	4	4	4	4	4	4
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	979	219	347	566	328	85	664	98	75	44	32	428	173	53	110	54	0	0	0	979	0	
F LETS ME KNOW GET INVOLVED	33	31	31	31	33	43	34	29	28	38	15	33	33	23	32	22	0	0	0	33	0	
G DIGS BENEATH THE SURFACE	24	23	23	23	24	31	24	21	26	13	28	24	23	26	15	28	0	0	0	24	0	
A IS POLITICALLY PARTISAN	23	25	22	23	23	25	24	16	23	31	14	22	21	16	28	27	0	0	0	23	0	
B REFLECT THE VIEWS LIKE ME	17	20	17	18	15	19	15	22	24	17	27	12	22	19	16	31	0	0	0	17	0	
D FAIR	15	16	13	14	13	25	14	13	18	9	15	11	19	19	9	23	0	0	0	15	0	
E COVERS ISSUES THAT I CARE	9	10	6	8	6	26	7	12	15	15	8	7	11	7	5	19	0	0	0	9	0	
C EASY TO UNDERSTAND	4	4	4	4	3	8	3	8	3	4	7	3	5	1	7	6	0	0	0	4	0	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
Base	979	104	137	581	398	778	83	237	845	404	247	474	738	115	127	264	465	250	505	411	317	653
F LETS ME KNOW GET INVOLVED	33	29	30	32	35	34	20	26	34	34	35	33	32	34	37	29	35	33	35	32	28	35
G DIGS BENEATH THE SURFACE	24	19	23	24	24	25	23	22	24	25	25	24	23	32	25	26	24	23	26	23	30	21
A IS POLITICALLY PARTISAN	23	20	25	21	26	24	16	22	23	23	27	24	22	26	25	29	20	22	23	23	23	23
B REFLECT THE VIEWS LIKE ME	17	20	14	17	17	16	21	18	18	15	14	15	15	23	26	19	18	15	18	15	20	16
D FAIR	15	11	13	13	16	15	16	14	15	12	13	12	13	21	19	14	16	13	16	13	19	12
E COVERS ISSUES THAT I CARE	9	7	7	9	9	8	11	11	9	7	6	7	6	18	15	9	8	11	9	8	11	8
C EASY TO UNDERSTAND	4	0	4	4	4	4	4	4	4	3	2	3	3	9	6	3	4	4	4	3	5	4

TABLE 40: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/INTERNET)

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN		N-CHN	NON-CHN	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
					PACIS	CHNSE														
Base	979	577	187	49	53	26	37	379	122	314	319	219	436	537	530	440	221	277	275	186
F LETS ME KNOW GET INVOLVED	33	37	25	23	33	30	30	27	29	26	35	42	27	38	32	34	31	32	36	31
G DIGS BENEATH THE SURFACE	24	26	21	23	21	22	24	21	17	20	25	33	19	28	27	20	23	26	24	22
A IS POLITICALLY PARTISAN	23	26	16	21	23	23	16	20	25	18	25	28	20	26	25	21	22	20	25	27
B REFLECT THE VIEWS LIKE ME	17	17	18	20	18	20	16	17	20	16	15	20	17	17	17	17	17	18	16	21
D FAIR	15	14	16	20	13	10	17	14	17	11	18	13	13	16	18	11	15	12	16	17
E COVERS ISSUES THAT I CARE	9	9	8	12	9	9	7	8	12	8	8	9	10	8	10	7	6	10	8	12
C EASY TO UNDERSTAND	4	4	4	7	6	8	4	4	6	4	2	5	5	3	5	3	4	5	2	5

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
				YES	NO																
Base	979	94	178	272	618	283	315	359	194	149	233	281	291	221	175	229	44	16	687	290	61
F LETS ME KNOW GET INVOLVED	33	24	29	27	37	28	28	42	30	29	33	38	31	33	33	32	34	51	32	34	39
G DIGS BENEATH THE SURFACE	24	26	18	21	25	26	24	23	19	19	29	27	20	27	27	22	28	51	24	25	35
A IS POLITICALLY PARTISAN	23	26	18	21	24	22	23	26	21	27	22	26	21	27	18	23	33	33	22	25	33
B REFLECT THE VIEWS LIKE ME	17	26	19	22	16	22	14	17	16	15	18	18	14	15	20	20	24	34	16	21	27
D FAIR	15	21	16	18	13	20	12	13	13	12	14	16	9	15	19	17	16	23	14	17	18
E COVERS ISSUES THAT I CARE	9	12	11	11	8	10	8	9	7	11	6	8	7	7	10	10	11	30	8	12	16
C EASY TO UNDERSTAND	4	6	2	3	5	4	5	4	2	5	4	5	1	4	6	5	0	22	3	6	6

	GENDER			PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	979	577	402	375	279	325	388	187	299	103	205	170	183	96	189	136	264	111	171	107	253	73
F LETS ME KNOW GET INVOLVED	33	34	31	33	32	34	33	36	31	30	34	31	33	29	35	32	32	35	32	31	33	36
G DIGS BENEATH THE SURFACE	24	23	25	24	28	21	23	23	24	29	21	28	28	26	20	22	25	23	27	30	21	21
A IS POLITICALLY PARTISAN	23	23	24	26	22	20	22	25	23	25	24	28	23	21	22	19	24	31	19	26	22	15
B REFLECT THE VIEWS LIKE ME	17	17	18	13	25	15	16	18	15	26	11	15	24	28	17	13	13	14	23	30	14	20
D FAIR	15	13	16	12	19	13	14	13	14	24	10	15	18	22	13	14	12	13	19	19	11	20
E COVERS ISSUES THAT I CARE	9	9	9	6	13	9	8	11	7	13	4	8	12	16	12	5	4	10	14	11	7	14
C EASY TO UNDERSTAND	4	4	5	5	5	2	3	6	4	6	4	6	5	4	1	4	5	5	3	7	2	4

TABLE 40: Q23 PHRASES THAT DESCRIBE SOURCE OF INFORMATION RANK MATRIX TABLE (TOTAL NOT WELL/INTERNET)

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	979	237	125	96	168	226	222	232	89	112	98	443	537	712	267	434	240	89	114	103
F LETS ME KNOW GET INVOLVED	33	31	37	37	29	28	37	32	31	41	27	33	32	32	34	33	34	31	36	29
G DIGS BENEATH THE SURFACE	24	24	25	31	26	23	25	23	27	28	21	24	24	25	23	24	25	27	23	24
A IS POLITICALLY PARTISAN	23	25	30	20	25	25	24	20	19	24	27	23	23	23	23	25	22	19	27	18
B REFLECT THE VIEWS LIKE ME	17	10	17	25	26	18	14	20	14	19	18	19	16	17	19	16	20	14	16	19
D FAIR	15	11	14	14	22	17	14	17	12	14	9	14	15	15	14	16	16	12	11	12
E COVERS ISSUES THAT I CARE	9	4	9	11	12	9	12	8	5	9	6	8	10	9	9	10	8	5	9	8
C EASY TO UNDERSTAND	4	4	6	8	3	2	5	6	0	6	5	6	3	4	4	3	6	0	6	5

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN												
Base	979	351	226	102	85	26	23	32	21	372	202	157	31	35	14	41	12	17	12	24	
F LETS ME KNOW GET INVOLVED	33	39	34	25	25	19	27	30	38	37	37	26	20	20	31	36	22	38	29	32	
G DIGS BENEATH THE SURFACE	24	24	29	21	21	20	26	19	25	27	25	22	18	23	21	23	15	29	17	18	
A IS POLITICALLY PARTISAN	23	27	24	16	16	16	27	20	27	25	28	16	16	26	10	24	19	23	20	24	
B REFLECT THE VIEWS LIKE ME	17	17	16	17	19	11	30	17	19	13	23	16	24	19	21	19	14	17	11	21	
D FAIR	15	11	17	17	14	19	22	12	13	14	13	15	19	20	20	15	5	16	9	12	
E COVERS ISSUES THAT I CARE	9	10	8	7	9	10	14	9	10	7	13	8	9	11	14	10	6	12	9	7	
C EASY TO UNDERSTAND	4	4	5	4	3	3	12	4	10	3	7	4	3	8	5	7	5	14	5	1	

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH													
Base	979	282	295	62	125	16	33	22	30	149	36	109	25	53	32	13	4	26	19	8		
F LETS ME KNOW GET INVOLVED	33	38	37	24	26	24	23	32	34	25	27	29	14	23	24	18	32	37	32	22		
G DIGS BENEATH THE SURFACE	24	27	25	20	22	14	27	19	23	22	19	20	20	25	28	12	13	24	17	23		
A IS POLITICALLY PARTISAN	23	25	27	15	16	15	24	18	26	17	11	17	26	7	25	12	20	28	15	23		
B REFLECT THE VIEWS LIKE ME	17	19	15	21	16	16	22	20	16	16	25	17	22	17	23	19	0	17	20	13		
D FAIR	15	15	12	12	18	25	18	15	11	16	18	19	22	7	18	31	0	9	14	20		
E COVERS ISSUES THAT I CARE	9	9	9	5	10	5	15	10	8	8	7	11	4	4	16	6	0	9	10	7		
C EASY TO UNDERSTAND	4	7	2	1	5	15	4	7	5	3	7	6	0	2	4	18	0	5	8	7		

BANNER	Q1 CABLE	PERCENT OF SAMPLE
OVERALL	51%	100%
TV Prov:Cable	100%	51%
Regn:San Diego	69%	9%
Media:SD	69%	9%
Age:75+	62%	9%
Asn/PI 50+	61%	2%
Asn/PI SF DMA	60%	2%
Asn/PI NPP/O	59%	2%
Af-Am Oth DMA	59%	1%
Af-Am 50+	59%	3%
White South Regn	59%	29%
Latno SF DMA	58%	3%
NPP/O 50+	57%	9%
City type:Suburb	57%	27%
Dem 50+	56%	22%
Chinese	56%	3%
Women 50+	56%	25%
Age:65+	56%	20%
Edu:Post grad	55%	19%
Asn/PI Nrth Regn	55%	2%
Income:\$100K+	55%	22%
Regn:Coast	55%	71%
Regn:LA Area	55%	22%
Regn:South	55%	56%
Af-Am Women	55%	4%
Asn/PI Women	55%	2%
Age:50+	55%	48%
White 50+	54%	32%
Regn:Bay Area	54%	22%
Af-Am SF DMA	54%	2%
NPP/O Men	54%	14%
Media:SF	54%	22%
Age:50-64	54%	28%
Latino 50+	54%	6%
Edu:College+	53%	46%
Tea Pty:Not Suppt	53%	61%

BANNER	Q1 CABLE	PERCENT OF SAMPLE
OVERALL	51%	100%
Latino Men	53%	10%
Mod/Cons Dem	53%	19%
Men 50+	53%	23%
City type:Big	53%	21%
Af-Am Nrth Regn	53%	2%
Resid:Own	53%	61%
White Men	53%	28%
City type:Med/Sml	53%	28%
Asian/Pac-Is	53%	5%
Mod/Lib Rep	53%	11%
Dem Men	53%	19%
Edu:College grad	52%	27%
I-net:Few/day	52%	43%
White	52%	57%
Media:LA	52%	46%
Married/Dom part	52%	60%
Men	52%	49%
Party:Dem	52%	43%
Church:Occas	52%	34%
Liberal Dem	52%	22%
Party:NPP/O	52%	27%
Age:40-49	51%	17%
Church:Weekly	51%	34%
I-net:Most/day	51%	31%
Dem Women	51%	24%
Latino South Regn	51%	14%
I-net:Total yes	51%	90%
Rep 50+	51%	17%
White Women	51%	29%
Chld<18@hme:No	51%	69%
Asn/PI Men	51%	3%
Smrtphne:No/DK/NA	51%	45%
Afrcn-Amrcn	51%	7%
Smrtphne:Yes	51%	55%
Latno Urban city	51%	17%

BANNER OVERALL	Q1 CABLE 51%	PERCENT OF SAMPLE 100%
Age:65-74	51%	11%
Asn/PI LA DMA	50%	2%
Income:\$60K-\$100K	50%	23%
Men 18-49	50%	25%
Asn/PI South Regn	50%	3%
Chld<18@hme:Yes	50%	29%
Women	50%	51%
Af-Am South Regn	50%	5%
Regn:LA	50%	25%
Latno LA DMA	50%	12%
Church:Never	49%	29%
API:Non-Chinese	49%	3%
Rep Men	49%	16%
Latino	49%	21%
Non-White	49%	40%
Party:Rep	49%	30%
Edu:Some college	49%	32%
NPP/O Women	49%	13%
Rep Women	49%	14%
I-net:Less often	49%	16%
Marital:Single/S/D/W	49%	38%
Edu:Non-college	49%	53%
Age:30-39	48%	16%
NPP/O 18-49	48%	18%
White 18-49	48%	25%
I-net:No/DK/NA	48%	10%
Edu:HS or less	48%	21%
Af-Am LA DMA	48%	5%
Cons Rep	48%	17%
Asn/PI Rep	48%	1%
Resid:Rent	47%	34%
Tea Pty:Str Suppt	47%	10%
Age:18-49	47%	51%
Income:\$40K-\$60K	47%	17%
Dem 18-49	47%	21%
Latino 18-49	47%	15%

BANNER OVERALL	Q1 CABLE 51%	PERCENT OF SAMPLE 100%
Asn/PI 18-49	47%	3%
Income:\$0-\$40K	46%	22%
Tea Pty:Tot Suppt	46%	29%
Asn/PI Dem	46%	2%
Regn:North	46%	44%
Tea Pty:Smwt Suppt	46%	19%
Af-Am Men	46%	3%
Rep 18-49	46%	12%
Latino Women	45%	11%
White Nrth Regn	45%	28%
Latino Nrth Regn	45%	7%
Latno Rural city	44%	4%
Women 18-49	44%	26%
Latno Oth DMA	44%	6%
Af-Am 18-49	43%	3%
Age:18-29	42%	18%
Regn:Inland	41%	29%
Media:Other	40%	12%
Asn/PI Oth DMA	40%	1%
City:Sml Twn/Rural	39%	22%
Regn:Sac/Nrth	38%	10%
Media:SAC	37%	11%
Regn:Cntrl Vally	37%	12%
TV Prov:Internet	22%	9%
TV Prov:Over the air	2%	8%
TV Prov:Satellite	2%	30%
TV Prov:DW/DK/NA	0%	6%

BANNER OVERALL	Q1 SATELLITE 30%	PERCENT OF SAMPLE 100%
TV Prov:Satellite	100%	30%
Regn:Sac/Nrth	44%	10%
City:Sml Twn/Rural	44%	22%
Regn:Cntrl Vally	42%	12%
Media:Other	42%	12%
Regn:Inland	41%	29%
Media:SAC	41%	11%
Tea Pty:Str Suppt	40%	10%
Cons Rep	38%	17%
Rep 50+	38%	17%
Tea Pty:Tot Suppt	38%	29%
Age:65-74	37%	11%
Rep Women	37%	14%
Tea Pty:Smwt Suppt	36%	19%
White Nrth Regn	36%	28%
Af-Am Men	36%	3%
Party:Rep	36%	30%
Rep Men	36%	16%
Latno Rural city	36%	4%
Af-Am 18-49	35%	3%
Rep 18-49	35%	12%
Men 50+	34%	23%
Resid:Own	34%	61%
Edu:Some college	34%	32%
Regn:North	34%	44%
White 50+	34%	32%
Asn/PI Oth DMA	33%	1%
Income:\$40K-\$60K	33%	17%
Latno Oth DMA	33%	6%
Af-Am LA DMA	33%	5%
Mod/Lib Rep	33%	11%
Age:65+	33%	20%
Income:\$100K+	33%	22%
I-net:Less often	33%	16%
Edu:Non-college	32%	53%

BANNER OVERALL	Q1 SATELLITE 30%	PERCENT OF SAMPLE 100%
Married/Dom part	32%	60%
Income:\$60K-\$100K	32%	23%
Age:50+	32%	48%
Church:Occas	32%	34%
Age:50-64	32%	28%
I-net:Few/day	32%	43%
Af-Am Nrth Regn	31%	2%
Afrcn-Amrcn	31%	7%
Af-Am South Regn	31%	5%
Latino Nrth Regn	31%	7%
Chld<18@hme:Yes	31%	29%
White Women	31%	29%
White	31%	57%
White Men	31%	28%
Age:40-49	31%	17%
Smrtphne:Yes	31%	55%
Edu:HS or less	31%	21%
I-net:Total yes	30%	90%
Women 18-49	30%	26%
Women 50+	30%	25%
Women	30%	51%
Dem 50+	30%	22%
Latino Women	30%	11%
Regn:LA Area	30%	22%
Mod/Cons Dem	30%	19%
Af-Am Oth DMA	30%	1%
Men	30%	49%
Chld<18@hme:No	30%	69%
Church:Never	29%	29%
Dem Men	29%	19%
Latino 18-49	29%	15%
Smrtphne:No/DK/NA	29%	45%
Media:LA	29%	46%
Party:Dem	29%	43%
Dem Women	29%	24%

BANNER OVERALL	Q1 SATELLITE 30%	PERCENT OF SAMPLE 100%
Non-White	29%	40%
Edu:College grad	29%	27%
Dem 18-49	29%	21%
Church:Weekly	28%	34%
Latino	28%	21%
City type:Med/Sml	28%	28%
Regn:LA	28%	25%
Liberal Dem	28%	22%
Age:30-39	28%	16%
Af-Am SF DMA	28%	2%
Age:18-49	28%	51%
Latno LA DMA	28%	12%
Asn/PI Rep	28%	1%
Af-Am Women	28%	4%
I-net:Most/day	27%	31%
White 18-49	27%	25%
Af-Am 50+	27%	3%
Age:75+	27%	9%
API:Non-Chinese	27%	3%
Latino South Regn	27%	14%
Regn:South	27%	56%
NPP/O 50+	27%	9%
Edu:College+	27%	46%
Tea Pty:Not Suppt	27%	61%
Latino Men	27%	10%
Latno Urban city	27%	17%
Marital:Single/S/D/W	27%	38%
Latino 50+	26%	6%
I-net:No/DK/NA	26%	10%
Income:\$0-\$40K	26%	22%
City type:Suburb	26%	27%
Men 18-49	26%	25%
NPP/O Women	26%	13%
White South Regn	26%	29%
Age:18-29	26%	18%
Regn:Coast	25%	71%

BANNER OVERALL	Q1 SATELLITE 30%	PERCENT OF SAMPLE 100%
Edu:Post grad	25%	19%
Media:SF	25%	22%
Party:NPP/O	24%	27%
Resid:Rent	24%	34%
Regn:Bay Area	24%	22%
Asn/PI South Regn	23%	3%
City type:Big	23%	21%
NPP/O Men	23%	14%
NPP/O 18-49	23%	18%
Asn/PI 18-49	23%	3%
Asn/PI LA DMA	23%	2%
Asn/PI Men	22%	3%
Asian/Pac-Is	22%	5%
Asn/PI Women	21%	2%
Latno SF DMA	21%	3%
Asn/PI Dem	21%	2%
Asn/PI 50+	20%	2%
Asn/PI Nrth Regn	19%	2%
Asn/PI NPP/O	19%	2%
Regn:San Diego	18%	9%
Media:SD	18%	9%
Asn/PI SF DMA	16%	2%
Chinese	16%	3%
TV Prov:Internet	9%	9%
TV Prov:Over the air	4%	8%
TV Prov:Cable	1%	51%
TV Prov:DW/DK/NA	0%	6%

BANNER OVERALL	Q1 OVER THE AIR 8%	PERCENT OF SAMPLE 100%
TV Prov:Over the air	100%	8%
I-net:No/DK/NA	18%	10%
Asn/PI Dem	16%	2%
Latino Women	15%	11%
Latno Urban city	15%	17%
Latno LA DMA	15%	12%
Latino South Regn	15%	14%
Latino 18-49	15%	15%
Asn/PI 18-49	15%	3%
Latno Oth DMA	14%	6%
Latino	14%	21%
Latino 50+	14%	6%
Asn/PI Rep	14%	1%
Latino Men	13%	10%
Latino Nrth Regn	13%	7%
Asn/PI Women	13%	2%
Asn/PI LA DMA	13%	2%
Income:\$0-\$40K	13%	22%
Asn/PI Nrth Regn	13%	2%
Asn/PI SF DMA	13%	2%
Edu:HS or less	13%	21%
Chinese	13%	3%
Non-White	13%	40%
Asian/Pac-Is	12%	5%
Asn/PI South Regn	12%	3%
Asn/PI Men	12%	3%
Regn:LA	12%	25%
Af-Am Women	11%	4%
Resid:Rent	11%	34%
Af-Am LA DMA	11%	5%
Regn:Cntrl Vally	11%	12%
Latno SF DMA	11%	3%
Latno Rural city	11%	4%
I-net:Less often	11%	16%
Af-Am South Regn	11%	5%

BANNER OVERALL	Q1 OVER THE AIR 8%	PERCENT OF SAMPLE 100%
Smrtphne:No/DK/NA	11%	45%
API:Non-Chinese	11%	3%
Dem 18-49	11%	21%
Af-Am 18-49	10%	3%
Marital:Single/S/D/W	10%	38%
Mod/Cons Dem	10%	19%
Asn/PI Oth DMA	10%	1%
Age:40-49	10%	17%
NPP/O 18-49	10%	18%
Dem Women	10%	24%
City type:Big	10%	21%
Men 18-49	10%	25%
Age:18-29	10%	18%
Asn/PI NPP/O	10%	2%
Chld<18@hme:Yes	10%	29%
Age:18-49	10%	51%
Church:Weekly	10%	34%
Income:\$40K-\$60K	10%	17%
Media:Other	10%	12%
Women 18-49	10%	26%
Afrcn-Amrcn	10%	7%
Asn/PI 50+	10%	2%
Party:Dem	10%	43%
Tea Pty:Smwt Suppt	10%	19%
Media:LA	10%	46%
Age:30-39	9%	16%
NPP/O Women	9%	13%
Edu:Non-college	9%	53%
Af-Am 50+	9%	3%
City type:Med/Sml	9%	28%
Dem Men	9%	19%
Party:NPP/O	9%	27%
Regn:South	9%	56%
Tea Pty:Tot Suppt	9%	29%
NPP/O Men	9%	14%

BANNER OVERALL	Q1 OVER THE AIR 8%	PERCENT OF SAMPLE 100%
Regn:Inland	9%	29%
Men	9%	49%
Dem 50+	9%	22%
Af-Am Oth DMA	8%	1%
Tea Pty:Not Suppt	8%	61%
Regn:Coast	8%	71%
Media:SAC	8%	11%
Women	8%	51%
Rep Men	8%	16%
Cons Rep	8%	17%
Church:Occas	8%	34%
Liberal Dem	8%	22%
Chld<18@hme:No	8%	69%
Regn:North	8%	44%
Age:50-64	8%	28%
Rep 18-49	8%	12%
Edu:Post grad	8%	19%
Edu:College+	8%	46%
Edu:College grad	8%	27%
City type:Suburb	8%	27%
Tea Pty:Str Suppt	8%	10%
I-net:Total yes	7%	90%
Married/Dom part	7%	60%
TV Prov:Internet	7%	9%
Men 50+	7%	23%
Church:Never	7%	29%
Af-Am Men	7%	3%
City:Sml Twn/Rural	7%	22%
Age:50+	7%	48%
Regn:LA Area	7%	22%
Women 50+	7%	25%
Income:\$60K-\$100K	7%	23%
Edu:Some college	7%	32%
Age:65-74	7%	11%
NPP/O 50+	7%	9%
Regn:Bay Area	7%	22%

BANNER OVERALL	Q1 OVER THE AIR 8%	PERCENT OF SAMPLE 100%
Resid:Own	7%	61%
I-net:Most/day	7%	31%
Af-Am Nrth Regn	7%	2%
Media:SF	7%	22%
I-net:Few/day	7%	43%
Party:Rep	6%	30%
Smrtphne:Yes	6%	55%
Regn:Sac/Nrth	6%	10%
White Men	6%	28%
Age:65+	6%	20%
Regn:San Diego	6%	9%
Media:SD	6%	9%
White Nrth Regn	6%	28%
White 18-49	6%	25%
White	6%	57%
White 50+	5%	32%
Rep 50+	5%	17%
Age:75+	5%	9%
Af-Am SF DMA	5%	2%
White South Regn	5%	29%
White Women	5%	29%
Rep Women	4%	14%
Income:\$100K+	4%	22%
Mod/Lib Rep	3%	11%
TV Prov:Satellite	1%	30%
TV Prov:Cable	0%	51%
TV Prov:DW/DK/NA	0%	6%

BANNER OVERALL	Q1 INTERNET 9%	PERCENT OF SAMPLE 100%
TV Prov:Internet	100%	9%
Age:18-29	20%	18%
Asn/PI 18-49	17%	3%
Asn/PI Dem	17%	2%
Asn/PI LA DMA	17%	2%
I-net:Most/day	16%	31%
Af-Am 18-49	16%	3%
Asn/PI South Regn	16%	3%
White 18-49	16%	25%
NPP/O 18-49	16%	18%
Dem 18-49	16%	21%
Age:30-39	15%	16%
API:Non-Chinese	15%	3%
Men 18-49	15%	25%
Resid:Rent	15%	34%
Age:18-49	14%	51%
Women 18-49	14%	26%
Asn/PI Men	14%	3%
Regn:Bay Area	14%	22%
Media:SF	14%	22%
Af-Am Men	14%	3%
Asian/Pac-Is	13%	5%
Smrtphne:Yes	13%	55%
Marital:Single/S/D/W	13%	38%
Asn/PI Rep	13%	1%
Church:Never	13%	29%
NPP/O Women	13%	13%
Party:NPP/O	13%	27%
Asn/PI Women	13%	2%
NPP/O Men	12%	14%
Liberal Dem	12%	22%
Edu:College grad	12%	27%
Chinese	12%	3%
Latno SF DMA	12%	3%
Asn/PI NPP/O	11%	2%

BANNER OVERALL	Q1 INTERNET 9%	PERCENT OF SAMPLE 100%
Asn/PI Oth DMA	11%	1%
Edu:College+	11%	46%
City type:Big	11%	21%
Regn:North	11%	44%
Income:\$0-\$40K	11%	22%
Latino 18-49	11%	15%
White Nrth Regn	11%	28%
Rep 18-49	11%	12%
Asn/PI Nrth Regn	11%	2%
Tea Pty:Not Suppt	11%	61%
Asn/PI SF DMA	11%	2%
Af-Am SF DMA	10%	2%
Dem Men	10%	19%
Income:\$60K-\$100K	10%	23%
I-net:Total yes	10%	90%
Regn:Coast	10%	71%
Edu:Post grad	10%	19%
Af-Am LA DMA	10%	5%
Af-Am South Regn	10%	5%
Non-White	10%	40%
Men	10%	49%
Afrcn-Amrcn	10%	7%
Regn:LA	10%	25%
Chld<18@hme:No	10%	69%
Income:\$100K+	10%	22%
Edu:Some college	10%	32%
Latino Nrth Regn	10%	7%
Party:Dem	9%	43%
Af-Am Nrth Regn	9%	2%
Latino Women	9%	11%
White Women	9%	29%
Latno Oth DMA	9%	6%
Women	9%	51%
City type:Suburb	9%	27%
White	9%	57%

BANNER OVERALL	Q1 INTERNET 9%	PERCENT OF SAMPLE 100%
City type:Med/Sml	9%	28%
White Men	9%	28%
Chld<18@hme:Yes	9%	29%
I-net:Few/day	9%	43%
Latno Urban city	9%	17%
Dem Women	9%	24%
City:Sml Twn/Rural	9%	22%
Church:Occas	8%	34%
Latino	8%	21%
Regn:San Diego	8%	9%
Media:SD	8%	9%
Regn:South	8%	56%
Mod/Lib Rep	8%	11%
Media:Other	8%	12%
TV Prov:Over the air	8%	8%
Latno Rural city	8%	4%
Media:LA	8%	46%
Regn:Cntrl Vally	8%	12%
Asn/PI 50+	8%	2%
Media:SAC	8%	11%
Latino South Regn	8%	14%
Income:\$40K-\$60K	8%	17%
Edu:Non-college	8%	53%
Age:40-49	8%	17%
Regn:Inland	8%	29%
Latino Men	8%	10%
Regn:Sac/Nrth	7%	10%
Latno LA DMA	7%	12%
White South Regn	7%	29%
Church:Weekly	7%	34%
Married/Dom part	7%	60%
Rep Women	7%	14%
Regn:LA Area	7%	22%
Party:Rep	7%	30%
Rep Men	7%	16%
Af-Am Women	7%	4%

BANNER OVERALL	Q1 INTERNET 9%	PERCENT OF SAMPLE 100%
NPP/O 50+	6%	9%
Af-Am Oth DMA	6%	1%
Mod/Cons Dem	6%	19%
Tea Pty:Smwt Suppt	6%	19%
Resid:Own	6%	61%
Tea Pty:Tot Suppt	6%	29%
Tea Pty:Str Suppt	6%	10%
Edu:HS or less	5%	21%
Age:50-64	5%	28%
Smrtphne:No/DK/NA	5%	45%
Cons Rep	5%	17%
Men 50+	5%	23%
Age:50+	4%	48%
TV Prov:Cable	4%	51%
Rep 50+	4%	17%
Women 50+	4%	25%
White 50+	4%	32%
Dem 50+	4%	22%
Af-Am 50+	4%	3%
I-net:Less often	4%	16%
Age:65-74	3%	11%
Age:65+	3%	20%
Age:75+	3%	9%
TV Prov:Satellite	3%	30%
Latino 50+	3%	6%
I-net:No/DK/NA	2%	10%
TV Prov:DW/DK/NA	0%	6%

BANNER OVERALL	Q1 DW/DK/NA 6%	PERCENT OF SAMPLE 100%
TV Prov:DW/DK/NA	100%	6%
Asn/PI Men	9%	3%
Age:18-29	9%	18%
Chinese	9%	3%
NPP/O 18-49	8%	18%
Regn:Sac/Nrth	8%	10%
NPP/O Women	8%	13%
Media:SAC	8%	11%
White 18-49	8%	25%
Asn/PI Oth DMA	7%	1%
Party:NPP/O	7%	27%
White Women	7%	29%
Resid:Rent	7%	34%
I-net:No/DK/NA	7%	10%
Income:\$0-\$40K	7%	22%
NPP/O Men	7%	14%
Marital:Single/S/D/W	7%	38%
Asn/PI Dem	7%	2%
Rep 18-49	7%	12%
Church:Weekly	7%	34%
Asn/PI LA DMA	7%	2%
Af-Am SF DMA	7%	2%
Asn/PI South Regn	7%	3%
API:Non-Chinese	7%	3%
Rep Women	7%	14%
Asn/PI NPP/O	7%	2%
White South Regn	6%	29%
Men 18-49	6%	25%
Age:18-49	6%	51%
Women 18-49	6%	26%
Asn/PI 18-49	6%	3%
Church:Never	6%	29%
Asian/Pac-Is	6%	5%
City type:Big	6%	21%
White	6%	57%

BANNER OVERALL	Q1 DW/DK/NA 6%	PERCENT OF SAMPLE 100%
Mod/Lib Rep	6%	11%
Edu:Post grad	6%	19%
Asn/PI 50+	6%	2%
Regn:North	6%	44%
Regn:Inland	6%	29%
Asn/PI Nrth Regn	6%	2%
Women	6%	51%
NPP/O 50+	6%	9%
Media:SF	6%	22%
Chld<18@hme:No	6%	69%
Regn:Bay Area	6%	22%
White Nrth Regn	6%	28%
Age:30-39	6%	16%
I-net:Less often	6%	16%
Smrtphne:No/DK/NA	6%	45%
Tea Pty:Smwt Suppt	6%	19%
Liberal Dem	6%	22%
Income:\$40K-\$60K	6%	17%
Edu:College+	6%	46%
City:Sml Twn/Rural	6%	22%
Edu:HS or less	6%	21%
City type:Med/Sml	5%	28%
Edu:Non-college	5%	53%
Media:LA	5%	46%
Edu:Some college	5%	32%
Asn/PI SF DMA	5%	2%
Women 50+	5%	25%
Regn:LA Area	5%	22%
Regn:LA	5%	25%
Latino Nrth Regn	5%	7%
Smrtphne:Yes	5%	55%
Regn:Coast	5%	71%
I-net:Total yes	5%	90%
Age:75+	5%	9%
Party:Rep	5%	30%

BANNER OVERALL	Q1 DW/DK/NA 6%	PERCENT OF SAMPLE 100%
I-net:Few/day	5%	43%
I-net:Most/day	5%	31%
Edu:College grad	5%	27%
Regn:South	5%	56%
White 50+	5%	32%
Men	5%	49%
Af-Am Men	5%	3%
Tea Pty:Not Suppt	5%	61%
Non-White	5%	40%
Chld<18@hme:Yes	5%	29%
White Men	5%	28%
Af-Am 18-49	5%	3%
Asn/PI Rep	5%	1%
Af-Am Nrth Regn	5%	2%
Age:50-64	5%	28%
Tea Pty:Tot Suppt	5%	29%
Married/Dom part	5%	60%
Age:50+	5%	48%
Latno Oth DMA	5%	6%
Dem 50+	5%	22%
City type:Suburb	5%	27%
Latno SF DMA	5%	3%
Dem Women	5%	24%
Party:Dem	4%	43%
Regn:Cntrl Vally	4%	12%
Dem Men	4%	19%
Afrcn-Amrcn	4%	7%
Latino Men	4%	10%
Latino 50+	4%	6%
Age:65+	4%	20%
Dem 18-49	4%	21%
Af-Am South Regn	4%	5%
Age:40-49	4%	17%
Media:Other	4%	12%
Resid:Own	4%	61%
Income:\$60K-\$100K	4%	23%

BANNER OVERALL	Q1 DW/DK/NA 6%	PERCENT OF SAMPLE 100%
Af-Am LA DMA	4%	5%
Cons Rep	4%	17%
Af-Am 50+	4%	3%
Rep Men	4%	16%
Af-Am Women	4%	4%
Rep 50+	4%	17%
Church:Occas	4%	34%
Latino	4%	21%
Income:\$100K+	4%	22%
Regn:San Diego	4%	9%
Media:SD	4%	9%
Age:65-74	4%	11%
Latino 18-49	4%	15%
Men 50+	4%	23%
Latno Rural city	4%	4%
Latno Urban city	4%	17%
Asn/PI Women	4%	2%
Mod/Cons Dem	3%	19%
Latno LA DMA	3%	12%
Latino Women	3%	11%
Latino South Regn	3%	14%
Tea Pty:Str Suppt	3%	10%
Af-Am Oth DMA	2%	1%
TV Prov:Internet	0%	9%
TV Prov:Cable	0%	51%
TV Prov:Satellite	0%	30%
TV Prov:Over the air	0%	8%

BANNER	Q2 YES/DAILY 74%	PERCENT OF SAMPLE 100%
OVERALL		
I-net:Most/day	100%	31%
I-net:Few/day	100%	43%
TV Prov:Internet	92%	9%
Income:\$100K+	91%	22%
Edu:Post grad	90%	19%
White 18-49	89%	25%
Smrtphne:Yes	88%	55%
Asn/PI 18-49	87%	3%
Edu:College+	87%	46%
Asn/PI Oth DMA	86%	1%
Rep 18-49	85%	12%
Edu:College grad	84%	27%
Asn/PI Men	84%	3%
Asn/PI South Regn	84%	3%
Age:30-39	84%	16%
Asn/PI LA DMA	83%	2%
API:Non-Chinese	82%	3%
Chinese	82%	3%
I-net:Total yes	82%	90%
Asn/PI Dem	82%	2%
White Men	82%	28%
Men 18-49	82%	25%
Age:18-49	81%	51%
Age:18-29	81%	18%
Asian/Pac-Is	81%	5%
Church:Never	81%	29%
White Nrth Regn	81%	28%
Women 18-49	81%	26%
Asn/PI NPP/O	81%	2%
Dem 18-49	80%	21%
White	80%	57%
Income:\$60K-\$100K	80%	23%
NPP/O 18-49	80%	18%
Media:SF	80%	22%
Regn:Bay Area	79%	22%

BANNER	Q2 YES/DAILY 74%	PERCENT OF SAMPLE 100%
OVERALL		
Asn/PI Rep	79%	1%
White South Regn	79%	29%
Age:40-49	79%	17%
NPP/O Men	79%	14%
City type:Suburb	79%	27%
Liberal Dem	78%	22%
White Women	78%	29%
Cons Rep	78%	17%
Asn/PI Nrth Regn	78%	2%
Rep Men	77%	16%
Asn/PI Women	77%	2%
Tea Pty:Str Suppt	77%	10%
Chld<18@hme:Yes	77%	29%
Men	76%	49%
Regn:San Diego	76%	9%
Media:SD	76%	9%
Tea Pty:Not Suppt	76%	61%
Asn/PI SF DMA	76%	2%
Party:NPP/O	76%	27%
Party:Rep	76%	30%
Regn:Sac/Nrth	76%	10%
Regn:Coast	75%	71%
TV Prov:Cable	75%	51%
Regn:North	75%	44%
Resid:Own	75%	61%
City type:Big	75%	21%
Regn:LA Area	74%	22%
Tea Pty:Tot Suppt	74%	29%
Af-Am 18-49	74%	3%
Married/Dom part	74%	60%
Church:Occas	74%	34%
Dem Men	74%	19%
Media:SAC	74%	11%
White 50+	74%	32%
TV Prov:Satellite	74%	30%

BANNER	Q2 YES/DAILY	PERCENT OF SAMPLE
OVERALL	74%	100%
Mod/Lib Rep	74%	11%
Rep Women	74%	14%
Marital:Single/S/D/W	74%	38%
Regn:South	73%	56%
Tea Pty:Smwt Suppt	73%	19%
Resid:Rent	73%	34%
Chld<18@hme:No	73%	69%
Age:50-64	73%	28%
Edu:Some college	72%	32%
Asn/PI 50+	72%	2%
Media:LA	72%	46%
NPP/O Women	72%	13%
Income:\$40K-\$60K	72%	17%
Men 50+	72%	23%
City type:Med/Sml	72%	28%
Party:Dem	71%	43%
Women	71%	51%
City:Sml Twn/Rural	70%	22%
Regn:LA	70%	25%
Rep 50+	70%	17%
TV Prov:DW/DK/NA	70%	6%
Regn:Inland	70%	29%
Dem Women	69%	24%
Church:Weekly	69%	34%
Age:65-74	68%	11%
NPP/O 50+	68%	9%
Media:Other	67%	12%
Age:50+	67%	48%
Mod/Cons Dem	67%	19%
Latino 18-49	66%	15%
Regn:Cntrl Vally	66%	12%
Latino Men	66%	10%
Non-White	65%	40%
Dem 50+	64%	22%
Edu:Non-college	63%	53%
Women 50+	62%	25%

BANNER	Q2 YES/DAILY	PERCENT OF SAMPLE
OVERALL	74%	100%
Latino South Regn	62%	14%
Latno LA DMA	62%	12%
Latno Urban city	62%	17%
Af-Am LA DMA	61%	5%
Latno Rural city	61%	4%
Latino	61%	21%
Latno SF DMA	60%	3%
Af-Am South Regn	60%	5%
Latno Oth DMA	59%	6%
Income:\$0-\$40K	59%	22%
Age:65+	59%	20%
Latino Nrth Regn	58%	7%
Af-Am Men	58%	3%
Afrcn-Amrcn	58%	7%
TV Prov:Over the air	57%	8%
Af-Am Women	57%	4%
Latino Women	56%	11%
Af-Am SF DMA	56%	2%
Smrtphne:No/DK/NA	56%	45%
Af-Am Nrth Regn	53%	2%
Edu:HS or less	49%	21%
Latino 50+	48%	6%
Age:75+	47%	9%
Af-Am Oth DMA	45%	1%
Af-Am 50+	42%	3%
I-net:No/DK/NA	0%	10%
I-net:Less often	0%	16%

BANNER	Q2 YES/LESS OFTEN	PERCENT OF SAMPLE
OVERALL	16%	100%
I-net:Less often	100%	16%
Af-Am SF DMA	27%	2%
Af-Am 50+	26%	3%
Af-Am Oth DMA	26%	1%
Af-Am Nrth Regn	25%	2%
Latino 50+	25%	6%
Smrtphne:No/DK/NA	25%	45%
NPP/O 50+	24%	9%
Latno LA DMA	23%	12%
Latino Women	23%	11%
Af-Am Women	23%	4%
Edu:HS or less	23%	21%
Latino South Regn	23%	14%
Women 50+	22%	25%
Afrcn-Amrcn	22%	7%
Latino	22%	21%
Age:75+	22%	9%
Latno Urban city	21%	17%
Edu:Non-college	21%	53%
Latno Oth DMA	21%	6%
Latno Rural city	21%	4%
TV Prov:Over the air	21%	8%
Income:\$40K-\$60K	21%	17%
Regn:Cntrl Vally	21%	12%
Af-Am Men	20%	3%
Af-Am South Regn	20%	5%
Latino Men	20%	10%
Edu:Some college	20%	32%
Latino 18-49	20%	15%
Latino Nrth Regn	20%	7%
Age:65+	20%	20%
Non-White	20%	40%
Af-Am LA DMA	19%	5%
Age:50+	19%	48%
City:Sml Twn/Rural	19%	22%

BANNER	Q2 YES/LESS OFTEN	PERCENT OF SAMPLE
OVERALL	16%	100%
Age:50-64	19%	28%
Tea Pty:Smwt Suppt	19%	19%
Mod/Cons Dem	18%	19%
Age:65-74	18%	11%
Dem 50+	18%	22%
NPP/O Women	18%	13%
Rep 50+	18%	17%
I-net:Total yes	18%	90%
Women	18%	51%
Rep Women	18%	14%
Dem Women	18%	24%
Church:Weekly	18%	34%
Regn:Inland	18%	29%
Mod/Lib Rep	18%	11%
Regn:LA	18%	25%
Media:LA	18%	46%
Church:Occas	18%	34%
TV Prov:Satellite	17%	30%
Af-Am 18-49	17%	3%
Resid:Own	17%	61%
Regn:LA Area	17%	22%
Married/Dom part	17%	60%
Tea Pty:Tot Suppt	17%	29%
Regn:South	17%	56%
Party:NPP/O	17%	27%
Income:\$0-\$40K	17%	22%
TV Prov:DW/DK/NA	17%	6%
Media:SAC	17%	11%
Media:Other	17%	12%
Income:\$60K-\$100K	17%	23%
Latno SF DMA	17%	3%
White 50+	17%	32%
Chld<18@hme:Yes	16%	29%
City type:Med/Sml	16%	28%
Men 50+	16%	23%

BANNER	Q2 YES/LESS OFTEN	PERCENT OF SAMPLE
OVERALL	16%	100%
Chld<18@hme:No	16%	69%
NPP/O Men	16%	14%
Party:Dem	16%	43%
Regn:San Diego	16%	9%
Media:SD	16%	9%
Party:Rep	16%	30%
Regn:Coast	15%	71%
White Women	15%	29%
TV Prov:Cable	15%	51%
Age:40-49	15%	17%
Regn:North	15%	44%
City type:Suburb	15%	27%
Tea Pty:Str Suppt	15%	10%
Asn/PI 50+	15%	2%
Tea Pty:Not Suppt	15%	61%
Asn/PI SF DMA	15%	2%
White South Regn	14%	29%
Men	14%	49%
City type:Big	14%	21%
Cons Rep	14%	17%
Marital:Single/S/D/W	14%	38%
Asn/PI Women	14%	2%
Rep Men	14%	16%
White	14%	57%
Asn/PI Nrth Regn	14%	2%
Dem 18-49	13%	21%
Women 18-49	13%	26%
Dem Men	13%	19%
NPP/O 18-49	13%	18%
Asn/PI NPP/O	13%	2%
Resid:Rent	13%	34%
Age:18-49	13%	51%
Regn:Bay Area	13%	22%
White Nrth Regn	13%	28%
Liberal Dem	13%	22%
Media:SF	13%	22%

BANNER	Q2 YES/LESS OFTEN	PERCENT OF SAMPLE
OVERALL	16%	100%
Men 18-49	12%	25%
Age:18-29	12%	18%
Regn:Sac/Nrth	12%	10%
Asian/Pac-Is	12%	5%
White Men	12%	28%
Edu:College grad	12%	27%
Chinese	11%	3%
Age:30-39	11%	16%
Asn/PI Dem	11%	2%
Church:Never	11%	29%
Rep 18-49	11%	12%
Asn/PI LA DMA	11%	2%
API:Non-Chinese	10%	3%
Asn/PI South Regn	10%	3%
Edu:College+	10%	46%
Asn/PI Men	10%	3%
Asn/PI 18-49	10%	3%
Asn/PI Rep	10%	1%
Smrtphne:Yes	9%	55%
White 18-49	9%	25%
Edu:Post grad	8%	19%
Income:\$100K+	7%	22%
Asn/PI Oth DMA	7%	1%
TV Prov:Internet	6%	9%
I-net:No/DK/NA	0%	10%
I-net:Most/day	0%	31%
I-net:Few/day	0%	43%

BANNER OVERALL	Q2 NO/DK/NA 10%	PERCENT OF SAMPLE 100%
I-net:No/DK/NA	100%	10%
Af-Am 50+	32%	3%
Age:75+	32%	9%
Af-Am Oth DMA	29%	1%
Edu:HS or less	28%	21%
Latino 50+	27%	6%
Income:\$0-\$40K	24%	22%
Latno SF DMA	23%	3%
TV Prov:Over the air	22%	8%
Latino Nrth Regn	22%	7%
Age:65+	21%	20%
Af-Am Nrth Regn	21%	2%
Af-Am Men	21%	3%
Latino Women	21%	11%
Afrcn-Amrcn	20%	7%
Af-Am South Regn	20%	5%
Af-Am LA DMA	20%	5%
Af-Am Women	20%	4%
Latno Oth DMA	20%	6%
Smrtphne:No/DK/NA	20%	45%
Dem 50+	18%	22%
Latno Rural city	18%	4%
Latino	17%	21%
Latno Urban city	17%	17%
Af-Am SF DMA	16%	2%
Media:Other	16%	12%
Edu:Non-college	16%	53%
Women 50+	16%	25%
Latino South Regn	15%	14%
Non-White	15%	40%
Latno LA DMA	15%	12%
Mod/Cons Dem	15%	19%
Resid:Rent	14%	34%
Age:50+	14%	48%
Latino Men	14%	10%

BANNER OVERALL	Q2 NO/DK/NA 10%	PERCENT OF SAMPLE 100%
Latino 18-49	14%	15%
Age:65-74	13%	11%
Regn:Cntrl Vally	13%	12%
TV Prov:DW/DK/NA	13%	6%
Church:Weekly	13%	34%
Asn/PI 50+	13%	2%
Dem Women	13%	24%
Party:Dem	13%	43%
Dem Men	13%	19%
Regn:Inland	13%	29%
Marital:Single/S/D/W	12%	38%
Regn:Sac/Nrth	12%	10%
Men 50+	12%	23%
City type:Med/Sml	12%	28%
Regn:LA	12%	25%
Rep 50+	12%	17%
Chld<18@hme:No	11%	69%
Asn/PI Rep	11%	1%
City type:Big	11%	21%
Women	11%	51%
City:Sml Twn/Rural	10%	22%
Regn:North	10%	44%
Media:LA	10%	46%
Regn:South	10%	56%
NPP/O Women	10%	13%
White 50+	10%	32%
TV Prov:Cable	10%	51%
Asn/PI SF DMA	9%	2%
Media:SAC	9%	11%
Tea Pty:Not Suppt	9%	61%
Liberal Dem	9%	22%
Men	9%	49%
Regn:Coast	9%	71%
Asn/PI Nrth Regn	9%	2%
Asn/PI Women	9%	2%

BANNER OVERALL	Q2 NO/DK/NA 10%	PERCENT OF SAMPLE 100%
Rep Men	9%	16%
TV Prov:Satellite	9%	30%
Party:Rep	9%	30%
Mod/Lib Rep	9%	11%
Age:50-64	9%	28%
Church:Occas	9%	34%
Married/Dom part	9%	60%
Rep Women	9%	14%
Tea Pty:Smwt Suppt	8%	19%
Af-Am 18-49	8%	3%
Tea Pty:Tot Suppt	8%	29%
Regn:LA Area	8%	22%
Tea Pty:Str Suppt	8%	10%
NPP/O 50+	8%	9%
Cons Rep	8%	17%
Church:Never	8%	29%
Media:SF	8%	22%
Regn:Bay Area	8%	22%
Regn:San Diego	8%	9%
Media:SD	8%	9%
Resid:Own	8%	61%
Asian/Pac-Is	7%	5%
Income:\$40K-\$60K	7%	17%
Edu:Some college	7%	32%
Asn/PI Oth DMA	7%	1%
Party:NPP/O	7%	27%
Age:18-29	7%	18%
API:Non-Chinese	7%	3%
Chld<18@hme:Yes	7%	29%
NPP/O 18-49	7%	18%
White Nrth Regn	7%	28%
White Women	7%	29%
Asn/PI Dem	7%	2%
Dem 18-49	7%	21%
White	6%	57%
City type:Suburb	6%	27%

BANNER OVERALL	Q2 NO/DK/NA 10%	PERCENT OF SAMPLE 100%
White Men	6%	28%
Asn/PI NPP/O	6%	2%
Chinese	6%	3%
White South Regn	6%	29%
Asn/PI Men	6%	3%
Asn/PI South Regn	6%	3%
Men 18-49	6%	25%
Age:18-49	6%	51%
Women 18-49	6%	26%
Age:40-49	6%	17%
Asn/PI LA DMA	6%	2%
Age:30-39	5%	16%
NPP/O Men	5%	14%
Rep 18-49	4%	12%
Edu:College grad	4%	27%
Edu:College+	3%	46%
Income:\$60K-\$100K	3%	23%
Asn/PI 18-49	3%	3%
Smrtphne:Yes	2%	55%
TV Prov:Internet	2%	9%
Edu:Post grad	2%	19%
White 18-49	2%	25%
Income:\$100K+	2%	22%
I-net:Total yes	0%	90%
I-net:Most/day	0%	31%
I-net:Few/day	0%	43%
I-net:Less often	0%	16%

BANNER	Q3 YES	PERCENT OF SAMPLE
OVERALL	55%	100%
Smrtphne:Yes	100%	55%
Age:18-29	77%	18%
Age:30-39	77%	16%
Income:\$100K+	77%	22%
White 18-49	76%	25%
Rep 18-49	76%	12%
TV Prov:Internet	76%	9%
Af-Am 18-49	74%	3%
I-net:Most/day	74%	31%
Men 18-49	73%	25%
Age:18-49	73%	51%
Dem 18-49	72%	21%
Women 18-49	72%	26%
Asn/PI 18-49	71%	3%
NPP/O 18-49	71%	18%
Chld<18@hme:Yes	67%	29%
Latino 18-49	66%	15%
Edu:College grad	65%	27%
Asn/PI Men	65%	3%
Age:40-49	64%	17%
Edu:College+	64%	46%
Asn/PI South Regn	63%	3%
Asn/PI LA DMA	63%	2%
Resid:Rent	62%	34%
NPP/O Women	62%	13%
Edu:Post grad	62%	19%
Party:NPP/O	61%	27%
Asn/PI NPP/O	61%	2%
NPP/O Men	61%	14%
Asn/PI Oth DMA	61%	1%
I-net:Few/day	60%	43%
I-net:Total yes	60%	90%
API:Non-Chinese	60%	3%
Asn/PI Rep	60%	1%
Asian/Pac-Is	59%	5%

BANNER	Q3 YES	PERCENT OF SAMPLE
OVERALL	55%	100%
City type:Big	59%	21%
Latino Men	59%	10%
Church:Never	59%	29%
Liberal Dem	58%	22%
City type:Suburb	58%	27%
Latno Oth DMA	58%	6%
Regn:Bay Area	58%	22%
Media:SF	58%	22%
Chinese	58%	3%
Tea Pty:Not Suppt	58%	61%
Men	57%	49%
Regn:LA Area	57%	22%
Income:\$60K-\$100K	57%	23%
Church:Occas	57%	34%
Asn/PI Dem	57%	2%
White Men	57%	28%
Rep Men	57%	16%
Latino South Regn	56%	14%
Media:LA	56%	46%
Marital:Single/S/D/W	56%	38%
Latno LA DMA	56%	12%
TV Prov:Satellite	56%	30%
Non-White	56%	40%
Regn:San Diego	56%	9%
Media:SD	56%	9%
Regn:Coast	56%	71%
Regn:South	56%	56%
Af-Am LA DMA	56%	5%
Asn/PI Nrth Regn	56%	2%
Latno Rural city	56%	4%
Asn/PI SF DMA	55%	2%
Latno Urban city	55%	17%
Dem Men	55%	19%
Latino	55%	21%
TV Prov:Cable	55%	51%

BANNER	Q3 YES	PERCENT OF SAMPLE
OVERALL	55%	100%
White South Regn	55%	29%
Mod/Lib Rep	55%	11%
Af-Am South Regn	55%	5%
Regn:LA	55%	25%
Married/Dom part	54%	60%
White	54%	57%
Regn:North	54%	44%
Media:SAC	54%	11%
Asn/PI Women	54%	2%
Af-Am Women	54%	4%
Afrcn-Amrcn	54%	7%
Af-Am Men	54%	3%
TV Prov:DW/DK/NA	53%	6%
Edu:Some college	53%	32%
White Nrth Regn	53%	28%
Regn:Inland	53%	29%
Women	53%	51%
Party:Dem	53%	43%
Party:Rep	53%	30%
Tea Pty:Smwt Suppt	53%	19%
Latino Nrth Regn	52%	7%
City type:Med/Sml	52%	28%
Latino Women	52%	11%
Af-Am SF DMA	52%	2%
White Women	51%	29%
Dem Women	51%	24%
City:Sml Twn/Rural	51%	22%
Cons Rep	51%	17%
Regn:Cntrl Vally	51%	12%
Resid:Own	51%	61%
Af-Am Nrth Regn	51%	2%
Tea Pty:Tot Suppt	51%	29%
Church:Weekly	51%	34%
Chld<18@hme:No	50%	69%
Income:\$40K-\$60K	50%	17%
Regn:Sac/Nrth	49%	10%

BANNER	Q3 YES	PERCENT OF SAMPLE
OVERALL	55%	100%
Mod/Cons Dem	49%	19%
Rep Women	48%	14%
Edu:Non-college	48%	53%
Tea Pty:Str Suppt	47%	10%
Age:50-64	47%	28%
Af-Am Oth DMA	46%	1%
Media:Other	45%	12%
Latno SF DMA	44%	3%
Asn/PI 50+	44%	2%
NPP/O 50+	43%	9%
TV Prov:Over the air	42%	8%
Men 50+	41%	23%
Income:\$0-\$40K	40%	22%
Edu:HS or less	39%	21%
White 50+	38%	32%
Age:50+	37%	48%
Rep 50+	37%	17%
Dem 50+	35%	22%
Women 50+	34%	25%
Af-Am 50+	34%	3%
I-net:Less often	32%	16%
Age:65-74	32%	11%
Latino 50+	30%	6%
Age:65+	24%	20%
Age:75+	14%	9%
I-net:No/DK/NA	13%	10%
Smrtphne:No/DK/NA	0%	45%

BANNER	Q3 NO/DK/NA 45%	PERCENT OF SAMPLE 100%
OVERALL		
Smrtphne:No/DK/NA	100%	45%
I-net:No/DK/NA	87%	10%
Age:75+	86%	9%
Age:65+	76%	20%
Latino 50+	70%	6%
Age:65-74	68%	11%
I-net:Less often	68%	16%
Af-Am 50+	66%	3%
Women 50+	66%	25%
Dem 50+	65%	22%
Rep 50+	63%	17%
Age:50+	63%	48%
White 50+	62%	32%
Edu:HS or less	61%	21%
Income:\$0-\$40K	60%	22%
Men 50+	59%	23%
TV Prov:Over the air	58%	8%
NPP/O 50+	57%	9%
Asn/PI 50+	56%	2%
Latno SF DMA	56%	3%
Media:Other	55%	12%
Af-Am Oth DMA	54%	1%
Age:50-64	53%	28%
Tea Pty:Str Suppt	53%	10%
Edu:Non-college	52%	53%
Rep Women	52%	14%
Mod/Cons Dem	51%	19%
Regn:Sac/Nrth	51%	10%
Income:\$40K-\$60K	50%	17%
Chld<18@hme:No	50%	69%
Church:Weekly	49%	34%
Tea Pty:Tot Suppt	49%	29%
Af-Am Nrth Regn	49%	2%
Resid:Own	49%	61%
Regn:Cntrl Vally	49%	12%

BANNER	Q3 NO/DK/NA 45%	PERCENT OF SAMPLE 100%
OVERALL		
Cons Rep	49%	17%
City:Sml Twn/Rural	49%	22%
Dem Women	49%	24%
White Women	49%	29%
Af-Am SF DMA	48%	2%
Latino Women	48%	11%
City type:Med/Sml	48%	28%
Latino Nrth Regn	48%	7%
Tea Pty:Smwt Suppt	47%	19%
Party:Rep	47%	30%
Party:Dem	47%	43%
Women	47%	51%
Regn:Inland	47%	29%
White Nrth Regn	47%	28%
Edu:Some college	47%	32%
TV Prov:DW/DK/NA	47%	6%
Af-Am Men	46%	3%
Afrcn-Amrcn	46%	7%
Af-Am Women	46%	4%
Asn/PI Women	46%	2%
Media:SAC	46%	11%
Regn:North	46%	44%
White	46%	57%
Married/Dom part	46%	60%
Regn:LA	45%	25%
Af-Am South Regn	45%	5%
Mod/Lib Rep	45%	11%
White South Regn	45%	29%
TV Prov:Cable	45%	51%
Latino	45%	21%
Dem Men	45%	19%
Latno Urban city	45%	17%
Asn/PI SF DMA	45%	2%
Latno Rural city	44%	4%
Asn/PI Nrth Regn	44%	2%

BANNER	Q3 NO/DK/NA 45%	PERCENT OF SAMPLE 100%
OVERALL	44%	5%
Af-Am LA DMA	44%	56%
Regn:South	44%	71%
Regn:Coast	44%	9%
Regn:San Diego	44%	9%
Media:SD	44%	40%
Non-White	44%	30%
TV Prov:Satellite	44%	12%
Latno LA DMA	44%	38%
Marital:Single/S/D/W	44%	46%
Media:LA	44%	14%
Latino South Regn	44%	16%
Rep Men	43%	28%
White Men	43%	2%
Asn/PI Dem	43%	34%
Church:Occas	43%	23%
Income:\$60K-\$100K	43%	22%
Regn:LA Area	43%	49%
Men	43%	61%
Tea Pty:Not Suppt	42%	3%
Chinese	42%	22%
Media:SF	42%	22%
Regn:Bay Area	42%	6%
Latno Oth DMA	42%	27%
City type:Suburb	42%	22%
Liberal Dem	42%	29%
Church:Never	41%	10%
Latino Men	41%	21%
City type:Big	41%	5%
Asian/Pac-Is	41%	1%
Asn/PI Rep	40%	3%
API:Non-Chinese	40%	90%
I-net:Total yes	40%	43%
I-net:Few/day	40%	1%
Asn/PI Oth DMA	39%	14%
NPP/O Men	39%	2%
Asn/PI NPP/O	39%	

BANNER	Q3 NO/DK/NA 45%	PERCENT OF SAMPLE 100%
OVERALL	39%	27%
Party:NPP/O	38%	19%
Edu:Post grad	38%	13%
NPP/O Women	38%	34%
Resid:Rent	38%	2%
Asn/PI LA DMA	37%	3%
Asn/PI South Regn	37%	46%
Edu:College+	36%	17%
Age:40-49	36%	3%
Asn/PI Men	35%	27%
Edu:College grad	35%	15%
Latino 18-49	34%	29%
Chld<18@hme:Yes	33%	18%
NPP/O 18-49	29%	3%
Asn/PI 18-49	29%	26%
Women 18-49	28%	21%
Dem 18-49	28%	51%
Age:18-49	27%	25%
Men 18-49	27%	31%
I-net:Most/day	26%	3%
Af-Am 18-49	26%	9%
TV Prov:Internet	24%	12%
Rep 18-49	24%	25%
White 18-49	24%	22%
Income:\$100K+	23%	16%
Age:30-39	23%	18%
Age:18-29	23%	55%
Smrtphne:Yes	0%	

BANNER	Q5 MORE TAXES	PERCENT OF SAMPLE
OVERALL	45%	100%
Af-Am SF DMA	77%	2%
Af-Am Nrth Regn	74%	2%
Liberal Dem	73%	22%
Af-Am 18-49	66%	3%
TV Prov:Internet	65%	9%
Dem 18-49	63%	21%
Dem Women	62%	24%
Af-Am Women	62%	4%
Party:Dem	62%	43%
Dem Men	62%	19%
Af-Am Oth DMA	62%	1%
Dem 50+	61%	22%
Afrcn-Amrcn	61%	7%
Af-Am Men	59%	3%
Tea Pty:Not Suppt	57%	61%
Age:18-29	57%	18%
Regn:Bay Area	56%	22%
Af-Am 50+	56%	3%
Church:Never	56%	29%
Media:SF	56%	22%
Af-Am LA DMA	55%	5%
Af-Am South Regn	55%	5%
City type:Big	53%	21%
Resid:Rent	53%	34%
Latino Women	53%	11%
Women 18-49	52%	26%
Marital:Single/S/D/W	52%	38%
Mod/Cons Dem	51%	19%
NPP/O 18-49	51%	18%
Asn/PI Dem	51%	2%
Latno Oth DMA	51%	6%
Edu:Post grad	50%	19%
NPP/O Women	50%	13%
Latino 18-49	50%	15%
Income:\$0-\$40K	49%	22%

BANNER	Q5 MORE TAXES	PERCENT OF SAMPLE
OVERALL	45%	100%
Age:30-39	49%	16%
Age:18-49	49%	51%
White 18-49	49%	25%
White Nrth Regn	49%	28%
Asn/PI 18-49	49%	3%
Regn:North	48%	44%
Smrtphne:Yes	48%	55%
I-net:Most/day	48%	31%
Women	48%	51%
Latno Urban city	48%	17%
Latino South Regn	48%	14%
Non-White	48%	40%
Latino	48%	21%
Latino Nrth Regn	48%	7%
Income:\$40K-\$60K	47%	17%
Latno LA DMA	47%	12%
Regn:Coast	47%	71%
Edu:College+	47%	46%
Party:NPP/O	47%	27%
Regn:LA	47%	25%
Men 18-49	46%	25%
White Women	46%	29%
Latno Rural city	46%	4%
Income:\$60K-\$100K	46%	23%
Chld<18@hme:No	46%	69%
I-net:Few/day	45%	43%
City type:Med/Sml	45%	28%
Asn/PI Men	45%	3%
I-net:Total yes	45%	90%
Asn/PI Oth DMA	45%	1%
API:Non-Chinese	45%	3%
Church:Occas	44%	34%
Women 50+	44%	25%
Edu:College grad	44%	27%
TV Prov:Cable	44%	51%

BANNER	Q5 MORE TAXES	PERCENT OF SAMPLE
OVERALL	45%	100%
Latno SF DMA	44%	3%
Latino 50+	44%	6%
Asn/PI LA DMA	44%	2%
Asn/PI South Regn	44%	3%
Edu:HS or less	44%	21%
NPP/O Men	43%	14%
Income:\$100K+	43%	22%
White	43%	57%
City type:Suburb	43%	27%
Edu:Non-college	43%	53%
TV Prov:Over the air	43%	8%
I-net:No/DK/NA	43%	10%
TV Prov:Satellite	43%	30%
Asian/Pac-Is	43%	5%
Media:LA	43%	46%
Edu:Some college	42%	32%
Chld<18@hme:Yes	42%	29%
Latino Men	42%	10%
Asn/PI NPP/O	42%	2%
Age:65-74	42%	11%
Regn:South	42%	56%
Men	41%	49%
Asn/PI Nrth Regn	41%	2%
Age:65+	41%	20%
Age:40-49	41%	17%
TV Prov:DW/DK/NA	41%	6%
Married/Dom part	41%	60%
Regn:Cntrl Vally	41%	12%
White Men	41%	28%
Smrtphne:No/DK/NA	40%	45%
Asn/PI SF DMA	40%	2%
Age:50+	40%	48%
Chinese	40%	3%
Regn:San Diego	40%	9%
Media:SD	40%	9%
Media:Other	40%	12%

BANNER	Q5 MORE TAXES	PERCENT OF SAMPLE
OVERALL	45%	100%
Regn:Sac/Nrth	40%	10%
Media:SAC	40%	11%
Asn/PI Women	40%	2%
Age:50-64	40%	28%
Age:75+	40%	9%
White 50+	39%	32%
Resid:Own	39%	61%
Regn:Inland	39%	29%
White South Regn	38%	29%
I-net:Less often	38%	16%
NPP/O 50+	38%	9%
Regn:LA Area	37%	22%
City:Sml Twn/Rural	37%	22%
Men 50+	36%	23%
Church:Weekly	36%	34%
Asn/PI 50+	34%	2%
Asn/PI Rep	33%	1%
Mod/Lib Rep	30%	11%
Tea Pty:Smwt Suppt	23%	19%
Rep 18-49	23%	12%
Rep Women	21%	14%
Tea Pty:Tot Suppt	19%	29%
Party:Rep	18%	30%
Rep Men	15%	16%
Rep 50+	15%	17%
Tea Pty:Str Suppt	11%	10%
Cons Rep	9%	17%

BANNER	Q5 LESS TAXES	PERCENT OF SAMPLE
OVERALL	44%	100%
Cons Rep	84%	17%
Tea Pty:Str Suppt	83%	10%
Rep Men	76%	16%
Tea Pty:Tot Suppt	73%	29%
Rep 50+	73%	17%
Party:Rep	72%	30%
Rep 18-49	71%	12%
Rep Women	68%	14%
Tea Pty:Smwt Suppt	68%	19%
Asn/PI Rep	57%	1%
Mod/Lib Rep	55%	11%
Men 50+	53%	23%
Asn/PI 50+	53%	2%
White South Regn	52%	29%
White Men	52%	28%
Regn:San Diego	52%	9%
Media:SD	52%	9%
Regn:LA Area	51%	22%
Age:40-49	51%	17%
Church:Weekly	51%	34%
Media:SAC	51%	11%
Regn:Sac/Nrth	51%	10%
Regn:Inland	50%	29%
NPP/O 50+	50%	9%
City:Sml Twn/Rural	50%	22%
Media:Other	49%	12%
Resid:Own	49%	61%
Regn:Cntrl Vally	49%	12%
White 50+	49%	32%
Men	49%	49%
Married/Dom part	48%	60%
Income:\$100K+	48%	22%
Age:50-64	48%	28%
Asn/PI SF DMA	48%	2%
Chinese	48%	3%

BANNER	Q5 LESS TAXES	PERCENT OF SAMPLE
OVERALL	44%	100%
City type:Suburb	48%	27%
Asn/PI NPP/O	48%	2%
Age:50+	47%	48%
White	47%	57%
Asn/PI Nrth Regn	47%	2%
Age:75+	47%	9%
I-net:Less often	47%	16%
Asn/PI Women	47%	2%
TV Prov:Satellite	47%	30%
Regn:South	47%	56%
Edu:Some college	47%	32%
Age:65+	47%	20%
NPP/O Men	47%	14%
Smrtphne:No/DK/NA	47%	45%
Age:65-74	46%	11%
Asian/Pac-Is	46%	5%
Income:\$60K-\$100K	46%	23%
Asn/PI Men	46%	3%
Asn/PI Oth DMA	46%	1%
Chld<18@hme:Yes	46%	29%
Edu:Non-college	45%	53%
Media:LA	45%	46%
Edu:College grad	45%	27%
TV Prov:Cable	45%	51%
Asn/PI South Regn	45%	3%
I-net:Few/day	45%	43%
White 18-49	45%	25%
TV Prov:Over the air	45%	8%
Church:Occas	45%	34%
Men 18-49	45%	25%
Asn/PI LA DMA	45%	2%
City type:Med/Sml	45%	28%
I-net:Total yes	44%	90%
Latino Men	44%	10%
Chld<18@hme:No	44%	69%

BANNER	Q5 LESS TAXES	PERCENT OF SAMPLE
OVERALL	44%	100%
Edu:HS or less	44%	21%
I-net:No/DK/NA	43%	10%
Edu:College+	43%	46%
White Women	43%	29%
Income:\$40K-\$60K	43%	17%
Smrtphne:Yes	43%	55%
White Nrth Regn	42%	28%
TV Prov:DW/DK/NA	42%	6%
I-net:Most/day	42%	31%
API:Non-Chinese	42%	3%
Women 50+	42%	25%
Party:NPP/O	42%	27%
Regn:Coast	42%	71%
Latino 50+	42%	6%
Asn/PI 18-49	42%	3%
Regn:North	41%	44%
Latno Rural city	41%	4%
Age:18-49	41%	51%
Regn:LA	41%	25%
Women	40%	51%
Edu:Post grad	40%	19%
Latino Nrth Regn	40%	7%
Latno SF DMA	39%	3%
Income:\$0-\$40K	39%	22%
Non-White	39%	40%
Latino	39%	21%
Latno Oth DMA	39%	6%
Latno LA DMA	39%	12%
Age:30-39	38%	16%
Latino South Regn	38%	14%
Latno Urban city	38%	17%
Marital:Single/S/D/W	38%	38%
NPP/O 18-49	38%	18%
Women 18-49	38%	26%
Latino 18-49	37%	15%
Resid:Rent	37%	34%

BANNER	Q5 LESS TAXES	PERCENT OF SAMPLE
OVERALL	44%	100%
NPP/O Women	37%	13%
Mod/Cons Dem	37%	19%
Af-Am South Regn	37%	5%
Church:Never	37%	29%
Af-Am LA DMA	36%	5%
Asn/PI Dem	36%	2%
City type:Big	35%	21%
Age:18-29	35%	18%
Af-Am 50+	34%	3%
Latino Women	34%	11%
Af-Am Men	34%	3%
Media:SF	33%	22%
Regn:Bay Area	33%	22%
Af-Am Oth DMA	33%	1%
Tea Pty:Not Suppt	31%	61%
Afrcn-Amrcn	30%	7%
TV Prov:Internet	28%	9%
Dem Men	28%	19%
Af-Am Women	28%	4%
Af-Am 18-49	27%	3%
Dem 18-49	27%	21%
Party:Dem	27%	43%
Dem 50+	26%	22%
Dem Women	25%	24%
Liberal Dem	17%	22%
Af-Am Nrth Regn	16%	2%
Af-Am SF DMA	11%	2%

BANNER OVERALL	Q7 A LOT 59%	PERCENT OF SAMPLE 100%
Age:65-74	78%	11%
White 50+	75%	32%
Age:65+	75%	20%
Tea Pty:Str Suppt	74%	10%
Af-Am 50+	71%	3%
Men 50+	71%	23%
Edu:Post grad	71%	19%
Age:75+	71%	9%
Dem 50+	70%	22%
White Men	69%	28%
Af-Am Men	69%	3%
Rep 50+	69%	17%
Age:50+	69%	48%
White South Regn	68%	29%
Income:\$100K+	67%	22%
Women 50+	67%	25%
White	66%	57%
Cons Rep	66%	17%
NPP/O 50+	65%	9%
Dem Men	65%	19%
Rep Men	65%	16%
Age:50-64	65%	28%
Af-Am South Regn	64%	5%
Liberal Dem	64%	22%
Edu:College+	64%	46%
Af-Am Oth DMA	64%	1%
Resid:Own	64%	61%
White Nrth Regn	64%	28%
Af-Am LA DMA	63%	5%
Tea Pty:Tot Suppt	63%	29%
Afrcn-Amrcn	63%	7%
White Women	63%	29%
Married/Dom part	63%	60%
Men	63%	49%
Income:\$60K-\$100K	62%	23%

BANNER OVERALL	Q7 A LOT 59%	PERCENT OF SAMPLE 100%
Af-Am SF DMA	62%	2%
Party:Rep	61%	30%
Party:Dem	61%	43%
TV Prov:Cable	61%	51%
Media:Other	61%	12%
I-net:Few/day	61%	43%
City:Sml Twn/Rural	61%	22%
Af-Am Nrth Regn	60%	2%
Regn:San Diego	60%	9%
Media:SD	60%	9%
TV Prov:Satellite	60%	30%
Regn:LA Area	60%	22%
Church:Never	60%	29%
Tea Pty:Not Suppt	60%	61%
Chld<18@hme:No	60%	69%
I-net:Most/day	60%	31%
City type:Med/Sml	60%	28%
Regn:Sac/Nrth	60%	10%
Edu:College grad	60%	27%
I-net:Total yes	59%	90%
Regn:South	59%	56%
Regn:Coast	59%	71%
Edu:Some college	59%	32%
Smrtphne:Yes	59%	55%
Media:SAC	59%	11%
Smrtphne:No/DK/NA	59%	45%
Regn:Cntrl Vally	59%	12%
Regn:North	58%	44%
Af-Am Women	58%	4%
City type:Big	58%	21%
Church:Occas	58%	34%
Regn:Inland	58%	29%
Mod/Cons Dem	58%	19%
Media:LA	58%	46%
Church:Weekly	58%	34%

BANNER	Q7 A LOT	PERCENT OF SAMPLE
OVERALL	59%	100%
Dem Women	58%	24%
Media:SF	58%	22%
Regn:Bay Area	58%	22%
Tea Pty:Smwt Suppt	58%	19%
Regn:LA	57%	25%
Rep Women	57%	14%
NPP/O Men	56%	14%
Age:40-49	56%	17%
City type:Suburb	56%	27%
Income:\$40K-\$60K	56%	17%
Chld<18@hme:Yes	56%	29%
Mod/Lib Rep	55%	11%
I-net:No/DK/NA	55%	10%
White 18-49	55%	25%
Women	55%	51%
TV Prov:Internet	55%	9%
Af-Am 18-49	55%	3%
Latino 50+	54%	6%
Men 18-49	54%	25%
Edu:Non-college	54%	53%
TV Prov:DW/DK/NA	54%	6%
I-net:Less often	53%	16%
Latno SF DMA	53%	3%
Resid:Rent	52%	34%
Marital:Single/S/D/W	52%	38%
Party:NPP/O	52%	27%
Age:30-39	51%	16%
Income:\$0-\$40K	51%	22%
Dem 18-49	51%	21%
TV Prov:Over the air	51%	8%
Rep 18-49	50%	12%
Latino Men	50%	10%
Latino Nrth Regn	49%	7%
Age:18-49	49%	51%
Non-White	48%	40%
NPP/O Women	47%	13%

BANNER	Q7 A LOT	PERCENT OF SAMPLE
OVERALL	59%	100%
Edu:HS or less	47%	21%
NPP/O 18-49	45%	18%
Latno Urban city	45%	17%
Latino	45%	21%
Latno Rural city	44%	4%
Latno Oth DMA	44%	6%
Asn/PI Rep	44%	1%
Women 18-49	43%	26%
Latno LA DMA	43%	12%
Asn/PI Dem	43%	2%
Asn/PI Men	43%	3%
Latino South Regn	43%	14%
Asn/PI 50+	42%	2%
Latino 18-49	41%	15%
Latino Women	40%	11%
Age:18-29	39%	18%
Asn/PI LA DMA	39%	2%
Asn/PI South Regn	38%	3%
Asian/Pac-Is	38%	5%
Asn/PI Nrth Regn	37%	2%
Asn/PI SF DMA	37%	2%
Asn/PI Oth DMA	37%	1%
API:Non-Chinese	36%	3%
Asn/PI 18-49	35%	3%
Asn/PI Women	33%	2%
Chinese	32%	3%
Asn/PI NPP/O	32%	2%

BANNER OVERALL	Q7 SOME 30%	PERCENT OF SAMPLE 100%
Chinese	54%	3%
Asn/PI NPP/O	51%	2%
Asn/PI SF DMA	48%	2%
Asn/PI Women	48%	2%
Asn/PI 18-49	48%	3%
Asn/PI Nrth Regn	47%	2%
Asian/Pac-Is	47%	5%
Asn/PI South Regn	46%	3%
Asn/PI LA DMA	46%	2%
Asn/PI Men	45%	3%
Asn/PI Dem	45%	2%
Asn/PI 50+	45%	2%
API:Non-Chinese	45%	3%
Asn/PI Oth DMA	44%	1%
Latino Women	44%	11%
Age:18-29	44%	18%
Latino 18-49	44%	15%
Latno Rural city	43%	4%
Latno Oth DMA	41%	6%
Women 18-49	41%	26%
Latino South Regn	41%	14%
Asn/PI Rep	41%	1%
Latino	40%	21%
Latno LA DMA	40%	12%
Latno Urban city	39%	17%
Latino Nrth Regn	39%	7%
Dem 18-49	38%	21%
Non-White	38%	40%
Latno SF DMA	37%	3%
NPP/O 18-49	37%	18%
Mod/Lib Rep	37%	11%
Age:18-49	37%	51%
Edu:HS or less	36%	21%
NPP/O Women	36%	13%
Latino Men	35%	10%

BANNER OVERALL	Q7 SOME 30%	PERCENT OF SAMPLE 100%
Rep 18-49	35%	12%
TV Prov:Internet	35%	9%
Age:30-39	34%	16%
Marital:Single/S/D/W	34%	38%
Income:\$40K-\$60K	33%	17%
Women	33%	51%
Resid:Rent	33%	34%
City type:Suburb	33%	27%
Income:\$0-\$40K	33%	22%
Rep Women	33%	14%
Af-Am 18-49	33%	3%
Edu:Non-college	33%	53%
TV Prov:Over the air	32%	8%
Dem Women	32%	24%
Church:Occas	32%	34%
Mod/Cons Dem	32%	19%
Men 18-49	32%	25%
Chld<18@hme:Yes	32%	29%
Party:NPP/O	32%	27%
White 18-49	32%	25%
Regn:LA	32%	25%
Age:40-49	32%	17%
Tea Pty:Smwt Suppt	31%	19%
Regn:Bay Area	31%	22%
Media:SF	31%	22%
City type:Big	31%	21%
Media:SAC	31%	11%
Smrtphne:Yes	31%	55%
Latino 50+	31%	6%
Church:Weekly	31%	34%
I-net:Most/day	31%	31%
Media:LA	31%	46%
I-net:Few/day	31%	43%
I-net:Total yes	30%	90%
Regn:Coast	30%	71%

BANNER	Q7 SOME	PERCENT OF SAMPLE
OVERALL	30%	100%
Edu:Some college	30%	32%
Regn:South	30%	56%
Edu:College grad	30%	27%
Af-Am Women	30%	4%
TV Prov:Cable	30%	51%
I-net:Less often	30%	16%
Regn:North	30%	44%
Party:Dem	30%	43%
Regn:San Diego	30%	9%
Media:SD	30%	9%
Tea Pty:Not Suppt	30%	61%
Regn:Sac/Nrth	29%	10%
Regn:Inland	29%	29%
Chld<18@hme:No	29%	69%
Smrtphne:No/DK/NA	29%	45%
Regn:LA Area	29%	22%
Af-Am Nrth Regn	29%	2%
City type:Med/Sml	29%	28%
Party:Rep	29%	30%
NPP/O Men	29%	14%
TV Prov:Satellite	29%	30%
Af-Am Oth DMA	28%	1%
Regn:Cntrl Vally	28%	12%
White Women	28%	29%
Married/Dom part	28%	60%
Income:\$60K-\$100K	28%	23%
Liberal Dem	27%	22%
Tea Pty:Tot Suppt	27%	29%
City:Sml Twn/Rural	27%	22%
Resid:Own	27%	61%
Edu:College+	27%	46%
I-net:No/DK/NA	27%	10%
Af-Am SF DMA	27%	2%
Afrcn-Amrcn	27%	7%
Men	27%	49%
TV Prov:DW/DK/NA	27%	6%

BANNER	Q7 SOME	PERCENT OF SAMPLE
OVERALL	30%	100%
Af-Am LA DMA	27%	5%
Dem Men	26%	19%
Church:Never	26%	29%
Age:50-64	26%	28%
Af-Am South Regn	26%	5%
Media:Other	26%	12%
White Nrth Regn	26%	28%
Rep Men	25%	16%
Women 50+	25%	25%
Cons Rep	25%	17%
White	25%	57%
Rep 50+	25%	17%
Income:\$100K+	25%	22%
White South Regn	24%	29%
Age:50+	23%	48%
Af-Am Men	23%	3%
Age:75+	23%	9%
Edu:Post grad	22%	19%
NPP/O 50+	22%	9%
Dem 50+	22%	22%
White Men	22%	28%
Men 50+	21%	23%
Af-Am 50+	21%	3%
Tea Pty:Str Suppt	20%	10%
White 50+	20%	32%
Age:65+	19%	20%
Age:65-74	16%	11%

BANNER	Q7 NOT MUCH/AT ALL	PERCENT OF SAMPLE
OVERALL	11%	100%
API:Non-Chinese	19%	3%
Asn/PI Oth DMA	19%	1%
Asn/PI Women	19%	2%
TV Prov:DW/DK/NA	19%	6%
I-net:No/DK/NA	18%	10%
NPP/O 18-49	18%	18%
Asn/PI NPP/O	17%	2%
NPP/O Women	17%	13%
Asn/PI 18-49	17%	3%
Edu:HS or less	17%	21%
Latno LA DMA	17%	12%
Latino South Regn	17%	14%
TV Prov:Over the air	17%	8%
Age:18-29	17%	18%
Latino Women	16%	11%
I-net:Less often	16%	16%
Party:NPP/O	16%	27%
Asn/PI Nrth Regn	16%	2%
Latino 18-49	16%	15%
Latno Urban city	16%	17%
Women 18-49	15%	26%
Income:\$0-\$40K	15%	22%
Asian/Pac-Is	15%	5%
Asn/PI Rep	15%	1%
Asn/PI LA DMA	15%	2%
Latino	15%	21%
Asn/PI South Regn	15%	3%
Rep 18-49	15%	12%
Latno Oth DMA	15%	6%
NPP/O Men	14%	14%
Age:18-49	14%	51%
Non-White	14%	40%
Resid:Rent	14%	34%
Latino 50+	14%	6%
Asn/PI SF DMA	14%	2%

BANNER	Q7 NOT MUCH/AT ALL	PERCENT OF SAMPLE
OVERALL	11%	100%
Age:30-39	14%	16%
Latino Men	14%	10%
Chinese	14%	3%
Marital:Single/S/D/W	14%	38%
Church:Never	13%	29%
Regn:Cntrl Vally	13%	12%
White 18-49	13%	25%
Edu:Non-college	13%	53%
Media:Other	13%	12%
Men 18-49	13%	25%
Asn/PI 50+	13%	2%
Af-Am 18-49	13%	3%
Regn:Inland	12%	29%
Latno Rural city	12%	4%
Asn/PI Men	12%	3%
Asn/PI Dem	12%	2%
Smrtphne:No/DK/NA	12%	45%
Age:40-49	12%	17%
Chld<18@hme:Yes	12%	29%
NPP/O 50+	12%	9%
City:Sml Twn/Rural	12%	22%
Women	12%	51%
Latino Nrth Regn	12%	7%
Af-Am Women	12%	4%
Regn:North	12%	44%
Regn:LA	11%	25%
Af-Am SF DMA	11%	2%
Church:Weekly	11%	34%
Media:LA	11%	46%
TV Prov:Satellite	11%	30%
City type:Med/Sml	11%	28%
Dem 18-49	11%	21%
Media:SF	11%	22%
Regn:Bay Area	11%	22%
Regn:Sac/Nrth	11%	10%

BANNER	Q7 NOT MUCH/AT ALL	PERCENT OF SAMPLE
OVERALL	11%	100%
Chld<18@hme:No	11%	69%
Tea Pty:Smwt Suppt	11%	19%
Edu:Some college	11%	32%
Regn:South	11%	56%
City type:Suburb	11%	27%
Regn:Coast	11%	71%
Income:\$40K-\$60K	11%	17%
City type:Big	11%	21%
Regn:LA Area	11%	22%
Af-Am Nrth Regn	11%	2%
TV Prov:Internet	11%	9%
Tea Pty:Not Suppt	10%	61%
Men	10%	49%
Rep Women	10%	14%
Smrtphne:Yes	10%	55%
I-net:Total yes	10%	90%
Income:\$60K-\$100K	10%	23%
White Nrth Regn	10%	28%
Media:SAC	10%	11%
Edu:College grad	10%	27%
Af-Am LA DMA	10%	5%
Afrcn-Amrcn	10%	7%
Regn:San Diego	10%	9%
Media:SD	10%	9%
Af-Am South Regn	10%	5%
Dem Women	10%	24%
Party:Rep	10%	30%
Married/Dom part	10%	60%
White Women	10%	29%
I-net:Most/day	10%	31%
Mod/Cons Dem	9%	19%
Church:Occas	9%	34%
Party:Dem	9%	43%
Tea Pty:Tot Suppt	9%	29%
Rep Men	9%	16%
TV Prov:Cable	9%	51%

BANNER	Q7 NOT MUCH/AT ALL	PERCENT OF SAMPLE
OVERALL	11%	100%
White	9%	57%
Cons Rep	9%	17%
Age:50-64	9%	28%
I-net:Few/day	9%	43%
Resid:Own	9%	61%
Edu:College+	9%	46%
Dem Men	9%	19%
Liberal Dem	8%	22%
White Men	8%	28%
Latno SF DMA	8%	3%
Income:\$100K+	8%	22%
Af-Am Men	8%	3%
Women 50+	8%	25%
Mod/Lib Rep	8%	11%
Af-Am Oth DMA	8%	1%
Age:50+	8%	48%
White South Regn	8%	29%
Af-Am 50+	8%	3%
Men 50+	8%	23%
Dem 50+	8%	22%
Edu:Post grad	7%	19%
Age:75+	7%	9%
Age:65+	6%	20%
Tea Pty:Str Suppt	6%	10%
Age:65-74	6%	11%
Rep 50+	6%	17%
White 50+	5%	32%

BANNER	Q8 FREQ NATNL G&P	PERCENT OF SAMPLE
OVERALL	62%	100%
White 50+	79%	32%
Edu:Post grad	79%	19%
Tea Pty:Str Suppt	78%	10%
Age:65-74	78%	11%
White Men	77%	28%
Age:65+	75%	20%
Rep 50+	75%	17%
Men 50+	74%	23%
Income:\$100K+	74%	22%
White South Regn	74%	29%
Rep Men	73%	16%
Edu:College+	73%	46%
Dem 50+	72%	22%
Af-Am SF DMA	72%	2%
Cons Rep	72%	17%
White	72%	57%
Age:50+	72%	48%
Age:75+	72%	9%
Liberal Dem	71%	22%
White Nrth Regn	70%	28%
Women 50+	70%	25%
Age:50-64	69%	28%
Af-Am 50+	69%	3%
Edu:College grad	68%	27%
Resid:Own	68%	61%
Income:\$60K-\$100K	68%	23%
Af-Am Nrth Regn	68%	2%
Party:Rep	67%	30%
TV Prov:Internet	67%	9%
White Women	67%	29%
Church:Never	67%	29%
Dem Men	67%	19%
Men	67%	49%
I-net:Most/day	67%	31%
I-net:Few/day	66%	43%

BANNER	Q8 FREQ NATNL G&P	PERCENT OF SAMPLE
OVERALL	62%	100%
Tea Pty:Tot Suppt	66%	29%
Married/Dom part	66%	60%
NPP/O 50+	65%	9%
Regn:Bay Area	65%	22%
Media:SF	65%	22%
Regn:San Diego	65%	9%
Media:SD	65%	9%
City type:Suburb	65%	27%
Regn:Sac/Nrth	64%	10%
Chld<18@hme:No	64%	69%
Tea Pty:Not Suppt	64%	61%
TV Prov:Cable	64%	51%
Af-Am Men	63%	3%
I-net:Total yes	63%	90%
White 18-49	63%	25%
Smrtphne:Yes	63%	55%
Regn:North	63%	44%
Regn:Coast	62%	71%
Regn:LA Area	62%	22%
Media:SAC	62%	11%
Party:Dem	62%	43%
City:Sml Twn/Rural	62%	22%
Church:Weekly	61%	34%
Mod/Lib Rep	61%	11%
Age:40-49	61%	17%
Regn:South	61%	56%
City type:Med/Sml	61%	28%
Rep Women	60%	14%
TV Prov:Satellite	60%	30%
Smrtphne:No/DK/NA	60%	45%
Media:Other	60%	12%
TV Prov:DW/DK/NA	60%	6%
Afrcn-Amrcn	60%	7%
Men 18-49	60%	25%
Media:LA	59%	46%

BANNER	Q8 FREQ NATNL G&P	PERCENT OF SAMPLE
OVERALL	62%	100%
Regn:Inland	59%	29%
City type:Big	59%	21%
NPP/O Men	59%	14%
Tea Pty:Smwt Suppt	59%	19%
Edu:Some college	59%	32%
Dem Women	58%	24%
Regn:LA	58%	25%
Rep 18-49	58%	12%
Church:Occas	57%	34%
Af-Am Women	57%	4%
Af-Am LA DMA	57%	5%
Women	57%	51%
Af-Am South Regn	56%	5%
Regn:Cntrl Vally	56%	12%
Marital:Single/S/D/W	55%	38%
Party:NPP/O	55%	27%
Chld<18@hme:Yes	55%	29%
Age:30-39	54%	16%
Af-Am Oth DMA	54%	1%
Income:\$40K-\$60K	53%	17%
TV Prov:Over the air	52%	8%
Resid:Rent	52%	34%
Mod/Cons Dem	52%	19%
Age:18-49	52%	51%
Af-Am 18-49	52%	3%
Edu:Non-college	52%	53%
Income:\$0-\$40K	51%	22%
Dem 18-49	51%	21%
Latino 50+	51%	6%
NPP/O Women	50%	13%
NPP/O 18-49	49%	18%
I-net:Less often	49%	16%
Latno SF DMA	49%	3%
I-net:No/DK/NA	48%	10%
Non-White	47%	40%
Asn/PI Men	47%	3%

BANNER	Q8 FREQ NATNL G&P	PERCENT OF SAMPLE
OVERALL	62%	100%
Latino Men	46%	10%
Asn/PI Rep	46%	1%
Women 18-49	45%	26%
API:Non-Chinese	44%	3%
Edu:HS or less	42%	21%
Chinese	42%	3%
Age:18-29	42%	18%
Asn/PI Oth DMA	42%	1%
Latino Nrth Regn	42%	7%
Latno Rural city	42%	4%
Asn/PI South Regn	42%	3%
Asn/PI LA DMA	42%	2%
Asn/PI 50+	42%	2%
Asn/PI Dem	41%	2%
Latino	40%	21%
Asian/Pac-Is	39%	5%
Latno Urban city	39%	17%
Latino South Regn	38%	14%
Latno Oth DMA	38%	6%
Latno LA DMA	38%	12%
Asn/PI 18-49	38%	3%
Asn/PI Nrth Regn	37%	2%
Asn/PI SF DMA	36%	2%
Asn/PI NPP/O	35%	2%
Latino 18-49	35%	15%
Latino Women	34%	11%
Asn/PI Women	32%	2%

BANNER OVERALL	Q8 FREQ STATE G&P 49%	PERCENT OF SAMPLE 100%
Age:65-74	66%	11%
Rep 50+	65%	17%
Tea Pty:Str Suppt	65%	10%
Age:65+	64%	20%
White 50+	64%	32%
Age:75+	62%	9%
Men 50+	62%	23%
Af-Am SF DMA	62%	2%
Af-Am 50+	60%	3%
Rep Men	60%	16%
Age:50+	60%	48%
Edu:Post grad	60%	19%
Dem 50+	59%	22%
White Men	59%	28%
Cons Rep	59%	17%
Women 50+	58%	25%
Income:\$100K+	58%	22%
Af-Am Nrth Regn	57%	2%
Age:50-64	57%	28%
Regn:Sac/Nrth	57%	10%
Liberal Dem	56%	22%
White Nrth Regn	55%	28%
White	55%	57%
Resid:Own	55%	61%
White South Regn	55%	29%
Party:Rep	55%	30%
Tea Pty:Tot Suppt	55%	29%
Edu:College+	54%	46%
Media:SAC	54%	11%
Income:\$60K-\$100K	53%	23%
Married/Dom part	53%	60%
Dem Men	53%	19%
I-net:Few/day	52%	43%
Men	52%	49%
White Women	52%	29%

BANNER OVERALL	Q8 FREQ STATE G&P 49%	PERCENT OF SAMPLE 100%
Chld<18@hme:No	52%	69%
Media:Other	51%	12%
Regn:Inland	51%	29%
Regn:North	51%	44%
Af-Am Men	51%	3%
Party:Dem	51%	43%
Regn:Bay Area	50%	22%
TV Prov:Cable	50%	51%
Edu:College grad	50%	27%
Church:Never	50%	29%
Afrcn-Amrcn	50%	7%
Media:SF	50%	22%
Mod/Lib Rep	50%	11%
NPP/O 50+	50%	9%
Latno SF DMA	50%	3%
Af-Am Women	50%	4%
Church:Weekly	50%	34%
I-net:Total yes	50%	90%
I-net:Most/day	50%	31%
Tea Pty:Not Suppt	49%	61%
City:Sml Twn/Rural	49%	22%
Smrtphne:No/DK/NA	49%	45%
Tea Pty:Smwt Suppt	49%	19%
City type:Big	49%	21%
City type:Suburb	49%	27%
Rep Women	49%	14%
TV Prov:Satellite	49%	30%
Dem Women	49%	24%
Regn:LA Area	49%	22%
Smrtphne:Yes	48%	55%
City type:Med/Sml	48%	28%
Edu:Some college	48%	32%
Regn:Cntrl Vally	48%	12%
Regn:Coast	48%	71%
TV Prov:Internet	48%	9%

BANNER	Q8 FREQ STATE G&P	PERCENT OF SAMPLE
OVERALL	49%	100%
Church:Occas	47%	34%
Af-Am LA DMA	47%	5%
Af-Am South Regn	47%	5%
Media:LA	47%	46%
Regn:South	47%	56%
Regn:San Diego	46%	9%
Media:SD	46%	9%
Women	46%	51%
Regn:LA	46%	25%
Latino 50+	45%	6%
Mod/Cons Dem	45%	19%
TV Prov:DW/DK/NA	45%	6%
Af-Am Oth DMA	45%	1%
Income:\$40K-\$60K	44%	17%
Edu:Non-college	44%	53%
White 18-49	44%	25%
Age:40-49	43%	17%
Income:\$0-\$40K	43%	22%
Men 18-49	43%	25%
I-net:Less often	42%	16%
Chld<18@hme:Yes	42%	29%
Marital:Single/S/D/W	42%	38%
NPP/O Men	42%	14%
Age:30-39	42%	16%
I-net:No/DK/NA	42%	10%
TV Prov:Over the air	41%	8%
Dem 18-49	41%	21%
Af-Am 18-49	41%	3%
Rep 18-49	41%	12%
Resid:Rent	40%	34%
Non-White	39%	40%
Latino Nrth Regn	39%	7%
Party:NPP/O	39%	27%
Latino Men	39%	10%
Age:18-49	38%	51%
Edu:HS or less	38%	21%

BANNER	Q8 FREQ STATE G&P	PERCENT OF SAMPLE
OVERALL	49%	100%
NPP/O Women	36%	13%
Latno Urban city	35%	17%
Latino	35%	21%
Women 18-49	34%	26%
Latno Rural city	34%	4%
NPP/O 18-49	33%	18%
Latno LA DMA	33%	12%
Chinese	33%	3%
Latino South Regn	33%	14%
Asn/PI 50+	33%	2%
Asn/PI Oth DMA	32%	1%
Latno Oth DMA	32%	6%
Latino Women	31%	11%
Age:18-29	31%	18%
Asn/PI Dem	31%	2%
Latino 18-49	30%	15%
Asn/PI Rep	30%	1%
Asn/PI Men	29%	3%
Asn/PI Nrth Regn	29%	2%
Asn/PI SF DMA	27%	2%
Asian/Pac-Is	26%	5%
API:Non-Chinese	26%	3%
Asn/PI LA DMA	24%	2%
Asn/PI South Regn	24%	3%
Asn/PI Women	23%	2%
Asn/PI NPP/O	22%	2%
Asn/PI 18-49	22%	3%

BANNER	Q8 FREQ LOCAL G&P	PERCENT OF SAMPLE
OVERALL	47%	100%
Af-Am 50+	67%	3%
Af-Am Oth DMA	67%	1%
Af-Am SF DMA	63%	2%
Af-Am Nrth Regn	62%	2%
Age:75+	61%	9%
Age:65+	61%	20%
Age:65-74	61%	11%
Dem 50+	59%	22%
Af-Am Men	58%	3%
Afrcn-Amrcn	57%	7%
White 50+	57%	32%
Edu:Post grad	57%	19%
Af-Am Women	57%	4%
Tea Pty:Str Suppt	56%	10%
Women 50+	56%	25%
Age:50+	55%	48%
Af-Am South Regn	55%	5%
Men 50+	55%	23%
Rep 50+	54%	17%
Af-Am LA DMA	53%	5%
Resid:Own	52%	61%
Income:\$60K-\$100K	52%	23%
White Women	51%	29%
Dem Men	51%	19%
Media:Other	51%	12%
Age:50-64	51%	28%
Edu:College+	51%	46%
Rep Women	51%	14%
White South Regn	51%	29%
White	51%	57%
Married/Dom part	51%	60%
White Nrth Regn	51%	28%
Mod/Cons Dem	50%	19%
Cons Rep	50%	17%
Party:Dem	50%	43%

BANNER	Q8 FREQ LOCAL G&P	PERCENT OF SAMPLE
OVERALL	47%	100%
Smrtphne:No/DK/NA	50%	45%
Church:Weekly	50%	34%
White Men	50%	28%
Tea Pty:Tot Suppt	50%	29%
Dem Women	49%	24%
Income:\$100K+	49%	22%
Liberal Dem	49%	22%
City type:Big	49%	21%
Party:Rep	49%	30%
City:Sml Twn/Rural	49%	22%
Media:SF	49%	22%
Regn:Sac/Nrth	49%	10%
I-net:Few/day	48%	43%
Regn:Bay Area	48%	22%
Church:Occas	48%	34%
Regn:North	48%	44%
Mod/Lib Rep	48%	11%
Age:40-49	48%	17%
Af-Am 18-49	48%	3%
Regn:Inland	48%	29%
TV Prov:Cable	48%	51%
Regn:Cntrl Vally	48%	12%
TV Prov:Satellite	48%	30%
Women	48%	51%
NPP/O 50+	48%	9%
Chld<18@hme:No	47%	69%
I-net:Total yes	47%	90%
I-net:Less often	47%	16%
Tea Pty:Not Suppt	47%	61%
Rep Men	47%	16%
Edu:College grad	47%	27%
Regn:San Diego	47%	9%
Media:SD	47%	9%
Regn:Coast	47%	71%
City type:Med/Sml	46%	28%

BANNER OVERALL	Q8 FREQ LOCAL G&P 47%	PERCENT OF SAMPLE 100%
Tea Pty:Smwt Suppt	46%	19%
Men	46%	49%
Regn:LA	46%	25%
Regn:South	46%	56%
Chld<18@hme:Yes	46%	29%
Income:\$0-\$40K	46%	22%
Media:LA	46%	46%
I-net:Most/day	46%	31%
Regn:LA Area	45%	22%
Edu:Some college	45%	32%
Latino 50+	45%	6%
City type:Suburb	45%	27%
Latno SF DMA	45%	3%
I-net:No/DK/NA	45%	10%
Smrtphne:Yes	45%	55%
Media:SAC	44%	11%
Income:\$40K-\$60K	44%	17%
TV Prov:Over the air	44%	8%
Edu:Non-college	43%	53%
Latno Rural city	43%	4%
Church:Never	42%	29%
White 18-49	42%	25%
TV Prov:Internet	42%	9%
Non-White	41%	40%
Rep 18-49	41%	12%
Marital:Single/S/D/W	41%	38%
Edu:HS or less	41%	21%
NPP/O Women	41%	13%
Dem 18-49	40%	21%
TV Prov:DW/DK/NA	40%	6%
Resid:Rent	40%	34%
Women 18-49	40%	26%
Latino Nrth Regn	40%	7%
Party:NPP/O	40%	27%
Age:30-39	40%	16%
Age:18-49	39%	51%

BANNER OVERALL	Q8 FREQ LOCAL G&P 47%	PERCENT OF SAMPLE 100%
NPP/O Men	39%	14%
Men 18-49	38%	25%
Latino Men	37%	10%
Latino	36%	21%
Latno LA DMA	36%	12%
Latino Women	36%	11%
NPP/O 18-49	36%	18%
Latino South Regn	35%	14%
Latno Urban city	35%	17%
Asn/PI Rep	34%	1%
Latno Oth DMA	33%	6%
Latino 18-49	33%	15%
Asn/PI 50+	32%	2%
Asn/PI Men	31%	3%
Asn/PI LA DMA	31%	2%
Chinese	31%	3%
Asn/PI South Regn	30%	3%
Age:18-29	30%	18%
Asian/Pac-Is	30%	5%
Asn/PI Dem	29%	2%
Asn/PI Nrth Regn	29%	2%
Asn/PI Oth DMA	29%	1%
Asn/PI SF DMA	28%	2%
Asn/PI Women	28%	2%
Asn/PI 18-49	27%	3%
Asn/PI NPP/O	27%	2%
API:Non-Chinese	26%	3%

BANNER	Q8 FREQ OTHER LOCAL	PERCENT OF SAMPLE
OVERALL	55%	100%
Age:65-74	70%	11%
Af-Am Oth DMA	70%	1%
Af-Am 50+	70%	3%
Af-Am Nrth Regn	69%	2%
Af-Am SF DMA	69%	2%
Rep 50+	67%	17%
Age:65+	66%	20%
Af-Am Women	66%	4%
White 50+	66%	32%
Women 50+	64%	25%
Dem 50+	64%	22%
Age:50+	63%	48%
Media:Other	63%	12%
Regn:Cntrl Vally	63%	12%
Men 50+	63%	23%
City:Sml Twn/Rural	62%	22%
Afrcn-Amrcn	62%	7%
Latno SF DMA	62%	3%
Age:75+	61%	9%
Age:50-64	61%	28%
White Nrth Regn	61%	28%
Regn:Sac/Nrth	61%	10%
Media:SAC	61%	11%
Resid:Own	60%	61%
Rep Women	60%	14%
Mod/Cons Dem	60%	19%
Income:\$100K+	59%	22%
White Women	59%	29%
Cons Rep	59%	17%
Married/Dom part	59%	60%
Regn:North	59%	44%
Tea Pty:Str Suppt	59%	10%
Af-Am South Regn	59%	5%
Tea Pty:Tot Suppt	59%	29%
Tea Pty:Smwt Suppt	58%	19%

BANNER	Q8 FREQ OTHER LOCAL	PERCENT OF SAMPLE
OVERALL	55%	100%
Dem Women	58%	24%
Regn:Inland	58%	29%
Smrtphne:No/DK/NA	58%	45%
Edu:Post grad	58%	19%
Party:Rep	58%	30%
Af-Am LA DMA	58%	5%
Church:Weekly	58%	34%
White	58%	57%
I-net:Less often	58%	16%
TV Prov:Satellite	57%	30%
Af-Am Men	57%	3%
Women	57%	51%
Latno Rural city	57%	4%
Media:SF	57%	22%
Mod/Lib Rep	57%	11%
TV Prov:Cable	56%	51%
Party:Dem	56%	43%
Income:\$60K-\$100K	56%	23%
Regn:Bay Area	56%	22%
Chld<18@hme:Yes	56%	29%
Rep Men	56%	16%
NPP/O 50+	56%	9%
I-net:Few/day	56%	43%
White Men	56%	28%
Church:Occas	56%	34%
Edu:College+	56%	46%
Edu:Some college	55%	32%
I-net:Total yes	55%	90%
White South Regn	54%	29%
City type:Med/Sml	54%	28%
Latino Nrth Regn	54%	7%
Tea Pty:Not Suppt	54%	61%
Edu:Non-college	54%	53%
Chld<18@hme:No	54%	69%
Edu:College grad	54%	27%

BANNER	Q8 FREQ OTHER LOCAL	PERCENT OF SAMPLE
OVERALL	55%	100%
Dem Men	54%	19%
Liberal Dem	54%	22%
Regn:San Diego	53%	9%
Media:SD	53%	9%
Af-Am 18-49	53%	3%
Income:\$40K-\$60K	53%	17%
Regn:Coast	53%	71%
Latino 50+	53%	6%
Regn:LA Area	52%	22%
City type:Big	52%	21%
Income:\$0-\$40K	52%	22%
I-net:Most/day	52%	31%
Men	52%	49%
Edu:HS or less	52%	21%
Age:40-49	52%	17%
Smrtphne:Yes	52%	55%
I-net:No/DK/NA	51%	10%
Age:30-39	51%	16%
NPP/O Women	51%	13%
Regn:South	51%	56%
City type:Suburb	51%	27%
Women 18-49	50%	26%
Media:LA	50%	46%
Non-White	49%	40%
Church:Never	49%	29%
Latino Women	49%	11%
Regn:LA	49%	25%
Party:NPP/O	48%	27%
Dem 18-49	48%	21%
White 18-49	47%	25%
Latno Oth DMA	47%	6%
Marital:Single/S/D/W	47%	38%
Latino	47%	21%
Rep 18-49	47%	12%
Age:18-49	46%	51%
Resid:Rent	46%	34%

BANNER	Q8 FREQ OTHER LOCAL	PERCENT OF SAMPLE
OVERALL	55%	100%
TV Prov:DW/DK/NA	46%	6%
NPP/O Men	45%	14%
Latno Urban city	45%	17%
Latino 18-49	44%	15%
Latino Men	44%	10%
TV Prov:Over the air	44%	8%
NPP/O 18-49	44%	18%
Asn/PI Rep	43%	1%
Latino South Regn	43%	14%
Latno LA DMA	43%	12%
Men 18-49	42%	25%
TV Prov:Internet	42%	9%
Asn/PI 50+	38%	2%
Asn/PI Oth DMA	37%	1%
Age:18-29	36%	18%
Chinese	33%	3%
Asn/PI South Regn	33%	3%
Asn/PI Women	33%	2%
Asn/PI LA DMA	33%	2%
Asian/Pac-Is	32%	5%
Asn/PI Men	31%	3%
Asn/PI Nrth Regn	31%	2%
API:Non-Chinese	31%	3%
Asn/PI SF DMA	30%	2%
Asn/PI Dem	30%	2%
Asn/PI NPP/O	28%	2%
Asn/PI 18-49	27%	3%

BANNER	Q8 FREQ INTERNATIONAL	PERCENT OF SAMPLE
OVERALL	52%	100%
Edu:Post grad	69%	19%
Men 50+	67%	23%
White 50+	66%	32%
White Men	65%	28%
Age:75+	65%	9%
Age:65+	65%	20%
Rep 50+	65%	17%
Age:65-74	65%	11%
Age:50+	62%	48%
Edu:College+	62%	46%
Dem 50+	62%	22%
Tea Pty:Str Suppt	61%	10%
Income:\$100K+	61%	22%
Rep Men	61%	16%
Age:50-64	61%	28%
White South Regn	60%	29%
Dem Men	60%	19%
TV Prov:Internet	59%	9%
White	59%	57%
NPP/O 50+	59%	9%
Cons Rep	59%	17%
Af-Am 50+	59%	3%
Men	58%	49%
Women 50+	58%	25%
White Nrth Regn	58%	28%
Resid:Own	57%	61%
Edu:College grad	57%	27%
Regn:Bay Area	57%	22%
Media:SF	57%	22%
Income:\$60K-\$100K	57%	23%
Liberal Dem	56%	22%
Party:Rep	56%	30%
Married/Dom part	55%	60%
I-net:Most/day	55%	31%
Af-Am SF DMA	55%	2%

BANNER	Q8 FREQ INTERNATIONAL	PERCENT OF SAMPLE
OVERALL	52%	100%
Church:Never	55%	29%
Chld<18@hme:No	55%	69%
Regn:Sac/Nrth	55%	10%
Tea Pty:Tot Suppt	55%	29%
Tea Pty:Not Suppt	54%	61%
TV Prov:Cable	54%	51%
Regn:San Diego	54%	9%
Media:SD	54%	9%
I-net:Few/day	54%	43%
NPP/O Men	54%	14%
Regn:North	54%	44%
Regn:Coast	54%	71%
City type:Suburb	54%	27%
I-net:Total yes	53%	90%
Mod/Lib Rep	53%	11%
City type:Med/Sml	53%	28%
White Women	53%	29%
Church:Weekly	53%	34%
Smrtphne:Yes	53%	55%
Smrtphne:No/DK/NA	52%	45%
Regn:LA Area	52%	22%
Party:Dem	52%	43%
Media:Other	51%	12%
Tea Pty:Smwt Suppt	51%	19%
Media:SAC	51%	11%
Af-Am Nrth Regn	51%	2%
City type:Big	51%	21%
Regn:South	51%	56%
TV Prov:Satellite	50%	30%
Rep Women	50%	14%
Men 18-49	50%	25%
Age:40-49	50%	17%
City:Sml Twn/Rural	50%	22%
Media:LA	50%	46%
Income:\$40K-\$60K	50%	17%

BANNER	Q8 FREQ INTERNATIONAL	PERCENT OF SAMPLE
OVERALL	52%	100%
White 18-49	50%	25%
Latno SF DMA	49%	3%
Church:Occas	49%	34%
Regn:LA	49%	25%
Asn/PI Rep	49%	1%
Chinese	49%	3%
Party:NPP/O	49%	27%
Regn:Inland	49%	29%
TV Prov:DW/DK/NA	49%	6%
Asn/PI 50+	49%	2%
Edu:Some college	48%	32%
I-net:Less often	48%	16%
Asn/PI Men	47%	3%
Af-Am Men	47%	3%
Mod/Cons Dem	47%	19%
Regn:Cntrl Vally	47%	12%
TV Prov:Over the air	47%	8%
Marital:Single/S/D/W	46%	38%
Women	46%	51%
Latino 50+	46%	6%
Dem Women	46%	24%
Af-Am Oth DMA	45%	1%
Resid:Rent	45%	34%
Chld<18@hme:Yes	45%	29%
Latino Men	44%	10%
NPP/O 18-49	44%	18%
Rep 18-49	44%	12%
Edu:Non-college	44%	53%
Asn/PI SF DMA	44%	2%
NPP/O Women	43%	13%
Asn/PI Nrth Regn	43%	2%
Afrcn-Amrcn	43%	7%
Age:18-49	43%	51%
Age:30-39	42%	16%
Non-White	42%	40%
Asian/Pac-Is	42%	5%

BANNER	Q8 FREQ INTERNATIONAL	PERCENT OF SAMPLE
OVERALL	52%	100%
Asn/PI LA DMA	41%	2%
Asn/PI Dem	41%	2%
Income:\$0-\$40K	41%	22%
Dem 18-49	41%	21%
I-net:No/DK/NA	41%	10%
Asn/PI South Regn	40%	3%
API:Non-Chinese	40%	3%
Af-Am Women	39%	4%
Af-Am South Regn	39%	5%
Latino Nrth Regn	39%	7%
Latno Urban city	38%	17%
Asn/PI NPP/O	38%	2%
Af-Am LA DMA	38%	5%
Latino	37%	21%
Asn/PI Oth DMA	37%	1%
Latino South Regn	37%	14%
Edu:HS or less	37%	21%
Latno LA DMA	37%	12%
Asn/PI 18-49	36%	3%
Age:18-29	36%	18%
Asn/PI Women	35%	2%
Latno Rural city	35%	4%
Women 18-49	35%	26%
Latino 18-49	34%	15%
Latno Oth DMA	34%	6%
Latino Women	31%	11%
Af-Am 18-49	28%	3%

BANNER	Q8 FREQ SPORTS/CELEB	PERCENT OF SAMPLE
OVERALL	38%	100%
Af-Am Men	66%	3%
Af-Am SF DMA	57%	2%
Af-Am 18-49	52%	3%
Af-Am Nrth Regn	51%	2%
Afrcn-Amrcn	50%	7%
Af-Am LA DMA	50%	5%
Af-Am South Regn	50%	5%
Dem Men	49%	19%
Af-Am 50+	48%	3%
Latino Men	47%	10%
Latno SF DMA	46%	3%
Men 18-49	46%	25%
Men	46%	49%
Men 50+	45%	23%
White Men	44%	28%
Rep Men	43%	16%
Mod/Cons Dem	43%	19%
NPP/O Men	43%	14%
TV Prov:Satellite	43%	30%
Latino 50+	43%	6%
Tea Pty:Smwt Suppt	41%	19%
TV Prov:Cable	41%	51%
Dem 18-49	41%	21%
Income:\$60K-\$100K	41%	23%
Church:Occas	41%	34%
Income:\$100K+	41%	22%
Age:40-49	41%	17%
Age:30-39	41%	16%
Asn/PI Men	40%	3%
City type:Big	40%	21%
Af-Am Oth DMA	40%	1%
Smrtphne:Yes	40%	55%
White 18-49	40%	25%
Edu:HS or less	40%	21%
Regn:LA	40%	25%

BANNER	Q8 FREQ SPORTS/CELEB	PERCENT OF SAMPLE
OVERALL	38%	100%
Asn/PI Dem	40%	2%
Latno LA DMA	40%	12%
Latino Nrth Regn	40%	7%
White South Regn	40%	29%
I-net:Most/day	40%	31%
Party:Dem	39%	43%
Edu:College grad	39%	27%
Age:75+	39%	9%
Tea Pty:Tot Suppt	39%	29%
Latno Urban city	39%	17%
City type:Med/Sml	39%	28%
Chld<18@hme:Yes	39%	29%
Rep 50+	39%	17%
Age:65+	39%	20%
Media:LA	39%	46%
Mod/Lib Rep	39%	11%
Regn:South	39%	56%
Age:18-49	39%	51%
Regn:Coast	39%	71%
Regn:San Diego	39%	9%
Media:SD	39%	9%
Non-White	39%	40%
Church:Weekly	39%	34%
Age:65-74	38%	11%
Latino	38%	21%
Resid:Own	38%	61%
Married/Dom part	38%	60%
NPP/O 18-49	38%	18%
Edu:Non-college	38%	53%
I-net:Total yes	38%	90%
Resid:Rent	38%	34%
Media:Other	38%	12%
Dem 50+	38%	22%
Tea Pty:Not Suppt	38%	61%
Asn/PI LA DMA	38%	2%

BANNER	Q8 FREQ SPORTS/CELEB	PERCENT OF SAMPLE
OVERALL	38%	100%
I-net:Less often	38%	16%
White	38%	57%
Regn:LA Area	38%	22%
Latino South Regn	38%	14%
Cons Rep	38%	17%
Edu:College+	38%	46%
Af-Am Women	38%	4%
Party:Rep	38%	30%
Media:SF	38%	22%
Regn:Sac/Nrth	38%	10%
Chld<18@hme:No	38%	69%
City type:Suburb	37%	27%
I-net:Few/day	37%	43%
Age:50+	37%	48%
Income:\$40K-\$60K	37%	17%
Marital:Single/S/D/W	37%	38%
Asn/PI South Regn	37%	3%
Edu:Some college	37%	32%
Regn:Bay Area	37%	22%
Regn:North	37%	44%
Latino 18-49	37%	15%
Income:\$0-\$40K	37%	22%
Latno Rural city	37%	4%
Liberal Dem	37%	22%
Regn:Inland	37%	29%
White 50+	36%	32%
Party:NPP/O	36%	27%
White Nrth Regn	36%	28%
Regn:Cntrl Vally	36%	12%
I-net:No/DK/NA	36%	10%
Age:50-64	36%	28%
Tea Pty:Str Suppt	36%	10%
City:Sml Twn/Rural	36%	22%
Asn/PI Rep	36%	1%
Smrtphne:No/DK/NA	35%	45%
Rep 18-49	35%	12%

BANNER	Q8 FREQ SPORTS/CELEB	PERCENT OF SAMPLE
OVERALL	38%	100%
Age:18-29	35%	18%
Asn/PI 18-49	35%	3%
Edu:Post grad	35%	19%
Media:SAC	35%	11%
Church:Never	34%	29%
API:Non-Chinese	34%	3%
Asian/Pac-Is	33%	5%
Latno Oth DMA	32%	6%
NPP/O 50+	32%	9%
Women 18-49	32%	26%
Dem Women	32%	24%
White Women	32%	29%
Women	31%	51%
Rep Women	31%	14%
Latino Women	31%	11%
Chinese	30%	3%
Women 50+	30%	25%
Asn/PI 50+	30%	2%
NPP/O Women	29%	13%
Asn/PI SF DMA	29%	2%
Asn/PI Nrth Regn	28%	2%
Asn/PI Oth DMA	27%	1%
TV Prov:Internet	27%	9%
Asn/PI NPP/O	27%	2%
TV Prov:Over the air	25%	8%
Asn/PI Women	25%	2%
TV Prov:DW/DK/NA	23%	6%

BANNER	Q9 EXT INTRST	PERCENT OF SAMPLE
OVERALL	21%	100%
Tea Pty:Str Suppt	33%	10%
Edu:Post grad	29%	19%
Cons Rep	29%	17%
Age:65-74	28%	11%
Rep 50+	28%	17%
Af-Am 50+	28%	3%
Men 50+	27%	23%
White 50+	27%	32%
Rep Men	27%	16%
Tea Pty:Tot Suppt	27%	29%
Af-Am SF DMA	26%	2%
Af-Am Nrth Regn	26%	2%
Dem 50+	26%	22%
Age:65+	26%	20%
Age:50+	26%	48%
Regn:Sac/Nrth	26%	10%
Age:50-64	25%	28%
White Men	25%	28%
Party:Rep	25%	30%
Af-Am Men	25%	3%
Edu:College+	25%	46%
Income:\$60K-\$100K	25%	23%
Income:\$100K+	25%	22%
TV Prov:DW/DK/NA	24%	6%
Resid:Own	24%	61%
White South Regn	24%	29%
I-net:Most/day	24%	31%
Women 50+	24%	25%
TV Prov:Internet	24%	9%
Liberal Dem	24%	22%
Afrcn-Amrcn	24%	7%
White	23%	57%
Church:Weekly	23%	34%
Tea Pty:Smwt Suppt	23%	19%
Af-Am LA DMA	23%	5%

BANNER	Q9 EXT INTRST	PERCENT OF SAMPLE
OVERALL	21%	100%
City:Sml Twn/Rural	23%	22%
Married/Dom part	23%	60%
White Nrth Regn	23%	28%
Media:Other	23%	12%
Media:SAC	23%	11%
Age:75+	23%	9%
Af-Am Women	23%	4%
Men	22%	49%
Af-Am South Regn	22%	5%
TV Prov:Satellite	22%	30%
Rep Women	22%	14%
Dem Men	22%	19%
White Women	22%	29%
Edu:College grad	22%	27%
Chld<18@hme:No	22%	69%
Smrtphne:No/DK/NA	22%	45%
Regn:Inland	22%	29%
Regn:North	21%	44%
Regn:LA	21%	25%
I-net:Total yes	21%	90%
Party:Dem	21%	43%
Regn:Cntrl Vally	21%	12%
I-net:Few/day	21%	43%
Media:LA	21%	46%
City type:Suburb	21%	27%
City type:Big	21%	21%
Regn:Coast	21%	71%
Regn:South	20%	56%
Age:40-49	20%	17%
Dem Women	20%	24%
Regn:LA Area	20%	22%
Smrtphne:Yes	20%	55%
TV Prov:Over the air	20%	8%
Tea Pty:Not Suppt	20%	61%
NPP/O 50+	20%	9%

BANNER	Q9 EXT INTRST	PERCENT OF SAMPLE
OVERALL	21%	100%
Af-Am 18-49	20%	3%
Media:SF	20%	22%
Church:Occas	20%	34%
Rep 18-49	20%	12%
Regn:Bay Area	20%	22%
TV Prov:Cable	20%	51%
Af-Am Oth DMA	20%	1%
City type:Med/Sml	19%	28%
Latno SF DMA	19%	3%
Women	19%	51%
Church:Never	19%	29%
Edu:Some college	19%	32%
Chld<18@hme:Yes	19%	29%
Mod/Cons Dem	18%	19%
White 18-49	18%	25%
Latino 50+	18%	6%
Regn:San Diego	18%	9%
Media:SD	18%	9%
Income:\$40K-\$60K	18%	17%
Income:\$0-\$40K	18%	22%
NPP/O Men	18%	14%
I-net:Less often	18%	16%
Edu:Non-college	17%	53%
Latino Men	17%	10%
Men 18-49	17%	25%
Marital:Single/S/D/W	17%	38%
Latino Nrth Regn	17%	7%
Mod/Lib Rep	17%	11%
Non-White	17%	40%
I-net:No/DK/NA	17%	10%
Age:18-49	16%	51%
Age:30-39	16%	16%
Dem 18-49	16%	21%
Party:NPP/O	16%	27%
Edu:HS or less	16%	21%
Resid:Rent	15%	34%

BANNER	Q9 EXT INTRST	PERCENT OF SAMPLE
OVERALL	21%	100%
Women 18-49	15%	26%
Latno Urban city	15%	17%
Latino	14%	21%
Latno LA DMA	14%	12%
NPP/O Women	14%	13%
NPP/O 18-49	14%	18%
Latino South Regn	13%	14%
Age:18-29	13%	18%
Latino 18-49	12%	15%
Latno Oth DMA	12%	6%
Asn/PI Rep	12%	1%
Latino Women	11%	11%
Latno Rural city	11%	4%
Asn/PI 50+	11%	2%
Asn/PI LA DMA	9%	2%
Asn/PI Men	9%	3%
Chinese	9%	3%
Asn/PI Nrth Regn	8%	2%
Asian/Pac-Is	8%	5%
Asn/PI South Regn	8%	3%
API:Non-Chinese	7%	3%
Asn/PI Women	7%	2%
Asn/PI Dem	7%	2%
Asn/PI SF DMA	7%	2%
Asn/PI Oth DMA	7%	1%
Asn/PI NPP/O	7%	2%
Asn/PI 18-49	6%	3%

BANNER	Q9 VERY INTRST 36%	PERCENT OF SAMPLE 100%
OVERALL	36%	100%
Latno SF DMA	45%	3%
Edu:College grad	41%	27%
Age:65-74	41%	11%
Latino 50+	41%	6%
Regn:Bay Area	40%	22%
Mod/Lib Rep	40%	11%
Edu:College+	40%	46%
White 50+	40%	32%
Income:\$100K+	40%	22%
Media:SF	40%	22%
White Nrth Regn	40%	28%
White Women	39%	29%
Af-Am 50+	39%	3%
Age:65+	39%	20%
Rep 50+	39%	17%
Regn:San Diego	39%	9%
Media:SD	39%	9%
Edu:Post grad	39%	19%
White	39%	57%
Dem 50+	39%	22%
Income:\$60K-\$100K	39%	23%
White Men	39%	28%
Men 50+	39%	23%
Married/Dom part	39%	60%
Media:SAC	39%	11%
I-net:Few/day	39%	43%
Resid:Own	39%	61%
Rep Men	39%	16%
Age:50+	39%	48%
White South Regn	38%	29%
Latno Rural city	38%	4%
Women 50+	38%	25%
Tea Pty:Smwt Suppt	38%	19%
Tea Pty:Tot Suppt	38%	29%
Tea Pty:Str Suppt	38%	10%

BANNER	Q9 VERY INTRST 36%	PERCENT OF SAMPLE 100%
OVERALL	36%	100%
Cons Rep	38%	17%
Smrtphne:Yes	38%	55%
Af-Am SF DMA	38%	2%
White 18-49	38%	25%
Age:50-64	38%	28%
Party:Rep	38%	30%
Chld<18@hme:Yes	38%	29%
Regn:North	38%	44%
Age:40-49	38%	17%
Af-Am Men	37%	3%
Church:Weekly	37%	34%
Mod/Cons Dem	37%	19%
Rep Women	37%	14%
Age:75+	37%	9%
Church:Occas	37%	34%
City:Sml Twn/Rural	37%	22%
Age:30-39	37%	16%
TV Prov:Cable	37%	51%
I-net:Total yes	37%	90%
Income:\$40K-\$60K	37%	17%
Women	37%	51%
NPP/O Women	37%	13%
City type:Med/Sml	37%	28%
Dem Women	37%	24%
I-net:Less often	37%	16%
Rep 18-49	37%	12%
Tea Pty:Not Suppt	37%	61%
City type:Big	37%	21%
Regn:Coast	36%	71%
Liberal Dem	36%	22%
Party:Dem	36%	43%
NPP/O 50+	36%	9%
Latino Women	36%	11%
Latino Nrth Regn	36%	7%
Chld<18@hme:No	36%	69%

BANNER	Q9 VERY INTRST	PERCENT OF SAMPLE
OVERALL	36%	100%
Af-Am South Regn	36%	5%
TV Prov:Satellite	36%	30%
Women 18-49	36%	26%
Afrcn-Amrcn	36%	7%
Dem Men	36%	19%
Regn:Inland	36%	29%
Men	35%	49%
Regn:Cntrl Vally	35%	12%
Af-Am Oth DMA	35%	1%
City type:Suburb	35%	27%
Af-Am Nrth Regn	35%	2%
Regn:South	35%	56%
I-net:Most/day	35%	31%
Edu:Some college	35%	32%
Af-Am LA DMA	35%	5%
Church:Never	35%	29%
Regn:Sac/Nrth	35%	10%
Regn:LA	34%	25%
TV Prov:Over the air	34%	8%
Af-Am Women	34%	4%
Age:18-49	34%	51%
Media:LA	34%	46%
Regn:LA Area	34%	22%
Party:NPP/O	34%	27%
Smrtphne:No/DK/NA	34%	45%
Latino	34%	21%
Dem 18-49	34%	21%
TV Prov:DW/DK/NA	33%	6%
Edu:Non-college	33%	53%
NPP/O 18-49	33%	18%
Non-White	33%	40%
Resid:Rent	33%	34%
Asn/PI 50+	33%	2%
Media:Other	33%	12%
Men 18-49	33%	25%
Latino South Regn	33%	14%

BANNER	Q9 VERY INTRST	PERCENT OF SAMPLE
OVERALL	36%	100%
Marital:Single/S/D/W	32%	38%
Income:\$0-\$40K	32%	22%
Asn/PI SF DMA	32%	2%
Latno LA DMA	32%	12%
Latno Urban city	32%	17%
Af-Am 18-49	32%	3%
NPP/O Men	31%	14%
Latno Oth DMA	31%	6%
TV Prov:Internet	31%	9%
Latino Men	31%	10%
Latino 18-49	31%	15%
Asn/PI Nrth Regn	31%	2%
Chinese	30%	3%
Edu:HS or less	30%	21%
Asn/PI NPP/O	30%	2%
Asn/PI Men	30%	3%
Asian/Pac-Is	29%	5%
Asn/PI Oth DMA	29%	1%
Asn/PI Dem	29%	2%
Asn/PI Women	29%	2%
Age:18-29	28%	18%
I-net:No/DK/NA	28%	10%
Asn/PI South Regn	28%	3%
Asn/PI Rep	28%	1%
API:Non-Chinese	27%	3%
Asn/PI 18-49	27%	3%
Asn/PI LA DMA	27%	2%

BANNER	Q9 EXT/VERY INTRST	PERCENT OF SAMPLE
OVERALL	57%	100%
Tea Pty:Str Suppt	71%	10%
Age:65-74	69%	11%
Edu:Post grad	68%	19%
White 50+	68%	32%
Rep 50+	67%	17%
Cons Rep	67%	17%
Af-Am 50+	67%	3%
Men 50+	66%	23%
Rep Men	66%	16%
Age:65+	65%	20%
Edu:College+	65%	46%
Dem 50+	65%	22%
Tea Pty:Tot Suppt	65%	29%
Income:\$100K+	65%	22%
Af-Am SF DMA	64%	2%
Latno SF DMA	64%	3%
Age:50+	64%	48%
White Men	64%	28%
Income:\$60K-\$100K	64%	23%
Age:50-64	64%	28%
Resid:Own	63%	61%
Party:Rep	63%	30%
Edu:College grad	63%	27%
White Nrth Regn	63%	28%
White	63%	57%
White South Regn	63%	29%
Af-Am Men	62%	3%
Women 50+	62%	25%
Married/Dom part	62%	60%
Tea Pty:Smwt Suppt	62%	19%
Media:SAC	61%	11%
White Women	61%	29%
Af-Am Nrth Regn	61%	2%
Church:Weekly	61%	34%
City:Sml Twn/Rural	61%	22%

BANNER	Q9 EXT/VERY INTRST	PERCENT OF SAMPLE
OVERALL	57%	100%
Regn:Bay Area	60%	22%
Regn:Sac/Nrth	60%	10%
Media:SF	60%	22%
Age:75+	60%	9%
Liberal Dem	60%	22%
I-net:Few/day	60%	43%
Rep Women	60%	14%
Afrcn-Amrcn	59%	7%
Regn:North	59%	44%
Latino 50+	59%	6%
I-net:Most/day	59%	31%
I-net:Total yes	58%	90%
Smrtphne:Yes	58%	55%
Af-Am South Regn	58%	5%
Af-Am LA DMA	58%	5%
TV Prov:Satellite	58%	30%
Age:40-49	58%	17%
Men	58%	49%
TV Prov:DW/DK/NA	58%	6%
Dem Men	58%	19%
Chld<18@hme:No	58%	69%
Party:Dem	57%	43%
Church:Occas	57%	34%
City type:Big	57%	21%
Regn:San Diego	57%	9%
Media:SD	57%	9%
Dem Women	57%	24%
Regn:Inland	57%	29%
Mod/Lib Rep	57%	11%
Regn:Coast	57%	71%
TV Prov:Cable	57%	51%
Tea Pty:Not Suppt	57%	61%
Af-Am Women	57%	4%
Rep 18-49	57%	12%
Chld<18@hme:Yes	56%	29%

BANNER	Q9 EXT/VERY INTRST	PERCENT OF SAMPLE
OVERALL	57%	100%
White 18-49	56%	25%
City type:Med/Sml	56%	28%
Women	56%	51%
NPP/O 50+	56%	9%
Regn:Cntrl Vally	56%	12%
City type:Suburb	56%	27%
Mod/Cons Dem	56%	19%
Regn:LA	56%	25%
Media:Other	55%	12%
Regn:South	55%	56%
Smrtphne:No/DK/NA	55%	45%
TV Prov:Internet	55%	9%
Af-Am Oth DMA	55%	1%
Media:LA	55%	46%
Income:\$40K-\$60K	55%	17%
TV Prov:Over the air	54%	8%
I-net:Less often	54%	16%
Regn:LA Area	54%	22%
Church:Never	54%	29%
Edu:Some college	54%	32%
Age:30-39	53%	16%
Latino Nrth Regn	53%	7%
Af-Am 18-49	52%	3%
NPP/O Women	51%	13%
Women 18-49	51%	26%
Edu:Non-college	51%	53%
Age:18-49	50%	51%
Income:\$0-\$40K	50%	22%
Party:NPP/O	50%	27%
Men 18-49	50%	25%
Non-White	50%	40%
Marital:Single/S/D/W	50%	38%
Dem 18-49	50%	21%
Latno Rural city	50%	4%
NPP/O Men	49%	14%
Latino Men	48%	10%

BANNER	Q9 EXT/VERY INTRST	PERCENT OF SAMPLE
OVERALL	57%	100%
Resid:Rent	48%	34%
Latino	48%	21%
Latino Women	47%	11%
Latno Urban city	47%	17%
NPP/O 18-49	47%	18%
Latno LA DMA	46%	12%
Edu:HS or less	46%	21%
Latino South Regn	46%	14%
I-net:No/DK/NA	45%	10%
Latno Oth DMA	43%	6%
Asn/PI 50+	43%	2%
Latino 18-49	43%	15%
Age:18-29	41%	18%
Asn/PI Rep	40%	1%
Asn/PI SF DMA	39%	2%
Chinese	39%	3%
Asn/PI Nrth Regn	39%	2%
Asn/PI Men	38%	3%
Asian/Pac-Is	37%	5%
Asn/PI NPP/O	37%	2%
Asn/PI Dem	36%	2%
Asn/PI Women	36%	2%
Asn/PI South Regn	36%	3%
Asn/PI LA DMA	36%	2%
Asn/PI Oth DMA	36%	1%
API:Non-Chinese	35%	3%
Asn/PI 18-49	33%	3%

BANNER OVERALL	Q9 SMWT INTRST 33%	PERCENT OF SAMPLE 100%
Asn/PI 18-49	50%	3%
API:Non-Chinese	49%	3%
Asn/PI Dem	48%	2%
Asn/PI SF DMA	48%	2%
Asn/PI Men	48%	3%
Asn/PI Nrth Regn	47%	2%
Chinese	46%	3%
Asn/PI NPP/O	46%	2%
Asian/Pac-Is	46%	5%
Age:18-29	45%	18%
Asn/PI LA DMA	44%	2%
Asn/PI South Regn	44%	3%
Latino 18-49	44%	15%
Asn/PI Women	43%	2%
Asn/PI Oth DMA	43%	1%
Latino South Regn	42%	14%
Dem 18-49	42%	21%
Latno Oth DMA	42%	6%
Latno LA DMA	41%	12%
Asn/PI Rep	41%	1%
Asn/PI 50+	40%	2%
Af-Am Oth DMA	40%	1%
Latino Women	40%	11%
Latno Urban city	40%	17%
Af-Am 18-49	39%	3%
Latino	39%	21%
Latno Rural city	39%	4%
Resid:Rent	39%	34%
Non-White	39%	40%
Latino Men	39%	10%
Marital:Single/S/D/W	38%	38%
Edu:HS or less	38%	21%
NPP/O 18-49	38%	18%
Men 18-49	38%	25%
Age:18-49	38%	51%

BANNER OVERALL	Q9 SMWT INTRST 33%	PERCENT OF SAMPLE 100%
Women 18-49	38%	26%
Edu:Non-college	37%	53%
NPP/O Men	37%	14%
Income:\$40K-\$60K	37%	17%
Party:NPP/O	37%	27%
NPP/O Women	37%	13%
Edu:Some college	36%	32%
Af-Am Women	36%	4%
Income:\$0-\$40K	36%	22%
Age:30-39	36%	16%
City type:Suburb	35%	27%
Dem Men	35%	19%
I-net:No/DK/NA	35%	10%
Party:Dem	35%	43%
Church:Never	35%	29%
Regn:LA Area	35%	22%
Dem Women	35%	24%
TV Prov:Internet	35%	9%
Mod/Cons Dem	35%	19%
Liberal Dem	35%	22%
Af-Am Nrth Regn	35%	2%
Media:LA	35%	46%
Regn:South	34%	56%
Regn:San Diego	34%	9%
Media:SD	34%	9%
Chld<18@hme:Yes	34%	29%
Tea Pty:Not Suppt	34%	61%
I-net:Less often	34%	16%
Regn:LA	34%	25%
Smrtphne:No/DK/NA	34%	45%
Regn:Coast	34%	71%
TV Prov:Cable	34%	51%
Church:Occas	34%	34%
Women	34%	51%
Media:Other	34%	12%

BANNER	Q9 SMWT INTRST	PERCENT OF SAMPLE
OVERALL	33%	100%
Latino Nrth Regn	33%	7%
TV Prov:Over the air	33%	8%
NPP/O 50+	33%	9%
City type:Med/Sml	33%	28%
Afrcn-Amrcn	33%	7%
I-net:Few/day	33%	43%
Regn:Cntrl Vally	33%	12%
Af-Am SF DMA	33%	2%
Age:40-49	33%	17%
White 18-49	33%	25%
I-net:Total yes	33%	90%
Af-Am South Regn	33%	5%
Men	33%	49%
Chld<18@hme:No	33%	69%
City type:Big	33%	21%
Smrtphne:Yes	33%	55%
Af-Am LA DMA	32%	5%
Media:SF	32%	22%
Regn:Bay Area	32%	22%
I-net:Most/day	32%	31%
TV Prov:Satellite	32%	30%
Regn:Inland	31%	29%
Regn:North	31%	44%
Rep 18-49	31%	12%
Mod/Lib Rep	31%	11%
Tea Pty:Smwt Suppt	30%	19%
Age:75+	30%	9%
TV Prov:DW/DK/NA	30%	6%
Edu:College grad	30%	27%
Church:Weekly	30%	34%
Age:50-64	30%	28%
Af-Am Men	30%	3%
Married/Dom part	30%	60%
Resid:Own	30%	61%
White Women	30%	29%
City:Sml Twn/Rural	29%	22%

BANNER	Q9 SMWT INTRST	PERCENT OF SAMPLE
OVERALL	33%	100%
White South Regn	29%	29%
Dem 50+	29%	22%
Women 50+	29%	25%
Income:\$100K+	29%	22%
White	29%	57%
Edu:College+	29%	46%
Regn:Sac/Nrth	28%	10%
Latino 50+	28%	6%
White Nrth Regn	28%	28%
White Men	28%	28%
Age:50+	28%	48%
Rep Women	28%	14%
Media:SAC	28%	11%
Af-Am 50+	28%	3%
Income:\$60K-\$100K	28%	23%
Tea Pty:Tot Suppt	27%	29%
Men 50+	27%	23%
Party:Rep	27%	30%
Edu:Post grad	27%	19%
Rep Men	26%	16%
White 50+	26%	32%
Age:65+	26%	20%
Cons Rep	25%	17%
Rep 50+	24%	17%
Latno SF DMA	23%	3%
Age:65-74	22%	11%
Tea Pty:Str Suppt	21%	10%

BANNER	Q9 NOT TOO/AT ALL	PERCENT INTRS OF SAMPLE
OVERALL	10%	100%
Asn/PI Oth DMA	21%	1%
Asn/PI South Regn	20%	3%
Asn/PI Women	20%	2%
I-net:No/DK/NA	20%	10%
Asn/PI LA DMA	20%	2%
Asn/PI Rep	18%	1%
Asn/PI 18-49	18%	3%
Asn/PI NPP/O	17%	2%
Asian/Pac-Is	17%	5%
API:Non-Chinese	16%	3%
Edu:HS or less	16%	21%
Asn/PI 50+	16%	2%
Asn/PI Dem	15%	2%
Latno Oth DMA	15%	6%
NPP/O 18-49	15%	18%
Age:18-29	15%	18%
Chinese	14%	3%
NPP/O Men	14%	14%
Income:\$0-\$40K	14%	22%
Latino Nrth Regn	14%	7%
Asn/PI Men	14%	3%
Party:NPP/O	13%	27%
Asn/PI Nrth Regn	13%	2%
Latno Urban city	13%	17%
Latino 18-49	13%	15%
Resid:Rent	13%	34%
Latino Men	13%	10%
Latino	13%	21%
Latino Women	13%	11%
NPP/O Women	12%	13%
Latno SF DMA	12%	3%
Rep Women	12%	14%
Edu:Non-college	12%	53%
Rep 18-49	12%	12%
Latino South Regn	12%	14%

BANNER	Q9 NOT TOO/AT ALL	PERCENT INTRS OF SAMPLE
OVERALL	10%	100%
Latino 50+	12%	6%
Men 18-49	12%	25%
Asn/PI SF DMA	12%	2%
Mod/Lib Rep	12%	11%
Marital:Single/S/D/W	12%	38%
TV Prov:DW/DK/NA	12%	6%
TV Prov:Over the air	12%	8%
Age:18-49	12%	51%
Latno LA DMA	12%	12%
Regn:Sac/Nrth	12%	10%
Regn:Inland	11%	29%
Latno Rural city	11%	4%
I-net:Less often	11%	16%
Women 18-49	11%	26%
Non-White	11%	40%
Age:30-39	11%	16%
Media:Other	11%	12%
Church:Never	11%	29%
Media:SAC	11%	11%
Regn:Cntrl Vally	11%	12%
White 18-49	11%	25%
Smrtphne:No/DK/NA	11%	45%
NPP/O 50+	10%	9%
Media:LA	10%	46%
Regn:LA Area	10%	22%
TV Prov:Satellite	10%	30%
Party:Rep	10%	30%
Regn:LA	10%	25%
City type:Med/Sml	10%	28%
City type:Big	10%	21%
Women	10%	51%
City:Sml Twn/Rural	10%	22%
Regn:South	10%	56%
Edu:Some college	10%	32%
TV Prov:Internet	10%	9%

BANNER	Q9 NOT TOO/AT ALL	PERCENT INTRS OF SAMPLE
OVERALL	10%	100%
Chld<18@hme:No	10%	69%
Age:75+	10%	9%
Regn:North	9%	44%
Men	9%	49%
Age:65+	9%	20%
Age:65-74	9%	11%
I-net:Most/day	9%	31%
Chld<18@hme:Yes	9%	29%
Af-Am LA DMA	9%	5%
TV Prov:Cable	9%	51%
Tea Pty:Not Suppt	9%	61%
Church:Weekly	9%	34%
Smrtphne:Yes	9%	55%
Age:40-49	9%	17%
Regn:Coast	9%	71%
Church:Occas	9%	34%
White Women	9%	29%
Mod/Cons Dem	9%	19%
White Nrth Regn	9%	28%
Rep 50+	9%	17%
Dem 18-49	9%	21%
Af-Am 18-49	9%	3%
Af-Am South Regn	9%	5%
Regn:San Diego	9%	9%
Media:SD	9%	9%
I-net:Total yes	9%	90%
City type:Suburb	9%	27%
Women 50+	9%	25%
Income:\$40K-\$60K	9%	17%
White	9%	57%
Rep Men	8%	16%
Income:\$60K-\$100K	8%	23%
Married/Dom part	8%	60%
White South Regn	8%	29%
Tea Pty:Str Suppt	8%	10%
White Men	8%	28%

BANNER	Q9 NOT TOO/AT ALL	PERCENT INTRS OF SAMPLE
OVERALL	10%	100%
Cons Rep	8%	17%
Tea Pty:Tot Suppt	8%	29%
Tea Pty:Smwt Suppt	8%	19%
Af-Am Men	8%	3%
Regn:Bay Area	8%	22%
Media:SF	8%	22%
Age:50+	8%	48%
Dem Women	7%	24%
Afrcn-Amrcn	7%	7%
Party:Dem	7%	43%
Resid:Own	7%	61%
Edu:College grad	7%	27%
I-net:Few/day	7%	43%
Dem Men	7%	19%
White 50+	7%	32%
Af-Am Women	7%	4%
Men 50+	7%	23%
Edu:College+	6%	46%
Age:50-64	6%	28%
Income:\$100K+	6%	22%
Dem 50+	6%	22%
Edu:Post grad	5%	19%
Af-Am Oth DMA	5%	1%
Liberal Dem	5%	22%
Af-Am 50+	5%	3%
Af-Am Nrth Regn	4%	2%
Af-Am SF DMA	3%	2%

BANNER OVERALL	Q13A TELEVISION 39%	PERCENT OF SAMPLE 100%
Af-Am Oth DMA	69%	1%
I-net:No/DK/NA	68%	10%
Latino 50+	63%	6%
Af-Am 50+	60%	3%
Latino Women	59%	11%
Edu:HS or less	59%	21%
Af-Am Women	58%	4%
Latno Oth DMA	56%	6%
Latino Nrth Regn	55%	7%
Latno Urban city	55%	17%
Latino	54%	21%
Asn/PI 50+	54%	2%
Latno SF DMA	54%	3%
I-net:Less often	54%	16%
Latino South Regn	54%	14%
Latno LA DMA	54%	12%
Latno Rural city	53%	4%
Af-Am Nrth Regn	52%	2%
Afrcn-Amrcn	51%	7%
Age:75+	51%	9%
Latino 18-49	50%	15%
Af-Am South Regn	50%	5%
Women 50+	50%	25%
Chinese	49%	3%
Income:\$0-\$40K	49%	22%
Edu:Non-college	49%	53%
Smrtphne:No/DK/NA	49%	45%
Latino Men	49%	10%
Af-Am LA DMA	49%	5%
Mod/Cons Dem	48%	19%
Non-White	48%	40%
Income:\$40K-\$60K	47%	17%
Dem 50+	47%	22%
Regn:Cntrl Vally	47%	12%
Age:65+	47%	20%

BANNER OVERALL	Q13A TELEVISION 39%	PERCENT OF SAMPLE 100%
Asn/PI Women	47%	2%
TV Prov:Over the air	46%	9%
Dem Women	46%	24%
Af-Am SF DMA	46%	2%
Asn/PI Rep	45%	1%
Rep Women	45%	14%
Women	44%	51%
Age:50+	44%	48%
Church:Weekly	44%	34%
Regn:Inland	44%	29%
Asn/PI SF DMA	43%	2%
Age:65-74	43%	11%
Asn/PI NPP/O	43%	2%
Asn/PI LA DMA	43%	2%
Asn/PI Nrth Regn	43%	2%
Regn:San Diego	43%	9%
Media:SD	43%	9%
Party:Dem	42%	43%
Asian/Pac-Is	42%	5%
TV Prov:Cable	42%	51%
Age:50-64	42%	28%
Rep 50+	42%	17%
Edu:Some college	42%	32%
Asn/PI South Regn	42%	3%
Media:SAC	42%	11%
Media:Other	42%	12%
Mod/Lib Rep	42%	11%
Af-Am Men	42%	3%
City:Sml Twn/Rural	41%	21%
Church:Occas	41%	34%
Regn:LA	41%	25%
NPP/O 50+	41%	9%
City type:Med/Sml	41%	28%
Af-Am 18-49	41%	3%
TV Prov:Satellite	40%	30%

BANNER	Q13A TELEVISION	PERCENT OF SAMPLE
OVERALL	39%	100%
Regn:South	40%	56%
API:Non-Chinese	40%	3%
NPP/O Women	40%	13%
Media:LA	40%	46%
Tea Pty:Smwt Suppt	40%	19%
Resid:Own	40%	61%
Chld<18@hme:No	39%	69%
Married/Dom part	39%	60%
Women 18-49	39%	26%
Asn/PI Dem	39%	2%
City type:Big	39%	21%
Asn/PI Men	39%	3%
White 50+	39%	32%
Party:Rep	38%	30%
Men 50+	38%	23%
Resid:Rent	38%	34%
Marital:Single/S/D/W	38%	38%
Asn/PI Oth DMA	38%	1%
Tea Pty:Not Suppt	38%	61%
Regn:LA Area	38%	22%
Dem Men	38%	19%
Regn:North	38%	44%
White Women	37%	29%
Age:40-49	37%	17%
Chld<18@hme:Yes	37%	29%
Dem 18-49	37%	21%
Regn:Sac/Nrth	37%	10%
Regn:Coast	37%	71%
Liberal Dem	37%	22%
Tea Pty:Tot Suppt	37%	29%
Cons Rep	36%	18%
I-net:Total yes	36%	90%
I-net:Few/day	35%	43%
City type:Suburb	35%	27%
Income:\$60K-\$100K	34%	23%
Asn/PI 18-49	34%	3%

BANNER	Q13A TELEVISION	PERCENT OF SAMPLE
OVERALL	39%	100%
Age:18-49	33%	51%
White South Regn	33%	29%
Party:NPP/O	33%	27%
Men	33%	49%
Regn:Bay Area	33%	22%
White	33%	57%
Rep 18-49	33%	12%
Media:SF	33%	23%
Rep Men	32%	16%
Edu:College grad	32%	27%
White Nrth Regn	32%	28%
Age:18-29	32%	18%
Age:30-39	32%	16%
Tea Pty:Str Suppt	32%	10%
Smrtphne:Yes	31%	55%
Church:Never	30%	29%
NPP/O 18-49	30%	18%
White Men	28%	28%
NPP/O Men	28%	14%
Men 18-49	28%	25%
Edu:College+	28%	46%
I-net:Most/day	27%	31%
Income:\$100K+	26%	22%
White 18-49	24%	25%
Edu:Post grad	21%	19%
TV Prov:DW/DK/NA	18%	5%
TV Prov:Internet	15%	10%

BANNER	Q13A NEWSPAPERS	PERCENT OF SAMPLE
OVERALL	16%	100%
Age:75+	36%	9%
Age:65+	33%	20%
Age:65-74	31%	11%
White 50+	27%	32%
Edu:Post grad	26%	19%
Dem 50+	26%	22%
Women 50+	24%	25%
Age:50+	24%	48%
Rep 50+	24%	17%
Men 50+	23%	23%
Asn/PI 50+	23%	2%
I-net:Less often	21%	16%
White Women	21%	29%
Regn:Bay Area	21%	22%
Media:SF	21%	23%
White Nrth Regn	20%	28%
Smrtphne:No/DK/NA	20%	45%
Resid:Own	20%	61%
White	20%	57%
Mod/Cons Dem	19%	19%
Dem Women	19%	24%
Edu:College+	19%	46%
NPP/O 50+	19%	9%
White South Regn	19%	29%
Married/Dom part	19%	60%
Party:Dem	19%	43%
Income:\$100K+	18%	22%
White Men	18%	28%
Chld<18@hme:No	18%	69%
Asn/PI SF DMA	18%	2%
TV Prov:Cable	18%	51%
Regn:Coast	18%	71%
Liberal Dem	18%	22%
City type:Suburb	18%	27%
Tea Pty:Not Suppt	17%	61%

BANNER	Q13A NEWSPAPERS	PERCENT OF SAMPLE
OVERALL	16%	100%
Mod/Lib Rep	17%	11%
Dem Men	17%	19%
I-net:Few/day	17%	43%
Age:50-64	17%	28%
Regn:North	17%	44%
Income:\$60K-\$100K	17%	23%
City:Sml Twn/Rural	17%	21%
TV Prov:Satellite	17%	30%
Media:Other	17%	12%
Rep Women	17%	14%
Women	17%	51%
Church:Never	16%	29%
Church:Occas	16%	34%
I-net:Total yes	16%	90%
City type:Big	16%	21%
Asn/PI Nrth Regn	16%	2%
Chinese	16%	3%
Asn/PI Dem	16%	2%
Tea Pty:Smwt Suppt	16%	19%
Party:Rep	16%	30%
Men	16%	49%
Cons Rep	16%	18%
Regn:LA	16%	25%
Regn:South	16%	56%
I-net:No/DK/NA	16%	10%
Regn:LA Area	15%	22%
Asn/PI Women	15%	2%
Church:Weekly	15%	34%
Media:LA	15%	46%
Tea Pty:Tot Suppt	15%	29%
Rep Men	15%	16%
Regn:San Diego	15%	9%
Media:SD	15%	9%
Edu:College grad	15%	27%
Asn/PI NPP/O	15%	2%

BANNER OVERALL	Q13A NEWSPAPERS 16%	PERCENT OF SAMPLE 100%
Income:\$40K-\$60K	15%	17%
NPP/O Men	15%	14%
Tea Pty:Str Suppt	14%	10%
City type:Med/Sml	14%	28%
Asian/Pac-Is	14%	5%
Edu:Some college	14%	32%
Latino 50+	14%	6%
Regn:Cntrl Vally	13%	12%
Af-Am 50+	13%	3%
Edu:Non-college	13%	53%
TV Prov:DW/DK/NA	13%	5%
Asn/PI Men	13%	3%
Smrtphne:Yes	13%	55%
Af-Am Men	13%	3%
Party:NPP/O	13%	27%
Asn/PI LA DMA	13%	2%
Regn:Inland	12%	29%
I-net:Most/day	12%	31%
Asn/PI South Regn	12%	3%
Income:\$0-\$40K	12%	22%
Regn:Sac/Nrth	12%	10%
Af-Am LA DMA	12%	5%
Af-Am South Regn	12%	5%
Marital:Single/S/D/W	12%	38%
TV Prov:Over the air	12%	9%
Edu:HS or less	12%	21%
API:Non-Chinese	12%	3%
Chld<18@hme:Yes	12%	29%
Non-White	11%	40%
Afrcn-Amrcn	11%	7%
Age:40-49	11%	17%
NPP/O Women	11%	13%
Dem 18-49	11%	21%
Asn/PI Rep	11%	1%
Media:SAC	10%	11%
Latino South Regn	10%	14%

BANNER OVERALL	Q13A NEWSPAPERS 16%	PERCENT OF SAMPLE 100%
Latno LA DMA	10%	12%
Age:30-39	10%	16%
Af-Am Women	10%	4%
White 18-49	10%	25%
NPP/O 18-49	9%	18%
Latino Men	9%	10%
Af-Am 18-49	9%	3%
Af-Am SF DMA	9%	2%
Resid:Rent	9%	34%
Men 18-49	9%	25%
Age:18-49	9%	51%
Women 18-49	9%	26%
Latno Rural city	9%	4%
Latino	9%	21%
Asn/PI Oth DMA	8%	1%
Af-Am Oth DMA	8%	1%
Af-Am Nrth Regn	8%	2%
Latno Urban city	8%	17%
TV Prov:Internet	8%	10%
Latino Women	8%	11%
Asn/PI 18-49	8%	3%
Latno SF DMA	7%	3%
Latno Oth DMA	7%	6%
Latino 18-49	6%	15%
Latino Nrth Regn	6%	7%
Age:18-29	6%	18%
Rep 18-49	4%	12%

BANNER OVERALL	Q13A RADIO 10%	PERCENT OF SAMPLE 100%
Tea Pty:Str Suppt	20%	10%
TV Prov:DW/DK/NA	17%	5%
Cons Rep	14%	18%
Rep 18-49	14%	12%
Rep Men	14%	16%
Edu:Post grad	14%	19%
Tea Pty:Tot Suppt	14%	29%
Edu:College+	14%	46%
Edu:College grad	13%	27%
TV Prov:Internet	13%	10%
Income:\$100K+	13%	22%
Chld<18@hme:Yes	13%	29%
White 18-49	13%	25%
Age:40-49	13%	17%
Income:\$60K-\$100K	12%	23%
Age:50-64	12%	28%
Age:30-39	12%	16%
Asn/PI Oth DMA	12%	1%
Party:Rep	12%	30%
Smrtphne:Yes	12%	55%
I-net:Most/day	12%	31%
City type:Suburb	12%	27%
White South Regn	12%	29%
White Men	12%	28%
White	12%	57%
Af-Am SF DMA	12%	2%
White Women	11%	29%
White Nrth Regn	11%	28%
Regn:Cntrl Vally	11%	12%
NPP/O 50+	11%	9%
Church:Never	11%	29%
Rep 50+	11%	17%
Married/Dom part	11%	60%
Men 18-49	11%	25%
White 50+	11%	32%

BANNER OVERALL	Q13A RADIO 10%	PERCENT OF SAMPLE 100%
I-net:Total yes	11%	90%
Men	11%	49%
Resid:Own	10%	61%
Media:SAC	10%	11%
Men 50+	10%	23%
Media:LA	10%	46%
Regn:LA	10%	25%
NPP/O Men	10%	14%
I-net:Few/day	10%	43%
Liberal Dem	10%	22%
Regn:Inland	10%	29%
City type:Med/Sml	10%	28%
Tea Pty:Smwt Suppt	10%	19%
Party:NPP/O	10%	27%
TV Prov:Satellite	10%	30%
Age:18-49	10%	51%
Regn:LA Area	10%	22%
Rep Women	10%	14%
Media:Other	10%	12%
Regn:South	10%	56%
Church:Occas	10%	34%
NPP/O Women	10%	13%
Af-Am Men	10%	3%
Age:50+	10%	48%
Regn:North	10%	44%
Regn:Coast	10%	71%
Resid:Rent	10%	34%
NPP/O 18-49	10%	18%
Asn/PI Rep	10%	1%
Women 18-49	9%	26%
Regn:Sac/Nrth	9%	10%
I-net:Less often	9%	16%
Tea Pty:Not Suppt	9%	61%
Women	9%	51%
Women 50+	9%	25%

BANNER OVERALL	Q13A RADIO 10%	PERCENT OF SAMPLE 100%
Af-Am Nrth Regn	9%	2%
Regn:Bay Area	9%	22%
Af-Am 18-49	9%	3%
Media:SF	9%	23%
Church:Weekly	9%	34%
Mod/Lib Rep	9%	11%
TV Prov:Cable	9%	51%
City:Sml Twn/Rural	9%	21%
Chld<18@hme:No	8%	69%
Afrcn-Amrcn	8%	7%
TV Prov:Over the air	8%	9%
City type:Big	8%	21%
Regn:San Diego	8%	9%
Media:SD	8%	9%
Af-Am LA DMA	8%	5%
Dem Women	8%	24%
Marital:Single/S/D/W	8%	38%
Dem 50+	8%	22%
Af-Am South Regn	8%	5%
Af-Am 50+	8%	3%
Asn/PI 18-49	8%	3%
Party:Dem	8%	43%
Dem 18-49	8%	21%
Age:65-74	8%	11%
Dem Men	8%	19%
Edu:Some college	8%	32%
Af-Am Women	7%	4%
Smrtphne:No/DK/NA	7%	45%
Non-White	7%	40%
Income:\$40K-\$60K	7%	17%
Latino Men	7%	10%
Asn/PI Dem	7%	2%
Income:\$0-\$40K	7%	22%
Latno LA DMA	7%	12%
Asn/PI Women	7%	2%
Asn/PI Nrth Regn	7%	2%

BANNER OVERALL	Q13A RADIO 10%	PERCENT OF SAMPLE 100%
Edu:Non-college	7%	53%
Asian/Pac-Is	6%	5%
Asn/PI South Regn	6%	3%
Asn/PI Men	6%	3%
Latino 18-49	6%	15%
Age:65+	6%	20%
Latino South Regn	6%	14%
Latno Urban city	6%	17%
Latino	6%	21%
Asn/PI SF DMA	6%	2%
Chinese	6%	3%
Latno Rural city	6%	4%
Mod/Cons Dem	6%	19%
API:Non-Chinese	6%	3%
Latino Nrth Regn	6%	7%
Latino 50+	6%	6%
Age:18-29	6%	18%
Latino Women	5%	11%
Latno Oth DMA	5%	6%
Asn/PI LA DMA	5%	2%
Latno SF DMA	5%	3%
Asn/PI NPP/O	5%	2%
Edu:HS or less	5%	21%
Af-Am Oth DMA	4%	1%
Asn/PI 50+	4%	2%
Age:75+	4%	9%
I-net:No/DK/NA	3%	10%

BANNER OVERALL	Q13A INTERNET 28%	PERCENT OF SAMPLE 100%
TV Prov:Internet	55%	10%
Age:18-29	46%	18%
Men 18-49	44%	25%
White 18-49	43%	25%
I-net:Most/day	42%	31%
Asn/PI 18-49	41%	3%
NPP/O 18-49	40%	18%
Age:30-39	40%	16%
Rep 18-49	39%	12%
Age:18-49	38%	51%
NPP/O Men	38%	14%
Smrtphne:Yes	37%	55%
TV Prov:DW/DK/NA	37%	5%
Dem 18-49	36%	21%
Income:\$100K+	36%	22%
White Men	36%	28%
Church:Never	35%	29%
Resid:Rent	35%	34%
Asn/PI Men	35%	3%
Party:NPP/O	34%	27%
Asn/PI LA DMA	34%	2%
Men	34%	49%
Edu:College grad	34%	27%
Edu:College+	33%	46%
Asn/PI South Regn	33%	3%
Edu:Post grad	33%	19%
Women 18-49	33%	26%
Marital:Single/S/D/W	33%	38%
Rep Men	33%	16%
Regn:Sac/Nrth	32%	10%
Asn/PI Dem	32%	2%
API:Non-Chinese	32%	3%
Dem Men	31%	19%
Liberal Dem	31%	22%
Asn/PI Oth DMA	31%	1%

BANNER OVERALL	Q13A INTERNET 28%	PERCENT OF SAMPLE 100%
Chld<18@hme:Yes	31%	29%
I-net:Total yes	31%	90%
NPP/O Women	31%	13%
Media:SF	30%	23%
Latino 18-49	30%	15%
I-net:Few/day	30%	43%
Asian/Pac-Is	30%	5%
Regn:Bay Area	30%	22%
Media:SAC	30%	11%
Asn/PI Rep	30%	1%
Latino Men	30%	10%
Income:\$60K-\$100K	29%	23%
City type:Big	29%	21%
City type:Suburb	29%	27%
Age:40-49	29%	17%
White Nrth Regn	29%	28%
Tea Pty:Not Suppt	29%	61%
Asn/PI NPP/O	29%	2%
White	29%	57%
Regn:North	29%	44%
Regn:LA Area	29%	22%
Regn:Coast	29%	71%
White South Regn	29%	29%
Af-Am 18-49	29%	3%
Edu:Some college	28%	32%
Regn:San Diego	28%	9%
Media:SD	28%	9%
City type:Med/Sml	28%	28%
Cons Rep	27%	18%
Regn:South	27%	56%
Tea Pty:Smwt Suppt	27%	19%
Tea Pty:Tot Suppt	27%	29%
Non-White	27%	40%
Chld<18@hme:No	27%	69%
Media:LA	27%	46%

BANNER OVERALL	Q13A INTERNET 28%	PERCENT OF SAMPLE 100%
Tea Pty:Str Suppt	27%	10%
Asn/PI Nrth Regn	27%	2%
Latino Nrth Regn	27%	7%
Party:Rep	27%	30%
Latno SF DMA	26%	3%
Regn:Inland	26%	29%
Church:Occas	26%	34%
TV Prov:Over the air	26%	9%
Regn:LA	26%	25%
Latno Urban city	26%	17%
Asn/PI SF DMA	26%	2%
Latno Oth DMA	26%	6%
TV Prov:Satellite	26%	30%
Mod/Lib Rep	26%	11%
Latino	26%	21%
Income:\$40K-\$60K	25%	17%
Latno LA DMA	25%	12%
Married/Dom part	25%	60%
Media:Other	25%	12%
TV Prov:Cable	25%	51%
Latno Rural city	25%	4%
Chinese	25%	3%
Latino South Regn	25%	14%
Income:\$0-\$40K	25%	22%
Asn/PI Women	25%	2%
Party:Dem	25%	43%
City:Sml Twn/Rural	25%	21%
Af-Am Men	24%	3%
Church:Weekly	24%	34%
Resid:Own	24%	61%
Af-Am SF DMA	24%	2%
Edu:Non-college	24%	53%
Regn:Cntrl Vally	23%	12%
Age:50-64	23%	28%
NPP/O 50+	23%	9%
Men 50+	23%	23%

BANNER OVERALL	Q13A INTERNET 28%	PERCENT OF SAMPLE 100%
Women	23%	51%
White Women	22%	29%
Latino Women	22%	11%
Af-Am Nrth Regn	21%	2%
Dem Women	20%	24%
Af-Am LA DMA	20%	5%
Afrcn-Amrcn	20%	7%
Rep Women	20%	14%
Af-Am South Regn	19%	5%
Mod/Cons Dem	19%	19%
White 50+	18%	32%
Rep 50+	18%	17%
Age:50+	17%	48%
Af-Am Women	17%	4%
Smrtphne:No/DK/NA	17%	45%
Edu:HS or less	16%	21%
Asn/PI 50+	16%	2%
Dem 50+	14%	22%
Latino 50+	14%	6%
Af-Am Oth DMA	12%	1%
Women 50+	12%	25%
Af-Am 50+	11%	3%
Age:65-74	11%	11%
Age:65+	9%	20%
I-net:Less often	9%	16%
Age:75+	5%	9%
I-net:No/DK/NA	4%	10%

BANNER OVERALL	Q13A OTHER PPL 6%	PERCENT OF SAMPLE 100%
TV Prov:DW/DK/NA	15%	5%
Af-Am 18-49	12%	3%
Af-Am Men	12%	3%
Af-Am LA DMA	11%	5%
Age:18-29	11%	18%
NPP/O 18-49	10%	18%
API:Non-Chinese	10%	3%
Af-Am South Regn	10%	5%
Asn/PI Oth DMA	10%	1%
White 18-49	10%	25%
Afrcn-Amrcn	10%	7%
Women 18-49	9%	26%
Age:18-49	9%	51%
Rep 18-49	9%	12%
Af-Am SF DMA	9%	2%
Af-Am Nrth Regn	9%	2%
Age:40-49	9%	17%
Regn:Sac/Nrth	8%	10%
Men 18-49	8%	25%
NPP/O Women	8%	13%
Party:NPP/O	8%	27%
NPP/O Men	8%	14%
Asn/PI 18-49	8%	3%
Af-Am Women	8%	4%
Marital:Single/S/D/W	8%	38%
Resid:Rent	8%	34%
City:Sml Twn/Rural	8%	21%
Edu:HS or less	7%	21%
TV Prov:Internet	7%	10%
Dem 18-49	7%	21%
I-net:No/DK/NA	7%	10%
Af-Am 50+	7%	3%
Edu:Non-college	7%	53%
Asn/PI NPP/O	7%	2%
Chld<18@hme:Yes	7%	29%

BANNER OVERALL	Q13A OTHER PPL 6%	PERCENT OF SAMPLE 100%
Edu:Some college	7%	32%
Income:\$0-\$40K	7%	22%
Mod/Cons Dem	7%	19%
TV Prov:Over the air	7%	9%
Asn/PI Men	7%	3%
Age:30-39	7%	16%
Church:Weekly	7%	34%
Regn:LA	7%	25%
Media:SAC	7%	11%
Regn:Inland	7%	29%
Rep Women	7%	14%
Church:Never	7%	29%
Media:LA	7%	46%
City type:Big	6%	21%
Women	6%	51%
White Nrth Regn	6%	28%
I-net:Less often	6%	16%
Regn:LA Area	6%	22%
Smrtphne:Yes	6%	55%
Regn:South	6%	56%
White Women	6%	29%
Latno Rural city	6%	4%
TV Prov:Satellite	6%	30%
Regn:North	6%	44%
White	6%	57%
I-net:Few/day	6%	43%
I-net:Total yes	6%	90%
Smrtphne:No/DK/NA	6%	45%
Media:Other	6%	12%
White Men	6%	28%
Regn:Coast	6%	71%
Income:\$100K+	6%	22%
Men	6%	49%
Tea Pty:Not Suppt	6%	61%
I-net:Most/day	6%	31%

BANNER OVERALL	Q13A OTHER PPL 6%	PERCENT OF SAMPLE 100%
Media:SF	6%	23%
White South Regn	6%	29%
Asn/PI Nrth Regn	6%	2%
City type:Med/Sml	6%	28%
Regn:Bay Area	6%	22%
Chld<18@hme:No	6%	69%
Latno SF DMA	6%	3%
Income:\$60K-\$100K	6%	23%
Dem Men	6%	19%
Tea Pty:Smwt Suppt	6%	19%
Non-White	6%	40%
Latno Oth DMA	6%	6%
Latino 18-49	6%	15%
Mod/Lib Rep	6%	11%
Latino Nrth Regn	6%	7%
Party:Dem	6%	43%
Asian/Pac-Is	6%	5%
Tea Pty:Tot Suppt	5%	29%
Church:Occas	5%	34%
Edu:College grad	5%	27%
Af-Am Oth DMA	5%	1%
Party:Rep	5%	30%
Dem Women	5%	24%
Asn/PI SF DMA	5%	2%
Edu:College+	5%	46%
Married/Dom part	5%	60%
Asn/PI South Regn	5%	3%
City type:Suburb	5%	27%
TV Prov:Cable	5%	51%
Regn:San Diego	5%	9%
Media:SD	5%	9%
Income:\$40K-\$60K	5%	17%
Latino Women	5%	11%
Latino	5%	21%
Latino Men	5%	10%
Edu:Post grad	5%	19%

BANNER OVERALL	Q13A OTHER PPL 6%	PERCENT OF SAMPLE 100%
Regn:Cntrl Vally	5%	12%
Resid:Own	5%	61%
Tea Pty:Str Suppt	5%	10%
Cons Rep	5%	18%
Asn/PI LA DMA	5%	2%
Latino South Regn	5%	14%
Latno Urban city	4%	17%
Rep Men	4%	16%
Asn/PI Dem	4%	2%
Latno LA DMA	4%	12%
Age:50-64	4%	28%
Asn/PI Women	4%	2%
Dem 50+	4%	22%
NPP/O 50+	4%	9%
Asn/PI Rep	4%	1%
Age:65-74	4%	11%
Liberal Dem	4%	22%
Women 50+	4%	25%
Age:50+	4%	48%
Men 50+	4%	23%
White 50+	4%	32%
Rep 50+	3%	17%
Age:65+	3%	20%
Latino 50+	3%	6%
Age:75+	2%	9%
Chinese	2%	3%
Asn/PI 50+	2%	2%

BANNER OVERALL	Q14 PRINT 74%	PERCENT OF SAMPLE 100%
I-net:No/DK/NA	94%	11%
Age:75+	91%	13%
Age:65+	89%	29%
I-net:Less often	89%	19%
Age:65-74	87%	16%
Women 50+	87%	31%
Smrtphne:No/DK/NA	86%	51%
Latino 50+	86%	7%
Rep 50+	85%	20%
Latno Rural city	85%	3%
Dem 50+	84%	28%
Age:50+	83%	59%
White 50+	83%	41%
Latino Nrth Regn	82%	6%
Edu:HS or less	81%	20%
Latno Oth DMA	81%	5%
Mod/Cons Dem	80%	21%
Mod/Lib Rep	80%	11%
City:Sml Twn/Rural	80%	22%
White Women	80%	32%
Rep Women	80%	15%
Media:Other	80%	13%
Regn:Cntrl Vally	80%	12%
Men 50+	80%	28%
Party:Rep	79%	30%
Asn/PI 50+	79%	3%
Dem Women	79%	25%
Rep Men	79%	15%
Af-Am 50+	79%	4%
Resid:Own	78%	68%
Tea Pty:Smwt Suppt	78%	19%
Cons Rep	78%	18%
Age:50-64	78%	30%
Latno SF DMA	78%	2%
NPP/O 50+	77%	10%

BANNER OVERALL	Q14 PRINT 74%	PERCENT OF SAMPLE 100%
Tea Pty:Tot Suppt	77%	28%
Af-Am South Regn	77%	4%
Edu:Non-college	77%	51%
Regn:San Diego	77%	8%
Media:SD	77%	8%
Regn:Inland	77%	29%
Women	77%	51%
Af-Am LA DMA	77%	4%
Church:Weekly	76%	35%
Married/Dom part	76%	64%
Church:Occas	76%	35%
Af-Am Oth DMA	76%	1%
TV Prov:Cable	76%	54%
Income:\$0-\$40K	76%	22%
Chld<18@hme:No	76%	74%
Income:\$40K-\$60K	76%	18%
Latino Women	76%	10%
Af-Am Women	75%	3%
Tea Pty:Str Suppt	75%	8%
White Nrth Regn	75%	29%
TV Prov:Satellite	75%	29%
Afrcn-Amrcn	75%	6%
Regn:North	75%	45%
Af-Am Men	75%	3%
City type:Suburb	75%	28%
White	75%	61%
Latino	75%	18%
Edu:Some college	74%	32%
Party:Dem	74%	46%
Media:SAC	74%	9%
Chinese	74%	3%
Regn:LA Area	74%	22%
White South Regn	74%	32%
Income:\$60K-\$100K	74%	22%
Latino Men	73%	9%

BANNER OVERALL	Q14 PRINT 74%	PERCENT OF SAMPLE 100%
Regn:Sac/Nrth	73%	9%
Media:SF	73%	24%
Regn:Bay Area	73%	23%
Latno Urban city	73%	15%
Regn:South	72%	55%
Regn:Coast	72%	71%
TV Prov:Over the air	72%	9%
Edu:Post grad	72%	21%
Non-White	72%	37%
Asn/PI NPP/O	71%	2%
Latino South Regn	71%	13%
City type:Med/Sml	71%	27%
Asn/PI SF DMA	71%	2%
Asn/PI Nrth Regn	71%	3%
Media:LA	71%	46%
Tea Pty:Not Suppt	71%	64%
I-net:Total yes	71%	89%
Af-Am Nrth Regn	71%	2%
Latno LA DMA	71%	11%
Men	70%	49%
I-net:Few/day	70%	45%
Af-Am SF DMA	70%	1%
Edu:College+	70%	48%
Af-Am 18-49	69%	3%
Asn/PI Women	69%	3%
Marital:Single/S/D/W	69%	34%
Regn:LA	69%	25%
White Men	69%	30%
Dem Men	69%	21%
Liberal Dem	69%	23%
City type:Big	68%	22%
Edu:College grad	68%	27%
NPP/O Women	68%	11%
Chld<18@hme:Yes	67%	25%
Income:\$100K+	67%	22%
Latino 18-49	67%	11%

BANNER OVERALL	Q14 PRINT 74%	PERCENT OF SAMPLE 100%
Church:Never	67%	27%
Asian/Pac-Is	67%	5%
Party:NPP/O	65%	24%
Asn/PI Men	64%	2%
Asn/PI LA DMA	64%	2%
Rep 18-49	64%	9%
Age:40-49	63%	14%
TV Prov:DW/DK/NA	63%	5%
Resid:Rent	62%	27%
Asn/PI Rep	62%	1%
NPP/O Men	62%	13%
Asn/PI South Regn	62%	2%
Asn/PI Dem	62%	1%
Asn/PI Oth DMA	60%	1%
Smrtphne:Yes	60%	49%
Women 18-49	60%	19%
Age:30-39	59%	12%
I-net:Most/day	59%	25%
Age:18-49	58%	39%
API:Non-Chinese	58%	3%
Dem 18-49	57%	17%
Men 18-49	56%	20%
NPP/O 18-49	55%	13%
White 18-49	54%	19%
Asn/PI 18-49	51%	2%
Age:18-29	50%	13%
TV Prov:Internet	48%	7%

BANNER OVERALL	Q14 TOT ONLINE 19%	PERCENT OF SAMPLE 100%
TV Prov:Internet	41%	7%
Age:18-29	39%	13%
NPP/O 18-49	38%	13%
Asn/PI 18-49	34%	2%
White 18-49	34%	19%
Men 18-49	33%	20%
Age:18-49	32%	39%
Dem 18-49	32%	17%
Women 18-49	30%	19%
NPP/O Men	30%	13%
Resid:Rent	30%	27%
Age:30-39	30%	12%
Smrtphne:Yes	29%	49%
I-net:Most/day	29%	25%
Age:40-49	28%	14%
Party:NPP/O	27%	24%
Latino 18-49	27%	11%
API:Non-Chinese	27%	3%
Asn/PI Oth DMA	26%	1%
Asn/PI Dem	26%	1%
City type:Big	25%	22%
Church:Never	25%	27%
TV Prov:DW/DK/NA	24%	5%
NPP/O Women	24%	11%
Marital:Single/S/D/W	24%	34%
Regn:LA	24%	25%
Liberal Dem	24%	23%
Latno LA DMA	24%	11%
Latino Men	24%	9%
Af-Am 18-49	24%	3%
Chld<18@hme:Yes	23%	25%
Rep 18-49	23%	9%
Asn/PI Women	23%	3%
Latino South Regn	23%	13%
Edu:College grad	23%	27%

BANNER OVERALL	Q14 TOT ONLINE 19%	PERCENT OF SAMPLE 100%
Af-Am Women	22%	3%
Asn/PI South Regn	22%	2%
Income:\$100K+	22%	22%
Latno Urban city	22%	15%
City type:Med/Sml	22%	27%
Non-White	22%	37%
White Men	22%	30%
Men	22%	49%
Asian/Pac-Is	22%	5%
I-net:Few/day	21%	45%
Tea Pty:Not Suppt	21%	64%
Media:LA	21%	46%
Dem Men	21%	21%
Asn/PI SF DMA	21%	2%
Edu:College+	21%	48%
Asn/PI Nrth Regn	21%	3%
Asn/PI LA DMA	21%	2%
I-net:Total yes	21%	89%
Latino	21%	18%
Af-Am Oth DMA	20%	1%
Af-Am LA DMA	20%	4%
Regn:Coast	20%	71%
Regn:South	20%	55%
Asn/PI Men	20%	2%
Af-Am South Regn	20%	4%
Asn/PI NPP/O	20%	2%
Media:SF	20%	24%
Afrcn-Amrcn	20%	6%
TV Prov:Over the air	20%	9%
Regn:Bay Area	20%	23%
Income:\$60K-\$100K	20%	22%
Income:\$0-\$40K	20%	22%
Asn/PI Rep	20%	1%
Af-Am Nrth Regn	19%	2%
Chinese	19%	3%

BANNER	Q14 TOT ONLINE	PERCENT OF SAMPLE
OVERALL	19%	100%
Edu:Some college	19%	32%
Edu:Post grad	19%	21%
Tea Pty:Str Suppt	19%	8%
Latno SF DMA	18%	2%
White South Regn	18%	32%
Party:Dem	18%	46%
Latino Women	18%	10%
Af-Am SF DMA	18%	1%
Chld<18@hme:No	18%	74%
Edu:Non-college	18%	51%
Regn:LA Area	18%	22%
Af-Am 50+	17%	4%
Regn:North	17%	45%
Church:Occas	17%	35%
White	17%	61%
TV Prov:Cable	17%	54%
Income:\$40K-\$60K	17%	18%
Af-Am Men	17%	3%
TV Prov:Satellite	17%	29%
Women	16%	51%
Married/Dom part	16%	64%
City type:Suburb	16%	28%
Church:Weekly	16%	35%
Dem Women	16%	25%
White Nrth Regn	16%	29%
Regn:San Diego	16%	8%
Media:SD	16%	8%
Tea Pty:Tot Suppt	16%	28%
Latino Nrth Regn	16%	6%
Regn:Inland	16%	29%
Cons Rep	16%	18%
Edu:HS or less	15%	20%
Rep Men	15%	15%
Age:50-64	15%	30%
Regn:Cntrl Vally	15%	12%
Tea Pty:Smwt Suppt	15%	19%

BANNER	Q14 TOT ONLINE	PERCENT OF SAMPLE
OVERALL	19%	100%
Regn:Sac/Nrth	15%	9%
Latno Oth DMA	15%	5%
Resid:Own	15%	68%
Media:Other	14%	13%
Media:SAC	14%	9%
Men 50+	14%	28%
NPP/O 50+	14%	10%
City:Sml Twn/Rural	13%	22%
Party:Rep	13%	30%
White Women	13%	32%
Latno Rural city	13%	3%
Mod/Cons Dem	13%	21%
Rep Women	11%	15%
Asn/PI 50+	11%	3%
Age:50+	11%	59%
Latino 50+	11%	7%
Dem 50+	11%	28%
White 50+	10%	41%
Mod/Lib Rep	10%	11%
Rep 50+	9%	20%
Smrtphne:No/DK/NA	9%	51%
Women 50+	8%	31%
I-net:Less often	8%	19%
Age:65-74	7%	16%
Age:65+	6%	29%
Age:75+	5%	13%
I-net:No/DK/NA	5%	11%

BANNER OVERALL	Q15 YES 60%	PERCENT OF SAMPLE 100%
Af-Am SF DMA	92%	2%
Af-Am Nrth Regn	88%	2%
Af-Am 50+	88%	3%
Latno Rural city	87%	4%
Af-Am Men	86%	3%
Afrcn-Amrcn	86%	7%
Af-Am Women	86%	4%
Latino Women	85%	11%
Af-Am South Regn	85%	5%
Af-Am LA DMA	85%	5%
Af-Am 18-49	84%	3%
Asn/PI 50+	83%	2%
Latno SF DMA	83%	3%
Af-Am Oth DMA	82%	1%
Latno LA DMA	82%	12%
Chinese	82%	3%
Latino South Regn	82%	14%
Latino 18-49	82%	15%
Latino	81%	21%
Asn/PI SF DMA	80%	2%
Latino 50+	80%	6%
Latno Urban city	80%	17%
Latino Nrth Regn	80%	7%
Asn/PI NPP/O	79%	2%
Non-White	79%	40%
Latno Oth DMA	79%	6%
Asn/PI Nrth Regn	78%	2%
Asn/PI Women	77%	2%
Latino Men	77%	10%
Asian/Pac-Is	76%	5%
I-net:No/DK/NA	75%	10%
Asn/PI Men	75%	3%
Asn/PI LA DMA	74%	2%
API:Non-Chinese	74%	3%
Asn/PI South Regn	74%	3%

BANNER OVERALL	Q15 YES 60%	PERCENT OF SAMPLE 100%
Asn/PI Dem	74%	2%
Income:\$0-\$40K	72%	22%
Age:18-29	72%	18%
Asn/PI Rep	71%	1%
Edu:HS or less	71%	21%
Asn/PI 18-49	71%	3%
Dem 18-49	70%	21%
TV Prov:Over the air	69%	9%
Mod/Cons Dem	69%	19%
Dem Men	68%	19%
Asn/PI Oth DMA	68%	1%
Party:Dem	67%	43%
Resid:Rent	67%	34%
Income:\$40K-\$60K	67%	17%
Dem Women	66%	24%
Regn:LA	66%	25%
City type:Big	66%	21%
Dem 50+	65%	22%
Church:Weekly	65%	34%
Liberal Dem	65%	22%
Women 18-49	65%	26%
Marital:Single/S/D/W	64%	38%
Edu:Non-college	64%	53%
TV Prov:DW/DK/NA	64%	5%
Media:Other	63%	12%
NPP/O 18-49	63%	18%
Tea Pty:Not Suppt	63%	61%
Age:75+	63%	9%
I-net:Less often	63%	16%
NPP/O Men	63%	14%
Age:18-49	62%	51%
Media:LA	62%	46%
Party:NPP/O	62%	27%
City type:Med/Sml	62%	28%
NPP/O Women	62%	13%

BANNER	Q15 YES	PERCENT OF SAMPLE
OVERALL	60%	100%
TV Prov:Internet	62%	10%
Age:30-39	62%	16%
Smrtphne:No/DK/NA	61%	45%
Media:SF	61%	23%
Regn:Bay Area	61%	22%
Regn:South	61%	56%
Regn:Coast	61%	71%
Church:Occas	61%	34%
NPP/O 50+	61%	9%
Regn:Cntrl Vally	60%	12%
Men 18-49	60%	25%
Chld<18@hme:No	60%	69%
Men	60%	49%
City:Sml Twn/Rural	60%	21%
Men 50+	60%	23%
Women	60%	51%
Edu:Some college	60%	32%
TV Prov:Cable	60%	51%
Chld<18@hme:Yes	59%	29%
Age:50-64	59%	28%
Smrtphne:Yes	59%	55%
Regn:North	59%	44%
Regn:LA Area	59%	22%
I-net:Total yes	58%	90%
Regn:Inland	58%	29%
I-net:Most/day	57%	31%
TV Prov:Satellite	57%	30%
Age:50+	57%	48%
I-net:Few/day	57%	43%
Edu:College grad	57%	27%
Married/Dom part	57%	60%
Income:\$60K-\$100K	56%	23%
Mod/Lib Rep	56%	11%
Resid:Own	56%	61%
Tea Pty:Smwt Suppt	55%	19%
Edu:College+	55%	46%

BANNER	Q15 YES	PERCENT OF SAMPLE
OVERALL	60%	100%
Women 50+	55%	25%
Age:65+	55%	20%
Regn:San Diego	54%	9%
Media:SD	54%	9%
Age:40-49	54%	17%
City type:Suburb	53%	27%
Church:Never	53%	29%
Edu:Post grad	53%	19%
Tea Pty:Tot Suppt	52%	29%
Regn:Sac/Nrth	51%	10%
Rep 18-49	50%	12%
White Men	50%	28%
Media:SAC	49%	11%
White Nrth Regn	49%	28%
Age:65-74	49%	11%
Rep Men	48%	16%
Party:Rep	48%	30%
White 50+	48%	32%
White	47%	57%
Rep Women	47%	14%
White 18-49	47%	25%
Income:\$100K+	47%	22%
Rep 50+	46%	17%
White South Regn	46%	29%
White Women	45%	29%
Tea Pty:Str Suppt	45%	10%
Cons Rep	42%	18%

BANNER	Q15 NO/DK/NA	PERCENT OF SAMPLE
OVERALL	40%	100%
Cons Rep	58%	18%
Tea Pty:Str Suppt	55%	10%
White Women	55%	29%
White South Regn	54%	29%
Rep 50+	54%	17%
Income:\$100K+	53%	22%
White 18-49	53%	25%
Rep Women	53%	14%
White	53%	57%
White 50+	52%	32%
Party:Rep	52%	30%
Rep Men	52%	16%
Age:65-74	51%	11%
White Nrth Regn	51%	28%
Media:SAC	51%	11%
White Men	50%	28%
Rep 18-49	50%	12%
Regn:Sac/Nrth	49%	10%
Tea Pty:Tot Suppt	48%	29%
Edu:Post grad	47%	19%
Church:Never	47%	29%
City type:Suburb	47%	27%
Age:40-49	46%	17%
Regn:San Diego	46%	9%
Media:SD	46%	9%
Age:65+	45%	20%
Women 50+	45%	25%
Edu:College+	45%	46%
Tea Pty:Smwt Suppt	45%	19%
Resid:Own	44%	61%
Mod/Lib Rep	44%	11%
Income:\$60K-\$100K	44%	23%
Married/Dom part	43%	60%
Edu:College grad	43%	27%
I-net:Few/day	43%	43%

BANNER	Q15 NO/DK/NA	PERCENT OF SAMPLE
OVERALL	40%	100%
Age:50+	43%	48%
TV Prov:Satellite	43%	30%
I-net:Most/day	43%	31%
Regn:Inland	42%	29%
I-net:Total yes	42%	90%
Regn:LA Area	41%	22%
Regn:North	41%	44%
Smrtphne:Yes	41%	55%
Age:50-64	41%	28%
Chld<18@hme:Yes	41%	29%
TV Prov:Cable	40%	51%
Edu:Some college	40%	32%
Women	40%	51%
Men 50+	40%	23%
City:Sml Twn/Rural	40%	21%
Men	40%	49%
Chld<18@hme:No	40%	69%
Men 18-49	40%	25%
Regn:Cntrl Vally	40%	12%
NPP/O 50+	39%	9%
Church:Occas	39%	34%
Regn:Coast	39%	71%
Regn:South	39%	56%
Regn:Bay Area	39%	22%
Media:SF	39%	23%
Smrtphne:No/DK/NA	39%	45%
Age:30-39	38%	16%
TV Prov:Internet	38%	10%
NPP/O Women	38%	13%
City type:Med/Sml	38%	28%
Party:NPP/O	38%	27%
Media:LA	38%	46%
Age:18-49	38%	51%
NPP/O Men	37%	14%
I-net:Less often	37%	16%

BANNER OVERALL	Q15 NO/DK/NA 40%	PERCENT OF SAMPLE 100%
Age:75+	37%	9%
Tea Pty:Not Suppt	37%	61%
NPP/O 18-49	37%	18%
Media:Other	37%	12%
TV Prov:DW/DK/NA	36%	5%
Edu:Non-college	36%	53%
Marital:Single/S/D/W	36%	38%
Women 18-49	35%	26%
Liberal Dem	35%	22%
Church:Weekly	35%	34%
Dem 50+	35%	22%
City type:Big	34%	21%
Regn:LA	34%	25%
Dem Women	34%	24%
Income:\$40K-\$60K	33%	17%
Resid:Rent	33%	34%
Party:Dem	33%	43%
Asn/PI Oth DMA	32%	1%
Dem Men	32%	19%
Mod/Cons Dem	31%	19%
TV Prov:Over the air	31%	9%
Dem 18-49	30%	21%
Asn/PI 18-49	29%	3%
Edu:HS or less	29%	21%
Asn/PI Rep	29%	1%
Age:18-29	28%	18%
Income:\$0-\$40K	28%	22%
Asn/PI Dem	26%	2%
Asn/PI South Regn	26%	3%
API:Non-Chinese	26%	3%
Asn/PI LA DMA	26%	2%
Asn/PI Men	25%	3%
I-net:No/DK/NA	25%	10%
Asian/Pac-Is	24%	5%
Latino Men	23%	10%
Asn/PI Women	23%	2%

BANNER OVERALL	Q15 NO/DK/NA 40%	PERCENT OF SAMPLE 100%
Asn/PI Nrth Regn	22%	2%
Latno Oth DMA	21%	6%
Non-White	21%	40%
Asn/PI NPP/O	21%	2%
Latino Nrth Regn	20%	7%
Latno Urban city	20%	17%
Latino 50+	20%	6%
Asn/PI SF DMA	20%	2%
Latino	19%	21%
Latino 18-49	18%	15%
Latino South Regn	18%	14%
Chinese	18%	3%
Latno LA DMA	18%	12%
Af-Am Oth DMA	18%	1%
Latno SF DMA	17%	3%
Asn/PI 50+	17%	2%
Af-Am 18-49	16%	3%
Af-Am LA DMA	15%	5%
Af-Am South Regn	15%	5%
Latino Women	15%	11%
Af-Am Women	14%	4%
Afrcn-Amrcn	14%	7%
Af-Am Men	14%	3%
Latno Rural city	13%	4%
Af-Am 50+	12%	3%
Af-Am Nrth Regn	12%	2%
Af-Am SF DMA	8%	2%

BANNER	Q18 TEXT	PERCENT OF SAMPLE
OVERALL	76%	100%
Edu:Post grad	85%	22%
White 18-49	83%	33%
White South Regn	81%	31%
Rep Women	81%	12%
Edu:College+	81%	53%
White Women	81%	28%
White	81%	60%
White Men	81%	32%
Church:Never	81%	33%
City type:Suburb	81%	28%
White Nrth Regn	80%	28%
Income:\$100K+	80%	27%
Income:\$60K-\$100K	80%	24%
Liberal Dem	80%	24%
Media:SF	80%	23%
Regn:Bay Area	79%	22%
NPP/O 50+	79%	8%
Tea Pty:Not Suppt	79%	62%
Mod/Lib Rep	79%	10%
Age:65-74	79%	7%
Edu:College grad	79%	31%
Resid:Own	78%	57%
Age:40-49	78%	19%
Rep 18-49	78%	15%
City type:Big	78%	22%
I-net:Few/day	78%	49%
White 50+	78%	26%
Chinese	78%	3%
Age:30-39	78%	20%
Regn:Sac/Nrth	78%	10%
Cons Rep	78%	17%
Smrtphne:Yes	78%	69%
TV Prov:Internet	77%	14%
Dem 18-49	77%	26%
Women 18-49	77%	31%

BANNER	Q18 TEXT	PERCENT OF SAMPLE
OVERALL	76%	100%
Regn:LA	77%	24%
Regn:North	77%	44%
Dem Men	77%	19%
I-net:Most/day	77%	39%
TV Prov:Cable	77%	48%
Age:18-49	77%	63%
Party:Rep	77%	29%
Regn:Coast	77%	72%
NPP/O Men	77%	17%
I-net:Total yes	77%	98%
Men 18-49	77%	32%
Chld<18@hme:No	77%	66%
Party:NPP/O	77%	30%
Women	77%	48%
Married/Dom part	76%	58%
NPP/O Women	76%	14%
Marital:Single/S/D/W	76%	40%
Asn/PI LA DMA	76%	2%
Church:Occas	76%	34%
Media:Other	76%	10%
Media:LA	76%	46%
Men	76%	52%
Asn/PI NPP/O	76%	2%
Tea Pty:Str Suppt	76%	10%
Chld<18@hme:Yes	76%	33%
Age:65+	76%	11%
NPP/O 18-49	75%	22%
Party:Dem	75%	41%
Regn:South	75%	56%
Age:18-29	75%	24%
Asn/PI 18-49	75%	3%
Af-Am SF DMA	75%	1%
Rep 50+	75%	13%
Af-Am Nrth Regn	75%	2%
Women 50+	75%	16%

BANNER	Q18 TEXT	PERCENT OF SAMPLE
OVERALL	76%	100%
Age:50+	75%	36%
TV Prov:Satellite	75%	30%
Regn:LA Area	75%	23%
Men 50+	75%	20%
Regn:Inland	75%	28%
Age:50-64	74%	25%
Asn/PI SF DMA	74%	2%
Media:SAC	74%	11%
City type:Med/Sml	74%	28%
Dem Women	74%	22%
Rep Men	73%	16%
Asn/PI Men	73%	3%
Smrtphne:No/DK/NA	73%	31%
Asn/PI Nrth Regn	73%	2%
TV Prov:DW/DK/NA	73%	6%
Tea Pty:Tot Suppt	73%	29%
Church:Weekly	73%	31%
TV Prov:Over the air	73%	8%
Resid:Rent	73%	38%
Asian/Pac-Is	72%	5%
Regn:San Diego	72%	10%
Media:SD	72%	10%
Income:\$0-\$40K	72%	20%
Dem 50+	72%	15%
Regn:Cntrl Vally	72%	11%
Income:\$40K-\$60K	72%	16%
Asn/PI South Regn	72%	3%
Edu:Some college	71%	32%
Asn/PI Dem	71%	2%
Tea Pty:Smwt Suppt	71%	19%
Asn/PI Women	71%	2%
City:Sml Twn/Rural	71%	20%
Edu:Non-college	71%	46%
Mod/Cons Dem	70%	16%
Latno Urban city	69%	15%
Age:75+	69%	3%

BANNER	Q18 TEXT	PERCENT OF SAMPLE
OVERALL	76%	100%
Edu:HS or less	69%	14%
Latno LA DMA	68%	11%
Latino Women	68%	9%
Non-White	68%	37%
Latino 18-49	68%	16%
API:Non-Chinese	68%	3%
Latino Nrth Regn	68%	6%
Latino	68%	19%
Latino South Regn	68%	13%
Latno Oth DMA	67%	5%
Af-Am Women	67%	3%
Asn/PI Rep	67%	1%
I-net:Less often	67%	9%
Latino Men	67%	9%
Latino 50+	67%	3%
Asn/PI 50+	66%	1%
Af-Am 18-49	65%	4%
Latno SF DMA	64%	2%
Afrcn-Amrcn	63%	6%
Af-Am Oth DMA	61%	1%
Latno Rural city	60%	4%
Af-Am LA DMA	59%	4%
Af-Am South Regn	58%	4%
Af-Am Men	58%	3%
Af-Am 50+	58%	2%
Asn/PI Oth DMA	55%	1%
I-net:No/DK/NA	50%	2%

BANNER OVERALL	Q18 AUDIO 11%	PERCENT OF SAMPLE 100%
Af-Am Men	21%	3%
Asn/PI Oth DMA	20%	1%
Asn/PI Rep	19%	1%
Asn/PI Nrth Regn	18%	2%
Asn/PI SF DMA	18%	2%
Asn/PI NPP/O	17%	2%
Latino 50+	17%	3%
Chinese	17%	3%
API:Non-Chinese	16%	3%
Asn/PI Men	16%	3%
Af-Am 50+	16%	2%
Asn/PI 18-49	15%	3%
Asian/Pac-Is	15%	5%
Asn/PI 50+	15%	1%
Af-Am SF DMA	15%	1%
Asn/PI Women	14%	2%
Dem 50+	14%	15%
Dem Men	14%	19%
Regn:Cntrl Vally	14%	11%
Income:\$0-\$40K	14%	20%
TV Prov:Internet	14%	14%
Age:65-74	13%	7%
Latno Rural city	13%	4%
Men 50+	13%	20%
Non-White	13%	37%
City:Sml Twn/Rural	13%	20%
Asn/PI South Regn	13%	3%
Mod/Cons Dem	13%	16%
Age:50-64	13%	25%
Rep 50+	12%	13%
Latino Men	12%	9%
Party:Dem	12%	41%
Regn:LA Area	12%	23%
Age:50+	12%	36%
Church:Occas	12%	34%

BANNER OVERALL	Q18 AUDIO 11%	PERCENT OF SAMPLE 100%
Latno LA DMA	12%	11%
I-net:Most/day	12%	39%
Income:\$40K-\$60K	12%	16%
Chld<18@hme:Yes	12%	33%
Smrtphne:No/DK/NA	12%	31%
Rep Men	12%	16%
Edu:Some college	12%	32%
Af-Am Nrth Regn	12%	2%
Men	12%	52%
Latino South Regn	12%	13%
Asn/PI LA DMA	12%	2%
Media:Other	11%	10%
Resid:Rent	11%	38%
Afrcn-Amrcn	11%	6%
Liberal Dem	11%	24%
Af-Am South Regn	11%	4%
Edu:Non-college	11%	46%
Media:SF	11%	23%
Church:Weekly	11%	31%
Cons Rep	11%	17%
Latino	11%	19%
I-net:Less often	11%	9%
Regn:Bay Area	11%	22%
Age:65+	11%	11%
Regn:North	11%	44%
Dem 18-49	11%	26%
Age:30-39	11%	20%
White 50+	11%	26%
Age:40-49	11%	19%
Latno Oth DMA	11%	5%
Marital:Single/S/D/W	11%	40%
Latno Urban city	11%	15%
TV Prov:Cable	11%	48%
Regn:Inland	11%	28%
Edu:College grad	11%	31%

BANNER OVERALL	Q18 AUDIO 11%	PERCENT OF SAMPLE 100%
I-net:Total yes	11%	98%
Media:LA	11%	46%
Party:Rep	11%	29%
City type:Big	11%	22%
Men 18-49	11%	32%
Af-Am LA DMA	10%	4%
Women 50+	10%	16%
TV Prov:Satellite	10%	30%
Regn:Coast	10%	72%
Edu:HS or less	10%	14%
Latino Nrth Regn	10%	6%
Tea Pty:Not Suppt	10%	62%
Regn:South	10%	56%
Dem Women	10%	22%
Mod/Lib Rep	10%	10%
Married/Dom part	10%	58%
Latino 18-49	10%	16%
Tea Pty:Smwt Suppt	10%	19%
Af-Am Oth DMA	10%	1%
Latino Women	10%	9%
Tea Pty:Tot Suppt	10%	29%
Resid:Own	10%	57%
Smrtphne:Yes	10%	69%
Tea Pty:Str Suppt	10%	10%
White Nrth Regn	10%	28%
Edu:College+	10%	53%
Regn:San Diego	10%	10%
Media:SD	10%	10%
Age:18-49	10%	63%
Chld<18@hme:No	10%	66%
Af-Am 18-49	10%	4%
City type:Suburb	10%	28%
I-net:Few/day	9%	49%
City type:Med/Sml	9%	28%
Women	9%	48%
Asn/PI Dem	9%	2%

BANNER OVERALL	Q18 AUDIO 11%	PERCENT OF SAMPLE 100%
Rep Women	9%	12%
White Women	9%	28%
Rep 18-49	9%	15%
Women 18-49	9%	31%
Media:SAC	9%	11%
NPP/O 18-49	9%	22%
White	9%	60%
Regn:LA	9%	24%
I-net:No/DK/NA	9%	2%
Edu:Post grad	9%	22%
White Men	9%	32%
TV Prov:Over the air	8%	8%
NPP/O Women	8%	14%
Party:NPP/O	8%	30%
NPP/O Men	8%	17%
Church:Never	8%	33%
Income:\$100K+	8%	27%
Latno SF DMA	8%	2%
Income:\$60K-\$100K	8%	24%
White South Regn	8%	31%
TV Prov:DW/DK/NA	8%	6%
Age:18-29	8%	24%
Regn:Sac/Nrth	8%	10%
White 18-49	7%	33%
NPP/O 50+	7%	8%
Age:75+	6%	3%
Af-Am Women	3%	3%

BANNER OVERALL	Q18 VIDEO 26%	PERCENT OF SAMPLE 100%
Latno Rural city	48%	4%
I-net:No/DK/NA	48%	2%
Af-Am Men	46%	3%
Latino South Regn	39%	13%
Asn/PI NPP/O	39%	2%
Latno LA DMA	39%	11%
Latino Men	38%	9%
Af-Am LA DMA	38%	4%
Af-Am South Regn	37%	4%
Latino 18-49	37%	16%
Af-Am 50+	37%	2%
API:Non-Chinese	36%	3%
Latno Oth DMA	36%	5%
Afrcn-Amrcn	36%	6%
Af-Am 18-49	36%	4%
Asn/PI 50+	36%	1%
Latino	36%	19%
Asn/PI South Regn	35%	3%
Asn/PI Men	35%	3%
Non-White	35%	37%
Asn/PI LA DMA	35%	2%
Asn/PI Oth DMA	34%	1%
Af-Am Nrth Regn	34%	2%
Af-Am SF DMA	34%	1%
Af-Am Oth DMA	33%	1%
Latino Women	33%	9%
Asian/Pac-Is	33%	5%
I-net:Less often	33%	9%
Latno Urban city	33%	15%
Rep Men	33%	16%
Asn/PI 18-49	32%	3%
Edu:Some college	32%	32%
Rep 18-49	32%	15%
Asn/PI SF DMA	31%	2%
Edu:Non-college	31%	46%

BANNER OVERALL	Q18 VIDEO 26%	PERCENT OF SAMPLE 100%
Income:\$0-\$40K	31%	20%
Men 18-49	31%	32%
Asn/PI Nrth Regn	31%	2%
Income:\$40K-\$60K	31%	16%
Asn/PI Women	31%	2%
Edu:HS or less	30%	14%
Resid:Rent	30%	38%
Tea Pty:Smwt Suppt	30%	19%
Church:Weekly	30%	31%
City:Sml Twn/Rural	30%	20%
Age:18-29	30%	24%
Mod/Cons Dem	30%	16%
Party:Rep	30%	29%
TV Prov:Internet	30%	14%
Tea Pty:Tot Suppt	29%	29%
TV Prov:Satellite	29%	30%
Asn/PI Rep	29%	1%
Regn:LA Area	29%	23%
Mod/Lib Rep	29%	10%
Latino 50+	29%	3%
Cons Rep	29%	17%
Regn:Cntrl Vally	29%	11%
Regn:Inland	29%	28%
Af-Am Women	29%	3%
Asn/PI Dem	29%	2%
Men	28%	52%
I-net:Most/day	28%	39%
Media:LA	28%	46%
City type:Med/Sml	28%	28%
Tea Pty:Str Suppt	28%	10%
Regn:South	28%	56%
Marital:Single/S/D/W	28%	40%
Latino Nrth Regn	28%	6%
Smrtphne:No/DK/NA	28%	31%
Church:Occas	28%	34%

BANNER	Q18 VIDEO	PERCENT OF SAMPLE
OVERALL	26%	100%
Rep 50+	27%	13%
Dem Men	27%	19%
Regn:LA	27%	24%
Media:Other	27%	10%
Age:18-49	27%	63%
Regn:San Diego	27%	10%
Media:SD	27%	10%
Chinese	27%	3%
Media:SAC	27%	11%
Chld<18@hme:No	26%	66%
NPP/O 18-49	26%	22%
Age:75+	26%	3%
Age:30-39	26%	20%
Regn:Sac/Nrth	26%	10%
TV Prov:Cable	26%	48%
Age:50-64	26%	25%
Chld<18@hme:Yes	26%	33%
I-net:Total yes	26%	98%
NPP/O Men	26%	17%
Smrtphne:Yes	26%	69%
Rep Women	26%	12%
Women 50+	25%	16%
Regn:Coast	25%	72%
Party:NPP/O	25%	30%
Age:50+	25%	36%
TV Prov:DW/DK/NA	25%	6%
Married/Dom part	25%	58%
Dem 18-49	25%	26%
Men 50+	25%	20%
Party:Dem	25%	41%
Dem 50+	24%	15%
NPP/O Women	24%	14%
Age:40-49	24%	19%
Edu:College grad	24%	31%
City type:Big	24%	22%
White 50+	24%	26%

BANNER	Q18 VIDEO	PERCENT OF SAMPLE
OVERALL	26%	100%
Regn:North	24%	44%
Women	24%	48%
Resid:Own	24%	57%
City type:Suburb	23%	28%
Age:65+	23%	11%
Tea Pty:Not Suppt	23%	62%
Women 18-49	23%	31%
Income:\$100K+	23%	27%
TV Prov:Over the air	23%	8%
I-net:Few/day	22%	49%
Dem Women	22%	22%
NPP/O 50+	22%	8%
Edu:College+	22%	53%
Age:65-74	22%	7%
White Nrth Regn	21%	28%
Media:SF	21%	23%
White Men	21%	32%
Church:Never	21%	33%
Liberal Dem	21%	24%
White	21%	60%
Regn:Bay Area	21%	22%
Income:\$60K-\$100K	21%	24%
White Women	20%	28%
Latno SF DMA	20%	2%
White South Regn	20%	31%
Edu:Post grad	19%	22%
White 18-49	18%	33%

BANNER	Q19 PC	PERCENT OF SAMPLE
OVERALL	87%	100%
Age:65-74	94%	7%
Smrtphne:No/DK/NA	93%	31%
Rep 50+	93%	13%
Asn/PI Oth DMA	92%	1%
Asn/PI 50+	92%	1%
Age:65+	91%	11%
White South Regn	91%	31%
Asn/PI Dem	91%	2%
White 50+	91%	26%
Men 50+	91%	20%
Age:50+	91%	36%
Age:50-64	91%	25%
Edu:Post grad	91%	22%
Women 50+	91%	16%
NPP/O 50+	91%	8%
City type:Big	91%	22%
TV Prov:Over the air	90%	8%
Chinese	90%	3%
Rep Women	90%	12%
White Men	90%	32%
Dem 50+	90%	15%
Mod/Lib Rep	89%	10%
Latino 50+	89%	3%
White	89%	60%
Asn/PI South Regn	89%	3%
Asn/PI LA DMA	89%	2%
Church:Never	89%	33%
City type:Suburb	89%	28%
NPP/O Men	89%	17%
Resid:Own	89%	57%
White Women	89%	28%
Tea Pty:Str Suppt	89%	10%
Edu:College+	89%	53%
Asn/PI Men	89%	3%
Media:SAC	88%	11%

BANNER	Q19 PC	PERCENT OF SAMPLE
OVERALL	87%	100%
Income:\$100K+	88%	27%
TV Prov:Internet	88%	14%
Asn/PI Rep	88%	1%
Party:Rep	88%	29%
White 18-49	88%	33%
Asian/Pac-Is	88%	5%
I-net:Few/day	88%	49%
Cons Rep	88%	17%
Tea Pty:Not Suppt	88%	62%
Regn:LA Area	88%	23%
I-net:Total yes	88%	98%
API:Non-Chinese	88%	3%
Age:40-49	87%	19%
Income:\$40K-\$60K	87%	16%
I-net:Most/day	87%	39%
Regn:Bay Area	87%	22%
Chld<18@hme:No	87%	66%
Af-Am 50+	87%	2%
Liberal Dem	87%	24%
White Nrth Regn	87%	28%
Edu:College grad	87%	31%
Men	87%	52%
Media:SF	87%	23%
Asn/PI Women	87%	2%
Married/Dom part	87%	58%
Income:\$60K-\$100K	87%	24%
Tea Pty:Tot Suppt	87%	29%
Party:NPP/O	87%	30%
Regn:Sac/Nrth	87%	10%
Regn:Coast	87%	72%
Rep Men	87%	16%
Media:LA	87%	46%
Regn:North	87%	44%
Regn:South	86%	56%
I-net:Less often	86%	9%

BANNER	Q19 PC	PERCENT OF SAMPLE
OVERALL	87%	100%
Marital:Single/S/D/W	86%	40%
Regn:Inland	86%	28%
Asn/PI 18-49	86%	3%
Dem Men	86%	19%
Af-Am SF DMA	86%	1%
TV Prov:Satellite	86%	30%
Church:Weekly	86%	31%
Asn/PI Nrth Regn	86%	2%
Regn:San Diego	86%	10%
Media:SD	86%	10%
TV Prov:Cable	86%	48%
TV Prov:DW/DK/NA	86%	6%
Tea Pty:Smwt Suppt	86%	19%
Women	86%	48%
Edu:Some college	86%	32%
Age:75+	86%	3%
Regn:LA	86%	24%
Asn/PI NPP/O	85%	2%
Af-Am Women	85%	3%
NPP/O 18-49	85%	22%
Party:Dem	85%	41%
Church:Occas	85%	34%
Chld<18@hme:Yes	85%	33%
Af-Am Nrth Regn	85%	2%
Income:\$0-\$40K	85%	20%
City:Sml Twn/Rural	85%	20%
Regn:Cntrl Vally	85%	11%
Men 18-49	85%	32%
Dem Women	85%	22%
Asn/PI SF DMA	84%	2%
Edu:Non-college	84%	46%
NPP/O Women	84%	14%
Age:18-49	84%	63%
Rep 18-49	84%	15%
Age:30-39	84%	20%
Smrtphne:Yes	84%	69%

BANNER	Q19 PC	PERCENT OF SAMPLE
OVERALL	87%	100%
Mod/Cons Dem	84%	16%
Women 18-49	83%	31%
Media:Other	83%	10%
Resid:Rent	83%	38%
Dem 18-49	83%	26%
Af-Am LA DMA	82%	4%
City type:Med/Sml	82%	28%
Non-White	82%	37%
Afrcn-Amrcn	81%	6%
Latno SF DMA	81%	2%
Edu:HS or less	81%	14%
Age:18-29	81%	24%
Latino Nrth Regn	81%	6%
Latno Oth DMA	81%	5%
Latino Men	80%	9%
Af-Am South Regn	79%	4%
Af-Am 18-49	78%	4%
Latno Urban city	78%	15%
Latino	77%	19%
Latino South Regn	76%	13%
Af-Am Men	76%	3%
Latino 18-49	75%	16%
Latno LA DMA	75%	11%
Latno Rural city	75%	4%
Latino Women	75%	9%
Af-Am Oth DMA	64%	1%
I-net:No/DK/NA	34%	2%

BANNER	Q19 SMARTPHONE	PERCENT OF SAMPLE
OVERALL	36%	100%
Af-Am 18-49	54%	4%
Af-Am SF DMA	54%	1%
Age:30-39	53%	20%
Latno Oth DMA	53%	5%
Smrtphne:Yes	52%	69%
Af-Am Men	50%	3%
Latino Women	50%	9%
Dem 18-49	49%	26%
Af-Am Nrth Regn	49%	2%
Latino Nrth Regn	48%	6%
TV Prov:Internet	48%	14%
Age:18-29	48%	24%
Latino 18-49	47%	16%
Afrcn-Amrcn	47%	6%
I-net:Most/day	46%	39%
I-net:No/DK/NA	46%	2%
Women 18-49	46%	31%
Af-Am LA DMA	46%	4%
Income:\$100K+	46%	27%
Age:18-49	46%	63%
Af-Am South Regn	46%	4%
Men 18-49	46%	32%
White 18-49	45%	33%
Latno Urban city	44%	15%
Chld<18@hme:Yes	44%	33%
Latino	44%	19%
Af-Am Women	44%	3%
NPP/O 18-49	44%	22%
Rep 18-49	43%	15%
Resid:Rent	43%	38%
Latno LA DMA	42%	11%
Non-White	42%	37%
Latno Rural city	42%	4%
Latino South Regn	42%	13%
Edu:College grad	41%	31%

BANNER	Q19 SMARTPHONE	PERCENT OF SAMPLE
OVERALL	36%	100%
Edu:College+	40%	53%
Church:Never	40%	33%
Liberal Dem	40%	24%
Marital:Single/S/D/W	40%	40%
Dem Women	39%	22%
Edu:Post grad	39%	22%
Party:Dem	39%	41%
Asn/PI NPP/O	39%	2%
Mod/Cons Dem	39%	16%
NPP/O Women	39%	14%
Dem Men	39%	19%
Asn/PI 18-49	38%	3%
City type:Big	38%	22%
Regn:Cntrl Vally	38%	11%
Latino Men	38%	9%
TV Prov:Satellite	38%	30%
Media:LA	38%	46%
Regn:LA	38%	24%
Tea Pty:Not Suppt	38%	62%
Regn:Inland	38%	28%
API:Non-Chinese	37%	3%
City type:Med/Sml	37%	28%
Media:SF	37%	23%
Party:NPP/O	37%	30%
Regn:LA Area	37%	23%
Regn:Bay Area	37%	22%
Men	37%	52%
Regn:North	37%	44%
Af-Am Oth DMA	36%	1%
Regn:South	36%	56%
I-net:Total yes	36%	98%
Tea Pty:Smwt Suppt	36%	19%
City type:Suburb	36%	28%
Income:\$60K-\$100K	36%	24%
Regn:Coast	36%	72%

BANNER	Q19 SMARTPHONE	PERCENT OF SAMPLE
OVERALL	36%	100%
Rep Men	36%	16%
Women	36%	48%
Age:40-49	36%	19%
NPP/O Men	36%	17%
TV Prov:Cable	35%	48%
White Men	35%	32%
Media:Other	35%	10%
TV Prov:DW/DK/NA	35%	6%
Church:Occas	35%	34%
Media:SAC	35%	11%
Church:Weekly	35%	31%
Asn/PI LA DMA	34%	2%
Mod/Lib Rep	34%	10%
Tea Pty:Tot Suppt	34%	29%
Married/Dom part	34%	58%
Asn/PI South Regn	34%	3%
Regn:Sac/Nrth	34%	10%
Asn/PI Men	34%	3%
TV Prov:Over the air	34%	8%
Asn/PI SF DMA	34%	2%
White South Regn	34%	31%
City:Sml Twn/Rural	33%	20%
Asian/Pac-Is	33%	5%
Edu:Some college	33%	32%
White	33%	60%
Chld<18@hme:No	33%	66%
Income:\$0-\$40K	33%	20%
Party:Rep	32%	29%
Edu:Non-college	32%	46%
White Nrth Regn	32%	28%
Regn:San Diego	32%	10%
Media:SD	32%	10%
Income:\$40K-\$60K	32%	16%
Asn/PI Women	32%	2%
Resid:Own	32%	57%
Chinese	32%	3%

BANNER	Q19 SMARTPHONE	PERCENT OF SAMPLE
OVERALL	36%	100%
Asn/PI Nrth Regn	32%	2%
Latno SF DMA	32%	2%
Af-Am 50+	31%	2%
Tea Pty:Str Suppt	31%	10%
I-net:Few/day	31%	49%
Edu:HS or less	30%	14%
Cons Rep	30%	17%
White Women	30%	28%
Asn/PI Dem	30%	2%
Rep Women	27%	12%
Asn/PI Oth DMA	27%	1%
Latino 50+	26%	3%
Asn/PI Rep	25%	1%
I-net:Less often	24%	9%
Men 50+	23%	20%
Age:50-64	22%	25%
Dem 50+	22%	15%
Age:50+	20%	36%
Asn/PI 50+	20%	1%
Age:65-74	20%	7%
Rep 50+	20%	13%
NPP/O 50+	19%	8%
White 50+	17%	26%
Age:65+	17%	11%
Women 50+	17%	16%
Age:75+	10%	3%
Smtphne:No/DK/NA	2%	31%

BANNER OVERALL	Q19 TABLET 22%	PERCENT OF SAMPLE 100%
Income:\$100K+	36%	27%
Af-Am SF DMA	31%	1%
Edu:Post grad	29%	22%
Age:30-39	28%	20%
Af-Am Nrth Regn	28%	2%
I-net:Most/day	27%	39%
Edu:College+	27%	53%
Age:40-49	27%	19%
Smrtphne:Yes	27%	69%
White Men	27%	32%
Af-Am Oth DMA	26%	1%
Regn:San Diego	26%	10%
Media:SD	26%	10%
Af-Am 18-49	26%	4%
Asn/PI SF DMA	26%	2%
White South Regn	26%	31%
TV Prov:Internet	25%	14%
Men 18-49	25%	32%
Af-Am Women	25%	3%
Edu:College grad	25%	31%
Dem Men	25%	19%
Chld<18@hme:Yes	25%	33%
Married/Dom part	25%	58%
Asn/PI Nrth Regn	25%	2%
Afrcn-Amrcn	24%	6%
White 18-49	24%	33%
City type:Suburb	24%	28%
Media:SF	24%	23%
TV Prov:Cable	24%	48%
Af-Am Men	24%	3%
Resid:Own	24%	57%
Regn:Bay Area	24%	22%
Rep 18-49	24%	15%
Men	23%	52%
Tea Pty:Not Suppt	23%	62%

BANNER OVERALL	Q19 TABLET 22%	PERCENT OF SAMPLE 100%
Rep Men	23%	16%
Cons Rep	23%	17%
Dem 18-49	23%	26%
White	23%	60%
Af-Am South Regn	23%	4%
Regn:Coast	23%	72%
Latno Oth DMA	23%	5%
Mod/Cons Dem	23%	16%
Regn:LA	23%	24%
Liberal Dem	23%	24%
NPP/O 50+	23%	8%
Age:50-64	22%	25%
Age:18-49	22%	63%
Party:Dem	22%	41%
Regn:South	22%	56%
Church:Weekly	22%	31%
Af-Am 50+	22%	2%
Asn/PI NPP/O	22%	2%
Af-Am LA DMA	22%	4%
NPP/O Men	22%	17%
I-net:Total yes	22%	98%
City type:Big	22%	22%
Latino Nrth Regn	22%	6%
TV Prov:Over the air	21%	8%
Media:LA	21%	46%
Church:Never	21%	33%
White 50+	21%	26%
Income:\$60K-\$100K	21%	24%
Asn/PI Men	21%	3%
Party:NPP/O	21%	30%
TV Prov:Satellite	21%	30%
Party:Rep	21%	29%
Dem 50+	21%	15%
Regn:North	21%	44%
Men 50+	21%	20%

BANNER OVERALL	Q19 TABLET 22%	PERCENT OF SAMPLE 100%
NPP/O 18-49	21%	22%
Church:Occas	21%	34%
Age:50+	20%	36%
NPP/O Women	20%	14%
White Nrth Regn	20%	28%
Regn:LA Area	20%	23%
Women 50+	20%	16%
Dem Women	20%	22%
I-net:Few/day	20%	49%
Media:Other	20%	10%
City:Sml Twn/Rural	20%	20%
Latno SF DMA	20%	2%
Women	20%	48%
Asn/PI 18-49	20%	3%
Women 18-49	19%	31%
Chld<18@hme:No	19%	66%
City type:Med/Sml	19%	28%
Latino Women	19%	9%
Tea Pty:Str Suppt	19%	10%
Non-White	19%	37%
Regn:Cntrl Vally	19%	11%
Asian/Pac-Is	19%	5%
White Women	19%	28%
Resid:Rent	19%	38%
Tea Pty:Tot Suppt	19%	29%
Latno Rural city	19%	4%
Tea Pty:Smwt Suppt	19%	19%
Rep 50+	18%	13%
Regn:Inland	18%	28%
Rep Women	18%	12%
Asn/PI Dem	18%	2%
Chinese	18%	3%
Asn/PI 50+	18%	1%
API:Non-Chinese	17%	3%
Latino 50+	17%	3%
Regn:Sac/Nrth	17%	10%

BANNER OVERALL	Q19 TABLET 22%	PERCENT OF SAMPLE 100%
Age:75+	17%	3%
Latino	17%	19%
Latino 18-49	17%	16%
Asn/PI Oth DMA	17%	1%
Media:SAC	16%	11%
Latno Urban city	16%	15%
Edu:Some college	16%	32%
Marital:Single/S/D/W	16%	40%
Mod/Lib Rep	16%	10%
Asn/PI Women	16%	2%
Age:65+	16%	11%
Edu:Non-college	15%	46%
Latino Men	15%	9%
Latino South Regn	15%	13%
Age:65-74	15%	7%
Asn/PI South Regn	15%	3%
Asn/PI LA DMA	14%	2%
Asn/PI Rep	14%	1%
Latno LA DMA	14%	11%
Age:18-29	14%	24%
Edu:HS or less	13%	14%
Income:\$0-\$40K	12%	20%
TV Prov:DW/DK/NA	12%	6%
Income:\$40K-\$60K	12%	16%
Smrtphne:No/DK/NA	11%	31%
I-net:Less often	10%	9%
I-net:No/DK/NA	5%	2%

BANNER	Q19 TOT MOBILE 44%	PERCENT OF SAMPLE 100%
OVERALL		
Af-Am 18-49	63%	4%
Af-Am SF DMA	61%	1%
Af-Am Men	59%	3%
Age:30-39	58%	20%
Smrtphne:Yes	58%	69%
Income:\$100K+	56%	27%
Af-Am Nrth Regn	56%	2%
Latno Oth DMA	56%	5%
Latino Women	56%	9%
Afrcn-Amrcn	55%	6%
Af-Am South Regn	55%	4%
TV Prov:Internet	55%	14%
Dem 18-49	55%	26%
I-net:Most/day	54%	39%
Af-Am LA DMA	54%	4%
Latino 18-49	53%	16%
Men 18-49	52%	32%
Af-Am Women	52%	3%
Rep 18-49	52%	15%
Latino Nrth Regn	52%	6%
Age:18-29	52%	24%
Age:18-49	52%	63%
Af-Am Oth DMA	52%	1%
Women 18-49	51%	31%
Latno Rural city	51%	4%
Chld<18@hme:Yes	51%	33%
White 18-49	50%	33%
I-net:No/DK/NA	50%	2%
Latino	50%	19%
Latno LA DMA	49%	11%
Latno Urban city	49%	15%
Latino South Regn	48%	13%
NPP/O 18-49	48%	22%
Resid:Rent	48%	38%
Edu:Post grad	48%	22%

BANNER	Q19 TOT MOBILE 44%	PERCENT OF SAMPLE 100%
OVERALL		
Non-White	48%	37%
Edu:College+	48%	53%
Edu:College grad	47%	31%
NPP/O Women	47%	14%
Liberal Dem	47%	24%
Dem Men	46%	19%
Church:Never	46%	33%
Mod/Cons Dem	46%	16%
Party:Dem	46%	41%
Regn:Cntrl Vally	46%	11%
Dem Women	46%	22%
Asn/PI NPP/O	45%	2%
Tea Pty:Not Suppt	45%	62%
Media:SF	45%	23%
Regn:LA	45%	24%
Regn:Bay Area	44%	22%
Age:40-49	44%	19%
City type:Big	44%	22%
City type:Med/Sml	44%	28%
Rep Men	44%	16%
Marital:Single/S/D/W	44%	40%
Media:LA	44%	46%
City type:Suburb	44%	28%
Men	44%	52%
TV Prov:Cable	44%	48%
Party:NPP/O	44%	30%
Regn:Coast	44%	72%
TV Prov:Satellite	44%	30%
Regn:South	44%	56%
Income:\$60K-\$100K	43%	24%
Regn:North	43%	44%
Media:Other	43%	10%
I-net:Total yes	43%	98%
Asn/PI 18-49	43%	3%
Latino Men	43%	9%

BANNER	Q19 TOT MOBILE	PERCENT OF SAMPLE
OVERALL	44%	100%
Women	43%	48%
White Men	43%	32%
Regn:Inland	43%	28%
Regn:San Diego	43%	10%
Media:SD	43%	10%
Church:Occas	43%	34%
Married/Dom part	43%	58%
Regn:LA Area	43%	23%
Tea Pty:Smwt Suppt	42%	19%
Asn/PI SF DMA	42%	2%
TV Prov:Over the air	41%	8%
Church:Weekly	41%	31%
API:Non-Chinese	41%	3%
White South Regn	41%	31%
NPP/O Men	41%	17%
City:Sml Twn/Rural	41%	20%
White	41%	60%
Asn/PI Men	41%	3%
Asn/PI Nrth Regn	40%	2%
Cons Rep	40%	17%
Resid:Own	40%	57%
White Nrth Regn	40%	28%
Media:SAC	40%	11%
Party:Rep	40%	29%
Tea Pty:Tot Suppt	40%	29%
TV Prov:DW/DK/NA	40%	6%
Chld<18@hme:No	40%	66%
Edu:Some college	40%	32%
Af-Am 50+	39%	2%
Asian/Pac-Is	39%	5%
Regn:Sac/Nrth	39%	10%
Edu:Non-college	39%	46%
Mod/Lib Rep	38%	10%
Asn/PI South Regn	38%	3%
White Women	38%	28%
Latno SF DMA	38%	2%

BANNER	Q19 TOT MOBILE	PERCENT OF SAMPLE
OVERALL	44%	100%
Chinese	38%	3%
I-net:Few/day	38%	49%
Asn/PI LA DMA	38%	2%
Income:\$0-\$40K	38%	20%
Asn/PI Women	37%	2%
Edu:HS or less	37%	14%
Income:\$40K-\$60K	36%	16%
Asn/PI Dem	36%	2%
Asn/PI Oth DMA	36%	1%
Tea Pty:Str Suppt	35%	10%
Rep Women	35%	12%
Age:50-64	32%	25%
Dem 50+	32%	15%
NPP/O 50+	31%	8%
Asn/PI Rep	31%	1%
Men 50+	31%	20%
Latino 50+	31%	3%
Age:50+	30%	36%
I-net:Less often	29%	9%
Asn/PI 50+	29%	1%
White 50+	29%	26%
Women 50+	28%	16%
Rep 50+	26%	13%
Age:65-74	25%	7%
Age:65+	24%	11%
Age:75+	21%	3%
Smrtphne:No/DK/NA	11%	31%

BANNER	Q20 SHARE SAME	PERCENT OF SAMPLE
OVERALL	21%	100%
Tea Pty:Str Suppt	34%	10%
Cons Rep	31%	18%
Af-Am Women	29%	4%
Asn/PI 50+	28%	2%
Chinese	28%	3%
Asn/PI Women	28%	2%
Asn/PI Rep	27%	1%
Asn/PI South Regn	27%	3%
Asn/PI LA DMA	27%	2%
Tea Pty:Tot Suppt	27%	29%
Rep 18-49	26%	12%
Rep Men	26%	16%
Party:Rep	26%	30%
Asian/Pac-Is	26%	5%
Rep Women	26%	14%
Edu:HS or less	26%	21%
Asn/PI NPP/O	26%	2%
Income:\$0-\$40K	26%	22%
Asn/PI SF DMA	26%	2%
Af-Am LA DMA	26%	5%
Rep 50+	26%	17%
Af-Am South Regn	25%	5%
Latino Women	25%	11%
Asn/PI Nrth Regn	25%	2%
Asn/PI Dem	25%	2%
Af-Am 50+	25%	3%
Asn/PI Oth DMA	25%	1%
I-net:No/DK/NA	25%	10%
Age:75+	24%	9%
Church:Weekly	24%	34%
Liberal Dem	24%	22%
Asn/PI 18-49	24%	3%
Afrcn-Amrcn	24%	7%
Asn/PI Men	24%	3%
Af-Am Oth DMA	24%	1%

BANNER	Q20 SHARE SAME	PERCENT OF SAMPLE
OVERALL	21%	100%
Af-Am 18-49	24%	3%
API:Non-Chinese	24%	3%
Income:\$40K-\$60K	24%	17%
Latno Urban city	24%	17%
Latno Oth DMA	23%	6%
Latino South Regn	23%	14%
Latino 50+	23%	6%
City type:Big	23%	21%
Latno LA DMA	23%	12%
Latino	23%	21%
Media:Other	23%	12%
Age:65+	23%	20%
Resid:Rent	22%	34%
Latino 18-49	22%	15%
Edu:Non-college	22%	53%
Tea Pty:Smwt Suppt	22%	19%
Non-White	22%	40%
Men 50+	22%	23%
Regn:LA	22%	25%
Dem Women	22%	24%
White 50+	22%	32%
Women 18-49	22%	26%
Age:50+	22%	48%
Regn:Coast	22%	71%
Dem 50+	22%	22%
TV Prov:Satellite	22%	30%
Regn:South	22%	56%
Women	22%	51%
Media:LA	22%	46%
Women 50+	22%	25%
Af-Am Nrth Regn	21%	2%
Latino Nrth Regn	21%	7%
Age:65-74	21%	11%
Regn:LA Area	21%	22%
Smrtphne:No/DK/NA	21%	45%

BANNER	Q20 SHARE SAME	PERCENT OF SAMPLE
OVERALL	21%	100%
Age:50-64	21%	28%
Latno SF DMA	21%	3%
Latno Rural city	21%	4%
Regn:San Diego	21%	9%
Media:SD	21%	9%
Chld<18@hme:Yes	21%	29%
Married/Dom part	21%	60%
White Women	21%	29%
Party:Dem	21%	43%
I-net:Most/day	21%	31%
Chld<18@hme:No	21%	69%
Regn:Cntrl Vally	21%	12%
TV Prov:Cable	21%	51%
Marital:Single/S/D/W	21%	38%
I-net:Few/day	21%	43%
White Nrth Regn	21%	28%
City:Sml Twn/Rural	20%	21%
I-net:Total yes	20%	90%
Smrtphne:Yes	20%	55%
White	20%	57%
City type:Med/Sml	20%	28%
Edu:Some college	20%	32%
Dem 18-49	20%	21%
Af-Am SF DMA	20%	2%
Age:30-39	20%	16%
Latino Men	20%	10%
TV Prov:Internet	20%	10%
Resid:Own	20%	61%
Income:\$60K-\$100K	20%	23%
Media:SF	20%	23%
City type:Suburb	20%	27%
White South Regn	20%	29%
Men	20%	49%
Regn:Bay Area	20%	22%
Age:18-49	19%	51%
Regn:North	19%	44%

BANNER	Q20 SHARE SAME	PERCENT OF SAMPLE
OVERALL	21%	100%
Edu:College grad	19%	27%
White Men	19%	28%
Age:18-29	19%	18%
Age:40-49	19%	17%
Church:Occas	19%	34%
Dem Men	19%	19%
Church:Never	19%	29%
Edu:College+	19%	46%
I-net:Less often	18%	16%
TV Prov:Over the air	18%	9%
Regn:Inland	18%	29%
Edu:Post grad	18%	19%
Mod/Cons Dem	18%	19%
Mod/Lib Rep	18%	11%
White 18-49	18%	25%
Af-Am Men	18%	3%
Tea Pty:Not Suppt	18%	61%
Regn:Sac/Nrth	18%	10%
Men 18-49	17%	25%
Income:\$100K+	17%	22%
TV Prov:DW/DK/NA	17%	5%
Media:SAC	16%	11%
NPP/O Women	16%	13%
NPP/O 50+	15%	9%
Party:NPP/O	14%	27%
NPP/O 18-49	14%	18%
NPP/O Men	13%	14%

BANNER	Q20 NO POV	PERCENT OF SAMPLE
OVERALL	44%	100%
Income:\$100K+	55%	22%
Edu:Post grad	55%	19%
White 18-49	55%	25%
Church:Never	52%	29%
NPP/O Women	51%	13%
White South Regn	51%	29%
Regn:San Diego	51%	9%
Media:SD	51%	9%
White Men	51%	28%
NPP/O 18-49	51%	18%
Party:NPP/O	51%	27%
Edu:College+	50%	46%
White	50%	57%
NPP/O 50+	50%	9%
Media:SAC	50%	11%
NPP/O Men	50%	14%
Income:\$60K-\$100K	50%	23%
White Women	50%	29%
Regn:Sac/Nrth	50%	10%
White Nrth Regn	49%	28%
Tea Pty:Not Suppt	48%	61%
Mod/Lib Rep	48%	11%
I-net:Most/day	48%	31%
City type:Suburb	48%	27%
Edu:College grad	47%	27%
Smrtphne:Yes	47%	55%
I-net:Few/day	47%	43%
Age:40-49	47%	17%
Resid:Own	47%	61%
Age:30-39	47%	16%
White 50+	47%	32%
TV Prov:Internet	47%	10%
City type:Med/Sml	46%	28%
Men 18-49	46%	25%
Church:Occas	46%	34%

BANNER	Q20 NO POV	PERCENT OF SAMPLE
OVERALL	44%	100%
I-net:Total yes	46%	90%
Age:18-49	46%	51%
TV Prov:Cable	46%	51%
Regn:North	45%	44%
Married/Dom part	45%	60%
Regn:Inland	45%	29%
Media:SF	45%	23%
Regn:Bay Area	45%	22%
Age:50-64	45%	28%
Women 18-49	45%	26%
Men	44%	49%
Chld<18@hme:Yes	44%	29%
Dem Men	44%	19%
Chld<18@hme:No	44%	69%
Women	44%	51%
Mod/Cons Dem	43%	19%
Regn:Coast	43%	71%
Dem 18-49	43%	21%
Edu:Some college	43%	32%
TV Prov:Satellite	43%	30%
Age:18-29	43%	18%
Liberal Dem	43%	22%
Age:65-74	43%	11%
Regn:South	43%	56%
Party:Dem	42%	43%
Regn:Cntrl Vally	42%	12%
Asn/PI NPP/O	42%	2%
Marital:Single/S/D/W	42%	38%
Rep 18-49	42%	12%
Women 50+	42%	25%
Age:50+	42%	48%
Regn:LA Area	42%	22%
Men 50+	42%	23%
TV Prov:Over the air	42%	9%
Media:LA	42%	46%

BANNER	Q20 NO POV	PERCENT OF SAMPLE
OVERALL	44%	100%
Income:\$40K-\$60K	42%	17%
Rep Women	41%	14%
Tea Pty:Smwt Suppt	41%	19%
Dem Women	41%	24%
Dem 50+	41%	22%
Regn:LA	41%	25%
City:Sml Twn/Rural	41%	21%
City type:Big	41%	21%
Asn/PI SF DMA	41%	2%
Party:Rep	40%	30%
Smrtphne:No/DK/NA	40%	45%
Media:Other	40%	12%
Rep Men	39%	16%
Rep 50+	39%	17%
Asn/PI Nrth Regn	39%	2%
Resid:Rent	39%	34%
I-net:Less often	39%	16%
Edu:Non-college	39%	53%
Tea Pty:Tot Suppt	39%	29%
Latno Oth DMA	38%	6%
Latino Nrth Regn	38%	7%
Latino 18-49	38%	15%
Latino Men	38%	10%
Latno SF DMA	38%	3%
Asn/PI Men	38%	3%
Age:65+	38%	20%
Chinese	37%	3%
Church:Weekly	36%	34%
Asn/PI 18-49	36%	3%
Latno Urban city	36%	17%
TV Prov:DW/DK/NA	36%	5%
Latino	36%	21%
Latno Rural city	36%	4%
Cons Rep	36%	18%
Asian/Pac-Is	36%	5%
Non-White	35%	40%

BANNER	Q20 NO POV	PERCENT OF SAMPLE
OVERALL	44%	100%
Latino South Regn	35%	14%
Asn/PI 50+	34%	2%
Latno LA DMA	34%	12%
Latino Women	34%	11%
API:Non-Chinese	34%	3%
Af-Am 18-49	34%	3%
Asn/PI Women	33%	2%
Tea Pty:Str Suppt	33%	10%
Asn/PI Oth DMA	33%	1%
Asn/PI South Regn	33%	3%
Income:\$0-\$40K	32%	22%
Asn/PI LA DMA	32%	2%
Af-Am Men	32%	3%
Asn/PI Dem	32%	2%
Edu:HS or less	32%	21%
Latino 50+	31%	6%
Af-Am South Regn	31%	5%
Af-Am LA DMA	31%	5%
Age:75+	31%	9%
Afrcn-Amrcn	30%	7%
Af-Am SF DMA	30%	2%
Af-Am Women	29%	4%
Af-Am Nrth Regn	29%	2%
Af-Am Oth DMA	28%	1%
Asn/PI Rep	27%	1%
Af-Am 50+	26%	3%
I-net:No/DK/NA	26%	10%

BANNER	Q20 DIFF POV	PERCENT OF SAMPLE
OVERALL	13%	100%
Latno Rural city	29%	4%
Af-Am Nrth Regn	27%	2%
Af-Am SF DMA	27%	2%
Af-Am 50+	27%	3%
Af-Am Oth DMA	26%	1%
Latno LA DMA	25%	12%
I-net:No/DK/NA	24%	10%
Latno SF DMA	24%	3%
Af-Am Men	24%	3%
Latino 18-49	23%	15%
Latino Men	23%	10%
Latino Nrth Regn	23%	7%
Latino	23%	21%
Latino South Regn	23%	14%
Latino Women	23%	11%
Latino 50+	22%	6%
Afrcn-Amrcn	22%	7%
Edu:HS or less	22%	21%
Latno Urban city	21%	17%
Non-White	20%	40%
Af-Am Women	20%	4%
Income:\$0-\$40K	20%	22%
Af-Am South Regn	19%	5%
Af-Am LA DMA	19%	5%
Mod/Cons Dem	18%	19%
Latno Oth DMA	18%	6%
I-net:Less often	18%	16%
Resid:Rent	17%	34%
Af-Am 18-49	17%	3%
Edu:Non-college	17%	53%
Age:18-29	17%	18%
Asn/PI Dem	16%	2%
Asn/PI 18-49	16%	3%
Marital:Single/S/D/W	16%	38%
Church:Weekly	16%	34%

BANNER	Q20 DIFF POV	PERCENT OF SAMPLE
OVERALL	13%	100%
TV Prov:Over the air	16%	9%
TV Prov:DW/DK/NA	16%	5%
Dem 18-49	15%	21%
Dem Women	15%	24%
Asn/PI Oth DMA	15%	1%
Tea Pty:Smwt Suppt	15%	19%
Regn:LA	15%	25%
Party:Dem	14%	43%
API:Non-Chinese	14%	3%
Media:LA	14%	46%
Media:Other	14%	12%
City:Sml Twn/Rural	14%	21%
Edu:Some college	14%	32%
Church:Occas	14%	34%
Regn:Cntrl Vally	14%	12%
Women 18-49	14%	26%
Income:\$40K-\$60K	14%	17%
Asn/PI LA DMA	14%	2%
Smrtphne:No/DK/NA	14%	45%
Regn:LA Area	14%	22%
Asn/PI South Regn	14%	3%
Asn/PI Women	14%	2%
Age:18-49	14%	51%
NPP/O Men	14%	14%
Dem 50+	14%	22%
NPP/O 18-49	13%	18%
Asian/Pac-Is	13%	5%
Tea Pty:Tot Suppt	13%	29%
Men 18-49	13%	25%
Dem Men	13%	19%
Asn/PI Men	13%	3%
Regn:South	13%	56%
Asn/PI Nrth Regn	13%	2%
City type:Big	13%	21%
Age:75+	13%	9%

BANNER	Q20 DIFF POV	PERCENT OF SAMPLE
OVERALL	13%	100%
Women	13%	51%
Chld<18@hme:Yes	13%	29%
Age:30-39	13%	16%
Party:NPP/O	13%	27%
City type:Med/Sml	13%	28%
Regn:Coast	13%	71%
Regn:Inland	13%	29%
Asn/PI SF DMA	13%	2%
Chld<18@hme:No	13%	69%
TV Prov:Cable	13%	51%
Asn/PI NPP/O	13%	2%
Regn:Bay Area	12%	22%
Men	12%	49%
Media:SF	12%	23%
Women 50+	12%	25%
Regn:North	12%	44%
TV Prov:Satellite	12%	30%
Asn/PI Rep	12%	1%
Age:50-64	12%	28%
NPP/O Women	12%	13%
Age:50+	12%	48%
Smrtphne:Yes	12%	55%
Age:65+	12%	20%
Men 50+	12%	23%
NPP/O 50+	12%	9%
I-net:Total yes	11%	90%
Mod/Lib Rep	11%	11%
Tea Pty:Not Suppt	11%	61%
Chinese	11%	3%
TV Prov:Internet	11%	10%
Age:40-49	11%	17%
Rep 18-49	11%	12%
Tea Pty:Str Suppt	11%	10%
I-net:Few/day	11%	43%
Age:65-74	11%	11%
City type:Suburb	11%	27%

BANNER	Q20 DIFF POV	PERCENT OF SAMPLE
OVERALL	13%	100%
Married/Dom part	10%	60%
Rep Women	10%	14%
Edu:College grad	10%	27%
Party:Rep	10%	30%
Rep Men	10%	16%
Asn/PI 50+	10%	2%
Resid:Own	10%	61%
Rep 50+	10%	17%
Liberal Dem	10%	22%
Income:\$60K-\$100K	9%	23%
I-net:Most/day	9%	31%
Regn:Sac/Nrth	9%	10%
Media:SAC	9%	11%
Cons Rep	9%	18%
White 50+	8%	32%
White Women	8%	29%
White Nrth Regn	8%	28%
Regn:San Diego	8%	9%
Media:SD	8%	9%
Edu:College+	8%	46%
White	8%	57%
Church:Never	8%	29%
Income:\$100K+	7%	22%
White South Regn	7%	29%
White Men	7%	28%
White 18-49	7%	25%
Edu:Post grad	4%	19%

BANNER OVERALL	Q21A EASIER 63%	PERCENT OF SAMPLE 100%
Chinese	81%	3%
Asn/PI 18-49	76%	3%
Asn/PI NPP/O	76%	2%
TV Prov:Internet	75%	10%
Asn/PI LA DMA	74%	2%
Asn/PI Dem	74%	2%
Asn/PI South Regn	74%	3%
Asn/PI SF DMA	74%	2%
Asn/PI Men	74%	3%
Asian/Pac-Is	73%	5%
Asn/PI Women	73%	2%
I-net:Most/day	73%	31%
Asn/PI Nrth Regn	72%	2%
White 18-49	72%	25%
Age:30-39	72%	16%
Af-Am Oth DMA	72%	1%
Men 18-49	71%	25%
Smrtphne:Yes	71%	55%
Dem 18-49	70%	21%
Age:18-49	70%	51%
Rep 18-49	70%	12%
Asn/PI 50+	70%	2%
NPP/O 18-49	70%	18%
API:Non-Chinese	70%	3%
Age:18-29	70%	18%
Women 18-49	69%	26%
Age:40-49	69%	17%
Income:\$100K+	69%	22%
Latino Men	69%	10%
Chld<18@hme:Yes	69%	29%
Af-Am 18-49	69%	3%
Asn/PI Oth DMA	68%	1%
Asn/PI Rep	68%	1%
City type:Suburb	68%	27%
Latino 18-49	67%	15%

BANNER OVERALL	Q21A EASIER 63%	PERCENT OF SAMPLE 100%
Regn:LA	67%	25%
Edu:Post grad	67%	19%
Latino South Regn	67%	14%
Tea Pty:Not Suppt	67%	61%
Latno LA DMA	67%	12%
Income:\$40K-\$60K	66%	17%
Edu:College+	66%	46%
Latno Urban city	66%	17%
Media:LA	66%	46%
Dem Men	66%	19%
Liberal Dem	66%	22%
NPP/O Men	66%	14%
Af-Am Women	66%	4%
Resid:Rent	66%	34%
Edu:College grad	66%	27%
I-net:Total yes	66%	90%
Non-White	65%	40%
Men	65%	49%
Af-Am LA DMA	65%	5%
I-net:Few/day	65%	43%
Af-Am South Regn	65%	5%
Latino	65%	21%
Income:\$60K-\$100K	65%	23%
Party:NPP/O	65%	27%
Media:SF	64%	23%
Regn:Bay Area	64%	22%
Regn:LA Area	64%	22%
City type:Big	64%	21%
Regn:South	64%	56%
Church:Never	64%	29%
Regn:Coast	64%	71%
Church:Occas	64%	34%
TV Prov:Cable	64%	51%
Married/Dom part	64%	60%
Rep Men	64%	16%

BANNER	Q21A EASIER	PERCENT OF SAMPLE
OVERALL	63%	100%
City type:Med/Sml	63%	28%
Afrcn-Amrcn	63%	7%
Party:Dem	63%	43%
White Men	63%	28%
Edu:Some college	63%	32%
Mod/Cons Dem	63%	19%
NPP/O Women	63%	13%
Latno Oth DMA	63%	6%
Church:Weekly	63%	34%
Marital:Single/S/D/W	62%	38%
White South Regn	62%	29%
TV Prov:Over the air	62%	9%
White	62%	57%
Resid:Own	62%	61%
Regn:North	62%	44%
White Nrth Regn	61%	28%
TV Prov:Satellite	61%	30%
Dem Women	61%	24%
Cons Rep	61%	18%
Media:SAC	61%	11%
Party:Rep	61%	30%
Regn:Inland	61%	29%
Mod/Lib Rep	61%	11%
Women	61%	51%
Latino Women	61%	11%
Chld<18@hme:No	61%	69%
White Women	60%	29%
Edu:Non-college	60%	53%
Af-Am Nrth Regn	60%	2%
Af-Am Men	60%	3%
Tea Pty:Smwt Suppt	60%	19%
Regn:Sac/Nrth	60%	10%
Latino Nrth Regn	60%	7%
Age:50-64	60%	28%
Men 50+	59%	23%
Regn:Cntrl Vally	59%	12%

BANNER	Q21A EASIER	PERCENT OF SAMPLE
OVERALL	63%	100%
Af-Am 50+	59%	3%
Latno Rural city	59%	4%
Tea Pty:Tot Suppt	59%	29%
Rep Women	59%	14%
Latno SF DMA	59%	3%
Income:\$0-\$40K	58%	22%
Latino 50+	58%	6%
TV Prov:DW/DK/NA	58%	5%
Dem 50+	58%	22%
Age:65-74	57%	11%
City:Sml Twn/Rural	57%	21%
Media:Other	56%	12%
Edu:HS or less	56%	21%
Age:50+	56%	48%
Tea Pty:Str Suppt	55%	10%
Rep 50+	55%	17%
White 50+	55%	32%
Regn:San Diego	55%	9%
Media:SD	55%	9%
I-net:Less often	54%	16%
Af-Am SF DMA	54%	2%
Smrtphne:No/DK/NA	53%	45%
NPP/O 50+	53%	9%
Women 50+	53%	25%
Age:65+	51%	20%
Age:75+	42%	9%
I-net:No/DK/NA	40%	10%

BANNER	Q21A HARDER	PERCENT OF SAMPLE
OVERALL	18%	100%
I-net:No/DK/NA	30%	10%
NPP/O 50+	26%	9%
Tea Pty:Str Suppt	26%	10%
Age:75+	25%	9%
Women 50+	24%	25%
Age:65+	24%	20%
Media:Other	24%	12%
Rep 50+	24%	17%
City:Sml Twn/Rural	24%	21%
Age:65-74	23%	11%
I-net:Less often	23%	16%
White 50+	23%	32%
Latino 50+	23%	6%
Age:50+	23%	48%
Smrtphne:No/DK/NA	23%	45%
Latno Rural city	23%	4%
Tea Pty:Tot Suppt	22%	29%
Age:50-64	22%	28%
Latino Women	21%	11%
Regn:Cntrl Vally	21%	12%
Men 50+	21%	23%
Income:\$0-\$40K	21%	22%
Dem 50+	21%	22%
Latno SF DMA	21%	3%
Edu:HS or less	21%	21%
Rep Women	21%	14%
TV Prov:Satellite	20%	30%
Cons Rep	20%	18%
Tea Pty:Smwt Suppt	20%	19%
Regn:Inland	20%	29%
Regn:Sac/Nrth	20%	10%
Party:Rep	20%	30%
Latino Nrth Regn	20%	7%
Resid:Own	20%	61%
Rep Men	19%	16%

BANNER	Q21A HARDER	PERCENT OF SAMPLE
OVERALL	18%	100%
NPP/O Women	19%	13%
Church:Weekly	19%	34%
Regn:LA Area	19%	22%
Edu:Non-college	19%	53%
Women	19%	51%
Mod/Lib Rep	19%	11%
White Nrth Regn	19%	28%
Regn:North	19%	44%
Chld<18@hme:No	19%	69%
White Women	19%	29%
Married/Dom part	19%	60%
City type:Med/Sml	19%	28%
Regn:San Diego	18%	9%
Media:SD	18%	9%
White	18%	57%
Media:SAC	18%	11%
TV Prov:DW/DK/NA	18%	5%
White Men	18%	28%
Mod/Cons Dem	18%	19%
White South Regn	18%	29%
Dem Women	18%	24%
Edu:Some college	18%	32%
TV Prov:Over the air	17%	9%
Latino	17%	21%
I-net:Few/day	17%	43%
Church:Occas	17%	34%
Party:Dem	17%	43%
Regn:Bay Area	17%	22%
Latno LA DMA	17%	12%
Regn:South	17%	56%
Media:SF	17%	23%
Regn:Coast	17%	71%
TV Prov:Cable	17%	51%
Men	17%	49%
Income:\$60K-\$100K	17%	23%

BANNER	Q21A HARDER	PERCENT OF SAMPLE
OVERALL	18%	100%
Marital:Single/S/D/W	17%	38%
Latno Oth DMA	17%	6%
Church:Never	17%	29%
Dem Men	17%	19%
Edu:Post grad	16%	19%
Media:LA	16%	46%
I-net:Total yes	16%	90%
Edu:College+	16%	46%
Edu:College grad	16%	27%
Party:NPP/O	16%	27%
Latino South Regn	16%	14%
Non-White	16%	40%
Latno Urban city	16%	17%
Income:\$40K-\$60K	16%	17%
Liberal Dem	16%	22%
Asn/PI Rep	16%	1%
Af-Am SF DMA	16%	2%
Age:40-49	16%	17%
Chld<18@hme:Yes	16%	29%
City type:Big	16%	21%
Resid:Rent	15%	34%
Tea Pty:Not Suppt	15%	61%
Latino 18-49	15%	15%
Af-Am Women	15%	4%
Rep 18-49	15%	12%
Income:\$100K+	15%	22%
Af-Am 50+	15%	3%
Regn:LA	15%	25%
City type:Suburb	14%	27%
Asn/PI Oth DMA	14%	1%
NPP/O Men	14%	14%
Smrtphne:Yes	14%	55%
Women 18-49	14%	26%
Asn/PI 50+	14%	2%
Asn/PI Nrth Regn	14%	2%
Asn/PI Women	13%	2%

BANNER	Q21A HARDER	PERCENT OF SAMPLE
OVERALL	18%	100%
Asn/PI SF DMA	13%	2%
Dem 18-49	13%	21%
API:Non-Chinese	13%	3%
Latino Men	13%	10%
Age:18-49	13%	51%
Age:30-39	13%	16%
Af-Am South Regn	12%	5%
Afrcn-Amrcn	12%	7%
Af-Am LA DMA	12%	5%
Asian/Pac-Is	12%	5%
Af-Am Nrth Regn	12%	2%
Men 18-49	12%	25%
White 18-49	12%	25%
I-net:Most/day	12%	31%
NPP/O 18-49	12%	18%
Asn/PI NPP/O	11%	2%
Asn/PI Men	11%	3%
Asn/PI 18-49	11%	3%
Asn/PI South Regn	11%	3%
TV Prov:Internet	11%	10%
Asn/PI LA DMA	11%	2%
Asn/PI Dem	10%	2%
Age:18-29	10%	18%
Af-Am 18-49	10%	3%
Af-Am Men	9%	3%
Chinese	8%	3%
Af-Am Oth DMA	8%	1%

BANNER	Q21A NO DIFF	PERCENT OF SAMPLE
OVERALL	16%	100%
Age:75+	30%	9%
Af-Am Men	27%	3%
I-net:No/DK/NA	26%	10%
Af-Am 50+	24%	3%
Age:65+	23%	20%
Af-Am South Regn	22%	5%
Af-Am LA DMA	22%	5%
Af-Am SF DMA	22%	2%
Afrcn-Amrcn	21%	7%
Regn:San Diego	21%	9%
Media:SD	21%	9%
Smrtphne:No/DK/NA	21%	45%
Women 50+	20%	25%
White 50+	20%	32%
Edu:HS or less	20%	21%
Rep 50+	20%	17%
I-net:Less often	20%	16%
Af-Am Nrth Regn	20%	2%
Age:50+	19%	48%
TV Prov:DW/DK/NA	19%	5%
NPP/O 50+	19%	9%
Dem 50+	19%	22%
Af-Am 18-49	18%	3%
Men 50+	18%	23%
Income:\$0-\$40K	18%	22%
City type:Big	18%	21%
Rep Women	18%	14%
Mod/Lib Rep	18%	11%
Age:65-74	18%	11%
NPP/O Men	18%	14%
Af-Am Oth DMA	18%	1%
Latno SF DMA	17%	3%
Tea Pty:Str Suppt	17%	10%
Mod/Cons Dem	17%	19%
Chld<18@hme:No	17%	69%

BANNER	Q21A NO DIFF	PERCENT OF SAMPLE
OVERALL	16%	100%
Media:SAC	17%	11%
Edu:Non-college	17%	53%
Church:Occas	17%	34%
City:Sml Twn/Rural	17%	21%
Tea Pty:Tot Suppt	17%	29%
Af-Am Women	17%	4%
White South Regn	17%	29%
Marital:Single/S/D/W	17%	38%
White Men	17%	28%
Dem Women	17%	24%
Tea Pty:Smwt Suppt	17%	19%
Party:Rep	17%	30%
TV Prov:Over the air	17%	9%
TV Prov:Cable	17%	51%
White	17%	57%
Resid:Own	17%	61%
Latino 50+	17%	6%
Age:50-64	17%	28%
White Women	17%	29%
White Nrth Regn	17%	28%
Cons Rep	17%	18%
Regn:South	17%	56%
Regn:Sac/Nrth	16%	10%
Latno Rural city	16%	4%
Party:Dem	16%	43%
Regn:LA	16%	25%
Regn:Coast	16%	71%
Men	16%	49%
Women	16%	51%
Income:\$60K-\$100K	16%	23%
Media:Other	16%	12%
Regn:Cntrl Vally	16%	12%
Church:Weekly	16%	34%
Regn:Inland	16%	29%
TV Prov:Satellite	16%	30%

BANNER	Q21A NO DIFF	PERCENT OF SAMPLE
OVERALL	16%	100%
Rep Men	16%	16%
Asn/PI Oth DMA	16%	1%
Latino Men	16%	10%
Regn:North	16%	44%
Married/Dom part	16%	60%
City type:Suburb	16%	27%
Non-White	16%	40%
Latino Nrth Regn	16%	7%
Edu:Some college	16%	32%
Dem Men	16%	19%
Media:LA	15%	46%
Church:Never	15%	29%
Edu:College grad	15%	27%
Regn:Bay Area	15%	22%
Income:\$40K-\$60K	15%	17%
Tea Pty:Not Suppt	15%	61%
Party:NPP/O	15%	27%
Media:SF	15%	23%
I-net:Total yes	15%	90%
I-net:Few/day	15%	43%
Latino	15%	21%
Edu:College+	15%	46%
Income:\$100K+	15%	22%
Regn:LA Area	15%	22%
Asn/PI 50+	15%	2%
Latino South Regn	15%	14%
Latno LA DMA	15%	12%
Resid:Rent	15%	34%
Latno Urban city	15%	17%
Latno Oth DMA	15%	6%
City type:Med/Sml	15%	28%
Asn/PI Rep	14%	1%
Edu:Post grad	14%	19%
Latino Women	14%	11%
Latino 18-49	14%	15%
Men 18-49	14%	25%

BANNER	Q21A NO DIFF	PERCENT OF SAMPLE
OVERALL	16%	100%
Age:40-49	14%	17%
Liberal Dem	14%	22%
API:Non-Chinese	14%	3%
Chld<18@hme:Yes	13%	29%
NPP/O 18-49	13%	18%
Dem 18-49	13%	21%
Age:18-49	13%	51%
Asn/PI LA DMA	13%	2%
I-net:Most/day	13%	31%
Asn/PI South Regn	13%	3%
Age:18-29	13%	18%
NPP/O Women	13%	13%
Asn/PI Dem	13%	2%
Smrtphne:Yes	12%	55%
Rep 18-49	12%	12%
Age:30-39	12%	16%
White 18-49	12%	25%
Asn/PI Men	12%	3%
Women 18-49	12%	26%
Asian/Pac-Is	12%	5%
Asn/PI Women	11%	2%
Asn/PI Nrth Regn	11%	2%
Asn/PI NPP/O	10%	2%
TV Prov:Internet	10%	10%
Asn/PI 18-49	9%	3%
Asn/PI SF DMA	9%	2%
Chinese	8%	3%

BANNER OVERALL	Q21B EASIER 62%	PERCENT OF SAMPLE 100%
Chinese	79%	3%
Asn/PI 18-49	74%	3%
Asn/PI NPP/O	73%	2%
Asn/PI South Regn	73%	3%
Asn/PI Men	73%	3%
Asn/PI SF DMA	73%	2%
Asn/PI Dem	72%	2%
Dem 18-49	72%	21%
Asn/PI LA DMA	72%	2%
Asian/Pac-Is	72%	5%
TV Prov:Internet	72%	10%
Asn/PI Women	72%	2%
Age:30-39	72%	16%
Asn/PI Nrth Regn	71%	2%
Asn/PI Oth DMA	71%	1%
Latino 18-49	70%	15%
I-net:Most/day	70%	31%
Asn/PI 50+	70%	2%
Asn/PI Rep	70%	1%
Age:40-49	69%	17%
Men 18-49	69%	25%
NPP/O 18-49	69%	18%
Age:18-49	69%	51%
Latino Men	69%	10%
Women 18-49	69%	26%
White 18-49	68%	25%
Smrtphne:Yes	68%	55%
API:Non-Chinese	68%	3%
Latno LA DMA	68%	12%
Chld<18@hme:Yes	68%	29%
Latino South Regn	67%	14%
Latno Urban city	67%	17%
Income:\$100K+	67%	22%
Age:18-29	66%	18%
Latino	66%	21%

BANNER OVERALL	Q21B EASIER 62%	PERCENT OF SAMPLE 100%
NPP/O Men	66%	14%
Tea Pty:Not Suppt	65%	61%
Liberal Dem	65%	22%
Non-White	65%	40%
City type:Big	65%	21%
Dem Men	65%	19%
Resid:Rent	65%	34%
Regn:LA	65%	25%
Latno Oth DMA	65%	6%
Party:NPP/O	64%	27%
Edu:College grad	64%	27%
Latino Women	64%	11%
Latino Nrth Regn	64%	7%
Edu:College+	64%	46%
TV Prov:Over the air	64%	9%
Media:SF	64%	23%
Edu:Post grad	63%	19%
Latno Rural city	63%	4%
I-net:Total yes	63%	90%
Rep 18-49	63%	12%
Party:Dem	63%	43%
Regn:Bay Area	63%	22%
Media:LA	63%	46%
Income:\$60K-\$100K	63%	23%
Mod/Cons Dem	63%	19%
Church:Occas	63%	34%
Latno SF DMA	63%	3%
NPP/O Women	63%	13%
Men	63%	49%
Af-Am Oth DMA	63%	1%
Married/Dom part	62%	60%
City type:Med/Sml	62%	28%
City type:Suburb	62%	27%
Regn:Coast	62%	71%
Church:Never	62%	29%

BANNER	Q21B EASIER	PERCENT OF SAMPLE
OVERALL	62%	100%
TV Prov:Satellite	62%	30%
Regn:North	62%	44%
Dem Women	62%	24%
Regn:South	62%	56%
I-net:Few/day	61%	43%
Church:Weekly	61%	34%
Af-Am 18-49	61%	3%
TV Prov:Cable	61%	51%
Regn:Inland	61%	29%
Regn:Cntrl Vally	61%	12%
Women	61%	51%
Income:\$40K-\$60K	61%	17%
Af-Am LA DMA	61%	5%
Marital:Single/S/D/W	61%	38%
Media:SAC	61%	11%
Resid:Own	60%	61%
Af-Am South Regn	60%	5%
Af-Am Men	60%	3%
Regn:LA Area	60%	22%
White Men	60%	28%
Edu:Some college	60%	32%
Edu:Non-college	60%	53%
Afrcn-Amrcn	60%	7%
Income:\$0-\$40K	60%	22%
White Nrth Regn	60%	28%
Edu:HS or less	60%	21%
Regn:Sac/Nrth	60%	10%
White	60%	57%
Af-Am Women	60%	4%
White South Regn	59%	29%
Chld<18@hme:No	59%	69%
White Women	59%	29%
Af-Am Nrth Regn	59%	2%
City:Sml Twn/Rural	58%	21%
Cons Rep	58%	18%
Af-Am 50+	58%	3%

BANNER	Q21B EASIER	PERCENT OF SAMPLE
OVERALL	62%	100%
Age:50-64	58%	28%
Rep Women	57%	14%
Media:Other	57%	12%
Party:Rep	57%	30%
Regn:San Diego	57%	9%
Media:SD	57%	9%
Rep Men	57%	16%
Tea Pty:Str Suppt	57%	10%
Latino 50+	57%	6%
Tea Pty:Tot Suppt	57%	29%
Tea Pty:Smwt Suppt	56%	19%
Men 50+	56%	23%
Mod/Lib Rep	56%	11%
Af-Am SF DMA	56%	2%
Dem 50+	55%	22%
I-net:Less often	55%	16%
NPP/O 50+	55%	9%
Age:50+	54%	48%
White 50+	54%	32%
Smrtphne:No/DK/NA	53%	45%
Rep 50+	53%	17%
TV Prov:DW/DK/NA	53%	5%
Women 50+	53%	25%
Age:65-74	52%	11%
Age:65+	49%	20%
I-net:No/DK/NA	47%	10%
Age:75+	46%	9%

BANNER OVERALL	Q21B HARDER 14%	PERCENT OF SAMPLE 100%
Age:75+	21%	9%
I-net:No/DK/NA	21%	10%
Age:65+	19%	20%
NPP/O 50+	19%	9%
Age:65-74	18%	11%
Women 50+	18%	25%
Af-Am SF DMA	17%	2%
Regn:LA Area	17%	22%
Smrtphne:No/DK/NA	17%	45%
White 50+	17%	32%
Tea Pty:Str Suppt	17%	10%
Dem 50+	17%	22%
Age:50+	17%	48%
Af-Am 50+	17%	3%
I-net:Less often	17%	16%
Latino 50+	16%	6%
Regn:Inland	16%	29%
Rep 50+	16%	17%
Men 50+	16%	23%
City type:Med/Sml	16%	28%
Regn:Sac/Nrth	16%	10%
Af-Am Nrth Regn	16%	2%
White South Regn	16%	29%
Media:Other	16%	12%
Af-Am Women	16%	4%
TV Prov:DW/DK/NA	15%	5%
Media:SAC	15%	11%
Church:Weekly	15%	34%
City:Sml Twn/Rural	15%	21%
Age:50-64	15%	28%
Edu:Some college	15%	32%
Edu:Non-college	15%	53%
Edu:HS or less	15%	21%
Tea Pty:Tot Suppt	15%	29%
Mod/Cons Dem	15%	19%

BANNER OVERALL	Q21B HARDER 14%	PERCENT OF SAMPLE 100%
White Men	15%	28%
Rep Women	15%	14%
Mod/Lib Rep	15%	11%
TV Prov:Satellite	15%	30%
Income:\$40K-\$60K	15%	17%
Party:Rep	15%	30%
Rep Men	15%	16%
White	15%	57%
Income:\$0-\$40K	14%	22%
Media:LA	14%	46%
Latino Women	14%	11%
Afrcn-Amrcn	14%	7%
White Women	14%	29%
Chld<18@hme:No	14%	69%
Regn:South	14%	56%
Resid:Own	14%	61%
Cons Rep	14%	18%
Women	14%	51%
NPP/O Women	14%	13%
Asn/PI Oth DMA	14%	1%
Af-Am LA DMA	14%	5%
Regn:Cntrl Vally	14%	12%
Dem Women	14%	24%
Af-Am South Regn	14%	5%
I-net:Few/day	14%	43%
Marital:Single/S/D/W	14%	38%
Married/Dom part	14%	60%
Tea Pty:Smwt Suppt	14%	19%
TV Prov:Cable	14%	51%
Party:Dem	14%	43%
Latno LA DMA	14%	12%
Latno SF DMA	14%	3%
Dem Men	13%	19%
Men	13%	49%
White Nrth Regn	13%	28%

BANNER OVERALL	Q21B HARDER 14%	PERCENT OF SAMPLE 100%
Asn/PI Rep	13%	1%
Income:\$60K-\$100K	13%	23%
Regn:North	13%	44%
I-net:Total yes	13%	90%
Church:Occas	13%	34%
Party:NPP/O	13%	27%
Resid:Rent	13%	34%
Af-Am Men	13%	3%
Regn:Coast	13%	71%
Tea Pty:Not Suppt	13%	61%
Rep 18-49	13%	12%
Latno Urban city	13%	17%
Age:40-49	13%	17%
Edu:Post grad	13%	19%
Af-Am 18-49	13%	3%
TV Prov:Over the air	13%	9%
Latino South Regn	12%	14%
Latino	12%	21%
Latino Nrth Regn	12%	7%
Regn:San Diego	12%	9%
Media:SD	12%	9%
Church:Never	12%	29%
Edu:College+	12%	46%
Chld<18@hme:Yes	12%	29%
Regn:LA	12%	25%
Non-White	12%	40%
Edu:College grad	12%	27%
City type:Big	12%	21%
Latno Rural city	12%	4%
Asn/PI Nrth Regn	12%	2%
NPP/O Men	12%	14%
Liberal Dem	12%	22%
City type:Suburb	11%	27%
Asn/PI Women	11%	2%
Income:\$100K+	11%	22%
Regn:Bay Area	11%	22%

BANNER OVERALL	Q21B HARDER 14%	PERCENT OF SAMPLE 100%
Af-Am Oth DMA	11%	1%
Asn/PI 50+	11%	2%
Media:SF	11%	23%
Latino 18-49	11%	15%
Smrtphne:Yes	11%	55%
Asn/PI SF DMA	11%	2%
Women 18-49	10%	26%
Age:18-49	10%	51%
Men 18-49	10%	25%
White 18-49	10%	25%
Latino Men	10%	10%
Age:30-39	10%	16%
NPP/O 18-49	10%	18%
I-net:Most/day	10%	31%
Asian/Pac-Is	10%	5%
Latno Oth DMA	10%	6%
API:Non-Chinese	10%	3%
Dem 18-49	9%	21%
Asn/PI NPP/O	9%	2%
Asn/PI 18-49	9%	3%
Age:18-29	9%	18%
Asn/PI Men	8%	3%
Asn/PI Dem	8%	2%
Asn/PI South Regn	8%	3%
TV Prov:Internet	8%	10%
Asn/PI LA DMA	8%	2%
Chinese	6%	3%

BANNER	Q21B NO DIFF	PERCENT OF SAMPLE
OVERALL	21%	100%
Age:75+	29%	9%
Age:65+	28%	20%
Rep 50+	28%	17%
Regn:San Diego	28%	9%
Media:SD	28%	9%
Age:65-74	28%	11%
Tea Pty:Smwt Suppt	27%	19%
Women 50+	27%	25%
White 50+	27%	32%
I-net:No/DK/NA	27%	10%
Smrtphne:No/DK/NA	26%	45%
Age:50+	26%	48%
Tea Pty:Tot Suppt	26%	29%
I-net:Less often	26%	16%
Cons Rep	25%	18%
Dem 50+	25%	22%
Rep Men	25%	16%
Mod/Lib Rep	25%	11%
Party:Rep	25%	30%
Rep Women	25%	14%
Men 50+	25%	23%
Af-Am Oth DMA	25%	1%
TV Prov:DW/DK/NA	25%	5%
Latino 50+	24%	6%
Age:50-64	24%	28%
NPP/O 50+	24%	9%
Tea Pty:Str Suppt	24%	10%
City type:Suburb	23%	27%
City:Sml Twn/Rural	23%	21%
White Nrth Regn	23%	28%
Chld<18@hme:No	23%	69%
Resid:Own	23%	61%
White Women	23%	29%
Af-Am South Regn	22%	5%
TV Prov:Cable	22%	51%

BANNER	Q21B NO DIFF	PERCENT OF SAMPLE
OVERALL	21%	100%
White	22%	57%
Regn:Bay Area	22%	22%
Income:\$40K-\$60K	22%	17%
White Men	22%	28%
Media:Other	22%	12%
Edu:HS or less	22%	21%
I-net:Few/day	22%	43%
Dem Women	22%	24%
Media:SF	22%	23%
Latno Rural city	22%	4%
Edu:Non-college	22%	53%
Income:\$0-\$40K	22%	22%
Married/Dom part	22%	60%
Latno SF DMA	22%	3%
Women	22%	51%
Af-Am Men	22%	3%
Edu:Some college	22%	32%
Regn:Coast	22%	71%
Regn:North	22%	44%
Af-Am 18-49	21%	3%
White South Regn	21%	29%
Af-Am LA DMA	21%	5%
Media:SAC	21%	11%
Church:Occas	21%	34%
Afrcn-Amrcn	21%	7%
Church:Never	21%	29%
Latno Oth DMA	21%	6%
Church:Weekly	21%	34%
Regn:South	21%	56%
Regn:Cntrl Vally	21%	12%
Af-Am 50+	21%	3%
Af-Am Women	21%	4%
Men	21%	49%
Edu:Post grad	21%	19%
Marital:Single/S/D/W	21%	38%

BANNER	Q21B NO DIFF 21%	PERCENT OF SAMPLE 100%
OVERALL	21%	100%
Edu:College+	21%	46%
I-net:Total yes	21%	90%
TV Prov:Satellite	21%	30%
Edu:College grad	21%	27%
Regn:Sac/Nrth	21%	10%
Income:\$60K-\$100K	21%	23%
Party:Dem	20%	43%
Latino Nrth Regn	20%	7%
Regn:Inland	20%	29%
Mod/Cons Dem	20%	19%
TV Prov:Over the air	20%	9%
Rep 18-49	20%	12%
API:Non-Chinese	20%	3%
Regn:LA Area	20%	22%
Liberal Dem	20%	22%
City type:Big	20%	21%
Non-White	20%	40%
Media:LA	19%	46%
Regn:LA	19%	25%
Income:\$100K+	19%	22%
Latino Men	19%	10%
Dem Men	19%	19%
Tea Pty:Not Suppt	19%	61%
Latino	19%	21%
City type:Med/Sml	19%	28%
NPP/O Men	18%	14%
Latino Women	18%	11%
Af-Am Nrth Regn	18%	2%
Af-Am SF DMA	18%	2%
Latno Urban city	18%	17%
Age:18-29	18%	18%
Party:NPP/O	18%	27%
Asn/PI LA DMA	18%	2%
Latino South Regn	18%	14%
Asn/PI Dem	17%	2%
NPP/O Women	17%	13%

BANNER	Q21B NO DIFF 21%	PERCENT OF SAMPLE 100%
OVERALL	21%	100%
Smrtphne:Yes	17%	55%
Resid:Rent	17%	34%
Asn/PI South Regn	17%	3%
Chld<18@hme:Yes	17%	29%
Asn/PI 50+	17%	2%
Latno LA DMA	17%	12%
Asn/PI Men	17%	3%
Men 18-49	17%	25%
White 18-49	16%	25%
Age:18-49	16%	51%
Women 18-49	16%	26%
I-net:Most/day	16%	31%
Latino 18-49	16%	15%
Age:40-49	16%	17%
Asian/Pac-Is	16%	5%
TV Prov:Internet	16%	10%
Age:30-39	16%	16%
Dem 18-49	15%	21%
Asn/PI Rep	15%	1%
NPP/O 18-49	15%	18%
Asn/PI Oth DMA	15%	1%
Asn/PI NPP/O	14%	2%
Asn/PI 18-49	14%	3%
Asn/PI Women	14%	2%
Asn/PI Nrth Regn	14%	2%
Asn/PI SF DMA	13%	2%
Chinese	11%	3%

BANNER	CIV TARGET	PERCENT
OVERALL	1-2 OF 5	OF SAMPLE
	41%	100%
Income:\$100K+	51%	22%
TV Prov:DW/DK/NA	50%	6%
Rep 18-49	49%	12%
Age:30-39	47%	16%
Edu:Post grad	47%	19%
Cons Rep	46%	17%
Rep Men	46%	16%
I-net:Few/day	46%	43%
Smrtphne:Yes	46%	55%
White 18-49	45%	25%
Edu:College+	45%	46%
Tea Pty:Smwt Suppt	45%	19%
Party:Rep	45%	30%
White Men	44%	28%
Tea Pty:Tot Suppt	44%	29%
Edu:College grad	44%	27%
Media:SAC	44%	11%
Tea Pty:Str Suppt	43%	10%
Rep Women	43%	14%
White Nrth Regn	43%	28%
NPP/O Men	43%	14%
White	43%	57%
I-net:Most/day	43%	31%
Men 18-49	43%	25%
White South Regn	43%	29%
TV Prov:Satellite	43%	30%
Chld<18@hme:Yes	43%	29%
City:Sml Twn/Rural	43%	22%
City type:Suburb	43%	27%
Af-Am 18-49	43%	3%
I-net:Total yes	42%	90%
Church:Never	42%	29%
Age:18-49	42%	51%
Resid:Own	42%	61%
Women 18-49	42%	26%

BANNER	CIV TARGET	PERCENT
OVERALL	1-2 OF 5	OF SAMPLE
	41%	100%
Married/Dom part	42%	60%
Men	42%	49%
White Women	42%	29%
Liberal Dem	41%	22%
Rep 50+	41%	17%
Edu:Some college	41%	32%
Age:65-74	41%	11%
White 50+	41%	32%
Dem 18-49	41%	21%
Regn:Bay Area	41%	22%
Regn:North	41%	44%
Regn:Inland	41%	29%
Regn:Cntrl Vally	41%	12%
Regn:LA Area	41%	22%
Regn:Sac/Nrth	41%	10%
Media:SF	41%	22%
Af-Am South Regn	41%	5%
Media:LA	41%	46%
Age:18-29	41%	18%
Regn:Coast	41%	71%
Income:\$60K-\$100K	41%	23%
Tea Pty:Not Suppt	41%	61%
Regn:LA	41%	25%
Men 50+	41%	23%
Regn:South	40%	56%
Income:\$40K-\$60K	40%	17%
Mod/Lib Rep	40%	11%
Church:Weekly	40%	34%
NPP/O 50+	40%	9%
Dem Women	40%	24%
Af-Am LA DMA	40%	5%
TV Prov:Cable	40%	51%
Women	40%	51%
Age:40-49	40%	17%
Chld<18@hme:No	40%	69%

BANNER	CIV TARGET	PERCENT
OVERALL	1-2 OF 5	OF SAMPLE
	41%	100%
Church:Occas	40%	34%
TV Prov:Internet	40%	9%
Af-Am Women	40%	4%
Party:NPP/O	40%	27%
Age:50-64	39%	28%
City type:Big	39%	21%
NPP/O 18-49	39%	18%
Age:50+	39%	48%
City type:Med/Sml	39%	28%
Latno Rural city	39%	4%
Resid:Rent	39%	34%
Party:Dem	39%	43%
Regn:San Diego	39%	9%
Media:SD	39%	9%
Media:Other	39%	12%
Marital:Single/S/D/W	39%	38%
Age:65+	39%	20%
Women 50+	38%	25%
Afrcn-Amrcn	38%	7%
Asn/PI Oth DMA	38%	1%
API:Non-Chinese	38%	3%
Latino 18-49	37%	15%
Asn/PI Men	37%	3%
Asn/PI Dem	37%	2%
Edu:Non-college	37%	53%
Dem Men	37%	19%
Dem 50+	37%	22%
Mod/Cons Dem	37%	19%
TV Prov:Over the air	36%	8%
Non-White	36%	40%
Latino Women	36%	11%
Asn/PI 18-49	36%	3%
NPP/O Women	36%	13%
Age:75+	35%	9%
Asn/PI Rep	35%	1%
Latino South Regn	35%	14%

BANNER	CIV TARGET	PERCENT
OVERALL	1-2 OF 5	OF SAMPLE
	41%	100%
Af-Am SF DMA	35%	2%
Af-Am Men	35%	3%
Asn/PI South Regn	35%	3%
Smrtphne:No/DK/NA	35%	45%
Asn/PI LA DMA	35%	2%
Latno LA DMA	35%	12%
Latino	35%	21%
Latno Oth DMA	34%	6%
Asian/Pac-Is	34%	5%
Income:\$0-\$40K	34%	22%
Asn/PI Nrth Regn	34%	2%
Latno SF DMA	34%	3%
Latno Urban city	34%	17%
I-net:Less often	33%	16%
Latino Nrth Regn	33%	7%
Latino Men	33%	10%
Asn/PI SF DMA	33%	2%
Af-Am 50+	32%	3%
Asn/PI 50+	32%	2%
Asn/PI NPP/O	32%	2%
Asn/PI Women	31%	2%
Af-Am Oth DMA	31%	1%
Chinese	30%	3%
Af-Am Nrth Regn	30%	2%
Edu:HS or less	30%	21%
Latino 50+	29%	6%
I-net:No/DK/NA	26%	10%

BANNER	CIV TARGET	PERCENT
OVERALL	3-5 OF 5	OF SAMPLE
	20%	100%
TV Prov:Internet	32%	9%
Edu:Post grad	30%	19%
Edu:College+	27%	46%
Tea Pty:Str Suppt	26%	10%
Liberal Dem	25%	22%
I-net:Most/day	25%	31%
Dem Men	25%	19%
Edu:College grad	24%	27%
Media:SF	24%	22%
Af-Am SF DMA	24%	2%
Regn:Bay Area	24%	22%
White Nrth Regn	24%	28%
Income:\$60K-\$100K	24%	23%
Age:50-64	24%	28%
Af-Am Nrth Regn	24%	2%
White Women	24%	29%
White 50+	23%	32%
Dem 50+	23%	22%
White	23%	57%
White 18-49	23%	25%
Smrtphne:Yes	22%	55%
Income:\$100K+	22%	22%
White Men	22%	28%
Af-Am Men	22%	3%
Resid:Own	22%	61%
Af-Am 18-49	22%	3%
White South Regn	22%	29%
NPP/O 50+	22%	9%
Men 50+	22%	23%
Regn:North	22%	44%
Age:65-74	21%	11%
I-net:Few/day	21%	43%
Church:Occas	21%	34%
Afrcn-Amrcn	21%	7%
Age:50+	21%	48%

BANNER	CIV TARGET	PERCENT
OVERALL	3-5 OF 5	OF SAMPLE
	20%	100%
Party:Dem	21%	43%
I-net:Total yes	21%	90%
Married/Dom part	21%	60%
Tea Pty:Not Suppt	21%	61%
Af-Am 50+	21%	3%
Women 50+	21%	25%
Af-Am Women	21%	4%
City:Sml Twn/Rural	21%	22%
Tea Pty:Tot Suppt	21%	29%
City type:Big	21%	21%
Af-Am LA DMA	21%	5%
Regn:Sac/Nrth	21%	10%
Regn:Coast	21%	71%
Af-Am South Regn	20%	5%
Men	20%	49%
NPP/O Women	20%	13%
Church:Weekly	20%	34%
Af-Am Oth DMA	20%	1%
Chld<18@hme:No	20%	69%
Age:40-49	20%	17%
City type:Med/Sml	20%	28%
Rep Women	20%	14%
Chld<18@hme:Yes	20%	29%
Party:NPP/O	19%	27%
Men 18-49	19%	25%
Women	19%	51%
Age:30-39	19%	16%
Cons Rep	19%	17%
Regn:LA	19%	25%
TV Prov:Cable	19%	51%
Media:Other	19%	12%
Dem 18-49	19%	21%
TV Prov:Over the air	19%	8%
TV Prov:DW/DK/NA	19%	6%
City type:Suburb	19%	27%

BANNER OVERALL	CIV TARGET 3-5 OF 5 20%	PERCENT OF SAMPLE 100%
Rep 50+	19%	17%
Age:18-49	19%	51%
Media:LA	19%	46%
NPP/O Men	19%	14%
Regn:South	19%	56%
Dem Women	18%	24%
TV Prov:Satellite	18%	30%
Rep 18-49	18%	12%
Regn:San Diego	18%	9%
Media:SD	18%	9%
Party:Rep	18%	30%
NPP/O 18-49	18%	18%
Tea Pty:Smwt Suppt	18%	19%
Regn:Inland	18%	29%
Church:Never	18%	29%
Marital:Single/S/D/W	18%	38%
Women 18-49	18%	26%
Regn:LA Area	18%	22%
Media:SAC	18%	11%
Age:65+	18%	20%
Mod/Lib Rep	18%	11%
Regn:Cntrl Vally	17%	12%
Income:\$40K-\$60K	17%	17%
Rep Men	17%	16%
Edu:Some college	17%	32%
Mod/Cons Dem	17%	19%
Resid:Rent	17%	34%
Income:\$0-\$40K	17%	22%
Smrtphne:No/DK/NA	17%	45%
Age:18-29	17%	18%
Latino Men	17%	10%
Latno SF DMA	16%	3%
Non-White	16%	40%
Edu:Non-college	14%	53%
Latno Urban city	14%	17%
Latino Nrth Regn	13%	7%

BANNER OVERALL	CIV TARGET 3-5 OF 5 20%	PERCENT OF SAMPLE 100%
I-net:Less often	13%	16%
Latino 50+	13%	6%
Chinese	13%	3%
Age:75+	13%	9%
Asn/PI Men	12%	3%
Asn/PI NPP/O	12%	2%
Latino	12%	21%
Latno LA DMA	12%	12%
Asn/PI 50+	12%	2%
Latino 18-49	12%	15%
Asn/PI Nrth Regn	12%	2%
Latino South Regn	12%	14%
Asn/PI SF DMA	12%	2%
Asian/Pac-Is	11%	5%
Asn/PI LA DMA	11%	2%
Asn/PI South Regn	11%	3%
Asn/PI Rep	11%	1%
API:Non-Chinese	11%	3%
Latno Oth DMA	11%	6%
Asn/PI 18-49	11%	3%
Asn/PI Oth DMA	10%	1%
Asn/PI Dem	10%	2%
Asn/PI Women	10%	2%
Edu:HS or less	10%	21%
Latino Women	8%	11%
I-net:No/DK/NA	8%	10%
Latno Rural city	8%	4%

BANNER	CIV TARGET NO/DK ON ALL	PERCENT OF SAMPLE
OVERALL	39%	100%
I-net:No/DK/NA	67%	10%
Edu:HS or less	60%	21%
Asn/PI Women	59%	2%
Latino 50+	58%	6%
Chinese	56%	3%
Asn/PI 50+	56%	2%
Latino Women	56%	11%
Asn/PI NPP/O	56%	2%
Asn/PI SF DMA	56%	2%
Latno Oth DMA	55%	6%
Asn/PI Nrth Regn	54%	2%
Asian/Pac-Is	54%	5%
Asn/PI South Regn	54%	3%
Asn/PI Rep	54%	1%
Asn/PI LA DMA	54%	2%
I-net:Less often	54%	16%
Latino Nrth Regn	54%	7%
Asn/PI 18-49	53%	3%
Latno Rural city	53%	4%
Latino	53%	21%
Latno LA DMA	53%	12%
Latino South Regn	53%	14%
Latno Urban city	53%	17%
Asn/PI Dem	53%	2%
Asn/PI Oth DMA	52%	1%
Age:75+	52%	9%
API:Non-Chinese	52%	3%
Latino 18-49	51%	15%
Latino Men	51%	10%
Asn/PI Men	50%	3%
Latno SF DMA	50%	3%
Income:\$0-\$40K	49%	22%
Af-Am Oth DMA	49%	1%
Edu:Non-college	49%	53%
Smrtphne:No/DK/NA	48%	45%

BANNER	CIV TARGET NO/DK ON ALL	PERCENT OF SAMPLE
OVERALL	39%	100%
Non-White	48%	40%
Af-Am 50+	47%	3%
Mod/Cons Dem	46%	19%
Af-Am Nrth Regn	46%	2%
TV Prov:Over the air	45%	8%
Resid:Rent	44%	34%
NPP/O Women	44%	13%
Age:65+	44%	20%
Marital:Single/S/D/W	43%	38%
Regn:San Diego	43%	9%
Media:SD	43%	9%
Af-Am Men	43%	3%
Income:\$40K-\$60K	43%	17%
Age:18-29	43%	18%
NPP/O 18-49	43%	18%
Media:Other	42%	12%
Mod/Lib Rep	42%	11%
Edu:Some college	42%	32%
Regn:Cntrl Vally	41%	12%
Women 50+	41%	25%
Dem Women	41%	24%
City type:Med/Sml	41%	28%
Regn:LA Area	41%	22%
Party:NPP/O	41%	27%
Regn:South	41%	56%
TV Prov:Cable	41%	51%
Afrcn-Amrcn	41%	7%
Regn:Inland	41%	29%
Women	41%	51%
Media:LA	40%	46%
Af-Am SF DMA	40%	2%
Women 18-49	40%	26%
Chld<18@hme:No	40%	69%
Age:40-49	40%	17%
Regn:LA	40%	25%

BANNER	CIV TARGET NO/DK ON ALL	PERCENT OF SAMPLE
OVERALL	39%	100%
City type:Big	40%	21%
Party:Dem	40%	43%
Dem 50+	40%	22%
Rep 50+	40%	17%
Dem 18-49	40%	21%
Church:Never	40%	29%
Age:50+	40%	48%
Af-Am Women	40%	4%
Church:Weekly	39%	34%
Af-Am LA DMA	39%	5%
Age:18-49	39%	51%
TV Prov:Satellite	39%	30%
Church:Occas	39%	34%
Regn:Coast	39%	71%
City type:Suburb	39%	27%
Media:SAC	39%	11%
Af-Am South Regn	39%	5%
NPP/O Men	38%	14%
Regn:Sac/Nrth	38%	10%
Dem Men	38%	19%
Tea Pty:Not Suppt	38%	61%
Men	38%	49%
NPP/O 50+	38%	9%
Men 18-49	38%	25%
Men 50+	38%	23%
Chld<18@hme:Yes	38%	29%
Regn:North	37%	44%
Rep Women	37%	14%
Age:65-74	37%	11%
Party:Rep	37%	30%
Tea Pty:Smwt Suppt	37%	19%
Married/Dom part	37%	60%
Rep Men	37%	16%
Age:50-64	37%	28%
City:Sml Twn/Rural	37%	22%
I-net:Total yes	36%	90%

BANNER	CIV TARGET NO/DK ON ALL	PERCENT OF SAMPLE
OVERALL	39%	100%
Resid:Own	36%	61%
Af-Am 18-49	35%	3%
Income:\$60K-\$100K	35%	23%
White 50+	35%	32%
White South Regn	35%	29%
Tea Pty:Tot Suppt	35%	29%
White Women	35%	29%
Regn:Bay Area	35%	22%
Media:SF	35%	22%
Cons Rep	34%	17%
White	34%	57%
Age:30-39	34%	16%
Liberal Dem	33%	22%
White Men	33%	28%
White Nrth Regn	33%	28%
I-net:Few/day	33%	43%
Rep 18-49	33%	12%
White 18-49	32%	25%
I-net:Most/day	32%	31%
Smrtphne:Yes	32%	55%
Edu:College grad	31%	27%
Tea Pty:Str Suppt	31%	10%
TV Prov:DW/DK/NA	31%	6%
Edu:College+	28%	46%
TV Prov:Internet	28%	9%
Income:\$100K+	26%	22%
Edu:Post grad	24%	19%

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TABLE 1: QA. CELL PHONE

	Q1 TV PROVIDER					Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
OWN	89%	89%	90%	83%	94%	87%	91%	66%	93%	93%	84%	96%	80%	90%	88%	89%	91%	90%	89%	90%	90%	88%
Yes, cell and can talk safely	29	27	25	31	51	42	31	18	40	28	20	40	16	34	25	28	28	26	26	26	27	29
No, not on cell, but own one	60	62	65	52	42	44	61	48	53	65	64	56	64	55	64	60	63	64	63	65	63	59
DO NOT OWN	11	11	10	17	6	13	9	34	7	7	16	4	20	10	12	11	9	10	11	10	10	12
No, not on cell/don't own one	11	11	10	17	6	13	9	34	7	7	16	4	20	10	12	11	9	10	11	10	10	12
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
OWN	89%	90%	90%	90%	89%	84%	90%	91%	81%	87%	90%	88%	94%	87%	90%	88%	85%	87%	95%	93%	90%	
Yes, cell and can talk safely	29	27	28	28	31	32	27	45	34	30	36	27	39	36	36	27	24	17	34	41	33	
No, not on cell, but own one	60	63	61	62	58	53	63	47	47	57	54	61	54	51	54	61	61	70	61	52	57	
DO NOT OWN	11	10	10	10	11	16	10	9	19	13	10	12	6	13	10	12	15	13	5	7	10	
No, not on cell/don't own one	11	10	10	10	11	16	10	9	19	13	10	12	6	13	10	12	15	13	5	7	10	
	Q14 NWPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21a KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
OWN	89%	86%	93%	88%	91%	93%	94%	92%	92%	97%	95%	96%	91%	85%	88%	93%	91%	85%	90%	88%	92%	88%
Yes, cell and can talk safely	29	17	38	31	27	36	33	40	34	50	38	46	33	21	24	30	32	26	18	48	35	27
No, not on cell, but own one	60	69	55	57	64	57	60	53	59	47	56	50	57	65	64	63	59	59	71	40	57	60
DO NOT OWN	11	14	7	12	9	7	6	8	8	3	5	4	9	15	12	7	9	15	10	12	8	12
No, not on cell/don't own one	11	14	7	12	9	7	6	8	8	3	5	4	9	15	12	7	9	15	10	12	8	12

TABLE 1: QA. CELL PHONE

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
OWN	89%	91%	85%	88%	86%	90%	88%	86%	79%	90%	92%	94%	85%	93%	90%	86%	89%	88%	90%	89%
Yes, cell and can talk safely	29	26	34	36	35	44	31	34	28	28	33	28	28	31	24	37	37	31	25	24
No, not on cell, but own one	60	65	51	52	51	45	57	52	51	61	59	66	57	62	66	49	52	56	65	64
DO NOT OWN	11	9	15	12	14	10	12	14	21	10	8	6	15	7	10	14	11	12	10	11
No, not on cell/don't own one	11	9	15	12	14	10	12	14	21	10	8	6	15	7	10	14	11	12	10	11

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
OWN	89%	91%	89%	90%	89%	86%	90%	90%	80%	88%	92%	95%	91%	93%	91%	90%	85%	76%	92%	86%	81%
Yes, cell and can talk safely	29	24	30	28	30	25	28	35	31	31	30	29	48	53	31	19	9	7	44	14	8
No, not on cell, but own one	60	67	59	62	59	61	62	55	49	57	62	66	43	40	61	70	76	69	48	72	73
DO NOT OWN	11	9	11	10	11	14	10	10	20	12	8	5	9	7	9	10	15	24	8	14	19
No, not on cell/don't own one	11	9	11	10	11	14	10	10	20	12	8	5	9	7	9	10	15	24	8	14	19

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
OWN	89%	89%	89%	87%	91%	89%	93%	86%	91%	86%	87%	87%	91%	90%	90%	88%	91%	84%	94%	88%	90%	87%
Yes, cell and can talk safely	29	33	25	28	24	38	49	17	39	12	31	25	28	19	43	33	43	13	40	13	47	21
No, not on cell, but own one	60	56	63	60	67	51	44	68	52	75	56	63	63	71	47	55	48	70	55	75	43	67
DO NOT OWN	11	11	11	13	9	11	7	14	9	14	13	13	9	10	10	12	9	16	6	12	10	13
No, not on cell/don't own one	11	11	11	13	9	11	7	14	9	14	13	13	9	10	10	12	9	16	6	12	10	13

TABLE 1: QA. CELL PHONE

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
OWN	89%	90%	85%	89%	91%	89%	89%	90%	89%	87%	87%	89%	89%	89%	88%	89%	90%	89%	88%	85%
Yes, cell and can talk safely	29	30	24	24	23	29	30	33	32	21	28	29	30	30	28	30	32	32	24	25
No, not on cell, but own one	60	60	61	65	69	60	60	58	57	66	59	60	59	59	60	60	58	57	64	59
DO NOT OWN	11	10	15	11	9	11	11	10	11	13	13	11	11	11	12	11	10	11	12	15
No, not on cell/don't own one	11	10	15	11	9	11	11	10	11	13	13	11	11	11	12	11	10	11	12	15

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
OWN	89%	90%	91%	87%	83%	87%	89%	87%	86%	94%	88%	87%	79%	94%	82%	90%	81%	85%	81%	89%
Yes, cell and can talk safely	29	30	22	37	31	41	32	38	32	44	12	40	20	54	18	42	26	29	24	44
No, not on cell, but own one	60	60	69	50	52	46	57	49	54	50	75	47	59	40	64	48	55	56	57	45
DO NOT OWN	11	10	9	13	17	13	11	13	14	6	12	13	21	6	18	10	19	15	19	11
No, not on cell/don't own one	11	10	9	13	17	13	11	13	14	6	12	13	21	6	18	10	19	15	19	11

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
OWN	89%	90%	91%	86%	84%	85%	90%	86%	86%	84%	87%	84%	86%	85%	90%	86%	82%	86%	87%	85%
Yes, cell and can talk safely	29	24	27	36	33	43	33	34	36	32	42	34	39	32	35	39	39	36	34	36
No, not on cell, but own one	60	65	64	51	51	41	57	52	50	52	45	50	47	53	56	48	43	50	53	49
DO NOT OWN	11	10	9	14	16	15	10	14	14	16	13	16	14	15	10	14	18	14	13	15
No, not on cell/don't own one	11	10	9	14	16	15	10	14	14	16	13	16	14	15	10	14	18	14	13	15

TABLE 2: QB. ETHNICITY

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
WHITE	57%	58%	59%	37%	55%	64%	59%	37%	57%	65%	48%	56%	58%	55%	61%	48%	66%	65%	62%	60%	64%	57%
White	57	58	59	37	55	64	59	37	57	65	48	56	58	55	61	48	66	65	62	60	64	57
NON-WHITE	40	39	38	59	42	36	38	60	41	32	49	41	39	43	35	48	30	32	35	36	32	41
Latino/Hispanic	21	20	20	35	19	15	19	36	21	15	28	21	21	22	18	26	14	15	16	18	15	21
African American/Black	7	7	7	8	7	6	6	14	5	5	10	7	7	10	5	6	7	7	9	8	6	9
Asian/Pacific Islander	5	5	4	7	7	6	5	4	8	3	4	5	5	5	5	5	3	3	3	3	4	4
Mixed race	3	2	4	3	3	3	3	3	2	3	4	3	2	3	3	3	3	3	3	3	3	3
Other	2	2	2	3	3	3	2	1	3	3	2	2	2	1	3	4	2	2	2	3	3	2
Mixed race - including Latino	0	1	0	0	0	0	0	0	0	1	1	0	1	0	0	1	1	0	0	0	0	0
Mixed race - including Asian	1	1	1	1	2	3	1	0	1	2	1	1	1	1	1	2	1	1	1	1	1	1
Mixed race- including AA/Black	0	0	0	0	1	1	0	1	0	1	0	1	0	0	0	1	0	1	1	0	0	0
DK/NA/REFUSED	3	3	3	3	4	0	3	3	2	3	3	3	2	2	4	4	3	3	3	3	3	3
DK/NA/Refused	3	3	3	3	4	0	3	3	2	3	3	3	2	2	4	4	3	3	3	3	3	3
		Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
WHITE	57%	64%	62%	63%	50%	49%	63%	54%	23%	43%	42%	61%	63%	22%	54%	48%	48%	69%	67%	59%	56%	
White	57	64	62	63	50	49	63	54	23	43	42	61	63	22	54	48	48	69	67	59	56	
NON-WHITE	40	32	37	35	47	47	34	43	74	56	55	38	33	76	44	48	50	27	30	39	38	
Latino/Hispanic	21	14	20	18	25	28	17	24	47	29	27	21	15	49	21	23	29	11	13	19	16	
African American/Black	7	8	7	7	7	5	6	5	10	12	9	6	5	13	10	8	9	5	6	5	11	
Asian/Pacific Islander	5	2	4	3	7	9	4	5	9	7	10	5	4	9	4	8	5	4	3	5	4	
Mixed race	3	3	3	3	3	3	3	4	2	2	5	2	3	3	2	4	2	3	5	3	1	
Other	2	3	2	2	3	1	2	1	4	3	0	2	3	1	4	1	2	2	2	4	1	
Mixed race - including Latino	0	1	0	0	1	0	0	1	1	2	0	0	0	1	0	0	1	0	0	0	1	
Mixed race - including Asian	1	0	1	1	2	1	1	1	2	0	4	1	2	1	1	3	2	1	0	1	2	
Mixed race- including AA/Black	0	1	0	1	0	1	0	2	0	1	0	0	1	0	2	0	0	1	0	1	1	
DK/NA/REFUSED	3	4	2	2	3	4	3	3	3	1	2	1	4	2	1	4	2	3	3	2	6	
DK/NA/Refused	3	4	2	2	3	4	3	3	3	1	2	1	4	2	1	4	2	3	3	2	6	

TABLE 2: QB. ETHNICITY

	Q14 NWSPPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/ DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS- IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
WHITE	57%	62%	56%	45%	75%	63%	50%	47%	62%	54%	63%	56%	56%	59%	59%	66%	60%	49%	65%	45%	50%	60%
White	57	62	56	45	75	63	50	47	62	54	63	56	56	59	59	66	60	49	65	45	50	60
NON-WHITE	40	36	42	53	21	34	47	50	35	43	33	41	42	37	39	32	36	49	32	53	48	37
Latino/Hispanic	21	19	20	28	10	16	20	25	17	22	15	21	21	20	20	13	18	28	15	31	30	17
African American/Black	7	6	7	10	2	5	6	8	6	8	7	8	7	5	9	8	6	7	5	11	7	7
Asian/Pacific Islander	5	5	6	6	3	5	7	6	5	4	4	4	6	3	4	3	4	7	5	4	5	5
Mixed race	3	2	3	3	3	3	3	3	3	3	4	3	3	4	2	3	2	3	2	3	3	3
Other	2	2	3	2	2	3	7	5	3	3	2	3	2	2	2	3	2	1	2	3	1	3
Mixed race - including Latino	0	1	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Mixed race - including Asian	1	1	2	2	0	1	2	1	1	1	1	1	2	0	1	1	1	2	1	1	1	1
Mixed race- including AA/Black	0	1	1	1	0	0	1	0	0	1	0	1	0	1	0	1	1	0	0	1	0	0
DK/NA/REFUSED	3	2	2	2	4	3	4	3	3	3	4	3	3	5	2	2	4	2	3	3	2	3
DK/NA/Refused	3	2	2	2	4	3	4	3	3	3	4	3	3	5	2	2	4	2	3	3	2	3

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON- WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON- COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
WHITE	57%	100%	0%	0%	0%	0%	0%	0%	40%	56%	61%	74%	49%	67%	61%	52%	47%	55%	62%	64%
White	57	100	0	0	0	0	0	0	40	56	61	74	49	67	61	52	47	55	62	64
NON-WHITE	40	0	100	100	100	100	100	100	58	42	36	23	49	30	36	46	51	42	35	33
Latino/Hispanic	21	0	100	0	0	0	0	52	40	22	14	8	29	12	20	23	22	25	18	19
African American/Black	7	0	0	100	0	0	0	17	9	8	6	4	8	5	4	11	14	7	4	3
Asian/Pacific Islander	5	0	0	0	100	83	78	12	5	4	7	4	4	6	5	5	7	4	6	3
Mixed race	3	0	0	0	0	0	0	7	3	3	3	2	3	3	3	3	3	2	3	3
Other	2	0	0	0	0	0	0	6	1	2	2	3	2	3	2	3	2	2	2	4
Mixed race - including Latino	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0	1	0
Mixed race - including Asian	1	0	0	0	0	17	22	3	0	1	2	0	1	2	1	1	2	1	1	1
Mixed race- including AA/Black	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	1	1	0	0	0
DK/NA/REFUSED	3	0	0	0	0	0	0	0	2	2	3	3	2	3	3	2	2	2	3	3
DK/NA/Refused	3	0	0	0	0	0	0	0	2	2	3	3	2	3	3	2	2	2	3	3

TABLE 2: QB. ETHNICITY

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
WHITE	57%	72%	64%	67%	55%	48%	57%	69%	44%	51%	66%	71%	39%	48%	58%	63%	75%	64%	48%	66%	70%
White	57	72	64	67	55	48	57	69	44	51	66	71	39	48	58	63	75	64	48	66	70
NON-WHITE	40	24	33	30	43	50	42	27	53	48	31	26	60	50	38	33	22	34	50	30	27
Latino/Hispanic	21	11	19	16	22	27	21	13	29	30	14	10	38	29	20	14	10	12	29	13	11
African American/Black	7	3	5	4	8	10	7	3	11	6	7	4	7	6	8	8	6	7	7	7	6
Asian/Pacific Islander	5	3	3	3	5	5	5	5	5	4	4	4	6	5	6	4	1	9	6	4	4
Mixed race	3	5	4	4	2	2	4	2	4	3	2	3	3	4	2	3	3	3	3	3	3
Other	2	3	1	2	2	2	2	2	2	2	2	3	3	3	1	3	1	1	2	2	1
Mixed race - including Latino	0	0	0	0	1	1	0	0	0	1	0	0	1	1	0	0	0	0	1	0	0
Mixed race - including Asian	1	0	0	0	2	1	2	1	1	1	2	0	2	3	1	1	0	1	2	1	1
Mixed race- including AA/Black	0	0	0	0	1	0	1	0	1	0	0	0	1	0	0	1	0	0	0	0	0
DK/NA/REFUSED	3	4	3	3	2	2	2	4	2	1	3	2	1	2	3	4	3	2	2	3	3
DK/NA/Refused	3	4	3	3	2	2	2	4	2	1	3	2	1	2	3	4	3	2	2	3	3

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
WHITE	57%	58%	56%	48%	73%	54%	51%	65%	46%	67%	46%	49%	72%	74%	57%	52%	39%	55%	63%	80%	49%	65%
White	57	58	56	48	73	54	51	65	46	67	46	49	72	74	57	52	39	55	63	80	49	65
NON-WHITE	40	39	41	50	23	43	47	31	52	30	51	49	24	22	40	46	59	42	34	16	50	30
Latino/Hispanic	21	20	22	27	12	22	27	13	31	12	27	27	12	12	21	23	35	19	20	6	28	9
African American/Black	7	6	8	13	1	4	6	7	8	8	13	13	1	2	3	5	12	13	2	1	4	5
Asian/Pacific Islander	5	5	5	4	4	9	6	5	5	4	4	3	4	3	9	9	4	3	4	4	8	9
Mixed race	3	3	2	3	3	3	4	3	2	2	3	2	4	2	3	3	3	2	3	3	3	3
Other	2	3	2	2	2	3	3	3	2	2	3	2	2	2	4	2	2	2	2	2	3	3
Mixed race - including Latino	0	0	1	0	1	0	0	0	1	1	0	1	0	1	0	0	0	1	1	0	0	0
Mixed race - including Asian	1	1	1	1	1	2	2	1	2	0	1	1	1	0	1	3	2	1	1	1	2	1
Mixed race- including AA/Black	0	0	1	1	0	1	0	0	1	1	1	1	0	0	0	1	0	1	0	0	1	1
DK/NA/REFUSED	3	3	3	3	4	2	2	4	2	3	3	2	4	4	3	2	3	3	3	4	1	5
DK/NA/Refused	3	3	3	3	4	2	2	4	2	3	3	2	4	4	3	2	3	3	3	4	1	5

TABLE 2: QB. ETHNICITY

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
WHITE	57%	56%	40%	66%	79%	42%	58%	61%	68%	73%	57%	63%	52%	56%	60%	49%	61%	68%	70%	59%
White	57	56	40	66	79	42	58	61	68	73	57	63	52	56	60	49	61	68	70	59
NON-WHITE	40	42	57	30	18	56	38	35	29	25	40	34	45	41	37	48	35	29	28	38
Latino/Hispanic	21	22	32	16	10	30	23	12	19	8	27	15	26	21	21	27	12	19	13	24
African American/Black	7	10	15	2	1	15	4	7	4	3	2	5	9	8	5	10	7	4	4	2
Asian/Pacific Islander	5	3	4	6	3	6	4	9	4	2	1	5	5	6	2	5	9	4	2	2
Mixed race	3	3	2	3	3	2	3	2	0	6	3	3	2	2	4	3	2	0	4	5
Other	2	2	2	2	2	1	2	2	2	4	5	3	2	2	4	1	2	2	4	5
Mixed race - including Latino	0	0	1	1	0	0	1	0	0	1	0	0	0	0	1	0	0	0	0	1
Mixed race - including Asian	1	1	1	1	0	2	1	2	0	1	0	1	1	1	1	2	1	0	1	0
Mixed race- including AA/Black	0	1	0	0	0	1	0	1	0	0	0	1	0	1	0	0	1	0	0	0
DK/NA/REFUSED	3	2	2	3	3	2	4	4	3	1	3	3	3	3	3	3	3	3	1	3
DK/NA/Refused	3	2	2	3	3	2	4	4	3	1	3	3	3	3	3	3	3	3	1	3

	ETHNICITY BY GENDER									ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
WHITE	57%	100%	100%	0%	0%	0%	0%	0%	0%	100%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
White	57	100	100	0	0	0	0	0	0	100	100	0	0	0	0	0	0	0	0	0
NON-WHITE	40	0	0	100	100	100	100	100	100	0	0	100	100	100	100	100	100	100	100	100
Latino/Hispanic	21	0	0	100	100	0	0	0	0	0	0	100	100	0	0	0	0	0	0	0
African American/Black	7	0	0	0	0	100	100	0	0	0	0	0	0	100	100	0	0	0	0	0
Asian/Pacific Islander	5	0	0	0	0	0	0	100	100	0	0	0	0	0	0	100	100	100	100	100
Mixed race	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed race - including Latino	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed race - including Asian	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed race- including AA/Black	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DK/NA/REFUSED	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DK/NA/Refused	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 2: QB. ETHNICITY

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET											
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO			AF-AM			AS/PI			
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25			
WHITE	57%	100%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
White	57	100	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NON-WHITE	40	0	0	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Latino/Hispanic	21	0	0	100	100	0	0	0	0	100	100	100	100	100	0	0	0	0	0	0	0	0	0
African American/Black	7	0	0	0	0	100	100	0	0	0	0	0	0	0	100	100	100	0	0	0	0	0	0
Asian/Pacific Islander	5	0	0	0	0	0	0	100	100	0	0	0	0	0	0	0	0	100	100	100	0	0	0
Mixed race	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed race - including Latino	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed race - including Asian	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed race- including AA/Black	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DK/NA/REFUSED	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DK/NA/Refused	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 3: QC. ASIAN/PACIFIC ISLANDER

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	219	115	48	26	30	16	205	15	103	78	24	129	91	93	98	28	95	64	62	70	97	71
CHINESE	47%	50%	34%	50%	40%	53%	47%	44%	50%	42%	49%	46%	48%	44%	50%	43%	46%	52%	51%	48%	52%	44%
Chinese	47	50	34	50	40	53	47	44	50	42	49	46	48	44	50	43	46	52	51	48	52	44
NON-CHINESE	53	50	66	50	60	47	53	56	50	58	51	54	52	56	50	57	54	48	49	52	48	56
Filipino	7	7	10	3	4	2	7	6	5	9	7	8	4	6	8	6	5	5	5	9	5	11
Indian	3	2	4	1	11	0	4	0	3	5	2	4	2	4	2	7	6	2	2	2	3	2
Japanese	14	17	23	6	6	14	14	13	15	13	17	14	15	21	9	9	16	18	15	16	15	18
Korean	7	7	7	8	9	6	7	7	6	8	7	8	5	6	6	14	7	6	5	4	8	7
Vietnamese	13	8	15	23	18	20	12	23	13	10	12	11	15	12	14	11	9	8	14	14	10	11
Mixed race	5	4	5	2	8	1	5	2	3	9	2	4	6	4	6	3	5	3	2	3	1	4
Other	4	5	2	4	3	2	4	2	5	4	1	5	3	3	5	4	5	3	4	4	5	2
DK/NA/Refused	1	1	0	3	0	3	1	3	1	1	2	0	2	1	1	3	1	2	2	1	2	1
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	219	18	63	81	105	34	121	13	28	10	27	97	20	25	19	35	96	30	13	63	14	
CHINESE	47%	50%	50%	50%	45%	44%	41%	40%	64%	56%	46%	41%	44%	67%	43%	47%	52%	55%	47%	41%	17%	
Chinese	47	50	50	50	45	44	41	40	64	56	46	41	44	67	43	47	52	55	47	41	17	
NON-CHINESE	53	50	50	50	55	56	59	60	36	44	54	59	56	33	57	53	48	45	53	59	83	
Filipino	7	8	7	7	4	13	6	2	3	16	12	6	5	8	10	8	7	3	7	4	27	
Indian	3	3	2	2	5	1	4	8	1	6	3	5	6	0	3	2	2	1	2	7	5	
Japanese	14	20	16	17	13	11	19	4	10	3	12	18	16	8	14	6	13	23	26	10	18	
Korean	7	2	10	8	6	6	7	6	7	5	5	6	5	3	7	11	8	5	4	7	6	
Vietnamese	13	13	8	9	13	19	12	16	11	15	10	12	11	11	15	13	12	7	6	17	10	
Mixed race	5	0	4	3	7	1	5	19	2	0	1	4	10	1	2	8	1	3	4	11	8	
Other	4	2	2	2	5	5	4	4	2	0	9	6	1	2	5	4	5	1	3	3	5	
DK/NA/Refused	1	2	2	2	1	0	1	2	0	0	3	1	1	0	0	1	1	2	0	0	4	

TABLE 3: QC. ASIAN/PACIFIC ISLANDER

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	219	70	24	170	48	88	20	39	108	43	21	48	164	23	31	26	75	118	143	69	66	150
CHINESE	47%	58%	44%	49%	38%	45%	44%	35%	43%	38%	43%	40%	50%	35%	36%	52%	42%	49%	50%	42%	43%	48%
Chinese	47	58	44	49	38	45	44	35	43	38	43	40	50	35	36	52	42	49	50	42	43	48
NON-CHINESE	53	42	56	51	62	55	56	65	57	62	57	60	50	65	64	48	58	51	50	58	57	52
Filipino	7	3	9	7	6	6	0	8	6	10	5	10	5	5	15	11	6	5	9	7	6	6
Indian	3	1	2	3	7	3	4	3	6	6	7	6	2	5	9	2	7	2	4	3	4	3
Japanese	14	15	18	12	21	13	7	10	12	18	22	18	13	20	16	9	16	14	15	13	18	13
Korean	7	10	5	7	6	8	13	12	8	7	4	6	7	6	6	6	7	7	6	6	6	7
Vietnamese	13	10	11	12	14	12	15	17	13	11	17	11	13	14	10	10	11	14	10	16	12	13
Mixed race	5	1	10	5	3	9	13	7	8	3	0	2	6	4	1	7	7	3	4	7	4	5
Other	4	1	1	4	4	3	4	8	5	7	3	7	3	10	4	3	4	4	5	3	3	4
DK/NA/Refused	1	2	0	1	1	1	0	0	0	0	0	0	1	2	2	1	0	2	1	1	2	0

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	219	0	0	0	176	102	117	219	40	55	90	31	94	121	131	84	71	48	69	25
CHINESE	47%	0%	0%	0%	48%	100%	0%	47%	60%	39%	44%	50%	48%	46%	49%	44%	53%	50%	37%	50%
Chinese	47	0	0	0	48	100	0	47	60	39	44	50	48	46	49	44	53	50	37	50
NON-CHINESE	53	0	0	0	52	0	100	53	40	61	56	50	52	54	51	56	47	50	63	50
Filipino	7	0	0	0	7	0	12	7	3	9	7	5	6	7	5	10	4	11	7	6
Indian	3	0	0	0	3	0	7	3	1	1	5	8	1	6	3	4	1	4	3	10
Japanese	14	0	0	0	13	0	27	14	6	20	14	15	14	14	17	10	16	10	14	19
Korean	7	0	0	0	7	0	13	7	6	3	10	4	4	8	6	8	9	4	7	3
Vietnamese	13	0	0	0	13	0	24	13	11	22	8	11	17	9	11	15	14	12	15	3
Mixed race	5	0	0	0	3	0	9	5	7	3	5	2	5	5	4	6	1	2	10	2
Other	4	0	0	0	4	0	8	4	5	3	5	2	4	4	5	3	0	4	6	6
DK/NA/Refused	1	0	0	0	1	0	2	1	0	1	1	3	1	1	1	0	1	2	1	0

TABLE 3: QC. ASIAN/PACIFIC ISLANDER

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES	NO																
Base	219	10	25	35	151	76	77	60	47	32	46	34	49	43	42	49	4	32	134	85	35
CHINESE	47%	61%	49%	52%	45%	45%	44%	51%	44%	48%	40%	49%	47%	42%	50%	54%	18%	40%	46%	47%	38%
Chinese	47	61	49	52	45	45	44	51	44	48	40	49	47	42	50	54	18	40	46	47	38
NON-CHINESE	53	39	51	48	55	55	56	49	56	52	60	51	53	58	50	46	82	60	54	53	62
Filipino	7	9	7	8	7	8	9	2	9	7	13	3	9	12	1	6	5	3	8	5	3
Indian	3	0	2	1	5	4	3	4	1	1	6	8	6	2	6	2	0	1	5	2	1
Japanese	14	7	12	11	16	10	16	18	9	16	20	16	3	18	13	14	33	26	11	19	27
Korean	7	0	8	6	7	8	7	5	6	7	6	3	8	6	6	4	22	9	7	7	11
Vietnamese	13	17	15	16	10	17	10	10	16	14	5	6	18	9	11	13	4	11	13	12	10
Mixed race	5	2	3	3	4	4	5	5	8	2	6	3	6	3	6	3	0	7	5	4	6
Other	4	3	3	3	5	3	5	4	5	3	4	9	2	7	6	2	12	2	5	3	3
DK/NA/Refused	1	0	0	0	1	1	1	1	2	1	0	2	1	1	2	1	6	1	1	1	1

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	219	112	107	71	48	101	67	45	67	40	33	38	31	17	48	53	42	28	23	24	69	33
CHINESE	47%	43%	50%	42%	39%	54%	42%	45%	51%	50%	37%	47%	33%	50%	54%	53%	46%	36%	30%	47%	52%	57%
Chinese	47	43	50	42	39	54	42	45	51	50	37	47	33	50	54	53	46	36	30	47	52	57
NON-CHINESE	53	57	50	58	61	46	58	55	49	50	63	53	67	50	46	47	54	64	70	53	48	43
Filipino	7	5	8	5	3	9	7	2	8	8	5	5	4	3	6	12	4	7	5	2	11	5
Indian	3	3	4	3	2	4	4	2	6	1	4	3	1	3	4	5	4	2	2	1	6	2
Japanese	14	13	16	24	15	7	9	19	13	20	20	27	16	13	6	9	15	36	11	19	8	6
Korean	7	8	6	8	7	6	8	7	6	6	11	4	6	10	6	6	9	6	6	9	6	6
Vietnamese	13	15	10	9	18	13	14	16	12	8	8	10	20	15	16	9	11	6	20	17	12	14
Mixed race	5	7	2	3	12	3	8	5	2	3	4	2	16	4	4	2	3	2	19	5	1	6
Other	4	6	2	5	3	4	8	2	2	3	9	2	4	2	4	3	6	4	7	0	4	3
DK/NA/Refused	1	1	1	1	1	1	0	2	2	0	2	1	1	0	1	2	1	2	0	1	1	1

TABLE 3: QC. ASIAN/PACIFIC ISLANDER

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	219	32	36	26	17	64	43	84	12	12	6	101	118	196	24	103	84	12	12	8
CHINESE	47%	40%	43%	42%	38%	44%	32%	62%	23%	39%	30%	57%	37%	48%	37%	40%	62%	23%	39%	21%
Chinese	47	40	43	42	38	44	32	62	23	39	30	57	37	48	37	40	62	23	39	21
NON-CHINESE	53	60	57	58	62	56	68	38	77	61	70	43	63	52	63	60	38	77	61	79
Filipino	7	4	7	3	5	10	3	3	25	8	0	4	9	7	6	8	3	25	5	4
Indian	3	3	3	2	1	2	1	4	0	18	8	6	1	3	11	2	4	0	22	0
Japanese	14	25	23	8	27	23	8	10	9	23	22	12	16	14	13	17	10	9	16	28
Korean	7	11	5	9	6	9	8	6	2	6	0	5	8	7	8	9	6	2	4	2
Vietnamese	13	5	12	23	5	8	23	10	32	3	13	9	16	13	7	14	9	32	10	4
Mixed race	5	5	1	11	14	0	16	4	2	0	4	3	6	4	9	5	4	2	2	22
Other	4	6	4	1	3	3	9	1	5	4	17	3	5	4	6	5	1	5	1	15
DK/NA/Refused	1	2	1	1	0	1	1	1	2	0	5	1	1	1	1	1	1	2	0	3

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	219	0	0	0	0	0	0	91	85	0	0	0	0	0	0	102	74	53	41	82
CHINESE	47%	0%	0%	0%	0%	0%	0%	45%	52%	0%	0%	0%	0%	0%	0%	47%	50%	42%	41%	56%
Chinese	47	0	0	0	0	0	0	45	52	0	0	0	0	0	0	47	50	42	41	56
NON-CHINESE	53	0	0	0	0	0	0	55	48	0	0	0	0	0	0	53	50	58	59	44
Filipino	7	0	0	0	0	0	0	6	8	0	0	0	0	0	0	8	6	7	4	8
Indian	3	0	0	0	0	0	0	4	3	0	0	0	0	0	0	4	2	4	2	3
Japanese	14	0	0	0	0	0	0	14	12	0	0	0	0	0	0	9	18	19	18	6
Korean	7	0	0	0	0	0	0	7	7	0	0	0	0	0	0	7	8	6	9	7
Vietnamese	13	0	0	0	0	0	0	15	12	0	0	0	0	0	0	16	9	12	18	12
Mixed race	5	0	0	0	0	0	0	3	3	0	0	0	0	0	0	3	3	4	4	2
Other	4	0	0	0	0	0	0	5	3	0	0	0	0	0	0	5	3	3	4	4
DK/NA/Refused	1	0	0	0	0	0	0	1	2	0	0	0	0	0	0	1	1	2	1	1

TABLE 3: QC. ASIAN/PACIFIC ISLANDER

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	219	0	0	0	0	0	0	85	92	0	0	0	0	0	0	0	0	79	73	25
<u>CHINESE</u>	47%	0%	0%	0%	0%	0%	0%	57%	41%	0%	0%	0%	0%	0%	0%	0%	0%	44%	60%	29%
Chinese	47	0	0	0	0	0	0	57	41	0	0	0	0	0	0	0	0	44	60	29
<u>NON-CHINESE</u>	53	0	0	0	0	0	0	43	59	0	0	0	0	0	0	0	0	56	40	71
Filipino	7	0	0	0	0	0	0	4	9	0	0	0	0	0	0	0	0	7	4	16
Indian	3	0	0	0	0	0	0	5	2	0	0	0	0	0	0	0	0	2	4	4
Japanese	14	0	0	0	0	0	0	11	15	0	0	0	0	0	0	0	0	15	10	15
Korean	7	0	0	0	0	0	0	4	10	0	0	0	0	0	0	0	0	11	4	4
Vietnamese	13	0	0	0	0	0	0	11	15	0	0	0	0	0	0	0	0	13	11	21
Mixed race	5	0	0	0	0	0	0	4	2	0	0	0	0	0	0	0	0	2	4	2
Other	4	0	0	0	0	0	0	3	5	0	0	0	0	0	0	0	0	5	2	8
DK/NA/Refused	1	0	0	0	0	0	0	1	2	0	0	0	0	0	0	0	0	2	1	2

TABLE 4: Q1. 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?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE	Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
<u>CABLE</u>	51%	100%	2%	2%	22%	0%	51%	48%	51%	52%	49%	51%	51%	50%	52%	49%	53%	53%	52%	53%	53%	55%
Cable	51	100	2	2	22	0	51	48	51	52	49	51	51	50	52	49	53	53	52	53	53	55
<u>SATELLITE</u>	30	1	100	4	9	0	30	26	27	32	33	31	29	29	32	29	29	30	31	32	29	34
Satellite	30	1	100	4	9	0	30	26	27	32	33	31	29	29	32	29	29	30	31	32	29	34
<u>OVER THE AIR</u>	8	0	1	100	7	0	7	18	7	7	11	6	11	8	9	9	7	7	8	7	8	6
Over the air	8	0	1	100	7	0	7	18	7	7	11	6	11	8	9	9	7	7	8	7	8	6
<u>INTERNET</u>	9	4	3	8	100	0	10	2	16	9	4	13	5	14	6	6	10	9	8	7	11	7
Internet	9	4	3	8	100	0	10	2	16	9	4	13	5	14	6	6	10	9	8	7	11	7
<u>DON'T WATCH TV/DK/NA</u>	6	0	0	0	0	100	5	7	5	5	6	5	6	5	5	8	5	5	5	5	5	3
Don't watch TV	4	0	0	0	0	75	4	4	4	4	5	4	5	4	4	7	4	4	3	3	4	2
DK/NA	1	0	0	0	0	25	1	3	1	1	1	2	1	1	2	1	1	1	1	1	1	1

TABLE 4: Q1. 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?

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR	VERY	EXTR	SWMT	TOTAL	MNSTR	CITZN	ETHNC	CMNTY	FREND	MNSTR	CITZN	ETHNC	CMNTY	FREND	TV	NEWS			OTHER
		INTRS	INTRS	/VERY	INTRS	NT/DK	MEDIA	JOURN	MEDIA	GROUP	/FAML	MEDIA	JOURN	MEDIA	GROUP	/FAML		PAPER	RADIO	I-NET	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
CABLE	51%	48%	52%	51%	52%	49%	53%	40%	49%	52%	51%	55%	46%	46%	46%	53%	55%	56%	45%	46%	42%
Cable	51	48	52	51	52	49	53	40	49	52	51	55	46	46	46	53	55	56	45	46	42
SATELLITE	30	32	30	31	29	31	30	30	24	30	28	28	29	28	33	30	31	31	31	27	30
Satellite	30	32	30	31	29	31	30	30	24	30	28	28	29	28	33	30	31	31	31	27	30
OVER THE AIR	8	8	8	8	9	10	8	9	12	6	10	8	10	14	11	8	10	6	7	8	9
Over the air	8	8	8	8	9	10	8	9	12	6	10	8	10	14	11	8	10	6	7	8	9
INTERNET	9	11	8	9	10	9	9	16	11	12	8	9	18	10	10	5	4	5	13	19	11
Internet	9	11	8	9	10	9	9	16	11	12	8	9	18	10	10	5	4	5	13	19	11
DON'T WATCH TV/DK/NA	6	6	5	6	5	7	4	10	7	5	8	4	6	5	5	8	2	4	9	7	13
Don't watch TV	4	5	4	4	4	6	3	7	6	2	7	3	5	4	2	7	1	3	8	6	13
DK/NA	1	2	1	2	1	1	1	3	1	3	1	1	1	1	3	2	2	1	2	1	0

	Q14 NWSPPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY	MSTLY	YES	NO/	TEXT	AUDIO	VIDEO	PC	SMART	TOTAL	EAS-	HARD	NODFF	3-5	1-2	NO/DK	OWN	RENT	YES	NO	
		PRINT	ONLNE		DK/NA					PHONE												TABLT
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
CABLE	51%	56%	49%	51%	51%	49%	49%	47%	48%	47%	52%	48%	51%	48%	52%	49%	50%	53%	53%	47%	50%	51%
Cable	51	56	49	51	51	49	49	47	48	47	52	48	51	48	52	49	50	53	53	47	50	51
SATELLITE	30	30	26	29	32	29	30	33	30	31	29	30	29	34	29	28	31	30	34	24	31	30
Satellite	30	30	26	29	32	29	30	33	30	31	29	30	29	34	29	28	31	30	34	24	31	30
OVER THE AIR	8	9	9	10	7	8	6	7	8	7	8	8	8	8	9	8	8	10	7	11	10	8
Over the air	8	9	9	10	7	8	6	7	8	7	8	8	8	8	9	8	8	10	7	11	10	8
INTERNET	9	5	15	10	9	14	18	16	14	18	16	18	11	6	7	15	9	7	6	15	9	10
Internet	9	5	15	10	9	14	18	16	14	18	16	18	11	6	7	15	9	7	6	15	9	10
DON'T WATCH TV/DK/NA	6%	4%	6%	6%	5%	6%	5%	6%	6%	6%	3%	6%	5%	5%	7%	5%	7%	4%	4%	7%	5%	6%
Don't watch TV	4	3	6	4	3	4	4	5	5	4	2	4	4	4	5	4	5	3	3	6	4	4
DK/NA	1	1	1	1	1	1	1	1	1	2	1	2	1	1	2	1	2	1	1	1	1	1

TABLE 4: Q1. 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?

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>CABLE</u>	51%	52%	49%	51%	53%	56%	49%	49%	48%	49%	52%	55%	49%	53%	52%	49%	53%	53%	57%	39%
Cable	51	52	49	51	53	56	49	49	48	49	52	55	49	53	52	49	53	53	57	39
<u>SATELLITE</u>	30	31	28	31	22	16	27	29	31	34	29	25	32	27	32	27	23	28	26	44
Satellite	30	31	28	31	22	16	27	29	31	34	29	25	32	27	32	27	23	28	26	44
<u>OVER THE AIR</u>	8	6	14	10	12	13	11	13	13	7	8	8	9	8	7	10	10	9	8	7
Over the air	8	6	14	10	12	13	11	13	13	7	8	8	9	8	7	10	10	9	8	7
<u>INTERNET</u>	9	9	8	10	13	12	15	10	5	10	12	10	8	11	7	13	11	9	9	9
Internet	9	9	8	10	13	12	15	10	5	10	12	10	8	11	7	13	11	9	9	9
<u>DON'T WATCH TV/DK/NA</u>	6	6	4	4	6	9	7	5	6	5	5	6	5	6	5	7	6	5	5	6
Don't watch TV	4	4	3	4	6	8	5	4	4	4	4	4	4	4	3	6	5	4	3	4
DK/NA	1	2	1	1	0	0	2	1	1	1	1	2	1	1	2	1	1	1	1	2

TABLE 4: Q1. 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?

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>CABLE</u>	51%	47%	46%	46%	53%	51%	52%	49%	46%	47%	50%	55%	42%	48%	51%	54%	51%	62%	47%	55%	56%
Cable	51	47	46	46	53	51	52	49	46	47	50	55	42	48	51	54	51	62	47	55	56
<u>SATELLITE</u>	30	40	36	38	27	28	32	29	26	33	32	33	26	28	31	32	37	27	28	32	33
Satellite	30	40	36	38	27	28	32	29	26	33	32	33	26	28	31	32	37	27	28	32	33
<u>OVER THE AIR</u>	8	8	10	9	8	10	8	7	13	10	7	4	10	9	10	8	7	5	10	7	6
Over the air	8	8	10	9	8	10	8	7	13	10	7	4	10	9	10	8	7	5	10	7	6
<u>INTERNET</u>	9	6	6	6	11	7	8	13	11	8	10	10	20	15	8	5	3	3	14	4	3
Internet	9	6	6	6	11	7	8	13	11	8	10	10	20	15	8	5	3	3	14	4	3
<u>DON'T WATCH TV/DK/NA</u>	6	3	6	5	5	7	4	6	7	6	4	4	9	6	4	5	4	5	6	5	4
Don't watch TV	4	2	4	3	4	5	3	6	6	5	3	2	7	5	3	4	3	2	5	3	2
DK/NA	1	1	2	1	1	2	1	1	1	1	1	1	1	1	2	1	1	3	1	1	2

TABLE 4: Q1. 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?

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
CABLE	51%	52%	50%	52%	49%	52%	50%	53%	44%	56%	53%	51%	49%	49%	54%	49%	47%	56%	46%	51%	48%	57%
Cable	51	52	50	52	49	52	50	53	44	56	53	51	49	49	54	49	47	56	46	51	48	57
SATELLITE	30	30	30	29	36	24	26	34	30	30	29	29	36	37	23	26	29	30	35	38	23	27
Satellite	30	30	30	29	36	24	26	34	30	30	29	29	36	37	23	26	29	30	35	38	23	27
OVER THE AIR	8	9	8	10	6	9	10	7	10	7	9	10	8	4	9	9	11	9	8	5	10	7
Over the air	8	9	8	10	6	9	10	7	10	7	9	10	8	4	9	9	11	9	8	5	10	7
INTERNET	9	10	9	9	7	13	15	5	14	4	10	9	7	7	12	13	16	4	11	4	16	6
Internet	9	10	9	9	7	13	15	5	14	4	10	9	7	7	12	13	16	4	11	4	16	6
DON'T WATCH TV/DK/NA	6	5	6	4	5	7	6	4	6	5	4	5	4	7	7	8	4	5	7	4	8	6
Don't watch TV	4	4	4	3	3	6	5	3	4	4	3	4	3	4	7	5	3	3	5	3	7	5
DK/NA	1	1	2	1	2	1	1	1	2	2	1	1	1	3	0	2	1	1	2	1	1	1

TABLE 4: Q1. 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?

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NORTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>CABLE</u>	51%	52%	53%	53%	48%	50%	55%	54%	69%	38%	37%	46%	55%	55%	41%	52%	54%	69%	37%	40%
Cable	51	52	53	53	48	50	55	54	69	38	37	46	55	55	41	52	54	69	37	40
<u>SATELLITE</u>	30	28	30	33	38	28	30	24	18	44	42	34	27	25	41	29	25	18	41	42
Satellite	30	28	30	33	38	28	30	24	18	44	42	34	27	25	41	29	25	18	41	42
<u>OVER THE AIR</u>	8	8	10	3	8	12	7	7	6	6	11	8	9	8	9	10	7	6	8	10
Over the air	8	8	10	3	8	12	7	7	6	6	11	8	9	8	9	10	7	6	8	10
<u>INTERNET</u>	9	12	6	8	5	10	7	14	8	7	8	11	8	10	8	8	14	8	8	8
Internet	9	12	6	8	5	10	7	14	8	7	8	11	8	10	8	8	14	8	8	8
<u>DON'T WATCH TV/DK/NA</u>	6	6	3	6	4	5	5	6	4	8	4	6	5	5	6	5	6	4	8	4
Don't watch TV	4	4	3	3	3	3	4	5	3	6	3	5	3	4	4	4	6	3	6	3
DK/NA	1	1	1	3	1	2	2	0	1	2	1	1	2	1	2	2	0	1	2	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>CABLE</u>	51%	53%	51%	53%	45%	46%	55%	51%	55%	48%	54%	47%	54%	43%	59%	47%	61%	46%	48%	59%
Cable	51	53	51	53	45	46	55	51	55	48	54	47	54	43	59	47	61	46	48	59
<u>SATELLITE</u>	30	31	31	27	30	36	28	22	21	27	34	29	26	35	27	23	20	21	28	19
Satellite	30	31	31	27	30	36	28	22	21	27	34	29	26	35	27	23	20	21	28	19
<u>OVER THE AIR</u>	8	6	5	13	15	7	11	12	13	6	5	15	14	10	9	15	10	16	14	10
Over the air	8	6	5	13	15	7	11	12	13	6	5	15	14	10	9	15	10	16	14	10
<u>INTERNET</u>	9	9	9	8	9	14	7	14	13	16	4	11	3	16	4	17	8	17	13	11
Internet	9	9	9	8	9	14	7	14	13	16	4	11	3	16	4	17	8	17	13	11
<u>DON'T WATCH TV/DK/NA</u>	6%	5%	7%	4%	3%	5%	4%	9%	4%	8%	5%	4%	4%	5%	4%	6%	6%	7%	5%	7%
Don't watch TV	4	4	5	4	3	4	3	8	4	5	4	3	3	4	4	6	5	6	5	7
DK/NA	1	1	3	1	1	1	1	0	0	2	1	0	1	1	0	0	1	1	0	0

TABLE 4: Q1. 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?

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO			AF-AM			AS/PI		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>CABLE</u>	51%	45%	59%	45%	51%	53%	50%	55%	50%	51%	44%	50%	58%	44%	48%	54%	59%	50%	60%	40%
Cable	51	45	59	45	51	53	50	55	50	51	44	50	58	44	48	54	59	50	60	40
<u>SATELLITE</u>	30	36	26	31	27	31	31	19	23	27	36	28	21	33	33	28	30	23	16	33
Satellite	30	36	26	31	27	31	31	19	23	27	36	28	21	33	33	28	30	23	16	33
<u>OVER THE AIR</u>	8	6	5	13	15	7	11	13	12	15	11	15	11	14	11	5	8	13	13	10
Over the air	8	6	5	13	15	7	11	13	12	15	11	15	11	14	11	5	8	13	13	10
<u>INTERNET</u>	9	11	7	10	8	9	10	11	16	9	8	7	12	9	10	10	6	17	11	11
Internet	9	11	7	10	8	9	10	11	16	9	8	7	12	9	10	10	6	17	11	11
<u>DON'T WATCH TV/DK/NA</u>	6	6	6	5	3	5	4	6	7	4	4	3	5	5	4	7	2	7	5	7
Don't watch TV	4	5	4	4	3	5	3	6	6	3	2	3	5	4	3	7	2	6	5	7
DK/NA	1	1	2	1	1	0	1	0	0	1	1	1	0	1	1	0	0	1	0	0

TABLE 5: Q2. Do you have access to the Internet at home or work?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
TOTAL YES	90%	90%	91%	78%	98%	87%	100%	0%	100%	100%	100%	98%	80%	90%	90%	87%	92%	91%	90%	91%	92%	90%
Yes, most of the day	31	31	28	24	51	29	34	0	100	0	0	41	18	33	29	28	33	31	30	29	32	32
Yes, a few times a day	43	44	46	33	40	41	48	0	0	100	0	47	38	44	44	37	46	46	45	44	45	43
Yes, a few times a week	9	10	10	12	4	8	11	0	0	0	59	6	14	8	10	14	8	8	10	10	9	9
Yes, less often	7	6	8	9	2	9	7	0	0	0	41	3	11	5	7	8	5	6	7	7	6	7
NO/DK/NA	10	10	9	22	2	13	0	100	0	0	0	2	20	10	10	13	8	9	10	9	8	10
No, don't have Internet access	10	9	8	22	2	13	0	96	0	0	0	2	19	9	9	12	7	8	9	9	7	9
DK/NA	0	0	1	0	0	0	0	4	0	0	0	0	1	0	1	0	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
TOTAL YES	90%	92%	92%	92%	89%	80%	92%	95%	84%	89%	82%	90%	97%	84%	92%	87%	83%	91%	97%	99%	88%	
Yes, most of the day	31	35	29	32	29	29	31	49	30	33	26	31	42	32	32	25	21	23	37	46	29	
Yes, a few times a day	43	43	46	45	43	31	46	36	35	35	34	44	43	33	40	41	39	46	45	47	43	
Yes, a few times a week	9	8	10	9	9	10	9	6	10	10	10	9	9	10	12	11	12	13	9	3	11	
Yes, less often	7	6	6	6	7	9	6	4	9	12	13	6	3	9	8	9	10	8	6	2	5	
NO/DK/NA	10	8	8	8	11	20	8	5	16	11	18	10	3	16	8	13	17	9	3	1	12	
No, don't have Internet access	10	7	8	8	10	20	8	5	16	10	17	9	3	16	8	13	17	9	2	1	11	
DK/NA	0	1	0	0	1	0	0	0	0	1	1	0	1	0	0	0	0	0	1	0	1	

TABLE 5: Q2. Do you have access to the Internet at home or work?

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
TOTAL YES	90%	85%	97%	88%	94%	99%	98%	96%	99%	98%	100%	98%	94%	83%	85%	96%	94%	83%	92%	86%	93%	89%
Yes, most of the day	31	20	38	29	33	40	45	43	40	50	50	49	35	20	25	38	32	25	29	33	34	29
Yes, a few times a day	43	42	51	41	46	51	44	42	50	41	45	43	45	42	41	47	48	36	46	40	43	43
Yes, a few times a week	9	13	5	10	9	5	5	8	7	4	2	4	9	11	11	7	8	12	10	7	10	9
Yes, less often	7	9	3	7	6	3	4	4	3	2	2	2	5	9	9	4	5	10	7	6	7	7
NO/DK/NA	10	15	3	12	6	1	2	4	1	2	0	2	6	17	15	4	6	17	8	14	7	11
No, don't have Internet access	10	14	3	12	6	1	2	4	1	2	0	2	6	16	15	3	6	17	7	14	7	11
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS			Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL	
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758	
TOTAL YES	90%	94%	83%	80%	93%	94%	93%	85%	72%	93%	96%	98%	84%	97%	91%	88%	89%	88%	94%	90%	
Yes, most of the day	31	30	30	24	51	50	44	31	22	24	38	40	23	39	30	32	33	27	33	29	
Yes, a few times a day	43	49	30	34	29	32	39	34	27	48	46	51	40	48	45	42	41	45	46	41	
Yes, a few times a week	9	8	13	13	8	8	7	11	11	12	7	6	12	7	10	9	9	10	8	10	
Yes, less often	7	6	9	9	4	4	3	8	12	8	4	2	10	3	7	5	5	7	7	9	
NO/DK/NA	10	6	17	20	7	6	7	15	28	7	4	2	16	3	9	12	11	12	6	10	
No, don't have Internet access	10	6	17	20	7	6	7	15	28	7	4	2	15	3	8	12	10	12	6	10	
DK/NA	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	

TABLE 5: Q2. Do you have access to the Internet at home or work?

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES	NO																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
TOTAL YES	90%	92%	92%	92%	91%	87%	91%	92%	76%	93%	97%	98%	93%	95%	94%	91%	87%	68%	94%	86%	79%
Yes, most of the day	31	30	26	27	33	30	27	36	27	28	27	45	38	42	36	28	17	11	38	23	15
Yes, a few times a day	43	47	47	47	44	39	47	45	32	44	53	47	43	42	43	44	51	35	43	44	44
Yes, a few times a week	9	8	11	10	9	11	10	7	9	10	11	5	8	7	8	11	10	12	8	11	10
Yes, less often	7	7	8	7	6	7	8	4	8	10	6	2	4	4	7	7	9	10	5	8	9
NO/DK/NA	10	8	8	8	9	13	9	8	24	7	3	2	7	5	6	9	13	32	6	14	21
No, don't have Internet access	10	8	8	8	9	12	8	8	24	7	3	1	7	5	6	8	13	31	6	13	21
DK/NA	0	0	1	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
TOTAL YES	90%	91%	89%	87%	91%	93%	94%	88%	94%	84%	87%	87%	91%	91%	95%	90%	93%	82%	96%	88%	93%	92%
Yes, most of the day	31	32	29	30	30	33	39	25	38	21	32	28	32	27	32	34	38	22	41	22	37	24
Yes, a few times a day	43	45	42	42	46	43	43	47	43	42	42	41	45	47	47	39	42	42	43	48	43	44
Yes, a few times a week	9	9	10	9	9	11	8	9	8	12	8	10	8	11	11	10	7	11	8	10	9	13
Yes, less often	7	6	8	7	6	6	4	7	5	10	6	8	6	7	5	8	6	7	4	8	4	11
NO/DK/NA	10	9	11	13	9	7	6	12	6	16	13	13	9	9	5	10	7	18	4	12	7	8
No, don't have Internet access	10	9	11	13	8	7	6	11	6	15	12	13	8	8	5	10	6	18	4	11	7	8
DK/NA	0	1	0	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0

TABLE 5: Q2. Do you have access to the Internet at home or work?

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
TOTAL YES	90%	91%	85%	91%	92%	88%	92%	92%	92%	88%	87%	90%	90%	91%	87%	90%	92%	92%	91%	84%
Yes, most of the day	31	33	27	31	29	29	33	34	31	25	27	30	31	32	26	31	34	31	29	24
Yes, a few times a day	43	45	40	42	49	42	42	45	45	50	39	45	42	43	43	42	45	45	45	43
Yes, a few times a week	9	7	10	12	8	11	11	7	10	7	9	7	11	9	10	11	7	10	8	8
Yes, less often	7	5	8	6	6	6	6	6	6	5	12	7	6	6	8	6	6	6	9	9
NO/DK/NA	10	9	15	9	8	12	8	8	8	12	13	10	10	9	13	10	8	8	9	16
No, don't have Internet access	10	9	14	9	7	12	8	7	8	12	13	10	10	9	12	10	7	8	9	16
DK/NA	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
TOTAL YES	90%	94%	93%	86%	79%	79%	80%	94%	91%	98%	90%	86%	73%	92%	68%	97%	87%	93%	89%	94%
Yes, most of the day	31	32	29	34	27	20	27	58	45	40	23	34	22	34	14	57	43	52	50	52
Yes, a few times a day	43	50	49	32	29	38	30	26	33	49	50	32	26	40	28	30	29	30	29	29
Yes, a few times a week	9	7	8	11	15	15	11	6	9	6	9	12	15	11	15	7	9	8	7	7
Yes, less often	7	4	7	10	8	6	12	4	5	2	8	8	10	6	11	3	6	3	3	6
NO/DK/NA	10	6	7	14	21	21	20	6	9	2	10	14	27	8	32	3	13	7	11	6
No, don't have Internet access	10	6	6	14	20	19	20	6	9	2	9	14	26	8	31	3	13	6	11	6
DK/NA	0	0	0	0	0	2	0	0	0	0	0	0	0	1	1	0	0	0	0	0

TABLE 5: Q2. Do you have access to the Internet at home or work?

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET											
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO			AF-AM			AS/PI			
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25			
TOTAL YES	90%	93%	94%	78%	85%	79%	80%	91%	94%	83%	82%	85%	77%	80%	80%	84%	71%	94%	91%	93%			
Yes, most of the day	31	31	30	29	31	19	26	49	54	30	34	31	28	29	27	20	17	53	50	50			
Yes, a few times a day	43	50	49	30	31	35	34	29	30	32	27	30	32	30	34	37	29	30	26	36			
Yes, a few times a week	9	7	9	10	14	13	13	8	7	13	10	15	7	11	13	14	10	7	9	3			
Yes, less often	7	6	6	10	8	13	8	5	3	8	11	8	9	10	6	13	16	3	5	4			
NO/DK/NA	10	7	6	22	15	21	20	9	6	17	18	15	23	20	20	16	29	6	9	7			
No, don't have Internet access	10	6	6	22	15	20	19	9	6	17	18	15	23	20	19	15	29	6	9	6			
DK/NA	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	1	0	0	0	1			

TABLE 6: Q3. Do you have a smartphone - such as an iPhone, Android, or Blackberry - that you use on a regular basis?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
YES	55%	55%	56%	42%	76%	53%	60%	13%	74%	60%	32%	100%	0%	59%	53%	47%	56%	55%	52%	52%	56%	58%
Yes	55	55	56	42	76	53	60	13	74	60	32	100	0	59	53	47	56	55	52	52	56	58
NO/DK/NA	45	45	44	58	24	47	40	87	26	40	68	0	100	41	47	53	44	45	48	48	44	42
No	45	45	44	58	24	46	40	87	26	40	68	0	100	41	47	53	44	45	48	48	44	42
DK/NA	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
YES	55%	54%	58%	56%	54%	51%	57%	70%	46%	52%	58%	55%	69%	53%	59%	47%	44%	44%	67%	74%	56%	
Yes	55	54	58	56	54	51	57	70	46	52	58	55	69	53	59	47	44	44	67	74	56	
NO/DK/NA	45	46	42	44	46	49	43	30	54	48	42	45	31	47	41	53	56	56	33	26	44	
No	45	46	42	44	46	49	43	30	54	48	42	44	31	47	41	53	55	56	33	26	44	
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
YES	55%	40%	75%	54%	57%	70%	65%	67%	66%	98%	85%	92%	62%	43%	44%	62%	62%	45%	51%	62%	67%	50%
Yes	55	40	75	54	57	70	65	67	66	98	85	92	62	43	44	62	62	45	51	62	67	50
NO/DK/NA	45	60	25	46	43	30	35	33	34	2	15	8	38	57	56	38	38	55	49	38	33	50
No	45	60	25	45	43	30	35	33	34	2	15	8	38	57	56	38	38	55	49	38	33	50
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 6: Q3. Do you have a smartphone - such as an iPhone, Android, or Blackberry - that you use on a regular basis?

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
YES	55%	54%	55%	54%	59%	58%	60%	56%	39%	53%	65%	62%	48%	64%	54%	56%	59%	52%	58%	51%
Yes	55	54	55	54	59	58	60	56	39	53	65	62	48	64	54	56	59	52	58	51
NO/DK/NA	45	46	45	46	41	42	40	44	61	47	35	38	52	36	46	44	41	48	42	49
No	45	46	44	46	40	42	40	44	61	46	35	38	52	36	45	44	41	48	42	49
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
YES	55%	47%	53%	51%	58%	51%	57%	59%	40%	50%	57%	77%	77%	77%	64%	47%	32%	14%	73%	37%	24%
Yes	55	47	53	51	58	51	57	59	40	50	57	77	77	77	64	47	32	14	73	37	24
NO/DK/NA	45	53	47	49	42	49	43	41	60	50	43	23	23	23	36	53	68	86	27	63	76
No	45	52	47	49	42	49	43	41	59	50	43	23	23	23	36	53	68	86	27	62	76
DK/NA	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
YES	55%	57%	53%	53%	53%	61%	73%	41%	72%	34%	55%	51%	57%	48%	61%	62%	72%	35%	76%	37%	71%	43%
Yes	55	57	53	53	53	61	73	41	72	34	55	51	57	48	61	62	72	35	76	37	71	43
NO/DK/NA	45	43	47	47	47	39	27	59	28	66	45	49	43	52	39	38	28	65	24	63	29	57
No	45	42	47	47	47	39	27	59	28	66	45	49	43	52	39	38	28	64	24	63	29	57
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0

TABLE 6: Q3. Do you have a smartphone - such as an iPhone, Android, or Blackberry - that you use on a regular basis?

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
YES	55%	58%	49%	55%	51%	55%	57%	58%	56%	49%	51%	54%	56%	56%	53%	56%	58%	56%	54%	45%
Yes	55	58	49	55	51	55	57	58	56	49	51	54	56	56	53	56	58	56	54	45
NO/DK/NA	45	42	51	45	49	45	43	42	44	51	49	46	44	44	47	44	42	44	46	55
No	45	42	51	45	48	45	43	42	44	51	49	46	44	44	47	43	42	44	45	55
DK/NA	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0

	ETHNICITY BY GENDER									ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
YES	55%	57%	51%	59%	52%	54%	54%	65%	54%	76%	38%	66%	30%	74%	34%	71%	44%	57%	60%	61%
Yes	55	57	51	59	52	54	54	65	54	76	38	66	30	74	34	71	44	57	60	61
NO/DK/NA	45	43	49	41	48	46	46	35	46	24	62	34	70	26	66	29	56	43	40	39
No	45	43	49	41	48	46	46	35	46	24	62	34	70	25	66	29	56	42	40	39
DK/NA	0	0	0	0	0	0	1	1	0	0	0	0	1	1	0	0	1	1	0	0

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
YES	55%	53%	55%	52%	56%	51%	55%	56%	63%	55%	56%	56%	44%	58%	56%	52%	46%	63%	55%	61%
Yes	55	53	55	52	56	51	55	56	63	55	56	56	44	58	56	52	46	63	55	61
NO/DK/NA	45	47	45	48	44	49	45	44	37	45	44	44	56	42	44	48	54	37	45	39
No	45	47	45	48	43	49	45	44	37	44	44	43	56	41	44	48	54	37	44	39
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	0

TABLE 7: Q5. 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.

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
<u>MORE TAXES</u>	45%	44%	43%	43%	65%	41%	45%	43%	48%	45%	38%	48%	40%	100%	0%	0%	47%	46%	45%	44%	47%	46%
Higher taxes/more services	45	44	43	43	65	41	45	43	48	45	38	48	40	100	0	0	47	46	45	44	47	46
<u>LESS TAXES</u>	44	45	47	45	28	42	44	43	42	45	47	43	47	0	100	0	43	44	43	44	43	44
Lower taxes/fewer services	44	45	47	45	28	42	44	43	42	45	47	43	47	0	100	0	43	44	43	44	43	44
<u>BOTH/NEITHER/DK/NA</u>	11	11	11	12	7	17	11	14	10	10	15	9	13	0	0	100	10	10	11	12	9	10
Both	2	3	3	1	1	2	2	3	3	2	3	2	3	0	0	22	2	2	2	2	2	3
Neither	6	5	5	8	4	10	5	7	5	5	7	5	6	0	0	50	5	5	6	6	5	5
DK/NA	3	3	4	3	2	6	3	5	2	3	5	2	4	0	0	28	3	3	3	3	3	3
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
<u>MORE TAXES</u>	45%	46%	46%	46%	45%	35%	46%	41%	48%	46%	45%	51%	45%	50%	49%	25%	42%	47%	42%	50%	40%	
Higher taxes/more services	45	46	46	46	45	35	46	41	48	46	45	51	45	50	49	25	42	47	42	50	40	
<u>LESS TAXES</u>	44	46	42	44	43	52	44	50	40	42	42	39	47	38	42	61	44	43	51	42	45	
Lower taxes/fewer services	44	46	42	44	43	52	44	50	40	42	42	39	47	38	42	61	44	43	51	42	45	
<u>BOTH/NEITHER/DK/NA</u>	11	9	11	10	12	13	10	9	12	12	13	10	8	12	9	13	14	11	7	8	15	
Both	2	2	2	2	2	2	2	3	3	3	2	2	2	3	2	5	3	2	2	2	4	
Neither	6	5	6	6	5	8	5	5	8	4	6	5	4	8	4	6	7	6	3	4	9	
DK/NA	3	1	3	2	4	4	2	1	2	6	5	3	2	1	3	2	4	3	2	2	2	

TABLE 7: Q5. 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.

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>MORE TAXES</u>	45%	44%	56%	49%	39%	50%	47%	44%	48%	52%	46%	51%	48%	38%	39%	51%	46%	41%	39%	53%	42%	46%
Higher taxes/more services	45	44	56	49	39	50	47	44	48	52	46	51	48	38	39	51	46	41	39	53	42	46
<u>LESS TAXES</u>	44	44	38	39	52	42	42	47	43	41	46	42	42	48	47	41	46	45	49	37	46	44
Lower taxes/fewer services	44	44	38	39	52	42	42	47	43	41	46	42	42	48	47	41	46	45	49	37	46	44
<u>BOTH/NEITHER/DK/NA</u>	11	12	6	12	10	8	12	9	9	7	8	7	9	14	14	9	9	14	11	10	12	11
Both	2	2	2	3	1	2	3	3	2	2	2	2	2	3	2	2	2	3	3	2	3	2
Neither	6	6	3	6	5	4	4	4	4	3	5	3	5	7	7	5	5	7	6	5	6	5
DK/NA	3	4	2	3	3	2	5	3	2	2	2	2	2	4	5	2	2	4	3	3	2	3

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SM SUBRB	TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>MORE TAXES</u>	45%	43%	48%	61%	43%	40%	45%	48%	44%	42%	44%	50%	43%	47%	41%	52%	53%	45%	43%	37%
Higher taxes/more services	45	43	48	61	43	40	45	48	44	42	44	50	43	47	41	52	53	45	43	37
<u>LESS TAXES</u>	44	47	39	30	46	48	42	39	44	47	45	40	45	43	48	38	35	45	48	50
Lower taxes/fewer services	44	47	39	30	46	48	42	39	44	47	45	40	45	43	48	38	35	45	48	50
<u>BOTH/NEITHER/DK/NA</u>	11	9	13	9	11	12	13	13	13	11	10	10	12	10	11	10	12	10	9	13
Both	2	2	4	2	3	3	2	3	3	3	2	2	3	2	3	2	3	2	2	3
Neither	6	5	7	3	4	6	6	7	7	5	6	5	6	6	5	5	7	5	5	6
DK/NA	3	3	2	3	4	3	5	3	3	3	2	4	3	3	3	2	3	2	2	4

TABLE 7: Q5. 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.

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+	
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705	
<u>MORE TAXES</u>	45%	11%	23%	19%	57%	36%	44%	56%	49%	47%	46%	43%	57%	49%	41%	40%	42%	40%	49%	40%	41%	
Higher taxes/more services	45	11	23	19	57	36	44	56	49	47	46	43	57	49	41	40	42	40	49	40	41	
<u>LESS TAXES</u>	44	83	68	73	31	51	45	37	39	43	46	48	35	38	51	48	46	47	41	47	47	
Lower taxes/fewer services	44	83	68	73	31	51	45	37	39	43	46	48	35	38	51	48	46	47	41	47	47	
<u>BOTH/NEITHER/DK/NA</u>	11	6	9	8	11	14	11	8	12	10	8	8	8	12	8	12	12	13	10	12	12	
Both	2	1	2	2	2	3	3	1	2	3	2	1	2	3	2	2	3	2	2	2	2	
Neither	6	3	5	4	6	7	4	4	6	5	4	5	3	8	4	6	7	5	5	6	6	
DK/NA	3	1	2	2	3	3	3	2	4	1	3	2	3	2	2	3	2	6	2	4	4	

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>MORE TAXES</u>	45%	41%	48%	62%	18%	47%	46%	36%	52%	44%	62%	62%	15%	21%	43%	50%	63%	61%	23%	15%	51%	38%
Higher taxes/more services	45	41	48	62	18	47	46	36	52	44	62	62	15	21	43	50	63	61	23	15	51	38
<u>LESS TAXES</u>	44	49	40	27	72	42	45	53	38	42	28	25	76	68	47	37	27	26	71	73	38	50
Lower taxes/fewer services	44	49	40	27	72	42	45	53	38	42	28	25	76	68	47	37	27	26	71	73	38	50
<u>BOTH/NEITHER/DK/NA</u>	11	10	12	11	10	11	9	11	10	14	10	12	9	11	10	13	10	12	7	12	11	12
Both	2	3	2	3	2	3	2	3	2	2	3	2	2	2	3	3	2	3	2	1	2	3
Neither	6	5	7	6	6	5	4	5	6	7	4	7	5	7	4	6	6	6	3	8	5	5
DK/NA	3	3	3	3	3	4	2	3	2	4	3	3	3	3	3	4	2	4	1	3	3	4

TABLE 7: Q5. 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.

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER	
	DEM	DEM	REP	REP	LA	AREA	AREA	DIEGO	/NORTH	VALLY										
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>MORE TAXES</u>	45%	73%	51%	30%	9%	47%	37%	56%	40%	40%	41%	48%	42%	47%	39%	43%	56%	40%	40%	40%
Higher taxes/more services	45	73	51	30	9	47	37	56	40	40	41	48	42	47	39	43	56	40	40	40
<u>LESS TAXES</u>	44	17	37	55	84	41	51	33	52	51	49	41	47	42	50	45	33	52	51	49
Lower taxes/fewer services	44	17	37	55	84	41	51	33	52	51	49	41	47	42	50	45	33	52	51	49
<u>BOTH/NEITHER/DK/NA</u>	11	10	12	15	6	13	11	11	8	9	10	10	11	11	11	12	11	8	9	10
Both	2	3	2	2	1	3	2	2	1	3	2	2	2	2	3	3	2	1	2	3
Neither	6	5	7	9	3	6	6	6	5	3	4	5	6	6	5	6	6	5	4	4
DK/NA	3	2	3	4	2	3	3	3	2	4	4	3	3	3	3	3	3	2	4	4

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+				
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>MORE TAXES</u>	45%	41%	46%	42%	53%	59%	62%	45%	40%	49%	39%	50%	44%	66%	56%	49%	34%	51%	33%	42%
Higher taxes/more services	45	41	46	42	53	59	62	45	40	49	39	50	44	66	56	49	34	51	33	42
<u>LESS TAXES</u>	44	52	43	44	34	34	28	46	47	45	49	37	42	27	34	42	53	36	57	48
Lower taxes/fewer services	44	52	43	44	34	34	28	46	47	45	49	37	42	27	34	42	53	36	57	48
<u>BOTH/NEITHER/DK/NA</u>	11	8	11	14	13	7	10	9	13	6	12	13	14	7	10	10	13	13	11	10
Both	2	2	2	5	3	3	1	2	5	2	2	4	4	2	2	2	5	5	3	3
Neither	6	4	6	6	8	3	4	3	5	3	6	7	8	3	3	4	4	5	4	3
DK/NA	3	2	4	3	1	1	5	4	3	2	4	2	2	2	4	4	4	3	4	4

TABLE 7: Q5. 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.

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73
<u>MORE TAXES</u>	45%	49%	38%	48%	48%	74%	55%	41%	44%	48%	46%	47%	44%	51%	55%	77%	62%	44%	40%	45%
Higher taxes/more services	45	49	38	48	48	74	55	41	44	48	46	47	44	51	55	77	62	44	40	45
<u>LESS TAXES</u>	44	42	52	40	38	16	37	47	45	38	41	39	39	39	36	11	33	45	48	46
Lower taxes/fewer services	44	42	52	40	38	16	37	47	45	38	41	39	39	39	36	11	33	45	48	46
<u>BOTH/NEITHER/DK/NA</u>	11	9	10	13	14	10	8	11	11	14	13	14	17	11	8	11	6	11	12	9
Both	2	2	1	3	4	3	1	3	4	5	2	5	5	1	2	4	0	4	4	2
Neither	6	4	6	8	7	3	4	5	3	8	8	7	11	6	4	3	2	3	5	3
DK/NA	3	3	3	2	2	4	3	4	4	2	3	2	0	3	3	4	4	5	3	4

TABLE 8: Q6A. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you written a letter or e-mail to the editor of a newspaper or a public official?

	Q1 TV PROVIDER					Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
YES	27%	26%	26%	25%	32%	30%	28%	11%	31%	30%	18%	27%	26%	27%	28%	21%	34%	36%	34%	31%	34%	23%
Yes	27	26	26	25	32	30	28	11	31	30	18	27	26	27	28	21	34	36	34	31	34	23
NO/DK/NA	73	74	74	75	68	70	72	89	69	70	82	73	74	73	72	79	66	64	66	69	66	77
No	73	74	74	73	68	70	71	88	68	70	81	73	74	73	71	78	66	64	66	68	66	77
DK/NA	0	0	0	1	0	1	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
YES	27%	44%	31%	36%	16%	11%	28%	34%	21%	29%	17%	24%	37%	20%	29%	26%	18%	31%	38%	33%	26%	
Yes	27	44	31	36	16	11	28	34	21	29	17	24	37	20	29	26	18	31	38	33	26	
NO/DK/NA	73	56	69	64	84	89	72	66	79	71	83	76	63	80	71	74	82	69	62	67	74	
No	73	56	69	64	84	89	72	66	78	70	83	75	63	80	71	74	82	69	62	67	74	
DK/NA	0	0	0	0	1	0	0	0	1	1	0	0	0	1	0	0	1	0	0	0	0	
	Q14 NWSPPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
YES	27%	25%	35%	27%	27%	34%	30%	27%	33%	28%	34%	29%	27%	30%	22%	73%	30%	0%	31%	20%	25%	28%
Yes	27	25	35	27	27	34	30	27	33	28	34	29	27	30	22	73	30	0	31	20	25	28
NO/DK/NA	73	75	65	73	73	66	70	73	67	72	66	71	73	70	78	27	70	100	69	80	75	72
No	73	74	65	73	73	66	70	73	67	72	66	71	72	70	77	27	70	99	69	79	75	72
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	1	1	0

TABLE 8: Q6A. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you written a letter or e-mail to the editor of a newspaper or a public official?

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
YES	27%	33%	14%	18%	18%	17%	17%	17%	13%	23%	31%	43%	19%	36%	30%	22%	25%	25%	29%	29%
Yes	27	33	14	18	18	17	17	17	13	23	31	43	19	36	30	22	25	25	29	29
NO/DK/NA	73	67	86	82	82	83	83	83	87	77	69	57	81	64	70	78	75	75	71	71
No	73	67	85	82	81	82	83	82	86	77	69	57	81	64	70	77	75	75	71	71
DK/NA	0	0	1	0	1	1	0	1	1	0	0	0	1	0	0	0	0	0	0	1

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLly	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
YES	27%	37%	28%	31%	27%	27%	26%	27%	21%	21%	30%	34%	14%	24%	26%	34%	34%	27%	21%	33%	31%
Yes	27	37	28	31	27	27	26	27	21	21	30	34	14	24	26	34	34	27	21	33	31
NO/DK/NA	73	63	72	69	73	73	74	73	79	79	70	66	86	76	74	66	66	73	79	67	69
No	73	63	72	69	73	72	74	73	79	79	70	66	85	75	74	66	66	72	78	67	69
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0

	GENDER			PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
YES	27%	27%	26%	26%	29%	25%	21%	34%	21%	31%	28%	25%	28%	30%	25%	24%	21%	31%	23%	34%	20%	34%
Yes	27	27	26	26	29	25	21	34	21	31	28	25	28	30	25	24	21	31	23	34	20	34
NO/DK/NA	73	73	74	74	71	75	79	66	79	69	72	75	72	70	75	76	79	69	77	66	80	66
No	73	72	73	73	71	75	78	66	78	68	72	75	72	70	74	75	78	69	77	66	79	66
DK/NA	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0

TABLE 8: Q6A. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you written a letter or e-mail to the editor of a newspaper or a public official?

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRT	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
	Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385
YES	27%	30%	22%	28%	30%	26%	24%	30%	28%	29%	24%	28%	26%	28%	24%	25%	30%	28%	27%	25%
Yes	27	30	22	28	30	26	24	30	28	29	24	28	26	28	24	25	30	28	27	25
NO/DK/NA	73	70	78	72	70	74	76	70	72	71	76	72	74	72	76	75	70	72	73	75
No	73	69	78	72	70	74	76	70	71	71	76	72	74	72	76	75	70	71	72	75
DK/NA	0	1	0	0	0	1	0	0	1	0	1	0	0	0	0	0	0	1	1	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
	Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41
YES	27%	32%	33%	16%	12%	16%	20%	20%	15%	26%	38%	13%	16%	20%	16%	16%	21%	19%	13%	19%
Yes	27	32	33	16	12	16	20	20	15	26	38	13	16	20	16	16	21	19	13	19
NO/DK/NA	73	68	67	84	88	84	80	80	85	74	62	87	84	80	84	84	79	81	87	81
No	73	68	67	83	87	84	80	79	84	74	62	86	83	80	84	84	78	81	86	80
DK/NA	0	0	0	1	1	0	0	1	1	0	0	1	1	0	0	0	1	0	1	1

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73
YES	27%	34%	31%	15%	13%	15%	20%	17%	18%	15%	11%	13%	22%	11%	20%	15%	15%	19%	18%	15%
Yes	27	34	31	15	13	15	20	17	18	15	11	13	22	11	20	15	15	19	18	15
NO/DK/NA	73	66	69	85	87	85	80	83	82	85	89	87	78	89	80	85	85	81	82	85
No	73	66	69	84	85	85	80	82	81	84	87	86	78	86	80	85	85	80	82	85
DK/NA	0	0	0	1	1	0	0	0	1	1	2	1	0	2	0	0	0	1	0	0

TABLE 9: Q6B. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you posted or commented on government or politics on a blog, Facebook or Twitter?

	Q1 TV PROVIDER					Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
YES	31%	29%	31%	29%	54%	31%	34%	8%	43%	35%	13%	43%	17%	36%	29%	22%	38%	38%	34%	31%	37%	30%
Yes	31	29	31	29	54	31	34	8	43	35	13	43	17	36	29	22	38	38	34	31	37	30
NO/DK/NA	69	71	69	71	46	69	66	92	57	65	87	57	83	64	71	78	62	62	66	69	63	70
No	68	71	69	69	45	68	66	91	57	65	87	57	82	64	70	77	62	62	66	69	63	70
DK/NA	0	0	0	2	1	1	0	2	0	0	0	0	1	0	1	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
YES	31%	40%	35%	37%	25%	19%	32%	57%	24%	33%	21%	28%	53%	27%	37%	23%	21%	21%	39%	50%	28%	
Yes	31	40	35	37	25	19	32	57	24	33	21	28	53	27	37	23	21	21	39	50	28	
NO/DK/NA	69	60	65	63	75	81	68	43	76	67	79	72	47	73	63	77	79	79	61	50	72	
No	68	59	65	63	74	80	68	43	76	67	79	71	47	72	63	76	79	79	61	49	72	
DK/NA	0	0	0	0	1	1	0	1	1	0	0	0	0	1	0	0	0	0	0	0	0	
	Q14 NWSPPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
YES	31%	19%	51%	31%	33%	46%	43%	43%	43%	57%	52%	54%	36%	25%	21%	71%	42%	0%	29%	37%	36%	30%
Yes	31	19	51	31	33	46	43	43	43	57	52	54	36	25	21	71	42	0	29	37	36	30
NO/DK/NA	69	81	49	69	67	54	57	57	57	43	48	46	64	75	79	29	58	100	71	63	64	70
No	68	81	49	69	67	54	57	56	43	48	46	46	63	74	78	29	57	99	71	62	64	70
DK/NA	0	0	0	0	0	0	1	1	0	0	0	0	0	1	1	0	0	1	0	1	1	0

TABLE 9: Q6B. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you posted or commented on government or politics on a blog, Facebook or Twitter?

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
YES	31%	34%	24%	29%	23%	19%	28%	27%	17%	33%	37%	37%	27%	37%	31%	32%	36%	31%	31%	28%
Yes	31	34	24	29	23	19	28	27	17	33	37	37	27	37	31	32	36	31	31	28
NO/DK/NA	69	66	76	71	77	81	72	73	83	67	63	63	73	63	69	68	64	69	69	72
No	68	65	75	71	76	81	71	73	82	67	63	63	73	63	68	68	64	69	69	71
DK/NA	0	0	1	0	1	0	1	1	1	0	0	0	0	0	1	0	1	0	0	0

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008 2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
YES	31%	38%	31%	33% 33%	28%	31%	37%	26%	30%	36%	39%	41%	44%	35%	28%	21%	6%	40%	23%	14%
Yes	31	38	31	33 33	28	31	37	26	30	36	39	41	44	35	28	21	6	40	23	14
NO/DK/NA	69	62	69	67 67	72	69	63	74	70	64	61	59	56	65	72	79	94	60	77	86
No	68	62	69	67 67	71	69	63	73	70	64	61	59	55	65	71	79	93	60	77	85
DK/NA	0	0	0	0 0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0

	GENDER			PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
YES	31%	34%	29%	31%	29%	35%	43%	25%	37%	21%	35%	28%	30%	27%	36%	33%	40%	23%	40%	21%	40%	24%
Yes	31	34	29	31	29	35	43	25	37	21	35	28	30	27	36	33	40	23	40	21	40	24
NO/DK/NA	69	66	71	69	71	65	57	75	63	79	65	72	70	73	64	67	60	77	60	79	60	76
No	68	66	71	69	71	65	57	75	62	79	64	72	70	72	63	67	60	77	60	78	59	76
DK/NA	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	1	0

TABLE 9: Q6B. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you posted or commented on government or politics on a blog, Facebook or Twitter?

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER	
	DEM	DEM	REP	REP	LA	AREA	AREA	DIEGO	/NRTN	VALLY										
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
YES	31%	39%	23%	27%	30%	32%	31%	34%	29%	31%	29%	32%	31%	32%	30%	31%	34%	29%	31%	28%
Yes	31	39	23	27	30	32	31	34	29	31	29	32	31	32	30	31	34	29	31	28
NO/DK/NA	69	61	77	73	70	68	69	66	71	69	71	68	69	68	70	69	66	71	69	72
No	68	61	77	72	69	68	69	66	70	68	71	68	69	68	69	69	65	70	68	71
DK/NA	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	1	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+				
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
YES	31%	37%	32%	28%	21%	31%	27%	28%	18%	47%	25%	29%	14%	42%	16%	28%	16%	22%	25%	23%
Yes	31	37	32	28	21	31	27	28	18	47	25	29	14	42	16	28	16	22	25	23
NO/DK/NA	69	63	68	72	79	69	73	72	82	53	75	71	86	58	84	72	84	78	75	77
No	68	63	68	70	78	69	73	72	81	53	74	70	86	58	84	71	83	76	75	77
DK/NA	0	0	0	1	1	0	0	1	0	0	0	2	0	0	0	0	1	1	0	0

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI	
	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER	
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
YES	31%	34%	35%	22%	25%	26%	30%	23%	23%	26%	19%	26%	25%	21%	30%	28%	27%	22%	22%	28%
Yes	31	34	35	22	25	26	30	23	23	26	19	26	25	21	30	28	27	22	22	28
NO/DK/NA	69	66	65	78	75	74	70	77	77	74	81	74	75	79	70	72	73	78	78	72
No	68	66	65	76	74	74	70	76	76	73	80	73	73	78	70	72	73	77	77	72
DK/NA	0	0	0	2	1	0	0	0	1	1	1	1	2	2	0	0	0	1	0	0

TABLE 10: Q6C. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you volunteered your time for a political campaign?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
YES	15%	16%	14%	11%	17%	14%	15%	10%	16%	16%	13%	16%	14%	19%	11%	13%	19%	21%	21%	18%	19%	14%
Yes	15	16	14	11	17	14	15	10	16	16	13	16	14	19	11	13	19	21	21	18	19	14
NO/DK/NA	85	84	86	89	83	86	85	90	84	84	87	84	86	81	89	87	81	79	79	82	81	86
No	85	84	85	89	83	86	85	89	84	84	87	84	86	81	88	87	81	79	79	81	81	86
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
YES	15%	29%	16%	21%	8%	6%	15%	17%	14%	24%	9%	14%	15%	14%	18%	13%	10%	18%	17%	18%	19%	
Yes	15	29	16	21	8	6	15	17	14	24	9	14	15	14	18	13	10	18	17	18	19	
NO/DK/NA	85	71	84	79	92	94	85	83	86	76	91	86	85	86	82	87	90	82	83	82	81	
No	85	71	84	79	92	94	85	83	86	76	91	86	85	86	82	87	90	82	83	82	81	
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	Q14 NWSPPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
YES	15%	15%	16%	16%	13%	16%	22%	17%	16%	16%	19%	16%	16%	14%	12%	53%	11%	0%	17%	12%	11%	16%
Yes	15	15	16	16	13	16	22	17	16	16	19	16	16	14	12	53	11	0	17	12	11	16
NO/DK/NA	85	85	84	84	87	84	78	83	84	84	81	84	84	86	88	47	89	100	83	88	89	84
No	85	85	84	84	87	84	78	83	84	84	80	84	84	86	87	47	89	100	83	87	89	84
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 10: Q6C. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you volunteered your time for a political campaign?

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
YES	15%	17%	9%	22%	11%	13%	10%	12%	8%	13%	17%	21%	11%	18%	15%	14%	16%	13%	15%	15%
Yes	15	17	9	22	11	13	10	12	8	13	17	21	11	18	15	14	16	13	15	15
NO/DK/NA	85	83	91	78	89	87	90	88	92	87	83	79	89	82	85	86	84	87	85	85
No	85	83	91	78	89	87	90	88	91	87	83	79	88	82	85	86	84	86	85	85
DK/NA	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO	WKL	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008 2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
YES	15%	17%	12%	14% 16%	16%	15%	14%	13%	13%	17%	17%	11%	13%	10%	19%	18%	18%	11%	19%	18%
Yes	15	17	12	14 16	16	15	14	13	13	17	17	11	13	10	19	18	18	11	19	18
NO/DK/NA	85	83	88	86 84	84	85	86	87	87	83	83	89	87	90	81	82	82	89	81	82
No	85	83	88	86 84	84	85	86	87	87	83	83	89	87	90	81	82	82	89	81	82
DK/NA	0	0	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	GENDER			PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
YES	15%	16%	14%	18%	13%	12%	12%	19%	10%	18%	20%	16%	16%	11%	10%	13%	13%	23%	11%	15%	10%	15%
Yes	15	16	14	18	13	12	12	19	10	18	20	16	16	11	10	13	13	23	11	15	10	15
NO/DK/NA	85	84	86	82	87	88	88	81	90	82	80	84	84	89	90	87	87	77	89	85	90	85
No	85	84	86	82	87	88	87	81	90	82	80	84	84	89	89	87	87	77	89	85	90	85
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 10: Q6C. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you volunteered your time for a political campaign?

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTN	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
YES	15%	22%	13%	14%	13%	15%	13%	19%	13%	11%	14%	16%	14%	16%	12%	14%	19%	13%	13%	13%
Yes	15	22	13	14	13	15	13	19	13	11	14	16	14	16	12	14	19	13	13	13
NO/DK/NA	85	78	87	86	87	85	87	81	87	89	86	84	86	84	88	86	81	87	87	87
No	85	78	87	86	87	85	87	81	87	89	86	84	86	84	88	86	81	87	87	87
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
YES	15%	18%	15%	11%	7%	20%	23%	10%	11%	13%	20%	8%	12%	18%	25%	9%	13%	12%	8%	12%
Yes	15	18	15	11	7	20	23	10	11	13	20	8	12	18	25	9	13	12	8	12
NO/DK/NA	85	82	85	89	93	80	77	90	89	87	80	92	88	82	75	91	87	88	92	88
No	85	82	85	89	93	80	77	89	88	87	80	92	88	82	75	91	86	88	92	88
DK/NA	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	1	1

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
YES	15%	18%	16%	10%	9%	21%	22%	12%	10%	10%	6%	9%	10%	9%	22%	27%	11%	10%	13%	8%
Yes	15	18	16	10	9	21	22	12	10	10	6	9	10	9	22	27	11	10	13	8
NO/DK/NA	85	82	84	90	91	79	78	88	90	90	94	91	90	91	78	73	89	90	87	92
No	85	82	84	90	91	79	78	88	89	90	94	91	90	91	78	73	89	89	87	91
DK/NA	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1

TABLE 11: Q6D. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you attended a meeting of a government agency, such as a city council, planning commission or school board?

	Q1 TV PROVIDER					Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
YES	31%	30%	33%	27%	34%	31%	32%	15%	36%	33%	24%	34%	27%	32%	31%	27%	35%	40%	43%	40%	36%	30%
Yes	31	30	33	27	34	31	32	15	36	33	24	34	27	32	31	27	35	40	43	40	36	30
NO/DK/NA	69	70	67	73	66	69	68	85	64	67	76	66	73	68	69	73	65	60	57	60	64	70
No	69	70	67	72	65	69	67	84	64	66	76	66	72	68	69	72	65	60	56	60	64	70
DK/NA	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
YES	31%	48%	35%	40%	21%	12%	31%	35%	27%	41%	24%	29%	36%	24%	40%	25%	25%	35%	37%	34%	32%	
Yes	31	48	35	40	21	12	31	35	27	41	24	29	36	24	40	25	25	35	37	34	32	
NO/DK/NA	69	52	65	60	79	88	69	65	73	59	76	71	64	76	60	75	75	65	63	66	68	
No	69	52	65	60	79	87	68	65	72	59	76	70	64	75	60	74	75	65	63	65	68	
DK/NA	0	0	0	0	1	1	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	
	Q14 NWSPPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
YES	31%	30%	38%	33%	28%	34%	36%	32%	34%	35%	41%	36%	32%	34%	24%	78%	37%	0%	36%	22%	36%	28%
Yes	31	30	38	33	28	34	36	32	34	35	41	36	32	34	24	78	37	0	36	22	36	28
NO/DK/NA	69	70	62	67	72	66	64	68	66	65	59	64	68	66	76	22	63	100	64	78	64	72
No	69	70	62	67	71	66	63	67	65	65	59	63	68	66	76	22	62	99	64	77	64	71
DK/NA	0	0	0	0	0	0	1	1	0	0	0	0	0	1	0	0	0	1	0	1	0	0

TABLE 11: Q6D. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you attended a meeting of a government agency, such as a city council, planning commission or school board?

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
YES	31%	33%	24%	31%	18%	24%	15%	27%	18%	26%	38%	43%	23%	40%	34%	25%	26%	31%	29%	36%
Yes	31	33	24	31	18	24	15	27	18	26	38	43	23	40	34	25	26	31	29	36
NO/DK/NA	69	67	76	69	82	76	85	73	82	74	62	57	77	60	66	75	74	69	71	64
No	69	67	75	69	81	76	84	73	81	74	62	57	77	60	66	75	73	68	71	63
DK/NA	0	0	1	0	1	1	1	1	1	0	0	0	0	0	0	0	0	1	0	0

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
YES	31%	34%	33%	34%	31%	33%	34%	25%	22%	28%	33%	41%	22%	31%	33%	35%	35%	23%	29%	33%	30%
Yes	31	34	33	34	31	33	34	25	22	28	33	41	22	31	33	35	35	23	29	33	30
NO/DK/NA	69	66	67	66	69	67	66	75	78	72	67	59	78	69	67	65	65	77	71	67	70
No	69	66	67	66	69	67	66	75	78	72	67	59	77	69	66	65	64	77	71	67	70
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
YES	31%	30%	31%	31%	33%	28%	27%	34%	31%	32%	32%	30%	31%	35%	26%	29%	29%	33%	34%	32%	25%	33%
Yes	31	30	31	31	33	28	27	34	31	32	32	30	31	35	26	29	29	33	34	32	25	33
NO/DK/NA	69	70	69	69	67	72	73	66	69	68	68	70	69	65	74	71	71	67	66	68	75	67
No	69	70	68	68	67	72	73	66	69	68	67	69	69	65	74	70	71	67	65	68	75	66
DK/NA	0	0	1	0	0	0	0	0	1	1	0	0	0	1	0	1	0	0	0	0	0	1

TABLE 11: Q6D. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you attended a meeting of a government agency, such as a city council, planning commission or school board?

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTN	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
YES	31%	31%	31%	29%	35%	29%	30%	34%	24%	35%	31%	33%	29%	30%	32%	30%	34%	24%	31%	33%
Yes	31	31	31	29	35	29	30	34	24	35	31	33	29	30	32	30	34	24	31	33
NO/DK/NA	69	69	69	71	65	71	70	66	76	65	69	67	71	70	68	70	66	76	69	67
No	69	68	69	70	65	70	70	66	76	65	68	66	71	69	68	70	65	76	69	66
DK/NA	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
YES	31%	33%	34%	25%	24%	31%	31%	20%	16%	32%	35%	26%	21%	29%	34%	15%	22%	19%	23%	16%
Yes	31	33	34	25	24	31	31	20	16	32	35	26	21	29	34	15	22	19	23	16
NO/DK/NA	69	67	66	75	76	69	69	80	84	68	65	74	79	71	66	85	78	81	77	84
No	69	67	66	75	75	69	69	79	83	68	65	73	79	71	66	84	77	81	76	84
DK/NA	0	0	0	0	1	0	0	1	1	0	0	1	0	0	0	1	1	1	1	1

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
YES	31%	35%	31%	27%	23%	36%	29%	20%	16%	24%	24%	23%	23%	26%	29%	38%	31%	16%	20%	19%
Yes	31	35	31	27	23	36	29	20	16	24	24	23	23	26	29	38	31	16	20	19
NO/DK/NA	69	65	69	73	77	64	71	80	84	76	76	77	77	74	71	62	69	84	80	81
No	69	65	68	72	77	64	71	80	82	75	75	76	76	73	71	62	69	82	80	81
DK/NA	0	0	0	1	0	0	0	0	1	1	2	1	1	1	0	0	0	2	0	0

TABLE 12: Q6E. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you attended a public rally meeting of a community group active on local issues?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
YES	25%	25%	24%	24%	31%	29%	26%	15%	27%	28%	20%	26%	23%	28%	23%	20%	30%	33%	35%	32%	30%	25%
Yes	25	25	24	24	31	29	26	15	27	28	20	26	23	28	23	20	30	33	35	32	30	25
NO/DK/NA	75	75	76	76	69	71	74	85	73	72	80	74	77	72	77	80	70	67	65	68	70	75
No	75	75	76	74	69	71	74	83	73	72	79	73	76	72	76	79	70	67	65	68	70	75
DK/NA	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
YES	25%	40%	29%	33%	16%	11%	25%	23%	28%	39%	17%	22%	29%	27%	34%	20%	18%	29%	28%	31%	26%	
Yes	25	40	29	33	16	11	25	23	28	39	17	22	29	27	34	20	18	29	28	31	26	
NO/DK/NA	75	60	71	67	84	89	75	77	72	61	83	78	71	73	66	80	82	71	72	69	74	
No	75	60	71	67	84	88	74	77	72	60	83	77	71	72	66	80	81	71	72	68	73	
DK/NA	0	0	0	0	1	1	0	0	1	1	0	0	1	1	0	0	0	0	0	0	1	
	Q14 NWSPPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
YES	25%	25%	31%	28%	21%	29%	33%	29%	30%	29%	31%	30%	27%	25%	20%	78%	23%	0%	29%	19%	24%	26%
Yes	25	25	31	28	21	29	33	29	30	29	31	30	27	25	20	78	23	0	29	19	24	26
NO/DK/NA	75	75	69	72	79	71	67	71	70	71	69	70	73	75	80	22	77	100	71	81	76	74
No	75	75	68	72	79	70	67	71	70	71	69	70	73	74	79	22	76	99	71	80	76	74
DK/NA	0	0	1	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	1	1	0

TABLE 12: Q6E. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you attended a public rally meeting of a community group active on local issues?

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
YES	25%	27%	18%	28%	16%	15%	15%	22%	18%	22%	28%	36%	20%	31%	26%	23%	24%	24%	25%	29%
Yes	25	27	18	28	16	15	15	22	18	22	28	36	20	31	26	23	24	24	25	29
NO/DK/NA	75	73	82	72	84	85	85	78	82	78	72	64	80	69	74	77	76	76	75	71
No	75	73	81	72	84	85	83	77	81	78	72	64	79	69	73	77	76	75	75	70
DK/NA	0	0	1	0	0	0	2	1	1	0	0	0	1	0	0	0	0	1	0	0

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO	WKLly	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+	
Base	3524	351	656	1008 2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705	
YES	25%	29%	23%	25%	26%	27%	26%	23%	22%	25%	27%	28%	21%	23%	24%	29%	29%	22%	23%	28%	26%
Yes	25	29	23	25 26	27	26	23	22	25	27	28	21	23	24	29	29	22	23	28	26	
NO/DK/NA	75	71	77	75	74	73	74	77	78	75	73	72	79	77	76	71	71	78	77	72	74
No	75	71	77	75 73	73	74	76	78	74	73	72	78	76	76	71	71	78	77	72	74	
DK/NA	0	0	0	0 0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0

	GENDER			PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
YES	25%	26%	24%	26%	23%	25%	25%	28%	21%	27%	29%	24%	22%	24%	27%	24%	23%	29%	24%	23%	22%	32%
Yes	25	26	24	26	23	25	25	28	21	27	29	24	22	24	27	24	23	29	24	23	22	32
NO/DK/NA	75	74	76	74	77	75	75	72	79	73	71	76	78	76	73	76	77	71	76	77	78	68
No	75	74	75	73	77	74	75	72	78	72	71	75	78	76	73	75	77	70	76	77	77	68
DK/NA	0	0	1	0	0	1	0	0	1	0	0	1	0	0	0	1	0	0	0	0	1	0

TABLE 12: Q6E. Now I would like to ask you about some ways that different people get involved in their communities. In the past year, have you attended a public rally meeting of a community group active on local issues?

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTN	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
YES	25%	30%	23%	22%	24%	23%	24%	29%	23%	29%	23%	27%	23%	25%	25%	23%	29%	23%	26%	25%
Yes	25	30	23	22	24	23	24	29	23	29	23	27	23	25	25	23	29	23	26	25
NO/DK/NA	75	70	77	78	76	77	76	71	77	71	77	73	77	75	75	77	71	77	74	75
No	75	69	77	78	76	77	76	71	77	71	76	72	76	75	74	76	71	77	73	74
DK/NA	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
YES	25%	26%	27%	22%	14%	27%	28%	17%	16%	24%	28%	17%	20%	26%	30%	15%	18%	15%	13%	19%
Yes	25	26	27	22	14	27	28	17	16	24	28	17	20	26	30	15	18	15	13	19
NO/DK/NA	75	74	73	78	86	73	72	83	84	76	72	83	80	74	70	85	82	85	87	81
No	75	74	73	77	85	73	71	83	84	76	72	82	79	74	69	85	82	85	87	81
DK/NA	0	0	0	1	2	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
YES	25%	28%	26%	19%	17%	31%	26%	17%	16%	18%	19%	18%	24%	15%	25%	35%	27%	16%	16%	18%
Yes	25	28	26	19	17	31	26	17	16	18	19	18	24	15	25	35	27	16	16	18
NO/DK/NA	75	72	74	81	83	69	74	83	84	82	81	82	76	85	75	65	73	84	84	82
No	75	72	74	78	82	69	73	83	84	81	79	82	75	82	74	65	73	84	84	82
DK/NA	0	0	0	3	0	0	0	0	0	1	2	0	2	3	0	0	0	0	0	0

TABLE 13: Q7. In general, how much do you enjoy keeping up with the news - a lot, some, not much, or not at all?

	Q1 TV PROVIDER					Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
A LOT/SOME	89%	91%	89%	83%	89%	80%	89%	82%	90%	91%	83%	89%	88%	90%	88%	87%	97%	97%	95%	94%	96%	92%
A lot	59	61	60	51	55	54	59	55	60	61	53	59	59	62	58	51	77	80	75	71	78	67
Some	30	30	29	32	35	27	30	27	31	31	30	31	29	29	30	36	19	16	19	23	18	25
TOTAL NOT/DK/NA/REFUSED	11	9	11	17	11	20	11	18	10	9	17	11	12	10	12	13	3	3	5	6	4	8
Not much	8	7	7	15	8	9	7	13	7	6	11	8	8	7	8	9	2	2	3	4	2	6
Not at all	3	2	4	2	2	9	3	5	2	3	5	3	4	2	4	4	1	2	2	2	1	2
DK/NA/Refused	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
A LOT/SOME	89%	96%	95%	95%	86%	60%	92%	85%	82%	92%	77%	92%	91%	85%	89%	79%	90%	95%	91%	91%	62%	
A lot	59	84	66	73	44	27	63	51	45	62	38	65	60	47	59	39	56	73	68	58	33	
Some	30	13	29	23	42	33	29	34	37	29	39	27	30	38	31	40	34	22	23	33	29	
TOTAL NOT/DK/NA/REFUSED	11	4	5	5	14	40	8	15	18	8	23	8	9	15	11	21	10	5	9	9	38	
Not much	8	2	4	3	12	24	6	10	15	7	15	7	6	12	9	13	8	5	6	7	23	
Not at all	3	2	1	1	3	16	2	4	2	1	8	1	3	3	2	8	2	1	3	2	14	
DK/NA/Refused	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS- IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
A LOT/SOME	89%	93%	94%	89%	90%	91%	92%	92%	91%	92%	93%	92%	91%	86%	86%	92%	91%	85%	91%	86%	88%	89%
A lot	59	66	64	55	64	61	61	55	60	63	67	63	61	59	51	71	61	50	64	52	56	60
Some	30	27	30	33	26	30	31	36	31	29	26	29	30	27	35	21	30	35	27	33	32	29
TOTAL NOT/DK/NA/REFUSED	11%	7%	6%	11%	10%	9%	8%	8%	9%	8%	7%	8%	9%	14%	14%	8%	9%	15%	9%	14%	12%	11%
Not much	8	6	3	9	7	7	6	6	7	7	5	7	7	9	11	5	6	11	6	10	9	8
Not at all	3	2	2	2	3	2	2	2	2	1	1	1	2	4	3	3	3	4	3	4	3	3
DK/NA/Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 13: Q7. In general, how much do you enjoy keeping up with the news - a lot, some, not much, or not at all?

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>A LOT/SOME</u>	89%	91%	85%	90%	84%	86%	81%	86%	83%	89%	90%	93%	87%	91%	90%	86%	89%	89%	89%	88%
A lot	59	66	45	63	38	32	36	48	47	59	60	71	54	64	63	52	58	60	56	61
Some	30	25	40	27	47	54	45	38	36	30	30	22	33	27	28	34	31	29	33	27
<u>TOTAL NOT/DK/NA/REFUSED</u>	11	9	15	10	16	14	19	14	17	11	10	7	13	9	10	14	11	11	11	12
Not much	8	6	12	6	12	12	17	11	12	8	7	4	10	6	6	10	8	8	8	8
Not at all	3	3	3	4	3	2	2	3	5	3	3	3	4	3	3	3	3	3	3	4
DK/NA/Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>A LOT/SOME</u>	89%	94%	89%	91%	89%	89%	91%	86%	84%	89%	90%	92%	83%	86%	88%	91%	94%	93%	86%	92%	94%
A lot	59	74	58	63	60	58	58	60	51	56	62	67	39	51	56	65	78	71	49	69	75
Some	30	20	31	27	30	31	32	26	33	33	28	25	44	34	32	26	16	23	37	23	19
<u>TOTAL NOT/DK/NA/REFUSED</u>	11	6	11	9	11	11	9	14	16	11	10	8	17	14	12	9	6	7	14	8	6
Not much	8	4	7	6	8	8	7	9	11	9	7	5	14	11	8	6	3	5	11	5	4
Not at all	3	2	4	3	3	3	2	4	5	2	3	3	3	3	4	3	3	2	4	3	2
DK/NA/Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 13: Q7. In general, how much do you enjoy keeping up with the news - a lot, some, not much, or not at all?

	PARTY																					
	GENDER		REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
A LOT/SOME	89%	89%	88%	91%	90%	84%	87%	92%	85%	92%	91%	90%	91%	90%	85%	83%	89%	92%	85%	94%	82%	88%
A lot	59	63	55	61	61	52	54	71	43	67	65	58	65	57	56	47	51	70	50	69	45	65
Some	30	27	33	30	29	32	32	21	41	25	26	32	25	33	29	36	38	22	35	25	37	22
TOTAL NOT/DK/NA/REFUSED	11	11	12	9	10	16	13	8	15	8	9	10	9	10	15	17	11	8	15	6	18	12
Not much	8	7	9	7	6	11	9	5	12	5	6	7	6	7	10	13	8	5	10	4	14	7
Not at all	3	3	3	2	3	4	4	2	3	3	2	3	3	4	5	4	3	2	5	2	4	5
DK/NA/Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	PARTY BY IDEOLOGY										REGION						MEDIA MARKET			
	LIB	MD/CN	MD/LB	CONS							NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER	
	DEM	DEM	REP	REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH VALLY	CNTRL										
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
A LOT/SOME	89%	92%	91%	92%	91%	89%	89%	89%	90%	89%	86%	88%	89%	89%	88%	89%	89%	90%	90%	87%
A lot	59	64	58	55	66	57	60	58	60	60	59	58	59	59	58	58	58	60	59	61
Some	30	27	32	37	25	32	29	31	30	29	28	30	30	30	29	31	31	30	31	26
TOTAL NOT/DK/NA/REFUSED	11	8	9	8	9	11	11	11	10	11	14	12	11	11	12	11	11	10	10	13
Not much	8	6	8	5	6	8	8	9	6	7	8	8	8	8	8	9	6	6	6	8
Not at all	3	2	2	3	3	3	3	2	4	4	5	3	3	3	4	3	2	4	4	5
DK/NA/Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+				
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
A LOT/SOME	89%	92%	90%	85%	84%	92%	88%	88%	81%	87%	94%	84%	85%	87%	92%	83%	87%	88%	85%	82%
A lot	59	69	63	50	40	69	58	43	33	55	75	41	54	55	71	35	42	43	44	32
Some	30	22	28	35	44	23	30	45	48	32	20	44	31	33	21	48	45	45	41	51
TOTAL NOT/DK/NA/REFUSED	11%	8%	10%	15%	16%	8%	12%	12%	19%	13%	6%	16%	15%	13%	8%	17%	13%	12%	15%	18%
Not much	8	5	6	10	13	5	7	10	15	9	3	13	10	9	4	14	10	10	12	14
Not at all	3	3	3	4	3	3	4	2	4	4	2	3	4	3	4	3	3	2	3	3
DK/NA/Refused	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0

TABLE 13: Q7. In general, how much do you enjoy keeping up with the news - a lot, some, not much, or not at all?

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>A LOT/SOME</u>	89%	90%	92%	88%	83%	89%	90%	84%	85%	84%	88%	83%	91%	85%	90%	89%	92%	84%	86%	81%
A lot	59	64	68	49	43	60	64	37	38	45	44	43	53	44	63	62	64	39	37	37
Some	30	26	24	39	41	29	26	47	46	39	43	40	37	41	27	27	28	46	48	44
<u>TOTAL NOT/DK/NA/REFUSED</u>	11	10	8	12	17	11	10	16	15	16	12	17	9	15	10	11	8	16	14	19
Not much	8	7	5	8	14	8	6	13	12	12	9	14	7	10	6	7	5	13	11	15
Not at all	3	3	3	3	3	3	4	3	3	3	3	3	1	4	4	4	2	2	3	4
DK/NA/Refused	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0

TABLE 14: Q8A. How often do you follow news about : Government and politics at the national level

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
FREQ/OCCASIONALLY	86%	87%	85%	80%	89%	83%	87%	74%	90%	89%	79%	87%	85%	88%	85%	82%	100%	97%	95%	91%	96%	88%
Frequently	62	64	60	52	67	60	63	48	67	66	49	63	60	65	60	54	100	89	80	71	87	65
Occasionally	24	24	25	27	22	23	24	25	23	23	29	24	25	23	25	28	0	8	15	20	9	22
RARELY/NEVER	14	12	14	18	11	17	12	25	10	11	20	13	14	11	15	17	0	3	5	8	4	12
Rarely	9	9	9	11	8	7	9	13	7	8	14	9	9	8	10	9	0	2	4	6	3	8
Never	4	3	5	7	3	10	4	12	3	3	6	4	6	4	5	8	0	1	1	2	1	4
DK/NA	0	0	0	2	0	0	0	1	0	0	1	0	1	0	1	1	0	0	0	0	0	0
DK/NA	0	0	0	2	0	0	0	1	0	0	1	0	1	0	1	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
FREQ/OCCASIONALLY	86%	97%	95%	96%	80%	52%	90%	86%	80%	86%	63%	89%	93%	81%	85%	75%	83%	91%	94%	91%	70%	
Frequently	62	88	74	79	43	23	68	53	47	62	33	66	68	48	58	41	54	71	80	65	40	
Occasionally	24	9	20	16	37	29	23	32	33	24	30	23	25	33	28	33	28	19	14	25	30	
RARELY/NEVER	14	2	5	4	19	48	9	14	20	14	37	11	7	18	15	25	17	9	6	9	30	
Rarely	9	2	4	3	14	26	6	11	13	10	26	7	4	14	12	16	12	7	4	7	20	
Never	4	1	1	1	5	22	3	4	6	4	11	3	3	4	3	9	5	3	2	2	10	
DK/NA	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	
DK/NA	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	

TABLE 14: Q8A. How often do you follow news about : Government and politics at the national level

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>FREQ/OCCASIONALLY</u>	86%	90%	91%	85%	89%	91%	90%	85%	91%	89%	93%	89%	88%	86%	82%	95%	90%	77%	91%	80%	84%	87%
Frequently	62	66	72	58	68	67	64	60	67	64	74	65	64	63	56	79	67	48	68	52	55	64
Occasionally	24	24	19	27	21	24	26	26	24	25	19	23	25	23	26	16	23	30	22	27	29	23
<u>RARELY/NEVER</u>	14	10	9	15	11	9	10	15	9	11	7	11	12	14	17	5	10	22	9	19	15	13
Rarely	9	8	7	11	7	7	7	10	7	8	6	8	8	10	10	3	7	14	6	13	11	8
Never	4	2	2	4	4	2	3	4	2	3	1	3	3	4	7	1	3	8	3	6	5	4
<u>DK/NA</u>	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	0
DK/NA	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>FREQ/OCCASIONALLY</u>	86%	92%	72%	87%	77%	81%	78%	78%	72%	86%	91%	96%	80%	93%	88%	83%	86%	84%	90%	85%
Frequently	62	72	40	60	39	42	44	47	42	59	68	79	52	73	66	55	59	61	65	62
Occasionally	24	20	33	27	38	39	35	32	30	27	23	17	28	20	23	28	27	23	25	24
<u>RARELY/NEVER</u>	14	8	26	13	23	19	21	21	27	14	9	4	19	7	11	17	14	15	10	14
Rarely	9	6	17	8	16	14	15	14	18	9	7	3	12	5	7	12	9	11	8	9
Never	4	3	9	5	7	4	6	7	9	5	2	1	7	1	4	5	5	5	2	5
<u>DK/NA</u>	0	0	2	0	0	0	0	1	1	0	0	0	1	0	1	0	0	1	0	0
DK/NA	0	0	2	0	0	0	0	1	1	0	0	0	1	0	1	0	0	1	0	0

TABLE 14: Q8A. How often do you follow news about : Government and politics at the national level

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		351	656	1008	2140																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>FREQ/OCCASIONALLY</u>	86%	94%	86%	89%	88%	85%	87%	87%	81%	86%	88%	92%	75%	84%	86%	90%	93%	89%	82%	91%	91%
Frequently	62	78	59	66	64	61	57	67	51	53	68	74	42	54	61	69	78	72	52	72	75
Occasionally	24	15	28	23	24	24	29	20	30	33	21	19	33	30	25	21	15	17	29	19	16
<u>RARELY/NEVER</u>	14	6	14	11	12	14	13	13	19	14	12	8	25	15	13	10	7	11	18	9	8
Rarely	9	4	10	8	8	10	9	8	12	10	7	6	17	11	9	5	3	6	13	5	5
Never	4	2	4	3	4	4	4	5	6	3	4	2	7	4	3	4	3	4	5	4	4
<u>DK/NA</u>	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0
DK/NA	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>FREQ/OCCASIONALLY</u>	86%	88%	84%	86%	90%	82%	84%	92%	79%	90%	87%	85%	92%	88%	84%	79%	81%	91%	86%	93%	79%	87%
Frequently	62	67	57	62	67	55	60	74	45	70	67	58	73	60	59	50	51	72	58	75	49	65
Occasionally	24	21	28	24	23	27	25	18	34	20	20	27	19	28	25	29	30	18	29	18	30	22
<u>RARELY/NEVER</u>	14	12	15	14	10	17	15	8	20	10	13	14	8	12	15	20	19	9	13	7	20	13
Rarely	9	8	10	9	6	12	11	5	15	5	10	9	4	8	10	14	14	5	9	4	14	9
Never	4	4	5	5	3	6	5	3	5	5	3	6	3	3	5	6	5	5	4	3	6	4
<u>DK/NA</u>	0	0	0	0	0	1	1	0	1	0	0	1	0	0	1	0	0	0	1	0	1	0
DK/NA	0	0	0	0	0	1	1	0	1	0	0	1	0	0	1	0	0	0	1	0	1	0

TABLE 14: Q8A. How often do you follow news about : Government and politics at the national level

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>FREQ/OCCASIONALLY</u>	86%	89%	82%	89%	93%	84%	84%	90%	89%	88%	83%	88%	85%	87%	83%	84%	90%	89%	89%	83%
Frequently	62	71	52	61	72	58	62	65	65	64	56	63	61	62	59	59	65	65	62	60
Occasionally	24	18	30	28	21	26	22	25	24	24	27	25	24	25	24	24	25	24	27	23
<u>RARELY/NEVER</u>	14	10	17	11	7	16	16	10	10	11	16	12	15	12	16	16	10	10	10	17
Rarely	9	7	12	8	5	11	11	7	7	6	10	8	10	9	10	11	7	7	6	10
Never	4	3	5	3	2	5	5	3	4	5	7	4	5	4	6	5	3	4	5	6
<u>DK/NA</u>	0	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0
DK/NA	0	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>FREQ/OCCASIONALLY</u>	86%	92%	91%	76%	69%	89%	86%	79%	75%	89%	93%	69%	82%	83%	92%	77%	77%	74%	81%	77%
Frequently	62	77	67	46	34	63	57	47	32	63	79	35	51	52	69	38	42	41	46	35
Occasionally	24	15	24	30	36	26	29	32	43	26	14	34	31	31	23	39	35	33	35	42
<u>RARELY/NEVER</u>	14	8	9	23	29	11	14	21	25	11	7	29	17	17	8	23	23	26	18	23
Rarely	9	6	6	15	19	7	10	15	17	8	4	20	9	11	5	17	15	18	10	17
Never	4	2	3	7	10	4	5	6	8	3	3	9	8	6	3	6	8	7	8	6
<u>DK/NA</u>	0	0	0	2	2	0	0	0	0	0	0	2	1	0	0	0	0	0	1	0
DK/NA	0	0	0	2	2	0	0	0	0	0	0	2	1	0	0	0	0	0	1	0

TABLE 14: Q8A. How often do you follow news about : Government and politics at the national level

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET											
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO			AF-AM			AS/PI			
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25			
<u>FREQ/OCCASIONALLY</u>	86%	91%	92%	76%	71%	92%	85%	77%	77%	72%	75%	70%	82%	73%	85%	95%	86%	77%	77%	76%			
Frequently	62	70	74	42	38	68	56	37	42	39	42	38	49	38	57	72	54	42	36	42			
Occasionally	24	21	18	34	32	25	29	40	35	33	33	32	32	35	28	23	33	36	41	34			
<u>RARELY/NEVER</u>	14	9	8	22	28	8	15	23	22	26	24	28	18	24	15	5	14	22	23	24			
Rarely	9	6	5	12	19	4	10	17	15	18	14	20	9	15	10	3	9	16	18	11			
Never	4	3	3	10	8	4	5	7	7	9	10	8	9	9	5	2	4	6	5	13			
<u>DK/NA</u>	0	0	0	2	2	0	0	0	1	2	1	2	0	3	0	0	0	1	0	0			
DK/NA	0	0	0	2	2	0	0	0	1	2	1	2	0	3	0	0	0	1	0	0			

TABLE 15: Q8B. How often do you follow news about : Government and politics at the state level

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
FREQ/OCCASIONALLY	82%	83%	83%	80%	81%	75%	84%	71%	84%	86%	77%	83%	81%	84%	81%	79%	94%	100%	93%	90%	92%	84%
Frequently	49	50	49	41	48	45	50	42	50	52	42	48	49	50	48	45	71	100	73	64	68	54
Occasionally	34	33	34	39	33	30	34	29	34	34	34	35	32	34	33	34	24	0	21	26	24	30
RARELY/NEVER	17	16	17	19	19	24	16	28	16	14	23	17	18	16	18	20	5	0	7	10	8	16
Rarely	13	13	12	13	15	11	13	13	12	11	16	13	12	12	13	13	5	0	6	7	6	12
Never	5	4	5	6	4	13	4	15	4	3	6	4	6	4	5	7	1	0	1	2	2	4
DK/NA	0	0	0	1	0	1	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0
DK/NA	0	0	0	1	0	1	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
FREQ/OCCASIONALLY	82%	97%	93%	95%	74%	37%	87%	79%	75%	81%	64%	85%	88%	79%	82%	72%	80%	91%	91%	84%	61%	
Frequently	49	84	62	70	24	11	53	48	39	49	26	51	54	38	53	33	44	61	60	49	28	
Occasionally	34	13	32	25	51	26	34	32	36	32	37	34	34	41	30	39	35	30	32	35	33	
RARELY/NEVER	17	3	6	5	25	63	13	20	24	19	36	15	12	21	18	28	20	8	9	15	38	
Rarely	13	3	5	4	20	36	10	14	16	16	25	12	9	13	14	18	14	8	7	13	26	
Never	5	1	1	1	5	27	2	6	8	3	12	3	3	8	3	10	6	1	2	3	13	
DK/NA	0	0	0	0	1	0	0	1	1	0	0	0	0	1	0	0	0	0	0	0	0	
DK/NA	0	0	0	0	1	0	0	1	1	0	0	0	0	1	0	0	0	0	0	0	0	

TABLE 15: Q8B. How often do you follow news about : Government and politics at the state level

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>FREQ/OCCASIONALLY</u>	82%	89%	90%	82%	85%	87%	85%	81%	86%	84%	90%	84%	86%	82%	74%	93%	86%	73%	88%	75%	80%	83%
Frequently	49	56	58	48	51	53	48	46	52	50	59	50	51	51	41	70	52	35	55	40	42	52
Occasionally	34	33	32	34	33	34	38	35	34	34	31	34	35	31	32	23	34	38	32	36	38	32
<u>RARELY/NEVER</u>	17	11	10	18	15	13	15	19	14	16	10	16	14	17	26	7	13	27	12	24	19	17
Rarely	13	8	9	14	11	11	12	14	11	13	8	13	11	12	18	6	11	18	9	17	15	12
Never	5	3	1	4	4	2	2	6	3	3	2	3	3	5	7	1	3	9	3	7	4	5
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	1	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	1	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>FREQ/OCCASIONALLY</u>	82%	87%	69%	83%	73%	78%	71%	75%	70%	83%	86%	92%	77%	88%	85%	78%	81%	80%	85%	83%
Frequently	49	55	35	50	26	33	26	39	38	48	50	60	44	54	53	42	49	48	49	49
Occasionally	34	32	35	33	47	45	45	36	32	35	35	32	33	34	32	36	32	32	36	33
<u>RARELY/NEVER</u>	17	13	29	17	27	22	28	24	29	17	14	8	22	12	14	22	18	19	14	17
Rarely	13	9	20	13	18	16	21	17	20	12	12	7	15	10	10	17	13	14	11	12
Never	5	3	9	4	9	6	8	7	10	5	2	1	7	2	4	6	5	5	3	5
<u>DK/NA</u>	0	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0
DK/NA	0	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0

TABLE 15: Q8B. How often do you follow news about : Government and politics at the state level

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
FREQ/OCCASIONALLY	82%	90%	85%	87%	83%	82%	83%	82%	77%	84%	83%	89%	69%	79%	83%	88%	90%	88%	77%	88%	89%
Frequently	49	65	49	55	49	50	47	50	43	44	53	58	31	42	43	57	66	62	38	60	64
Occasionally	34	26	35	32	34	32	36	32	34	39	30	31	38	37	40	31	24	26	38	28	25
RARELY/NEVER	17	10	15	13	16	18	16	18	23	16	17	11	30	21	17	12	10	12	23	11	10
Rarely	13	7	11	10	12	12	13	12	14	12	13	10	22	17	13	8	6	6	17	7	6
Never	5	3	4	3	4	5	4	5	8	4	3	1	8	4	4	4	3	5	5	4	4
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
FREQ/OCCASIONALLY	82%	84%	81%	83%	87%	76%	78%	90%	75%	87%	83%	84%	88%	85%	80%	72%	78%	88%	82%	90%	71%	86%
Frequently	49	52	46	51	55	39	43	62	34	58	53	49	60	49	42	36	41	59	41	65	33	50
Occasionally	34	32	35	33	32	37	36	28	41	29	30	35	28	36	38	36	37	29	41	24	38	36
RARELY/NEVER	17	16	19	16	13	24	22	10	24	13	17	16	12	15	20	28	21	12	18	10	29	14
Rarely	13	12	13	12	9	17	16	7	19	7	13	11	8	11	15	21	17	7	13	6	21	9
Never	5	4	5	4	4	6	6	3	5	6	4	5	4	4	6	7	4	5	5	3	7	5
DK/NA	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0

TABLE 15: Q8B. How often do you follow news about : Government and politics at the state level

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>FREQ/OCCASIONALLY</u>	82%	86%	81%	85%	90%	79%	82%	87%	82%	83%	81%	84%	81%	83%	81%	80%	87%	82%	85%	80%
Frequently	49	56	45	50	59	46	49	50	46	57	48	51	47	48	51	47	50	46	54	51
Occasionally	34	31	36	35	31	34	33	37	36	26	33	33	34	35	30	33	37	36	31	28
<u>RARELY/NEVER</u>	17	13	18	15	10	20	18	13	18	16	18	15	19	17	18	20	13	18	15	20
Rarely	13	10	13	11	8	15	12	11	14	11	13	11	14	13	12	13	11	14	10	14
Never	5	3	5	4	3	6	7	2	4	6	6	4	6	4	6	6	2	4	5	6
<u>DK/NA</u>	0	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	1
DK/NA	0	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>FREQ/OCCASIONALLY</u>	82%	88%	86%	71%	68%	85%	82%	76%	70%	83%	91%	67%	75%	78%	88%	67%	81%	74%	75%	72%
Frequently	49	59	52	39	31	51	50	29	23	44	64	30	45	41	60	22	33	31	30	22
Occasionally	34	30	35	32	37	34	32	47	47	39	27	37	30	37	28	46	48	43	46	50
<u>RARELY/NEVER</u>	17	11	14	28	30	15	18	24	30	17	9	32	24	22	12	33	18	26	25	28
Rarely	13	9	10	19	22	13	14	15	21	14	6	23	15	19	7	23	12	19	15	19
Never	5	2	4	10	8	2	5	9	9	3	3	9	9	3	4	10	7	7	10	9
<u>DK/NA</u>	0	0	0	1	2	0	0	0	0	0	0	1	1	0	0	0	1	0	0	0
DK/NA	0	0	0	1	2	0	0	0	0	0	0	1	1	0	0	0	1	0	0	0

TABLE 15: Q8B. How often do you follow news about : Government and politics at the state level

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>FREQ/OCCASIONALLY</u>	82%	88%	87%	69%	70%	90%	80%	78%	69%	70%	68%	69%	82%	65%	80%	90%	84%	69%	79%	71%
Frequently	49	55	55	39	33	57	47	29	24	35	34	33	50	32	47	62	45	24	27	32
Occasionally	34	32	32	30	37	33	33	49	45	35	34	36	32	33	33	29	40	45	52	39
<u>RARELY/NEVER</u>	17	12	13	28	30	10	20	22	31	29	31	30	17	33	20	10	16	30	21	29
Rarely	13	10	9	22	20	8	16	14	22	20	20	20	16	23	15	7	14	21	15	17
Never	5	3	3	7	10	3	4	8	9	9	11	11	1	9	5	2	2	9	7	12
<u>DK/NA</u>	0	0	0	2	1	0	0	0	0	1	1	1	2	2	0	0	0	1	0	0
DK/NA	0	0	0	2	1	0	0	0	0	1	1	1	2	2	0	0	0	1	0	0

TABLE 16: Q8C. How often do you follow news about : Government and politics at the city or county level

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
FREQ/OCCASIONALLY	75%	76%	75%	73%	71%	73%	76%	67%	75%	78%	72%	74%	76%	76%	75%	72%	86%	91%	95%	88%	84%	78%
Frequently	38	39	37	34	33	32	38	35	36	39	39	35	41	38	37	37	52	62	80	58	49	43
Occasionally	38	37	38	39	38	41	38	32	39	39	33	39	36	38	38	35	35	30	15	31	35	34
RARELY/NEVER	24	23	25	25	29	26	24	31	25	22	27	25	23	24	25	27	14	9	5	12	16	22
Rarely	18	18	17	15	23	15	18	17	18	17	18	20	15	17	19	16	11	7	4	9	13	16
Never	7	5	7	10	6	12	6	14	6	4	9	5	8	6	6	11	2	2	1	3	3	6
DK/NA	0	0	0	1	0	1	0	1	0	0	1	0	1	0	1	1	0	0	0	0	0	0
DK/NA	0	0	0	1	0	1	0	1	0	0	1	0	1	0	1	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
FREQ/OCCASIONALLY	75%	92%	87%	89%	63%	36%	78%	74%	70%	80%	60%	77%	80%	71%	78%	67%	73%	86%	81%	76%	59%	
Frequently	38	69	45	54	18	13	40	35	34	43	23	41	41	30	42	29	36	52	39	35	25	
Occasionally	38	23	43	35	46	24	38	39	36	38	38	36	40	41	36	38	37	34	42	41	34	
RARELY/NEVER	24	8	13	11	36	63	22	25	29	20	40	23	19	28	22	33	27	14	19	24	40	
Rarely	18	7	11	9	29	31	17	18	21	15	29	18	15	20	17	24	19	12	16	19	27	
Never	7	2	2	2	7	32	5	7	8	5	11	6	5	7	5	9	8	2	3	5	13	
DK/NA	0	0	0	0	1	1	0	1	1	0	0	0	0	1	0	0	1	0	0	0	0	
DK/NA	0	0	0	0	1	1	0	1	1	0	0	0	0	1	0	0	1	0	0	0	0	

TABLE 16: Q8C. How often do you follow news about : Government and politics at the city or county level

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>FREQ/OCCASIONALLY</u>	75%	84%	85%	76%	75%	79%	77%	70%	78%	73%	79%	74%	78%	80%	65%	91%	78%	64%	81%	68%	75%	75%
Frequently	38	48	46	39	36	39	39	33	38	36	43	38	38	42	33	59	37	27	42	31	32	40
Occasionally	38	35	40	37	39	40	38	37	40	37	36	36	39	38	33	32	41	37	38	37	43	35
<u>RARELY/NEVER</u>	24	16	14	24	24	21	23	30	22	27	21	26	22	20	34	9	21	36	19	31	24	24
Rarely	18	13	11	17	19	17	18	23	17	21	17	21	17	13	24	6	17	24	14	22	19	17
Never	7	3	3	6	6	4	5	7	5	5	4	5	5	6	10	2	4	11	5	9	5	7
<u>DK/NA</u>	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	0
DK/NA	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>FREQ/OCCASIONALLY</u>	75%	79%	67%	77%	67%	67%	67%	70%	66%	74%	78%	84%	71%	80%	79%	70%	77%	74%	76%	76%
Frequently	38	42	29	43	21	21	20	32	32	37	39	44	35	41	41	33	39	38	35	39
Occasionally	38	37	38	33	46	47	47	38	35	37	40	39	36	40	38	37	38	36	40	36
<u>RARELY/NEVER</u>	24	21	32	23	33	32	33	29	33	26	22	16	29	19	21	30	23	25	24	24
Rarely	18	16	22	16	24	26	25	21	21	18	18	14	19	16	16	21	16	19	19	16
Never	7	5	10	7	9	7	8	8	12	7	4	3	9	3	5	9	7	7	5	8
<u>DK/NA</u>	0	0	1	0	0	0	0	1	1	0	0	0	1	0	0	0	0	1	0	1
DK/NA	0	0	1	0	0	0	0	1	1	0	0	0	1	0	0	0	0	1	0	1

TABLE 16: Q8C. How often do you follow news about : Government and politics at the city or county level

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>FREQ/OCCASIONALLY</u>	75%	82%	74%	77%	77%	77%	74%	75%	70%	76%	78%	79%	59%	71%	76%	80%	86%	84%	69%	82%	85%
Frequently	38	48	36	40	38	40	39	34	38	35	42	38	21	29	34	43	54	53	28	47	53
Occasionally	38	34	38	37	39	37	36	40	32	41	36	41	38	42	42	37	32	31	40	35	32
<u>RARELY/NEVER</u>	24	18	26	23	22	23	26	25	30	24	22	21	40	28	24	20	14	16	31	18	15
Rarely	18	12	22	18	17	17	19	18	19	17	16	18	30	21	18	14	9	10	23	12	9
Never	7	6	5	5	6	6	7	7	11	7	6	3	11	7	5	6	5	6	8	6	5
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>FREQ/OCCASIONALLY</u>	75%	74%	76%	77%	77%	70%	67%	82%	70%	83%	76%	78%	77%	77%	69%	71%	71%	84%	69%	82%	66%	79%
Frequently	38	39	37	40	40	31	29	48	27	47	42	39	41	39	32	29	30	49	28	48	26	41
Occasionally	38	36	39	37	37	39	38	34	43	36	34	39	36	38	37	42	41	34	41	34	40	38
<u>RARELY/NEVER</u>	24	25	24	22	23	29	32	18	30	17	24	21	23	23	30	29	29	16	30	18	34	21
Rarely	18	19	17	17	18	20	24	13	23	11	20	14	17	18	20	20	23	10	24	14	23	13
Never	7	6	7	6	5	9	8	5	7	6	4	7	6	5	10	9	6	6	6	4	11	7
<u>DK/NA</u>	0	0	0	0	0	1	0	0	1	0	0	1	0	0	1	0	0	0	1	0	1	1
DK/NA	0	0	0	0	0	1	0	0	1	0	0	1	0	0	1	0	0	0	1	0	1	1

TABLE 16: Q8C. How often do you follow news about : Government and politics at the city or county level

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>FREQ/OCCASIONALLY</u>	75%	77%	78%	75%	79%	75%	73%	78%	75%	76%	74%	76%	74%	76%	74%	74%	78%	75%	75%	75%
Frequently	38	39	41	37	42	37	34	40	37	42	38	40	36	37	39	36	40	37	36	43
Occasionally	38	38	37	39	36	38	39	38	38	34	35	37	38	38	36	38	38	38	39	32
<u>RARELY/NEVER</u>	24	22	22	24	21	25	26	22	24	24	25	23	25	24	25	26	22	24	25	24
Rarely	18	18	16	18	18	17	19	18	19	15	18	17	18	18	17	18	18	19	17	16
Never	7	4	6	6	4	8	7	4	5	9	7	6	7	6	8	8	4	5	8	8
<u>DK/NA</u>	0	0	0	1	0	0	0	0	1	1	1	0	0	0	1	0	0	1	1	1
DK/NA	0	0	0	1	0	0	0	0	1	1	1	0	0	0	1	0	0	1	1	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>FREQ/OCCASIONALLY</u>	75%	78%	79%	66%	68%	77%	77%	67%	67%	72%	84%	64%	74%	70%	86%	62%	74%	66%	73%	65%
Frequently	38	42	41	31	27	42	44	24	18	31	49	25	37	32	55	18	24	22	26	18
Occasionally	38	36	39	35	42	34	33	43	50	42	34	39	37	37	30	44	50	44	47	47
<u>RARELY/NEVER</u>	24	22	20	33	30	23	23	33	32	28	16	34	25	30	14	38	26	34	27	35
Rarely	18	17	15	24	20	16	15	25	22	22	12	25	14	21	10	27	18	25	18	26
Never	7	5	5	9	10	6	8	8	10	6	4	10	11	10	5	10	8	9	9	9
<u>DK/NA</u>	0	0	0	1	2	1	0	0	1	0	0	2	0	0	0	0	0	0	0	0
DK/NA	0	0	0	1	2	1	0	0	1	0	0	2	0	0	0	0	0	0	0	0

TABLE 16: Q8C. How often do you follow news about : Government and politics at the city or county level

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>FREQ/OCCASIONALLY</u>	75%	79%	79%	69%	67%	84%	74%	71%	64%	67%	66%	66%	80%	63%	74%	84%	82%	63%	71%	68%
Frequently	38	43	40	31	28	50	41	21	21	28	31	29	37	26	40	50	51	22	20	20
Occasionally	38	36	38	38	39	34	33	50	43	40	35	38	43	38	34	33	31	42	51	47
<u>RARELY/NEVER</u>	24	21	21	30	32	16	26	29	36	31	33	33	20	34	26	16	18	37	29	31
Rarely	18	16	16	20	22	9	18	22	25	22	22	23	14	23	18	10	12	25	23	22
Never	7	5	5	10	10	7	8	7	11	10	11	10	6	11	8	7	6	12	6	9
<u>DK/NA</u>	0	0	0	1	1	0	0	0	0	1	1	1	0	3	0	0	0	0	0	1
DK/NA	0	0	0	1	1	0	0	0	0	1	1	1	0	3	0	0	0	0	0	1

TABLE 17: Q8D. How often do you follow news about : Government and politics at the school district level

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
FREQ/OCCASIONALLY	60%	60%	62%	63%	55%	55%	60%	57%	58%	61%	63%	59%	61%	64%	56%	63%	66%	73%	82%	73%	65%	64%
Frequently	27	26	28	27	25	28	26	30	25	27	26	25	29	28	24	28	33	39	57	39	33	30
Occasionally	34	34	34	36	30	27	34	27	32	34	37	34	32	35	32	34	33	34	25	34	32	34
RARELY/NEVER	40	40	38	36	45	45	39	41	42	39	37	40	38	36	43	37	33	27	18	27	35	36
Rarely	25	26	23	23	29	21	25	20	27	25	22	26	24	22	29	20	23	19	13	19	24	23
Never	15	14	15	13	16	23	14	21	14	14	14	15	15	15	14	17	11	8	5	8	11	12
DK/NA	0	0	0	1	0	1	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0
DK/NA	0	0	0	1	0	1	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
FREQ/OCCASIONALLY	60%	77%	69%	72%	49%	29%	61%	62%	63%	68%	53%	62%	64%	60%	67%	53%	61%	68%	58%	59%	50%	
Frequently	27	45	29	35	17	11	27	23	29	36	21	27	30	27	33	20	28	29	23	24	29	
Occasionally	34	32	40	37	32	19	34	39	34	32	32	35	34	33	33	33	33	39	35	35	21	
RARELY/NEVER	40	23	30	28	51	71	39	37	37	32	47	38	35	40	33	47	39	31	42	41	50	
Rarely	25	17	21	20	33	27	26	20	22	20	26	26	22	25	24	28	25	20	30	25	30	
Never	15	6	9	8	18	44	12	17	15	12	21	12	13	15	10	19	14	11	12	16	20	
DK/NA	0	0	0	0	0	0	0	1	1	0	0	0	1	1	0	0	0	0	0	0	1	
DK/NA	0	0	0	0	0	0	0	1	1	0	0	0	1	1	0	0	0	0	0	0	0	1

TABLE 17: Q8D. How often do you follow news about : Government and politics at the school district level

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	Total																					
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>FREQ/OCCASIONALLY</u>	60%	66%	67%	65%	54%	61%	64%	58%	60%	59%	64%	60%	62%	63%	53%	74%	63%	51%	64%	54%	68%	57%
Frequently	27	30	27	29	23	26	27	26	26	26	28	26	26	30	25	41	27	19	29	23	31	25
Occasionally	34	36	40	35	31	35	37	32	34	33	35	34	36	32	28	33	36	31	35	30	37	32
<u>RARELY/NEVER</u>	40	34	33	35	45	39	36	42	39	41	36	40	38	37	47	26	37	49	36	46	32	43
Rarely	25	23	23	23	27	26	29	28	26	26	24	26	25	23	27	18	24	29	23	28	22	26
Never	15	11	10	12	18	13	7	14	14	14	13	14	13	14	20	8	13	20	13	18	9	17
<u>DK/NA</u>	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
DK/NA	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL	
	Total																			
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>FREQ/OCCASIONALLY</u>	60%	60%	56%	73%	52%	61%	49%	60%	56%	60%	59%	66%	58%	62%	63%	56%	58%	61%	59%	62%
Frequently	27	26	22	41	17	17	14	26	24	25	25	35	24	29	28	24	26	27	25	28
Occasionally	34	33	34	32	35	44	35	34	32	35	35	31	34	33	35	31	32	34	34	34
<u>RARELY/NEVER</u>	40	40	44	26	47	39	50	39	43	40	40	34	41	38	37	44	42	38	41	38
Rarely	25	25	27	18	28	25	28	25	25	23	27	25	24	26	24	27	27	23	27	23
Never	15	15	17	9	19	14	22	15	19	16	13	10	17	12	13	18	15	15	14	15
<u>DK/NA</u>	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0
DK/NA	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0

TABLE 17: Q8D. How often do you follow news about : Government and politics at the school district level

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		27	28	28	26																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
FREQ/OCCASIONALLY	60%	55%	64%	61%	61%	64%	62%	53%	58%	60%	63%	61%	51%	58%	63%	62%	66%	65%	57%	63%	66%
Frequently	27	28	28	28	26	29	27	22	27	25	29	28	18	26	27	28	33	32	23	30	33
Occasionally	34	27	36	33	35	35	34	31	32	35	34	33	33	32	36	34	33	33	34	34	33
RARELY/NEVER	40%	44%	36%	39%	39%	36%	38%	47%	41%	40%	37%	39%	49%	42%	37%	38%	34%	34%	43%	36%	34%
Rarely	25	28	25	26	24	24	24	27	24	26	23	27	30	27	24	24	20	21	27	22	20
Never	15	16	12	13	15	12	14	19	17	14	14	12	19	15	13	14	14	14	16	14	14
DK/NA	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
DK/NA	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
FREQ/OCCASIONALLY	60%	57%	63%	64%	59%	55%	52%	62%	62%	65%	62%	66%	56%	62%	51%	60%	61%	68%	57%	60%	53%	60%
Frequently	27	25	29	31	26	21	20	29	27	30	30	31	23	29	19	24	27	35	23	27	20	23
Occasionally	34	32	35	33	33	34	32	33	35	34	32	35	33	34	32	36	34	33	34	32	33	37
RARELY/NEVER	40%	43%	36%	36%	41%	44%	48%	38%	38%	35%	38%	34%	44%	38%	49%	40%	39%	32%	42%	40%	47%	40%
Rarely	25	27	22	23	26	27	30	25	24	20	25	21	30	21	29	25	25	21	29	24	28	24
Never	15	15	14	13	15	18	18	13	14	15	13	13	14	16	20	15	14	11	14	16	18	16
DK/NA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0

TABLE 17: Q8D. How often do you follow news about : Government and politics at the school district level

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>FREQ/OCCASIONALLY</u>	60%	63%	65%	60%	59%	60%	60%	60%	62%	58%	63%	60%	60%	60%	60%	60%	60%	62%	58%	63%
Frequently	27	29	31	27	25	27	28	25	24	31	26	27	27	26	29	27	25	24	26	29
Occasionally	34	34	34	33	34	33	32	35	38	27	38	34	33	34	32	32	34	38	32	35
<u>RARELY/NEVER</u>	40	37	35	40	41	40	40	40	38	41	37	39	40	40	39	40	40	38	41	36
Rarely	25	23	23	23	28	26	24	27	22	23	23	25	25	25	24	25	27	22	24	21
Never	15	13	12	16	13	14	16	13	16	18	14	14	15	15	15	15	13	16	17	15
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>FREQ/OCCASIONALLY</u>	60%	57%	62%	51%	60%	74%	72%	49%	55%	56%	62%	54%	59%	70%	77%	49%	57%	49%	52%	55%
Frequently	27	24	28	20	24	45	38	16	19	22	30	21	24	37	46	16	19	17	20	17
Occasionally	34	33	34	31	36	29	34	33	37	34	33	33	36	32	31	33	38	32	32	38
<u>RARELY/NEVER</u>	40	43	38	48	40	26	27	50	44	44	37	45	41	30	22	51	42	50	48	45
Rarely	25	28	23	30	24	18	18	30	26	28	23	28	24	23	13	31	25	32	30	25
Never	15	14	15	18	15	8	9	19	18	16	14	17	16	8	9	20	17	18	18	20
<u>DK/NA</u>	0	0	0	1	0	0	1	1	1	0	0	1	0	0	1	0	1	1	1	1
DK/NA	0	0	0	1	0	0	1	1	1	0	0	1	0	0	1	0	1	1	1	1

TABLE 17: Q8D. How often do you follow news about : Government and politics at the school district level

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>FREQ/OCCASIONALLY</u>	60%	60%	60%	54%	57%	79%	71%	53%	51%	55%	60%	57%	53%	55%	69%	78%	82%	53%	52%	49%
Frequently	27	27	26	21	22	38	43	17	18	21	24	23	20	20	41	37	50	19	16	16
Occasionally	34	33	34	32	34	41	28	36	34	33	35	33	33	35	28	42	33	35	36	33
<u>RARELY/NEVER</u>	40	40	40	46	43	21	29	47	48	45	40	43	47	44	30	22	18	46	47	50
Rarely	25	26	25	27	27	11	21	29	28	28	23	27	28	26	22	8	15	27	30	27
Never	15	14	15	19	16	11	8	18	20	17	18	16	19	18	8	13	2	18	18	23
<u>DK/NA</u>	0	0	0	0	0	0	1	0	1	1	0	1	0	1	1	0	0	1	0	1
DK/NA	0	0	0	0	0	0	1	0	1	1	0	1	0	1	1	0	0	1	0	1

TABLE 18: Q8E. How often do you follow news about : Sports

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
FREQ/OCCASIONALLY	55%	58%	60%	47%	45%	34%	55%	54%	55%	56%	55%	56%	54%	53%	57%	53%	58%	60%	58%	61%	58%	90%
Frequently	31	34	36	20	22	16	32	28	32	31	32	33	30	31	33	29	34	36	35	36	33	83
Occasionally	24	24	24	27	24	18	23	26	22	24	22	23	25	23	24	24	23	24	23	24	24	7
RARELY/NEVER	45	42	39	53	55	66	45	44	45	44	45	44	45	46	42	46	42	40	41	39	42	10
Rarely	21	21	20	26	23	26	22	15	21	23	24	21	22	21	21	23	21	20	22	19	21	5
Never	23	21	20	27	32	40	22	29	24	22	21	23	23	25	21	23	21	20	20	20	21	5
DK/NA	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
FREQ/OCCASIONALLY	55%	60%	59%	59%	50%	50%	57%	49%	51%	52%	53%	58%	51%	56%	52%	57%	60%	60%	48%	51%	45%	
Frequently	31	34	34	34	27	28	33	26	26	30	31	33	31	29	32	33	34	37	25	28	29	
Occasionally	24	26	24	25	23	22	25	22	25	22	22	26	20	27	20	25	26	23	23	23	16	
RARELY/NEVER	45	40	41	41	50	49	42	51	48	48	47	41	49	44	48	43	40	40	51	48	54	
Rarely	21	21	21	21	24	18	21	22	25	25	22	22	22	24	22	20	20	20	24	23	22	
Never	23	19	21	20	26	31	21	29	23	23	25	19	27	20	26	23	19	20	28	25	32	
DK/NA	0	0	0	0	1	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	
DK/NA	0	0	0	0	1	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	

TABLE 18: Q8E. How often do you follow news about : Sports

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>FREQ/OCCASIONALLY</u>	55%	62%	55%	57%	53%	54%	61%	56%	54%	56%	58%	55%	58%	52%	50%	52%	57%	55%	58%	50%	57%	54%
Frequently	31	37	29	31	33	31	32	30	31	33	34	32	34	28	27	28	32	32	34	29	32	31
Occasionally	24	24	26	26	20	23	29	26	23	23	25	23	24	25	23	24	24	23	24	22	24	23
<u>RARELY/NEVER</u>	45	38	45	43	47	46	39	44	46	44	42	45	42	48	50	48	43	44	42	49	43	45
Rarely	21	20	21	22	21	22	22	23	22	21	18	21	20	24	23	24	21	21	21	23	21	22
Never	23	18	24	21	26	24	17	21	23	23	24	24	21	24	26	24	22	24	21	27	22	24
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>FREQ/OCCASIONALLY</u>	55%	54%	54%	64%	56%	55%	52%	56%	56%	54%	55%	56%	55%	55%	57%	52%	55%	55%	56%	55%
Frequently	31	32	29	42	25	23	26	30	32	30	33	30	31	32	33	30	30	33	32	31
Occasionally	24	22	25	22	31	32	26	26	24	24	22	26	24	23	24	22	24	22	24	24
<u>RARELY/NEVER</u>	45	45	45	36	44	45	47	43	43	45	45	44	44	45	42	48	45	44	44	45
Rarely	21	22	22	21	22	24	24	22	20	20	23	24	20	23	20	23	21	23	22	20
Never	23	24	23	14	22	21	23	22	23	26	22	20	24	21	22	25	24	21	21	25
<u>DK/NA</u>	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0
DK/NA	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0

TABLE 18: Q8E. How often do you follow news about : Sports

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		55%	56%	59%	58%																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>FREQ/OCCASIONALLY</u>	55%	56%	59%	58%	55%	57%	60%	47%	50%	55%	58%	60%	47%	56%	54%	59%	58%	58%	52%	58%	58%
Frequently	31	32	36	35	31	31	34	29	28	31	34	36	26	33	32	31	34	36	30	33	35
Occasionally	24	24	23	23	24	26	26	18	22	24	24	24	21	23	22	27	24	22	22	26	23
<u>RARELY/NEVER</u>	45%	44%	41%	42%	45%	43%	40%	53%	50%	45%	42%	40%	53%	44%	46%	41%	42%	42%	48%	41%	42%
Rarely	21	21	22	22	22	23	21	21	23	24	23	17	23	20	23	20	21	22	22	21	22
Never	23	23	19	20	23	20	19	32	27	21	19	23	29	24	23	21	20	20	26	20	20
<u>DK/NA</u>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>FREQ/OCCASIONALLY</u>	55%	66%	44%	55%	58%	52%	64%	69%	41%	48%	68%	45%	67%	47%	63%	40%	53%	57%	52%	62%	51%	55%
Frequently	31	42	22	31	33	30	41	42	20	24	44	22	41	24	39	19	31	31	28	36	31	28
Occasionally	24	25	23	24	25	22	23	27	21	25	25	23	26	24	23	21	22	25	24	26	20	26
<u>RARELY/NEVER</u>	45%	34%	55%	45%	42%	48%	36%	31%	59%	51%	31%	55%	33%	52%	37%	59%	46%	43%	48%	37%	49%	45%
Rarely	21	17	26	23	20	21	18	16	26	25	18	26	17	24	16	26	23	22	23	18	20	23
Never	23	16	30	22	22	27	18	15	33	26	13	29	16	28	21	33	23	21	25	19	29	22
<u>DK/NA</u>	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%
DK/NA	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0	1	0	0

TABLE 18: Q8E. How often do you follow news about : Sports

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>FREQ/OCCASIONALLY</u>	55%	50%	61%	58%	59%	53%	57%	54%	55%	58%	55%	55%	55%	54%	56%	55%	54%	55%	54%	58%
Frequently	31	28	35	34	34	31	33	30	32	34	30	31	32	31	32	32	30	32	30	33
Occasionally	24	22	26	24	25	22	24	24	23	24	25	24	23	23	25	23	24	23	24	25
<u>RARELY/NEVER</u>	45	49	39	41	41	46	43	45	45	42	44	44	45	45	43	45	45	45	46	42
Rarely	21	24	21	19	21	23	20	25	20	16	20	22	21	22	19	22	25	20	19	18
Never	23	25	18	22	20	23	24	20	25	26	24	23	24	23	24	23	20	25	27	24
<u>DK/NA</u>	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0
DK/NA	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>FREQ/OCCASIONALLY</u>	55%	63%	46%	69%	41%	82%	51%	70%	41%	51%	58%	51%	61%	61%	67%	53%	59%	54%	59%	55%
Frequently	31	41	24	41	18	61	27	36	13	32	32	26	36	42	42	25	25	29	30	20
Occasionally	24	22	22	28	23	21	24	34	27	18	25	25	25	19	25	28	34	25	29	35
<u>RARELY/NEVER</u>	45	36	54	31	58	18	49	30	59	49	42	48	39	39	33	47	41	46	41	44
Rarely	21	18	24	15	27	11	29	17	27	22	21	23	19	23	20	23	21	23	23	21
Never	23	18	30	15	30	7	20	13	31	27	21	25	20	15	13	24	20	23	18	23
<u>DK/NA</u>	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1
DK/NA	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1

TABLE 18: Q8E. How often do you follow news about : Sports

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>FREQ/OCCASIONALLY</u>	55%	54%	55%	56%	54%	68%	63%	57%	54%	55%	56%	55%	55%	54%	63%	70%	64%	54%	59%	52%
Frequently	31	31	34	31	28	46	40	22	28	29	30	30	36	24	40	51	38	28	22	23
Occasionally	24	23	21	25	25	22	23	35	27	26	26	25	19	30	23	19	25	26	36	29
<u>RARELY/NEVER</u>	45	46	45	43	46	32	37	43	46	45	43	45	44	45	37	30	36	46	41	48
Rarely	21	23	20	22	21	15	24	21	23	22	20	21	29	19	24	18	16	24	21	16
Never	23	23	25	20	25	17	13	22	22	23	23	24	15	26	14	12	21	21	19	32
<u>DK/NA</u>	0	0	0	1	0	0	0	0	0	1	1	1	1	1	0	0	0	0	1	0
DK/NA	0	0	0	1	0	0	0	0	0	1	1	1	1	1	0	0	0	0	1	0

TABLE 19: Q8F. How often do you follow news about : Celebrity or entertainment news

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
FREQ/OCCASIONALLY	40%	45%	37%	37%	36%	34%	40%	45%	42%	39%	39%	41%	40%	45%	35%	46%	41%	42%	44%	44%	41%	55%
Frequently	11	12	11	9	9	10	11	14	12	10	11	12	11	14	8	12	11	12	13	14	12	29
Occasionally	29	32	26	28	27	23	29	31	29	29	28	29	29	31	27	34	30	30	31	31	29	26
RARELY/NEVER	59	55	63	62	64	66	60	53	58	61	59	59	59	55	64	53	59	58	56	55	59	45
Rarely	35	34	36	36	38	30	36	28	35	37	34	36	34	35	36	30	36	35	34	34	35	30
Never	24	21	26	26	26	37	24	25	24	24	26	23	26	21	28	23	24	23	22	21	24	15
DK/NA	0	0	0	1	0	0	0	2	0	0	1	0	1	0	1	1	0	0	0	0	0	0
DK/NA	0	0	0	1	0	0	0	2	0	0	1	0	1	0	1	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
FREQ/OCCASIONALLY	40%	41%	44%	43%	39%	31%	42%	28%	47%	40%	43%	47%	37%	45%	38%	34%	50%	37%	31%	35%	30%	
Frequently	11	13	11	12	10	12	11	8	14	15	17	14	8	11	12	9	15	8	6	11	10	
Occasionally	29	28	33	31	29	19	31	20	34	25	26	33	29	34	26	25	36	30	24	24	20	
RARELY/NEVER	59	59	56	57	61	68	58	72	52	60	57	53	63	55	62	66	49	62	69	65	69	
Rarely	35	34	35	35	37	30	36	42	30	37	26	35	38	32	37	32	30	41	39	38	33	
Never	24	24	21	22	24	38	22	30	22	23	30	18	25	22	24	33	19	22	31	26	36	
DK/NA	0	0	0	0	1	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	
DK/NA	0	0	0	0	1	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	

TABLE 19: Q8F. How often do you follow news about : Celebrity or entertainment news

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	MSTLY PRINT	MSTLY ONLNE	YES	NO/ DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS- IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	Total																					
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>FREQ/OCCASIONALLY</u>	40%	45%	44%	44%	35%	39%	45%	38%	38%	40%	43%	41%	42%	41%	36%	34%	41%	44%	39%	42%	41%	40%
Frequently	11	11	14	13	9	11	13	11	10	13	10	13	11	12	13	9	11	13	9	14	11	11
Occasionally	29	34	30	31	27	28	32	27	28	27	33	28	31	29	23	25	30	31	31	28	31	29
<u>RARELY/NEVER</u>	59	54	56	56	64	61	55	62	61	60	57	59	58	58	63	66	59	56	60	57	58	60
Rarely	35	34	36	36	34	36	34	37	36	37	34	36	35	34	35	37	34	34	36	34	35	35
Never	24	20	20	20	30	25	21	24	25	23	23	23	23	25	28	29	25	22	25	23	23	25
<u>DK/NA</u>	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	0
DK/NA	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON- WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON- COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL	
	Total																			
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>FREQ/OCCASIONALLY</u>	40%	37%	45%	53%	47%	50%	40%	45%	44%	41%	39%	36%	42%	38%	39%	41%	45%	39%	39%	38%
Frequently	11	9	15	18	12	11	11	14	14	11	11	8	13	10	10	13	15	10	10	9
Occasionally	29	27	31	34	35	39	29	32	30	30	28	29	30	29	29	29	30	29	30	29
<u>RARELY/NEVER</u>	59	63	53	47	53	50	59	54	55	58	61	64	57	62	60	58	54	60	61	61
Rarely	35	37	32	33	35	35	40	33	32	33	37	39	33	38	36	34	34	36	35	34
Never	24	26	21	14	18	15	20	21	23	25	24	25	24	24	25	24	21	24	25	27
<u>DK/NA</u>	0	0	1	0	0	0	0	1	1	0	0	0	1	0	1	0	0	1	0	0
DK/NA	0	0	1	0	0	0	0	1	1	0	0	0	1	0	1	0	0	1	0	0

TABLE 19: Q8F. How often do you follow news about : Celebrity or entertainment news

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>FREQ/OCCASIONALLY</u>	40%	24%	38%	33%	43%	40%	45%	35%	42%	44%	39%	38%	36%	43%	42%	42%	39%	40%	41%	41%	40%
Frequently	11	8	11	10	12	12	12	9	14	11	11	8	14	12	12	9	12	8	13	10	10
Occasionally	29	17	27	23	31	28	34	26	28	33	28	30	22	31	29	33	28	32	27	31	30
<u>RARELY/NEVER</u>	59%	76%	62%	67%	56%	59%	54%	65%	57%	56%	61%	62%	63%	57%	58%	58%	60%	59%	59%	59%	60%
Rarely	35	37	37	37	35	33	35	36	32	35	39	35	34	35	37	32	33	38	36	34	36
Never	24	39	25	30	21	26	19	29	25	21	22	27	29	22	20	26	27	21	24	25	24
<u>DK/NA</u>	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%
DK/NA	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	1	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>FREQ/OCCASIONALLY</u>	40%	32%	49%	46%	32%	40%	30%	33%	49%	48%	38%	53%	26%	40%	30%	52%	44%	49%	33%	32%	41%	40%
Frequently	11	9	13	13	9	11	9	9	17	10	11	15	7	10	8	15	14	12	11	7	12	9
Occasionally	29	23	35	33	24	29	22	24	33	38	27	38	19	30	22	37	30	37	22	25	28	31
<u>RARELY/NEVER</u>	59%	68%	51%	53%	67%	59%	69%	67%	50%	51%	62%	47%	74%	60%	70%	47%	55%	51%	67%	68%	59%	60%
Rarely	35	39	31	35	37	32	40	37	31	31	39	31	40	34	36	28	38	31	36	38	32	33
Never	24	29	20	19	30	27	29	30	19	20	22	16	34	26	33	20	17	20	31	30	27	27
<u>DK/NA</u>	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%
DK/NA	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	1	1	0	0	0	1	0

TABLE 19: Q8F. How often do you follow news about : Celebrity or entertainment news

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY		1973	2496	1028		1617	790	317	385
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>FREQ/OCCASIONALLY</u>	40%	44%	49%	39%	29%	45%	39%	43%	38%	31%	39%	39%	41%	43%	35%	42%	43%	38%	32%	38%
Frequently	11	13	13	11	7	13	11	14	9	6	9	11	11	12	9	12	13	9	7	9
Occasionally	29	31	36	27	22	32	28	29	29	25	30	29	30	31	26	30	29	29	25	29
<u>RARELY/NEVER</u>	59	55	51	61	71	54	61	57	61	68	60	60	58	57	64	57	57	61	67	61
Rarely	35	36	33	34	39	34	35	34	39	36	35	34	35	34	36	34	33	39	37	35
Never	24	19	17	27	32	21	26	23	23	32	26	26	23	23	28	23	24	23	31	26
<u>DK/NA</u>	0	0	0	1	0	1	0	0	0	1	1	0	0	0	1	0	0	0	1	1
DK/NA	0	0	0	1	0	1	0	0	0	1	1	0	0	0	1	0	0	0	1	1

	ETHNICITY BY GENDER									ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		18-49	50+	18-49	50+	18-49	50+	18-49			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>FREQ/OCCASIONALLY</u>	40%	28%	45%	35%	55%	49%	55%	43%	52%	35%	38%	44%	50%	54%	52%	49%	44%	43%	44%	51%
Frequently	11	8	11	11	18	17	19	10	15	12	8	14	15	22	15	14	11	15	11	11
Occasionally	29	21	34	25	36	32	36	32	37	23	30	29	35	32	37	35	34	28	32	40
<u>RARELY/NEVER</u>	59	72	55	63	44	50	45	57	48	65	62	54	50	46	47	51	56	57	56	49
Rarely	35	41	33	37	27	33	32	37	32	38	36	32	30	32	33	32	38	44	32	30
Never	24	30	22	26	17	16	13	20	16	27	26	22	20	14	14	19	17	13	23	19
<u>DK/NA</u>	0	0	0	1	2	1	0	0	0	0	0	2	0	0	1	0	0	0	1	0
DK/NA	0	0	0	1	2	1	0	0	0	0	0	2	0	0	1	0	0	0	1	0

TABLE 19: Q8F. How often do you follow news about : Celebrity or entertainment news

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>FREQ/OCCASIONALLY</u>	40%	34%	39%	46%	45%	54%	52%	47%	47%	45%	48%	46%	54%	41%	52%	57%	47%	48%	48%	42%
Frequently	11	9	10	18	13	14	20	9	16	15	13	14	23	13	21	16	10	17	10	6
Occasionally	29	25	29	28	32	40	32	38	31	30	34	32	31	28	32	40	37	30	38	36
<u>RARELY/NEVER</u>	59	66	61	52	54	45	48	52	53	53	51	53	45	56	47	43	52	52	52	57
Rarely	35	38	36	29	33	29	34	33	36	32	29	33	26	31	34	28	34	35	33	35
Never	24	28	25	23	20	16	14	20	17	21	22	20	19	25	14	15	18	17	18	22
<u>DK/NA</u>	0	0	0	2	1	1	0	0	0	2	1	1	1	3	0	0	1	0	0	1
DK/NA	0	0	0	2	1	1	0	0	0	2	1	1	1	3	0	0	1	0	0	1

TABLE 20: Q8G. How often do you follow news about : Local weather

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
<u>FREQ/OCCASIONALLY</u>	89%	89%	90%	90%	82%	78%	89%	88%	86%	90%	89%	88%	89%	88%	89%	89%	90%	93%	93%	94%	90%	93%
Frequently	69	70	73	69	57	59	69	72	66	69	72	67	71	67	70	72	74	77	78	80	74	78
Occasionally	20	20	17	22	25	20	20	15	20	21	18	21	18	21	19	17	16	16	15	14	16	15
<u>RARELY/NEVER</u>	11	11	10	10	18	22	11	12	14	10	11	12	11	12	11	11	10	7	7	6	10	7
Rarely	8	8	6	6	12	11	8	7	9	7	7	8	7	8	8	7	7	5	5	5	7	5
Never	4	2	4	3	5	11	3	5	5	2	4	4	4	4	3	4	3	2	2	2	3	2
<u>DK/NA</u>	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
<u>FREQ/OCCASIONALLY</u>	89%	93%	91%	91%	87%	77%	90%	85%	89%	86%	88%	90%	86%	89%	88%	88%	92%	92%	83%	86%	82%	
Frequently	69	78	72	74	65	53	72	53	66	64	65	72	63	67	67	67	74	73	63	64	61	
Occasionally	20	15	18	17	22	24	18	32	23	22	23	18	23	22	21	21	18	19	20	22	21	
<u>RARELY/NEVER</u>	11	7	9	8	13	23	10	15	11	14	12	10	14	11	12	12	8	8	17	14	18	
Rarely	8	5	7	6	9	14	7	13	7	10	8	7	9	7	7	10	6	5	10	10	12	
Never	4	2	3	2	5	8	3	2	4	5	4	3	5	4	5	2	2	3	7	5	7	
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

TABLE 20: Q8G. How often do you follow news about : Local weather

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>FREQ/OCCASIONALLY</u>	89%	93%	87%	89%	89%	88%	90%	88%	88%	87%	89%	87%	90%	89%	86%	88%	89%	89%	90%	86%	88%	89%
Frequently	69	75	67	69	70	67	74	68	67	66	71	67	70	71	67	69	70	68	73	64	69	69
Occasionally	20	18	20	20	19	21	16	20	21	22	18	20	20	18	19	19	19	21	18	22	20	20
<u>RARELY/NEVER</u>	11	7	13	11	11	12	10	12	12	13	11	13	10	11	14	12	11	11	10	13	11	11
Rarely	8	6	7	8	7	8	8	9	8	8	8	9	7	7	9	7	7	9	7	9	8	8
Never	4	1	5	3	4	4	2	3	4	4	4	4	3	4	4	5	4	3	4	4	3	4
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>FREQ/OCCASIONALLY</u>	89%	89%	86%	91%	86%	85%	90%	87%	89%	89%	87%	89%	89%	88%	90%	86%	87%	88%	89%	91%
Frequently	69	72	62	74	57	52	64	65	70	70	66	69	70	67	73	63	65	68	67	77
Occasionally	20	17	23	17	29	34	25	22	19	19	21	20	19	21	18	23	22	20	22	14
<u>RARELY/NEVER</u>	11	11	14	9	14	15	10	13	11	11	13	11	11	12	9	14	13	12	11	9
Rarely	8	7	10	7	10	10	8	9	7	8	9	7	8	8	7	9	9	8	9	5
Never	4	4	4	3	4	4	2	4	4	3	5	3	3	4	3	5	4	4	3	3
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 20: Q8G. How often do you follow news about : Local weather

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		89%	89%	92%	91%																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>FREQ/OCCASIONALLY</u>	89%	89%	92%	91%	88%	88%	90%	87%	88%	87%	90%	89%	82%	86%	90%	91%	93%	91%	86%	91%	92%
Frequently	69	70	72	71	68	68	70	68	68	69	72	70	55	66	70	73	79	74	64	74	76
Occasionally	20	19	20	20	20	20	20	19	20	18	18	18	26	20	20	18	14	17	22	17	16
<u>RARELY/NEVER</u>	11	11	8	9	12	12	10	13	12	13	9	11	18	13	10	9	7	9	14	8	8
Rarely	8	7	6	6	8	8	8	7	8	9	6	7	12	10	6	7	5	6	9	6	5
Never	4	5	3	3	4	3	2	5	4	4	3	4	6	4	4	2	2	4	5	2	3
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>FREQ/OCCASIONALLY</u>	89%	87%	90%	89%	90%	86%	84%	90%	88%	92%	88%	90%	87%	93%	86%	86%	87%	92%	85%	93%	85%	89%
Frequently	69	66	72	68	72	67	61	71	66	77	65	71	69	75	65	69	63	74	64	77	64	71
Occasionally	20	21	18	21	18	19	23	19	22	15	23	19	18	18	21	18	24	18	22	15	20	18
<u>RARELY/NEVER</u>	11	13	10	11	10	14	16	10	12	7	12	9	13	7	14	14	13	8	15	7	15	11
Rarely	8	9	6	7	7	10	12	7	7	5	9	6	9	5	10	9	9	5	9	5	10	9
Never	4	4	4	3	4	4	5	3	5	2	3	3	4	3	3	5	4	3	6	2	5	2
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 20: Q8G. How often do you follow news about : Local weather

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
FREQ/OCCASIONALLY	89%	89%	91%	90%	90%	87%	89%	89%	84%	89%	93%	90%	87%	87%	91%	88%	89%	84%	90%	92%
Frequently	69	67	70	73	71	64	69	71	61	77	75	73	66	67	75	66	71	61	76	75
Occasionally	20	21	20	17	19	23	20	18	23	13	17	17	22	21	17	22	18	23	14	16
RARELY/NEVER	11	11	9	10	10	13	11	11	16	10	7	10	13	13	8	12	11	16	10	8
Rarely	8	7	7	7	6	9	7	8	11	6	5	7	9	9	6	8	8	11	6	4
Never	4	4	2	3	4	4	4	3	5	4	2	3	4	4	3	4	3	5	4	3
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
FREQ/OCCASIONALLY	89%	87%	91%	84%	86%	90%	91%	85%	87%	85%	92%	85%	87%	89%	93%	86%	84%	85%	84%	87%
Frequently	69	70	74	60	64	74	74	53	61	65	77	60	66	70	78	57	56	62	63	51
Occasionally	20	17	17	24	23	17	17	31	26	20	15	25	21	19	15	29	29	24	20	36
RARELY/NEVER	11	13	9	15	13	10	9	15	13	15	8	15	13	11	7	14	16	15	16	13
Rarely	8	9	6	11	9	8	6	12	9	9	6	11	9	9	5	9	12	11	13	9
Never	4	4	3	4	4	1	3	4	5	5	2	4	4	2	2	4	4	4	3	4
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 20: Q8G. How often do you follow news about : Local weather

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	AF-AM			AS/PI			
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>FREQ/OCCASIONALLY</u>	89%	91%	87%	86%	85%	89%	91%	86%	85%	86%	86%	86%	86%	85%	92%	90%	86%	85%	87%	83%
Frequently	69	76	67	64	61	73	74	58	56	62	65	62	64	61	75	72	70	55	57	63
Occasionally	20	15	20	22	24	16	18	28	29	24	21	24	22	23	17	18	16	31	30	20
<u>RARELY/NEVER</u>	11	9	13	14	14	11	9	14	15	14	13	14	14	14	8	10	14	15	13	17
Rarely	8	6	8	9	10	7	7	10	11	10	10	11	8	9	7	7	7	11	10	12
Never	4	3	4	4	4	4	2	4	4	4	3	3	5	5	2	2	7	4	4	5
<u>DK/NA</u>	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0
DK/NA	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0

TABLE 21: Q8H. How often do you follow news about : News about your local community or neighborhood

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
FREQ/OCCASIONALLY	85%	87%	85%	81%	82%	78%	86%	81%	84%	87%	86%	85%	86%	85%	86%	83%	90%	93%	95%	100%	90%	89%
Frequently	55	56	57	44	42	46	55	51	52	56	58	52	58	54	55	57	63	71	79	100	64	63
Occasionally	31	31	28	38	40	33	31	29	32	31	28	33	28	32	31	26	27	22	16	0	26	26
RARELY/NEVER	14	13	15	17	18	21	14	18	16	13	14	15	14	15	14	16	10	7	5	0	10	11
Rarely	11	10	11	13	15	12	11	11	12	11	8	12	9	11	10	12	8	6	4	0	8	8
Never	4	3	4	5	3	9	3	7	4	2	5	3	4	4	3	4	2	1	1	0	2	2
DK/NA	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0
DK/NA	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
FREQ/OCCASIONALLY	85%	95%	92%	93%	81%	57%	87%	88%	84%	87%	79%	87%	87%	84%	87%	80%	86%	91%	88%	85%	74%	
Frequently	55	77	61	67	41	29	57	46	52	66	44	56	51	50	62	46	57	69	49	49	44	
Occasionally	31	17	31	26	40	28	30	42	32	22	35	31	36	34	25	34	29	22	39	37	29	
RARELY/NEVER	14	5	8	7	19	42	13	11	16	13	20	13	13	15	13	20	14	9	12	15	25	
Rarely	11	5	7	6	15	24	11	7	10	10	14	10	10	11	10	12	11	7	10	13	17	
Never	4	0	1	1	4	18	2	5	5	3	6	3	3	4	2	7	3	3	2	2	9	
DK/NA	0	0	0	0	0	1	0	1	0	0	1	0	0	1	0	0	1	0	0	0	1	
DK/NA	0	0	0	0	0	1	0	1	0	0	1	0	0	1	0	0	1	0	0	0	0	1

TABLE 21: Q8H. How often do you follow news about : News about your local community or neighborhood

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>FREQ/OCCASIONALLY</u>	85%	91%	85%	87%	84%	87%	87%	83%	87%	86%	89%	86%	88%	87%	77%	93%	87%	80%	89%	80%	89%	84%
Frequently	55	66	51	56	54	54	54	52	55	53	58	54	55	60	49	71	54	46	60	46	56	54
Occasionally	31	25	35	31	30	33	33	32	32	32	31	32	33	26	28	22	32	34	29	34	33	30
<u>RARELY/NEVER</u>	14	9	15	13	16	13	13	17	13	14	11	14	12	13	22	7	13	19	11	20	11	16
Rarely	11	7	11	11	12	10	11	14	11	12	10	12	9	10	17	7	10	14	8	14	8	12
Never	4	2	3	3	4	2	2	3	2	2	1	2	3	3	5	0	3	6	2	5	2	4
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>FREQ/OCCASIONALLY</u>	85%	87%	82%	84%	73%	75%	76%	82%	81%	85%	86%	90%	83%	88%	89%	80%	84%	85%	85%	88%
Frequently	55	58	47	62	32	33	31	49	52	55	54	58	54	56	59	47	52	54	51	62
Occasionally	31	30	35	22	41	42	45	33	29	30	32	32	30	32	30	33	32	31	34	26
<u>RARELY/NEVER</u>	14	13	18	16	27	25	24	17	18	15	14	10	16	12	11	20	16	14	15	12
Rarely	11	10	11	11	19	17	20	12	12	11	12	8	11	10	9	15	12	10	12	9
Never	4	3	6	5	8	8	5	5	6	4	2	1	5	2	2	5	4	4	3	3
<u>DK/NA</u>	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0
DK/NA	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0

TABLE 21: Q8H. How often do you follow news about : News about your local community or neighborhood

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		85%	86%	87%	85%																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>FREQ/OCCASIONALLY</u>	85%	86%	87%	87%	85%	87%	87%	82%	83%	86%	87%	87%	75%	87%	86%	89%	89%	85%	82%	88%	87%
Frequently	55	59	58	59	54	58	56	49	52	53	56	59	36	51	52	61	70	61	46	63	66
Occasionally	31	27	28	28	32	29	31	33	31	33	31	28	38	35	34	28	19	23	36	25	21
<u>RARELY/NEVER</u>	14	14	13	13	14	13	13	18	17	14	13	13	25	13	14	11	10	15	18	11	12
Rarely	11	11	10	11	11	10	11	13	11	10	11	11	19	10	11	8	7	11	13	8	9
Never	4	2	3	3	3	3	2	5	5	4	2	2	6	4	3	3	3	4	4	3	4
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0

	GENDER			PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>FREQ/OCCASIONALLY</u>	85%	83%	87%	85%	87%	84%	81%	86%	84%	90%	83%	87%	86%	88%	82%	86%	82%	88%	83%	89%	81%	88%
Frequently	55	52	57	56	58	48	42	63	50	64	54	58	56	60	45	51	48	64	47	67	44	56
Occasionally	31	31	30	29	29	36	39	24	34	26	29	29	30	28	37	34	34	24	37	23	38	32
<u>RARELY/NEVER</u>	14	16	13	14	13	16	19	13	16	9	17	12	14	12	18	14	18	12	16	10	18	12
Rarely	11	13	9	11	10	12	15	11	12	6	14	9	10	9	14	10	14	8	12	8	14	9
Never	4	4	4	4	3	4	5	3	4	4	3	4	4	3	4	4	4	4	4	2	4	3
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0

TABLE 21: Q8H. How often do you follow news about : News about your local community or neighborhood

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>FREQ/OCCASIONALLY</u>	85%	84%	88%	88%	87%	83%	86%	86%	86%	87%	88%	87%	84%	85%	87%	84%	86%	86%	87%	88%
Frequently	55	54	60	57	59	49	52	56	53	61	63	59	51	53	58	50	57	53	61	63
Occasionally	31	30	28	31	28	34	33	29	32	26	25	27	33	32	28	34	29	32	27	25
<u>RARELY/NEVER</u>	14	16	12	12	13	17	14	14	14	12	11	13	16	15	13	16	14	14	12	11
Rarely	11	12	9	10	10	12	11	11	12	8	8	10	12	11	10	12	11	12	8	8
Never	4	4	3	2	3	5	3	3	3	4	3	3	4	4	4	4	3	3	4	3
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	1
DK/NA	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>FREQ/OCCASIONALLY</u>	85%	84%	90%	81%	83%	85%	83%	75%	72%	83%	90%	81%	84%	82%	86%	69%	80%	72%	79%	71%
Frequently	55	56	59	44	49	57	66	31	33	47	66	44	53	53	70	27	38	30	43	28
Occasionally	31	29	30	37	34	28	18	43	39	36	24	37	31	29	16	41	41	43	36	43
<u>RARELY/NEVER</u>	14	15	10	19	17	15	16	25	28	17	10	18	16	18	14	31	20	28	21	29
Rarely	11	13	7	11	11	11	11	18	20	14	7	12	11	13	9	22	14	20	14	20
Never	4	2	3	7	5	4	5	7	9	3	3	7	5	5	5	9	6	8	7	9
<u>DK/NA</u>	0	0	0	0	1	0	0	0	0	0	0	1	1	0	1	0	0	0	0	0
DK/NA	0	0	0	0	1	0	0	0	0	0	0	1	1	0	1	0	0	0	0	0

TABLE 21: Q8H. How often do you follow news about : News about your local community or neighborhood

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73
<u>FREQ/OCCASIONALLY</u>	85%	87%	87%	85%	80%	85%	83%	75%	72%	81%	88%	80%	87%	84%	83%	85%	87%	71%	75%	77%
Frequently	55	61	54	54	43	69	59	31	33	45	57	43	62	47	58	69	70	33	30	37
Occasionally	31	26	33	31	37	16	25	44	39	36	31	36	25	37	25	16	17	38	45	40
<u>RARELY/NEVER</u>	14	12	13	14	19	15	16	25	28	18	12	20	13	15	17	15	13	29	25	23
Rarely	11	9	11	9	13	11	11	18	20	12	9	13	10	8	11	10	13	20	19	15
Never	4	3	2	5	7	4	5	7	9	7	3	7	3	7	5	5	0	9	6	8
<u>DK/NA</u>	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0
DK/NA	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0

TABLE 22: Q8I. How often do you follow news about : International news

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
FREQ/OCCASIONALLY	83%	85%	84%	78%	87%	77%	85%	70%	87%	86%	79%	84%	82%	86%	83%	77%	95%	95%	91%	90%	100%	85%
Frequently	52	54	50	47	59	49	53	41	55	54	48	53	52	55	51	45	73	73	66	61	100	55
Occasionally	31	30	34	31	28	28	32	29	32	32	31	32	31	31	32	32	22	22	25	28	0	30
RARELY/NEVER	16	15	16	21	13	22	15	28	13	14	21	16	17	14	17	22	5	5	9	10	0	14
Rarely	11	11	11	15	10	10	11	16	10	10	14	11	12	10	12	13	4	4	7	8	0	11
Never	5	4	5	7	3	12	4	12	3	4	6	4	5	4	5	9	1	1	1	2	0	4
DK/NA	0	0	0	1	0	1	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0
DK/NA	0	0	0	1	0	1	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
FREQ/OCCASIONALLY	83%	95%	91%	92%	77%	55%	88%	74%	79%	78%	70%	86%	89%	79%	82%	74%	81%	91%	92%	87%	62%	
Frequently	52	74	59	65	38	26	56	43	47	53	32	56	58	43	50	35	46	63	64	56	30	
Occasionally	31	20	32	28	38	28	31	30	32	26	37	30	31	37	32	39	35	28	27	31	32	
RARELY/NEVER	16	5	8	7	23	45	12	26	20	22	30	14	11	20	18	26	19	9	8	13	38	
Rarely	11	4	8	6	17	23	9	21	13	16	22	10	8	15	13	17	13	7	8	10	22	
Never	5	2	1	1	6	22	3	5	7	5	9	3	3	6	4	9	5	2	0	3	16	
DK/NA	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	
DK/NA	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1

TABLE 22: Q8I. How often do you follow news about : International news

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>FREQ/OCCASIONALLY</u>	83%	88%	90%	84%	84%	88%	87%	83%	87%	87%	91%	87%	86%	83%	79%	92%	87%	75%	88%	78%	80%	85%
Frequently	52	56	60	52	53	56	55	52	55	57	65	58	54	51	49	67	56	41	57	45	45	55
Occasionally	31	31	30	32	31	31	32	31	32	30	26	29	32	32	30	26	31	34	30	33	35	30
<u>RARELY/NEVER</u>	16	12	10	16	15	12	13	17	13	13	9	13	14	17	20	8	13	24	12	22	20	15
Rarely	11	9	7	12	10	11	11	13	10	11	8	11	11	12	12	6	9	16	9	15	14	10
Never	5	3	3	4	5	2	2	5	3	2	1	3	3	5	8	2	3	8	3	7	5	5
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>FREQ/OCCASIONALLY</u>	83%	87%	72%	82%	82%	84%	84%	78%	71%	81%	89%	93%	77%	91%	85%	81%	85%	82%	85%	83%
Frequently	52	59	37	43	42	49	40	42	37	48	57	69	44	62	55	46	51	53	54	50
Occasionally	31	28	35	39	40	35	44	36	34	33	32	25	34	29	30	34	34	29	32	32
<u>RARELY/NEVER</u>	16	13	27	18	18	16	16	22	28	18	11	6	22	9	14	19	15	17	14	17
Rarely	11	9	19	13	13	12	11	15	20	12	9	5	15	7	10	13	10	13	12	11
Never	5	4	8	5	5	3	5	7	9	6	2	1	7	2	4	6	6	5	3	6
<u>DK/NA</u>	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0
DK/NA	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0

TABLE 22: Q8I. How often do you follow news about : International news

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>FREQ/OCCASIONALLY</u>	83%	89%	84%	86%	86%	84%	83%	83%	78%	83%	86%	91%	72%	79%	84%	89%	93%	88%	78%	89%	90%
Frequently	52	61	51	55	54	53	49	55	41	50	57	61	36	42	50	61	65	65	43	62	65
Occasionally	31	28	33	31	31	31	34	28	37	33	29	30	36	36	34	28	28	22	36	27	26
<u>RARELY/NEVER</u>	16	11	16	14	14	16	16	17	22	17	14	9	27	21	16	11	7	12	22	10	9
Rarely	11	9	11	10	10	11	12	11	14	13	12	6	19	16	11	8	4	9	15	7	6
Never	5	2	5	4	4	5	4	6	7	4	3	3	8	5	5	4	3	3	6	4	3
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>FREQ/OCCASIONALLY</u>	83%	86%	81%	84%	87%	78%	81%	91%	75%	88%	85%	83%	90%	85%	82%	73%	80%	89%	82%	91%	74%	87%
Frequently	52	58	46	52	56	49	50	67	35	58	60	46	61	50	54	43	41	62	44	65	44	59
Occasionally	31	27	35	33	31	29	31	24	40	30	26	38	29	34	28	30	39	27	38	27	30	28
<u>RARELY/NEVER</u>	16	14	18	16	13	22	19	9	24	12	15	16	10	15	18	26	20	11	18	9	26	13
Rarely	11	10	13	11	8	16	13	6	18	8	11	11	6	10	13	19	15	7	11	6	19	10
Never	5	4	6	4	5	6	5	3	7	4	3	5	4	5	5	7	4	4	7	3	7	3
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0

TABLE 22: Q8I. How often do you follow news about : International news

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>FREQ/OCCASIONALLY</u>	83%	87%	82%	87%	89%	81%	83%	88%	84%	83%	82%	85%	82%	85%	81%	82%	88%	84%	84%	82%
Frequently	52	56	47	53	59	49	52	57	54	55	47	54	51	54	49	50	57	54	51	51
Occasionally	31	31	35	34	30	32	31	32	30	28	35	32	31	31	32	32	32	30	32	30
<u>RARELY/NEVER</u>	16	13	18	13	11	19	17	11	16	17	18	14	18	15	19	18	12	16	16	18
Rarely	11	9	13	9	8	14	12	8	12	13	10	10	13	11	12	13	9	12	11	12
Never	5	4	4	4	4	5	5	3	4	4	8	4	5	4	7	5	3	4	5	6
<u>DK/NA</u>	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	1
DK/NA	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>FREQ/OCCASIONALLY</u>	83%	89%	85%	76%	69%	85%	79%	85%	78%	82%	91%	70%	78%	75%	89%	78%	86%	87%	84%	77%
Frequently	52	65	53	44	31	47	39	47	35	50	66	34	46	28	59	36	49	41	49	38
Occasionally	31	24	33	32	37	38	40	37	43	33	25	36	32	48	31	42	37	45	35	39
<u>RARELY/NEVER</u>	16	11	14	24	30	15	21	15	22	18	9	29	22	25	11	22	13	13	16	23
Rarely	11	8	10	17	21	11	14	11	15	13	6	21	13	19	6	15	10	9	10	17
Never	5	3	4	7	10	4	6	4	7	5	3	9	8	6	5	7	3	4	6	6
<u>DK/NA</u>	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
DK/NA	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0

TABLE 22: Q8I. How often do you follow news about : International news

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>FREQ/OCCASIONALLY</u>	83%	88%	87%	73%	72%	88%	79%	82%	81%	72%	73%	71%	79%	70%	78%	91%	83%	81%	82%	82%
Frequently	52	58	60	39	37	51	39	43	40	38	35	37	49	34	38	55	45	41	44	37
Occasionally	31	30	27	34	35	37	40	39	41	34	38	35	30	37	41	36	37	39	39	45
<u>RARELY/NEVER</u>	16	12	13	26	28	12	21	18	18	27	27	28	20	28	22	9	17	19	18	18
Rarely	11	9	9	16	20	8	15	13	13	19	16	21	14	17	16	5	14	14	13	10
Never	5	3	4	10	8	4	6	5	5	8	10	8	5	12	6	4	3	5	5	7
<u>DK/NA</u>	0	0	0	1	0	0	0	0	0	1	0	1	1	1	0	0	0	1	0	0
DK/NA	0	0	0	1	0	0	0	0	0	1	0	1	1	1	0	0	0	1	0	0

TABLE 23: Q8C/D. How often do you follow news about : Government and politics at the city or county or school district level

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
FREQ/OCCASIONALLY	82%	83%	83%	81%	79%	77%	83%	77%	81%	85%	81%	82%	83%	84%	81%	81%	90%	94%	100%	92%	89%	84%
Frequently	47	48	48	44	42	40	47	45	46	48	47	45	50	48	46	48	61	70	100	68	60	53
Occasionally	54	54	54	55	52	51	55	47	54	56	53	56	52	55	53	53	53	51	40	50	53	52
RARELY/NEVER	46	46	46	43	54	49	46	51	48	45	44	48	44	44	49	45	37	30	23	31	39	42
Rarely	34	35	32	31	43	28	34	29	36	34	33	36	31	31	38	28	28	22	17	24	30	31
Never	17	15	19	18	19	27	16	26	17	15	18	17	18	17	17	22	12	10	6	9	12	14
DK/NA	1	1	0	2	0	1	0	3	0	0	1	0	1	0	1	1	0	0	0	0	0	0
DK/NA	1	1	0	2	0	1	0	3	0	0	1	0	1	0	1	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
FREQ/OCCASIONALLY	82%	95%	92%	93%	74%	47%	84%	84%	80%	87%	73%	84%	84%	82%	85%	76%	82%	90%	84%	82%	70%	
Frequently	47	76	56	63	28	18	49	45	43	59	33	49	50	39	55	39	46	59	46	43	43	
Occasionally	54	45	61	55	58	34	55	60	52	52	51	53	54	55	53	57	53	55	59	56	48	
RARELY/NEVER	46	26	35	32	61	81	45	47	46	38	60	46	39	49	40	56	48	35	45	47	60	
Rarely	34	20	27	24	47	43	34	31	33	29	43	34	29	36	31	41	34	26	36	35	45	
Never	17	7	10	9	21	54	14	20	19	14	26	16	14	18	12	22	18	12	14	18	25	
DK/NA	1	0	0	0	1	1	0	1	2	0	0	0	1	2	0	0	1	1	0	0	1	
DK/NA	1	0	0	0	1	1	0	1	2	0	0	0	1	2	0	0	1	1	0	0	1	

TABLE 23: Q8C/D. How often do you follow news about : Government and politics at the city or county or school district level

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21a KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>FREQ/OCCASIONALLY</u>	82%	89%	91%	84%	81%	85%	84%	77%	84%	80%	86%	81%	84%	86%	74%	95%	85%	73%	87%	76%	85%	81%
Frequently	47	57	54	49	45	47	49	43	47	46	54	47	47	54	42	69	47	36	52	40	46	47
Occasionally	54	54	61	54	55	57	56	51	56	54	55	53	56	54	48	51	57	52	56	50	59	52
<u>RARELY/NEVER</u>	46	39	38	43	50	45	43	50	45	47	43	47	44	43	55	30	44	57	42	53	41	49
Rarely	34	29	28	33	36	34	37	39	34	37	32	36	33	30	40	22	33	40	31	38	32	35
Never	17	12	13	15	20	15	10	17	16	16	15	16	15	16	24	9	14	25	14	22	12	20
<u>DK/NA</u>	1	0	0	0	1	0	0	0	0	0	0	0	0	1	1	0	0	1	0	1	1	0
DK/NA	1	0	0	0	1	0	0	0	0	0	0	0	0	1	1	0	0	1	0	1	1	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>FREQ/OCCASIONALLY</u>	82%	84%	75%	85%	77%	81%	74%	79%	75%	81%	85%	88%	79%	86%	86%	77%	84%	82%	82%	83%
Frequently	47	51	36	57	30	31	26	41	41	45	47	57	43	51	51	41	49	46	45	49
Occasionally	54	55	52	49	58	63	57	52	51	53	57	55	52	57	56	51	54	53	57	52
<u>RARELY/NEVER</u>	46	45	51	35	57	53	58	48	52	47	47	39	49	44	43	51	48	45	47	45
Rarely	34	33	36	26	41	43	41	35	35	33	36	30	34	34	32	37	35	33	36	32
Never	17	16	21	12	22	16	26	18	23	19	15	11	21	13	15	22	19	18	16	17
<u>DK/NA</u>	1	0	2	1	1	0	1	1	1	0	0	0	1	0	1	0	0	1	0	1
DK/NA	1	0	2	1	1	0	1	1	1	0	0	0	1	0	1	0	0	1	0	1

TABLE 23: Q8C/D. How often do you follow news about : Government and politics at the city or county or school district level

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>FREQ/OCCASIONALLY</u>	82%	86%	80%	82%	84%	83%	83%	80%	78%	82%	85%	85%	69%	81%	85%	85%	90%	87%	78%	86%	89%
Frequently	47	56	46	50	47	50	48	42	46	44	52	49	30	40	48	51	61	61	39	55	61
Occasionally	54	49	54	52	56	53	54	55	48	56	54	57	52	56	60	54	51	51	56	52	51
<u>RARELY/NEVER</u>	46	47	43	44	45	42	47	52	49	47	44	45	59	51	46	42	38	38	52	40	38
Rarely	34	32	34	34	33	31	34	37	34	34	31	36	44	38	35	30	25	25	39	28	25
Never	17	19	13	15	17	15	17	21	22	17	17	12	23	18	15	16	15	16	19	16	16
<u>DK/NA</u>	1	1	0	0	1	1	0	0	1	0	0	0	1	1	1	0	1	1	1	0	1
DK/NA	1	1	0	0	1	1	0	0	1	0	0	0	1	1	1	0	1	1	1	0	1

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>FREQ/OCCASIONALLY</u>	82%	80%	85%	85%	82%	79%	75%	85%	82%	87%	83%	86%	80%	84%	75%	83%	81%	89%	77%	85%	76%	84%
Frequently	47	46	48	50	49	40	38	55	40	56	51	49	47	51	39	41	40	59	41	54	36	48
Occasionally	54	51	56	53	53	56	52	51	59	54	50	55	52	55	52	60	56	52	56	52	56	56
<u>RARELY/NEVER</u>	46	48	45	43	46	53	55	41	49	40	45	41	47	44	54	51	49	36	50	43	57	45
Rarely	34	35	32	32	33	38	41	30	38	27	34	30	35	31	38	37	38	26	39	29	41	31
Never	17	17	18	16	17	21	20	15	18	17	15	16	16	18	22	19	17	14	17	17	22	18
<u>DK/NA</u>	1	1	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0	1	1
DK/NA	1	1	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0	1	1

TABLE 23: Q8C/D. How often do you follow news about : Government and politics at the city or county or school district level

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	LIB	MD/CN	MD/LB	CONS		LA	BAY	SAN	SACTO	CNTRL		NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
	DEM	DEM	REP	REP	Total	AREA	AREA	DIEGO	/NRTH	VALLY										
Base	764	673	376	615	3524	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
FREQ/OCCASIONALLY	82%	84%	85%	82%	83%	81%	80%	85%	83%	81%	82%	83%	81%	83%	81%	81%	85%	83%	81%	83%
Frequently	47	49	50	48	47	46	45	48	47	49	48	48	46	47	48	46	49	47	44	51
Occasionally	54	55	53	56	53	53	54	56	58	46	56	54	54	55	52	53	55	58	54	51
RARELY/NEVER	46	43	42	46	45	46	47	47	45	47	44	46	46	47	46	47	47	45	47	43
Rarely	34	33	31	31	35	34	33	37	31	31	32	34	33	34	33	34	37	31	32	31
Never	17	15	15	18	15	18	18	14	19	22	16	16	18	17	18	18	14	19	20	17
DK/NA	1	1	0	1	0	0	0	0	1	1	1	1	0	0	1	0	0	1	1	1
DK/NA	1	1	0	1	0	0	0	0	1	1	1	1	0	0	1	0	0	1	1	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI				
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+	DEM	REP	NPP/O	
Base	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82	
FREQ/OCCASIONALLY	82%	83%	86%	72%	79%	83%	87%	74%	79%	80%	87%	74%	79%	80%	91%	74%	80%	74%	81%	76%
Frequently	47	50	51	37	36	58	57	31	28	42	57	33	45	48	67	27	32	29	34	27
Occasionally	54	54	57	48	56	46	51	54	64	59	53	53	51	51	48	57	61	54	59	61
RARELY/NEVER	46	47	44	54	49	33	36	57	57	52	41	54	46	41	27	63	49	59	55	56
Rarely	34	34	32	38	34	24	27	42	40	38	29	40	28	32	19	46	36	45	38	40
Never	17	16	17	21	21	11	13	22	21	18	16	22	20	12	11	24	19	21	20	23
DK/NA	1	0	0	1	2	1	1	1	1	0	0	2	0	0	1	0	1	1	1	1
DK/NA	1	0	0	1	2	1	1	1	1	0	0	2	0	0	1	0	1	1	1	1

TABLE 23: Q8C/D. How often do you follow news about : Government and politics at the city or county or school district level

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO			AF-AM			AS/PI		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>FREQ/OCCASIONALLY</u>	82%	84%	84%	77%	75%	92%	82%	78%	75%	75%	79%	74%	85%	74%	81%	92%	92%	74%	79%	75%
Frequently	47	51	51	40	35	62	55	29	30	35	43	36	45	33	53	63	67	31	28	29
Occasionally	54	54	57	53	52	57	45	59	58	53	49	50	60	52	46	57	51	57	60	58
<u>RARELY/NEVER</u>	46	45	46	54	50	30	37	54	59	51	53	50	52	54	38	30	27	57	56	58
Rarely	34	33	33	37	36	20	28	40	43	37	36	36	37	37	29	18	23	42	42	38
Never	17	15	17	23	20	13	11	20	23	21	22	20	20	23	12	16	6	23	20	23
<u>DK/NA</u>	1	1	0	2	1	0	1	1	1	2	1	1	0	3	1	0	0	1	0	2
DK/NA	1	1	0	2	1	0	1	1	1	2	1	1	0	3	1	0	0	1	0	2

TABLE 24: Q8E/F. How often do you follow news about : Sports/Celebrity or entertainment news

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
FREQ/OCCASIONALLY	70%	73%	73%	61%	61%	53%	69%	71%	70%	69%	69%	71%	68%	70%	69%	69%	71%	73%	72%	74%	72%	100%
Frequently	38	41	43	25	27	23	38	36	40	37	38	40	35	39	38	36	40	42	43	44	40	100
Occasionally	44	46	43	45	44	35	44	46	43	44	44	44	44	45	42	48	44	45	45	45	44	33
RARELY/NEVER	74	70	75	76	80	86	74	70	74	75	73	74	73	72	76	70	72	71	70	69	73	55
Rarely	46	45	46	48	50	47	47	38	46	48	46	47	45	46	47	43	46	45	46	45	46	35
Never	37	34	37	39	45	53	37	42	38	36	35	37	37	36	39	35	36	34	33	32	36	20
DK/NA	1	1	0	1	0	0	0	3	0	0	1	0	1	0	1	1	0	0	0	0	0	0
DK/NA	1	1	0	1	0	0	0	3	0	0	1	0	1	0	1	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
FREQ/OCCASIONALLY	70%	73%	73%	73%	66%	60%	72%	62%	70%	68%	72%	74%	67%	69%	67%	68%	76%	72%	62%	66%	58%	
Frequently	38	41	42	41	33	35	39	31	34	39	42	41	36	35	41	37	42	42	28	35	37	
Occasionally	44	44	47	46	43	35	46	37	48	39	41	48	43	50	40	40	50	44	42	40	33	
RARELY/NEVER	74	71	70	71	77	79	72	86	71	76	75	69	79	69	77	77	65	75	83	79	82	
Rarely	46	46	46	46	49	39	46	52	45	50	41	47	48	45	49	43	42	50	50	50	47	
Never	37	34	33	34	39	51	35	48	35	36	43	31	41	31	40	43	31	33	44	42	48	
DK/NA	1	0	0	0	1	2	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	
DK/NA	1	0	0	0	1	2	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	

TABLE 24: Q8E/F. How often do you follow news about : Sports/Celebrity or entertainment news

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>FREQ/OCCASIONALLY</u>	70%	75%	73%	72%	66%	69%	74%	70%	69%	71%	72%	70%	72%	69%	63%	64%	70%	71%	71%	68%	72%	69%
Frequently	38	43	37	38	38	37	41	37	38	41	39	40	40	35	35	35	38	39	38	38	39	38
Occasionally	44	49	46	47	40	43	51	46	43	43	46	43	46	44	39	41	45	45	45	42	46	43
<u>RARELY/NEVER</u>	74	68	74	71	77	76	68	75	76	75	71	74	72	75	77	79	73	72	73	75	73	74
Rarely	46	46	48	47	45	48	47	48	48	47	43	47	46	46	47	50	45	46	47	46	45	47
Never	37	30	35	32	44	39	31	37	39	37	37	38	35	38	42	41	37	35	35	39	36	38
<u>DK/NA</u>	1	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	0
DK/NA	1	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>FREQ/OCCASIONALLY</u>	70%	67%	73%	78%	72%	71%	65%	73%	71%	69%	69%	69%	70%	69%	70%	69%	72%	70%	70%	68%
Frequently	38	38	38	50	33	30	34	39	40	37	39	35	38	38	38	37	40	39	37	36
Occasionally	44	41	47	46	50	54	44	47	44	45	42	46	45	43	45	43	45	43	44	44
<u>RARELY/NEVER</u>	74	76	72	61	69	67	72	71	71	73	75	77	72	76	73	75	72	75	74	75
Rarely	46	48	44	44	47	48	51	45	44	43	50	51	43	50	46	47	46	48	47	44
Never	37	39	36	23	31	28	32	34	36	39	37	36	38	36	37	38	36	35	37	42
<u>DK/NA</u>	1	0	2	0	0	0	1	1	2	0	0	0	1	0	1	0	0	1	0	0
DK/NA	1	0	2	0	0	0	1	1	2	0	0	0	1	0	1	0	0	1	0	0

TABLE 24: Q8E/F. How often do you follow news about : Sports/Celebrity or entertainment news

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		70%	64%	71%	69%																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>FREQ/OCCASIONALLY</u>																					
Frequently	38	36	41	39	38	39	41	34	37	37	41	41	35	41	41	36	38	39	39	37	39
Occasionally	44	35	42	40	46	44	49	38	42	47	43	45	37	46	43	49	41	44	42	46	42
<u>RARELY/NEVER</u>																					
Rarely	46	46	48	47	47	46	46	47	45	49	50	43	48	45	48	44	46	49	47	45	47
Never	37	46	36	40	35	36	31	46	41	33	33	39	46	36	35	36	37	30	39	35	34
<u>DK/NA</u>																					
DK/NA	1	0	0	0	1	1	0	0	0	0	0	0	1	0	0	0	0	1	1	0	1
DK/NA	1	0	0	0	1	1	0	0	0	0	0	0	1	0	0	0	0	1	1	0	1

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>FREQ/OCCASIONALLY</u>																						
Frequently	38	46	31	39	38	36	46	45	32	30	49	32	43	31	43	29	41	38	35	39	38	32
Occasionally	44	41	47	47	41	43	39	43	45	49	44	49	38	43	40	47	44	50	40	41	42	45
<u>RARELY/NEVER</u>																						
Rarely	46	47	45	47	47	44	49	45	45	45	49	45	49	46	44	44	50	44	49	46	43	45
Never	37	36	38	33	41	41	38	35	40	36	30	35	40	41	41	40	32	33	45	37	43	36
<u>DK/NA</u>																						
DK/NA	1	0	1	0	1	1	1	0	1	1	1	0	1	1	0	1	1	0	0	1	1	0
DK/NA	1	0	1	0	1	1	1	0	1	1	1	0	1	1	0	1	1	0	0	1	1	0

TABLE 24: Q8E/F. How often do you follow news about : Sports/Celebrity or entertainment news

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY		1973	2496	1028		1617	790	317	385
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>FREQ/OCCASIONALLY</u>	70%	69%	77%	69%	68%	71%	70%	68%	68%	69%	70%	69%	70%	70%	69%	71%	68%	68%	67%	72%
Frequently	38	37	43	39	38	40	38	37	39	38	36	37	39	39	37	39	38	39	35	38
Occasionally	44	45	50	42	41	45	43	44	43	42	45	44	44	45	43	45	44	43	41	44
<u>RARELY/NEVER</u>	74	74	67	72	80	72	74	71	74	79	75	74	73	72	77	73	71	74	80	75
Rarely	46	49	45	45	49	47	46	47	47	45	45	46	47	46	46	46	46	47	47	44
Never	37	35	30	38	41	35	38	34	36	47	40	38	36	35	42	36	34	36	46	40
<u>DK/NA</u>	1	1	0	1	0	1	0	0	0	1	1	0	1	1	1	1	0	0	1	1
DK/NA	1	1	0	1	0	1	0	0	0	1	1	0	1	1	1	1	0	0	1	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>FREQ/OCCASIONALLY</u>	70%	71%	64%	78%	68%	87%	72%	78%	64%	67%	67%	70%	78%	77%	79%	71%	72%	68%	71%	74%
Frequently	38	44	32	47	31	66	38	40	25	40	36	37	43	52	48	35	30	40	36	27
Occasionally	44	37	45	45	49	46	46	52	49	37	45	46	49	43	48	49	51	43	48	55
<u>RARELY/NEVER</u>	74	79	73	72	72	55	66	66	72	81	71	74	68	62	60	69	69	71	68	68
Rarely	46	51	45	46	43	38	48	46	48	49	46	45	41	44	43	46	49	51	47	45
Never	37	38	39	34	38	21	25	27	36	43	36	37	34	25	21	33	28	29	30	33
<u>DK/NA</u>	1	0	0	1	2	1	0	0	1	0	0	2	1	0	1	1	0	0	1	1
DK/NA	1	0	0	1	2	1	0	0	1	0	0	2	1	0	1	1	0	0	1	1

TABLE 24: Q8E/F. How often do you follow news about : Sports/Celebrity or entertainment news

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>FREQ/OCCASIONALLY</u>	70%	66%	68%	72%	73%	81%	77%	71%	72%	73%	73%	75%	74%	68%	77%	83%	76%	72%	74%	65%
Frequently	38	36	40	40	38	51	50	28	37	39	37	40	46	32	50	57	40	38	29	27
Occasionally	44	41	42	45	48	50	44	55	46	47	50	48	40	48	44	48	51	44	56	51
<u>RARELY/NEVER</u>	74	78	73	68	74	58	62	67	71	72	69	74	64	72	62	57	64	70	67	72
Rarely	46	50	46	40	46	38	46	44	49	45	39	46	40	41	45	39	42	50	45	43
Never	37	39	38	37	36	25	23	32	30	35	38	36	29	40	23	21	29	30	29	41
<u>DK/NA</u>	1	0	0	2	1	1	0	1	0	2	1	1	1	3	0	0	1	0	1	1
DK/NA	1	0	0	2	1	1	0	1	0	2	1	1	1	3	0	0	1	0	1	1

TABLE 25: Q9. How interested would you say you are you in news about California government and politics?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
EXT/VERY INTERESTED	57%	57%	58%	54%	55%	58%	58%	45%	59%	60%	54%	58%	55%	59%	56%	53%	73%	82%	77%	70%	71%	62%
Extremely interested	21	20	22	20	24	24	21	17	24	21	18	20	22	21	21	17	30	36	34	30	30	22
Very interested	36	37	36	34	31	33	37	28	35	39	37	38	34	38	35	37	44	46	43	40	41	40
SMWT INTERESTED	33	34	32	33	35	30	33	35	32	33	34	33	34	33	32	35	23	16	20	25	24	29
Somewhat interested	33	34	32	33	35	30	33	35	32	33	34	33	34	33	32	35	23	16	20	25	24	29
TOTAL NOT/DK/NA/REFUSED	10	9	10	12	10	12	9	20	9	7	12	9	11	8	11	12	4	2	4	5	5	9
Not too interested	6	7	6	8	7	7	6	10	6	6	7	7	6	5	7	7	3	2	3	3	4	7
Not at all interested	3	3	4	4	3	5	2	10	3	2	4	2	4	2	4	5	1	1	1	2	1	3
DK/NA/Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
EXT/VERY INTERESTED	57%	100%	100%	100%	0%	0%	61%	53%	51%	65%	36%	59%	65%	51%	64%	44%	53%	67%	70%	58%	38%
Extremely interested	21	100	0	37	0	0	23	17	19	28	8	21	25	16	26	14	18	24	25	22	17
Very interested	36	0	100	63	0	0	39	36	32	37	28	38	40	35	38	30	35	43	45	35	21
SMWT INTERESTED	33	0	0	0	100	0	32	38	38	26	41	33	28	38	28	39	37	27	27	34	37
Somewhat interested	33	0	0	0	100	0	32	38	38	26	41	33	28	38	28	39	37	27	27	34	37
TOTAL NOT/DK/NA/REFUSED	10	0	0	0	0	100	7	9	11	9	23	8	7	11	8	17	10	6	3	9	25
Not too interested	6	0	0	0	0	66	5	6	6	5	13	6	5	6	5	11	7	5	2	7	15
Not at all interested	3	0	0	0	0	33	2	3	4	3	10	2	2	5	3	6	3	2	1	2	9
DK/NA/Refused	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0

TABLE 25: Q9. How interested would you say you are you in news about California government and politics?

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLTT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>EXT/VERY INTERESTED</u>	57%	64%	69%	58%	56%	62%	59%	52%	60%	61%	65%	60%	61%	58%	45%	81%	61%	41%	63%	48%	56%	58%
Extremely interested	21	23	30	21	21	24	17	19	23	23	26	22	22	22	17	39	22	10	24	15	19	22
Very interested	36	41	38	37	35	38	42	33	37	38	39	38	39	36	28	42	39	30	39	33	38	36
<u>SMWT INTERESTED</u>	33	30	25	33	34	31	33	39	32	31	30	32	32	33	39	16	31	43	30	39	34	33
Somewhat interested	33	30	25	33	34	31	33	39	32	31	30	32	32	33	39	16	31	43	30	39	34	33
<u>TOTAL NOT/DK/NA/REFUSED</u>	10	6	6	9	10	7	7	9	7	9	6	8	7	9	16	3	7	16	7	13	9	10
Not too interested	6	5	5	6	8	6	6	5	5	6	4	5	6	6	9	2	5	10	5	8	7	6
Not at all interested	3	2	1	3	3	2	2	3	2	3	1	2	2	2	6	1	2	6	2	5	3	3
DK/NA/Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>EXT/VERY INTERESTED</u>	57%	63%	48%	59%	37%	39%	35%	50%	46%	54%	63%	68%	51%	65%	62%	50%	57%	56%	56%	61%
Extremely interested	21	23	14	24	8	9	7	17	16	19	22	29	17	25	23	17	21	19	21	23
Very interested	36	39	34	36	29	30	27	33	30	35	41	39	33	40	39	32	37	37	35	37
<u>SMWT INTERESTED</u>	33	29	39	33	46	46	49	39	38	36	30	27	37	29	30	38	33	33	35	29
Somewhat interested	33	29	39	33	46	46	49	39	38	36	30	27	37	29	30	38	33	33	35	29
<u>TOTAL NOT/DK/NA/REFUSED</u>	10	9	13	8	17	15	16	12	16	10	7	5	12	6	8	12	10	10	9	10
Not too interested	6	6	8	5	12	10	9	7	10	6	5	4	8	5	6	7	8	6	6	6
Not at all interested	3	3	5	2	4	4	7	4	5	3	2	1	4	2	2	5	2	4	3	4
DK/NA/Refused	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 25: Q9. How interested would you say you are you in news about California government and politics?

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES,	YES,	TOTAL	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+	
		STRNG	SMWT	YES																	NO
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>EXT/VERY INTERESTED</u>	57%	71%	62%	65%	57%	61%	57%	54%	50%	55%	64%	65%	41%	53%	58%	64%	69%	60%	50%	64%	65%
Extremely interested	21	33	23	27	20	23	20	19	18	18	25	25	13	16	20	25	28	23	16	26	26
Very interested	36	38	38	38	37	37	37	35	32	37	39	40	28	37	38	38	41	37	34	39	39
<u>SMWT INTERESTED</u>	33	21	30	27	34	30	34	35	36	37	28	29	45	36	33	30	22	30	38	28	26
Somewhat interested	33	21	30	27	34	30	34	35	36	37	28	29	45	36	33	30	22	30	38	28	26
<u>TOTAL NOT/DK/NA/REFUSED</u>	10	8	8	8	9	9	9	11	14	9	8	6	15	11	9	7	9	10	12	8	9
Not too interested	6	5	6	5	6	6	7	7	8	6	6	5	10	7	6	4	7	6	8	5	7
Not at all interested	3	3	2	2	3	3	2	4	6	3	2	1	5	4	3	2	2	3	4	2	3
DK/NA/Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>EXT/VERY INTERESTED</u>	57%	58%	56%	57%	63%	50%	50%	66%	51%	62%	58%	57%	66%	60%	49%	51%	50%	65%	57%	67%	47%	56%
Extremely interested	21	22	19	21	25	16	17	27	15	24	22	20	27	22	18	14	16	26	20	28	14	20
Very interested	36	35	37	36	38	34	33	39	36	38	36	37	39	37	31	37	34	39	37	39	33	36
<u>SMWT INTERESTED</u>	33	33	34	35	27	37	38	27	38	29	35	35	26	28	37	37	42	29	31	24	38	33
Somewhat interested	33	33	34	35	27	37	38	27	38	29	35	35	26	28	37	37	42	29	31	24	38	33
<u>TOTAL NOT/DK/NA/REFUSED</u>	10	10	10	7	10	13	12	7	11	9	7	8	8	12	14	12	9	6	12	9	15	10
Not too interested	6	6	7	5	7	9	7	5	8	6	3	6	5	8	10	8	6	4	7	6	10	8
Not at all interested	3	3	3	3	4	4	5	2	3	3	3	2	3	4	4	4	3	2	5	3	5	3
DK/NA/Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 25: Q9. How interested would you say you are you in news about California government and politics?

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
EXT/VERY INTERESTED	57%	60%	56%	57%	67%	56%	54%	60%	57%	60%	56%	59%	55%	57%	57%	55%	60%	57%	61%	55%
Extremely interested	21	24	18	17	29	21	20	20	18	26	21	21	20	21	22	21	20	18	23	23
Very interested	36	36	37	40	38	34	34	40	39	35	35	38	35	36	36	34	40	39	39	33
SMWT INTERESTED	33	35	35	31	25	34	35	32	34	28	33	31	34	34	31	35	32	34	28	34
Somewhat interested	33	35	35	31	25	34	35	32	34	28	33	31	34	34	31	35	32	34	28	34
TOTAL NOT/DK/NA/REFUSED	10	5	9	12	8	10	10	8	9	12	11	10	10	9	11	11	8	9	11	11
Not too interested	6	4	6	8	6	6	7	6	6	8	7	6	7	6	7	7	6	6	7	7
Not at all interested	3	1	3	4	2	4	4	2	2	4	4	3	3	3	4	4	2	2	4	4
DK/NA/Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
EXT/VERY INTERESTED	57%	64%	61%	48%	47%	62%	57%	38%	36%	56%	68%	43%	59%	52%	67%	33%	43%	36%	40%	37%
Extremely interested	21	25	22	17	11	25	23	9	7	18	27	12	18	20	28	6	11	7	12	7
Very interested	36	39	39	31	36	37	34	30	29	38	40	31	41	32	39	27	33	29	28	30
SMWT INTERESTED	33	28	30	39	40	30	36	48	43	33	26	44	28	39	28	50	40	48	41	46
Somewhat interested	33	28	30	39	40	30	36	48	43	33	26	44	28	39	28	50	40	48	41	46
TOTAL NOT/DK/NA/REFUSED	10	8	9	13	13	8	7	14	21	11	7	13	13	9	5	18	17	16	19	17
Not too interested	6	6	6	7	9	5	5	10	14	7	5	8	8	7	2	12	13	11	12	13
Not at all interested	3	2	3	6	4	3	2	3	6	3	2	5	4	2	2	5	3	4	6	4
DK/NA/Refused	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	1	1	0

TABLE 25: Q9. How interested would you say you are you in news about California government and politics?

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>EXT/VERY INTERESTED</u>	57%	63%	63%	53%	46%	61%	58%	39%	36%	47%	50%	46%	64%	43%	58%	64%	55%	36%	39%	36%
Extremely interested	21	23	24	17	13	26	22	8	8	15	11	14	19	12	23	26	20	9	7	7
Very interested	36	40	38	36	33	35	36	31	28	32	38	32	45	31	35	38	35	27	32	29
<u>SMWT INTERESTED</u>	33	28	29	33	42	35	33	47	44	40	39	41	23	42	32	33	40	44	48	43
Somewhat interested	33	28	29	33	42	35	33	47	44	40	39	41	23	42	32	33	40	44	48	43
<u>TOTAL NOT/DK/NA/REFUSED</u>	10	9	8	14	13	4	9	14	20	13	11	12	12	15	10	3	5	20	13	21
Not too interested	6	7	5	8	8	2	6	10	15	9	3	8	7	9	7	1	1	14	9	15
Not at all interested	3	2	3	5	4	2	2	3	5	4	8	4	5	6	2	1	4	5	3	6
DK/NA/Refused	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0

TABLE 26: Q10. What are the main ways that you get information about what is going on with government and politics in California?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
Internet	53%	50%	53%	50%	77%	59%	58%	8%	70%	60%	29%	66%	36%	57%	52%	40%	57%	56%	53%	52%	56%	53%
TV	56	61	60	61	30	29	54	79	44	54	71	49	65	54	56	67	55	56	60	60	56	60
Newspaper	37	40	38	30	27	31	36	41	29	39	43	30	46	38	36	37	42	45	46	45	42	41
Friends, Family or Coworker	9	8	9	11	12	15	9	12	9	8	12	9	9	9	8	13	6	7	8	7	6	7
Radio	13	13	13	13	14	17	14	6	15	14	14	14	13	14	14	11	17	16	14	14	16	10
Books and Magazines	1	2	1	1	1	2	1	1	1	1	2	1	2	2	1	1	2	2	2	1	2	1
School	1	1	1	0	2	2	1	1	1	1	1	1	1	1	0	1	1	0	1	1	0	0
Mail	1	1	0	2	1	0	1	0	0	0	1	0	1	0	1	1	1	1	0	1	0	0
Other	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1
DK	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Refused	0	0	0	1	0	1	0	2	0	0	0	0	1	0	1	1	0	0	0	0	0	0

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
Internet	53%	61%	52%	55%	54%	35%	54%	73%	50%	53%	39%	53%	69%	46%	55%	42%	37%	36%	46%	89%	47%
TV	56	56	57	56	56	55	57	38	62	56	56	56	45	65	55	60	84	48	42	31	42
Newspaper	37	44	42	43	30	24	41	18	31	34	24	42	28	34	31	36	33	82	32	21	20
Friends, Family or Coworker	9	9	7	8	9	17	7	11	7	14	21	6	11	10	15	19	7	8	5	7	38
Radio	13	16	17	16	10	8	14	12	12	11	10	13	17	13	11	13	8	10	66	6	9
Books and Magazines	1	2	2	2	1	0	1	1	2	3	0	2	1	2	0	1	1	3	1	1	1
School	1	1	1	1	1	1	1	1	2	1	1	1	1	1	2	0	1	1	0	1	3
Mail	1	0	1	1	0	1	1	0	1	1	0	0	0	1	1	0	1	1	0	0	1
Other	1	2	1	1	1	2	1	1	2	0	0	1	1	1	1	1	1	1	1	2	1
DK	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1
Refused	0	0	0	0	0	3	0	1	1	2	2	0	0	0	1	1	0	0	0	0	1

TABLE 26: Q10. What are the main ways that you get information about what is going on with government and politics in California?

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
Internet	53%	32%	74%	52%	55%	80%	70%	74%	78%	80%	84%	80%	60%	43%	38%	71%	59%	37%	50%	57%	58%	51%
TV	56	63	45	57	54	43	50	50	46	40	42	41	53	62	60	43	54	65	59	53	55	56
Newspaper	37	69	35	36	38	31	30	25	30	27	31	27	35	42	38	40	37	35	44	26	28	41
Friends, Family or Coworker	9	7	8	10	7	7	11	9	7	10	7	9	8	10	11	10	10	8	7	11	9	9
Radio	13	13	9	12	16	13	22	12	13	12	12	12	14	14	11	17	13	12	14	13	14	13
Books and Magazines	1	2	2	1	1	1	2	1	1	1	1	1	1	2	2	3	1	1	2	1	1	2
School	1	1	0	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1
Mail	1	1	0	0	1	0	0	0	0	0	1	0	0	1	1	1	0	1	0	0	0	1
Other	1	1	0	1	1	1	1	2	1	2	1	2	1	2	1	2	1	1	1	1	2	1
DK	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	0	0	1	0	0	1	1	0	0	0	0	0	1	1	0	0	1	0	0	0	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SM TN SUBRRB	RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
Internet	53%	55%	47%	46%	48%	48%	49%	49%	33%	55%	60%	63%	46%	61%	50%	57%	56%	52%	56%	48%
TV	56	52	62	68	56	60	55	62	68	60	50	44	63	48	58	53	55	55	56	58
Newspaper	37	42	28	30	32	32	29	29	29	35	37	49	33	42	41	31	34	37	41	36
Friends, Family or Coworker	9	8	9	11	9	7	11	11	10	8	8	9	9	9	8	11	9	8	8	9
Radio	13	16	9	12	11	10	10	10	7	12	16	19	10	17	14	12	12	14	14	14
Books and Magazines	1	1	1	1	1	1	1	1	1	1	2	2	1	2	1	1	1	1	2	1
School	1	1	1	2	0	0	0	1	1	1	1	0	1	0	0	2	1	0	1	1
Mail	1	1	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	0	1	1
Other	1	1	1	1	3	2	3	1	1	1	2	1	1	1	1	1	1	1	1	1
DK	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	0	1	1	1	2	0	1	1	1	0	0	1	0	0	1	0	0	0	1

TABLE 26: Q10. What are the main ways that you get information about what is going on with government and politics in California?

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES	NO																
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
Internet	53%	56%	53%	54%	54%	49%	50%	61%	44%	50%	58%	64%	69%	66%	58%	49%	39%	20%	64%	41%	31%
TV	56	57	57	57	55	61	59	46	63	62	56	45	43	47	52	62	65	74	47	65	69
Newspaper	37	32	37	35	39	37	39	35	31	40	38	40	22	23	28	39	65	65	24	50	65
Friends, Family or Coworker	9	7	9	8	8	9	9	8	11	8	8	10	13	11	8	7	6	8	11	7	7
Radio	13	20	14	16	13	12	13	16	11	12	15	16	7	15	16	17	15	9	12	15	12
Books and Magazines	1	1	1	1	2	1	1	2	1	1	1	2	1	1	1	1	4	3	1	2	3
School	1	0	1	0	1	1	1	1	1	1	1	0	3	0	1	0	0	0	1	0	0
Mail	1	1	0	1	0	1	1	0	1	1	1	0	0	1	0	0	1	1	0	1	1
Other	1	1	1	1	1	1	2	1	1	0	1	2	1	2	2	1	1	1	1	1	1
DK	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	0	1	1	0	1	0	0	1	0	0	0	1	0	0	0	1	0	0	1	1

	PARTY REGISTRATION						GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE							
	GENDER		DEM		REP		NPP/O		MEN		WOMEN		DEM		REP		NPP/O		DEM		REP		NPP/O	
	Total	MEN	WOMEN	DEM	REP	NPP/O	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315		
Internet	53%	57%	49%	50%	52%	57%	67%	47%	62%	36%	54%	47%	57%	47%	60%	54%	65%	37%	62%	46%	64%	44%		
TV	56	51	61	59	57	50	43	59	52	71	57	62	49	66	45	56	49	69	47	63	45	60		
Newspaper	37	36	38	40	38	31	25	46	23	54	40	40	34	43	31	30	26	52	21	50	24	45		
Friends, Family or Coworker	9	8	10	9	7	10	10	5	11	9	8	10	6	9	10	10	10	8	10	6	12	7		
Radio	13	14	13	12	15	14	12	15	13	14	11	13	16	13	14	14	10	14	14	16	13	15		
Books and Magazines	1	1	1	2	2	0	1	2	1	2	2	1	1	3	0	0	1	3	1	2	1	0		
School	1	0	1	1	1	1	0	1	2	0	1	1	0	1	0	2	1	1	2	0	1	0		
Mail	1	0	1	0	1	1	0	1	1	1	0	0	0	1	0	1	0	1	1	0	1	1		
Other	1	1	1	1	1	1	2	1	1	1	1	1	2	1	1	1	1	1	2	1	1	1		
DK	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0		
Refused	0	0	0	0	0	1	0	1	0	0	0	1	0	0	1	1	0	0	0	0	0	1		

TABLE 26: Q10. What are the main ways that you get information about what is going on with government and politics in California?

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
Internet	53%	57%	45%	52%	52%	51%	57%	54%	53%	56%	46%	52%	54%	53%	53%	54%	53%	53%	56%	46%
TV	56	55	65	57	57	58	54	54	59	58	58	56	57	55	59	56	53	59	60	57
Newspaper	37	40	41	40	38	35	37	42	34	37	34	39	36	38	34	35	42	34	36	37
Friends, Family or Coworker	9	9	10	8	7	9	9	11	7	8	8	9	9	9	9	10	10	7	7	10
Radio	13	14	10	11	17	13	13	13	14	15	14	14	13	14	13	13	13	14	16	13
Books and Magazines	1	2	2	3	1	1	2	1	1	2	1	1	1	1	1	1	1	1	1	2
School	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1
Mail	1	0	0	1	0	1	0	0	1	0	1	1	1	1	0	0	0	1	1	1
Other	1	1	1	0	2	1	2	1	1	0	1	1	2	1	1	2	1	1	1	1
DK	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	0	0	0	0	0	1	0	0	1	1	0	0	0	1	0	0	0	0	1

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		18-49	50+	18-49	50+	18-49	50+	18-49				50+
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81	
Internet	53%	60%	51%	50%	44%	48%	44%	55%	40%	70%	45%	54%	30%	64%	28%	59%	33%	52%	45%	47%	
TV	56	45	59	61	64	68	68	52	61	40	60	56	76	57	78	47	69	54	60	56	
Newspaper	37	39	45	28	27	30	29	31	32	25	54	22	42	21	38	22	44	37	34	26	
Friends, Family or Coworker	9	6	9	8	10	11	12	8	10	11	6	9	11	12	10	11	6	6	10	10	
Radio	13	15	17	9	9	15	9	13	8	15	17	10	8	9	15	10	11	10	10	11	
Books and Magazines	1	1	2	1	1	2	1	2	1	1	2	1	1	0	2	1	1	1	2	1	
School	1	0	1	1	2	3	1	1	0	1	0	1	1	2	1	0	1	0	0	0	
Mail	1	1	1	0	1	0	1	0	1	0	1	1	0	1	0	0	0	0	0	0	
Other	1	1	1	2	1	0	1	3	4	1	1	2	0	0	1	4	2	3	1	5	
DK	0	0	0	0	0	1	1	1	1	0	0	0	0	0	1	1	1	1	1	1	
Refused	0	0	0	1	1	0	1	1	1	0	0	1	1	1	0	1	1	0	0	2	

TABLE 26: Q10. What are the main ways that you get information about what is going on with government and politics in California?

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
Internet	53%	53%	57%	46%	47%	43%	47%	47%	49%	49%	42%	48%	47%	45%	49%	45%	33%	49%	47%	48%
TV	56	52	51	63	62	71	66	57	56	62	62	61	62	65	66	73	69	56	60	47
Newspaper	37	43	42	28	28	31	29	32	31	29	25	28	32	26	27	30	40	31	33	30
Friends, Family or Coworker	9	9	7	9	9	13	11	11	8	9	10	10	11	8	11	12	13	7	10	12
Radio	13	17	16	9	9	18	9	12	10	9	8	10	9	8	9	20	9	10	13	5
Books and Magazines	1	2	1	1	1	0	2	1	1	1	1	0	2	1	2	0	2	1	0	4
School	1	1	0	1	1	4	1	0	1	2	0	1	1	1	1	3	6	1	0	1
Mail	1	1	1	0	1	0	0	0	1	0	1	1	0	1	0	0	0	1	0	0
Other	1	1	2	1	1	0	1	2	4	1	1	2	0	1	1	0	0	5	2	3
DK	0	0	0	0	0	1	0	1	1	0	0	0	0	0	0	1	0	1	0	2
Refused	0	0	0	2	0	0	1	1	1	1	1	0	0	2	1	0	0	1	1	0

TABLE 27: Q11. In general, who would you say writes or produces most of the news and information you receive about California government and politics?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
Prof journalists- main media	68%	70%	68%	66%	64%	54%	69%	54%	68%	72%	64%	69%	66%	70%	67%	60%	74%	73%	70%	70%	73%	70%
Citizen journalists/bloggers	6	4	6	6	9	10	6	3	9	5	3	7	4	5	6	5	5	5	5	5	5	5
Prof journalists- ethnic media	8	8	6	11	9	10	7	13	8	6	9	7	10	8	7	9	6	6	7	7	7	7
Community groups or leaders	5	5	5	3	6	4	4	5	5	4	6	4	5	5	4	5	4	4	6	5	5	5
Friends and family	6	6	5	7	5	8	5	10	5	4	8	6	5	6	5	7	3	3	4	4	3	6
DK/NA/Refused	9	8	10	7	7	13	8	15	6	9	10	7	11	6	10	14	8	7	8	8	8	8

	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
Prof journalists- main media	68%	73%	72%	72%	65%	50%	100%	0%	0%	0%	84%	56%	40%	52%	52%	67%	77%	74%	68%	44%	
Citizen journalists/bloggers	6	4	5	5	6	6	0	100	0	0	2	25	5	5	5	3	2	6	10	8	
Prof journalists- ethnic media	8	7	7	7	9	9	0	100	0	0	3	7	43	9	8	10	5	5	8	9	
Community groups or leaders	5	6	5	5	4	4	0	0	100	0	2	4	5	18	4	5	4	3	4	6	
Friends and family	6	2	4	4	7	14	0	0	0	100	3	5	5	5	23	7	3	5	3	17	
DK/NA/Refused	9	7	7	7	9	17	0	0	0	0	5	4	2	10	9	9	8	7	7	16	

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21a KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
Prof journalists- main media	68%	73%	70%	62%	76%	72%	67%	61%	71%	70%	76%	70%	69%	63%	68%	67%	71%	65%	72%	61%	67%	68%
Citizen journalists/bloggers	6	3	6	6	5	8	7	9	7	9	6	8	6	5	4	8	7	4	5	7	6	5
Prof journalists- ethnic media	8	8	9	12	2	6	9	11	7	6	4	6	8	8	8	8	7	9	6	12	8	8
Community groups or leaders	5	5	3	6	3	4	6	6	4	5	3	5	4	6	3	8	3	4	4	4	5	4
Friends and family	6	4	4	7	3	3	4	7	3	5	5	5	5	6	7	3	5	8	4	8	6	5
DK/NA/Refused	9	7	8	7	11	7	7	6	7	5	6	6	7	11	10	7	8	10	9	9	8	9

TABLE 27: Q11. In general, who would you say writes or produces most of the news and information you receive about California government and politics?

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
Prof journalists- main media	68%	75%	55%	61%	53%	49%	61%	57%	52%	68%	73%	78%	61%	75%	70%	64%	67%	66%	73%	65%
Citizen journalists/bloggers	6	5	6	4	6	5	6	6	5	5	7	4	5	6	5	7	6	5	6	5
Prof journalists- ethnic media	8	3	18	11	14	18	9	14	13	9	5	5	10	5	7	9	9	9	6	8
Community groups or leaders	5	3	6	8	6	6	4	6	6	5	3	4	5	4	4	5	4	5	3	6
Friends and family	6	4	7	7	11	12	12	8	12	5	4	2	8	3	5	6	7	6	4	6
DK/NA/Refused	9	9	7	8	10	10	8	8	12	8	8	7	10	7	9	8	7	9	8	11

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	350	655	1005 2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
Prof journalists- main media	68%	65%	66%	66% 72%	63%	68%	72%	58%	65%	73%	79%	58%	67%	71%	71%	75%	64%	65%	70%	70%
Citizen journalists/bloggers	6	9	7	8 4	6	6	6	7	5	6	4	10	6	5	5	2	3	7	4	2
Prof journalists- ethnic media	8	4	7	6 8	10	8	6	12	13	5	3	12	9	7	6	6	8	10	6	7
Community groups or leaders	5	6	6	6 3	7	4	2	7	3	5	3	3	7	4	4	4	5	5	4	4
Friends and family	6	6	5	6 5	7	6	4	8	6	4	3	8	6	4	5	5	5	6	5	5
DK/NA/Refused	9	10	9	10 7	8	8	10	8	8	7	8	8	5	8	9	9	16	7	10	12

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
Prof journalists- main media	68%	70%	65%	69%	68%	65%	69%	72%	62%	69%	72%	67%	72%	65%	67%	62%	67%	71%	67%	69%	62%	70%
Citizen journalists/bloggers	6	6	5	5	6	6	8	5	7	3	5	5	7	6	7	4	7	3	10	4	6	5
Prof journalists- ethnic media	8	7	9	9	5	9	7	6	12	6	8	10	5	6	8	11	10	8	6	4	11	5
Community groups or leaders	5	4	5	4	5	5	4	4	6	5	4	4	4	6	4	6	4	5	4	5	6	3
Friends and family	6	5	6	6	5	7	6	4	7	6	5	6	4	5	5	9	7	5	4	5	7	6
DK/NA/Refused	9	8	10	7	11	9	7	9	8	11	6	8	9	13	8	9	6	8	9	13	8	10

TABLE 27: Q11. In general, who would you say writes or produces most of the news and information you receive about California government and politics?

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
Prof journalists- main media	68%	71%	69%	67%	71%	65%	65%	72%	69%	74%	64%	70%	66%	68%	67%	65%	72%	69%	72%	64%
Citizen journalists/bloggers	6	6	4	6	6	6	6	5	5	6	6	5	6	5	6	6	5	5	5	6
Prof journalists- ethnic media	8	9	9	5	5	10	9	7	8	4	7	6	9	8	7	9	7	8	4	7
Community groups or leaders	5	3	5	6	4	5	5	3	5	4	5	4	5	4	5	5	3	5	4	5
Friends and family	6	4	7	5	4	7	5	6	5	2	6	5	6	6	5	6	5	5	4	5
DK/NA/Refused	9	6	7	11	10	6	11	8	8	10	11	9	8	8	9	8	8	8	11	12

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O	
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN												
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81	
Prof journalists- main media	68%	77%	74%	59%	52%	64%	59%	57%	49%	74%	76%	54%	58%	63%	59%	53%	54%	59%	55%	48%	
Citizen journalists/bloggers	6	6	4	7	6	2	6	6	6	7	4	8	4	6	2	7	5	5	7	6	
Prof journalists- ethnic media	8	3	4	15	20	13	10	14	14	3	3	18	16	13	9	13	15	12	15	14	
Community groups or leaders	5	3	4	5	7	8	8	5	7	4	3	6	6	6	10	7	4	3	3	9	
Friends and family	6	3	5	7	7	7	8	9	13	5	4	8	6	4	11	11	11	10	11	12	
DK/NA/Refused	9	8	10	6	7	7	10	9	11	7	10	6	10	8	9	9	11	11	9	10	

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH													
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25		
Prof journalists- main media	68%	76%	75%	57%	54%	62%	61%	55%	52%	56%	53%	55%	56%	55%	61%	60%	65%	51%	55%	54%		
Citizen journalists/bloggers	6	5	5	6	7	2	5	6	7	7	5	6	4	8	5	3	0	7	6	5		
Prof journalists- ethnic media	8	3	4	17	18	10	11	13	15	18	15	18	24	14	11	10	16	15	14	10		
Community groups or leaders	5	3	4	5	7	7	8	6	6	5	10	7	3	8	8	5	5	7	7			
Friends and family	6	4	4	5	8	8	7	11	11	7	9	9	4	6	7	7	7	12	11	9		
DK/NA/Refused	9	9	9	9	6	11	8	10	10	6	8	5	9	10	8	13	6	11	8	14		

TABLE 28: Q12. Which of these sources do you think is the most trustworthy and reliable source of news and information about California government and politics?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
Prof journalists- main media	46%	50%	43%	45%	43%	33%	46%	45%	47%	47%	43%	46%	46%	52%	41%	42%	49%	48%	48%	47%	49%	49%
Citizen journalists/bloggers	10	9	10	12	19	12	11	4	14	10	8	13	7	10	11	8	11	11	11	9	11	9
Prof journalists- ethnic media	7	7	7	12	8	7	7	12	8	6	9	7	8	8	6	8	6	6	6	7	6	7
Community groups or leaders	10	9	11	13	11	10	10	8	10	9	12	11	9	11	9	8	9	11	12	11	10	11
Friends and family	9	9	9	8	4	13	8	12	7	8	11	7	10	5	12	11	6	6	7	7	6	8
DK/NA/Refused	18	16	21	11	16	25	17	19	14	20	17	16	20	13	21	23	19	18	16	18	18	15
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
Prof journalists- main media	46%	45%	48%	47%	46%	41%	57%	18%	19%	23%	25%	100%	0%	0%	0%	0%	48%	58%	41%	44%	22%	
Citizen journalists/bloggers	10	12	11	12	8	8	8	44	9	8	9	0	100	0	0	0	5	6	14	18	13	
Prof journalists- ethnic media	7	6	7	7	9	9	4	6	41	9	6	0	0	100	0	0	10	5	8	5	6	
Community groups or leaders	10	13	10	11	9	9	8	10	11	41	10	0	0	0	100	0	9	8	9	11	17	
Friends and family	9	6	7	7	10	16	7	8	9	7	35	0	0	0	0	100	10	6	8	6	25	
DK/NA/Refused	18	19	16	17	19	18	16	14	11	12	15	0	0	0	0	0	17	18	20	16	18	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
Prof journalists- main media	46%	51%	45%	42%	52%	48%	42%	42%	46%	47%	55%	47%	49%	38%	44%	39%	46%	50%	48%	43%	45%	46%
Citizen journalists/bloggers	10	6	14	10	10	14	13	12	14	16	14	15	11	9	7	16	10	7	9	13	12	10
Prof journalists- ethnic media	7	8	9	11	2	6	5	9	6	7	6	7	8	6	9	7	6	9	6	10	9	7
Community groups or leaders	10	9	9	12	6	9	13	14	10	12	9	12	11	10	7	13	11	8	9	11	11	10
Friends and family	9	9	7	10	7	7	12	8	6	6	5	6	7	12	12	6	9	10	9	9	9	9
DK/NA/Refused	18	17	15	14	23	16	15	15	17	13	12	13	14	25	21	19	18	16	20	15	14	19

TABLE 28: Q12. Which of these sources do you think is the most trustworthy and reliable source of news and information about California government and politics?

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
Prof journalists- main media	46%	49%	45%	41%	46%	39%	49%	43%	40%	43%	47%	57%	42%	51%	46%	45%	46%	47%	51%	39%
Citizen journalists/bloggers	10	11	7	7	8	8	9	8	8	10	12	10	9	11	10	11	12	10	8	11
Prof journalists- ethnic media	7	3	17	14	13	16	7	14	11	8	6	4	9	5	7	8	9	8	6	7
Community groups or leaders	10	10	10	14	9	8	9	11	12	11	9	8	11	9	9	12	10	9	9	13
Friends and family	9	7	10	10	15	16	16	10	13	9	7	4	11	6	9	8	8	10	7	10
DK/NA/Refused	18	20	10	14	10	12	10	13	16	18	18	18	17	18	19	16	15	16	19	21

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
Prof journalists- main media	46%	32%	40%	37%	52%	44%	46%	48%	40%	45%	50%	53%	39%	47%	44%	46%	54%	52%	43%	49%	53%
Citizen journalists/bloggers	10	17	12	14	9	10	10	11	11	10	9	11	14	12	12	8	6	5	13	7	6
Prof journalists- ethnic media	7	4	6	6	8	9	7	6	11	11	5	4	12	9	7	6	4	5	10	5	4
Community groups or leaders	10	10	11	10	10	11	10	9	12	11	11	8	14	11	11	8	8	9	12	8	8
Friends and family	9	11	12	11	7	11	9	6	10	10	9	5	8	7	11	8	10	9	9	9	9
DK/NA/Refused	18	26	19	21	15	15	17	21	16	13	16	19	13	14	15	23	19	20	14	22	20

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
Prof journalists- main media	46%	45%	47%	52%	41%	43%	44%	47%	43%	51%	52%	52%	41%	40%	41%	45%	48%	55%	37%	43%	42%	45%
Citizen journalists/bloggers	10	12	8	8	12	10	15	9	10	6	10	7	15	10	12	9	12	5	16	9	11	8
Prof journalists- ethnic media	7	7	8	9	4	9	8	6	11	5	8	9	4	4	9	10	11	7	5	3	11	5
Community groups or leaders	10	9	11	10	10	10	10	8	14	8	10	10	9	11	8	13	11	9	12	8	13	5
Friends and family	9	9	9	7	10	10	9	8	8	9	8	6	8	12	10	9	7	7	12	8	8	13
DK/NA/Refused	18	18	17	14	23	18	14	22	14	21	12	15	23	23	20	15	11	16	18	28	15	23

TABLE 28: Q12. Which of these sources do you think is the most trustworthy and reliable source of news and information about California government and politics?

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
Prof journalists- main media	46%	52%	53%	42%	40%	47%	47%	47%	49%	44%	40%	44%	47%	47%	44%	47%	47%	49%	45%	40%
Citizen journalists/bloggers	10	10	7	10	14	11	8	10	11	10	10	10	10	10	10	10	10	11	10	10
Prof journalists- ethnic media	7	9	9	4	3	8	9	8	6	4	7	7	8	8	7	9	8	6	4	7
Community groups or leaders	10	10	10	12	9	10	8	8	10	13	14	11	9	9	12	9	8	10	14	13
Friends and family	9	5	9	8	11	8	10	8	7	6	12	9	9	8	10	9	8	7	7	12
DK/NA/Refused	18	14	11	24	22	15	18	19	17	23	16	19	16	17	19	16	19	17	20	18

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN											
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
Prof journalists- main media	46%	49%	50%	43%	47%	38%	44%	51%	41%	46%	52%	45%	47%	42%	39%	45%	47%	52%	45%	42%
Citizen journalists/bloggers	10	14	9	9	5	9	5	8	7	15	8	9	3	8	5	8	7	8	6	9
Prof journalists- ethnic media	7	2	3	17	17	14	15	14	12	3	3	18	15	17	12	12	14	11	14	13
Community groups or leaders	10	9	11	9	11	14	14	8	10	12	8	11	7	13	15	10	7	8	9	9
Friends and family	9	7	8	11	8	12	9	9	20	7	7	9	10	7	14	13	16	13	10	18
DK/NA/Refused	18	20	20	10	11	14	13	10	10	17	22	7	18	12	15	12	8	8	15	9

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH											
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
Prof journalists- main media	46%	47%	51%	44%	46%	30%	46%	47%	44%	45%	46%	45%	41%	48%	45%	22%	53%	45%	48%	40%
Citizen journalists/bloggers	10	12	11	5	8	9	6	7	9	8	7	8	6	6	6	10	3	9	8	5
Prof journalists- ethnic media	7	3	3	16	18	17	13	12	13	18	15	18	14	17	13	21	10	12	13	13
Community groups or leaders	10	10	9	11	10	14	14	10	8	9	13	10	12	9	13	18	10	7	9	12
Friends and family	9	7	7	13	8	14	9	15	14	10	9	8	10	12	9	12	13	14	15	15
DK/NA/Refused	18	21	18	11	10	16	13	9	12	10	10	10	17	8	13	17	11	12	7	14

TABLE 29: Q13A. From which of the following media do you get most of your information about whats going on in California government and politics today: television, newspapers, radio, the internet, or talking to other people: Use most

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
Television	39%	42%	40%	46%	15%	18%	36%	68%	27%	35%	54%	31%	49%	36%	39%	49%	34%	35%	38%	40%	34%	43%
Newspapers	16	18	17	12	8	13	16	16	12	17	21	13	20	17	15	16	19	20	20	20	19	18
Radio	10	9	10	8	13	17	11	3	12	10	9	12	7	9	11	7	13	12	10	9	12	7
Internet websites	28	25	26	26	55	37	31	4	42	30	9	37	17	31	27	20	30	28	26	25	30	26
Other people	6	5	6	7	7	15	6	7	6	6	6	6	6	6	6	9	4	4	6	5	4	6
DK/NA/Refused	1	1	1	0	1	1	1	2	1	1	1	1	1	1	1	0	1	1	1	1	1	1

	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
Television	39%	34%	37%	36%	43%	41%	38%	22%	48%	40%	47%	41%	20%	53%	36%	44%	100%	0%	0%	0%	0%
Newspapers	16	18	19	19	13	11	18	6	11	16	8	20	10	10	13	10	0	100	0	0	0
Radio	10	12	12	12	8	3	11	11	6	7	8	9	13	11	9	9	0	0	100	0	0
Internet websites	28	30	27	28	28	26	28	50	27	28	16	27	49	20	31	18	0	0	0	100	0
Other people	6	5	4	4	7	17	4	9	7	8	19	3	8	5	11	18	0	0	0	0	100
DK/NA/Refused	1	1	1	1	1	2	1	1	1	1	1	1	0	0	0	1	0	0	0	0	0

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TOTAL TABL	MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
Television	39%	43%	26%	42%	34%	24%	32%	34%	27%	25%	22%	25%	37%	41%	44%	23%	35%	51%	40%	38%	37%	39%
Newspapers	16	39	19	14	19	11	10	6	11	6	9	7	15	19	19	17	16	16	20	9	12	18
Radio	10	6	7	8	13	10	12	8	9	10	9	10	10	11	7	13	10	8	10	10	13	8
Internet websites	28	9	44	28	28	50	39	44	48	55	56	54	33	18	19	38	32	18	24	35	31	27
Other people	6	3	4	7	5	5	8	7	5	5	4	5	4	9	10	7	5	7	5	8	7	6
DK/NA/Refused	1	0	0	1	1	0	0	0	0	0	0	0	1	2	1	2	1	0	1	0	0	1

TABLE 29: Q13A. From which of the following media do you get most of your information about whats going on in California government and politics today: television, newspapers, radio, the internet, or talking to other people: Use most

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
Television	39%	33%	54%	51%	42%	49%	40%	48%	59%	42%	32%	21%	49%	28%	39%	38%	39%	41%	35%	41%
Newspapers	16	20	9	11	14	16	12	11	12	14	15	26	13	19	19	12	16	14	18	17
Radio	10	12	6	8	6	6	6	7	5	8	13	14	7	14	11	8	8	10	12	9
Internet websites	28	29	26	20	30	25	32	27	16	28	34	33	24	33	25	33	29	28	29	25
Other people	6	6	5	10	6	2	10	6	7	7	5	5	7	5	5	8	6	6	5	8
DK/NA/Refused	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3502	350	655	1005 2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
Television	39%	32%	40%	37% 38%	44%	41%	30%	49%	47%	34%	26%	32%	32%	37%	42%	43%	51%	33%	44%	47%
Newspapers	16	14	16	15 17	15	16	16	12	15	17	18	6	10	11	17	31	36	9	24	33
Radio	10	20	10	14 9	9	10	11	7	7	12	13	6	12	13	12	8	4	10	10	6
Internet websites	28	27	27	27 29	24	26	35	25	25	29	36	46	40	29	23	11	5	38	17	9
Other people	6	5	6	5 6	7	5	7	7	5	6	6	11	7	9	4	4	2	9	4	3
DK/NA/Refused	1	2	1	2 0	1	1	0	0	1	2	1	0	0	1	1	2	2	1	1	2

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
Television	39%	33%	44%	42%	38%	33%	28%	38%	39%	50%	38%	46%	32%	45%	28%	40%	37%	47%	33%	42%	30%	41%
Newspapers	16	16	17	19	16	13	9	23	9	24	17	19	15	17	15	11	11	26	4	24	9	19
Radio	10	11	9	8	12	10	11	10	9	9	8	8	14	10	10	10	8	8	14	11	10	11
Internet websites	28	34	23	25	27	34	44	23	33	12	31	20	33	20	38	31	36	14	39	18	40	23
Other people	6	6	6	6	5	8	8	4	9	4	6	5	4	7	8	8	7	4	9	3	10	4
DK/NA/Refused	1	1	1	0	2	1	0	1	1	1	0	1	1	2	1	1	0	1	1	2	1	1

TABLE 29: Q13A. From which of the following media do you get most of your information about whats going on in California government and politics today: television, newspapers, radio, the internet, or talking to other people: Use most

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NORTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
Television	39%	37%	48%	42%	36%	41%	38%	33%	43%	37%	47%	38%	40%	37%	44%	40%	33%	43%	42%	42%
Newspapers	16	18	19	17	16	16	15	21	15	12	13	17	16	18	12	15	21	15	10	17
Radio	10	10	6	9	14	10	10	9	8	9	11	10	10	10	10	10	9	8	10	10
Internet websites	28	31	19	26	27	26	29	30	28	32	23	29	27	29	26	27	30	28	30	25
Other people	6	4	7	6	5	7	6	6	5	8	5	6	6	6	7	7	6	5	7	6
DK/NA/Refused	1	0	0	1	2	1	2	1	0	1	0	1	1	1	1	1	1	0	1	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
Television	39%	28%	37%	49%	59%	42%	58%	39%	47%	24%	39%	50%	63%	41%	60%	34%	54%	39%	45%	43%
Newspapers	16	18	21	9	8	13	10	13	15	10	27	6	14	9	13	8	23	16	11	15
Radio	10	12	11	7	5	10	7	6	7	13	11	6	6	9	8	8	4	7	10	5
Internet websites	28	36	22	30	22	24	17	35	25	43	18	30	14	29	11	41	16	32	30	29
Other people	6	6	6	5	5	12	8	7	4	10	4	6	3	12	7	8	2	4	4	7
DK/NA/Refused	1	1	1	1	0	0	1	0	2	0	2	1	0	1	0	2	1	2	1	1

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
Television	39%	32%	33%	55%	54%	52%	50%	43%	42%	55%	53%	54%	54%	56%	49%	46%	69%	43%	43%	38%
Newspapers	16	20	19	6	10	8	12	16	12	8	9	10	7	7	12	9	8	13	18	8
Radio	10	11	12	6	6	9	8	7	6	6	6	7	5	5	8	12	4	5	6	12
Internet websites	28	29	29	27	25	21	19	27	33	26	25	25	26	26	20	24	12	34	26	31
Other people	6	6	6	6	5	9	10	6	5	4	6	4	6	6	11	9	5	5	5	10
DK/NA/Refused	1	0	1	1	1	1	0	2	1	1	1	1	2	0	0	1	0	1	2	1

TABLE 30: Q13B. 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: Others used

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
Television	32%	34%	35%	25%	33%	14%	33%	20%	36%	34%	27%	35%	28%	33%	32%	27%	35%	35%	33%	32%	34%	33%
Newspapers	31	32	29	36	26	30	30	39	27	31	34	29	34	32	29	31	33	34	36	34	33	34
Radio	20	21	18	20	23	22	21	15	22	19	22	21	20	19	21	20	22	24	22	22	24	20
Internet websites	30	29	32	28	30	28	32	7	32	36	24	35	24	32	30	24	32	32	32	32	31	32
Other people	28	28	26	29	40	31	28	29	27	28	29	30	26	31	26	23	27	27	27	27	27	27
DK/NA/Refused	5	5	5	6	5	10	5	12	4	4	8	4	7	4	6	8	4	3	4	4	4	3

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
Television	32%	36%	33%	34%	30%	27%	34%	25%	27%	33%	25%	35%	34%	24%	32%	27%	0%	62%	44%	53%	47%
Newspapers	31	36	34	34	28	21	32	21	39	31	26	31	27	40	31	35	47	0	29	29	27
Radio	20	25	22	23	17	14	21	17	19	17	17	21	23	17	18	19	20	22	0	26	26
Internet websites	30	32	32	32	28	24	31	30	25	31	27	32	29	29	30	28	40	36	54	0	51
Other people	28	28	29	28	27	29	29	31	21	33	29	26	37	22	33	32	29	21	23	40	0
DK/NA/Refused	5	3	3	3	8	11	5	4	5	2	6	5	2	6	3	7	5	3	1	4	7

	Q14 NWPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TOTAL TABLT	MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
Television	32%	33%	39%	30%	35%	36%	31%	34%	36%	39%	42%	38%	34%	31%	27%	34%	35%	28%	33%	30%	31%	33%
Newspapers	31	61	81	32	29	27	30	23	27	27	27	26	31	33	28	32	29	32	33	29	28	32
Radio	20	20	31	20	20	23	29	22	24	27	26	25	20	21	19	26	21	16	21	18	20	20
Internet websites	30	25	33	30	29	50	61	56	52	45	44	46	33	25	25	33	33	25	30	30	34	28
Other people	28	21	35	30	25	32	33	33	31	37	35	35	29	25	28	31	29	25	25	33	28	28
DK/NA/Refused	5	1	0	4	7	2	2	3	2	3	2	3	4	6	9	4	4	7	5	6	6	5

TABLE 30: Q13B. 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: Others used

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
Television	32%	35%	25%	29%	31%	28%	32%	28%	25%	32%	34%	39%	29%	36%	33%	31%	31%	30%	35%	32%
Newspapers	31	31	32	31	33	38	32	32	33	33	31	26	33	29	31	30	31	31	31	32
Radio	20	23	17	15	16	12	15	16	15	22	20	23	19	22	21	18	19	19	21	21
Internet websites	30	32	26	30	25	25	29	27	21	30	33	35	26	34	31	28	29	30	31	29
Other people	28	30	23	31	16	11	21	25	28	28	27	29	28	28	25	32	29	29	27	27
DK/NA/Refused	5	4	7	5	6	4	5	6	7	5	4	5	6	4	5	5	3	6	5	6

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3502	350	655	1005 2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
Television	32%	35%	34%	34% 33%	30%	33%	34%	27%	27%	36%	37%	30%	36%	31%	30%	35%	34%	32%	32%	35%
Newspapers	31	25	33	30 32	33	32	27	35	34	28	30	28	27	28	34	34	34	27	34	34
Radio	20	25	21	22 20	18	20	22	20	22	19	23	15	23	22	21	21	16	20	20	19
Internet websites	30	30	31	31 30	29	31	30	26	29	32	34	32	32	37	29	28	17	34	27	23
Other people	28	25	31	29 27	26	27	31	32	30	26	27	37	30	27	24	24	24	32	24	24
DK/NA/Refused	5	5	4	4 5	5	5	4	5	4	5	3	4	4	6	5	6	9	5	6	7

	GENDER			PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
Television	32%	33%	31%	32%	34%	30%	32%	33%	32%	31%	34%	30%	34%	34%	30%	30%	31%	33%	37%	32%	30%	29%
Newspapers	31	31	31	32	31	29	29	33	26	35	35	30	30	32	27	31	28	35	29	32	26	35
Radio	20	21	19	19	22	21	20	22	20	19	19	18	23	20	21	21	19	19	22	22	20	22
Internet websites	30	28	32	30	29	31	30	27	37	26	29	32	25	32	31	31	36	25	32	27	32	28
Other people	28	28	28	28	28	28	33	23	30	26	26	30	27	29	31	24	31	26	33	23	31	21
DK/NA/Refused	5	5	5	4	6	6	5	6	5	6	4	5	6	5	7	6	3	6	5	6	6	7

TABLE 30: Q13B. 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: Others used

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTN	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
Television	32%	35%	29%	36%	35%	30%	36%	33%	33%	32%	26%	31%	33%	32%	31%	33%	32%	33%	31%	28%
Newspapers	31	32	33	31	32	31	32	28	28	32	35	31	31	30	34	32	29	28	30	36
Radio	20	18	18	21	23	18	18	24	19	22	19	22	18	21	19	18	24	19	22	19
Internet websites	30	32	30	27	29	31	30	29	33	28	29	29	31	30	29	31	28	33	31	27
Other people	28	30	27	25	29	25	28	31	29	25	31	29	27	29	27	26	31	29	25	31
DK/NA/Refused	5	4	4	6	5	6	5	4	6	6	5	5	6	5	6	6	5	6	7	4

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
Television	32%	35%	34%	29%	22%	35%	24%	32%	29%	35%	35%	26%	25%	32%	26%	34%	26%	34%	27%	30%
Newspapers	31	31	30	32	33	32	31	31	36	26	34	30	37	25	38	28	40	29	35	35
Radio	20	25	21	16	17	18	13	17	15	24	22	17	16	14	14	19	16	15	17	
Internet websites	30	29	34	25	26	27	32	27	23	35	29	31	13	39	20	26	24	26	24	25
Other people	28	30	30	22	25	34	28	14	19	37	25	25	20	32	29	18	14	18	18	14
DK/NA/Refused	5	4	4	7	7	3	7	5	6	4	5	7	9	2	8	7	4	7	4	6

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
Television	32%	33%	36%	23%	26%	28%	29%	31%	30%	24%	29%	25%	26%	25%	30%	31%	17%	30%	34%	23%
Newspapers	31	30	32	33	32	36	29	34	33	34	26	31	32	35	29	32	42	33	33	34
Radio	20	25	21	19	16	14	15	16	17	16	19	15	19	18	16	16	8	18	17	10
Internet websites	30	30	33	24	27	26	31	24	26	26	25	28	26	21	30	28	29	25	25	26
Other people	28	31	29	25	23	33	30	17	16	24	20	22	27	25	30	34	31	14	14	31
DK/NA/Refused	5	4	5	8	7	6	5	5	6	6	10	6	4	11	5	8	2	7	5	4

TABLE 31: Q14. Do you mostly read the paper version of the newspaper, or do you mostly read the newspaper online?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	1648	897	484	143	115	82	1461	187	418	735	308	808	840	771	698	179	1115	931	927	1033	954	689
<u>MOSTLY PRINT</u>	74%	76%	75%	72%	48%	63%	71%	94%	59%	70%	89%	60%	86%	69%	77%	81%	72%	73%	74%	77%	72%	76%
Paper version of newspaper	74	76	75	72	48	63	71	94	59	70	89	60	86	69	77	81	72	73	74	77	72	76
<u>MOSTLY ONLINE</u>	19	17	17	20	41	24	21	5	29	21	8	29	9	23	17	11	20	19	18	15	20	17
Newspaper online, computer	14	13	13	14	28	16	15	3	21	16	7	20	9	17	13	8	15	14	13	11	14	12
Newspaper online, smartphone	5	4	4	6	13	8	5	2	7	6	1	10	1	6	4	3	5	5	5	4	5	4
<u>BOTH/DK/NA/REFUSED</u>	8	7	8	8	12	13	8	1	12	9	4	11	4	8	7	8	8	8	8	7	9	7
Both	7	6	8	8	12	13	8	0	12	8	2	11	4	8	6	7	8	8	7	7	9	7
DK/NA/Refused	0	1	0	1	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	1648	397	674	1071	475	102	1186	53	137	74	68	823	128	131	155	139	637	566	98	287	60	
<u>MOSTLY PRINT</u>	74%	70%	73%	72%	77%	73%	74%	59%	72%	83%	71%	75%	59%	73%	74%	76%	83%	83%	73%	36%	62%	
Paper version of newspaper	74	70	73	72	77	73	74	59	72	83	71	75	59	73	74	76	83	83	73	36	62	
<u>MOSTLY ONLINE</u>	19	24	18	20	17	19	19	36	20	12	16	17	35	21	18	16	13	11	21	48	21	
Newspaper online, computer	14	17	13	14	13	15	14	26	17	11	13	13	22	14	15	12	10	7	15	36	17	
Newspaper online, smartphone	5	7	5	6	3	4	5	10	3	1	3	4	14	7	3	4	3	4	7	12	4	
<u>BOTH/DK/NA/REFUSED</u>	8	6	9	8	7	8	7	5	8	5	12	7	6	6	8	8	5	6	6	16	16	
Both	7	6	9	8	6	6	7	5	8	3	9	7	6	5	7	6	4	6	6	15	16	
DK/NA/Refused	0	0	0	0	1	2	0	0	0	3	3	0	0	1	1	2	1	0	0	1	0	

TABLE 31: Q14. Do you mostly read the paper version of the newspaper, or do you mostly read the newspaper online?

	Total	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21a KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
		MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	1648	1211	312	980	668	590	86	151	660	246	161	292	1007	324	317	344	644	660	1124	444	407	1219
<u>MOSTLY PRINT</u>	74%	100%	0%	73%	74%	53%	62%	62%	56%	44%	46%	46%	69%	81%	81%	62%	70%	83%	78%	62%	67%	76%
Paper version of newspaper	74	100	0	73	74	53	62	62	56	44	46	46	69	81	81	62	70	83	78	62	67	76
<u>MOSTLY ONLINE</u>	19	0	100	20	18	35	21	25	32	39	32	36	23	12	12	26	22	12	15	30	23	18
Newspaper online, computer	14	0	74	14	14	27	16	19	26	20	11	18	17	9	11	17	17	10	11	22	18	13
Newspaper online, smartphone	5	0	26	6	4	8	6	6	6	19	21	18	7	3	2	10	6	2	4	8	5	5
<u>BOTH/DK/NA/REFUSED</u>	8	0	0	7	8	12	17	13	12	18	22	18	8	7	7	12	8	5	7	8	9	7
Both	7	0	0	7	8	12	14	11	12	18	22	17	7	6	7	12	7	5	7	8	9	6
DK/NA/Refused	0	0	0	1	0	0	2	2	0	0	1	0	1	1	0	0	1	0	0	1	1	0

	Total	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
		WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
Base	1648	1011	301	103	83	55	51	603	328	519	438	345	847	783	1051	566	359	445	458	364
<u>MOSTLY PRINT</u>	74%	75%	75%	75%	67%	74%	58%	72%	81%	74%	68%	72%	77%	70%	76%	69%	68%	71%	75%	80%
Paper version of newspaper	74	75	75	75	67	74	58	72	81	74	68	72	77	70	76	69	68	71	75	80
<u>MOSTLY ONLINE</u>	19	17	21	20	22	19	27	22	15	19	23	19	18	21	16	24	25	22	16	13
Newspaper online, computer	14	13	15	16	19	17	24	17	13	14	15	14	14	15	12	19	19	16	13	8
Newspaper online, smartphone	5	5	5	4	3	2	2	5	3	5	7	5	4	6	5	5	6	6	3	6
<u>BOTH/DK/NA/REFUSED</u>	8	8	5	5	12	6	16	6	3	7	9	10	5	9	7	7	7	7	9	7
Both	7	8	4	5	12	6	15	6	2	6	9	9	5	9	7	7	7	6	9	6
DK/NA/Refused	0	0	1	0	0	0	0	1	1	0	0	0	1	0	1	0	0	1	0	1

TABLE 31: Q14. Do you mostly read the paper version of the newspaper, or do you mostly read the newspaper online?

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES,	YES,	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+	
		STRNG	SMWT	YES	NO																	
Base	1648	136	317	453	1057	574	581	443	370	289	355	371	210	203	233	502	257	215	647	973	471	
<u>MOSTLY PRINT</u>	74%	75%	78%	77%	71%	76%	76%	67%	76%	76%	74%	67%	50%	59%	63%	78%	87%	91%	58%	83%	89%	
Paper version of newspaper	74	75	78	77	71	76	76	67	76	76	74	67	50	59	63	78	87	91	58	83	89	
<u>MOSTLY ONLINE</u>	19	19	15	16	21	16	17	25	20	17	20	22	39	30	28	15	7	5	32	11	6	
Newspaper online, computer	14	12	11	11	16	12	14	17	16	11	14	16	27	18	22	12	6	5	22	9	5	
Newspaper online, smartphone	5	6	4	5	5	4	4	8	3	6	5	6	11	12	6	3	1	1	10	2	1	
<u>BOTH/DK/NA/REFUSED</u>	8	6	7	7	7	7	6	8	4	8	6	11	11	11	9	8	5	3	10	6	4	
Both	7	5	7	7	7	7	6	8	4	7	6	11	10	11	8	7	4	3	10	5	4	
DK/NA/Refused	0	1	0	0	0	1	0	0	1	0	0	0	0	0	1	0	1	0	0	1	1	

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	1648	805	843	762	492	393	329	463	318	510	343	420	253	239	209	184	280	468	145	335	222	171
<u>MOSTLY PRINT</u>	74%	70%	77%	74%	79%	65%	56%	80%	60%	87%	69%	79%	79%	80%	62%	68%	57%	84%	64%	85%	55%	77%
Paper version of newspaper	74	70	77	74	79	65	56	80	60	87	69	79	79	80	62	68	57	84	64	85	55	77
<u>MOSTLY ONLINE</u>	19	22	16	18	13	27	33	14	30	8	21	16	15	11	30	24	32	11	23	9	38	14
Newspaper online, computer	14	15	13	13	10	21	21	11	23	7	13	12	12	9	22	20	20	9	16	8	29	10
Newspaper online, smartphone	5	6	4	6	3	6	12	3	7	2	8	4	3	3	8	5	12	2	7	1	8	4
<u>BOTH/DK/NA/REFUSED</u>	8	8	7	7	7	8	11	7	10	5	10	5	6	9	8	8	11	5	13	5	8	9
Both	7	8	6	7	7	8	11	6	9	5	9	5	6	8	8	8	11	5	12	5	8	8
DK/NA/Refused	0	0	1	0	0	1	0	0	0	1	1	0	0	1	0	1	0	0	1	0	0	1

TABLE 31: Q14. Do you mostly read the paper version of the newspaper, or do you mostly read the newspaper online?

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	1648	378	351	180	294	411	365	379	136	154	202	735	913	1177	471	755	389	136	154	213
<u>MOSTLY PRINT</u>	74%	69%	80%	80%	78%	69%	74%	73%	77%	73%	80%	75%	72%	72%	77%	71%	73%	77%	74%	80%
Paper version of newspaper	74	69	80	80	78	69	74	73	77	73	80	75	72	72	77	71	73	77	74	80
<u>MOSTLY ONLINE</u>	19	24	13	10	16	24	18	20	16	15	15	17	20	20	16	21	20	16	14	14
Newspaper online, computer	14	16	10	9	12	20	13	12	11	12	11	12	16	15	12	17	12	11	11	11
Newspaper online, smartphone	5	8	3	1	4	4	5	8	5	3	4	6	4	5	4	4	8	5	3	3
<u>BOTH/DK/NA/REFUSED</u>	8	7	7	10	6	7	8	7	7	12	5	8	7	8	8	8	7	7	12	6
Both	7	7	6	9	6	6	8	7	7	11	4	7	7	7	7	7	7	7	12	5
DK/NA/Refused	0	0	1	1	0	1	0	0	0	1	1	0	0	0	1	1	0	0	0	1

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	1648	490	521	142	159	48	56	40	43	307	683	188	109	42	61	37	46	24	19	40	
<u>MOSTLY PRINT</u>	74%	69%	80%	73%	76%	75%	75%	64%	69%	54%	83%	67%	86%	69%	79%	51%	79%	62%	62%	71%	
Paper version of newspaper	74	69	80	73	76	75	75	64	69	54	83	67	86	69	79	51	79	62	62	71	
<u>MOSTLY ONLINE</u>	19	22	13	24	18	17	22	20	23	34	10	27	11	24	17	34	11	26	20	20	
Newspaper online, computer	14	15	11	18	14	17	16	20	17	24	8	20	8	17	16	31	9	25	15	17	
Newspaper online, smartphone	5	7	2	6	4	0	7	0	6	10	2	7	3	7	1	4	2	1	5	3	
<u>BOTH/DK/NA/REFUSED</u>	8	10	7	3	6	8	2	16	8	12	7	6	3	7	4	15	10	13	18	9	
Both	7	9	6	2	5	8	2	16	7	12	6	5	2	7	4	15	9	12	18	9	
DK/NA/Refused	0	0	0	1	1	0	0	0	0	0	1	1	1	0	0	0	0	1	0	0	

TABLE 31: Q14. Do you mostly read the paper version of the newspaper, or do you mostly read the newspaper online?

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	1648	483	528	92	209	34	70	42	41	244	50	177	37	86	64	22	17	36	37	10
<u>MOSTLY PRINT</u>	74%	75%	74%	82%	71%	71%	77%	71%	62%	73%	85%	71%	78%	81%	77%	70%	76%	64%	71%	60%
Paper version of newspaper	74	75	74	82	71	71	77	71	62	73	85	71	78	81	77	70	76	64	71	60
<u>MOSTLY ONLINE</u>	19	16	18	16	23	19	20	21	22	22	13	24	18	15	20	18	20	21	21	26
Newspaper online, computer	14	10	15	14	16	15	17	19	18	17	7	17	15	13	17	14	16	16	19	24
Newspaper online, smartphone	5	6	3	1	7	5	3	1	5	5	7	7	4	1	3	4	4	4	1	3
<u>BOTH/DK/NA/REFUSED</u>	8	9	8	3	6	10	3	8	16	5	2	5	4	4	3	12	4	16	8	13
Both	7	8	8	3	4	10	3	8	15	4	2	4	4	4	3	12	4	15	8	13
DK/NA/Refused	0	1	0	0	2	0	0	0	0	1	0	2	0	0	0	0	0	1	0	0

TABLE 32: Q15A. 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: A newspaper written for a specific ethnic community

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
YES	43%	43%	40%	48%	48%	45%	42%	52%	42%	41%	45%	43%	44%	47%	38%	50%	40%	42%	46%	45%	43%	44%
More than once a day	1	1	1	1	2	3	1	2	2	1	2	1	1	1	1	1	2	2	2	2	2	2
Daily	6	6	5	9	5	5	5	12	6	4	7	5	7	5	6	7	5	6	7	7	6	7
Weekly	9	9	7	12	10	12	9	15	7	8	12	8	10	10	8	13	8	9	9	9	9	8
Monthly	6	7	6	6	5	7	6	7	5	7	7	6	6	7	5	9	6	6	7	7	6	6
Hardly ever	20	20	20	20	25	18	21	16	23	21	17	22	18	23	18	19	20	19	21	20	21	20
NO/DK/NA	57	57	60	52	52	55	58	48	58	59	55	57	56	53	62	50	60	58	54	55	57	56
Never	56	56	59	50	52	55	57	45	57	59	54	57	55	53	61	49	59	58	53	54	56	55
DK/NA	1	1	1	2	1	0	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
YES	43%	43%	45%	44%	42%	38%	38%	45%	74%	63%	54%	38%	46%	74%	57%	51%	47%	40%	30%	44%	47%	
More than once a day	1	2	1	1	1	1	1	2	6	2	1	1	2	5	1	3	2	1	1	1	2	
Daily	6	5	6	6	6	5	5	6	14	7	7	5	7	13	7	9	8	8	2	4	3	
Weekly	9	10	9	9	8	13	7	8	25	20	11	7	9	23	13	10	11	7	8	7	12	
Monthly	6	6	8	7	5	4	6	7	9	11	7	6	7	12	7	8	8	5	4	6	5	
Hardly ever	20	20	20	20	22	15	20	22	20	23	29	20	22	21	28	21	18	20	15	25	25	
NO/DK/NA	57	57	55	56	58	62	62	55	26	37	46	62	54	26	43	49	53	60	70	56	53	
Never	56	56	54	55	57	61	61	55	25	36	44	62	53	24	43	49	52	58	69	56	53	
DK/NA	1	1	1	1	1	1	1	0	1	1	2	1	0	1	1	1	1	1	1	0	0	

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	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL T	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033
YES	43%	46%	47%	72%	0%	41%	50%	48%	42%	45%	41%	44%	44%	47%	37%	50%	40%	43%	40%	48%	44%	43%
More than once a day	1	2	2	2	0	1	2	2	1	0	1	1	1	1	1	1	1	1	1	2	1	1
Daily	6	10	5	10	0	4	5	4	4	4	3	4	6	7	5	6	4	8	6	6	5	6
Weekly	9	10	8	15	0	7	10	9	8	8	7	8	9	12	9	12	7	10	9	10	11	9
Monthly	6	7	9	11	0	6	8	7	6	6	6	6	6	7	6	9	5	6	6	6	7	6
Hardly ever	20	17	23	34	0	23	24	26	23	26	23	25	22	20	16	23	22	17	19	23	20	20
NO/DK/NA	57	54	53	28	100	59	50	52	58	55	59	56	56	53	63	50	60	57	60	52	56	57
Never	56	53	53	28	99	58	50	51	57	54	59	56	56	52	62	49	59	56	60	51	54	57
DK/NA	1	1	0	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
	Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941
YES	43%	32%	62%	66%	64%	73%	62%	61%	51%	41%	42%	39%	45%	41%	41%	46%	49%	46%	37%	40%
More than once a day	1	0	2	4	6	8	2	3	2	1	1	0	2	1	1	1	2	1	1	1
Daily	6	3	9	9	15	22	14	10	11	6	4	3	8	4	5	7	7	7	4	5
Weekly	9	4	19	19	14	18	12	17	13	10	8	7	11	7	9	10	11	10	8	8
Monthly	6	4	9	12	9	9	8	9	6	6	6	7	6	6	6	6	7	6	6	6
Hardly ever	20	20	22	21	20	16	25	21	18	18	23	22	18	23	19	22	22	21	19	19
NO/DK/NA	57	68	38	34	36	27	38	39	49	59	58	61	55	59	59	54	51	54	63	60
Never	56	67	36	33	36	26	37	38	46	58	58	61	53	59	58	53	50	53	62	59
DK/NA	1	1	1	1	1	1	0	1	2	1	0	1	1	0	1	1	1	1	1	1

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	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
YES	43%	33%	40%	37%	46%	49%	45%	34%	52%	52%	39%	32%	53%	45%	41%	41%	35%	41%	46%	39%	38%
More than once a day	1	1	1	1	1	2	1	0	2	2	1	0	1	1	1	1	1	1	1	1	1
Daily	6	6	6	6	6	8	6	3	9	7	4	3	7	5	4	6	5	10	5	6	7
Weekly	9	7	8	8	10	13	9	5	14	13	7	5	11	11	8	9	7	8	10	8	7
Monthly	6	4	7	6	6	6	8	4	7	9	5	4	8	7	6	6	5	5	7	6	5
Hardly ever	20	15	18	17	22	19	21	21	20	22	21	19	26	21	21	18	17	17	23	18	17
NO/DK/NA	57	67	60	63	54	51	55	66	48	48	61	68	47	55	59	59	65	59	54	61	62
Never	56	66	59	61	53	50	55	65	47	47	61	68	46	54	59	58	64	58	53	60	61
DK/NA	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1

	GENDER			PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
YES	43%	43%	43%	49%	34%	43%	46%	40%	46%	39%	50%	49%	35%	32%	44%	43%	53%	45%	36%	32%	45%	40%
More than once a day	1	1	1	2	1	1	1	2	1	1	2	1	1	1	2	1	2	1	1	1	1	2
Daily	6	6	6	7	4	5	5	7	5	6	8	6	4	4	5	6	7	7	3	5	5	7
Weekly	9	9	10	11	7	9	8	9	11	8	11	12	7	6	8	11	11	11	7	6	10	7
Monthly	6	6	7	8	4	5	7	5	7	6	9	8	3	5	5	6	10	7	4	4	6	4
Hardly ever	20	21	19	21	18	22	25	18	21	17	21	21	20	16	24	20	23	19	21	15	23	20
NO/DK/NA	57	57	57	51	66	57	54	60	54	61	50	51	65	68	56	57	47	55	64	68	55	60
Never	56	56	56	50	65	55	53	59	53	60	49	51	64	66	56	55	46	54	64	66	53	60
DK/NA	1	1	1	0	1	1	0	1	1	1	0	1	1	1	0	2	1	0	0	2	1	1

TABLE 32: Q15A. 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: A newspaper written for a specific ethnic community

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
YES	43%	47%	52%	41%	29%	51%	39%	46%	37%	32%	41%	42%	44%	45%	38%	46%	46%	37%	32%	41%
More than once a day	1	1	2	0	1	2	1	1	0	1	1	1	2	1	1	2	1	0	1	0
Daily	6	6	9	5	4	8	5	6	5	3	5	5	6	6	4	7	6	5	3	6
Weekly	9	10	12	9	5	12	10	8	10	7	7	7	11	10	8	11	8	10	6	7
Monthly	6	8	8	6	2	6	6	8	6	4	7	7	6	7	6	6	8	6	4	6
Hardly ever	20	21	21	21	16	22	18	23	15	18	21	22	19	21	18	20	23	15	18	22
NO/DK/NA	57	53	48	59	71	49	61	54	63	68	59	58	56	55	62	54	54	63	68	59
Never	56	53	47	58	70	48	60	53	63	66	58	57	55	54	61	54	52	63	67	58
DK/NA	1	0	0	1	2	1	1	1	0	1	1	1	1	1	1	1	1	0	1	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
YES	43%	34%	29%	59%	65%	66%	66%	65%	63%	32%	31%	63%	60%	65%	67%	57%	73%	58%	60%	69%
More than once a day	1	0	0	3	2	5	3	7	6	0	1	3	2	3	4	5	7	3	8	7
Daily	6	4	3	9	10	8	10	15	16	2	4	8	13	7	12	11	21	13	12	18
Weekly	9	5	3	16	22	19	20	13	16	4	5	18	21	17	22	13	15	12	15	15
Monthly	6	4	5	9	9	13	12	10	7	4	4	10	8	13	11	8	9	10	6	9
Hardly ever	20	21	18	22	22	21	22	21	19	22	18	25	15	25	17	19	20	20	19	20
NO/DK/NA	57	66	71	41	35	34	34	35	37	68	69	37	40	35	33	43	27	42	40	31
Never	56	65	70	40	33	34	33	35	36	68	67	35	39	34	32	42	26	41	39	30
DK/NA	1	1	1	1	2	1	1	0	1	0	1	2	1	1	1	1	1	1	1	0

TABLE 32: Q15A. 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: A newspaper written for a specific ethnic community

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72
YES	43%	34%	30%	56%	65%	68%	65%	66%	62%	63%	59%	65%	61%	56%	65%	72%	59%	62%	69%	55%
More than once a day	1	0	1	1	3	4	4	7	5	3	2	3	1	1	4	4	2	6	6	6
Daily	6	3	3	9	10	10	9	14	16	10	9	10	11	8	9	11	7	17	16	8
Weekly	9	4	5	15	21	21	19	15	14	20	15	20	17	18	19	25	12	13	15	14
Monthly	6	5	4	10	9	13	12	9	8	9	10	9	12	8	12	10	19	9	9	7
Hardly ever	20	22	17	21	22	21	22	21	18	22	23	23	20	20	22	22	19	18	22	20
NO/DK/NA	57	66	70	44	35	32	35	34	38	37	41	35	39	44	35	28	41	38	31	45
Never	56	65	69	42	34	30	34	33	38	35	41	33	36	43	34	26	39	37	30	45
DK/NA	1	1	1	2	1	2	0	1	1	1	1	1	3	1	0	1	2	1	1	0

TABLE 33: Q15B. 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: Radio for a specific ethnic community

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
YES	44%	43%	43%	53%	46%	47%	43%	51%	43%	41%	48%	44%	44%	47%	39%	50%	40%	42%	46%	45%	43%	46%
More than once a day	3	3	4	4	4	4	4	3	4	3	5	4	3	4	3	5	3	3	4	4	3	5
Daily	8	8	9	12	7	8	7	16	7	6	12	7	10	9	8	9	6	7	8	8	8	9
Weekly	7	5	7	8	7	14	6	9	6	6	7	7	6	7	5	9	6	7	7	7	6	7
Monthly	5	5	4	3	10	5	5	4	6	4	5	5	5	6	4	5	5	5	5	5	6	4
Hardly ever	20	21	19	26	18	16	21	19	19	22	19	21	20	21	20	22	20	20	22	20	20	20
NO/DK/NA	56	57	57	47	54	53	57	49	57	59	52	56	56	53	61	50	60	58	54	55	57	54
Never	56	57	57	47	53	53	57	47	57	58	51	56	55	53	60	50	59	57	53	55	57	54
DK/NA	1	1	1	0	1	0	1	1	0	0	1	0	1	0	1	1	1	1	1	1	1	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
YES	44%	46%	45%	45%	42%	40%	39%	48%	70%	59%	58%	38%	48%	70%	56%	56%	47%	38%	41%	43%	51%	
More than once a day	3	4	4	4	3	3	2	5	11	4	4	2	2	11	4	6	5	1	4	2	5	
Daily	8	8	9	9	8	9	6	9	21	16	12	7	6	22	12	10	11	5	9	6	6	
Weekly	7	7	7	7	7	6	5	4	11	13	12	5	6	12	8	11	7	5	7	6	8	
Monthly	5	6	4	5	5	3	4	8	10	8	8	3	10	6	7	7	4	4	5	7	7	
Hardly ever	20	21	21	21	20	19	21	23	17	18	22	20	23	19	24	23	19	23	16	22	25	
NO/DK/NA	56	54	55	55	58	60	61	52	30	41	42	62	52	30	44	44	53	62	59	57	49	
Never	56	53	55	54	57	59	60	52	30	41	42	61	52	29	44	44	53	61	59	57	49	
DK/NA	1	1	1	1	1	1	1	0	0	0	0	0	1	1	0	0	1	1	1	0	0	

TABLE 33: Q15B. 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: Radio for a specific ethnic community

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL T	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
YES	44%	43%	45%	73%	0%	40%	56%	53%	41%	45%	40%	44%	44%	48%	40%	49%	42%	43%	40%	50%	46%	43%
More than once a day	3	3	2	6	0	3	6	4	3	3	3	3	3	4	3	3	4	3	3	5	5	3
Daily	8	9	7	14	0	6	7	10	6	7	6	7	9	8	7	9	6	10	7	10	11	7
Weekly	7	6	6	11	0	6	7	9	6	7	5	7	6	9	6	8	6	6	6	7	7	7
Monthly	5	4	8	8	0	5	10	6	6	6	5	6	5	5	6	8	5	4	4	7	5	5
Hardly ever	20	21	22	34	0	20	26	23	21	22	21	21	21	22	18	20	22	19	20	22	19	21
NO/DK/NA	56	57	55	27	100	60	44	47	59	55	60	56	56	52	60	51	58	57	60	50	54	57
Never	56	57	55	27	99	60	44	46	58	54	60	55	56	52	59	50	58	56	59	49	53	57
DK/NA	1	1	0	0	1	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
YES	44%	31%	65%	67%	52%	60%	50%	61%	54%	43%	42%	35%	48%	39%	42%	47%	49%	44%	38%	44%
More than once a day	3	1	8	8	5	6	7	7	6	3	3	2	4	3	3	4	5	3	2	4
Daily	8	3	18	18	15	15	12	16	16	9	6	3	12	5	9	8	10	8	7	9
Weekly	7	4	10	11	9	13	6	10	7	7	6	5	7	6	6	7	7	6	5	7
Monthly	5	4	7	8	5	8	6	7	4	6	4	5	5	5	4	6	5	5	4	6
Hardly ever	20	20	23	22	19	18	20	22	21	18	23	20	19	22	19	22	22	22	20	18
NO/DK/NA	56	69	35	33	48	40	50	39	46	57	58	65	52	61	58	53	51	56	62	56
Never	56	68	34	32	47	39	49	38	45	56	58	64	51	60	57	53	50	55	62	55
DK/NA	1	1	1	1	1	0	1	1	1	1	1	0	1	1	1	0	1	0	1	1

TABLE 33: Q15B. 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: Radio for a specific ethnic community

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
YES	44%	34%	41%	38%	46%	49%	46%	36%	53%	51%	42%	32%	53%	45%	43%	43%	33%	39%	47%	40%	36%
More than once a day	3	4	2	3	4	5	3	2	5	3	4	1	4	5	3	4	2	3	4	3	2
Daily	8	5	9	8	8	11	8	5	13	11	7	4	9	10	9	8	5	7	10	7	5
Weekly	7	5	7	6	7	7	7	5	8	8	5	5	9	7	6	6	8	4	7	6	6
Monthly	5	4	4	4	5	5	5	4	6	6	5	4	7	6	5	5	2	4	6	4	3
Hardly ever	20	16	19	18	22	20	21	20	21	22	20	18	24	18	20	21	16	22	21	20	19
NO/DK/NA	56	66	59	62	54	51	54	64	47	49	58	68	47	55	57	57	67	61	53	60	64
Never	56	66	58	61	54	50	54	64	47	49	58	68	46	55	56	56	66	60	52	59	64
DK/NA	1	1	1	1	0	1	1	0	1	0	0	0	1	0	0	1	1	1	0	1	1

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
YES	44%	45%	42%	50%	34%	44%	47%	43%	47%	37%	53%	47%	36%	33%	45%	44%	54%	46%	39%	31%	46%	42%
More than once a day	3	3	4	4	2	4	3	3	4	3	5	4	2	2	3	4	5	4	2	2	4	4
Daily	8	9	8	10	6	9	9	8	10	6	11	9	6	5	8	9	12	8	6	5	9	8
Weekly	7	7	6	8	3	7	7	7	8	5	10	7	3	3	7	8	9	8	4	3	8	6
Monthly	5	5	5	5	3	6	6	4	6	4	6	5	3	4	7	6	6	4	3	3	8	4
Hardly ever	20	21	20	22	20	19	22	21	20	19	22	22	21	18	21	16	22	22	22	17	18	19
NO/DK/NA	56	55	58	50	66	56	53	57	53	63	47	53	64	67	55	56	46	54	61	69	54	58
Never	56	54	57	50	65	55	53	56	52	62	47	52	63	66	54	56	46	53	61	68	54	58
DK/NA	1	0	1	0	1	0	0	1	1	1	0	1	1	1	0	1	0	1	1	1	0	0

TABLE 33: Q15B. 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: Radio for a specific ethnic community

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
YES	44%	47%	53%	40%	31%	52%	40%	45%	38%	35%	45%	42%	45%	45%	40%	46%	45%	38%	35%	45%
More than once a day	3	4	5	2	2	5	2	4	2	3	2	3	4	4	3	4	4	2	3	2
Daily	8	8	12	8	4	11	9	6	5	6	11	8	9	8	9	10	6	5	7	10
Weekly	7	8	9	3	4	8	5	8	7	4	6	6	7	7	5	7	7	7	4	6
Monthly	5	4	6	5	2	6	5	6	3	3	4	5	5	5	4	5	6	3	3	5
Hardly ever	20	23	22	20	19	22	18	21	22	18	21	20	20	21	19	20	22	22	18	21
NO/DK/NA	56	53	47	60	69	48	60	55	62	65	55	58	55	55	60	54	55	62	65	55
Never	56	52	47	60	68	48	60	55	61	64	55	57	55	54	59	53	55	61	64	54
DK/NA	1	0	0	1	1	1	0	0	1	1	0	1	1	1	1	1	0	1	1	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
YES	44%	34%	29%	64%	67%	69%	66%	50%	55%	31%	32%	68%	60%	69%	65%	49%	57%	53%	44%	56%
More than once a day	3	1	1	8	8	8	8	4	5	1	1	8	8	10	7	4	5	3	4	6
Daily	8	4	3	18	18	20	17	14	17	3	4	18	18	21	16	14	17	13	13	18
Weekly	7	3	4	11	10	14	9	9	8	4	3	11	10	9	12	9	9	9	7	9
Monthly	5	4	3	6	7	8	8	5	5	5	3	7	6	7	9	5	4	4	4	6
Hardly ever	20	22	17	21	24	19	24	18	20	18	20	25	18	23	22	17	22	23	17	18
NO/DK/NA	56	66	71	36	33	31	34	50	45	69	68	32	40	31	35	51	43	47	56	44
Never	56	65	71	36	31	30	33	49	45	69	67	31	39	30	35	50	43	47	55	43
DK/NA	1	1	1	0	2	1	1	0	1	0	1	1	1	1	0	1	0	1	1	0

TABLE 33: Q15B. 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: Radio for a specific ethnic community

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72
YES	44%	33%	30%	64%	66%	68%	67%	56%	49%	65%	69%	66%	68%	62%	68%	73%	56%	51%	57%	43%
More than once a day	3	1	1	9	7	7	9	4	5	7	11	8	11	6	9	7	5	6	5	2
Daily	8	4	3	18	18	19	18	14	16	18	19	19	14	18	19	20	14	17	16	8
Weekly	7	4	3	10	11	8	12	9	8	10	9	10	11	12	12	9	8	9	9	6
Monthly	5	4	4	8	6	12	6	5	5	6	11	7	9	5	6	13	8	5	4	5
Hardly ever	20	20	19	19	24	23	21	24	15	23	19	23	23	21	21	24	21	14	23	22
NO/DK/NA	56	67	70	36	34	32	33	44	51	35	31	34	32	38	32	27	44	49	43	57
Never	56	67	69	35	33	30	33	44	50	34	30	33	32	36	32	26	42	49	42	57
DK/NA	1	0	1	1	1	2	0	0	1	1	1	1	0	2	0	1	2	1	0	0

TABLE 34: Q15C. 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: Television for a specific ethnic community

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
YES	51%	52%	50%	61%	44%	41%	49%	69%	47%	48%	53%	49%	53%	55%	45%	55%	46%	48%	52%	51%	49%	52%
More than once a day	5	5	5	8	5	2	4	13	5	3	6	4	6	5	5	6	5	5	6	6	5	6
Daily	11	12	11	16	9	6	10	21	9	9	16	10	13	12	10	14	9	10	12	11	11	12
Weekly	9	8	10	10	6	10	9	11	8	8	11	9	9	10	7	10	7	7	8	9	8	9
Monthly	6	6	6	4	6	5	5	6	6	5	6	6	5	6	5	7	5	5	6	6	5	5
Hardly ever	20	21	19	24	18	18	20	18	20	22	15	21	19	22	18	19	20	20	20	19	21	20
NO/DK/NA	49	48	50	39	56	59	51	31	53	52	47	51	47	45	55	45	54	52	48	49	51	48
Never	48	48	49	37	55	59	51	28	53	51	45	50	46	44	54	42	53	51	47	48	50	47
DK/NA	1	1	1	2	1	0	1	3	1	0	2	1	1	1	1	3	1	1	1	1	1	1
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
YES	51%	49%	51%	50%	52%	47%	47%	51%	79%	61%	66%	48%	48%	79%	64%	58%	59%	43%	39%	47%	52%	
More than once a day	5	6	5	5	5	4	4	5	18	5	9	4	3	18	6	6	9	3	2	3	2	
Daily	11	11	10	10	13	14	9	10	26	18	18	10	8	26	14	14	17	9	5	8	7	
Weekly	9	9	9	9	8	9	7	8	16	15	12	7	10	14	12	14	10	7	8	8	10	
Monthly	6	6	6	6	6	4	5	7	8	8	8	5	7	9	8	6	6	3	5	6	7	
Hardly ever	20	18	22	20	20	17	22	21	12	16	19	22	19	12	25	18	17	21	19	23	27	
NO/DK/NA	49	51	49	50	48	53	53	49	21	39	34	52	52	21	36	42	41	57	61	53	48	
Never	48	50	48	49	47	50	53	49	19	38	33	52	51	20	35	42	40	56	61	52	47	
DK/NA	1	1	1	1	1	2	1	0	2	1	1	1	1	1	1	1	1	1	1	0	1	

TABLE 34: Q15C. 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: Television for a specific ethnic community

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
YES	51%	51%	51%	84%	0%	47%	58%	58%	48%	51%	45%	51%	51%	53%	46%	49%	49%	53%	46%	57%	51%	51%
More than once a day	5	6	4	9	0	3	7	7	4	4	3	4	5	5	5	4	4	7	4	8	6	5
Daily	11	12	10	19	0	8	9	12	8	9	9	9	11	13	9	10	9	15	10	13	13	11
Weekly	9	8	8	15	0	8	9	11	8	8	6	8	8	12	8	10	9	8	8	9	8	9
Monthly	6	4	6	9	0	6	10	9	5	6	5	7	6	5	5	5	6	5	4	7	7	5
Hardly ever	20	20	24	33	0	23	23	20	23	24	22	23	21	18	19	19	22	18	20	20	17	21
NO/DK/NA	49	49	49	16	100	53	42	42	52	49	55	49	49	47	54	51	51	47	54	43	49	49
Never	48	48	48	15	98	53	42	42	52	48	54	49	48	45	53	50	50	46	53	41	48	48
DK/NA	1	1	0	0	2	0	0	0	0	0	1	1	1	2	1	1	1	1	1	1	1	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
YES	51%	36%	76%	75%	69%	78%	66%	72%	64%	51%	47%	41%	56%	44%	48%	55%	55%	54%	44%	49%
More than once a day	5	2	12	11	9	12	5	10	11	5	4	2	7	3	5	6	8	5	3	6
Daily	11	4	25	21	22	30	16	21	21	11	9	5	15	7	12	11	12	11	11	10
Weekly	9	5	14	13	14	14	19	14	9	11	7	7	10	7	8	11	8	10	7	10
Monthly	6	4	10	8	5	6	3	8	7	6	4	5	6	5	4	7	6	6	5	6
Hardly ever	20	21	16	21	18	16	23	18	17	18	23	22	18	23	19	21	21	22	19	17
NO/DK/NA	49	64	24	25	31	22	34	28	36	49	53	59	44	56	52	45	45	46	56	51
Never	48	63	22	24	31	21	34	27	34	48	53	59	42	55	51	44	44	44	55	49
DK/NA	1	1	2	2	0	1	0	1	2	1	1	0	1	0	1	1	0	2	0	1

TABLE 34: Q15C. 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: Television for a specific ethnic community

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
YES	51%	36%	47%	43%	53%	55%	53%	42%	62%	59%	47%	39%	63%	52%	44%	50%	41%	50%	53%	48%	45%
More than once a day	5	7	4	5	5	8	5	3	10	7	3	2	6	5	4	6	4	6	5	5	5
Daily	11	7	10	9	12	15	12	6	16	17	9	5	13	12	9	12	7	15	11	11	11
Weekly	9	6	10	8	9	11	9	6	10	11	7	6	13	10	7	8	9	7	10	8	8
Monthly	6	3	6	5	6	6	7	3	7	5	6	3	9	6	5	5	3	3	7	4	3
Hardly ever	20	13	17	16	22	16	21	24	19	19	21	23	22	20	20	20	18	19	21	19	18
NO/DK/NA	49	64	53	57	47	45	47	58	38	41	53	61	37	48	56	50	59	50	47	52	55
Never	48	63	52	56	46	43	46	57	38	41	53	61	36	47	55	49	58	48	46	51	53
DK/NA	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	2	1	1	1

	GENDER			PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
YES	51%	51%	51%	58%	39%	52%	51%	50%	56%	46%	59%	58%	40%	37%	52%	53%	60%	56%	44%	35%	52%	52%
More than once a day	5	5	5	6	4	5	4	6	6	5	8	6	4	3	4	7	6	7	3	4	5	5
Daily	11	11	11	15	7	9	11	12	12	11	16	15	8	7	10	8	16	15	8	7	8	11
Weekly	9	8	9	10	6	10	8	8	11	7	10	10	5	6	9	11	11	9	7	5	10	9
Monthly	6	5	6	6	4	7	6	3	7	6	6	6	3	6	6	8	7	5	5	3	8	5
Hardly ever	20	21	19	20	18	22	22	20	20	18	20	21	20	15	23	20	21	20	20	16	21	22
NO/DK/NA	49	49	49	42	61	48	49	50	44	54	41	42	60	63	48	47	40	44	56	65	48	48
Never	48	49	48	41	60	47	49	49	43	53	40	42	59	61	48	46	39	42	55	64	47	48
DK/NA	1	1	1	1	1	1	0	1	1	1	1	1	1	2	0	1	1	1	1	2	1	0

TABLE 34: Q15C. 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: Television for a specific ethnic community

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
YES	51%	55%	61%	46%	33%	57%	49%	51%	45%	40%	53%	49%	52%	51%	49%	53%	51%	45%	40%	54%
More than once a day	5	5	8	4	3	8	5	4	4	3	5	4	6	5	5	7	4	4	3	5
Daily	11	12	18	10	6	14	11	11	10	6	12	10	12	12	10	13	10	10	7	11
Weekly	9	9	12	9	5	10	9	8	8	7	8	8	9	9	8	10	8	8	6	9
Monthly	6	6	7	4	3	6	7	6	3	3	5	5	6	5	6	6	6	3	3	6
Hardly ever	20	23	18	20	16	19	17	22	20	21	22	22	18	20	20	18	23	20	20	23
NO/DK/NA	49	45	39	54	67	43	51	49	55	60	47	51	48	49	51	47	49	55	60	46
Never	48	44	38	53	65	42	50	48	54	59	47	50	47	48	50	45	48	54	60	45
DK/NA	1	1	1	1	2	1	1	0	1	1	0	1	1	1	1	1	0	1	1	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
YES	51%	39%	34%	73%	80%	73%	76%	68%	70%	35%	38%	78%	74%	72%	79%	65%	75%	64%	62%	75%
More than once a day	5	2	2	12	12	13	11	9	9	1	3	11	14	10	13	8	10	5	6	13
Daily	11	5	4	24	26	21	20	22	23	4	5	22	32	16	25	17	29	19	24	24
Weekly	9	5	5	12	16	13	13	14	15	4	6	17	8	14	12	15	13	14	12	15
Monthly	6	3	4	10	10	5	11	5	6	3	4	12	5	9	8	6	4	7	3	5
Hardly ever	20	23	20	15	17	21	21	18	18	23	20	17	15	22	21	18	18	19	18	18
NO/DK/NA	49	61	66	27	20	27	24	32	30	65	62	22	26	28	21	35	25	36	38	25
Never	48	61	65	26	18	26	22	32	30	65	61	21	25	27	20	35	25	35	38	24
DK/NA	1	1	1	1	2	1	2	1	0	0	1	2	1	2	1	1	0	0	0	1

TABLE 34: Q15C. 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: Television for a specific ethnic community

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
YES	51%	38%	35%	75%	77%	77%	74%	71%	67%	75%	81%	77%	79%	74%	74%	79%	72%	68%	75%	55%
More than once a day	5	2	2	11	12	9	13	10	8	11	13	13	11	10	12	7	15	9	10	8
Daily	11	3	5	29	23	20	21	21	23	25	26	22	35	26	21	23	14	24	23	15
Weekly	9	5	5	13	14	14	12	14	14	13	17	14	14	14	13	13	15	13	16	12
Monthly	6	4	3	6	11	11	7	7	4	10	11	12	7	7	8	10	10	3	6	8
Hardly ever	20	24	19	15	16	23	21	19	17	16	14	16	12	17	21	25	18	18	20	12
NO/DK/NA	49	62	65	25	23	23	26	29	33	25	19	23	21	26	26	21	28	32	25	45
Never	48	62	64	24	21	21	25	29	32	23	18	21	21	25	25	20	24	31	25	45
DK/NA	1	0	1	1	2	3	1	0	1	2	1	2	0	2	1	1	3	1	0	0

TABLE 35: Q15. USE ETHNIC MEDIA

	Q1 TV PROVIDER					Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
YES	60%	60%	57%	69%	62%	64%	58%	75%	57%	57%	63%	59%	61%	65%	53%	65%	56%	58%	62%	61%	60%	61%
NO/DK/NA	40	40	43	31	38	36	42	25	43	43	37	41	39	35	47	35	44	42	38	39	40	39
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
YES	60%	60%	62%	61%	59%	55%	55%	62%	88%	75%	78%	55%	61%	88%	74%	69%	65%	54%	49%	59%	66%	
NO/DK/NA	40	40	38	39	41	45	45	38	12	25	22	45	39	12	26	31	35	46	51	41	34	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
YES	60%	59%	62%	100%	0%	58%	72%	67%	58%	63%	57%	62%	60%	65%	56%	64%	58%	60%	56%	67%	59%	60%
NO/DK/NA	40	41	38	0	100	42	28	33	42	37	43	38	40	35	44	36	42	40	44	33	41	40
	QB/QC ETHNICITY					Q24 EDUCATION					Q27 MARITAL STATUS			Q28 CITY TYPE								
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL		
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750		
YES	60%	47%	81%	86%	76%	82%	74%	79%	71%	60%	57%	53%	64%	55%	57%	64%	66%	62%	53%	60%		
NO/DK/NA	40	53	19	14	24	18	26	21	29	40	43	47	36	45	43	36	34	38	47	40		

TABLE 35: Q15. USE ETHNIC MEDIA

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
YES	60%	45%	55%	52%	63%	65%	61%	53%	72%	67%	56%	47%	72%	62%	54%	59%	49%	63%	62%	57%	55%
NO/DK/NA	40	55	45	48	37	35	39	47	28	33	44	53	28	38	46	41	51	37	38	43	45

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
YES	60%	60%	60%	67%	48%	62%	60%	60%	65%	55%	68%	66%	48%	47%	63%	62%	70%	65%	50%	46%	63%	61%
NO/DK/NA	40	40	40	33	52	38	40	40	35	45	32	34	52	53	37	38	30	35	50	54	37	39

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
YES	60%	65%	69%	56%	42%	66%	59%	61%	54%	51%	60%	59%	61%	61%	58%	62%	61%	54%	49%	63%
NO/DK/NA	40	35	31	44	58	34	41	39	46	49	40	41	39	39	42	38	39	46	51	37

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
YES	60%	50%	45%	77%	85%	86%	86%	75%	77%	47%	48%	82%	80%	84%	88%	71%	83%	74%	71%	79%
NO/DK/NA	40	50	55	23	15	14	14	25	23	53	52	18	20	16	12	29	17	26	29	21

TABLE 35: Q15. USE ETHNIC MEDIA

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
YES	60%	49%	46%	80%	82%	88%	85%	78%	74%	80%	87%	82%	83%	79%	85%	92%	82%	74%	80%	68%
NO/DK/NA	40	51	54	20	18	12	15	22	26	20	13	18	17	21	15	8	18	26	20	32

TABLE 36: Q18. 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?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	2028	973	604	161	283	124	1989	39	800	1003	186	1392	637	986	876	166	1329	1031	949	1091	1122	775
TEXT	71%	72%	68%	71%	71%	71%	71%	45%	71%	73%	62%	72%	67%	74%	69%	64%	73%	73%	72%	71%	72%	69%
Written text	71	72	68	71	71	71	71	45	71	73	62	72	67	74	69	64	73	73	72	71	72	69
AUDIO	5	5	4	7	7	6	5	4	6	4	6	5	5	6	4	4	5	4	5	6	5	6
Audio	5	5	4	7	7	6	5	4	6	4	6	5	5	6	4	4	5	4	5	6	5	6
VIDEO	21	20	23	21	23	23	20	43	22	17	28	21	21	20	23	18	18	18	18	20	19	20
Video	21	20	23	21	23	23	20	43	22	17	28	21	21	20	23	18	18	18	18	20	19	20
ALL/DK/NA/REFUSED	8	8	10	4	9	6	8	21	8	7	10	7	11	7	8	16	8	8	9	8	9	9
All	5	5	7	2	7	2	5	5	6	5	5	5	6	4	6	11	6	6	6	5	6	5
DK/NA/Refused	3	3	3	3	2	4	2	16	2	2	5	2	4	2	3	5	3	2	3	3	3	3

	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	2028	455	753	1207	658	163	1396	156	144	93	86	943	277	129	216	139	547	206	185	979	111
TEXT	71%	76%	72%	74%	67%	63%	75%	69%	59%	60%	49%	74%	74%	63%	62%	65%	61%	79%	72%	75%	63%
Written text	71	76	72	74	67	63	75	69	59	60	49	74	74	63	62	65	61	79	72	75	63
AUDIO	5	4	6	5	5	4	5	3	7	8	5	5	5	5	8	9	6	6	5	4	5
Audio	5	4	6	5	5	4	5	3	7	8	5	5	5	5	8	9	6	6	5	4	5
VIDEO	21	18	18	18	26	23	18	23	33	32	38	19	18	33	28	21	27	11	16	20	24
Video	21	18	18	18	26	23	18	23	33	32	38	19	18	33	28	21	27	11	16	20	24
ALL/DK/NA/REFUSED	8	7	8	8	8	15	7	9	10	9	15	7	8	4	8	13	9	7	10	6	16
All	5	4	6	5	6	5	5	7	7	5	6	5	5	3	5	9	6	4	8	4	10
DK/NA/Refused	3	3	2	2	2	10	2	2	4	4	10	2	3	0	3	4	3	3	2	2	6

TABLE 36: Q18. 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?

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	2028	403	241	1219	810	1545	213	532	1755	740	439	883	1465	272	291	492	940	596	1148	761	665
TEXT	71%	72%	82%	67%	76%	93%	6%	13%	72%	72%	74%	72%	73%	68%	64%	72%	74%	65%	73%	67%	70%	71%
Written text	71	72	82	67	76	93	6	13	72	72	74	72	73	68	64	72	74	65	73	67	70	71
AUDIO	5	7	5	6	3	1	48	4	5	6	4	5	4	7	8	6	5	5	5	6	7	4
Audio	5	7	5	6	3	1	48	4	5	6	4	5	4	7	8	6	5	5	5	6	7	4
VIDEO	21	17	13	23	17	5	10	79	19	23	20	23	20	21	24	20	20	23	18	24	21	21
Video	21	17	13	23	17	5	10	79	19	23	20	23	20	21	24	20	20	23	18	24	21	21
ALL/DK/NA/REFUSED	8	9	4	9	7	7	52	21	8	7	8	7	8	8	9	9	6	11	8	9	8	8
All	5	6	3	6	4	7	52	21	6	5	6	5	6	6	3	7	4	6	5	6	5	5
DK/NA/Refused	3	3	1	3	3	0	0	0	2	2	2	2	2	2	5	2	2	5	3	3	2	3

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
	Base	2028	1207	376	121	97	51	71	761	276	649	634	449	924	1083	1186	813	441	572	571
TEXT	71%	77%	61%	58%	65%	69%	57%	61%	65%	65%	73%	81%	65%	76%	71%	71%	73%	68%	76%	65%
Written text	71	77	61	58	65	69	57	61	65	65	73	81	65	76	71	71	73	68	76	65
AUDIO	5	5	5	7	8	8	5	6	6	5	5	5	6	5	5	5	5	3	5	7
Audio	5	5	5	7	8	8	5	6	6	5	5	5	6	5	5	5	5	3	5	7
VIDEO	21	17	30	31	26	17	26	28	26	25	18	15	26	17	20	22	19	22	19	24
Video	21	17	30	31	26	17	26	28	26	25	18	15	26	17	20	22	19	22	19	24
ALL/DK/NA/REFUSED	8	6	9	8	11	15	20	10	8	9	9	5	9	7	8	8	8	9	6	8
All	5	4	6	5	8	9	11	7	4	6	6	4	6	5	5	6	6	6	4	6
DK/NA/Refused	3	2	2	4	4	5	9	3	4	3	3	1	3	2	3	2	3	4	2	2

TABLE 36: Q18. 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?

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+	
Base	2028	200	383	583	1257	623	692	660	397	322	490	548	490	402	395	514	152	69	1287	735	221	
TEXT	71%	69%	67%	68%	74%	67%	70%	77%	65%	66%	76%	75%	71%	72%	73%	68%	71%	65%	72%	69%	69%	
Written text	71	69	67	68	74	67	70	77	65	66	76	75	71	72	73	68	71	65	72	69	69	
AUDIO	5	4	6	5	5	5	6	4	7	6	4	3	4	5	5	7	6	2	5	6	5	
Audio	5	4	6	5	5	5	6	4	7	6	4	3	4	5	5	7	6	2	5	6	5	
VIDEO	21	22	26	24	18	24	21	17	24	25	17	18	25	20	19	20	14	22	22	19	17	
Video	21	22	26	24	18	24	21	17	24	25	17	18	25	20	19	20	14	22	22	19	17	
ALL/DK/NA/REFUSED	8	9	7	8	7	9	9	6	10	7	7	6	6	7	8	9	12	14	7	10	13	
All	5	6	4	5	5	6	6	4	7	5	4	5	4	6	5	6	7	4	5	6	6	
DK/NA/Refused	3	3	3	3	2	3	3	2	3	2	3	1	2	1	3	3	5	10	2	4	6	

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	2028	1061	968	832	579	617	648	409	638	326	394	439	325	253	342	276	524	305	308	268	455	162
TEXT	71%	69%	73%	70%	70%	73%	70%	68%	74%	70%	69%	71%	65%	75%	73%	73%	72%	67%	72%	66%	72%	76%
Written text	71	69	73	70	70	73	70	68	74	70	69	71	65	75	73	73	72	67	72	66	72	76
AUDIO	5	5	6	7	3	5	4	6	6	6	6	8	4	3	4	5	5	9	3	4	5	4
Audio	5	5	6	7	3	5	4	6	6	6	6	8	4	3	4	5	5	9	3	4	5	4
VIDEO	21	22	20	19	22	21	24	18	20	20	19	20	25	19	22	21	19	19	26	19	22	19
Video	21	22	20	19	22	21	24	18	20	20	19	20	25	19	22	21	19	19	26	19	22	19
ALL/DK/NA/REFUSED	8	10	6	8	10	6	9	12	6	8	11	6	11	8	7	6	8	9	7	14	6	6
All	5	7	4	5	7	4	7	7	3	5	9	3	8	6	4	3	6	5	6	9	4	3
DK/NA/Refused	3	3	3	3	3	3	2	5	2	3	3	3	3	2	3	2	2	4	1	5	3	2

TABLE 36: Q18. 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?

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NORTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	2028	481	323	198	350	494	457	455	193	210	220	885	1143	1465	564	929	464	193	232	211
TEXT	71%	74%	65%	72%	70%	71%	69%	74%	69%	71%	67%	72%	70%	72%	68%	70%	74%	69%	69%	71%
Written text	71	74	65	72	70	71	69	74	69	71	67	72	70	72	68	70	74	69	69	71
AUDIO	5	6	7	3	4	3	6	6	6	1	10	6	5	5	5	5	6	6	4	7
Audio	5	6	7	3	4	3	6	6	6	1	10	6	5	5	5	5	6	6	4	7
VIDEO	21	16	24	22	21	21	23	15	23	20	24	19	22	20	23	22	16	23	22	22
Video	21	16	24	22	21	21	23	15	23	20	24	19	22	20	23	22	16	23	22	22
ALL/DK/NA/REFUSED	8	8	8	8	10	9	8	8	7	11	7	8	8	8	9	8	8	7	9	8
All	5	5	5	7	8	6	6	5	3	6	4	5	5	5	6	6	6	3	5	5
DK/NA/Refused	3	3	3	1	3	3	2	2	4	4	3	3	3	3	3	2	2	4	4	3

	ETHNICITY BY GENDER									ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	2028	641	566	189	187	54	67	56	41	675	527	319	58	83	37	68	29	31	22	44
TEXT	71%	76%	77%	60%	63%	49%	66%	64%	65%	81%	72%	62%	59%	61%	52%	67%	59%	70%	60%	64%
Written text	71	76	77	60	63	49	66	64	65	81	72	62	59	61	52	67	59	70	60	64
AUDIO	5	4	5	6	4	12	3	7	9	5	5	4	10	5	10	8	8	8	12	6
Audio	5	4	5	6	4	12	3	7	9	5	5	4	10	5	10	8	8	8	12	6
VIDEO	21	16	17	31	28	36	28	27	25	16	18	31	22	32	31	25	29	27	22	27
Video	21	16	17	31	28	36	28	27	25	16	18	31	22	32	31	25	29	27	22	27
ALL/DK/NA/REFUSED	8	7	6	9	8	12	5	12	10	4	9	8	13	7	12	11	13	5	14	14
All	5	5	4	7	6	10	1	9	6	3	6	6	7	4	6	8	7	2	7	12
DK/NA/Refused	3	3	2	3	2	2	4	4	4	2	3	2	5	2	6	3	6	4	7	2

TABLE 36: Q18. 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?

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	2028	569	639	118	258	35	86	43	54	300	73	230	49	97	79	28	14	46	36
TEXT	71%	75%	78%	65%	60%	68%	54%	64%	65%	64%	50%	60%	64%	62%	55%	66%	61%	69%	65%	50%
Written text	71	75	78	65	60	68	54	64	65	64	50	60	64	62	55	66	61	69	65	50
AUDIO	5	4	5	7	4	5	8	9	7	6	3	4	8	6	6	6	10	5	8	15
Audio	5	4	5	7	4	5	8	9	7	6	3	4	8	6	6	6	10	5	8	15
VIDEO	21	16	17	25	32	27	33	22	29	28	38	31	20	32	33	25	33	28	22	29
Video	21	16	17	25	32	27	33	22	29	28	38	31	20	32	33	25	33	28	22	29
ALL/DK/NA/REFUSED	8	8	5	6	10	7	9	14	10	8	12	10	7	6	10	9	0	10	13	14
All	5	5	3	3	8	7	4	9	6	5	10	8	0	5	4	9	0	7	9	6
DK/NA/Refused	3	3	2	3	2	0	5	4	4	3	2	2	7	1	5	0	0	3	3	8

TABLE 37: Q18. CA GOV'T & POLITICS NEWS INTERNET FROM

	Q1 TV PROVIDER					Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	2028	973	604	161	283	124	1989	39	800	1003	186	1392	637	986	876	166	1329	1031	949	1091	1122	775
TEXT/ALL	76%	77%	75%	73%	77%	73%	77%	50%	77%	78%	67%	78%	73%	78%	75%	75%	78%	79%	77%	76%	78%	75%
AUDIO/ALL	11	11	10	8	14	8	11	9	12	9	11	10	12	10	10	15	10	10	11	11	10	11
VIDEO/ALL	26	26	29	23	30	25	26	48	28	22	33	26	28	24	29	29	24	24	24	25	25	25
ALL/DK/NA/REFUSED	8	8	10	4	9	6	8	21	8	7	10	7	11	7	8	16	8	8	9	8	9	9

	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	2028	455	753	1207	658	163	1396	156	144	93	86	943	277	129	216	139	547	206	185	979	111
TEXT/ALL	76%	81%	78%	79%	73%	68%	80%	76%	65%	65%	54%	79%	79%	66%	68%	74%	67%	84%	79%	79%	72%
AUDIO/ALL	11	8	12	10	11	10	10	10	14	13	10	10	10	8	13	18	12	11	13	8	15
VIDEO/ALL	26	22	24	23	32	28	23	30	40	37	43	24	23	36	33	30	33	15	24	24	34
ALL/DK/NA/REFUSED	8	7	8	8	8	15	7	9	10	9	15	7	8	4	8	13	9	7	10	6	16

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TOTAL TABL	EAS-MOBL	HARD-IER	NODFF-DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
Base	2028	403	241	1219	810	1545	213	532	1755	740	439	883	1465	272	291	492	940	596	1148	761	665	1342
TEXT/ALL	76%	78%	85%	73%	81%	100%	58%	34%	78%	77%	80%	77%	78%	74%	67%	79%	78%	72%	78%	73%	76%	77%
AUDIO/ALL	11	13	8	13	7	8	100	25	10	11	10	11	10	13	11	13	9	11	10	11	12	10
VIDEO/ALL	26	23	16	29	22	12	62	100	25	28	26	28	26	27	27	27	24	30	24	30	26	26
ALL/DK/NA/REFUSED	8	9	4	9	7	7	52	21	8	7	8	7	8	8	9	9	6	11	8	9	8	8

TABLE 37: Q18. CA GOV'T & POLITICS NEWS INTERNET FROM

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	2028	1207	376	121	97	51	71	761	276	649	634	449	924	1083	1186	813	441	572	571	406
TEXT/ALL	76%	81%	68%	63%	72%	78%	68%	68%	69%	71%	79%	85%	71%	81%	76%	76%	78%	74%	81%	71%
AUDIO/ALL	11	9	11	11	15	17	16	13	10	12	11	9	11	10	10	11	11	9	10	13
VIDEO/ALL	26	21	36	36	33	27	36	35	30	32	24	19	31	22	25	28	24	28	23	30
ALL/DK/NA/REFUSED	8	6	9	8	11	15	20	10	8	9	9	5	9	7	8	8	8	9	6	8

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	2028	200	383	583	1257	623	692	660	397	322	490	548	490	402	395	514	152	69	1287	735	221
TEXT/ALL	76%	76%	71%	73%	79%	73%	76%	81%	72%	72%	80%	80%	75%	78%	78%	74%	79%	69%	77%	75%	76%
AUDIO/ALL	11	10	10	10	10	11	12	8	14	12	8	8	8	11	11	13	13	6	10	12	11
VIDEO/ALL	26	28	30	29	23	30	28	21	31	31	21	23	30	26	24	26	22	26	27	25	23
ALL/DK/NA/REFUSED	8	9	7	8	7	9	9	6	10	7	7	6	6	7	8	9	12	14	7	10	13

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	2028	1061	968	832	579	617	648	409	638	326	394	439	325	253	342	276	524	305	308	268	455	162
TEXT/ALL	76%	76%	77%	75%	77%	77%	77%	75%	77%	75%	77%	74%	73%	81%	77%	76%	77%	72%	78%	75%	75%	79%
AUDIO/ALL	11	12	9	12	11	8	11	13	9	10	14	10	12	9	8	8	11	14	9	12	9	7
VIDEO/ALL	26	28	24	25	30	25	31	25	23	25	27	22	33	26	26	24	25	24	32	27	26	22
ALL/DK/NA/REFUSED	8	10	6	8	10	6	9	12	6	8	11	6	11	8	7	6	8	9	7	14	6	6

TABLE 37: Q18. CA GOV'T & POLITICS NEWS INTERNET FROM

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	2028	481	323	198	350	494	457	455	193	210	220	885	1143	1465	564	929	464	193	232	211
TEXT/ALL	76%	80%	70%	79%	78%	77%	75%	79%	72%	78%	72%	77%	75%	77%	75%	76%	80%	72%	74%	76%
AUDIO/ALL	11	11	13	10	11	9	12	11	10	8	14	11	10	10	11	11	11	10	9	11
VIDEO/ALL	26	21	30	29	29	27	29	21	27	26	29	24	28	25	29	28	21	27	27	27
ALL/DK/NA/REFUSED	8	8	8	8	10	9	8	8	7	11	7	8	8	8	9	8	8	7	9	8

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	2028	641	566	189	187	54	67	56	41	675	527	319	58	83	37	68	29	31	22	44
TEXT/ALL	76%	81%	81%	67%	68%	58%	67%	73%	71%	83%	78%	68%	67%	65%	58%	75%	66%	71%	67%	76%
AUDIO/ALL	11	9	9	12	10	21	3	16	14	7	11	10	17	10	16	15	15	9	19	17
VIDEO/ALL	26	21	20	38	33	46	29	35	31	18	24	37	29	36	37	32	36	29	29	39
ALL/DK/NA/REFUSED	8	7	6	9	8	12	5	12	10	4	9	8	13	7	12	11	13	5	14	14

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	2028	569	639	118	258	35	86	43	54	300	73	230	49	97	79	28	14	46	36	14
TEXT/ALL	76%	80%	81%	68%	68%	75%	58%	73%	72%	69%	60%	68%	64%	67%	59%	75%	61%	76%	74%	55%
AUDIO/ALL	11	10	8	10	12	12	11	18	13	11	13	12	8	11	10	15	10	12	18	20
VIDEO/ALL	26	21	20	28	39	34	37	31	35	33	48	39	20	36	38	34	33	35	31	34
ALL/DK/NA/REFUSED	8	8	5	6	10	7	9	14	10	8	12	10	7	6	10	9	0	10	13	14

TABLE 38: Q19. What kind of a device do you use to read news about California government and politics on the Internet?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	2028	973	604	161	283	124	1989	39	800	1003	186	1392	637	986	876	166	1329	1031	949	1091	1122	775
PC	75%	74%	74%	80%	76%	81%	76%	33%	73%	78%	82%	68%	91%	76%	74%	79%	76%	76%	74%	76%	73%	73%
Computer	75	74	74	80	76	81	76	33	73	78	82	68	91	76	74	79	76	76	74	76	73	73
TOTAL MOBILE	32	32	32	31	42	35	32	49	39	28	25	43	10	35	31	26	31	30	31	32	32	33
Smart phone	25	23	26	23	36	31	25	45	32	21	20	36	1	29	23	19	23	22	23	24	24	27
Tablet	10	12	9	11	13	7	11	4	13	10	6	11	9	10	11	11	12	11	12	11	12	10
ALL/DK/NA/REFUSED	13	13	13	12	13	6	12	20	16	11	7	16	4	11	14	13	14	15	15	13	15	14
All	11	12	12	11	12	4	11	1	15	10	4	16	1	11	12	11	13	13	13	12	13	12
DK/NA/Refused	1	1	2	1	0	2	1	18	1	1	3	1	3	1	2	2	2	1	2	1	2	2
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	2028	455	753	1207	658	163	1396	156	144	93	86	943	277	129	216	139	547	206	185	979	111	
PC	75%	76%	75%	75%	78%	66%	76%	72%	78%	76%	59%	73%	75%	79%	77%	73%	77%	81%	78%	73%	76%	
Computer	75	76	75	75	78	66	76	72	78	76	59	73	75	79	77	73	77	81	78	73	76	
TOTAL MOBILE	32	30	33	32	33	33	31	38	32	36	44	31	38	41	40	29	31	19	37	35	33	
Smart phone	25	23	26	25	26	29	24	34	26	31	33	23	30	34	32	22	25	12	30	28	24	
Tablet	10	11	11	11	11	5	11	9	9	6	12	12	11	14	10	7	9	9	11	12	9	
ALL/DK/NA/REFUSED	13	15	13	14	9	16	14	10	5	10	15	15	12	7	10	11	10	12	11	14	11	
All	11	14	12	12	9	10	13	8	4	8	11	13	11	7	8	7	9	10	10	14	6	
DK/NA/Refused	1	1	1	1	1	6	1	2	1	1	4	2	0	0	2	4	1	2	1	1	5	

TABLE 38: Q19. What kind of a device do you use to read news about California government and politics on the Internet?

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	Total																					
Base	2028	403	241	1219	810	1545	213	532	1755	740	439	883	1465	272	291	492	940	596	1148	761	665	1342
PC	75%	82%	78%	73%	78%	76%	76%	73%	87%	47%	28%	47%	75%	80%	75%	76%	73%	78%	78%	72%	72%	78%
Computer	75	82	78	73	78	76	76	73	87	47	28	47	75	80	75	76	73	78	78	72	72	78
TOTAL MOBILE	32	24	34	35	29	32	35	37	23	69	48	74	34	31	27	34	33	30	29	37	38	30
Smart phone	25	17	30	28	21	25	28	29	20	69	16	58	27	24	21	25	27	23	20	32	31	23
Tablet	10	9	11	10	11	11	10	12	7	9	48	24	11	9	10	13	10	9	12	8	12	9
ALL/DK/NA/REFUSED	13	11	10	12	14	13	10	11	13	31	52	26	12	11	15	12	14	10	12	12	14	11
All	11	9	10	10	12	12	10	10	13	31	52	26	12	8	11	12	13	8	11	11	13	10
DK/NA/Refused	1	2	0	1	2	1	0	1	0	0	0	0	1	2	4	0	1	3	1	1	1	2

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL	
	Total																			
Base	2028	1207	376	121	97	51	71	761	276	649	634	449	924	1083	1186	813	441	572	571	406
PC	75%	78%	70%	71%	78%	82%	76%	72%	76%	78%	72%	76%	78%	74%	75%	77%	78%	73%	76%	76%
Computer	75	78	70	71	78	82	76	72	76	78	72	76	78	74	75	77	78	73	76	76
TOTAL MOBILE	32	29	42	45	30	29	30	38	31	32	32	33	32	33	31	35	32	34	31	32
Smart phone	25	21	36	36	24	23	26	32	25	26	26	25	26	25	22	31	26	28	23	25
Tablet	10	11	9	14	10	10	6	9	8	9	10	15	8	12	13	7	9	10	11	11
ALL/DK/NA/REFUSED	13	13	9	10	11	9	13	11	7	8	17	15	8	16	13	11	13	12	14	10
All	11	12	8	10	9	8	11	10	5	7	15	15	7	15	12	9	12	10	13	8
DK/NA/Refused	1	2	1	0	2	1	2	1	2	1	2	1	1	1	1	2	0	2	1	2

TABLE 38: Q19. What kind of a device do you use to read news about California government and politics on the Internet?

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES,	YES,	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+	
		STRNG	SMWT	YES	NO																	
Base	2028	200	383	583	1257	623	692	660	397	322	490	548	490	402	395	514	152	69	1287	735	221	
PC	75%	78%	75%	76%	76%	74%	75%	79%	78%	82%	76%	69%	73%	67%	73%	83%	85%	79%	71%	83%	83%	
Computer	75	78	75	76	76	74	75	79	78	82	76	69	73	67	73	83	85	79	71	83	83	
TOTAL MOBILE	32	24	31	29	33	29	33	36	31	30	33	37	44	42	30	24	16	15	39	21	16	
Smart phone	25	20	25	23	26	22	25	30	26	26	25	27	40	36	22	13	11	4	33	12	9	
Tablet	10	8	8	8	12	10	10	11	5	6	10	17	6	11	13	14	6	11	10	12	7	
ALL/DK/NA/REFUSED	13	12	12	12	13	14	11	11	9	6	12	20	9	17	15	9	13	16	13	11	14	
All	11	11	11	11	12	12	10	10	7	6	11	19	8	17	14	8	9	6	13	8	8	
DK/NA/Refused	1	1	1	1	1	2	1	1	2	0	1	1	1	0	1	1	4	10	1	2	6	

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	2028	1061	968	832	579	617	648	409	638	326	394	439	325	253	342	276	524	305	308	268	455	162
PC	75%	75%	76%	74%	77%	75%	70%	82%	72%	84%	74%	75%	75%	80%	76%	74%	70%	81%	71%	84%	72%	83%
Computer	75	75	76	74	77	75	70	82	72	84	74	75	75	80	76	74	70	81	71	84	72	83
TOTAL MOBILE	32	32	33	35	29	32	38	22	40	21	34	36	32	25	28	37	42	23	39	18	35	24
Smart phone	25	25	26	28	21	25	31	14	35	10	26	30	24	17	23	29	37	13	30	11	30	11
Tablet	10	11	10	11	10	10	11	12	8	13	13	10	12	8	9	11	11	13	10	10	8	15
ALL/DK/NA/REFUSED	13	14	11	12	13	13	15	12	12	9	14	11	13	12	14	11	12	12	14	11	14	8
All	11	12	10	11	11	12	14	9	11	7	12	10	12	10	13	10	12	8	13	9	13	7
DK/NA/Refused	1	1	1	1	2	1	0	3	1	2	2	1	1	2	1	1	0	3	1	2	1	1

TABLE 38: Q19. What kind of a device do you use to read news about California government and politics on the Internet?

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	2028	481	323	198	350	494	457	455	193	210	220	885	1143	1465	564	929	464	193	232	211
PC	75%	77%	72%	77%	79%	74%	76%	76%	75%	77%	75%	76%	75%	75%	75%	75%	76%	75%	79%	73%
Computer	75	77	72	77	79	74	76	76	75	77	75	76	75	75	75	75	76	75	79	73
TOTAL MOBILE	32	36	34	26	31	33	31	33	32	29	36	33	32	32	32	32	34	32	30	33
Smart phone	25	29	27	22	21	26	25	26	21	24	28	26	25	25	27	26	27	21	25	25
Tablet	10	12	11	4	14	11	8	13	15	7	9	11	10	12	7	10	13	15	6	10
ALL/DK/NA/REFUSED	13	12	13	13	11	13	13	12	13	12	11	12	13	13	12	13	12	13	11	12
All	11	11	12	12	9	12	12	11	11	10	10	10	12	11	11	12	11	11	10	10
DK/NA/Refused	1	1	1	1	1	1	1	1	2	2	1	1	1	1	1	1	1	2	1	2

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	2028	641	566	189	187	54	67	56	41	675	527	319	58	83	37	68	29	31	22	44
PC	75%	76%	80%	74%	65%	65%	76%	79%	78%	73%	84%	67%	83%	67%	79%	76%	84%	81%	80%	76%
Computer	75	76	80	74	65	65	76	79	78	73	84	67	83	67	79	76	84	81	80	76
TOTAL MOBILE	32	29	29	37	46	48	42	31	28	36	21	45	25	52	31	33	21	26	23	36
Smart phone	25	21	21	31	40	40	34	24	23	30	10	39	19	43	23	28	12	20	17	29
Tablet	10	12	10	9	10	13	15	12	7	9	14	9	11	14	14	9	10	8	6	13
ALL/DK/NA/REFUSED	13	16	10	8	10	11	10	11	12	15	10	9	10	11	8	12	10	11	13	11
All	11	14	9	6	9	11	10	10	9	15	7	8	6	11	8	10	8	10	8	10
DK/NA/Refused	1	2	1	1	1	0	0	2	2	1	3	1	3	0	0	2	2	1	4	1

TABLE 38: Q19. What kind of a device do you use to read news about California government and politics on the Internet?

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	2028	569	639	118	258	35	86	43	54	300	73	230	49	97	79	28	14	46	36	14
PC	75%	78%	77%	66%	71%	78%	68%	77%	80%	71%	67%	71%	73%	64%	71%	77%	59%	79%	75%	85%
Computer	75	78	77	66	71	78	68	77	80	71	67	71	73	64	71	77	59	79	75	85
TOTAL MOBILE	32	31	27	37	44	49	43	31	28	42	43	45	30	39	42	52	46	28	32	28
Smart phone	25	23	19	34	37	42	34	22	25	37	34	38	24	37	34	45	31	25	24	19
Tablet	10	11	11	7	10	21	11	15	5	9	11	10	12	6	10	22	20	4	16	9
ALL/DK/NA/REFUSED	13	11	15	16	6	7	12	11	11	9	8	6	10	16	12	9	6	12	11	11
All	11	9	14	15	5	7	12	9	10	7	8	4	8	16	12	9	6	10	10	7
DK/NA/Refused	1	2	1	1	1	0	0	2	2	1	0	1	2	0	0	0	0	2	2	4

TABLE 39: Q19. CA GOV'T & POLITICS NEWS INTERNET DEVICE

	Q1 TV PROVIDER					Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	2028	973	604	161	283	124	1989	39	800	1003	186	1392	637	986	876	166	1329	1031	949	1091	1122	775
PC/ALL	87%	86%	86%	90%	88%	86%	88%	34%	87%	88%	86%	84%	93%	86%	86%	90%	88%	89%	87%	88%	87%	85%
SMARTPHONE/ALL	36	35	38	34	48	35	36	46	46	31	24	52	2	39	35	30	36	36	36	36	37	39
TABLET/ALL	22	24	21	21	25	12	22	5	27	20	10	27	11	21	23	22	24	25	25	23	26	22
TOTAL MOBILE/ALL	44	44	44	41	55	40	43	50	54	38	29	58	11	46	42	37	43	43	44	44	45	45
ALL/DK/NA/REFUSED	13	13	13	12	13	6	12	20	16	11	7	16	4	11	14	13	14	15	15	13	15	14
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	2028	455	753	1207	658	163	1396	156	144	93	86	943	277	129	216	139	547	206	185	979	111	
PC/ALL	87%	90%	86%	88%	87%	76%	89%	81%	83%	84%	70%	86%	86%	86%	85%	80%	85%	91%	88%	86%	82%	
SMARTPHONE/ALL	36	37	38	37	34	39	37	42	31	39	44	37	42	41	41	29	33	22	40	41	30	
TABLET/ALL	22	25	23	24	20	15	24	17	13	14	23	25	22	20	18	15	17	20	21	25	15	
TOTAL MOBILE/ALL	44	44	45	44	42	43	44	47	37	44	55	44	49	48	49	36	40	30	47	48	39	
ALL/DK/NA/REFUSED	13	15	13	14	9	16	14	10	5	10	15	15	12	7	10	11	10	12	11	14	11	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	2028	403	241	1219	810	1545	213	532	1755	740	439	883	1465	272	291	492	940	596	1148	761	665	1342
PC/ALL	87%	91%	88%	84%	91%	88%	86%	82%	100%	78%	79%	72%	86%	88%	86%	88%	86%	86%	89%	83%	85%	87%
SMARTPHONE/ALL	36	27	39	38	34	37	38	39	33	100	67	84	38	32	32	38	40	30	32	43	44	33
TABLET/ALL	22	18	21	21	23	23	20	21	20	40	100	50	22	18	21	25	23	17	24	19	25	19
TOTAL MOBILE/ALL	44	34	44	45	41	44	45	47	36	100	100	100	45	39	38	46	46	37	40	48	51	40
ALL/DK/NA/REFUSED	13	11	10	12	14	13	10	11	13	31	52	26	12	11	15	12	14	10	12	14	14	11

TABLE 39: Q19. CA GOV'T & POLITICS NEWS INTERNET DEVICE

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	2028	1207	376	121	97	51	71	761	276	649	634	449	924	1083	1186	813	441	572	571	406
PC/ALL	87%	89%	77%	81%	88%	90%	88%	82%	81%	86%	87%	91%	84%	89%	87%	86%	91%	82%	89%	85%
SMARTPHONE/ALL	36	33	44	47	33	32	37	42	30	33	41	39	32	40	34	40	38	37	36	33
TABLET/ALL	22	23	17	24	19	18	17	19	13	16	25	29	15	27	25	16	22	19	24	20
TOTAL MOBILE/ALL	44	41	50	55	39	38	41	48	37	40	47	48	39	48	43	44	44	44	44	41
ALL/DK/NA/REFUSED	13	13	9	10	11	9	13	11	7	8	17	15	8	16	13	11	13	12	14	10

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	2028	200	383	583	1257	623	692	660	397	322	490	548	490	402	395	514	152	69	1287	735	221
PC/ALL	87%	89%	86%	87%	88%	86%	85%	89%	85%	87%	87%	88%	81%	84%	87%	91%	94%	86%	84%	91%	91%
SMARTPHONE/ALL	36	31	36	34	38	35	35	40	33	32	36	46	48	53	36	22	20	10	46	20	17
TABLET/ALL	22	19	19	19	23	22	21	21	12	12	21	36	14	28	27	22	15	17	22	20	16
TOTAL MOBILE/ALL	44	35	42	40	45	41	43	46	38	36	43	56	52	58	44	32	25	21	52	30	24
ALL/DK/NA/REFUSED	13	12	12	12	13	14	11	11	9	6	12	20	9	17	15	9	13	16	13	11	14

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	2028	1061	968	832	579	617	648	409	638	326	394	439	325	253	342	276	524	305	308	268	455	162
PC/ALL	87%	87%	86%	85%	88%	87%	85%	91%	83%	91%	86%	85%	87%	90%	89%	84%	83%	90%	84%	93%	85%	91%
SMARTPHONE/ALL	36	37	36	39	32	37	46	23	46	17	39	39	36	27	36	39	49	22	43	20	44	19
TABLET/ALL	22	23	20	22	21	21	25	21	19	20	25	20	23	18	22	20	23	21	24	18	21	23
TOTAL MOBILE/ALL	44	44	43	46	40	44	52	31	51	28	46	46	44	35	41	47	55	32	52	26	48	31
ALL/DK/NA/REFUSED	13	14	11	12	13	13	15	12	12	9	14	11	13	12	14	11	12	12	14	11	14	8

TABLE 39: Q19. CA GOV'T & POLITICS NEWS INTERNET DEVICE

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	2028	481	323	198	350	494	457	455	193	210	220	885	1143	1465	564	929	464	193	232	211
PC/ALL	87%	87%	84%	89%	88%	86%	88%	87%	86%	87%	85%	87%	86%	87%	86%	87%	87%	86%	88%	83%
SMARTPHONE/ALL	36	40	39	34	30	38	37	37	32	34	38	37	36	36	38	38	37	32	35	35
TABLET/ALL	22	23	23	16	23	23	20	24	26	17	19	21	22	23	18	21	24	26	16	20
TOTAL MOBILE/ALL	44	47	46	38	40	45	43	44	43	39	46	43	44	44	43	44	45	43	40	43
ALL/DK/NA/REFUSED	13	12	13	13	11	13	13	12	13	12	11	12	13	13	12	13	12	13	11	12

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	2028	641	566	189	187	54	67	56	41	675	527	319	58	83	37	68	29	31	22	44
PC/ALL	87%	90%	89%	80%	75%	76%	85%	89%	87%	88%	91%	75%	89%	78%	87%	86%	92%	91%	88%	85%
SMARTPHONE/ALL	36	35	30	38	50	50	44	34	32	45	17	47	26	54	31	38	20	30	25	39
TABLET/ALL	22	27	19	15	19	24	25	21	16	24	21	17	17	26	22	20	18	18	14	22
TOTAL MOBILE/ALL	44	43	38	43	56	59	52	41	37	50	29	53	31	63	39	43	29	36	31	45
ALL/DK/NA/REFUSED	13	16	10	8	10	11	10	11	12	15	10	9	10	11	8	12	10	11	13	11

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	2028	569	639	118	258	35	86	43	54	300	73	230	49	97	79	28	14	46	36	14
PC/ALL	87%	87%	91%	81%	76%	85%	79%	86%	89%	78%	75%	75%	81%	81%	82%	86%	64%	89%	84%	92%
SMARTPHONE/ALL	36	32	34	48	42	49	46	32	34	44	42	42	32	53	46	54	36	34	34	27
TABLET/ALL	22	20	26	22	15	28	23	25	15	16	19	14	20	23	22	31	26	14	26	17
TOTAL MOBILE/ALL	44	40	41	52	48	56	55	40	38	49	51	49	38	56	54	61	52	38	42	36
ALL/DK/NA/REFUSED	13	11	15	16	6	7	12	11	11	9	8	6	10	16	12	9	6	12	11	11

TABLE 40: Q20. When you look for news and news headlines, do you prefer...

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
SHARE YOUR POLITICAL POV	21%	21%	22%	18%	20%	17%	20%	25%	21%	21%	18%	20%	21%	19%	23%	16%	19%	19%	17%	19%	19%	21%
Share your political p/view	21	21	22	18	20	17	20	25	21	21	18	20	21	19	23	16	19	19	17	19	19	21
DON'T HAVE PARTICULAR POV	44	46	43	42	47	36	46	26	48	47	39	47	40	47	43	37	46	46	46	45	46	42
Don't have particular p/view	44	46	43	42	47	36	46	26	48	47	39	47	40	47	43	37	46	46	46	45	46	42
DIFFERENT POINT OF VIEW	13	13	12	16	11	16	11	24	9	11	18	12	14	13	13	11	10	11	13	14	10	14
P/view different from you	13	13	12	16	11	16	11	24	9	11	18	12	14	13	13	11	10	11	13	14	10	14
ALL/DK/NA/REFUSED	23	21	23	24	22	32	22	25	22	22	25	21	25	20	21	37	25	24	24	22	25	22
All	17	17	17	18	18	24	18	14	19	17	18	17	18	17	16	26	21	21	20	18	21	17
DK/NA/Refused	5	4	6	6	4	8	4	12	3	4	7	4	7	4	5	11	4	3	4	5	4	5
		Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
SHARE YOUR POLITICAL POV	21%	17%	22%	20%	21%	24%	18%	28%	25%	29%	23%	19%	23%	27%	22%	26%	24%	21%	20%	18%	13%	
Share your political p/view	21	17	22	20	21	24	18	28	25	29	23	19	23	27	22	26	24	21	20	18	13	
DON'T HAVE PARTICULAR POV	44	45	45	45	45	35	49	40	34	28	30	49	44	33	42	37	38	48	50	48	42	
Don't have particular p/view	44	45	45	45	45	35	49	40	34	28	30	49	44	33	42	37	38	48	50	48	42	
DIFFERENT POINT OF VIEW	13	12	12	12	14	13	10	13	23	21	25	12	12	22	16	13	15	9	9	11	19	
P/view different from you	13	12	12	12	14	13	10	13	23	21	25	12	12	22	16	13	15	9	9	11	19	
ALL/DK/NA/REFUSED	23	26	21	23	21	28	22	20	18	21	22	20	21	18	20	24	22	22	20	23	26	
All	17	23	19	20	14	12	18	17	15	13	12	16	20	13	16	18	16	19	16	19	15	
DK/NA/Refused	5	3	3	3	6	15	4	3	3	8	10	4	1	5	3	7	6	3	4	3	11	

TABLE 40: Q20. When you look for news and news headlines, do you prefer...

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
SHARE YOUR POLITICAL POV	21%	22%	18%	21%	20%	18%	24%	18%	18%	19%	13%	18%	21%	19%	20%	20%	19%	23%	20%	22%	21%	21%
Share your political p/view	21	22	18	21	20	18	24	18	18	19	13	18	21	19	20	20	19	23	20	22	21	21
DON'T HAVE PARTICULAR POV	44	43	49	40	50	51	35	38	50	49	52	49	45	42	41	46	48	39	47	39	44	44
Don't have particular p/view	44	43	49	40	50	51	35	38	50	49	52	49	45	42	41	46	48	39	47	39	44	44
DIFFERENT POINT OF VIEW	13	12	12	17	7	9	15	19	10	12	10	13	11	17	13	10	11	16	10	17	13	13
P/view different from you	13	12	12	17	7	9	15	19	10	12	10	13	11	17	13	10	11	16	10	17	13	13
ALL/DK/NA/REFUSED	23	23	21	23	23	22	26	25	22	20	25	20	22	22	25	24	22	22	23	21	22	23
All	17	19	18	18	17	19	22	20	19	17	22	17	19	15	16	21	19	14	19	15	17	18
DK/NA/Refused	5	4	2	5	6	3	4	4	4	3	3	3	3	7	10	3	3	8	4	6	5	5

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
SHARE YOUR POLITICAL POV	21%	20%	23%	24%	26%	28%	24%	22%	26%	20%	19%	18%	22%	19%	21%	21%	23%	20%	20%	20%
Share your political p/view	21	20	23	24	26	28	24	22	26	20	19	18	22	19	21	21	23	20	20	20
DON'T HAVE PARTICULAR POV	44	50	36	30	36	37	34	35	32	43	47	55	39	50	45	42	41	46	48	41
Don't have particular p/view	44	50	36	30	36	37	34	35	32	43	47	55	39	50	45	42	41	46	48	41
DIFFERENT POINT OF VIEW	13	8	23	22	13	11	14	20	22	14	10	4	17	8	10	16	13	13	11	14
P/view different from you	13	8	23	22	13	11	14	20	22	14	10	4	17	8	10	16	13	13	11	14
ALL/DK/NA/REFUSED	23	22	18	24	25	23	28	23	21	23	23	24	22	23	23	21	23	21	22	25
All	17	18	14	17	17	17	21	16	14	17	19	21	15	20	18	16	18	15	18	19
DK/NA/Refused	5	4	5	7	8	6	7	6	7	6	4	2	7	3	5	5	5	5	4	6

TABLE 40: Q20. When you look for news and news headlines, do you prefer...

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
SHARE YOUR POLITICAL POV	21%	34%	22%	27%	18%	24%	19%	19%	26%	24%	20%	17%	19%	20%	19%	21%	21%	24%	19%	22%	23%
Share your political p/view	21	34	22	27	18	24	19	19	26	24	20	17	19	20	19	21	21	24	19	22	23
DON'T HAVE PARTICULAR POV	44	33	41	39	48	36	46	52	32	42	50	55	43	47	47	45	43	31	46	42	38
Don't have particular p/view	44	33	41	39	48	36	46	52	32	42	50	55	43	47	47	45	43	31	46	42	38
DIFFERENT POINT OF VIEW	13	11	15	13	11	16	14	8	20	14	9	7	17	13	11	12	11	13	14	12	12
P/view different from you	13	11	15	13	11	16	14	8	20	14	9	7	17	13	11	12	11	13	14	12	12
ALL/DK/NA/REFUSED	23	22	22	22	23	23	21	22	22	21	21	20	21	20	23	22	25	32	21	24	28
All	17	16	17	17	18	18	17	17	16	16	18	17	16	17	16	17	18	23	16	19	21
DK/NA/Refused	5	6	5	5	4	6	4	5	6	4	3	3	5	4	6	4	7	8	5	6	7

	GENDER			PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+												
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
SHARE YOUR POLITICAL POV	21%	20%	22%	21%	26%	14%	17%	22%	22%	22%	19%	22%	26%	26%	13%	16%	20%	22%	26%	26%	14%	15%
Share your political p/view	21	20	22	21	26	14	17	22	22	22	19	22	26	26	13	16	20	22	26	26	14	15
DON'T HAVE PARTICULAR POV	44	44	44	42	40	51	46	42	45	42	44	41	39	41	50	51	43	41	42	39	51	50
Don't have particular p/view	44	44	44	42	40	51	46	42	45	42	44	41	39	41	50	51	43	41	42	39	51	50
DIFFERENT POINT OF VIEW	13	12	13	14	10	13	13	12	14	12	13	15	10	10	14	12	15	14	11	10	13	12
P/view different from you	13	12	13	14	10	13	13	12	14	12	13	15	10	10	14	12	15	14	11	10	13	12
ALL/DK/NA/REFUSED	23	24	22	22	23	22	23	24	19	24	23	22	24	22	23	21	21	24	21	25	22	23
All	17	19	16	18	18	16	19	19	14	19	19	17	19	16	17	16	17	19	16	19	16	18
DK/NA/Refused	5	5	5	5	6	6	4	6	5	5	4	5	5	6	6	5	4	5	5	7	6	5

TABLE 40: Q20. When you look for news and news headlines, do you prefer...

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
SHARE YOUR POLITICAL POV	21%	24%	18%	18%	31%	22%	21%	20%	21%	18%	21%	19%	22%	22%	18%	22%	20%	21%	16%	23%
Share your political p/view	21	24	18	18	31	22	21	20	21	18	21	19	22	22	18	22	20	21	16	23
DON'T HAVE PARTICULAR POV	44	43	43	48	36	41	42	45	51	50	42	45	43	43	45	42	45	51	50	40
Don't have particular p/view	44	43	43	48	36	41	42	45	51	50	42	45	43	43	45	42	45	51	50	40
DIFFERENT POINT OF VIEW	13	10	18	11	9	15	14	12	8	9	14	12	13	13	13	14	12	8	9	14
P/view different from you	13	10	18	11	9	15	14	12	8	9	14	12	13	13	13	14	12	8	9	14
ALL/DK/NA/REFUSED	23	23	20	23	24	23	23	23	20	24	23	23	22	22	24	23	23	20	25	23
All	17	20	16	18	18	18	18	18	13	19	16	18	17	17	17	18	18	13	18	18
DK/NA/Refused	5	3	5	5	6	5	5	5	7	5	7	5	5	5	7	5	5	7	7	5

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
SHARE YOUR POLITICAL POV	21%	19%	21%	20%	25%	18%	29%	24%	28%	18%	22%	22%	23%	24%	25%	24%	28%	25%	27%	26%
Share your political p/view	21	19	21	20	25	18	29	24	28	18	22	22	23	24	25	24	28	25	27	26
DON'T HAVE PARTICULAR POV	44	51	50	38	34	32	29	38	33	55	47	38	31	34	26	36	34	32	27	42
Don't have particular p/view	44	51	50	38	34	32	29	38	33	55	47	38	31	34	26	36	34	32	27	42
DIFFERENT POINT OF VIEW	13	7	8	23	23	24	20	13	14	7	8	23	22	17	27	16	10	16	12	13
P/view different from you	13	7	8	23	23	24	20	13	14	7	8	23	22	17	27	16	10	16	12	13
ALL/DK/NA/REFUSED	23	23	21	19	18	27	21	25	25	21	23	16	23	25	22	23	27	27	33	19
All	17	19	17	15	13	18	16	17	16	16	19	12	18	18	16	16	18	22	22	10
DK/NA/Refused	5	4	5	4	5	8	6	8	9	4	5	4	6	8	6	8	9	5	11	9

TABLE 40: Q20. When you look for news and news headlines, do you prefer...

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
<u>SHARE YOUR POLITICAL POV</u>	21%	21%	20%	21%	23%	21%	25%	25%	27%	24%	21%	23%	21%	23%	26%	20%	24%	27%	26%	25%
Share your political p/view	21	21	20	21	23	21	25	25	27	24	21	23	21	23	26	20	24	27	26	25
<u>DON'T HAVE PARTICULAR POV</u>	44	49	51	38	35	29	31	39	33	36	36	34	38	38	31	30	28	32	41	33
Don't have particular p/view	44	49	51	38	35	29	31	39	33	36	36	34	38	38	31	30	28	32	41	33
<u>DIFFERENT POINT OF VIEW</u>	13	8	7	23	23	27	19	13	14	21	29	25	24	18	19	27	26	14	13	15
P/view different from you	13	8	7	23	23	27	19	13	14	21	29	25	24	18	19	27	26	14	13	15
<u>ALL/DK/NA/REFUSED</u>	23	22	22	17	19	23	24	23	27	19	14	18	17	20	24	23	22	28	21	28
All	17	18	18	13	15	16	17	15	18	15	9	14	12	15	18	16	14	19	16	14
DK/NA/Refused	5	5	4	5	4	7	7	8	9	4	5	4	5	5	7	8	7	9	5	14

TABLE 41: Q21A. 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 California, or is there no real difference compared to ten years ago?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
EASIER	63%	64%	61%	62%	75%	58%	66%	40%	73%	65%	54%	71%	53%	68%	60%	54%	65%	65%	63%	63%	65%	66%
Easier	63	64	61	62	75	58	66	40	73	65	54	71	53	68	60	54	65	65	63	63	65	66
HARDER	18	17	20	17	11	18	16	30	12	17	23	14	23	15	19	22	18	19	20	20	17	16
Harder	18	17	20	17	11	18	16	30	12	17	23	14	23	15	19	22	18	19	20	20	17	16
NO DIFF/DK/NA	19	19	18	20	14	24	18	30	16	18	23	15	24	17	20	24	17	16	17	17	18	18
No difference	16	17	16	17	10	19	15	26	13	15	20	12	21	14	18	20	15	14	15	15	15	16
DK/NA	3	3	2	3	5	5	3	4	3	3	3	3	3	3	3	4	2	2	2	2	2	2
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
EASIER	63%	66%	68%	67%	60%	51%	64%	71%	62%	61%	59%	67%	70%	64%	68%	51%	60%	57%	66%	75%	44%	
Easier	63	66	68	67	60	51	64	71	62	61	59	67	70	64	68	51	60	57	66	75	44	
HARDER	18	19	17	18	18	17	17	17	18	25	18	15	16	14	18	24	19	20	20	12	24	
Harder	18	19	17	18	18	17	17	17	18	25	18	15	16	14	18	24	19	20	20	12	24	
NO DIFF/DK/NA	19	15	15	15	22	33	19	12	20	14	23	18	14	22	14	26	22	23	14	13	31	
No difference	16	14	13	13	18	26	16	10	16	14	20	16	10	17	12	23	19	20	12	11	23	
DK/NA	3	1	2	2	4	7	3	3	3	1	4	2	4	5	2	2	3	3	2	2	8	

TABLE 41: Q21A. 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 California, or is there no real difference compared to ten years ago?

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
EASIER	63%	57%	75%	63%	63%	74%	69%	71%	72%	76%	75%	75%	100%	0%	0%	67%	68%	56%	62%	66%	69%	61%
Easier	63	57	75	63	63	74	69	71	72	76	75	75	100	0	0	67	68	56	62	66	69	61
HARDER	18	22	12	19	16	13	16	14	14	12	11	12	0	100	0	19	17	19	20	15	16	19
Harder	18	22	12	19	16	13	16	14	14	12	11	12	0	100	0	19	17	19	20	15	16	19
NO DIFF/DK/NA	19	21	12	18	21	13	15	15	14	12	14	13	0	0	100	14	16	25	19	19	15	21
No difference	16	19	10	15	17	10	12	13	11	10	11	10	0	0	85	12	13	21	17	15	13	17
DK/NA	3	2	2	2	4	3	3	2	3	2	3	3	0	0	15	2	2	4	2	4	2	3
		QB/QC ETHNICITY				Q24 EDUCATION				Q27 MARITAL STATUS				Q28 CITY TYPE								
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL		
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750		
EASIER	63%	62%	65%	63%	73%	81%	70%	65%	56%	63%	66%	67%	60%	66%	64%	62%	64%	63%	68%	57%		
Easier	63	62	65	63	73	81	70	65	56	63	66	67	60	66	64	62	64	63	68	57		
HARDER	18	18	17	12	12	8	13	16	21	18	16	16	19	16	19	17	16	19	14	24		
Harder	18	18	17	12	12	8	13	16	21	18	16	16	19	16	19	17	16	19	14	24		
NO DIFF/DK/NA	19	20	18	24	14	11	17	19	23	19	18	16	21	17	18	21	20	18	18	20		
No difference	16	17	15	21	12	8	14	16	20	16	15	14	17	15	16	17	18	15	16	17		
DK/NA	3	3	3	3	3	3	3	3	3	3	2	2	3	2	2	4	2	3	2	3		

TABLE 41: Q21A. 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 California, or is there no real difference compared to ten years ago?

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+	
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700	
EASIER	63%	55%	60%	59%	67%	63%	64%	64%	58%	66%	65%	69%	70%	72%	69%	60%	57%	42%	70%	56%	51%	
Easier	63	55	60	59	67	63	64	64	58	66	65	69	70	72	69	60	57	42	70	56	51	
HARDER	18	26	20	22	15	19	17	17	21	16	17	15	10	13	16	22	23	25	13	23	24	
Harder	18	26	20	22	15	19	17	17	21	16	17	15	10	13	16	22	23	25	13	23	24	
NO DIFF/DK/NA	19	19	20	19	18	18	19	19	21	17	19	16	20	15	15	18	19	32	17	21	25	
No difference	16	17	17	17	15	16	17	15	18	15	16	15	13	12	14	17	18	30	13	19	23	
DK/NA	3	1	3	2	3	2	2	4	3	2	3	1	7	3	1	2	2	3	4	2	2	

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
EASIER	63%	65%	61%	63%	61%	65%	71%	59%	69%	53%	66%	61%	64%	59%	66%	63%	70%	58%	70%	55%	70%	53%
Easier	63	65	61	63	61	65	71	59	69	53	66	61	64	59	66	63	70	58	70	55	70	53
HARDER	18	17	19	17	20	16	12	21	14	24	17	18	19	21	14	19	13	21	15	24	12	26
Harder	18	17	19	17	20	16	12	21	14	24	17	18	19	21	14	19	13	21	15	24	12	26
NO DIFF/DK/NA	19	18	20	19	19	19	17	20	17	23	18	21	17	21	20	18	17	22	15	21	18	21
No difference	16	16	16	16	17	15	14	18	12	20	16	17	16	18	18	13	13	19	12	20	13	19
DK/NA	3	2	4	3	2	4	3	1	5	2	2	4	1	3	3	5	4	2	3	1	5	1

TABLE 41: Q21A. 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 California, or is there no real difference compared to ten years ago?

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTN	VALLY									
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
EASIER	63%	66%	63%	61%	61%	67%	64%	64%	55%	60%	59%	62%	64%	64%	61%	66%	64%	55%	61%	56%
Easier	63	66	63	61	61	67	64	64	55	60	59	62	64	64	61	66	64	55	61	56
HARDER	18	16	18	19	20	15	19	17	18	20	21	19	17	17	20	16	17	18	18	24
Harder	18	16	18	19	20	15	19	17	18	20	21	19	17	17	20	16	17	18	18	24
NO DIFF/DK/NA	19	18	19	20	18	18	17	19	27	20	20	19	19	19	19	17	19	27	21	20
No difference	16	14	17	18	17	16	15	15	21	16	16	16	17	16	16	15	15	21	17	16
DK/NA	3	4	1	2	2	2	2	3	6	3	4	3	3	3	3	2	3	6	3	3

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
EASIER	63%	63%	60%	69%	61%	60%	66%	74%	73%	72%	55%	67%	58%	69%	59%	76%	70%	74%	68%	76%
Easier	63	63	60	69	61	60	66	74	73	72	55	67	58	69	59	76	70	74	68	76
HARDER	18	18	19	13	21	9	15	11	13	12	23	15	23	10	15	11	14	10	16	11
Harder	18	18	19	13	21	9	15	11	13	12	23	15	23	10	15	11	14	10	16	11
NO DIFF/DK/NA	19	19	21	18	18	30	19	15	14	16	22	17	19	21	26	13	16	15	16	13
No difference	16	17	17	16	14	27	17	12	11	12	20	14	17	18	24	9	15	13	14	10
DK/NA	3	2	4	2	4	4	2	3	2	4	2	3	2	3	2	3	1	3	2	3

TABLE 41: Q21A. 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 California, or is there no real difference compared to ten years ago?

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO			AF-AM			AS/PI		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
EASIER	63%	61%	62%	60%	67%	60%	65%	72%	74%	66%	59%	67%	59%	63%	65%	54%	72%	74%	74%	68%
Easier	63	61	62	60	67	60	65	72	74	66	59	67	59	63	65	54	72	74	74	68
HARDER	18	19	18	20	16	12	12	14	11	16	23	17	21	17	12	16	8	11	13	14
Harder	18	19	18	20	16	12	12	14	11	16	23	17	21	17	12	16	8	11	13	14
NO DIFF/DK/NA	19	20	20	20	17	27	23	14	15	18	19	16	21	20	23	31	21	15	13	18
No difference	16	17	17	16	15	20	22	11	13	15	16	15	17	15	22	22	18	13	9	16
DK/NA	3	3	3	5	2	8	1	3	2	3	2	2	3	6	1	9	3	2	4	2

TABLE 42: Q21B. 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 your local community, or is there no real difference compared to ten years ago?

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
EASIER	62%	61%	62%	64%	72%	53%	63%	47%	70%	61%	55%	68%	53%	67%	58%	54%	62%	62%	63%	63%	62%	65%
Easier	62	61	62	64	72	53	63	47	70	61	55	68	53	67	58	54	62	62	63	63	62	65
HARDER	14	14	15	13	8	15	13	21	10	14	17	11	17	12	15	16	14	15	15	15	14	13
Harder	14	14	15	13	8	15	13	21	10	14	17	11	17	12	15	16	14	15	15	15	14	13
NO DIFF/DK/NA	25	26	23	24	20	31	24	32	20	25	29	21	29	21	27	30	24	23	22	22	24	22
No difference	21	22	21	20	16	25	21	27	16	22	26	17	26	18	24	23	20	21	20	20	21	21
DK/NA	3	3	3	4	4	6	3	5	3	3	3	4	3	3	3	7	3	2	2	2	3	2
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
EASIER	62%	63%	64%	64%	60%	53%	62%	69%	64%	64%	60%	65%	65%	68%	68%	50%	60%	56%	61%	71%	47%	
Easier	62	63	64	64	60	53	62	69	64	64	60	65	65	68	68	50	60	56	61	71	47	
HARDER	14	15	14	15	12	14	13	14	14	16	15	12	13	11	14	22	14	16	15	10	20	
Harder	14	15	14	15	12	14	13	14	14	16	15	12	13	11	14	22	14	16	15	10	20	
NO DIFF/DK/NA	25	22	21	22	28	33	25	17	22	21	25	23	22	20	19	29	26	28	24	19	33	
No difference	21	20	19	19	23	26	22	14	18	20	22	20	19	16	17	25	23	26	20	16	25	
DK/NA	3	1	3	2	5	6	3	2	3	1	3	3	3	4	2	3	3	2	4	3	8	

TABLE 42: Q21B. 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 your local community, or is there no real difference compared to ten years ago?

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
EASIER	62%	56%	70%	63%	60%	70%	63%	70%	69%	73%	72%	73%	86%	19%	20%	67%	64%	56%	60%	65%	68%	59%
Easier	62	56	70	63	60	70	63	70	69	73	72	73	86	19	20	67	64	56	60	65	68	59
HARDER	14	17	13	14	13	10	17	13	11	9	8	9	2	59	9	16	14	13	14	13	12	14
Harder	14	17	13	14	13	10	17	13	11	9	8	9	2	59	9	16	14	13	14	13	12	14
NO DIFF/DK/NA	25	27	17	23	27	19	20	17	20	18	20	18	11	22	71	18	22	31	25	22	20	27
No difference	21	25	13	20	23	16	18	15	16	14	17	15	10	20	60	16	19	26	23	17	17	23
DK/NA	3	2	4	3	5	3	2	2	3	4	3	3	2	2	11	1	3	5	2	5	3	3

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
EASIER	62%	60%	66%	60%	72%	79%	68%	65%	60%	60%	64%	63%	60%	64%	62%	61%	65%	62%	62%	58%
Easier	62	60	66	60	72	79	68	65	60	60	64	63	60	64	62	61	65	62	62	58
HARDER	14	15	12	14	10	6	10	12	15	15	12	13	15	12	14	14	12	16	11	15
Harder	14	15	12	14	10	6	10	12	15	15	12	13	15	12	14	14	12	16	11	15
NO DIFF/DK/NA	25	26	21	26	18	15	22	23	25	25	24	24	25	24	24	26	23	22	27	27
No difference	21	22	19	21	16	11	20	20	22	22	21	21	22	21	22	21	20	19	23	23
DK/NA	3	4	3	5	2	3	2	3	3	3	3	3	3	3	2	5	3	3	3	3

TABLE 42: Q21B. 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 your local community, or is there no real difference compared to ten years ago?

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
EASIER	62%	57%	56%	57%	65%	61%	63%	62%	60%	61%	63%	67%	66%	72%	69%	58%	52%	46%	69%	54%	49%
Easier	62	57	56	57	65	61	63	62	60	61	63	67	66	72	69	58	52	46	69	54	49
HARDER	14	17	14	15	13	15	13	12	14	15	13	11	9	10	13	15	18	21	10	17	19
Harder	14	17	14	15	13	15	13	12	14	15	13	11	9	10	13	15	18	21	10	17	19
NO DIFF/DK/NA	25	26	30	28	22	23	24	26	26	25	24	22	25	18	18	27	30	33	20	29	31
No difference	21	24	27	26	19	21	21	21	22	22	21	19	18	16	16	24	28	29	16	26	28
DK/NA	3	2	3	3	3	2	3	5	4	2	4	3	7	3	2	3	2	4	4	3	3

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
EASIER	62%	63%	61%	63%	57%	64%	69%	56%	69%	53%	65%	62%	57%	57%	66%	63%	72%	55%	63%	53%	69%	55%
Easier	62	63	61	63	57	64	69	56	69	53	65	62	57	57	66	63	72	55	63	53	69	55
HARDER	14	13	14	14	15	13	10	16	10	18	13	14	15	15	12	14	9	17	13	16	10	19
Harder	14	13	14	14	15	13	10	16	10	18	13	14	15	15	12	14	9	17	13	16	10	19
NO DIFF/DK/NA	25	24	25	23	28	23	20	28	21	29	22	25	28	28	22	23	18	28	24	30	21	27
No difference	21	21	22	20	25	18	17	25	16	27	19	22	25	25	18	17	15	25	20	28	15	24
DK/NA	3	3	4	3	3	5	4	3	5	3	3	3	3	3	4	6	3	3	4	3	6	3

TABLE 42: Q21B. 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 your local community, or is there no real difference compared to ten years ago?

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
EASIER	62%	65%	63%	56%	58%	65%	60%	63%	57%	60%	61%	62%	62%	62%	61%	63%	64%	57%	61%	57%
Easier	62	65	63	56	58	65	60	63	57	60	61	62	62	62	61	63	64	57	61	57
HARDER	14	12	15	15	14	12	17	11	12	16	14	13	14	13	16	14	11	12	15	16
Harder	14	12	15	15	14	12	17	11	12	16	14	13	14	13	16	14	11	12	15	16
NO DIFF/DK/NA	25	23	22	29	28	23	23	26	31	24	25	25	24	25	23	23	25	31	24	27
No difference	21	20	20	25	25	19	20	22	28	21	21	22	21	22	20	19	22	28	21	22
DK/NA	3	3	2	4	2	4	3	3	3	4	4	4	3	4	3	3	4	3	3	5

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
EASIER	62%	60%	59%	69%	64%	60%	60%	73%	72%	68%	54%	70%	57%	61%	58%	74%	70%	72%	70%	73%
Easier	62	60	59	69	64	60	60	73	72	68	54	70	57	61	58	74	70	72	70	73
HARDER	14	15	14	10	14	13	16	8	11	10	17	11	16	13	17	9	11	8	13	9
Harder	14	15	14	10	14	13	16	8	11	10	17	11	16	13	17	9	11	8	13	9
NO DIFF/DK/NA	25	25	27	21	21	27	25	19	17	21	29	19	27	26	25	17	19	19	17	18
No difference	21	22	23	19	18	22	21	17	14	16	27	16	24	21	21	14	17	17	15	14
DK/NA	3	3	4	2	3	5	4	2	2	5	2	3	3	5	4	3	2	2	1	3

TABLE 42: Q21B. 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 your local community, or is there no real difference compared to ten years ago?

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
<u>EASIER</u>	62%	60%	59%	64%	67%	59%	60%	71%	73%	67%	63%	68%	63%	65%	61%	56%	63%	72%	73%	71%
Easier	62	60	59	64	67	59	60	71	73	67	63	68	63	65	61	56	63	72	73	71
<u>HARDER</u>	14	13	16	12	12	16	14	12	8	13	12	14	14	10	14	17	11	8	11	14
Harder	14	13	16	12	12	16	14	12	8	13	12	14	14	10	14	17	11	8	11	14
<u>NO DIFF/DK/NA</u>	25	27	25	23	20	25	26	17	19	20	25	19	24	26	25	27	26	20	17	15
No difference	21	23	21	20	18	18	22	14	17	18	22	17	22	21	21	18	25	18	13	15
DK/NA	3	4	3	3	2	7	4	3	2	2	3	2	2	5	4	9	1	2	4	0

TABLE 43: Q22A. Please tell me whether you agree or disagree with the following statement. I feel views of immigrants are well represented in the local media.

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
TOTAL AGREE	48%	49%	49%	55%	37%	39%	47%	51%	44%	48%	53%	45%	52%	36%	60%	44%	47%	49%	48%	49%	47%	52%
Strongly agree	19	20	19	17	14	12	18	21	19	17	20	17	20	11	27	15	20	21	21	21	21	21
Somewhat agree	29	29	30	37	23	27	29	30	26	31	33	28	31	26	33	30	26	27	27	28	27	31
TOTAL DISAGREE	45	44	45	39	56	49	46	40	48	46	40	49	40	58	33	42	46	46	45	44	45	43
Somewhat disagree	24	24	24	20	26	23	24	19	23	27	21	25	22	30	18	22	25	23	23	23	25	24
Strongly disagree	21	20	21	19	30	26	21	21	25	19	20	24	18	28	15	20	22	23	22	21	21	19
DK/NA	7	7	7	6	7	12	7	9	7	7	7	7	8	6	7	13	7	6	7	7	7	6
DK/NA	7	7	7	6	7	12	7	9	7	7	7	7	8	6	7	13	7	6	7	7	7	6
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
TOTAL AGREE	48%	48%	47%	48%	49%	45%	48%	45%	52%	49%	51%	50%	46%	47%	46%	56%	54%	47%	46%	41%	41%	
Strongly agree	19	23	20	21	15	15	18	20	21	23	19	18	24	13	19	24	20	17	20	16	21	
Somewhat agree	29	26	28	27	34	29	30	25	32	27	32	32	23	34	27	32	34	30	26	26	20	
TOTAL DISAGREE	45	47	48	47	41	43	46	47	45	45	40	45	48	50	50	36	39	46	48	51	50	
Somewhat disagree	24	21	26	24	24	21	25	23	22	23	21	26	24	22	23	19	21	25	26	25	29	
Strongly disagree	21	26	22	23	17	23	21	24	23	23	19	19	24	28	27	17	18	21	23	26	21	
DK/NA	7	5	5	5	10	12	6	9	3	5	10	6	6	3	5	8	7	7	5	8	10	
DK/NA	7	5	5	5	10	12	6	9	3	5	10	6	6	3	5	8	7	7	5	8	10	

TABLE 43: Q22A. Please tell me whether you agree or disagree with the following statement. I feel views of immigrants are well represented in the local media.

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
TOTAL AGREE	48%	53%	42%	46%	50%	43%	47%	47%	44%	42%	43%	43%	47%	46%	50%	42%	47%	51%	51%	42%	48%	48%
Strongly agree	19	21	15	17	21	17	18	18	17	15	19	16	18	21	17	20	19	18	21	15	19	19
Somewhat agree	29	31	27	29	29	26	29	29	27	27	24	27	29	25	34	22	29	33	31	26	29	29
TOTAL DISAGREE	45	41	53	48	40	50	49	47	50	52	49	51	46	46	40	53	46	40	41	51	46	45
Somewhat disagree	24	22	28	25	22	28	24	22	27	26	27	25	25	23	21	23	25	23	22	26	23	24
Strongly disagree	21	18	24	23	18	23	24	25	23	26	22	25	21	23	19	30	20	17	19	25	23	21
DK/NA	7	7	6	6	9	7	4	6	6	6	8	6	6	8	10	5	7	9	7	7	6	7
DK/NA	7	7	6	6	9	7	4	6	6	6	8	6	6	8	10	5	7	9	7	7	6	7

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
TOTAL AGREE	48%	49%	46%	41%	51%	61%	52%	47%	55%	48%	46%	42%	51%	44%	50%	44%	51%	47%	47%	48%
Strongly agree	19	20	16	16	17	24	13	17	21	19	19	16	20	17	20	16	19	18	18	21
Somewhat agree	29	29	30	25	34	37	39	30	35	29	27	26	31	27	30	28	32	29	29	27
TOTAL DISAGREE	45	44	49	53	37	31	36	47	38	45	47	49	42	48	42	49	44	45	46	46
Somewhat disagree	24	25	21	26	21	18	19	23	20	25	24	25	23	25	22	27	22	26	24	23
Strongly disagree	21	19	27	27	16	13	16	24	18	20	23	24	19	23	21	22	22	19	22	23
DK/NA	7	8	5	6	12	7	13	6	7	7	7	9	7	8	7	6	5	8	7	7
DK/NA	7	8	5	6	12	7	13	6	7	7	7	9	7	8	7	6	5	8	7	7

TABLE 43: Q22A. Please tell me whether you agree or disagree with the following statement. I feel views of immigrants are well represented in the local media.

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		3502	350	655	1005				2127	1186	1203	1010	776	590	794	776	632	558	597	980	391
TOTAL AGREE	48%	71%	62%	65%	40%	51%	50%	41%	46%	51%	49%	45%	36%	46%	50%	51%	54%	49%	44%	52%	52%
Strongly agree	19	37	28	31	13	21	20	14	18	19	17	20	6	20	23	21	25	17	16	21	21
Somewhat agree	29	33	34	34	26	30	31	28	28	32	32	25	30	27	28	30	30	32	28	30	31
TOTAL DISAGREE	45	20	32	28	54	43	44	50	48	44	45	48	59	47	42	42	38	39	49	41	39
Somewhat disagree	24	10	19	16	29	23	24	26	25	23	26	25	32	24	24	19	23	24	27	21	23
Strongly disagree	21	10	14	12	25	20	20	24	23	21	19	23	27	23	17	23	15	15	23	20	15
DK/NA	7	9	5	7	6	6	6	9	6	5	6	7	5	7	8	7	8	12	7	8	10
DK/NA	7	9	5	7	6	6	6	9	6	5	6	7	5	7	8	7	8	12	7	8	10

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
TOTAL AGREE	48%	51%	45%	42%	60%	43%	46%	56%	42%	48%	45%	40%	63%	57%	45%	41%	41%	43%	54%	64%	40%	50%
Strongly agree	19	22	15	14	26	16	19	25	13	18	17	13	31	21	18	14	13	16	25	27	13	22
Somewhat agree	29	29	29	28	34	27	27	31	28	30	29	27	32	35	27	27	29	27	29	36	26	28
TOTAL DISAGREE	45	42	48	52	32	49	47	38	52	43	49	54	29	34	47	50	53	51	37	28	53	40
Somewhat disagree	24	22	25	27	18	25	25	20	29	22	25	29	16	20	26	25	30	24	21	16	27	22
Strongly disagree	21	20	22	25	14	24	22	18	23	21	24	25	13	14	22	25	23	26	17	12	26	18
DK/NA	7	7	8	6	8	8	7	6	6	9	5	6	7	10	8	8	5	7	8	8	7	10
DK/NA	7	7	8	6	8	8	7	6	6	9	5	6	7	10	8	8	5	7	8	8	7	10

TABLE 43: Q22A. Please tell me whether you agree or disagree with the following statement. I feel views of immigrants are well represented in the local media.

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
TOTAL AGREE	48%	36%	48%	50%	67%	50%	50%	44%	48%	48%	47%	46%	49%	47%	49%	50%	45%	48%	50%	45%
Strongly agree	19	11	18	23	29	20	18	17	18	16	20	18	19	18	19	19	17	18	16	21
Somewhat agree	29	26	30	27	37	30	31	27	30	31	27	28	30	29	30	31	27	30	34	24
TOTAL DISAGREE	45	59	46	43	25	45	43	49	44	45	44	47	44	46	43	44	49	44	42	46
Somewhat disagree	24	31	25	25	13	23	23	26	23	25	22	25	23	24	25	23	26	23	24	23
Strongly disagree	21	28	21	18	12	22	19	23	21	20	22	22	20	22	19	20	23	21	18	23
DK/NA	7	5	6	7	8	6	8	7	8	7	9	8	7	7	8	7	7	8	8	9
DK/NA	7	5	6	7	8	6	8	7	8	7	9	8	7	7	8	7	7	8	8	9

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
TOTAL AGREE	48%	52%	46%	50%	43%	47%	37%	52%	49%	42%	54%	46%	46%	40%	43%	49%	54%	48%	50%	53%
Strongly agree	19	23	16	19	13	19	13	18	15	17	22	15	20	14	17	16	17	17	19	16
Somewhat agree	29	29	30	31	29	27	24	34	34	25	32	31	26	25	26	33	36	31	32	38
TOTAL DISAGREE	45	41	47	46	51	51	54	37	38	51	38	49	48	56	50	39	35	41	37	35
Somewhat disagree	24	24	26	19	24	25	27	21	22	30	21	23	18	27	25	21	22	24	25	18
Strongly disagree	21	17	21	27	28	26	28	15	17	21	17	26	30	29	25	18	13	17	12	17
DK/NA	7	7	8	4	6	2	9	11	12	7	8	4	6	4	8	12	11	11	13	12
DK/NA	7	7	8	4	6	2	9	11	12	7	8	4	6	4	8	12	11	11	13	12

TABLE 43: Q22A. Please tell me whether you agree or disagree with the following statement. I feel views of immigrants are well represented in the local media.

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
TOTAL AGREE	48%	47%	50%	42%	49%	37%	43%	54%	48%	48%	42%	49%	49%	40%	42%	40%	37%	47%	53%	58%
Strongly agree	19	18	21	18	16	14	17	18	16	15	20	16	22	15	17	15	12	15	17	20
Somewhat agree	29	29	30	24	33	23	26	36	32	32	22	33	28	25	26	25	25	32	35	38
TOTAL DISAGREE	45	46	42	48	49	58	51	36	39	48	52	49	41	51	51	58	54	39	38	30
Somewhat disagree	24	25	25	22	21	30	24	20	23	21	25	22	12	24	25	33	19	22	20	23
Strongly disagree	21	21	17	26	28	28	27	17	15	28	26	27	29	27	26	25	35	17	18	7
DK/NA	7	7	8	10	2	5	6	10	14	4	7	2	9	9	7	2	9	14	9	12
DK/NA	7	7	8	10	2	5	6	10	14	4	7	2	9	9	7	2	9	14	9	12

TABLE 44: Q22B. Please tell me whether you agree or disagree with the following statement. I feel views of Latinos are well represented in the local media.

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
TOTAL AGREE	59%	60%	60%	61%	50%	51%	59%	62%	55%	59%	64%	56%	62%	49%	70%	57%	59%	60%	60%	60%	59%	63%
Strongly agree	28	30	28	31	21	21	28	31	25	29	31	27	30	18	38	28	30	31	31	31	30	31
Somewhat agree	31	30	32	31	29	29	31	31	30	30	33	30	32	30	32	29	29	30	28	29	29	32
TOTAL DISAGREE	34	33	33	31	43	37	35	27	37	35	29	37	30	46	23	30	34	34	35	34	34	31
Somewhat disagree	19	19	17	19	21	19	19	16	19	21	15	20	17	25	14	16	19	18	19	19	18	18
Strongly disagree	15	14	16	12	21	18	15	11	19	14	13	17	12	21	9	14	16	16	16	15	15	13
DK/NA	7	7	7	8	8	12	7	11	7	6	7	6	8	5	7	13	7	5	5	6	7	6
DK/NA	7	7	7	8	8	12	7	11	7	6	7	6	8	5	7	13	7	5	5	6	7	6
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
TOTAL AGREE	59%	61%	60%	60%	58%	54%	59%	56%	59%	63%	62%	60%	56%	54%	55%	69%	65%	59%	58%	53%	52%	
Strongly agree	28	33	28	30	26	25	28	27	30	32	26	27	32	23	27	36	32	28	26	23	29	
Somewhat agree	31	28	32	30	32	29	31	28	29	31	36	34	24	30	28	33	32	31	32	30	23	
TOTAL DISAGREE	34	35	36	35	32	32	35	37	36	32	28	34	38	42	42	24	29	34	36	40	37	
Somewhat disagree	19	17	20	19	18	17	21	15	17	13	16	21	22	18	20	13	16	19	18	22	22	
Strongly disagree	15	17	15	16	14	14	14	21	19	19	12	13	16	24	22	11	13	15	18	17	15	
DK/NA	7	4	4	4	10	15	6	8	5	5	10	6	6	4	3	7	7	7	5	7	10	
DK/NA	7	4	4	4	10	15	6	8	5	5	10	6	6	4	3	7	7	7	5	7	10	

TABLE 44: Q22B. Please tell me whether you agree or disagree with the following statement. I feel views of Latinos are well represented in the local media.

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
TOTAL AGREE	59%	64%	57%	58%	60%	56%	59%	57%	56%	55%	56%	56%	59%	60%	60%	55%	59%	62%	54%	58%	60%	
Strongly agree	28	33	24	27	30	26	29	29	27	23	30	25	28	30	28	27	30	27	32	25	28	29
Somewhat agree	31	30	34	31	30	30	29	28	29	32	27	31	31	30	32	28	29	34	31	29	30	31
TOTAL DISAGREE	34	30	38	37	29	38	37	37	38	40	38	39	35	33	29	41	35	29	31	40	35	33
Somewhat disagree	19	17	20	19	18	22	13	18	21	20	23	21	20	15	17	20	20	17	18	21	20	19
Strongly disagree	15	13	17	17	11	17	24	19	17	20	15	19	15	18	12	20	15	12	13	19	15	15
DK/NA	7	6	5	5	10	6	5	6	6	4	6	5	6	7	11	5	6	9	7	6	7	7
DK/NA	7	6	5	5	10	6	5	6	6	4	6	5	6	7	11	5	6	9	7	6	7	7

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
TOTAL AGREE	59%	62%	55%	53%	59%	68%	61%	56%	62%	60%	60%	54%	61%	57%	61%	56%	60%	60%	59%	57%
Strongly agree	28	31	23	24	27	34	26	25	28	31	28	27	30	27	30	25	28	27	29	30
Somewhat agree	31	31	32	29	33	34	35	31	35	29	32	27	31	30	30	31	32	32	30	27
TOTAL DISAGREE	34	31	41	42	26	22	24	38	29	34	34	39	32	36	32	37	35	34	33	35
Somewhat disagree	19	19	19	21	16	15	12	19	16	19	19	22	18	20	18	20	19	20	19	18
Strongly disagree	15	12	22	21	10	7	12	19	13	15	15	17	14	16	14	16	16	14	14	17
DK/NA	7	7	4	5	15	10	14	6	9	7	6	7	7	7	7	7	5	6	8	8
DK/NA	7	7	4	5	15	10	14	6	9	7	6	7	7	7	7	7	5	6	8	8

TABLE 44: Q22B. Please tell me whether you agree or disagree with the following statement. I feel views of Latinos are well represented in the local media.

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
TOTAL AGREE	59%	78%	72%	74%	52%	63%	62%	52%	59%	59%	62%	58%	51%	53%	60%	62%	61%	69%	55%	63%	65%
Strongly agree	28	50	39	43	22	31	31	23	26	32	29	29	16	27	31	32	34	32	24	33	33
Somewhat agree	31	28	33	31	30	32	30	29	33	27	33	30	35	27	29	30	27	37	30	31	31
TOTAL DISAGREE	34	14	23	20	42	30	33	39	35	35	33	35	44	40	32	32	30	20	39	29	26
Somewhat disagree	19	8	13	11	23	17	19	21	18	19	19	20	24	23	19	16	20	12	22	16	16
Strongly disagree	15	6	9	8	18	13	14	18	16	16	14	15	19	17	13	16	11	9	17	13	10
DK/NA	7	9	5	6	6	7	6	9	7	6	6	6	5	7	8	6	9	10	7	7	9
DK/NA	7	9	5	6	6	7	6	9	7	6	6	6	5	7	8	6	9	10	7	7	9

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
TOTAL AGREE	59%	62%	56%	52%	72%	56%	58%	66%	52%	61%	54%	51%	74%	70%	59%	52%	50%	54%	67%	75%	52%	63%
Strongly agree	28	30	26	22	40	26	25	36	23	29	23	21	42	38	28	24	19	24	36	43	22	34
Somewhat agree	31	31	30	30	32	30	32	30	29	31	31	30	32	32	31	29	30	30	31	32	30	30
TOTAL DISAGREE	34	32	36	42	20	36	36	28	41	31	41	43	20	20	34	39	44	40	25	17	41	27
Somewhat disagree	19	19	19	23	12	21	22	15	22	17	22	23	11	12	22	19	25	22	14	10	24	14
Strongly disagree	15	13	17	19	9	16	14	13	19	14	18	19	9	8	12	20	20	18	10	8	17	13
DK/NA	7	6	8	6	8	8	6	6	7	8	6	7	6	10	7	9	6	6	8	8	7	10
DK/NA	7	6	8	6	8	8	6	6	7	8	6	7	6	10	7	9	6	6	8	8	7	10

TABLE 44: Q22B. Please tell me whether you agree or disagree with the following statement. I feel views of Latinos are well represented in the local media.

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
TOTAL AGREE	59%	47%	58%	66%	76%	60%	63%	53%	64%	55%	60%	55%	62%	58%	61%	61%	53%	64%	60%	56%
Strongly agree	28	18	25	36	43	30	33	20	33	24	32	24	31	27	31	31	21	33	25	31
Somewhat agree	31	29	33	29	33	30	31	33	31	30	28	31	31	31	30	30	32	31	35	25
TOTAL DISAGREE	34	48	36	27	17	34	30	40	30	35	33	37	32	35	30	32	40	30	32	35
Somewhat disagree	19	27	20	16	9	19	16	22	17	22	17	21	17	20	17	17	22	17	18	21
Strongly disagree	15	22	16	10	8	15	13	18	13	14	15	16	14	16	13	15	18	13	13	14
DK/NA	7	5	6	8	7	6	7	7	6	10	8	8	6	7	8	7	7	6	8	9
DK/NA	7	5	6	8	7	6	7	7	6	10	8	8	6	7	8	7	7	6	8	9

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
TOTAL AGREE	59%	65%	58%	58%	52%	54%	52%	60%	59%	56%	66%	54%	57%	49%	57%	57%	63%	57%	64%	59%
Strongly agree	28	33	28	24	22	27	22	29	24	26	34	21	29	22	27	26	28	27	32	24
Somewhat agree	31	32	30	34	30	27	29	31	35	30	32	33	29	27	30	31	35	30	32	35
TOTAL DISAGREE	34	29	33	38	44	44	41	25	27	37	27	43	37	49	37	29	22	28	21	27
Somewhat disagree	19	19	18	18	21	21	21	15	17	23	16	21	15	22	20	18	13	18	12	16
Strongly disagree	15	9	15	20	23	23	20	10	10	13	11	21	23	26	17	12	8	10	9	11
DK/NA	7	6	8	4	4	2	7	15	14	8	7	3	6	3	6	14	16	15	15	14
DK/NA	7	6	8	4	4	2	7	15	14	8	7	3	6	3	6	14	16	15	15	14

TABLE 44: Q22B. Please tell me whether you agree or disagree with the following statement. I feel views of Latinos are well represented in the local media.

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72
TOTAL AGREE	59%	57%	66%	50%	57%	45%	56%	61%	58%	56%	51%	57%	51%	53%	56%	45%	52%	57%	61%	62%
Strongly agree	28	26	35	20	25	21	26	28	26	24	21	24	22	21	26	20	25	26	25	34
Somewhat agree	31	32	30	30	33	24	31	33	32	32	30	32	29	33	30	25	27	31	36	29
TOTAL DISAGREE	34	34	28	43	40	51	39	26	26	40	44	41	42	41	39	51	45	27	27	22
Somewhat disagree	19	20	18	22	18	28	18	15	16	19	23	18	19	21	18	28	23	17	15	14
Strongly disagree	15	14	10	20	22	23	21	11	9	22	21	22	23	20	21	23	21	10	11	8
DK/NA	7	8	7	7	3	4	5	13	16	4	5	2	7	6	5	4	3	17	12	15
DK/NA	7	8	7	7	3	4	5	13	16	4	5	2	7	6	5	4	3	17	12	15

TABLE 45: Q22C. Please tell me whether you agree or disagree with the following statement. I feel views of African Americans are well represented in the local media.

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
TOTAL AGREE	54%	55%	57%	52%	45%	44%	54%	58%	50%	54%	61%	51%	58%	43%	66%	56%	53%	55%	55%	56%	54%	58%
Strongly agree	23	23	24	23	18	19	22	26	22	21	25	20	26	14	30	26	23	25	26	25	23	23
Somewhat agree	32	33	33	30	27	25	32	32	28	33	37	31	32	28	36	30	30	31	29	31	31	34
TOTAL DISAGREE	37	37	35	39	46	43	38	30	42	39	29	41	33	51	26	30	40	39	39	37	38	36
Somewhat disagree	22	22	19	25	25	23	22	15	22	25	16	23	19	28	16	17	22	22	22	21	21	21
Strongly disagree	16	15	16	14	22	20	16	14	20	14	13	18	13	23	10	13	18	18	17	16	17	15
DK/NA	8	8	8	9	8	13	8	12	8	7	10	7	9	6	8	14	7	5	6	6	8	6
DK/NA	8	8	8	9	8	13	8	12	8	7	10	7	9	6	8	14	7	5	6	6	8	6
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
TOTAL AGREE	54%	57%	53%	55%	55%	52%	54%	51%	55%	63%	60%	56%	52%	49%	54%	64%	61%	54%	52%	48%	46%	
Strongly agree	23	28	21	23	22	21	21	26	22	28	27	21	25	17	22	33	26	21	21	20	24	
Somewhat agree	32	30	32	31	33	31	32	25	33	36	33	35	27	32	32	31	36	33	31	29	22	
TOTAL DISAGREE	37	38	42	40	34	34	39	41	38	32	30	38	43	43	42	28	30	39	42	43	44	
Somewhat disagree	22	20	24	23	20	21	23	22	20	12	19	24	29	18	20	17	18	22	22	26	25	
Strongly disagree	16	18	17	18	14	13	16	19	18	19	11	14	14	26	22	11	13	16	20	18	19	
DK/NA	8	5	5	5	12	14	7	8	7	5	10	6	5	7	4	8	8	8	6	8	10	
DK/NA	8	5	5	5	12	14	7	8	7	5	10	6	5	7	4	8	8	8	6	8	10	

TABLE 45: Q22C. Please tell me whether you agree or disagree with the following statement. I feel views of African Americans are well represented in the local media.

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
TOTAL AGREE	54%	59%	52%	54%	55%	51%	54%	56%	52%	50%	53%	51%	55%	55%	53%	50%	53%	58%	58%	50%	52%	56%
Strongly agree	23	25	22	22	24	19	24	25	21	17	20	18	22	26	23	21	23	23	25	20	21	24
Somewhat agree	32	33	30	32	32	32	30	31	31	33	33	32	33	30	30	29	31	35	33	29	31	32
TOTAL DISAGREE	37	34	43	40	33	43	42	39	42	44	41	44	38	36	35	45	39	32	34	43	40	36
Somewhat disagree	22	20	24	22	21	26	19	17	24	23	25	25	23	18	21	23	23	19	20	24	24	21
Strongly disagree	16	14	18	18	13	17	23	21	17	20	15	19	16	18	14	22	16	13	14	19	16	16
DK/NA	8	7	6	6	11	7	5	6	7	6	6	6	7	8	12	5	8	10	8	7	8	8
DK/NA	8	7	6	6	11	7	5	6	7	6	6	6	7	8	12	5	8	10	8	7	8	8

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	N-CHN CHNSE	NON-API WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SM TN SUBRR	RURAL	
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
TOTAL AGREE	54%	56%	53%	45%	59%	65%	56%	53%	60%	58%	53%	45%	59%	50%	57%	52%	54%	54%	56%	54%
Strongly agree	23	23	21	18	25	32	25	22	25	26	19	21	26	20	24	21	23	21	22	26
Somewhat agree	32	33	32	28	35	33	31	31	35	32	34	24	33	30	33	30	31	33	34	28
TOTAL DISAGREE	37	36	39	53	25	23	26	39	30	35	40	46	33	43	35	41	40	38	35	38
Somewhat disagree	22	23	21	23	15	16	15	20	17	20	23	28	19	25	21	23	21	24	21	22
Strongly disagree	16	13	19	30	10	7	11	19	13	15	18	18	14	18	14	18	19	14	15	16
DK/NA	8	8	8	2	16	12	18	8	10	7	7	9	8	8	8	7	6	8	9	8
DK/NA	8	8	8	2	16	12	18	8	10	7	7	9	8	8	8	7	6	8	9	8

TABLE 45: Q22C. Please tell me whether you agree or disagree with the following statement. I feel views of African Americans are well represented in the local media.

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+	
		3502	350	655	1005				2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309
TOTAL AGREE	54%	74%	68%	70%	47%	59%	58%	46%	53%	58%	57%	52%	47%	48%	54%	59%	58%	64%	50%	59%	60%	
Strongly agree	23	41	32	35	17	26	23	18	25	23	22	21	13	20	23	26	30	28	18	27	29	
Somewhat agree	32	32	36	35	30	33	35	28	28	35	35	31	34	28	31	33	28	36	31	32	32	
TOTAL DISAGREE	37	17	27	24	45	32	36	45	40	35	36	42	47	44	36	35	34	24	42	33	29	
Somewhat disagree	22	8	18	15	26	18	22	26	20	20	22	25	27	26	22	18	20	14	25	18	17	
Strongly disagree	16	10	9	9	19	15	14	19	20	15	14	17	20	18	14	16	14	10	17	15	12	
DK/NA	8	9	5	6	8	9	6	9	7	7	7	6	6	9	10	7	9	12	8	8	10	
DK/NA	8	9	5	6	8	9	6	9	7	7	7	6	6	9	10	7	9	12	8	8	10	

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
TOTAL AGREE	54%	57%	52%	48%	69%	49%	53%	61%	46%	57%	51%	46%	69%	68%	52%	45%	44%	51%	63%	73%	46%	54%
Strongly agree	23	25	20	17	32	21	20	30	17	24	19	16	34	29	23	20	14	20	26	36	18	27
Somewhat agree	32	32	31	31	37	28	33	31	29	34	32	30	35	40	30	25	30	31	37	37	28	26
TOTAL DISAGREE	37	35	39	46	22	41	39	32	46	33	43	48	23	21	39	44	49	43	27	18	45	35
Somewhat disagree	22	21	22	26	14	23	23	18	27	18	24	28	14	13	24	21	30	23	18	11	24	19
Strongly disagree	16	15	17	20	8	19	16	14	19	15	19	20	9	7	15	23	20	20	9	8	20	16
DK/NA	8	7	9	6	9	10	8	7	8	9	6	6	8	11	9	11	6	6	10	9	9	11
DK/NA	8	7	9	6	9	10	8	7	8	9	6	6	8	11	9	11	6	6	10	9	9	11

TABLE 45: Q22C. Please tell me whether you agree or disagree with the following statement. I feel views of African Americans are well represented in the local media.

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER	
	DEM	DEM	REP	REP	LA	AREA	AREA	DIEGO	/NRTH	VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER	
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
TOTAL AGREE	54%	43%	55%	63%	73%	54%	57%	51%	59%	53%	54%	52%	56%	53%	59%	56%	51%	59%	57%	49%
Strongly agree	23	14	21	27	35	24	24	18	24	24	23	21	24	21	26	25	18	24	24	21
Somewhat agree	32	29	34	36	37	30	33	33	35	29	31	32	32	31	33	31	33	35	33	28
TOTAL DISAGREE	37	53	38	28	18	39	34	41	35	37	37	39	36	39	33	36	41	35	33	41
Somewhat disagree	22	31	23	17	11	21	21	23	21	23	21	22	21	22	19	21	23	21	19	25
Strongly disagree	16	22	15	11	7	18	13	18	14	14	16	17	15	17	13	16	18	14	13	16
DK/NA	8	4	7	9	9	7	8	8	7	10	9	9	8	8	9	8	8	7	10	10
DK/NA	8	4	7	9	9	7	8	8	7	10	9	9	8	8	9	8	8	7	10	10

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+	DEM	REP	NPP/O	
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
TOTAL AGREE	54%	60%	52%	56%	50%	45%	46%	60%	59%	50%	61%	50%	59%	40%	51%	57%	62%	55%	61%	61%
Strongly agree	23	25	22	23	19	22	15	27	22	17	28	19	24	15	20	24	26	23	29	23
Somewhat agree	32	35	31	33	32	23	31	33	37	33	33	31	35	26	30	33	36	32	32	38
TOTAL DISAGREE	37	33	39	38	41	53	53	24	26	42	31	42	33	58	48	27	21	29	23	23
Somewhat disagree	22	23	23	17	24	23	22	14	15	27	19	25	12	24	21	16	13	20	13	12
Strongly disagree	16	10	16	21	17	30	31	9	11	15	12	18	20	34	27	11	8	9	10	11
DK/NA	8	7	9	6	9	2	1	17	15	8	8	8	8	1	2	16	16	16	17	16
DK/NA	8	7	9	6	9	2	1	17	15	8	8	8	8	1	2	16	16	16	17	16

TABLE 45: Q22C. Please tell me whether you agree or disagree with the following statement. I feel views of African Americans are well represented in the local media.

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
TOTAL AGREE	54%	53%	59%	51%	54%	45%	45%	60%	58%	54%	50%	53%	59%	49%	45%	47%	46%	56%	61%	64%
Strongly agree	23	21	26	19	21	16	18	26	24	20	25	22	21	17	18	18	17	23	24	31
Somewhat agree	32	32	33	32	32	29	27	35	35	34	25	31	38	32	27	29	29	33	37	33
TOTAL DISAGREE	37	39	33	37	40	54	53	24	25	38	44	41	32	40	53	51	54	27	25	17
Somewhat disagree	22	24	22	21	21	22	23	14	15	19	28	21	21	20	22	22	26	15	14	14
Strongly disagree	16	15	11	16	20	31	30	10	10	19	16	20	11	20	31	30	29	12	11	3
DK/NA	8	8	7	11	6	1	2	15	17	8	7	6	9	11	2	2	0	17	14	19
DK/NA	8	8	7	11	6	1	2	15	17	8	7	6	9	11	2	2	0	17	14	19

TABLE 46: Q22D. Please tell me whether you agree or disagree with the following statement. I feel views of Asians and Pacific Islanders are well represented in the local media.

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3502	1784	1050	298	333	189	3156	346	1073	1521	562	1940	1562	1566	1554	382	2171	1718	1656	1919	1839	1336
TOTAL AGREE	42%	43%	41%	49%	39%	29%	41%	46%	40%	42%	44%	40%	44%	36%	49%	39%	40%	41%	42%	43%	42%	45%
Strongly agree	12	13	11	15	10	5	12	15	14	10	11	11	13	9	14	13	12	13	14	13	13	13
Somewhat agree	30	30	31	34	29	24	30	32	26	31	33	29	32	27	35	26	28	29	28	29	29	31
TOTAL DISAGREE	46%	45%	47%	36%	50%	54%	47%	36%	49%	48%	41%	49%	42%	54%	40%	40%	49%	49%	47%	47%	47%	45%
Somewhat disagree	27	27	29	23	27	31	28	20	28	30	24	29	26	30	25	25	29	29	28	28	28	29
Strongly disagree	19	18	18	13	23	23	19	16	22	18	17	20	16	24	14	15	20	20	20	19	19	16
DK/NA	12%	12%	11%	14%	11%	17%	11%	17%	11%	11%	15%	11%	14%	10%	11%	21%	11%	10%	10%	11%	11%	10%
DK/NA	12	12	11	14	11	17	11	17	11	11	15	11	14	10	11	21	11	10	10	11	11	10
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3502	735	1275	2010	1166	325	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
TOTAL AGREE	42%	43%	42%	42%	41%	43%	41%	41%	45%	47%	50%	44%	42%	40%	35%	54%	48%	41%	38%	37%	41%	
Strongly agree	12	15	12	13	10	11	11	16	14	15	13	11	16	10	9	18	13	11	10	10	16	
Somewhat agree	30	28	30	30	31	32	30	25	32	32	37	33	26	30	26	36	34	30	28	27	25	
TOTAL DISAGREE	46%	47%	49%	48%	44%	42%	48%	48%	44%	43%	37%	46%	49%	49%	58%	35%	39%	49%	52%	51%	51%	
Somewhat disagree	27	26	30	29	27	23	29	27	25	23	21	29	29	21	36	21	23	30	30	30	31	
Strongly disagree	19	21	19	19	17	19	19	20	20	20	16	16	20	28	22	14	16	19	22	20	20	
DK/NA	12%	10%	9%	10%	15%	15%	11%	11%	10%	10%	13%	10%	8%	11%	7%	11%	13%	10%	10%	12%	8%	
DK/NA	12	10	9	10	15	15	11	11	10	10	13	10	8	11	7	11	13	10	10	12	8	

TABLE 46: Q22D. Please tell me whether you agree or disagree with the following statement. I feel views of Asians and Pacific Islanders are well represented in the local media.

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3502	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1433	1370	2129	1177	1033	2422
TOTAL AGREE	42%	46%	37%	43%	41%	39%	43%	41%	39%	39%	39%	39%	42%	40%	44%	38%	41%	45%	43%	41%	42%	42%
Strongly agree	12	14	10	12	12	9	13	11	10	10	11	10	12	13	12	11	11	13	12	12	11	12
Somewhat agree	30	32	27	31	29	29	29	30	29	29	28	30	30	27	32	27	29	33	31	29	31	30
TOTAL DISAGREE	46	43	54	48	43	51	49	49	50	51	50	51	48	46	41	54	48	40	44	50	47	46
Somewhat disagree	27	27	34	29	25	32	26	27	31	29	32	30	29	27	23	31	29	25	27	28	29	27
Strongly disagree	19	17	20	19	18	19	23	22	20	22	18	21	18	20	18	24	19	15	17	21	17	19
DK/NA	12	11	9	10	15	10	8	10	11	10	11	10	11	13	15	8	11	15	13	10	11	12
DK/NA	12	11	9	10	15	10	8	10	11	10	11	10	11	13	15	8	11	15	13	10	11	12

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
Base	3502	1996	735	246	175	102	117	1405	740	1109	949	660	1849	1609	2102	1334	753	989	941	750
TOTAL AGREE	42%	41%	44%	40%	48%	61%	43%	43%	48%	42%	40%	38%	45%	39%	43%	41%	47%	40%	42%	40%
Strongly agree	12	11	11	14	15	24	11	13	14	12	12	10	13	11	12	12	15	12	9	13
Somewhat agree	30	30	33	26	33	36	32	30	34	30	29	28	32	28	31	29	32	29	33	28
TOTAL DISAGREE	46	46	42	52	42	33	46	45	38	46	49	51	43	50	45	48	44	48	46	46
Somewhat disagree	27	30	24	25	24	19	26	25	22	28	28	32	26	30	27	28	25	30	28	26
Strongly disagree	19	17	19	27	18	14	20	21	16	18	21	19	17	20	18	20	19	17	18	20
DK/NA	12	12	14	8	10	6	11	12	14	12	11	11	13	11	13	10	9	12	12	13
DK/NA	12	12	14	8	10	6	11	12	14	12	11	11	13	11	13	10	9	12	12	13

TABLE 46: Q22D. Please tell me whether you agree or disagree with the following statement. I feel views of Asians and Pacific Islanders are well represented in the local media.

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3502	350	655	1005	2127	1186	1203	1010	776	590	794	776	632	558	597	980	391	309	1788	1679	700
TOTAL AGREE	42%	54%	50%	51%	38%	45%	44%	35%	42%	46%	42%	40%	37%	41%	40%	45%	44%	45%	39%	44%	44%
Strongly agree	12	20	14	16	10	14	12	8	14	12	11	11	6	11	14	13	16	12	10	13	14
Somewhat agree	30	34	36	35	28	31	32	27	28	34	31	29	31	30	26	32	28	33	29	31	30
TOTAL DISAGREE	46%	31%	41%	37%	51%	42%	45%	52%	46%	44%	48%	49%	55%	49%	46%	43%	43%	37%	50%	42%	40%
Somewhat disagree	27	18	28	24	30	25	29	30	27	27	29	29	34	30	29	22	26	25	31	24	25
Strongly disagree	19	13	13	13	21	17	16	22	19	16	19	20	21	20	17	20	17	12	19	18	15
DK/NA	12%	15%	9%	11%	11%	12%	10%	13%	11%	10%	10%	11%	9%	9%	13%	13%	13%	18%	10%	14%	15%
DK/NA	12	15	9	11	11	12	10	13	11	10	10	11	9	9	13	13	13	18	10	14	15

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+
Base	3502	1715	1787	1508	1050	944	881	818	907	861	658	850	558	492	499	445	725	765	436	599	627	315
TOTAL AGREE	42%	45%	39%	40%	47%	39%	42%	47%	37%	42%	45%	36%	49%	46%	40%	38%	40%	40%	45%	49%	35%	47%
Strongly agree	12	15	9	11	15	11	12	17	8	10	13	9	19	10	13	8	10	11	13	16	9	14
Somewhat agree	30	30	30	29	33	28	30	30	29	32	32	27	30	36	28	29	30	29	32	33	26	33
TOTAL DISAGREE	46%	44%	48%	50%	39%	48%	48%	41%	52%	43%	47%	52%	38%	40%	48%	48%	51%	48%	43%	36%	54%	36%
Somewhat disagree	27	27	28	28	25	29	31	23	31	24	26	30	25	25	31	26	33	24	26	24	32	22
Strongly disagree	19	17	20	21	14	19	18	17	21	19	21	22	13	15	17	22	18	24	17	12	22	15
DK/NA	12%	11%	13%	10%	13%	13%	10%	12%	11%	16%	8%	12%	13%	14%	12%	14%	8%	12%	12%	15%	11%	16%
DK/NA	12	11	13	10	13	13	10	12	11	16	8	12	13	14	12	14	8	12	12	15	11	16

TABLE 46: Q22D. Please tell me whether you agree or disagree with the following statement. I feel views of Asians and Pacific Islanders are well represented in the local media.

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER	
	DEM	DEM	REP	REP	LA	AREA	AREA	DIEGO	/NRTH	VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER	
Base	3502	762	669	375	615	876	773	773	316	347	418	1537	1965	2484	1018	1610	788	316	380	408
TOTAL AGREE	42%	36%	45%	48%	49%	45%	38%	46%	40%	39%	39%	42%	42%	43%	39%	42%	46%	40%	39%	37%
Strongly agree	12	8	13	17	14	12	10	14	12	11	12	13	11	12	11	11	14	12	11	10
Somewhat agree	30	28	31	30	35	33	29	32	28	27	27	30	31	31	28	31	32	28	28	26
TOTAL DISAGREE	46%	54%	46%	43%	36%	44%	49%	42%	48%	46%	49%	45%	47%	46%	47%	46%	42%	48%	46%	51%
Somewhat disagree	27	31	27	27	23	25	31	24	29	29	29	27	28	27	30	27	24	29	29	31
Strongly disagree	19	23	19	16	13	19	18	18	20	18	20	18	19	19	17	19	18	20	17	20
DK/NA	12	10	9	10	15	10	13	12	11	15	12	13	11	11	14	11	12	11	15	12
DK/NA	12	10	9	10	15	10	13	12	11	15	12	13	11	11	14	11	12	11	15	12

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+	DEM	REP	NPP/O	
Base	3502	987	1009	345	389	107	138	91	84	860	1111	517	213	123	120	101	73	53	41	81
TOTAL AGREE	42%	45%	38%	46%	42%	46%	35%	49%	47%	37%	45%	43%	45%	33%	47%	45%	52%	51%	42%	49%
Strongly agree	12	14	9	13	10	19	9	16	14	9	13	10	15	12	15	15	15	15	19	13
Somewhat agree	30	31	29	33	32	27	26	33	33	28	32	34	30	21	32	30	37	35	24	36
TOTAL DISAGREE	46%	44%	49%	43%	42%	49%	53%	41%	43%	53%	42%	45%	37%	60%	43%	44%	40%	42%	46%	40%
Somewhat disagree	27	30	29	21	26	22	27	24	23	34	26	28	13	30	20	23	24	23	26	23
Strongly disagree	19	14	20	21	17	27	26	17	20	19	15	17	24	30	24	21	15	19	20	17
DK/NA	12	11	13	11	16	4	12	10	9	10	14	12	18	7	9	11	9	8	12	11
DK/NA	12	11	13	11	16	4	12	10	9	10	14	12	18	7	9	11	9	8	12	11

TABLE 46: Q22D. Please tell me whether you agree or disagree with the following statement. I feel views of Asians and Pacific Islanders are well represented in the local media.

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO			AF-AM			AS/PI		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3502	965	1031	234	500	75	171	84	91	579	145	434	95	206	158	54	34	78	72	25
<u>TOTAL AGREE</u>	42%	42%	41%	40%	46%	42%	39%	52%	44%	45%	40%	47%	48%	36%	38%	43%	45%	43%	52%	51%
Strongly agree	12	12	10	11	11	16	12	16	14	11	11	12	12	10	12	18	14	15	15	15
Somewhat agree	30	30	31	29	34	26	27	36	30	34	30	35	36	26	26	25	31	29	37	36
<u>TOTAL DISAGREE</u>	46	45	48	41	43	53	51	37	46	41	47	42	31	48	52	53	47	47	38	35
Somewhat disagree	27	28	31	26	22	32	22	23	24	23	29	23	18	27	22	37	18	25	23	22
Strongly disagree	19	18	16	15	21	21	29	15	22	19	18	19	13	21	30	16	30	23	16	13
<u>DK/NA</u>	12	13	12	19	11	5	10	11	9	13	13	11	21	16	10	4	8	9	9	13
DK/NA	12	13	12	19	11	5	10	11	9	13	13	11	21	16	10	4	8	9	9	13

TABLE 47: Q23A. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Is politically partisan

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB	
Base	3269	1682	983	276	307	161	2951	318	1003	1419	529	1810	1459	1477	1441	351	2070	1647	1555	1817	1757	1248	
TOTAL WELL	69%	69%	70%	67%	69%	65%	69%	67%	69%	70%	67%	68%	69%	69%	70%	61%	69%	70%	70%	70%	69%	72%	
Very well	23	21	26	23	25	18	22	24	24	21	24	22	23	20	25	21	25	27	24	24	25	22	
Somewhat well	46	47	45	44	44	47	46	43	45	49	43	46	46	49	45	40	44	44	45	46	45	49	
TOTAL NOT WELL	24	25	24	23	25	28	25	20	25	26	22	26	22	25	23	26	26	25	25	24	25	22	
Not too well	16	16	15	18	16	17	16	11	15	17	15	17	14	16	15	18	16	15	15	15	15	15	
Not at all well	9	9	8	5	8	11	9	9	10	8	7	9	8	9	8	8	10	10	9	9	10	8	
NO OP/DK/NA	7	7	6	10	6	7	6	13	6	5	11	6	8	6	6	13	5	5	6	6	5	6	
No opinion/DK/NA	7	7	6	10	6	7	6	13	6	5	11	6	8	6	6	13	5	5	6	6	5	6	
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	3269	690	1227	1917	1083	269	2267	176	256	145	162	1560	328	247	318	253	1361	566	344	979	14		
TOTAL WELL	69%	69%	70%	70%	68%	64%	69%	72%	72%	69%	68%	70%	75%	69%	68%	64%	68%	68%	67%	71%	38%		
Very well	23	28	23	25	19	22	22	29	25	27	26	22	27	23	22	21	23	20	34	20	16		
Somewhat well	46	41	47	45	50	41	47	44	47	42	42	49	48	47	46	43	45	48	34	51	22		
TOTAL NOT WELL	24	27	24	25	24	24	26	22	20	22	21	24	21	20	28	27	24	26	28	23	44		
Not too well	16	14	16	15	17	15	16	13	14	19	14	15	12	15	21	19	16	17	13	16	17		
Not at all well	9	13	7	9	7	9	9	9	6	3	8	9	9	5	7	9	7	9	14	8	27		
NO OP/DK/NA	7	4	6	5	8	12	6	6	8	9	10	6	4	11	4	9	8	6	5	6	18		
No opinion/DK/NA	7	4	6	5	8	12	6	6	8	9	10	6	4	11	4	9	8	6	5	6	18		

TABLE 47: Q23A. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Is politically partisan

	Q14 NWPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	Total																					
Base	3269	1179	300	1947	1322	1468	197	495	1668	707	423	841	2107	563	598	639	1350	1280	2014	1081	955	2271
TOTAL WELL	69%	67%	68%	69%	69%	71%	71%	72%	70%	69%	70%	70%	71%	65%	64%	66%	70%	69%	69%	68%	69%	69%
Very well	23	20	23	22	23	22	30	27	23	21	23	22	23	23	20	23	22	23	23	23	21	23
Somewhat well	46	48	45	46	46	48	41	45	47	49	47	48	48	42	43	43	48	46	46	46	48	46
TOTAL NOT WELL	24	26	26	24	25	25	21	22	25	26	27	26	23	27	25	29	25	22	24	25	25	24
Not too well	16	17	16	17	15	16	16	16	16	17	18	17	16	17	15	17	16	15	15	17	17	15
Not at all well	9	9	10	7	11	9	5	6	9	9	9	9	8	10	10	13	9	6	9	8	8	9
NO OP/DK/NA	7	7	6	7	6	4	8	6	5	4	4	4	5	8	11	5	5	10	7	7	6	7
No opinion/DK/NA	7	7	6	7	6	4	8	6	5	4	4	4	5	8	11	5	5	10	7	7	6	7

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL	
	Total																			
Base	3269	1865	695	223	163	98	104	1317	683	1031	893	622	1714	1515	1981	1228	702	930	882	693
TOTAL WELL	69%	68%	70%	70%	65%	72%	65%	70%	72%	67%	65%	71%	66%	69%	69%	70%	70%	66%	70%	
Very well	23	22	22	24	19	23	18	22	24	23	25	17	24	21	23	22	22	23	23	23
Somewhat well	46	46	47	46	46	50	47	48	45	49	42	49	47	45	46	47	48	48	42	47
TOTAL NOT WELL	24	27	21	21	24	20	23	21	21	22	27	30	21	28	25	24	23	23	28	24
Not too well	16	16	17	14	17	15	16	15	15	15	17	16	15	17	15	16	15	16	18	15
Not at all well	9	11	4	7	7	5	7	6	5	7	10	14	6	11	9	7	8	7	10	10
NO OP/DK/NA	7	5	10	9	11	8	13	9	10	6	6	5	8	6	6	8	8	7	6	6
No opinion/DK/NA	7	5	10	9	11	8	13	9	10	6	6	5	8	6	6	8	8	7	6	6

TABLE 47: Q23A. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Is politically partisan

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		69%	72%	76%	74%				67%	71%	71%	65%	69%	69%	70%	68%	72%	67%	67%	68%	67%
Base	3269	330	611	941	1998	1100	1127	947	725	560	739	728	563	521	542	936	371	300	1626	1608	671
TOTAL WELL																					
Very well	23	40	26	31	19	26	21	22	24	21	22	24	18	21	24	25	25	23	21	24	24
Somewhat well	46	32	50	44	48	45	50	43	45	48	48	45	54	46	44	44	43	48	48	44	45
TOTAL NOT WELL																					
Not too well	16	13	15	14	17	14	16	18	15	17	16	17	16	18	16	16	16	13	17	15	14
Not at all well	9	10	6	7	10	7	8	11	8	7	8	11	7	8	10	9	8	9	8	9	8
NO OP/DK/NA																					
No opinion/DK/NA	7	6	3	4	6	8	6	7	8	6	6	3	6	6	7	7	9	9	6	8	9
	7	6	3	4	6	8	6	7	8	6	6	3	6	6	7	7	9	9	6	8	9

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Base	3269	1607	1662	1426	980	863	807	784	818	824	623	803	528	452	456	407	672	736	395	569	559	302
TOTAL WELL																						
Very well	23	24	21	20	26	23	22	26	20	23	20	19	29	23	23	23	20	20	22	29	21	25
Somewhat well	46	45	47	47	45	46	46	44	50	44	45	47	44	46	46	47	49	44	47	44	47	45
TOTAL NOT WELL																						
Not too well	16	16	15	17	14	15	17	15	16	15	17	17	14	14	17	14	18	16	16	13	15	15
Not at all well	9	8	9	10	7	8	9	8	8	10	11	9	6	9	8	9	8	11	7	7	9	7
NO OP/DK/NA																						
No opinion/DK/NA	7	6	8	7	7	7	6	7	7	9	6	7	6	8	6	8	5	8	7	7	7	7
	7	6	8	7	7	7	6	7	7	9	6	7	6	8	6	8	5	8	7	7	7	7

TABLE 47: Q23A. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Is politically partisan

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER	
	DEM	DEM	REP	REP	LA	AREA	AREA	DIEGO	/NRTH	VALLY										
Base	3269	732	625	353	577	818	715	721	299	319	397	1437	1832	2319	949	1497	735	299	356	383
TOTAL WELL	69%	67%	66%	69%	73%	67%	69%	67%	71%	72%	70%	69%	69%	68%	70%	68%	66%	71%	70%	73%
Very well	23	19	20	18	31	23	23	19	23	28	24	22	23	21	26	23	19	23	28	23
Somewhat well	46	49	46	51	42	44	47	47	49	44	46	46	46	47	44	45	47	49	42	51
TOTAL NOT WELL	24	28	26	22	22	25	23	27	24	21	24	25	24	25	23	24	28	24	24	19
Not too well	16	17	18	17	13	17	15	18	14	11	17	16	15	16	15	16	18	14	14	14
Not at all well	9	11	8	5	9	9	8	9	10	10	6	8	9	9	8	9	9	10	10	5
NO OP/DK/NA	7	5	9	9	5	8	7	6	5	7	6	7	7	7	7	8	6	5	6	7
No opinion/DK/NA	7	5	9	9	5	8	7	6	5	7	6	7	7	7	7	8	6	5	6	7

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+				
Base	3269	926	939	326	369	96	127	85	78	776	1063	484	206	108	112	91	71	50	39	74
TOTAL WELL	69%	68%	68%	68%	71%	79%	63%	68%	61%	68%	68%	70%	68%	68%	71%	66%	63%	62%	66%	66%
Very well	23	24	21	22	23	28	22	20	19	20	24	20	27	21	27	21	17	17	21	20
Somewhat well	46	43	48	47	47	52	41	49	42	47	44	49	41	47	44	45	46	45	46	46
TOTAL NOT WELL	24	28	25	22	20	15	26	22	27	28	26	21	22	25	18	25	24	26	22	25
Not too well	16	18	14	18	15	10	17	14	21	17	15	16	18	17	12	17	17	18	14	18
Not at all well	9	11	11	4	5	5	9	8	6	11	11	4	4	8	7	8	6	8	7	7
NO OP/DK/NA	7	4	6	10	10	5	11	10	12	4	6	9	10	6	11	9	13	12	12	9
No opinion/DK/NA	7	4	6	10	10	5	11	10	12	4	6	9	10	6	11	9	13	12	12	9

TABLE 47: Q23A. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Is politically partisan

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3269	903	961	219	476	69	154	78	85	548	135	414	88	193	142	49	32	74	67	22
<u>TOTAL WELL</u>	69%	69%	67%	68%	70%	69%	70%	67%	62%	68%	75%	68%	63%	76%	70%	72%	67%	62%	69%	62%
Very well	23	24	21	22	23	22	25	20	18	23	19	23	23	22	25	22	24	18	21	15
Somewhat well	46	45	46	47	47	48	45	47	44	45	56	45	40	54	45	50	43	43	48	47
<u>TOTAL NOT WELL</u>	24	26	27	22	20	22	21	22	26	22	20	22	28	15	21	18	29	27	22	21
Not too well	16	16	16	18	16	11	15	17	17	17	16	17	23	12	15	9	19	18	17	17
Not at all well	9	10	11	4	4	10	6	5	9	4	4	5	5	3	6	9	10	10	5	4
<u>NO OP/DK/NA</u>	7	5	6	10	9	9	9	10	11	10	5	10	9	9	10	10	4	11	9	17
No opinion/DK/NA	7	5	6	10	9	9	9	10	11	10	5	10	9	9	10	10	4	11	9	17

TABLE 48: Q23B. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Reflect the views of people like me

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3269	1682	983	276	307	161	2951	318	1003	1419	529	1810	1459	1477	1441	351	2070	1647	1555	1817	1757	1248
<u>TOTAL WELL</u>	78%	79%	80%	70%	83%	73%	79%	75%	79%	80%	74%	79%	77%	83%	76%	69%	79%	80%	80%	79%	79%	81%
Very well	27	27	29	21	32	21	27	29	29	25	27	27	27	29	27	19	29	29	29	27	29	29
Somewhat well	51	53	51	50	51	52	52	46	50	55	47	53	49	54	49	50	50	51	51	51	50	53
<u>TOTAL NOT WELL</u>	17	16	18	24	12	20	17	18	17	16	21	17	18	13	20	22	17	16	17	18	16	15
Not too well	12	11	12	18	8	13	12	15	11	11	15	12	12	10	14	15	12	12	12	13	11	11
Not at all well	5	5	5	6	4	7	6	3	6	5	6	5	6	3	7	8	5	5	5	5	5	4
<u>NO OP/DK/NA</u>	4	5	3	6	4	7	4	7	4	4	5	4	5	4	4	9	4	4	3	4	5	3
No opinion/DK/NA	4	5	3	6	4	7	4	7	4	4	5	4	5	4	4	9	4	4	3	4	5	3
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3269	690	1227	1917	1083	269	2267	176	256	145	162	1560	328	247	318	253	1361	566	344	979	14	
<u>TOTAL WELL</u>	78%	77%	81%	80%	77%	73%	79%	76%	79%	80%	79%	83%	79%	79%	79%	71%	76%	78%	88%	78%	74%	
Very well	27	30	28	29	24	25	26	27	29	27	32	29	29	30	25	24	27	20	46	23	50	
Somewhat well	51	47	53	51	53	49	53	48	50	53	47	54	50	49	54	47	48	58	42	55	24	
<u>TOTAL NOT WELL</u>	17	19	16	17	17	21	16	23	17	18	16	13	18	17	19	26	20	17	8	17	26	
Not too well	12	12	13	13	12	10	12	17	11	14	12	10	12	12	15	19	13	13	6	12	26	
Not at all well	5	7	4	5	5	11	5	6	6	4	5	3	6	6	4	8	6	4	3	6	0	
<u>NO OP/DK/NA</u>	4	4	3	3	6	6	4	2	4	2	5	4	3	4	2	3	4	5	4	4	0	
No opinion/DK/NA	4	4	3	3	6	6	4	2	4	2	5	4	3	4	2	3	4	5	4	4	0	

TABLE 48: Q23B. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Reflect the views of people like me

	Q14 NWPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	Total																					
Base	3269	1179	300	1947	1322	1468	197	495	1668	707	423	841	2107	563	598	639	1350	1280	2014	1081	955	2271
TOTAL WELL	78%	79%	77%	78%	79%	80%	81%	81%	79%	82%	84%	82%	82%	71%	71%	81%	78%	77%	78%	79%	79%	78%
Very well	27	24	26	25	29	25	26	26	25	25	25	26	29	21	23	28	25	28	26	29	28	26
Somewhat well	51	55	52	52	50	55	55	55	55	57	58	56	53	50	48	52	53	50	52	49	51	52
TOTAL NOT WELL	17	17	18	18	16	17	18	16	17	16	13	15	14	26	20	17	18	17	17	18	18	17
Not too well	12	13	13	13	11	11	12	9	11	10	8	10	11	17	13	11	13	11	12	12	13	12
Not at all well	5	4	5	6	5	6	6	7	6	6	5	5	4	9	8	6	4	6	5	5	5	6
NO OP/DK/NA	4	4	5	4	5	3	1	3	4	3	4	3	4	3	8	2	4	5	5	4	3	5
No opinion/DK/NA	4	4	5	4	5	3	1	3	4	3	4	3	4	3	8	2	4	5	5	4	3	5

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBL	SM TN RURAL	
	Total																			
Base	3269	1865	695	223	163	98	104	1317	683	1031	893	622	1714	1515	1981	1228	702	930	882	693
TOTAL WELL	78%	80%	78%	76%	76%	81%	74%	77%	78%	77%	79%	78%	78%	79%	79%	77%	80%	77%	79%	77%
Very well	27	28	27	29	25	32	21	26	32	28	26	21	30	24	27	27	28	27	24	28
Somewhat well	51	52	52	47	52	50	53	51	46	49	53	57	48	55	52	51	51	51	54	49
TOTAL NOT WELL	17	16	18	21	17	15	17	19	17	19	16	17	18	17	17	18	16	18	16	20
Not too well	12	11	13	13	13	12	13	13	12	13	11	13	13	11	12	12	11	13	12	13
Not at all well	5	5	5	8	4	3	3	6	5	6	6	4	5	5	5	6	5	6	4	7
NO OP/DK/NA	4	4	4	3	6	4	9	4	5	4	4	5	4	5	4	5	5	4	5	3
No opinion/DK/NA	4	4	4	3	6	4	9	4	5	4	4	5	4	5	4	5	5	4	5	3

TABLE 48: Q23B. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Reflect the views of people like me

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		78%	76%	77%	77%				79%	77%	81%	78%	78%	80%	81%	78%	80%	80%	77%	79%	76%
Base	3269	330	611	941	1998	1100	1127	947	725	560	739	728	563	521	542	936	371	300	1626	1608	671
TOTAL WELL	78%	76%	77%	77%	79%	77%	81%	78%	78%	80%	81%	78%	80%	80%	77%	79%	76%	75%	79%	77%	75%
Very well	27	37	25	29	25	29	25	27	30	29	26	25	25	25	30	29	27	21	27	27	24
Somewhat well	51	39	52	48	54	48	57	50	48	51	55	53	55	55	47	50	49	54	53	50	51
TOTAL NOT WELL	17	21	19	20	16	19	15	18	18	17	17	17	16	17	19	17	18	19	17	17	18
Not too well	12	14	13	13	12	13	10	13	12	12	10	13	11	12	14	11	12	13	12	12	13
Not at all well	5	8	7	7	5	6	5	5	6	4	6	4	5	5	5	6	6	6	5	6	6
NO OP/DK/NA	4	3	3	3	4	4	4	4	4	3	3	5	4	3	4	4	6	7	4	5	6
No opinion/DK/NA	4	3	3	3	4	4	4	4	4	3	3	5	4	3	4	4	6	7	4	5	6

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+
Base	3269	1607	1662	1426	980	863	807	784	818	824	623	803	528	452	456	407	672	736	395	569	559	302
TOTAL WELL	78%	78%	79%	81%	75%	77%	78%	78%	80%	77%	83%	80%	74%	76%	76%	79%	82%	80%	75%	75%	78%	75%
Very well	27	27	26	27	27	27	28	27	25	28	29	25	28	26	25	29	27	26	26	28	26	29
Somewhat well	51	50	52	55	48	50	50	51	55	50	54	55	46	50	51	50	55	54	49	47	52	47
TOTAL NOT WELL	17	18	17	14	21	18	18	18	17	17	13	15	23	20	19	17	14	14	23	20	17	20
Not too well	12	13	11	10	15	11	13	12	12	11	10	11	18	12	11	11	10	10	17	14	12	10
Not at all well	5	5	6	4	6	7	5	5	5	6	3	4	5	7	8	6	4	4	6	6	5	11
NO OP/DK/NA	4	5	4	5	4	4	4	5	3	6	5	5	4	4	5	3	4	6	3	5	4	4
No opinion/DK/NA	4	5	4	5	4	4	4	5	3	6	5	5	4	4	5	3	4	6	3	5	4	4

TABLE 48: Q23B. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Reflect the views of people like me

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER	
	DEM	DEM	REP	REP	LA	AREA	AREA	DIEGO	/NRTH	VALLY										
Base	3269	732	625	353	577	818	715	721	299	319	397	1437	1832	2319	949	1497	735	299	356	383
TOTAL WELL	78%	85%	80%	75%	74%	78%	81%	78%	78%	80%	76%	78%	79%	78%	79%	79%	78%	78%	80%	75%
Very well	27	26	27	24	29	28	28	27	22	31	25	27	27	26	29	28	27	22	30	24
Somewhat well	51	58	53	51	45	50	53	51	55	49	51	51	52	52	49	51	51	55	50	51
TOTAL NOT WELL	17	10	17	19	23	18	16	16	18	15	20	17	17	17	18	17	16	18	16	20
Not too well	12	8	13	14	17	13	11	12	12	10	14	12	12	12	13	12	12	12	11	13
Not at all well	5	2	5	5	6	6	5	4	7	6	7	5	6	5	6	5	4	7	5	6
NO OP/DK/NA	4	5	3	6	3	4	3	6	4	5	4	5	4	5	3	4	6	4	4	5
No opinion/DK/NA	4	5	3	6	3	4	3	6	4	5	4	5	4	5	3	4	6	4	4	5

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+				
Base	3269	926	939	326	369	96	127	85	78	776	1063	484	206	108	112	91	71	50	39	74
TOTAL WELL	78%	78%	81%	79%	77%	81%	73%	79%	74%	82%	79%	80%	75%	72%	81%	76%	77%	76%	73%	79%
Very well	27	28	28	29	25	35	25	25	24	29	28	26	29	25	34	25	24	24	26	24
Somewhat well	51	51	53	50	53	46	48	54	49	53	51	54	46	47	47	50	53	51	47	54
TOTAL NOT WELL	17	17	15	17	19	17	23	17	18	15	17	18	19	26	16	18	17	17	20	17
Not too well	12	12	10	12	13	10	15	13	14	10	11	13	12	16	9	13	14	13	13	14
Not at all well	5	5	5	5	6	7	9	4	4	5	5	5	6	10	6	4	3	4	6	3
NO OP/DK/NA	4	4	4	4	4	2	4	4	9	3	5	3	6	2	3	7	6	8	8	5
No opinion/DK/NA	4	4	4	4	4	2	4	4	9	3	5	3	6	2	3	7	6	8	8	5

TABLE 48: Q23B. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Reflect the views of people like me

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3269	903	961	219	476	69	154	78	85	548	135	414	88	193	142	49	32	74	67	22
<u>TOTAL WELL</u>	78%	80%	80%	74%	80%	77%	76%	76%	76%	79%	75%	79%	72%	79%	75%	79%	77%	76%	76%	77%
Very well	27	29	28	31	25	21	33	26	23	26	31	27	27	27	31	24	30	25	27	15
Somewhat well	51	51	52	43	55	56	43	50	53	54	44	53	45	52	44	55	47	51	49	62
<u>TOTAL NOT WELL</u>	17	15	16	19	17	20	21	17	18	17	21	18	21	17	21	19	19	18	17	14
Not too well	12	11	11	12	13	14	12	15	12	13	12	13	14	11	12	14	13	13	15	11
Not at all well	5	4	6	7	4	5	9	2	5	4	8	4	6	6	9	5	6	5	2	4
<u>NO OP/DK/NA</u>	4	5	4	7	3	3	3	7	6	4	4	3	7	5	3	2	4	6	6	8
No opinion/DK/NA	4	5	4	7	3	3	3	7	6	4	4	3	7	5	3	2	4	6	6	8

TABLE 49: Q23C. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Easy to understand

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3269	1682	983	276	307	161	2951	318	1003	1419	529	1810	1459	1477	1441	351	2070	1647	1555	1817	1757	1248
TOTAL WELL	94%	95%	95%	92%	95%	94%	95%	88%	95%	96%	92%	95%	93%	95%	95%	89%	96%	96%	95%	95%	96%	95%
Very well	62	61	66	50	67	65	64	47	65	65	58	63	61	65	62	50	68	69	67	65	68	63
Somewhat well	32	33	29	42	28	30	31	41	30	31	34	32	33	30	32	39	27	28	28	31	28	32
TOTAL NOT WELL	5	5	5	6	3	5	4	10	4	4	7	4	6	4	5	9	4	4	4	4	4	5
Not too well	4	4	4	6	3	5	4	7	3	3	7	4	4	3	4	6	3	3	4	4	3	4
Not at all well	1	1	1	1	0	0	1	3	1	1	1	1	1	1	1	2	1	1	1	1	1	1
NO OP/DK/NA	1	0	0	2	2	1	1	2	1	0	1	1	1	1	0	2	0	0	0	0	0	0
No opinion/DK/NA	1	0	0	2	2	1	1	2	1	0	1	1	1	1	0	2	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	3269	690	1227	1917	1083	269	2267	176	256	145	162	1560	328	247	318	253	1361	566	344	979	14	
TOTAL WELL	94%	96%	95%	95%	94%	87%	96%	93%	94%	93%	87%	96%	95%	93%	93%	90%	92%	97%	98%	95%	93%	
Very well	62	72	65	68	56	46	66	55	55	54	45	65	66	56	57	55	57	67	82	60	66	
Somewhat well	32	24	29	27	38	41	29	39	39	38	43	31	29	36	36	36	35	30	15	35	27	
TOTAL NOT WELL	5	4	5	4	5	10	4	6	5	7	12	4	5	6	7	9	8	3	2	4	7	
Not too well	4	3	4	4	4	7	3	2	4	7	11	3	3	5	6	7	6	2	2	3	7	
Not at all well	1	1	1	1	1	4	1	4	1	0	1	1	2	1	1	1	2	0	0	1	0	
NO OP/DK/NA	1	0	0	0	1	2	0	1	1	0	0	0	0	2	0	1	1	0	1	1	0	
No opinion/DK/NA	1	0	0	0	1	2	0	1	1	0	0	0	0	2	0	1	1	0	1	1	0	

TABLE 49: Q23C. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Easy to understand

	Q14 NWPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	Total																					
Base	3269	1179	300	1947	1322	1468	197	495	1668	707	423	841	2107	563	598	639	1350	1280	2014	1081	955	2271
TOTAL WELL	94%	95%	96%	93%	96%	96%	95%	93%	95%	97%	97%	96%	96%	89%	93%	97%	95%	93%	95%	93%	93%	95%
Very well	62	63	64	59	67	65	62	63	64	65	66	64	66	53	58	70	64	57	63	61	62	62
Somewhat well	32	32	31	34	29	31	34	30	31	32	31	32	30	36	36	27	31	36	32	32	31	33
TOTAL NOT WELL	5	4	4	6	3	4	5	6	4	3	3	3	4	10	5	3	5	6	4	6	6	5
Not too well	4	4	3	5	3	3	4	4	3	2	1	2	3	8	4	2	4	5	3	5	5	4
Not at all well	1	0	1	1	1	1	1	2	1	1	1	1	1	2	1	1	1	1	1	1	1	1
NO OP/DK/NA	1	0	0	1	1	0	0	1	1	0	0	0	0	1	2	0	1	1	0	1	1	1
No opinion/DK/NA	1	0	0	1	1	0	0	1	1	0	0	0	0	1	2	0	1	1	0	1	1	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL	
	Total																			
Base	3269	1865	695	223	163	98	104	1317	683	1031	893	622	1714	1515	1981	1228	702	930	882	693
TOTAL WELL	94%	96%	91%	93%	88%	89%	90%	92%	90%	95%	96%	97%	93%	96%	94%	95%	94%	95%	95%	93%
Very well	62	67	54	58	48	54	49	55	53	60	65	72	57	68	63	62	64	62	62	62
Somewhat well	32	29	37	35	41	35	41	36	37	34	31	24	35	28	31	33	31	33	33	31
TOTAL NOT WELL	5	4	8	7	9	9	7	7	9	5	4	3	6	3	5	5	5	5	4	6
Not too well	4	3	6	5	8	8	5	5	7	4	3	3	5	3	4	3	5	4	4	4
Not at all well	1	1	2	2	1	1	1	2	2	1	1	1	1	1	1	1	1	1	1	1
NO OP/DK/NA	1	0	1	0	2	2	3	1	1	1	0	0	1	0	1	1	0	1	1	1
No opinion/DK/NA	1	0	1	0	2	2	3	1	1	1	0	0	1	0	1	1	0	1	1	1

TABLE 49: Q23C. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Easy to understand

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		NO	YES	NO																	
Base	3269	330	611	941	1998	1100	1127	947	725	560	739	728	563	521	542	936	371	300	1626	1608	671
TOTAL WELL	94%	95%	96%	96%	94%	93%	95%	95%	93%	93%	96%	97%	96%	95%	93%	95%	96%	89%	95%	94%	93%
Very well	62	71	62	65	62	59	61	67	58	58	66	70	60	62	64	64	66	52	62	63	60
Somewhat well	32	24	35	31	32	34	34	28	35	34	31	27	36	33	29	30	30	37	32	31	33
TOTAL NOT WELL	5	5	3	4	5	6	4	4	7	6	3	3	2	5	6	5	4	10	4	6	6
Not too well	4	4	2	3	4	5	3	3	5	5	3	3	2	4	5	4	3	8	4	5	5
Not at all well	1	1	1	1	1	1	1	1	1	1	1	0	0	1	2	1	1	1	1	1	1
NO OP/DK/NA	1	0	0	0	1	1	0	0	1	1	0	0	1	0	1	0	0	1	1	0	1
No opinion/DK/NA	1	0	0	0	1	1	0	0	1	1	0	0	1	0	1	0	0	1	1	0	1

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Base	3269	1607	1662	1426	980	863	807	784	818	824	623	803	528	452	456	407	672	736	395	569	559	302
TOTAL WELL	94%	95%	94%	94%	95%	95%	95%	95%	94%	93%	94%	94%	95%	94%	96%	93%	94%	94%	95%	94%	95%	94%
Very well	62	63	62	62	63	62	63	63	61	62	63	60	63	64	62	62	61	63	64	64	63	60
Somewhat well	32	32	32	32	31	33	31	32	33	31	31	34	32	30	34	31	33	31	32	30	32	34
TOTAL NOT WELL	5	5	5	5	5	4	4	5	5	6	5	6	5	5	3	6	5	6	4	6	4	6
Not too well	4	3	5	4	4	3	3	4	4	5	4	5	4	4	2	5	4	4	4	5	3	5
Not at all well	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1
NO OP/DK/NA	1	1	1	1	0	1	1	0	1	1	0	1	0	1	1	1	1	1	0	0	2	0
No opinion/DK/NA	1	1	1	1	0	1	1	0	1	1	0	1	0	1	1	1	1	1	0	0	2	0

TABLE 49: Q23C. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Easy to understand

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3269	732	625	353	577	818	715	721	299	319	397	1437	1832	2319	949	1497	735	299	356	383
TOTAL WELL	94%	96%	93%	92%	96%	95%	94%	95%	93%	93%	94%	94%	94%	95%	94%	95%	95%	93%	93%	94%
Very well	62	64	59	62	65	62	60	63	63	65	62	63	61	63	61	61	63	63	63	64
Somewhat well	32	32	34	30	31	33	35	32	31	28	32	31	33	32	33	34	32	31	30	30
TOTAL NOT WELL	5	4	6	8	3	5	5	4	6	6	5	5	5	5	5	5	5	6	6	5
Not too well	4	3	5	7	2	3	5	4	4	4	5	4	4	4	4	4	4	4	4	4
Not at all well	1	1	1	0	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1
NO OP/DK/NA	1	0	1	1	0	1	0	0	1	2	1	1	0	1	1	0	0	1	2	1
No opinion/DK/NA	1	0	1	1	0	1	0	0	1	2	1	1	0	1	1	0	0	1	2	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3269	926	939	326	369	96	127	85	78	776	1063	484	206	108	112	91	71	50	39	74
TOTAL WELL	94%	96%	96%	91%	90%	95%	92%	89%	87%	97%	95%	92%	88%	92%	93%	89%	87%	88%	85%	90%
Very well	62	67	67	55	53	61	56	49	46	68	66	54	54	61	56	51	43	47	49	47
Somewhat well	32	29	29	36	38	34	36	40	41	28	29	38	34	31	38	38	44	41	36	43
TOTAL NOT WELL	5	4	4	8	8	5	8	8	11	3	5	7	10	7	7	9	10	10	12	8
Not too well	4	3	3	6	7	3	6	7	10	3	4	5	9	4	5	7	9	9	10	6
Not at all well	1	1	1	2	1	2	2	2	1	0	1	2	2	3	1	1	2	1	2	1
NO OP/DK/NA	1	0	0	1	1	0	1	3	2	1	0	1	1	1	0	2	3	2	3	2
No opinion/DK/NA	1	0	0	1	1	0	1	3	2	1	0	1	1	1	0	2	3	2	3	2

TABLE 49: Q23C. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Easy to understand

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH											
Base	3269	903	961	219	476	69	154	78	85	548	135	414	88	193	142	49	32	74	67	22
<u>TOTAL WELL</u>	94%	95%	96%	92%	90%	89%	95%	86%	90%	92%	88%	89%	94%	93%	95%	90%	90%	90%	86%	87%
Very well	62	67	67	59	52	55	59	45	50	54	52	52	63	55	59	51	65	49	44	54
Somewhat well	32	28	29	34	38	34	36	41	40	37	36	38	32	38	36	39	26	41	42	34
<u>TOTAL NOT WELL</u>	5	5	3	5	9	11	5	11	8	7	10	10	6	5	5	10	10	8	11	11
Not too well	4	4	3	5	7	8	3	9	7	6	7	8	6	4	3	6	10	6	9	9
Not at all well	1	1	0	0	2	3	2	2	1	1	3	3	0	1	2	4	0	1	2	1
<u>NO OP/DK/NA</u>	1	0	0	3	1	0	1	3	2	1	1	1	0	3	1	0	0	2	3	2
No opinion/DK/NA	1	0	0	3	1	0	1	3	2	1	1	1	0	3	1	0	0	2	3	2

TABLE 50: Q23D. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Fair

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3269	1682	983	276	307	161	2951	318	1003	1419	529	1810	1459	1477	1441	351	2070	1647	1555	1817	1757	1248
TOTAL WELL	82%	84%	83%	79%	83%	77%	83%	77%	83%	84%	82%	83%	82%	86%	81%	74%	83%	84%	83%	83%	84%	85%
Very well	33	31	34	31	34	37	33	32	35	32	30	33	33	35	32	22	36	37	34	33	36	34
Somewhat well	50	52	49	47	48	41	50	45	48	52	51	50	49	51	49	51	48	47	49	50	48	51
TOTAL NOT WELL	15	14	14	17	13	19	14	18	14	14	16	15	15	12	16	20	14	14	14	14	13	12
Not too well	10	10	10	14	8	12	10	12	9	10	11	10	10	9	11	14	10	9	10	9	9	9
Not at all well	4	4	4	3	5	7	4	6	5	4	5	4	5	3	5	6	5	5	5	5	4	3
NO OP/DK/NA	3	2	3	4	5	4	3	5	3	2	3	2	3	2	2	6	2	2	2	3	2	2
No opinion/DK/NA	3	2	3	4	5	4	3	5	3	2	3	2	3	2	2	6	2	2	2	3	2	2
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	3269	690	1227	1917	1083	269	2267	176	256	145	162	1560	328	247	318	253	1361	566	344	979	14	
TOTAL WELL	82%	82%	84%	83%	83%	75%	84%	79%	79%	86%	81%	87%	80%	80%	85%	75%	81%	82%	92%	81%	65%	
Very well	33	39	34	35	30	25	34	31	26	34	33	36	33	33	28	30	31	32	60	26	59	
Somewhat well	50	43	50	48	53	49	50	48	53	52	48	51	47	46	57	45	50	50	32	56	6	
TOTAL NOT WELL	15	16	14	15	14	19	14	16	17	14	15	10	18	16	15	22	16	17	7	15	35	
Not too well	10	11	10	10	10	12	10	9	13	10	11	8	11	13	11	15	11	12	4	10	18	
Not at all well	4	5	4	5	3	7	4	8	5	3	4	3	7	3	3	8	5	5	3	4	18	
NO OP/DK/NA	3	2	2	2	3	6	2	5	4	1	4	2	2	4	1	3	3	1	1	4	0	
No opinion/DK/NA	3	2	2	2	3	6	2	5	4	1	4	2	2	4	1	3	3	1	1	4	0	

TABLE 50: Q23D. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Fair

	Q14 NWPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	Total																					
Base	3269	1179	300	1947	1322	1468	197	495	1668	707	423	841	2107	563	598	639	1350	1280	2014	1081	955	2271
TOTAL WELL	82%	84%	84%	82%	83%	83%	82%	81%	82%	84%	83%	84%	85%	76%	80%	83%	83%	82%	83%	83%	81%	83%
Very well	33	33	35	30	36	32	30	32	31	29	29	30	35	27	31	34	32	33	34	32	30	34
Somewhat well	50	51	49	52	47	51	52	50	51	55	54	54	50	48	49	48	50	50	49	51	51	50
TOTAL NOT WELL	15	15	13	15	15	15	15	14	15	13	14	13	13	22	15	15	16	14	15	15	17	14
Not too well	10	11	9	11	10	11	9	10	11	10	10	9	9	15	10	11	11	10	11	9	12	9
Not at all well	4	4	4	4	5	5	7	5	4	4	4	4	4	7	5	4	5	4	4	5	4	5
NO OP/DK/NA	3	2	3	3	2	2	3	4	3	2	3	2	2	3	5	2	2	4	3	3	3	3
No opinion/DK/NA	3	2	3	3	2	2	3	4	3	2	3	2	2	3	5	2	2	4	3	3	3	3

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL	
	Total																			
Base	3269	1865	695	223	163	98	104	1317	683	1031	893	622	1714	1515	1981	1228	702	930	882	693
TOTAL WELL	82%	84%	82%	80%	81%	86%	79%	81%	83%	81%	85%	82%	83%	82%	84%	83%	83%	84%	80%	
Very well	33	35	31	30	28	32	24	30	34	33	31	34	33	32	34	32	35	33	31	31
Somewhat well	50	49	50	50	52	55	55	51	47	50	51	51	49	51	48	53	48	50	53	49
TOTAL NOT WELL	15	14	15	18	13	10	14	15	15	16	12	15	15	16	13	14	14	14	17	
Not too well	10	10	11	12	10	8	10	11	10	10	12	9	10	10	11	9	9	10	11	12
Not at all well	4	4	4	6	3	2	4	4	5	4	5	4	5	4	4	5	4	3	5	
NO OP/DK/NA	3	2	3	3	6	4	8	4	4	2	2	3	3	3	2	3	3	3	2	2
No opinion/DK/NA	3	2	3	3	6	4	8	4	4	2	2	3	3	3	2	3	3	3	2	2

TABLE 50: Q23D. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Fair

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		3269	330	611	941				1998	1100	1127	947	725	560	739	728	563	521	542	936	371
TOTAL WELL	82%	80%	83%	82%	84%	82%	84%	83%	84%	83%	84%	84%	86%	81%	83%	81%	83%	81%	83%	82%	82%
Very well	33	45	31	36	32	35	29	35	34	31	33	35	29	32	35	34	37	26	32	33	32
Somewhat well	50	35	52	46	52	46	55	48	50	52	51	49	57	49	48	47	46	55	51	48	50
TOTAL NOT WELL	15	18	15	16	14	16	14	14	14	15	13	15	11	17	15	16	14	15	14	15	15
Not too well	10	14	10	12	10	12	10	10	10	11	9	11	8	12	11	11	10	9	10	10	9
Not at all well	4	4	5	5	4	5	4	4	4	4	4	4	3	5	4	5	5	6	4	5	5
NO OP/DK/NA	3	2	2	2	2	2	2	3	2	2	3	2	3	2	2	3	3	4	2	3	3
No opinion/DK/NA	3	2	2	2	2	2	2	3	2	2	3	2	3	2	2	3	3	4	2	3	3

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+
Base	3269	1607	1662	1426	980	863	807	784	818	824	623	803	528	452	456	407	672	736	395	569	559	302
TOTAL WELL	82%	84%	81%	85%	81%	81%	84%	84%	83%	79%	86%	83%	82%	79%	83%	79%	86%	84%	79%	82%	84%	76%
Very well	33	34	31	32	33	33	36	33	28	34	36	29	31	34	35	32	30	35	31	33	35	31
Somewhat well	50	50	50	52	48	48	48	51	54	45	50	54	51	45	48	47	55	49	47	49	49	45
TOTAL NOT WELL	15	14	16	12	17	16	13	14	15	17	11	14	16	18	15	17	12	13	19	15	13	21
Not too well	10	9	11	9	12	11	8	10	12	11	7	10	12	13	9	12	8	9	15	10	8	15
Not at all well	4	4	4	4	5	5	5	4	3	6	4	4	4	5	5	5	3	4	4	5	5	6
NO OP/DK/NA	3	2	3	3	2	3	2	3	3	4	3	3	2	3	2	3	3	3	2	3	3	3
No opinion/DK/NA	3	2	3	3	2	3	2	3	3	4	3	3	2	3	2	3	3	3	2	3	3	3

TABLE 50: Q23D. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Fair

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER	
	DEM	DEM	REP	REP	LA	AREA	AREA	DIEGO	/NRTH	VALLY										
Base	3269	732	625	353	577	818	715	721	299	319	397	1437	1832	2319	949	1497	735	299	356	383
TOTAL WELL	82%	88%	83%	84%	79%	83%	83%	81%	84%	83%	82%	82%	83%	82%	83%	83%	81%	84%	83%	82%
Very well	33	32	34	30	34	36	31	31	29	34	33	32	33	32	34	34	31	29	34	32
Somewhat well	50	56	49	53	44	46	52	50	55	49	49	49	50	50	49	49	50	55	49	50
TOTAL NOT WELL	15	10	15	13	19	15	14	15	15	13	15	15	15	15	15	15	15	15	14	14
Not too well	10	7	11	10	14	10	11	11	12	7	10	10	11	11	10	11	11	12	7	10
Not at all well	4	3	4	4	5	5	4	4	3	6	5	5	4	4	5	4	4	3	6	4
NO OP/DK/NA	3	2	2	3	2	2	2	4	1	4	3	4	2	3	3	2	4	1	3	4
No opinion/DK/NA	3	2	2	3	2	2	2	4	1	4	3	4	2	3	3	2	4	1	3	4

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+				
Base	3269	926	939	326	369	96	127	85	78	776	1063	484	206	108	112	91	71	50	39	74
TOTAL WELL	82%	86%	82%	83%	80%	83%	78%	84%	77%	85%	83%	83%	79%	75%	84%	80%	81%	81%	78%	81%
Very well	33	36	34	34	29	35	26	27	29	34	35	30	34	32	29	31	26	29	29	28
Somewhat well	50	50	48	50	51	47	51	56	48	51	47	52	46	43	55	49	56	52	50	53
TOTAL NOT WELL	15	12	16	14	16	15	19	12	15	14	15	14	16	22	14	14	12	14	12	13
Not too well	10	9	11	10	11	6	16	9	11	10	10	10	12	14	9	11	8	10	9	10
Not at all well	4	4	5	4	5	9	4	3	4	4	5	4	5	8	4	3	4	4	3	3
NO OP/DK/NA	3	2	2	2	4	2	3	5	8	1	3	3	4	3	2	6	7	5	10	5
No opinion/DK/NA	3	2	2	2	4	2	3	5	8	1	3	3	4	3	2	6	7	5	10	5

TABLE 50: Q23D. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Fair

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3269	903	961	219	476	69	154	78	85	548	135	414	88	193	142	49	32	74	67	22
<u>TOTAL WELL</u>	82%	82%	86%	82%	81%	81%	79%	80%	81%	81%	84%	82%	80%	83%	79%	81%	83%	81%	79%	81%
Very well	33	35	34	30	32	22	34	28	29	31	33	34	30	27	32	23	34	30	29	22
Somewhat well	50	46	52	52	50	59	45	52	52	50	51	48	50	56	47	58	49	51	51	59
<u>TOTAL NOT WELL</u>	15	16	13	13	16	16	18	14	13	16	13	16	14	13	19	18	10	12	15	12
Not too well	10	10	10	8	12	9	13	11	9	11	10	11	8	10	13	11	4	8	12	10
Not at all well	4	5	3	5	4	8	5	3	4	5	3	5	6	3	6	7	6	4	3	3
<u>NO OP/DK/NA</u>	3	3	1	5	2	2	3	7	6	3	2	2	5	4	2	2	7	6	6	7
No opinion/DK/NA	3	3	1	5	2	2	3	7	6	3	2	2	5	4	2	2	7	6	6	7

TABLE 51: Q23E. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Covers issues that I care about

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3269	1682	983	276	307	161	2951	318	1003	1419	529	1810	1459	1477	1441	351	2070	1647	1555	1817	1757	1248
TOTAL WELL	90%	91%	91%	82%	94%	82%	91%	83%	92%	91%	87%	91%	88%	92%	89%	86%	92%	93%	92%	91%	91%	92%
Very well	42	43	43	31	47	39	42	40	44	41	40	41	43	45	41	32	47	50	47	44	47	43
Somewhat well	48	48	48	51	46	43	48	43	47	50	47	50	45	47	47	55	45	44	45	47	44	49
TOTAL NOT WELL	9	8	9	15	5	15	8	13	7	8	10	8	10	7	10	9	7	6	7	7	7	7
Not too well	6	6	6	11	4	8	6	9	5	6	7	6	7	6	7	7	5	4	5	5	5	5
Not at all well	2	2	2	4	1	7	2	4	2	2	3	2	3	2	3	2	2	2	2	2	2	2
NO OP/DK/NA	2	2	1	3	1	4	1	4	2	1	3	1	2	1	2	4	1	1	1	1	1	1
No opinion/DK/NA	2	2	1	3	1	4	1	4	2	1	3	1	2	1	2	4	1	1	1	1	1	1
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	3269	690	1227	1917	1083	269	2267	176	256	145	162	1560	328	247	318	253	1361	566	344	979	14	
TOTAL WELL	90%	93%	92%	93%	89%	73%	92%	88%	88%	89%	86%	92%	89%	89%	92%	85%	88%	90%	97%	89%	84%	
Very well	42	50	46	47	36	28	43	39	41	42	41	44	47	43	42	37	38	41	66	39	66	
Somewhat well	48	43	47	45	53	45	48	49	47	47	46	48	42	46	51	48	50	49	31	51	19	
TOTAL NOT WELL	9	6	7	7	9	21	7	10	11	11	12	7	10	11	7	13	10	8	2	9	16	
Not too well	6	4	5	5	8	12	5	6	8	8	10	5	7	8	6	11	8	6	2	6	16	
Not at all well	2	2	2	2	1	9	2	4	3	3	1	2	3	3	1	2	2	2	0	3	0	
NO OP/DK/NA	2	0	1	1	2	6	1	1	1	1	2	2	1	1	1	2	2	2	0	2	0	
No opinion/DK/NA	2	0	1	1	2	6	1	1	1	1	2	2	1	1	1	2	2	2	0	2	0	

TABLE 51: Q23E. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Covers issues that I care about

	Q14 NWPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3269	1179	300	1947	1322	1468	197	495	1668	707	423	841	2107	563	598	639	1350	1280	2014	1081	955	2271
TOTAL WELL	90%	91%	91%	89%	90%	92%	89%	90%	91%	93%	95%	93%	92%	85%	85%	91%	90%	88%	91%	89%	89%	90%
Very well	42	42	41	39	46	41	33	43	41	43	43	43	45	33	38	48	41	40	42	43	42	42
Somewhat well	48	49	50	50	45	51	56	47	50	50	52	50	47	52	47	43	49	49	49	46	47	48
TOTAL NOT WELL	9	8	8	9	8	7	10	9	8	7	5	7	6	14	11	8	8	9	8	9	9	8
Not too well	6	6	6	7	6	6	9	5	6	5	3	5	5	9	9	6	6	7	6	6	7	6
Not at all well	2	2	2	2	2	2	1	3	2	2	2	2	2	5	2	3	2	2	3	2	2	2
NO OP/DK/NA	2	1	1	1	2	1	2	1	1	0	0	0	1	1	4	1	2	2	1	2	2	2
No opinion/DK/NA	2	1	1	1	2	1	2	1	1	0	0	0	1	1	4	1	2	2	1	2	2	2

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBL	SM TN RURAL
Base	3269	1865	695	223	163	98	104	1317	683	1031	893	622	1714	1515	1981	1228	702	930	882	693
TOTAL WELL	90%	91%	88%	89%	87%	89%	88%	89%	86%	91%	91%	92%	89%	92%	90%	90%	92%	88%	92%	88%
Very well	42	45	39	41	34	41	33	39	41	43	41	43	42	42	42	42	44	41	41	42
Somewhat well	48	46	50	48	52	48	54	50	44	48	50	49	47	49	48	48	48	48	51	45
TOTAL NOT WELL	9	8	9	10	10	8	8	9	12	8	7	7	9	7	8	8	7	10	6	11
Not too well	6	6	7	7	8	7	7	7	9	6	5	6	7	5	6	6	4	7	5	8
Not at all well	2	2	2	4	2	1	2	2	3	2	2	1	3	2	2	2	2	3	1	2
NO OP/DK/NA	2	1	3	1	3	3	4	2	3	1	2	1	2	1	2	2	1	2	2	2
No opinion/DK/NA	2	1	3	1	3	3	4	2	3	1	2	1	2	1	2	2	1	2	2	2

TABLE 51: Q23E. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Covers issues that I care about

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		90%	89%	90%	89%				91%	88%	91%	91%	89%	91%	93%	93%	89%	91%	90%	91%	92%
Base	3269	330	611	941	1998	1100	1127	947	725	560	739	728	563	521	542	936	371	300	1626	1608	671
TOTAL WELL																					
Very well	42	54	41	46	42	43	40	44	43	40	44	44	42	40	42	42	46	41	41	43	44
Somewhat well	48	35	48	44	49	46	51	46	46	50	49	48	47	50	48	49	45	44	48	47	44
TOTAL NOT WELL																					
Not too well	6	8	6	7	5	7	5	6	7	6	4	5	7	7	5	6	5	9	6	6	7
Not at all well	2	3	3	3	2	2	2	2	3	2	2	2	2	1	3	2	2	3	2	2	3
NO OP/DK/NA																					
No opinion/DK/NA	2	1	1	1	1	2	2	1	1	1	2	0	2	1	2	1	1	3	2	2	2
	2	1	1	1	1	2	2	1	1	1	2	0	2	1	2	1	1	3	2	2	2

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+
Base	3269	1607	1662	1426	980	863	807	784	818	824	623	803	528	452	456	407	672	736	395	569	559	302
TOTAL WELL																						
Very well	42	43	40	42	43	41	44	44	39	42	45	40	42	43	44	37	41	44	41	44	42	38
Somewhat well	48	46	49	50	45	47	46	46	51	48	48	52	47	43	44	52	53	48	45	45	46	50
TOTAL NOT WELL																						
Not too well	6	7	6	5	8	6	7	7	6	5	5	5	9	8	7	5	4	6	10	7	6	6
Not at all well	2	2	2	1	3	3	3	2	2	3	1	1	2	4	4	3	1	2	3	2	3	4
NO OP/DK/NA																						
No opinion/DK/NA	2	1	2	2	2	2	1	1	2	2	2	2	1	2	1	3	2	1	1	1	2	2
	2	1	2	2	2	2	1	1	2	2	2	2	1	2	1	3	2	1	1	1	2	2

TABLE 51: Q23E. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Covers issues that I care about

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER	
	DEM	DEM	REP	REP	LA	AREA	AREA	DIEGO	/NRTH	VALLY										
Base	3269	732	625	353	577	818	715	721	299	319	397	1437	1832	2319	949	1497	735	299	356	383
TOTAL WELL	90%	94%	91%	87%	89%	90%	89%	92%	92%	88%	88%	90%	90%	90%	89%	90%	92%	92%	89%	87%
Very well	42	44	41	43	43	40	40	42	43	48	43	43	41	41	45	40	42	43	46	44
Somewhat well	48	51	51	45	46	50	49	50	49	41	45	46	49	50	44	49	50	49	43	43
TOTAL NOT WELL	9	4	8	10	10	8	10	7	8	8	10	8	9	8	9	9	7	8	8	11
Not too well	6	3	6	8	8	6	7	6	6	5	8	6	6	6	7	6	6	6	5	9
Not at all well	2	1	2	2	3	3	3	1	2	3	2	2	3	2	2	3	1	2	2	3
NO OP/DK/NA	2	1	1	2	1	2	2	1	0	3	2	2	1	1	2	2	1	0	4	2
No opinion/DK/NA	2	1	1	2	1	2	2	1	0	3	2	2	1	1	2	2	1	0	4	2

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+				
Base	3269	926	939	326	369	96	127	85	78	776	1063	484	206	108	112	91	71	50	39	74
TOTAL WELL	90%	90%	91%	88%	88%	90%	88%	87%	86%	91%	90%	89%	87%	87%	91%	88%	85%	86%	85%	88%
Very well	42	45	44	42	36	44	38	37	32	45	45	38	40	39	42	37	31	33	35	35
Somewhat well	48	45	47	46	53	46	50	50	55	47	46	51	47	48	49	51	54	52	51	53
TOTAL NOT WELL	9	9	7	9	9	9	11	11	9	7	8	9	10	13	8	10	10	9	11	10
Not too well	6	7	5	7	7	5	8	9	7	6	6	7	8	8	6	8	9	8	7	9
Not at all well	2	2	2	2	2	4	3	2	1	2	3	1	2	5	2	2	1	1	4	1
NO OP/DK/NA	2	1	2	3	3	1	1	2	5	1	1	3	3	0	1	2	5	5	4	2
No opinion/DK/NA	2	1	2	3	3	1	1	2	5	1	1	3	3	0	1	2	5	5	4	2

TABLE 51: Q23E. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Covers issues that I care about

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO			AF-AM			AS/PI		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3269	903	961	219	476	69	154	78	85	548	135	414	88	193	142	49	32	74	67	22
<u>TOTAL WELL</u>	90%	90%	91%	88%	88%	91%	88%	87%	87%	89%	88%	87%	91%	90%	88%	90%	93%	86%	86%	91%
Very well	42	45	44	45	36	37	42	37	32	38	42	37	49	38	41	38	44	33	39	24
Somewhat well	48	46	47	43	53	53	46	49	55	51	46	50	42	52	47	53	49	53	47	67
<u>TOTAL NOT WELL</u>	9	8	8	7	10	8	11	10	10	9	10	11	6	6	12	8	6	10	11	6
Not too well	6	6	6	6	8	7	7	10	7	7	9	9	5	5	7	8	4	7	11	4
Not at all well	2	2	2	1	2	1	5	0	3	2	1	2	1	0	5	0	2	3	0	2
<u>NO OP/DK/NA</u>	2	1	1	5	2	2	0	3	4	3	2	2	3	5	0	1	2	4	3	3
No opinion/DK/NA	2	1	1	5	2	2	0	3	4	3	2	2	3	5	0	1	2	4	3	3

TABLE 52: Q23F. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Lets me know about ways I can get involved

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3269	1682	983	276	307	161	2951	318	1003	1419	529	1810	1459	1477	1441	351	2070	1647	1555	1817	1757	1248
TOTAL WELL	68%	68%	70%	68%	72%	65%	68%	72%	70%	67%	66%	67%	70%	69%	69%	60%	70%	71%	72%	72%	69%	73%
Very well	26	25	28	22	29	28	26	24	30	24	27	26	27	27	27	23	28	31	30	30	28	28
Somewhat well	42	43	43	46	43	37	42	47	40	44	39	42	43	43	43	38	42	40	41	42	41	45
TOTAL NOT WELL	28	28	28	27	27	29	29	19	28	31	28	31	26	29	27	32	28	27	26	26	29	25
Not too well	19	19	18	19	21	21	20	11	20	21	19	22	17	20	18	22	19	18	18	17	20	17
Not at all well	9	9	10	8	6	8	9	9	8	10	9	9	9	9	9	10	9	9	8	8	9	7
NO OP/DK/NA	3	4	1	5	2	6	3	9	2	2	6	2	5	2	4	7	2	2	2	2	3	3
No opinion/DK/NA	3	4	1	5	2	6	3	9	2	2	6	2	5	2	4	7	2	2	2	2	3	3
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	3269	690	1227	1917	1083	269	2267	176	256	145	162	1560	328	247	318	253	1361	566	344	979	14	
TOTAL WELL	68%	72%	69%	70%	67%	57%	68%	69%	70%	69%	77%	69%	69%	71%	70%	69%	68%	68%	78%	65%	77%	
Very well	26	32	27	29	23	19	25	28	28	31	25	26	28	30	23	25	27	21	43	22	42	
Somewhat well	42	40	42	42	44	38	43	41	42	38	51	43	41	41	46	44	42	47	35	43	35	
TOTAL NOT WELL	28	27	28	28	28	34	30	29	25	29	19	28	30	23	29	25	27	29	22	33	14	
Not too well	19	17	21	20	20	16	21	19	16	22	13	19	21	17	21	19	17	22	17	23	7	
Not at all well	9	11	7	8	8	18	9	9	9	7	5	9	9	6	7	7	10	8	5	10	7	
NO OP/DK/NA	3	1	3	2	4	8	3	2	5	2	5	3	1	6	2	6	5	2	0	2	9	
No opinion/DK/NA	3	1	3	2	4	8	3	2	5	2	5	3	1	6	2	6	5	2	0	2	9	

TABLE 52: Q23F. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Lets me know about ways I can get involved

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3269	1179	300	1947	1322	1468	197	495	1668	707	423	841	2107	563	598	639	1350	1280	2014	1081	955	2271
TOTAL WELL	68%	71%	70%	69%	67%	67%	77%	74%	68%	67%	67%	67%	70%	70%	61%	73%	67%	67%	68%	68%	71%	67%
Very well	26	25	30	27	24	25	32	31	25	23	23	24	27	26	23	33	23	26	26	27	26	26
Somewhat well	42	46	41	42	43	42	45	43	43	43	43	43	43	44	37	40	44	42	43	41	44	41
TOTAL NOT WELL	28	26	29	27	30	32	21	24	30	32	32	32	27	28	32	27	30	27	28	29	26	29
Not too well	19	18	20	19	19	23	15	16	21	22	22	22	20	18	20	18	22	17	19	20	19	20
Not at all well	9	8	8	8	11	9	5	8	9	10	10	10	8	10	12	9	8	10	9	9	8	10
NO OP/DK/NA	3	3	1	3	3	1	2	3	2	1	1	1	2	2	8	0	2	6	3	3	3	3
No opinion/DK/NA	3	3	1	3	3	1	2	3	2	1	1	1	2	2	8	0	2	6	3	3	3	3

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
Base	3269	1865	695	223	163	98	104	1317	683	1031	893	622	1714	1515	1981	1228	702	930	882	693
TOTAL WELL	68%	67%	68%	73%	60%	66%	69%	72%	71%	66%	64%	71%	65%	68%	68%	69%	70%	67%	69%	
Very well	26	25	27	34	20	24	21	28	30	29	26	17	30	22	25	27	28	26	23	29
Somewhat well	42	43	41	39	41	42	45	41	41	42	41	46	41	43	43	41	41	44	44	41
TOTAL NOT WELL	28	30	26	25	31	25	28	26	23	26	31	35	25	33	28	29	29	27	30	28
Not too well	19	21	18	16	21	19	18	18	14	17	24	23	16	23	19	20	20	18	22	18
Not at all well	9	10	8	9	10	6	10	8	9	8	8	12	9	9	9	9	9	9	8	10
NO OP/DK/NA	3	2	6	2	9	8	6	5	5	3	2	1	4	2	3	3	2	3	3	3
No opinion/DK/NA	3	2	6	2	9	8	6	5	5	3	2	1	4	2	3	3	2	3	3	3

TABLE 52: Q23F. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Lets me know about ways I can get involved

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		NO	YES	NO																	
Base	3269	330	611	941	1998	1100	1127	947	725	560	739	728	563	521	542	936	371	300	1626	1608	671
TOTAL WELL	68%	74%	72%	73%	66%	71%	69%	64%	73%	68%	70%	65%	68%	67%	67%	72%	65%	67%	67%	69%	66%
Very well	26	37	28	31	24	30	25	24	31	24	26	24	25	26	25	29	26	24	25	27	25
Somewhat well	42	37	44	41	42	41	44	40	42	44	44	40	43	41	41	43	40	43	42	42	41
TOTAL NOT WELL	28	24	26	25	31	26	27	34	25	29	27	34	29	32	30	25	32	26	30	26	29
Not too well	19	14	17	16	22	17	19	23	15	22	19	24	20	23	22	16	21	16	22	17	19
Not at all well	9	10	9	9	9	9	8	11	10	7	8	10	9	9	8	9	11	10	9	9	10
NO OP/DK/NA	3	2	2	2	3	3	4	2	3	4	3	1	3	1	3	3	3	8	2	4	5
No opinion/DK/NA	3	2	2	2	3	3	4	2	3	4	3	1	3	1	3	3	3	8	2	4	5

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3269	1607	1662	1426	980	863	807	784	818	824	623	803	528	452	456	407	672	736	395	569	559	302
TOTAL WELL	68%	68%	69%	68%	70%	67%	67%	68%	67%	71%	68%	68%	68%	73%	69%	66%	67%	68%	69%	71%	66%	69%
Very well	26	26	27	25	28	26	26	26	25	28	26	25	27	29	24	28	25	26	25	30	26	24
Somewhat well	42	42	42	42	42	42	41	42	42	42	41	43	41	44	45	38	42	42	44	42	40	45
TOTAL NOT WELL	28	29	28	29	26	30	30	28	30	25	29	28	29	23	29	31	31	27	29	24	31	29
Not too well	19	20	18	21	16	21	22	19	22	15	24	19	18	14	19	22	23	19	19	14	21	19
Not at all well	9	9	9	8	10	10	9	9	9	10	6	10	11	9	10	9	7	9	10	10	9	10
NO OP/DK/NA	3	3	4	3	3	3	2	4	3	5	3	4	3	4	2	3	2	5	2	4	3	2
No opinion/DK/NA	3	3	4	3	3	3	2	4	3	5	3	4	3	4	2	3	2	5	2	4	3	2

TABLE 52: Q23F. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Lets me know about ways I can get involved

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3269	732	625	353	577	818	715	721	299	319	397	1437	1832	2319	949	1497	735	299	356	383
TOTAL WELL	68%	69%	67%	69%	70%	68%	68%	69%	68%	66%	70%	68%	68%	68%	69%	68%	68%	68%	68%	70%
Very well	26	25	26	26	28	27	25	26	22	24	32	27	25	26	27	26	26	22	25	31
Somewhat well	42	44	41	43	42	42	43	43	46	43	38	41	43	42	42	42	42	46	44	38
TOTAL NOT WELL	28	28	30	27	27	28	29	28	29	31	26	28	29	29	28	29	28	29	29	27
Not too well	19	20	22	19	16	19	21	22	17	20	16	20	19	19	19	20	22	17	20	15
Not at all well	9	8	8	8	11	10	9	6	11	11	10	8	9	9	9	7	11	9	11	
NO OP/DK/NA	3	3	3	4	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	4
No opinion/DK/NA	3	3	3	4	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	4

	ETHNICITY BY GENDER									ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		18-49	50+	18-49	50+	18-49	50+	18-49			
Base	3269	926	939	326	369	96	127	85	78	776	1063	484	206	108	112	91	71	50	39	74
TOTAL WELL	68%	66%	69%	70%	67%	78%	70%	61%	59%	65%	69%	69%	66%	70%	76%	58%	63%	59%	62%	60%
Very well	26	23	27	30	25	38	31	19	20	23	27	28	27	35	34	22	16	18	21	19
Somewhat well	42	43	42	40	41	40	39	43	38	42	42	41	40	35	42	36	46	41	41	40
TOTAL NOT WELL	28	32	28	25	28	22	27	31	31	34	28	27	25	30	20	34	27	32	29	31
Not too well	19	22	19	19	18	17	15	21	21	25	18	19	15	18	14	22	20	23	17	22
Not at all well	9	10	9	7	10	5	12	9	11	9	10	8	10	12	6	12	7	9	12	9
NO OP/DK/NA	3	2	3	5	6	0	3	8	10	1	3	4	9	0	4	8	10	9	9	9
No opinion/DK/NA	3	2	3	5	6	0	3	8	10	1	3	4	9	0	4	8	10	9	9	9

TABLE 52: Q23F. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Lets me know about ways I can get involved

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO			AF-AM			AS/PI		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3269	903	961	219	476	69	154	78	85	548	135	414	88	193	142	49	32	74	67	22
<u>TOTAL WELL</u>	68%	67%	67%	69%	68%	72%	74%	61%	59%	68%	68%	66%	67%	73%	74%	77%	65%	58%	61%	65%
Very well	26	26	24	34	24	31	35	21	18	27	30	25	34	29	33	31	43	20	21	15
Somewhat well	42	42	43	35	43	40	39	40	41	41	38	41	33	44	41	46	22	38	40	50
<u>TOTAL NOT WELL</u>	28	30	30	23	28	25	25	30	32	26	28	29	21	23	25	21	30	33	31	25
Not too well	19	21	21	16	19	17	15	22	21	19	17	20	15	15	15	13	23	21	22	19
Not at all well	9	10	10	7	9	8	9	9	11	8	11	9	5	8	9	8	7	12	9	6
<u>NO OP/DK/NA</u>	3	2	3	8	4	3	1	9	9	6	4	5	12	4	1	1	5	9	8	10
No opinion/DK/NA	3	2	3	8	4	3	1	9	9	6	4	5	12	4	1	1	5	9	8	10

TABLE 53: Q23G. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Digs beneath the surface of the issues

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3269	1682	983	276	307	161	2951	318	1003	1419	529	1810	1459	1477	1441	351	2070	1647	1555	1817	1757	1248
TOTAL WELL	77%	77%	78%	71%	79%	73%	77%	77%	79%	77%	73%	76%	78%	80%	75%	70%	79%	80%	79%	79%	80%	79%
Very well	28	28	28	20	31	25	28	25	33	26	24	28	27	30	28	17	32	33	30	29	31	29
Somewhat well	49	49	51	51	47	49	49	52	46	51	49	48	51	50	47	54	48	48	49	50	49	51
TOTAL NOT WELL	20	20	19	24	19	23	20	17	19	21	21	21	18	18	22	22	19	18	19	19	18	18
Not too well	15	15	15	17	15	15	15	13	14	17	14	16	14	14	16	16	14	13	14	15	13	14
Not at all well	5	5	4	7	4	8	5	5	5	4	7	5	4	4	5	5	5	5	4	4	4	4
NO OP/DK/NA	3	3	3	5	2	4	3	5	2	2	6	3	4	2	3	8	2	2	2	2	3	3
No opinion/DK/NA	3	3	3	5	2	4	3	5	2	2	6	3	4	2	3	8	2	2	2	2	3	3
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3269	690	1227	1917	1083	269	2267	176	256	145	162	1560	328	247	318	253	1361	566	344	979	14	
TOTAL WELL	77%	79%	79%	79%	75%	68%	78%	75%	78%	79%	76%	79%	79%	79%	76%	73%	75%	79%	91%	73%	85%	
Very well	28	34	30	31	23	20	28	31	21	35	22	30	30	27	28	24	24	25	62	22	41	
Somewhat well	49	45	50	48	52	47	49	44	57	43	54	49	49	52	49	49	51	54	29	51	44	
TOTAL NOT WELL	20	19	19	19	21	27	20	23	17	17	20	18	20	18	21	22	21	19	8	24	15	
Not too well	15	13	14	14	17	17	16	13	14	14	15	15	15	12	16	17	16	15	5	19	0	
Not at all well	5	6	4	5	4	10	4	9	4	3	5	4	5	6	5	5	5	5	3	5	15	
NO OP/DK/NA	3	2	2	2	4	6	2	2	4	5	4	2	1	3	3	5	4	1	1	3	0	
No opinion/DK/NA	3	2	2	2	4	6	2	2	4	5	4	2	1	3	3	5	4	1	1	3	0	

TABLE 53: Q23G. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Digs beneath the surface of the issues

	Q14 NWPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	Total																					
Base	3269	1179	300	1947	1322	1468	197	495	1668	707	423	841	2107	563	598	639	1350	1280	2014	1081	955	2271
TOTAL WELL	77%	79%	74%	76%	78%	76%	76%	76%	76%	75%	76%	76%	79%	73%	72%	78%	77%	76%	77%	77%	77%	77%
Very well	28	28	24	26	31	26	28	29	26	26	26	27	30	24	23	32	27	26	28	27	28	28
Somewhat well	49	51	50	50	47	50	48	48	49	49	50	49	49	49	49	45	50	50	48	49	49	49
TOTAL NOT WELL	20	18	24	21	19	23	22	21	22	23	24	23	18	26	20	21	20	19	20	21	20	20
Not too well	15	14	19	16	15	17	16	13	17	16	17	17	14	20	16	16	16	14	16	15	16	15
Not at all well	5	4	5	5	5	5	6	8	5	6	6	6	5	6	5	5	4	5	4	6	4	5
NO OP/DK/NA	3	3	2	3	3	2	2	3	2	2	0	2	2	2	7	1	3	5	3	3	3	3
No opinion/DK/NA	3	3	2	3	3	2	2	3	2	2	0	2	2	2	7	1	3	5	3	3	3	3

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL	
	Total																			
Base	3269	1865	695	223	163	98	104	1317	683	1031	893	622	1714	1515	1981	1228	702	930	882	693
TOTAL WELL	77%	78%	76%	76%	73%	75%	72%	76%	78%	77%	75%	77%	78%	76%	77%	77%	78%	76%	78%	76%
Very well	28	29	26	30	26	27	26	26	28	28	29	27	28	28	28	27	28	27	29	26
Somewhat well	49	49	50	46	47	48	46	49	50	50	47	50	50	48	49	50	50	49	49	50
TOTAL NOT WELL	20	21	19	20	19	17	19	20	17	20	22	22	19	22	20	20	19	21	19	21
Not too well	15	16	14	12	15	15	16	15	13	15	16	17	14	16	15	15	13	16	15	16
Not at all well	5	5	4	9	4	3	4	5	4	4	6	5	4	5	5	5	6	5	4	5
NO OP/DK/NA	3	2	5	3	9	7	9	5	5	3	3	2	4	2	3	3	3	3	3	3
No opinion/DK/NA	3	2	5	3	9	7	9	5	5	3	3	2	4	2	3	3	3	3	3	3

TABLE 53: Q23G. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Digs beneath the surface of the issues

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		77%	78%	79%	79%																
Base	3269	330	611	941	1998	1100	1127	947	725	560	739	728	563	521	542	936	371	300	1626	1608	671
TOTAL WELL																					
Very well	28	39	28	32	27	31	25	28	27	25	30	28	23	26	30	30	31	25	26	30	28
Somewhat well	49	39	51	47	50	44	53	50	52	52	46	49	51	50	48	48	46	50	50	48	48
TOTAL NOT WELL																					
Not too well	15	15	15	15	15	16	14	15	14	15	17	15	17	18	14	14	15	14	16	14	14
Not at all well	5	4	4	4	5	5	4	5	5	4	5	6	5	5	6	5	5	5	5	5	5
NO OP/DK/NA																					
No opinion/DK/NA	3	3	2	2	3	3	4	2	3	4	2	2	3	2	3	3	4	6	3	4	5
	3	3	2	2	3	3	4	2	3	4	2	2	3	2	3	3	4	6	3	4	5

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3269	1607	1662	1426	980	863	807	784	818	824	623	803	528	452	456	407	672	736	395	569	559	302
TOTAL WELL																						
Very well	28	29	26	27	31	25	30	29	22	31	31	24	30	31	25	25	25	29	30	31	24	27
Somewhat well	49	48	50	51	44	51	46	50	54	46	50	53	44	44	51	52	51	51	42	45	54	47
TOTAL NOT WELL																						
Not too well	15	15	15	13	18	15	16	15	16	13	13	14	19	16	15	16	15	12	20	16	14	17
Not at all well	5	5	5	5	4	5	6	4	5	5	5	5	4	5	6	4	6	4	4	4	5	6
NO OP/DK/NA																						
No opinion/DK/NA	3	3	4	3	3	3	2	3	3	4	2	4	3	4	2	3	2	4	3	4	2	3
	3	3	4	3	3	3	2	3	3	4	2	4	3	4	2	3	2	4	3	4	2	3

TABLE 53: Q23G. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Digs beneath the surface of the issues

	PARTY BY IDEOLOGY				REGION								MEDIA MARKET							
	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER	
	DEM	DEM	REP	REP	LA	AREA	AREA	DIEGO	/NRTH	VALLY										
Base	3269	732	625	353	577	818	715	721	299	319	397	1437	1832	2319	949	1497	735	299	356	383
TOTAL WELL	77%	81%	78%	77%	73%	79%	78%	76%	76%	74%	74%	75%	78%	77%	75%	79%	76%	76%	77%	72%
Very well	28	28	26	31	31	30	29	26	26	27	26	26	29	28	27	30	26	26	26	26
Somewhat well	49	53	51	46	42	48	49	51	50	48	48	49	49	50	48	49	50	50	51	46
TOTAL NOT WELL	20	16	20	20	23	19	19	21	22	22	22	21	19	20	21	18	21	22	20	23
Not too well	15	13	15	15	19	13	14	16	16	19	17	17	14	15	17	13	16	16	16	19
Not at all well	5	4	5	5	4	6	5	5	6	3	5	4	5	5	5	5	6	4	4	4
NO OP/DK/NA	3	3	2	3	4	3	3	3	2	4	4	3	3	3	4	3	3	2	3	5
No opinion/DK/NA	3	3	2	3	4	3	3	3	2	4	4	3	3	3	4	3	3	2	3	5

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+				
Base	3269	926	939	326	369	96	127	85	78	776	1063	484	206	108	112	91	71	50	39	74
TOTAL WELL	77%	79%	77%	75%	77%	79%	75%	74%	71%	76%	79%	77%	75%	74%	79%	74%	71%	70%	74%	73%
Very well	28	30	28	30	23	35	26	26	26	27	31	26	27	31	31	29	22	24	29	25
Somewhat well	49	49	48	46	54	44	48	48	45	49	48	50	48	43	48	45	49	46	45	48
TOTAL NOT WELL	20	20	21	20	18	19	22	18	19	23	19	20	17	25	16	20	18	20	16	19
Not too well	15	16	16	15	14	11	12	14	15	18	15	15	14	13	10	16	14	15	14	15
Not at all well	5	4	5	5	4	7	9	4	4	5	4	5	3	12	6	4	4	5	2	4
NO OP/DK/NA	3	1	2	5	5	2	4	8	9	1	2	4	8	1	5	7	11	10	10	7
No opinion/DK/NA	3	1	2	5	5	2	4	8	9	1	2	4	8	1	5	7	11	10	10	7

TABLE 53: Q23G. You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch most often for news and information about California government and politics; NEWSPAPERS: Thinking about the newspaper you read most often for news and information about California government and politics; RADIO: Thinking about the radio station you watch most often for news and information about California government and politics; 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: Digs beneath the surface of the issues

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET										
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER			AF-AM OTHER			AS/PI OTHER		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH					LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3269	903	961	219	476	69	154	78	85	548	135	414	88	193	142	49	32	74	67	22		
<u>TOTAL WELL</u>	77%	76%	79%	72%	78%	79%	75%	73%	73%	77%	75%	79%	73%	72%	74%	82%	79%	72%	74%	70%		
Very well	28	27	31	26	26	26	32	26	25	26	25	28	26	21	31	22	39	26	27	23		
Somewhat well	49	48	49	47	52	53	43	46	47	50	49	50	47	51	43	59	39	46	47	47		
<u>TOTAL NOT WELL</u>	20	23	19	19	19	19	21	20	18	18	21	18	18	21	22	17	18	18	19	19		
Not too well	15	18	14	17	13	10	12	16	14	14	16	13	15	17	13	10	10	15	16	12		
Not at all well	5	5	5	2	5	8	9	4	4	4	5	5	3	4	9	6	8	4	3	7		
<u>NO OP/DK/NA</u>	3	2	2	8	3	3	4	8	10	5	4	3	8	7	4	1	3	10	7	11		
No opinion/DK/NA	3	2	2	8	3	3	4	8	10	5	4	3	8	7	4	1	3	10	7	11		

TABLE 54: Q23A. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Is politically partisan

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	1361	755	423	138	49	34	1125	236	286	537	302	601	760	570	605	186	740	602	626	774	629	569
<u>TOTAL WELL</u>	68%	67%	70%	66%	64%	72%	68%	68%	69%	69%	66%	67%	69%	69%	68%	65%	69%	70%	70%	69%	69%	70%
Very well	23	20	26	24	24	24	22	25	26	20	22	23	22	23	22	23	28	30	27	25	27	25
Somewhat well	45	47	44	42	40	48	46	43	43	49	44	44	47	46	46	42	42	40	43	44	42	45
<u>TOTAL NOT WELL</u>	24	25	22	22	23	24	25	19	26	26	21	26	22	24	24	22	25	25	24	24	25	23
Not too well	16	17	14	18	21	20	17	12	15	18	17	18	15	16	16	17	16	16	16	16	16	17
Not at all well	7	8	7	3	3	4	8	6	11	8	5	8	7	8	8	5	9	9	9	8	9	6
<u>NO OP/DK/NA</u>	8	8	8	12	13	3	7	13	5	5	13	7	9	7	8	13	5	5	6	7	6	7
No opinion/DK/NA	8	8	8	12	13	3	7	13	5	5	13	7	9	7	8	13	5	5	6	7	6	7
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	1361	247	478	725	504	132	906	43	134	64	92	657	72	140	127	133	1361	0	0	0	0	
<u>TOTAL WELL</u>	68%	70%	69%	69%	68%	64%	69%	59%	71%	70%	69%	73%	62%	63%	71%	60%	68%	0%	0%	0%	0%	
Very well	23	33	25	27	18	17	23	25	26	30	22	24	20	21	26	19	23	0	0	0	0	
Somewhat well	45	37	44	42	50	47	46	34	45	40	47	48	42	42	45	41	45	0	0	0	0	
<u>TOTAL NOT WELL</u>	24	25	24	24	23	24	25	39	18	18	19	21	30	23	27	28	24	0	0	0	0	
Not too well	16	15	17	16	16	18	17	23	14	14	15	15	19	19	18	19	16	0	0	0	0	
Not at all well	7	10	7	8	6	6	8	17	4	4	4	6	11	5	9	9	7	0	0	0	0	
<u>NO OP/DK/NA</u>	8	5	7	6	10	12	6	2	11	12	11	6	8	14	2	12	8	0	0	0	0	
No opinion/DK/NA	8	5	7	6	10	12	6	2	11	12	11	6	8	14	2	12	8	0	0	0	0	

TABLE 54: Q23A. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Is politically partisan

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL T	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	1361	526	81	889	472	367	68	182	468	182	95	218	811	257	293	164	501	696	841	450	384	957
TOTAL WELL	68%	66%	71%	66%	71%	71%	70%	73%	70%	67%	69%	68%	70%	68%	63%	68%	68%	68%	69%	66%	67%	69%
Very well	23	20	35	23	22	24	33	25	24	22	24	23	23	23	21	29	22	22	23	24	19	24
Somewhat well	45	46	36	43	49	47	36	48	45	45	45	45	46	46	43	39	46	46	46	43	48	44
TOTAL NOT WELL	24	25	26	24	23	25	26	23	25	28	29	27	24	24	23	27	26	21	23	25	24	24
Not too well	16	18	17	18	14	16	18	19	17	22	22	21	18	15	14	17	17	16	15	18	18	15
Not at all well	7	7	9	6	9	8	8	4	9	7	6	6	6	9	10	10	10	5	8	7	6	8
NO OP/DK/NA	8	8	4	9	6	4	5	5	5	4	3	4	7	8	13	5	6	11	8	8	9	8
No opinion/DK/NA	8	8	4	9	6	4	5	5	5	4	3	4	7	8	13	5	6	11	8	8	9	8

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	1361	654	399	125	74	50	46	678	433	468	304	139	901	443	822	510	294	402	331	310
TOTAL WELL	68%	69%	66%	66%	62%	73%	65%	68%	70%	70%	64%	66%	70%	65%	70%	67%	70%	68%	63%	72%
Very well	23	23	22	23	18	25	16	22	25	22	24	16	23	21	23	23	23	22	20	27
Somewhat well	45	46	44	43	44	48	49	45	45	48	41	49	46	43	47	44	47	47	43	44
TOTAL NOT WELL	24	25	23	22	24	18	19	22	20	22	29	32	21	30	23	24	21	23	29	24
Not too well	16	15	20	15	16	13	12	17	16	14	20	14	15	18	15	16	15	16	20	14
Not at all well	7	10	3	8	8	5	7	5	3	8	8	17	6	11	7	8	6	6	9	10
NO OP/DK/NA	8	6	10	12	14	9	16	10	11	8	7	3	9	6	8	9	9	9	8	5
No opinion/DK/NA	8	6	10	12	14	9	16	10	11	8	7	3	9	6	8	9	9	9	8	5

TABLE 54: Q23A. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Is politically partisan

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	1361	110	259	369	805	522	494	303	380	280	270	199	200	176	223	414	170	157	599	740	326
TOTAL WELL	68%	67%	75%	73%	67%	70%	71%	64%	67%	67%	72%	71%	69%	71%	66%	67%	66%	69%	69%	67%	68%
Very well	23	43	25	30	20	27	20	23	26	21	24	24	21	23	23	21	27	24	22	23	25
Somewhat well	45	24	51	43	47	43	51	41	41	46	48	46	48	48	43	46	39	45	46	44	42
TOTAL NOT WELL	24	27	20	22	25	22	21	29	23	24	22	28	25	21	26	25	23	20	24	24	22
Not too well	16	14	15	15	17	14	15	19	16	18	16	15	18	16	20	16	15	13	18	15	14
Not at all well	7	12	6	8	8	8	6	10	7	6	6	13	7	5	6	10	8	7	6	9	8
NO OP/DK/NA	8	6	4	5	8	8	8	7	10	9	6	1	6	8	8	8	11	11	7	9	11
No opinion/DK/NA	8	6	4	5	8	8	8	7	10	9	6	1	6	8	8	8	11	11	7	9	11

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	1361	569	792	641	404	316	244	314	354	426	248	393	181	223	140	176	269	359	143	253	187	128
TOTAL WELL	68%	68%	68%	67%	68%	69%	64%	70%	72%	65%	65%	69%	70%	67%	69%	69%	70%	65%	62%	71%	71%	65%
Very well	23	24	22	22	23	25	23	25	22	22	21	22	28	18	25	25	22	22	17	26	27	23
Somewhat well	45	44	46	46	46	44	41	46	50	43	44	47	43	48	44	44	48	44	45	45	45	43
TOTAL NOT WELL	24	25	23	24	24	23	29	23	21	24	28	22	23	24	24	22	23	24	29	21	22	25
Not too well	16	19	15	17	15	16	22	16	15	14	19	16	19	12	17	15	20	15	20	13	14	18
Not at all well	7	7	8	7	9	7	7	7	6	10	9	5	5	13	6	8	4	9	9	9	7	7
NO OP/DK/NA	8	7	9	9	8	8	8	7	7	11	7	10	6	9	7	8	7	10	9	8	7	10
No opinion/DK/NA	8	7	9	9	8	8	8	7	7	11	7	10	6	9	7	8	7	10	9	8	7	10

TABLE 54: Q23A. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Is politically partisan

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	1361	281	324	157	222	358	291	253	135	128	196	577	784	917	444	637	257	135	160	171
TOTAL WELL	68%	68%	68%	69%	70%	68%	69%	61%	71%	74%	69%	67%	69%	67%	71%	68%	62%	71%	70%	73%
Very well	23	22	21	18	27	22	23	17	24	31	25	23	23	21	26	22	17	24	28	27
Somewhat well	45	46	47	51	42	46	46	44	48	43	45	44	46	46	45	46	44	48	42	46
TOTAL NOT WELL	24	26	22	23	25	24	22	29	23	19	24	25	23	25	22	23	29	23	25	19
Not too well	16	19	16	17	14	18	14	21	14	11	17	17	16	17	15	16	20	14	15	15
Not at all well	7	7	6	6	11	6	8	8	10	9	7	8	7	7	7	7	8	10	10	4
NO OP/DK/NA	8	6	10	9	5	9	9	10	6	6	7	8	8	9	7	9	10	6	6	8
No opinion/DK/NA	8	6	10	9	5	9	9	10	6	6	7	8	8	9	7	9	10	6	6	8

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	1361	277	377	168	231	45	80	35	39	210	429	261	134	50	72	34	40	21	19	35
TOTAL WELL	68%	70%	68%	61%	70%	71%	63%	63%	61%	71%	67%	68%	63%	62%	68%	62%	61%	51%	61%	69%
Very well	23	25	22	20	24	27	21	19	18	22	23	22	24	22	24	22	15	12	17	22
Somewhat well	45	45	46	42	46	43	43	44	44	49	44	46	40	39	45	40	47	39	44	47
TOTAL NOT WELL	24	27	24	27	21	19	24	24	25	25	26	23	25	29	19	26	23	31	24	21
Not too well	16	18	13	24	17	14	15	15	18	15	15	21	20	20	12	16	17	20	16	15
Not at all well	7	9	11	3	4	5	9	10	6	10	11	2	5	9	7	10	6	10	8	6
NO OP/DK/NA	8	3	8	12	9	10	12	13	14	4	7	9	12	10	12	12	15	18	15	11
No opinion/DK/NA	8	3	8	12	9	10	12	13	14	4	7	9	12	10	12	12	15	18	15	11

TABLE 54: Q23A. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Is politically partisan

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	1361	308	345	130	269	39	85	36	38	317	78	232	51	115	77	25	23	34	31
<u>TOTAL WELL</u>	68%	68%	70%	68%	66%	61%	68%	65%	59%	66%	71%	64%	59%	75%	68%	62%	63%	58%	67%	60%
Very well	23	23	23	24	22	19	25	19	17	23	19	21	23	24	24	14	29	17	19	19
Somewhat well	45	44	47	43	44	41	44	46	42	42	52	43	36	50	44	48	34	42	47	41
<u>TOTAL NOT WELL</u>	24	27	24	23	24	25	21	23	26	23	26	25	30	17	20	22	31	26	24	20
Not too well	16	16	14	21	20	13	16	16	17	20	21	22	27	14	15	12	17	17	16	14
Not at all well	7	11	10	2	4	13	5	7	9	3	6	3	3	3	5	9	14	9	8	6
<u>NO OP/DK/NA</u>	8	5	6	9	11	14	11	12	15	11	3	11	11	9	12	17	5	16	10	21
No opinion/DK/NA	8	5	6	9	11	14	11	12	15	11	3	11	11	9	12	17	5	16	10	21

TABLE 55: Q23B. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Reflect the views of people like me

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	1361	755	423	138	49	34	1125	236	286	537	302	601	760	570	605	186	740	602	626	774	629	569
TOTAL WELL	76%	76%	77%	70%	80%	70%	76%	76%	78%	76%	72%	77%	75%	81%	72%	71%	76%	76%	76%	75%	75%	80%
Very well	27	25	31	23	34	33	27	29	28	26	28	25	29	29	27	22	31	31	32	30	32	32
Somewhat well	48	52	45	47	46	36	49	46	50	50	44	52	45	51	45	49	45	44	44	46	43	48
TOTAL NOT WELL	20	19	21	22	18	23	21	15	19	20	23	20	19	15	24	22	20	21	20	20	20	17
Not too well	13	13	14	15	8	12	14	13	12	13	16	14	13	10	16	15	14	14	13	14	14	11
Not at all well	6	5	7	7	10	11	7	3	7	7	8	6	6	5	8	6	7	7	7	6	6	6
NO OP/DK/NA	4	5	2	8	2	7	4	9	3	3	5	3	6	4	4	7	4	3	4	4	5	3
No opinion/DK/NA	4	5	2	8	2	7	4	9	3	3	5	3	6	4	4	7	4	3	4	4	5	3
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	1361	247	478	725	504	132	906	43	134	64	92	657	72	140	127	133	1361	0	0	0	0	
TOTAL WELL	76%	75%	78%	77%	76%	69%	76%	69%	82%	82%	78%	80%	76%	82%	77%	69%	76%	0%	0%	0%	0%	
Very well	27	34	29	31	23	24	26	27	35	28	30	30	31	32	27	24	27	0	0	0	0	
Somewhat well	48	41	48	46	53	45	50	42	47	53	48	50	44	50	50	45	48	0	0	0	0	
TOTAL NOT WELL	20	22	19	20	18	25	20	28	15	17	15	15	23	16	22	26	20	0	0	0	0	
Not too well	13	13	14	14	14	11	14	23	10	14	10	12	17	11	17	18	13	0	0	0	0	
Not at all well	6	8	5	6	5	14	5	5	6	4	5	4	6	4	5	9	6	0	0	0	0	
NO OP/DK/NA	4	3	3	3	6	6	4	3	3	1	7	5	1	2	1	4	4	0	0	0	0	
No opinion/DK/NA	4	3	3	3	6	6	4	3	3	1	7	5	1	2	1	4	4	0	0	0	0	

TABLE 55: Q23B. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Reflect the views of people like me

	Q14 NWSPPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	1361	526	81	889	472	367	68	182	468	182	95	218	811	257	293	164	501	696	841	450	384	957
TOTAL WELL	76%	78%	72%	77%	72%	76%	83%	83%	77%	79%	86%	80%	81%	67%	69%	77%	75%	75%	75%	77%	77%	75%
Very well	27	27	34	27	27	23	25	24	22	23	24	23	29	21	27	28	27	28	27	29	27	28
Somewhat well	48	51	37	50	45	53	58	59	56	56	62	57	52	46	41	49	49	48	49	48	51	48
TOTAL NOT WELL	20	19	22	20	20	22	17	16	20	20	12	19	16	30	22	21	20	19	20	20	21	19
Not too well	13	15	16	13	15	13	10	8	12	11	6	10	11	21	13	11	14	13	14	13	16	12
Not at all well	6	4	6	7	5	9	7	9	9	9	6	8	5	9	9	10	6	6	6	7	5	7
NO OP/DK/NA	4	4	6	3	7	2	0	1	2	1	2	1	3	3	9	2	4	5	5	3	2	5
No opinion/DK/NA	4	4	6	3	7	2	0	1	2	1	2	1	3	3	9	2	4	5	5	3	2	5

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
Base	1361	654	399	125	74	50	46	678	433	468	304	139	901	443	822	510	294	402	331	310
TOTAL WELL	76%	75%	77%	75%	77%	86%	72%	76%	79%	73%	77%	73%	76%	76%	76%	76%	81%	74%	76%	73%
Very well	27	29	27	27	23	35	15	27	30	30	25	18	30	23	28	27	30	25	23	33
Somewhat well	48	47	50	48	55	51	57	49	49	43	53	55	46	53	48	49	52	48	53	41
TOTAL NOT WELL	20	20	18	20	17	12	17	20	16	23	20	21	20	20	20	19	14	20	21	24
Not too well	13	14	14	10	14	11	14	13	11	16	12	15	14	13	15	11	9	14	16	15
Not at all well	6	6	5	10	3	1	3	6	4	8	8	5	6	7	6	8	5	7	5	8
NO OP/DK/NA	4	4	4	5	6	3	11	4	5	4	3	6	5	4	4	5	4	6	4	3
No opinion/DK/NA	4	4	4	5	6	3	11	4	5	4	3	6	5	4	4	5	4	6	4	3

TABLE 55: Q23B. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Reflect the views of people like me

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	1361	110	259	369	805	522	494	303	380	280	270	199	200	176	223	414	170	157	599	740	326
TOTAL WELL	76%	72%	74%	74%	76%	75%	79%	74%	76%	82%	77%	72%	78%	77%	77%	78%	73%	68%	77%	74%	71%
Very well	27	38	29	31	25	30	25	28	29	30	29	22	24	23	29	30	29	26	26	29	28
Somewhat well	48	34	46	42	52	45	54	46	47	52	48	50	54	54	48	48	43	43	52	46	43
TOTAL NOT WELL	20	25	23	23	19	21	18	21	18	16	21	25	18	21	21	19	21	22	20	20	21
Not too well	13	14	15	15	14	14	12	15	11	13	13	17	10	15	16	12	15	14	14	13	15
Not at all well	6	12	7	9	6	7	6	6	7	3	7	8	8	5	5	7	6	8	6	7	7
NO OP/DK/NA	4	2	3	3	4	5	3	5	5	2	2	3	4	2	2	4	6	10	3	6	8
No opinion/DK/NA	4	2	3	3	4	5	3	5	5	2	2	3	4	2	2	4	6	10	3	6	8

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	1361	569	792	641	404	316	244	314	354	426	248	393	181	223	140	176	269	359	143	253	187	128
TOTAL WELL	76%	76%	76%	78%	72%	75%	77%	75%	78%	74%	80%	77%	69%	74%	77%	74%	81%	77%	70%	73%	77%	72%
Very well	27	28	27	26	27	29	28	29	25	29	30	24	26	28	28	31	25	28	25	29	29	31
Somewhat well	48	47	49	52	44	46	49	46	53	45	50	53	42	46	49	43	57	48	46	44	49	41
TOTAL NOT WELL	20	21	19	16	24	22	19	22	20	19	15	17	28	20	21	23	15	17	28	22	21	24
Not too well	13	16	12	11	17	14	15	15	13	11	11	11	22	12	14	14	10	12	21	15	15	12
Not at all well	6	5	7	5	7	9	4	6	7	7	4	6	5	8	8	9	5	5	7	7	6	12
NO OP/DK/NA	4	4	5	5	5	3	4	3	2	7	5	6	4	5	2	3	4	7	2	5	2	4
No opinion/DK/NA	4	4	5	5	5	3	4	3	2	7	5	6	4	5	2	3	4	7	2	5	2	4

TABLE 55: Q23B. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Reflect the views of people like me

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	1361	281	324	157	222	358	291	253	135	128	196	577	784	917	444	637	257	135	160	171
TOTAL WELL	76%	83%	78%	73%	69%	76%	78%	78%	73%	80%	66%	75%	76%	76%	74%	77%	79%	73%	76%	68%
Very well	27	24	28	29	27	27	31	24	18	36	28	28	27	25	32	29	25	18	34	26
Somewhat well	48	59	49	44	42	50	47	54	54	44	39	47	49	51	42	48	54	54	42	42
TOTAL NOT WELL	20	12	18	23	26	19	19	16	22	17	27	20	20	18	23	20	16	22	21	25
Not too well	13	10	13	16	18	14	12	11	13	10	20	14	13	12	16	13	11	13	13	18
Not at all well	6	2	5	7	7	5	7	4	9	7	7	6	7	6	7	6	4	9	7	7
NO OP/DK/NA	4	5	4	4	6	5	2	6	6	3	6	5	4	5	3	3	6	6	3	7
No opinion/DK/NA	4	5	4	4	6	5	2	6	6	3	6	5	4	5	3	3	6	6	3	7

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	1361	277	377	168	231	45	80	35	39	210	429	261	134	50	72	34	40	21	19	35
TOTAL WELL	76%	74%	76%	79%	76%	76%	75%	80%	75%	78%	75%	80%	72%	68%	81%	75%	79%	75%	72%	81%
Very well	27	28	29	29	26	36	22	22	24	25	31	29	24	19	34	27	19	23	16	26
Somewhat well	48	46	47	51	50	40	53	58	51	53	44	51	48	49	48	48	60	52	56	56
TOTAL NOT WELL	20	22	19	16	20	21	19	17	16	21	20	17	20	29	13	18	16	15	24	13
Not too well	13	18	11	12	15	10	10	15	13	14	14	13	14	13	7	15	13	15	15	12
Not at all well	6	4	7	4	5	11	10	2	3	7	6	4	6	16	7	3	3	0	9	2
NO OP/DK/NA	4	3	5	5	4	3	6	3	9	1	5	3	8	3	5	7	5	10	4	5
No opinion/DK/NA	4	3	5	5	4	3	6	3	9	1	5	3	8	3	5	7	5	10	4	5

TABLE 55: Q23B. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Reflect the views of people like me

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	1361	308	345	130	269	39	85	36	38	317	78	232	51	115	77	25	23	34	31
<u>TOTAL WELL</u>	76%	75%	76%	73%	79%	75%	75%	82%	73%	78%	75%	79%	70%	76%	74%	77%	78%	75%	81%	74%
Very well	27	29	29	33	24	20	30	25	20	26	33	27	29	26	28	21	31	22	26	13
Somewhat well	48	47	47	40	55	55	45	56	53	52	42	52	41	50	46	56	46	52	55	62
<u>TOTAL NOT WELL</u>	20	20	20	19	18	20	20	13	20	18	20	18	20	18	21	20	17	18	14	21
Not too well	13	15	13	13	14	10	10	13	14	14	12	14	18	11	10	10	9	13	14	15
Not at all well	6	5	7	6	4	10	10	0	6	4	8	4	2	6	11	10	9	5	0	6
<u>NO OP/DK/NA</u>	4	4	4	8	3	5	4	5	7	4	5	3	9	6	5	3	5	8	5	5
No opinion/DK/NA	4	4	4	8	3	5	4	5	7	4	5	3	9	6	5	3	5	8	5	5

TABLE 56: Q23C. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Easy to understand

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	1361	755	423	138	49	34	1125	236	286	537	302	601	760	570	605	186	740	602	626	774	629	569
TOTAL WELL	92%	91%	92%	90%	95%	95%	93%	86%	93%	94%	89%	93%	90%	93%	91%	89%	93%	94%	93%	93%	94%	93%
Very well	57	55	61	48	55	71	59	48	60	61	53	57	56	60	56	48	63	63	62	61	62	61
Somewhat well	35	36	31	43	40	24	34	38	33	34	36	36	34	32	35	40	30	31	31	32	32	32
TOTAL NOT WELL	8	8	7	6	5	5	7	12	6	6	10	7	8	6	8	10	7	6	7	7	6	6
Not too well	6	6	6	5	4	5	6	8	4	5	9	5	7	5	7	8	5	5	6	6	5	5
Not at all well	2	2	2	1	1	0	1	3	2	1	1	1	2	2	1	2	1	1	1	1	1	2
NO OP/DK/NA	1	1	1	4	0	0	0	2	1	0	1	0	1	1	0	2	0	0	0	0	0	0
No opinion/DK/NA	1	1	1	4	0	0	0	2	1	0	1	0	1	1	0	2	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	1361	247	478	725	504	132	906	43	134	64	92	657	72	140	127	133	1361	0	0	0	0	
TOTAL WELL	92%	95%	91%	92%	93%	82%	93%	94%	92%	90%	83%	94%	91%	90%	90%	86%	92%	0%	0%	0%	0%	
Very well	57	67	61	63	53	37	62	59	50	49	38	61	60	55	49	47	57	0	0	0	0	
Somewhat well	35	28	30	29	40	44	32	36	42	41	45	33	30	35	41	39	35	0	0	0	0	
TOTAL NOT WELL	8	5	8	7	6	15	6	6	6	10	16	6	9	8	9	12	8	0	0	0	0	
Not too well	6	3	8	6	5	10	5	3	4	10	15	5	5	7	6	10	6	0	0	0	0	
Not at all well	2	2	1	1	1	5	1	3	2	0	1	1	5	1	2	2	2	0	0	0	0	
NO OP/DK/NA	1	0	0	0	1	4	0	0	2	0	0	0	0	2	1	1	1	0	0	0	0	
No opinion/DK/NA	1	0	0	0	1	4	0	0	2	0	0	0	0	2	1	1	1	0	0	0	0	

TABLE 56: Q23C. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Easy to understand

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLTT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	1361	526	81	889	472	367	68	182	468	182	95	218	811	257	293	164	501	696	841	450	384
TOTAL WELL	92%	93%	92%	91%	93%	95%	95%	91%	93%	95%	95%	94%	93%	86%	92%	93%	92%	91%	93%	89%	90%	92%
Very well	57	56	65	56	58	60	63	64	61	59	68	61	62	46	54	68	60	52	57	55	56	57
Somewhat well	35	37	27	34	35	35	32	27	31	36	27	34	32	40	38	26	32	39	36	34	34	35
TOTAL NOT WELL	8	6	8	9	5	5	5	9	7	5	5	6	6	14	7	7	7	8	6	10	9	7
Not too well	6	6	6	7	5	4	4	6	5	3	4	4	5	11	5	4	6	6	5	8	7	6
Not at all well	2	1	2	2	1	1	2	3	2	2	1	2	1	3	2	3	1	2	1	2	2	1
NO OP/DK/NA	1	1	0	1	1	0	0	1	0	0	0	0	1	0	2	0	1	1	1	1	1	1
No opinion/DK/NA	1	1	0	1	1	0	0	1	0	0	0	0	1	0	2	0	1	1	1	1	1	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
	Base	1361	654	399	125	74	50	46	678	433	468	304	139	901	443	822	510	294	402	331
TOTAL WELL	92%	94%	87%	93%	87%	90%	90%	89%	88%	94%	94%	94%	91%	94%	91%	92%	92%	92%	92%	90%
Very well	57	62	52	57	43	54	49	53	52	56	64	62	54	63	56	58	62	55	53	58
Somewhat well	35	32	36	36	44	36	42	36	36	38	30	32	37	31	35	34	30	37	39	32
TOTAL NOT WELL	8	6	11	7	12	9	9	10	11	6	6	6	8	6	8	7	7	7	7	9
Not too well	6	5	8	4	10	8	7	7	9	5	5	3	7	5	7	5	7	5	6	6
Not at all well	2	1	2	3	2	1	2	2	2	1	1	2	1	1	1	2	1	1	1	2
NO OP/DK/NA	1	0	2	1	1	1	1	1	1	1	0	0	1	0	1	0	0	1	1	1
No opinion/DK/NA	1	0	2	1	1	1	1	1	1	1	0	0	1	0	1	0	0	1	1	1

TABLE 56: Q23C. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Easy to understand

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	1361	110	259	369	805	522	494	303	380	280	270	199	200	176	223	414	170	157	599	740	326
TOTAL WELL	92%	93%	93%	93%	92%	89%	94%	93%	90%	89%	95%	97%	94%	92%	91%	92%	92%	86%	92%	91%	89%
Very well	57	59	59	59	56	53	58	62	54	54	64	64	60	55	57	59	58	48	58	57	53
Somewhat well	35	33	34	34	36	36	36	30	36	36	31	33	34	36	33	33	33	39	35	34	36
TOTAL NOT WELL	8	7	7	7	7	10	5	7	10	9	5	3	4	8	8	8	8	12	7	9	10
Not too well	6	6	5	5	6	8	4	6	8	8	4	2	4	6	6	5	6	11	5	7	9
Not at all well	2	1	2	2	1	2	1	1	2	1	0	1	1	3	1	2	2	1	2	2	1
NO OP/DK/NA	1	0	0	0	1	1	0	1	1	1	0	0	1	0	1	0	0	2	1	1	1
No opinion/DK/NA	1	0	0	0	1	1	0	1	1	1	0	0	1	0	1	0	0	2	1	1	1

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	1361	569	792	641	404	316	244	314	354	426	248	393	181	223	140	176	269	359	143	253	187	128
TOTAL WELL	92%	92%	91%	92%	92%	91%	91%	93%	94%	89%	93%	91%	91%	92%	92%	91%	92%	91%	93%	91%	92%	91%
Very well	57	59	55	55	58	59	58	60	57	54	59	53	58	58	61	57	54	57	58	58	62	53
Somewhat well	35	33	36	36	34	33	32	33	36	35	34	38	34	34	31	34	38	34	35	33	30	37
TOTAL NOT WELL	8	7	8	7	8	7	8	7	6	10	7	8	9	7	7	8	7	8	7	9	6	9
Not too well	6	6	6	6	6	6	6	6	5	7	5	6	8	5	5	7	5	6	6	7	5	8
Not at all well	2	2	2	2	1	1	3	1	1	2	2	2	1	2	2	1	2	2	0	2	2	1
NO OP/DK/NA	1	0	1	1	0	1	1	0	1	1	1	1	0	0	1	1	1	1	0	0	2	0
No opinion/DK/NA	1	0	1	1	0	1	1	0	1	1	1	1	0	0	1	1	1	1	0	0	2	0

TABLE 56: Q23C. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Easy to understand

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	1361	281	324	157	222	358	291	253	135	128	196	577	784	917	444	637	257	135	160	171
TOTAL WELL	92%	95%	90%	90%	94%	91%	92%	93%	88%	91%	92%	92%	91%	92%	91%	91%	94%	88%	91%	92%
Very well	57	56	55	59	57	56	55	59	56	62	55	58	56	57	56	55	60	56	58	57
Somewhat well	35	38	35	30	37	35	37	34	32	29	37	34	35	34	36	36	34	32	33	35
TOTAL NOT WELL	8	5	8	10	6	8	8	6	11	7	7	7	8	8	8	8	6	11	7	7
Not too well	6	4	7	9	5	6	6	5	8	5	6	6	6	6	6	6	5	8	6	6
Not at all well	2	1	2	1	2	2	1	1	3	2	1	1	2	2	1	2	1	3	1	1
NO OP/DK/NA	1	0	1	1	0	1	0	0	1	2	1	1	1	1	1	1	0	1	2	1
No opinion/DK/NA	1	0	1	1	0	1	0	0	1	2	1	1	1	1	1	1	0	1	2	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	1361	277	377	168	231	45	80	35	39	210	429	261	134	50	72	34	40	21	19	35
TOTAL WELL	92%	95%	93%	87%	88%	94%	92%	85%	89%	96%	93%	88%	85%	92%	93%	87%	87%	89%	83%	88%
Very well	57	65	59	53	51	62	55	41	45	65	60	52	51	61	56	49	39	47	36	44
Somewhat well	35	30	34	34	37	32	38	45	43	31	32	37	34	31	37	39	48	42	47	44
TOTAL NOT WELL	8	5	6	12	10	6	7	14	10	4	7	10	13	6	7	11	13	9	17	11
Not too well	6	4	5	9	8	1	5	12	8	4	6	8	10	1	6	9	10	9	13	9
Not at all well	2	0	1	3	2	5	1	3	2	0	1	2	3	5	1	3	2	0	4	3
NO OP/DK/NA	1	0	1	1	2	0	1	1	1	0	0	2	2	2	0	1	1	2	0	1
No opinion/DK/NA	1	0	1	1	2	0	1	1	1	0	0	2	2	2	0	1	1	2	0	1

TABLE 56: Q23C. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Easy to understand

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	1361	308	345	130	269	39	85	36	38	317	78	232	51	115	77	25	23	34	31
<u>TOTAL WELL</u>	92%	94%	94%	89%	87%	89%	94%	85%	89%	88%	86%	85%	90%	90%	95%	89%	90%	91%	85%	81%
Very well	57	62	61	56	50	55	58	41	45	51	52	49	60	52	58	52	61	45	41	45
Somewhat well	35	32	32	33	37	34	36	44	44	37	33	36	30	38	37	37	29	46	45	36
<u>TOTAL NOT WELL</u>	8	6	6	7	12	11	5	13	10	10	13	13	10	6	4	11	10	9	14	17
Not too well	6	5	5	7	9	6	3	12	8	8	9	10	10	4	2	3	10	6	12	14
Not at all well	2	1	1	1	3	5	2	2	3	2	4	3	0	2	2	8	0	2	2	3
<u>NO OP/DK/NA</u>	1	0	1	3	1	0	1	1	1	2	1	1	0	4	1	0	0	1	1	2
No opinion/DK/NA	1	0	1	3	1	0	1	1	1	2	1	1	0	4	1	0	0	1	1	2

TABLE 57: Q23D. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Fair

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	1361	755	423	138	49	34	1125	236	286	537	302	601	760	570	605	186	740	602	626	774	629	569
TOTAL WELL	81%	81%	83%	77%	80%	82%	82%	77%	80%	82%	83%	80%	82%	84%	79%	78%	81%	80%	82%	82%	82%	84%
Very well	31	28	36	31	29	34	30	33	32	31	29	28	33	34	30	24	33	35	35	33	36	33
Somewhat well	50	53	47	46	51	48	51	44	48	51	54	52	49	50	49	54	48	45	47	48	46	51
TOTAL NOT WELL	16	17	14	17	17	17	16	18	17	16	14	17	15	14	18	16	17	17	15	16	16	13
Not too well	11	11	8	15	13	16	11	13	12	11	10	12	10	11	11	12	11	11	11	11	11	10
Not at all well	5	5	5	2	4	1	5	5	5	5	4	5	4	3	7	4	6	6	5	5	5	3
NO OP/DK/NA	3	2	3	6	3	1	3	5	3	2	3	2	3	2	3	6	2	3	3	3	3	3
No opinion/DK/NA	3	2	3	6	3	1	3	5	3	2	3	2	3	2	3	6	2	3	3	3	3	3
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	1361	247	478	725	504	132	906	43	134	64	92	657	72	140	127	133	1361	0	0	0	0	
TOTAL WELL	81%	79%	80%	80%	84%	78%	83%	74%	82%	88%	76%	86%	80%	82%	82%	75%	81%	0%	0%	0%	0%	
Very well	31	37	32	34	29	22	33	27	28	34	25	35	26	34	26	29	31	0	0	0	0	
Somewhat well	50	42	48	46	55	56	50	47	54	54	51	52	54	48	56	47	50	0	0	0	0	
TOTAL NOT WELL	16	20	17	18	13	16	15	24	15	12	19	11	20	16	17	22	16	0	0	0	0	
Not too well	11	12	12	12	10	11	11	16	11	10	16	8	13	13	14	14	11	0	0	0	0	
Not at all well	5	8	5	6	3	5	5	8	4	2	3	3	7	2	3	8	5	0	0	0	0	
NO OP/DK/NA	3	1	3	2	3	6	2	1	3	0	5	2	0	2	1	3	3	0	0	0	0	
No opinion/DK/NA	3	1	3	2	3	6	2	1	3	0	5	2	0	2	1	3	3	0	0	0	0	

TABLE 57: Q23D. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Fair

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	1361	526	81	889	472	367	68	182	468	182	95	218	811	257	293	164	501	696	841	450	384	957
TOTAL WELL	81%	83%	85%	81%	81%	80%	85%	81%	81%	81%	79%	80%	84%	73%	81%	78%	80%	82%	81%	81%	79%	82%
Very well	31	32	36	30	33	30	31	31	29	27	23	26	33	22	33	36	30	31	31	31	28	32
Somewhat well	50	51	49	51	48	50	55	50	52	54	56	55	51	51	48	42	51	52	50	50	52	50
TOTAL NOT WELL	16	15	12	15	17	18	12	16	17	18	19	18	14	24	15	20	17	14	16	16	18	15
Not too well	11	12	9	11	11	13	6	11	12	13	11	12	10	15	10	15	12	10	11	10	13	10
Not at all well	5	3	2	4	6	5	6	6	5	5	8	6	3	9	5	5	6	4	5	5	5	5
NO OP/DK/NA	3	2	3	4	2	2	3	2	2	1	2	1	3	3	4	2	2	4	3	3	3	3
No opinion/DK/NA	3	2	3	4	2	2	3	2	2	1	2	1	3	3	4	2	2	4	3	3	3	3

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
Base	1361	654	399	125	74	50	46	678	433	468	304	139	901	443	822	510	294	402	331	310
TOTAL WELL	81%	81%	80%	80%	82%	88%	84%	80%	82%	81%	81%	83%	81%	81%	80%	84%	84%	80%	83%	78%
Very well	31	34	29	30	26	27	20	29	34	31	28	30	32	29	31	31	34	30	27	32
Somewhat well	50	48	51	49	55	60	64	51	48	50	52	53	49	53	49	52	50	50	56	46
TOTAL NOT WELL	16	17	16	16	13	9	12	16	14	17	17	15	16	16	18	13	13	17	14	19
Not too well	11	11	13	11	11	8	10	12	10	11	14	9	11	12	12	9	9	12	11	13
Not at all well	5	6	3	5	2	1	2	4	5	5	3	6	5	4	5	4	4	5	3	6
NO OP/DK/NA	3	2	4	4	5	4	5	4	4	2	3	2	3	3	3	3	3	3	3	2
No opinion/DK/NA	3	2	4	4	5	4	5	4	4	2	3	2	3	3	3	3	3	3	3	2

TABLE 57: Q23D. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Fair

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	1361	110	259	369	805	522	494	303	380	280	270	199	200	176	223	414	170	157	599	740	326
TOTAL WELL	81%	76%	80%	79%	82%	79%	83%	81%	84%	82%	81%	80%	84%	76%	85%	80%	83%	78%	82%	80%	81%
Very well	31	43	31	34	30	32	29	33	34	30	31	30	31	28	29	32	37	28	29	32	33
Somewhat well	50	33	50	45	52	47	55	49	50	51	50	50	53	48	56	48	46	50	53	48	48
TOTAL NOT WELL	16	22	17	19	15	18	14	16	13	16	15	19	13	22	13	17	14	17	16	16	15
Not too well	11	12	13	12	11	13	9	11	9	13	10	12	11	16	10	11	9	10	12	10	9
Not at all well	5	11	4	6	4	5	4	5	5	3	5	7	2	6	3	5	5	7	4	6	6
NO OP/DK/NA	3	2	2	2	3	3	3	3	3	2	4	1	3	2	2	3	2	5	2	4	4
No opinion/DK/NA	3	2	2	2	3	3	3	3	3	2	4	1	3	2	2	3	2	5	2	4	4

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	1361	569	792	641	404	316	244	314	354	426	248	393	181	223	140	176	269	359	143	253	187	128
TOTAL WELL	81%	84%	79%	84%	78%	80%	85%	83%	80%	78%	87%	81%	78%	78%	85%	76%	86%	82%	74%	80%	82%	76%
Very well	31	32	30	32	29	32	34	30	26	34	38	28	24	33	31	32	31	33	22	32	33	28
Somewhat well	50	52	49	52	49	49	50	54	54	44	49	53	54	45	54	44	55	49	52	48	49	48
TOTAL NOT WELL	16	15	17	13	20	18	14	14	17	17	10	14	20	19	15	20	10	14	25	17	16	21
Not too well	11	10	12	10	13	12	10	9	13	11	8	11	14	12	9	15	9	10	20	9	11	15
Not at all well	5	5	5	3	7	6	4	5	3	6	2	3	7	7	6	5	2	4	5	8	6	6
NO OP/DK/NA	3	2	4	4	2	2	1	2	3	4	2	5	2	3	0	3	4	4	1	3	1	3
No opinion/DK/NA	3	2	4	4	2	2	1	2	3	4	2	5	2	3	0	3	4	4	1	3	1	3

TABLE 57: Q23D. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Fair

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	1361	281	324	157	222	358	291	253	135	128	196	577	784	917	444	637	257	135	160	171
<u>TOTAL WELL</u>	81%	87%	82%	82%	75%	82%	83%	81%	79%	82%	77%	80%	82%	81%	81%	82%	81%	79%	80%	78%
Very well	31	29	36	28	31	33	30	29	23	36	33	32	30	30	34	32	29	23	35	32
Somewhat well	50	58	47	54	45	49	53	52	56	45	45	48	52	52	47	51	52	56	45	46
<u>TOTAL NOT WELL</u>	16	9	15	15	23	15	15	14	18	16	20	17	15	15	17	15	14	18	19	18
Not too well	11	7	12	9	15	11	11	10	14	7	13	11	12	11	12	11	10	14	10	11
Not at all well	5	2	3	6	7	4	4	4	4	9	7	6	4	4	6	3	4	4	9	7
<u>NO OP/DK/NA</u>	3	4	3	3	2	3	2	5	3	2	3	3	3	4	2	3	4	3	1	4
No opinion/DK/NA	3	4	3	3	2	3	2	5	3	2	3	3	3	4	2	3	4	3	1	4

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	1361	277	377	168	231	45	80	35	39	210	429	261	134	50	72	34	40	21	19	35
<u>TOTAL WELL</u>	81%	84%	80%	83%	78%	82%	78%	87%	76%	85%	80%	82%	76%	71%	86%	82%	81%	83%	74%	84%
Very well	31	33	34	29	28	42	24	24	28	27	36	31	26	32	30	31	22	27	17	30
Somewhat well	50	51	46	54	49	40	55	63	48	58	44	52	50	38	56	50	59	56	57	54
<u>TOTAL NOT WELL</u>	16	15	18	14	18	15	17	10	16	15	17	14	19	24	11	14	12	12	16	12
Not too well	11	10	12	12	14	6	14	9	13	11	11	12	14	16	8	13	10	9	13	12
Not at all well	5	5	6	3	4	9	3	1	3	5	6	2	5	7	4	2	2	3	3	0
<u>NO OP/DK/NA</u>	3	1	3	3	5	3	5	2	8	0	3	3	4	6	3	4	6	5	10	3
No opinion/DK/NA	3	1	3	3	5	3	5	2	8	0	3	3	4	6	3	4	6	5	10	3

TABLE 57: Q23D. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Fair

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	1361	308	345	130	269	39	85	36	38	317	78	232	51	115	77	25	23	34	31
<u>TOTAL WELL</u>	81%	79%	83%	79%	80%	81%	79%	82%	81%	79%	85%	81%	79%	78%	79%	80%	82%	80%	80%	92%
Very well	31	34	33	30	28	25	33	27	26	27	35	30	27	27	30	27	33	25	26	29
Somewhat well	50	45	50	49	52	56	46	56	55	52	50	51	52	51	48	53	49	54	54	63
<u>TOTAL NOT WELL</u>	16	19	15	15	17	15	16	13	13	17	14	16	14	18	18	16	8	14	15	6
Not too well	11	11	11	11	14	8	12	12	10	14	11	13	11	14	14	10	2	10	14	6
Not at all well	5	8	4	4	3	8	4	1	3	3	3	3	3	4	4	7	6	3	1	0
<u>NO OP/DK/NA</u>	3	2	2	5	3	4	5	5	6	4	1	3	7	4	3	3	9	7	5	2
No opinion/DK/NA	3	2	2	5	3	4	5	5	6	4	1	3	7	4	3	3	9	7	5	2

TABLE 58: Q23E. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Covers issues that I care about

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	1361	755	423	138	49	34	1125	236	286	537	302	601	760	570	605	186	740	602	626	774	629	569
<u>TOTAL WELL</u>	88%	89%	88%	83%	93%	79%	89%	83%	88%	91%	86%	89%	87%	89%	87%	87%	90%	91%	91%	90%	90%	91%
Very well	38	37	42	29	38	44	38	38	39	38	37	36	39	40	39	31	43	46	45	44	45	42
Somewhat well	50	53	45	54	54	35	51	45	49	53	50	53	48	49	49	57	46	45	45	47	44	49
<u>TOTAL NOT WELL</u>	10	8	11	14	7	21	10	12	11	8	11	10	10	9	11	10	9	8	8	8	8	8
Not too well	8	6	9	10	7	10	7	9	8	6	7	8	7	8	7	6	7	5	6	6	6	6
Not at all well	2	2	3	3	1	10	2	3	2	2	4	2	3	2	3	4	3	3	2	2	2	2
<u>NO OP/DK/NA</u>	2	2	1	3	0	1	1	5	1	0	3	1	3	1	2	3	1	1	1	1	2	1
No opinion/DK/NA	2	2	1	3	0	1	1	5	1	0	3	1	3	1	2	3	1	1	1	1	2	1
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	1361	247	478	725	504	132	906	43	134	64	92	657	72	140	127	133	1361	0	0	0	0	
<u>TOTAL WELL</u>	88%	94%	91%	92%	86%	75%	90%	92%	89%	90%	82%	90%	85%	89%	91%	84%	88%	0%	0%	0%	0%	
Very well	38	52	42	45	32	23	39	36	40	44	35	40	36	40	42	37	38	0	0	0	0	
Somewhat well	50	41	49	47	54	52	51	57	49	46	47	50	49	50	49	47	50	0	0	0	0	
<u>TOTAL NOT WELL</u>	10	6	9	8	11	18	9	8	10	14	8	15	10	8	14	10	0	0	0	0		
Not too well	8	4	6	5	10	10	6	5	7	6	13	6	10	9	6	11	8	0	0	0	0	
Not at all well	2	2	2	2	1	9	2	3	1	4	2	2	5	2	2	3	2	0	0	0	0	
<u>NO OP/DK/NA</u>	2	1	1	1	3	6	1	0	2	0	3	2	0	0	0	2	2	0	0	0	0	
No opinion/DK/NA	2	1	1	1	3	6	1	0	2	0	3	2	0	0	0	2	2	0	0	0	0	

TABLE 58: Q23E. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Covers issues that I care about

	Q14 NWSPPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	1361	526	81	889	472	367	68	182	468	182	95	218	811	257	293	164	501	696	841	450	384	957
TOTAL WELL	88%	89%	94%	88%	88%	90%	90%	91%	90%	90%	96%	91%	92%	82%	84%	89%	88%	88%	89%	86%	88%	88%
Very well	38	37	42	38	39	34	31	44	34	36	34	37	41	31	37	48	38	36	38	39	39	38
Somewhat well	50	52	52	50	49	56	59	47	56	54	62	54	51	50	47	41	50	52	51	47	49	50
TOTAL NOT WELL	10	10	6	11	9	10	10	8	9	10	4	9	7	17	11	11	10	10	9	11	10	10
Not too well	8	8	4	8	6	8	10	5	6	8	3	7	6	12	8	8	7	8	7	8	8	7
Not at all well	2	2	2	2	3	2	0	3	2	2	1	2	1	5	3	3	3	2	2	3	2	3
NO OP/DK/NA	2	1	0	1	3	0	0	1	1	0	0	0	1	1	5	0	2	2	1	3	2	2
No opinion/DK/NA	2	1	0	1	3	0	0	1	1	0	0	0	1	1	5	0	2	2	1	3	2	2

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	1361	654	399	125	74	50	46	678	433	468	304	139	901	443	822	510	294	402	331	310
TOTAL WELL	88%	89%	87%	89%	87%	90%	89%	87%	85%	91%	89%	91%	88%	90%	89%	88%	92%	85%	91%	86%
Very well	38	40	36	40	30	40	28	37	40	41	36	32	40	35	39	38	42	38	34	41
Somewhat well	50	49	51	48	56	50	61	50	45	50	54	59	48	55	50	50	50	47	58	46
TOTAL NOT WELL	10	10	10	10	10	7	9	10	13	7	10	8	10	9	9	10	7	12	8	12
Not too well	8	7	8	7	8	6	7	8	10	5	8	6	7	7	8	7	5	9	6	9
Not at all well	2	3	1	3	2	1	2	2	3	3	2	1	3	2	2	3	2	3	1	3
NO OP/DK/NA	2	1	3	2	3	3	2	3	3	2	1	2	2	1	2	2	2	3	1	1
No opinion/DK/NA	2	1	3	2	3	3	2	3	3	2	1	2	2	1	2	2	2	3	1	1

TABLE 58: Q23E. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Covers issues that I care about

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO	\$40K	\$60K				\$100K	+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+		
Base	1361	110	259	369	805	522	494	303	380	280	270	199	200	176	223	414	170	157	599	740	326
TOTAL WELL	88%	86%	87%	87%	90%	86%	91%	88%	87%	91%	91%	90%	87%	88%	90%	90%	87%	82%	89%	88%	85%
Very well	38	55	40	44	37	39	38	39	40	36	43	36	35	37	37	39	42	39	37	40	41
Somewhat well	50	31	47	43	53	47	54	50	47	55	48	54	52	51	53	51	45	43	52	48	44
TOTAL NOT WELL	10	13	11	12	8	12	7	10	11	8	9	10	11	10	9	9	11	13	10	10	12
Not too well	8	8	7	7	6	9	5	7	8	6	7	8	9	10	6	6	8	9	8	7	8
Not at all well	2	5	4	4	2	3	2	2	3	2	2	2	1	0	3	3	3	4	2	3	4
NO OP/DK/NA	2	1	1	1	2	2	1	2	2	1	0	0	2	1	2	1	1	5	2	2	3
No opinion/DK/NA	2	1	1	1	2	2	1	2	2	1	0	0	2	1	2	1	1	5	2	2	3

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	1361	569	792	641	404	316	244	314	354	426	248	393	181	223	140	176	269	359	143	253	187	128
TOTAL WELL	88%	88%	88%	91%	86%	85%	88%	89%	89%	87%	92%	90%	84%	87%	87%	84%	93%	89%	84%	87%	85%	85%
Very well	38	40	37	37	41	36	41	40	34	40	42	34	38	43	37	35	34	40	39	42	38	33
Somewhat well	50	49	51	54	45	49	47	49	55	47	50	56	46	44	50	48	59	50	45	44	47	52
TOTAL NOT WELL	10	10	10	7	12	13	10	10	10	10	6	8	14	11	12	14	6	8	14	12	13	13
Not too well	8	8	7	6	10	8	8	8	8	6	6	6	12	8	7	9	6	6	13	8	8	8
Not at all well	2	2	3	1	3	5	2	2	1	4	0	2	2	3	5	5	0	2	1	4	4	6
NO OP/DK/NA	2	2	2	2	2	2	2	1	1	3	2	2	2	2	1	3	1	2	2	2	2	2
No opinion/DK/NA	2	2	2	2	2	2	2	1	1	3	2	2	2	2	1	3	1	2	2	2	2	2

TABLE 58: Q23E. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Covers issues that I care about

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	1361	281	324	157	222	358	291	253	135	128	196	577	784	917	444	637	257	135	160	171
TOTAL WELL	88%	93%	91%	84%	87%	89%	87%	90%	92%	86%	84%	87%	89%	89%	86%	88%	91%	92%	89%	82%
Very well	38	39	36	43	40	36	35	36	39	46	43	41	36	36	42	35	37	39	46	41
Somewhat well	50	54	56	40	47	53	52	54	52	40	41	47	52	53	44	52	54	52	42	40
TOTAL NOT WELL	10	5	7	13	12	9	11	8	8	10	13	10	10	9	12	10	8	8	8	15
Not too well	8	4	6	10	9	7	9	7	6	7	10	8	7	7	9	8	6	6	5	13
Not at all well	2	1	1	3	2	3	2	2	3	3	3	3	2	2	3	2	2	3	3	3
NO OP/DK/NA	2	2	1	3	1	2	2	1	0	4	3	2	2	2	2	2	1	0	4	3
No opinion/DK/NA	2	2	1	3	1	2	2	1	0	4	3	2	2	2	2	2	1	0	4	3

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	1361	277	377	168	231	45	80	35	39	210	429	261	134	50	72	34	40	21	19	35
TOTAL WELL	88%	88%	89%	88%	87%	90%	88%	88%	86%	90%	88%	88%	86%	84%	93%	87%	87%	88%	83%	88%
Very well	38	40	40	38	35	50	35	32	29	36	42	37	35	36	45	34	28	30	23	34
Somewhat well	50	49	48	50	52	40	53	55	57	54	46	51	51	48	48	53	59	58	60	53
TOTAL NOT WELL	10	11	10	9	10	9	10	12	9	10	11	9	12	16	6	11	9	6	14	11
Not too well	8	8	6	9	8	4	9	10	7	8	7	8	10	12	4	9	8	5	8	11
Not at all well	2	3	3	1	2	4	2	1	2	2	4	0	3	4	2	3	1	1	6	0
NO OP/DK/NA	2	1	1	3	3	1	2	1	5	0	1	3	2	0	2	2	4	6	3	2
No opinion/DK/NA	2	1	1	3	3	1	2	1	5	0	1	3	2	0	2	2	4	6	3	2

TABLE 58: Q23E. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Covers issues that I care about

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	1361	308	345	130	269	39	85	36	38	317	78	232	51	115	77	25	23	34	31
<u>TOTAL WELL</u>	88%	88%	89%	86%	88%	87%	90%	89%	84%	87%	88%	87%	89%	88%	88%	84%	96%	84%	89%	89%
Very well	38	42	38	43	33	35	43	36	26	35	43	34	43	37	41	33	47	27	37	20
Somewhat well	50	45	51	43	55	52	47	54	59	53	45	52	46	51	48	51	49	57	51	69
<u>TOTAL NOT WELL</u>	10	11	10	9	10	10	10	9	11	10	11	11	9	8	11	13	2	10	11	9
Not too well	8	7	7	9	8	8	7	9	8	8	10	9	9	7	7	13	0	7	11	6
Not at all well	2	4	3	1	2	1	3	0	3	1	1	2	0	1	3	0	2	3	0	3
<u>NO OP/DK/NA</u>	2	1	1	5	2	3	1	1	5	3	1	2	2	5	1	3	2	5	1	2
No opinion/DK/NA	2	1	1	5	2	3	1	1	5	3	1	2	2	5	1	3	2	5	1	2

TABLE 59: Q23F. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Lets me know about ways I can get involved

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	1361	755	423	138	49	34	1125	236	286	537	302	601	760	570	605	186	740	602	626	774	629	569
TOTAL WELL	68%	68%	71%	66%	77%	51%	67%	73%	71%	67%	65%	67%	69%	70%	68%	63%	69%	71%	71%	72%	70%	74%
Very well	27	25	31	21	22	23	27	26	30	24	28	27	26	29	24	28	28	32	33	32	31	31
Somewhat well	42	43	40	44	56	28	40	48	41	42	37	40	43	41	44	34	41	39	38	40	40	43
TOTAL NOT WELL	27	26	27	26	20	36	29	18	26	31	27	29	25	27	25	29	28	26	26	24	26	21
Not too well	17	17	15	17	15	19	18	9	18	19	18	20	14	17	16	18	17	16	17	16	16	14
Not at all well	10	9	12	8	6	17	10	9	9	12	9	10	10	10	10	11	10	10	9	9	9	7
NO OP/DK/NA	5	6	2	9	2	13	4	9	3	3	8	3	6	3	6	9	3	3	3	4	4	4
No opinion/DK/NA	5	6	2	9	2	13	4	9	3	3	8	3	6	3	6	9	3	3	3	4	4	4
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	1361	247	478	725	504	132	906	43	134	64	92	657	72	140	127	133	1361	0	0	0	0	
TOTAL WELL	68%	74%	69%	70%	68%	59%	70%	64%	66%	73%	72%	71%	70%	68%	70%	64%	68%	0%	0%	0%	0%	
Very well	27	37	28	31	22	20	26	33	29	40	23	27	34	26	25	25	27	0	0	0	0	
Somewhat well	42	37	41	40	45	39	44	31	37	33	48	43	35	42	45	39	42	0	0	0	0	
TOTAL NOT WELL	27	25	27	26	25	33	27	32	25	24	22	25	29	23	27	28	27	0	0	0	0	
Not too well	17	14	19	17	17	14	17	21	15	16	15	16	16	19	17	20	17	0	0	0	0	
Not at all well	10	11	9	9	9	19	10	11	10	8	7	10	13	4	10	8	10	0	0	0	0	
NO OP/DK/NA	5	1	4	3	7	8	3	4	10	3	6	4	1	8	3	8	5	0	0	0	0	
No opinion/DK/NA	5	1	4	3	7	8	3	4	10	3	6	4	1	8	3	8	5	0	0	0	0	

TABLE 59: Q23F. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Lets me know about ways I can get involved

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL T	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	1361	526	81	889	472	367	68	182	468	182	95	218	811	257	293	164	501	696	841	450	384	957
TOTAL WELL	68%	72%	75%	70%	65%	66%	78%	75%	68%	69%	72%	69%	71%	66%	61%	73%	68%	67%	68%	70%	71%	67%
Very well	27	27	40	29	22	25	37	35	26	26	28	27	28	27	22	34	25	26	25	30	28	26
Somewhat well	42	45	35	41	43	41	42	41	42	42	44	42	44	39	38	39	43	41	43	40	43	41
TOTAL NOT WELL	27	23	25	25	30	32	19	22	29	29	25	29	24	31	30	26	29	25	27	26	24	28
Not too well	17	14	18	16	18	22	16	12	19	19	17	18	16	20	16	15	19	15	17	16	17	17
Not at all well	10	9	6	9	12	10	3	9	10	11	8	11	8	11	13	11	11	9	10	10	6	11
NO OP/DK/NA	5	5	0	5	5	2	2	3	3	2	3	2	4	3	9	1	3	8	5	4	5	5
No opinion/DK/NA	5	5	0	5	5	2	2	3	3	2	3	2	4	3	9	1	3	8	5	4	5	5

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
Base	1361	654	399	125	74	50	46	678	433	468	304	139	901	443	822	510	294	402	331	310
TOTAL WELL	68%	69%	66%	75%	61%	69%	67%	67%	71%	69%	65%	65%	70%	65%	67%	70%	72%	68%	65%	71%
Very well	27	24	28	34	21	31	20	28	32	28	23	12	30	20	25	28	31	25	22	29
Somewhat well	42	44	38	41	40	37	47	39	39	41	42	53	40	45	41	42	41	42	43	42
TOTAL NOT WELL	27	28	26	22	29	23	26	26	22	26	31	34	24	32	28	26	25	26	29	26
Not too well	17	16	19	12	19	17	15	18	13	16	22	21	14	21	18	15	17	16	21	14
Not at all well	10	12	8	10	10	6	10	8	8	11	9	12	10	10	9	11	9	11	8	12
NO OP/DK/NA	5	3	8	3	10	8	7	7	7	5	4	1	6	3	6	4	3	6	6	3
No opinion/DK/NA	5	3	8	3	10	8	7	7	7	5	4	1	6	3	6	4	3	6	6	3

TABLE 59: Q23F. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Lets me know about ways I can get involved

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	1361	110	259	369	805	522	494	303	380	280	270	199	200	176	223	414	170	157	599	740	326
TOTAL WELL	68%	67%	73%	71%	67%	72%	67%	64%	74%	66%	68%	66%	70%	69%	68%	72%	60%	64%	69%	67%	62%
Very well	27	32	30	31	25	31	26	23	30	26	27	23	26	31	26	29	24	23	28	26	23
Somewhat well	42	35	43	40	42	41	41	41	44	40	41	43	45	38	42	43	36	41	42	41	38
TOTAL NOT WELL	27	30	24	26	28	25	27	31	22	27	27	33	24	29	27	23	38	26	27	27	32
Not too well	17	17	13	14	19	15	17	19	12	20	18	20	17	19	20	13	21	14	19	15	18
Not at all well	10	13	11	11	10	10	10	12	10	7	9	13	7	10	8	10	17	13	8	12	15
NO OP/DK/NA	5	3	3	3	5	4	7	5	4	7	5	1	6	2	4	6	3	10	4	6	6
No opinion/DK/NA	5	3	3	3	5	4	7	5	4	7	5	1	6	2	4	6	3	10	4	6	6

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+												
Base	1361	569	792	641	404	316	244	314	354	426	248	393	181	223	140	176	269	359	143	253	187	128
TOTAL WELL	68%	68%	68%	69%	67%	69%	72%	65%	67%	69%	72%	67%	62%	70%	70%	68%	71%	67%	68%	66%	68%	70%
Very well	27	26	27	27	24	30	29	25	27	28	29	26	21	26	28	31	27	27	24	25	31	28
Somewhat well	42	42	41	42	43	39	43	40	40	41	43	42	41	44	42	37	43	40	44	41	37	42
TOTAL NOT WELL	27	27	26	26	28	27	23	30	29	24	24	27	33	24	25	28	25	26	29	28	27	26
Not too well	17	18	15	17	16	16	16	20	20	11	19	16	20	13	16	16	19	16	20	13	17	15
Not at all well	10	9	11	9	12	11	7	11	9	13	5	10	13	11	9	12	6	10	8	14	11	11
NO OP/DK/NA	5	4	6	5	6	4	4	5	4	7	4	6	5	6	5	4	4	6	4	7	5	4
No opinion/DK/NA	5	4	6	5	6	4	4	5	4	7	4	6	5	6	5	4	4	6	4	7	5	4

TABLE 59: Q23F. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Lets me know about ways I can get involved

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	1361	281	324	157	222	358	291	253	135	128	196	577	784	917	444	637	257	135	160	171
TOTAL WELL	68%	69%	69%	68%	63%	67%	69%	69%	68%	67%	69%	69%	68%	68%	69%	68%	69%	68%	69%	69%
Very well	27	23	30	29	19	25	24	30	22	27	32	30	24	26	28	25	30	22	29	30
Somewhat well	42	47	39	39	44	42	45	39	46	40	37	39	44	42	41	43	39	46	39	39
TOTAL NOT WELL	27	24	27	27	31	27	27	24	28	30	26	26	27	26	27	27	25	28	28	26
Not too well	17	18	18	19	16	17	18	16	14	19	15	16	17	16	18	17	16	14	18	15
Not at all well	10	7	9	8	15	10	9	8	13	11	11	10	10	10	9	10	9	13	10	10
NO OP/DK/NA	5	6	4	5	5	6	4	6	5	3	5	5	5	6	4	5	6	5	3	5
No opinion/DK/NA	5	6	4	5	5	6	4	6	5	3	5	5	5	6	4	5	6	5	3	5

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	1361	277	377	168	231	45	80	35	39	210	429	261	134	50	72	34	40	21	19	35
TOTAL WELL	68%	68%	69%	68%	65%	81%	72%	61%	61%	71%	67%	69%	60%	66%	80%	60%	63%	61%	56%	64%
Very well	27	21	27	29	27	43	29	19	23	23	25	30	24	33	36	27	17	26	17	21
Somewhat well	42	46	43	38	38	38	43	42	38	47	42	39	36	33	44	32	46	36	39	42
TOTAL NOT WELL	27	31	26	24	28	19	24	29	29	28	28	25	29	34	15	31	27	27	33	28
Not too well	17	18	14	19	19	13	12	19	18	18	15	19	17	15	11	18	18	19	17	19
Not at all well	10	12	12	5	10	6	12	10	11	10	14	5	12	19	4	13	8	8	16	9
NO OP/DK/NA	5	2	5	9	7	0	4	10	10	1	4	6	11	0	5	10	10	11	12	8
No opinion/DK/NA	5	2	5	9	7	0	4	10	10	1	4	6	11	0	5	10	10	11	12	8

TABLE 59: Q23F. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Lets me know about ways I can get involved

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	1361	308	345	130	269	39	85	36	38	317	78	232	51	115	77	25	23	34	31
<u>TOTAL WELL</u>	68%	69%	68%	67%	65%	75%	75%	62%	60%	65%	72%	64%	58%	72%	74%	79%	73%	59%	61%	67%
Very well	27	26	23	37	23	32	35	28	16	27	31	25	36	28	32	30	46	16	28	20
Somewhat well	42	42	46	30	42	43	40	35	44	38	41	39	22	44	43	48	27	43	34	48
<u>TOTAL NOT WELL</u>	27	29	27	23	28	20	23	28	29	27	25	28	26	23	24	18	20	29	30	23
Not too well	17	16	16	17	20	10	13	21	16	20	14	21	19	15	14	8	11	16	23	14
Not at all well	10	13	12	7	8	10	10	7	13	6	12	8	7	8	10	10	9	13	8	9
<u>NO OP/DK/NA</u>	5	3	4	10	7	6	1	9	11	9	2	8	16	5	2	3	6	11	8	10
No opinion/DK/NA	5	3	4	10	7	6	1	9	11	9	2	8	16	5	2	3	6	11	8	10

TABLE 60: Q23G. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Digs beneath the surface of the issues

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	1361	755	423	138	49	34	1125	236	286	537	302	601	760	570	605	186	740	602	626	774	629	569
TOTAL WELL	75%	74%	77%	69%	77%	82%	74%	78%	77%	74%	72%	73%	76%	79%	73%	71%	76%	78%	78%	77%	77%	77%
Very well	24	24	26	19	20	24	24	25	27	23	22	24	24	29	23	13	28	30	28	26	28	27
Somewhat well	51	51	51	50	57	57	50	53	50	51	50	50	52	49	50	59	48	48	49	51	49	50
TOTAL NOT WELL	21	21	19	23	19	14	22	15	22	23	20	24	18	19	23	19	21	19	19	19	19	18
Not too well	16	16	15	17	14	11	16	12	14	19	14	17	15	15	17	14	17	15	15	16	14	14
Not at all well	5	5	5	6	4	3	5	3	7	4	6	7	4	4	5	5	4	4	5	4	4	4
NO OP/DK/NA	4	4	4	8	4	4	4	6	2	3	9	3	6	3	5	10	2	3	3	3	4	5
No opinion/DK/NA	4	4	4	8	4	4	4	6	2	3	9	3	6	3	5	10	2	3	3	3	4	5
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	1361	247	478	725	504	132	906	43	134	64	92	657	72	140	127	133	1361	0	0	0	0	
TOTAL WELL	75%	75%	77%	76%	73%	73%	75%	72%	79%	79%	77%	77%	76%	82%	76%	69%	75%	0%	0%	0%	0%	
Very well	24	32	27	29	19	17	25	23	21	32	21	28	27	25	21	24	24	0	0	0	0	
Somewhat well	51	42	50	48	54	56	50	49	58	47	56	49	48	58	55	45	51	0	0	0	0	
TOTAL NOT WELL	21	22	20	21	21	21	21	27	13	14	17	20	21	13	21	22	21	0	0	0	0	
Not too well	16	15	15	15	17	14	17	10	12	11	17	15	17	11	14	18	16	0	0	0	0	
Not at all well	5	7	5	6	4	7	5	17	1	3	0	5	4	2	7	4	5	0	0	0	0	
NO OP/DK/NA	4	3	3	3	6	7	4	1	8	7	5	3	3	5	3	9	4	0	0	0	0	
No opinion/DK/NA	4	3	3	3	6	7	4	1	8	7	5	3	3	5	3	9	4	0	0	0	0	

TABLE 60: Q23G. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Digs beneath the surface of the issues

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	1361	526	81	889	472	367	68	182	468	182	95	218	811	257	293	164	501	696	841	450	384
TOTAL WELL	75%	75%	75%	75%	75%	71%	73%	75%	72%	74%	70%	72%	77%	73%	70%	80%	74%	74%	74%	78%	78%	74%
Very well	24	24	25	24	23	21	25	28	21	25	21	24	26	19	22	28	23	24	24	25	23	25
Somewhat well	51	52	49	50	52	49	48	47	51	49	49	48	51	53	47	52	51	51	50	52	55	49
TOTAL NOT WELL	21	19	25	20	22	28	24	22	26	23	29	26	19	25	20	20	23	19	21	19	18	22
Not too well	16	17	19	15	17	20	13	13	18	14	21	16	14	21	15	14	18	14	17	15	14	16
Not at all well	5	2	5	5	5	7	11	9	8	9	8	9	5	5	4	6	5	5	5	5	4	5
NO OP/DK/NA	4	5	1	5	3	2	2	3	2	3	1	3	3	2	11	0	3	7	5	3	4	4
No opinion/DK/NA	4	5	1	5	3	2	2	3	2	3	1	3	3	2	11	0	3	7	5	3	4	4

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
	Base	1361	654	399	125	74	50	46	678	433	468	304	139	901	443	822	510	294	402	331
TOTAL WELL	75%	76%	75%	74%	70%	73%	76%	74%	77%	75%	73%	73%	76%	73%	75%	75%	79%	74%	74%	73%
Very well	24	24	23	30	23	31	18	25	25	26	22	19	26	21	25	24	26	23	23	25
Somewhat well	51	51	51	44	47	42	58	49	52	49	51	54	50	52	51	51	53	51	52	48
TOTAL NOT WELL	21	22	18	21	20	19	15	20	17	21	23	27	19	24	20	22	18	20	21	23
Not too well	16	16	15	14	16	17	11	16	13	16	16	23	15	18	16	16	12	16	17	17
Not at all well	5	6	4	7	4	2	4	4	4	5	7	4	4	6	4	6	6	4	5	6
NO OP/DK/NA	4	2	7	5	10	8	9	6	6	4	4	0	5	3	5	4	4	5	4	4
No opinion/DK/NA	4	2	7	5	10	8	9	6	6	4	4	0	5	3	5	4	4	5	4	4

TABLE 60: Q23G. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Digs beneath the surface of the issues

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	1361	110	259	369	805	522	494	303	380	280	270	199	200	176	223	414	170	157	599	740	326
TOTAL WELL	75%	73%	75%	75%	75%	74%	78%	73%	78%	76%	74%	71%	72%	75%	79%	77%	71%	71%	75%	74%	71%
Very well	24	37	23	27	23	27	21	23	26	20	28	20	20	23	26	26	28	21	23	25	25
Somewhat well	51	36	52	47	52	47	57	50	51	56	45	52	52	52	53	51	43	49	52	49	46
TOTAL NOT WELL	21	22	22	22	20	21	17	25	17	17	24	27	24	23	18	20	22	20	21	20	21
Not too well	16	15	18	17	15	17	12	18	14	14	18	16	18	19	13	15	18	14	17	15	16
Not at all well	5	6	4	4	6	4	5	7	3	3	5	11	5	4	5	5	4	6	5	5	5
NO OP/DK/NA	4	5	3	4	5	5	6	2	5	7	2	1	4	3	3	4	7	9	3	6	8
No opinion/DK/NA	4	5	3	4	5	5	6	2	5	7	2	1	4	3	3	4	7	9	3	6	8

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	1361	569	792	641	404	316	244	314	354	426	248	393	181	223	140	176	269	359	143	253	187	128
TOTAL WELL	75%	75%	75%	78%	71%	73%	76%	74%	75%	74%	82%	76%	69%	73%	69%	75%	80%	77%	65%	74%	77%	66%
Very well	24	25	23	24	27	21	28	23	19	27	28	21	24	30	22	21	23	24	23	29	22	20
Somewhat well	51	50	52	55	44	51	47	51	56	47	54	55	45	44	48	54	57	53	42	45	55	46
TOTAL NOT WELL	21	22	20	16	24	25	22	22	21	19	14	18	27	22	29	21	16	17	32	20	21	30
Not too well	16	17	15	12	20	18	18	17	15	14	10	13	24	17	21	14	12	13	27	17	16	20
Not at all well	5	4	5	4	4	7	4	5	6	5	3	5	3	5	7	7	4	4	5	4	5	10
NO OP/DK/NA	4	4	5	5	4	3	2	4	4	6	4	6	4	5	2	3	4	6	3	5	2	4
No opinion/DK/NA	4	4	5	5	4	3	2	4	4	6	4	6	4	5	2	3	4	6	3	5	2	4

TABLE 60: Q23G. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Digs beneath the surface of the issues

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	1361	281	324	157	222	358	291	253	135	128	196	577	784	917	444	637	257	135	160	171
TOTAL WELL	75%	81%	79%	80%	65%	76%	78%	73%	76%	75%	70%	72%	77%	76%	73%	77%	73%	76%	73%	69%
Very well	24	23	23	28	26	25	28	23	17	28	19	23	25	24	24	26	24	17	24	21
Somewhat well	51	58	55	52	39	51	50	50	58	47	51	49	52	52	48	51	50	58	49	48
TOTAL NOT WELL	21	13	18	17	29	20	17	21	22	21	26	23	19	19	23	18	21	22	23	26
Not too well	16	11	13	13	24	15	12	16	16	18	21	18	14	15	18	14	16	16	18	22
Not at all well	5	3	5	4	4	5	4	5	6	4	5	5	5	5	5	5	5	6	6	4
NO OP/DK/NA	4	6	3	3	6	4	5	6	2	4	4	5	4	5	4	5	6	2	3	5
No opinion/DK/NA	4	6	3	3	6	4	5	6	2	4	4	5	4	5	4	5	6	2	3	5

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	1361	277	377	168	231	45	80	35	39	210	429	261	134	50	72	34	40	21	19	35
TOTAL WELL	75%	76%	76%	75%	75%	75%	74%	68%	71%	76%	75%	76%	71%	69%	78%	75%	64%	66%	73%	70%
Very well	24	24	24	24	23	40	24	20	25	21	26	24	24	31	30	29	17	22	19	25
Somewhat well	51	51	52	50	52	35	50	47	46	55	49	53	47	39	48	46	47	44	54	44
TOTAL NOT WELL	21	23	21	19	18	20	22	21	19	24	22	18	19	31	15	18	22	19	17	22
Not too well	16	19	15	15	15	16	13	17	15	17	16	15	15	19	10	15	17	15	14	18
Not at all well	5	4	7	5	3	4	9	4	4	7	5	3	4	11	5	3	5	5	3	4
NO OP/DK/NA	4	1	3	6	7	5	4	11	10	1	3	5	10	0	7	7	14	14	10	8
No opinion/DK/NA	4	1	3	6	7	5	4	11	10	1	3	5	10	0	7	7	14	14	10	8

TABLE 60: Q23G. (TELEVISION) You said you get most of your information about government and politics from: TELEVISION: Thinking about the television network you watch 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: Digs beneath the surface of the issues

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	1361	308	345	130	269	39	85	36	38	317	78	232	51	115	77	25	23	34	31
<u>TOTAL WELL</u>	75%	73%	78%	70%	77%	76%	73%	69%	70%	75%	75%	78%	72%	71%	71%	80%	79%	70%	70%	67%
Very well	24	23	25	25	23	28	31	26	19	23	26	25	27	19	29	21	42	22	26	15
Somewhat well	51	50	53	45	55	49	43	43	51	52	50	53	45	52	42	58	37	49	43	52
<u>TOTAL NOT WELL</u>	21	25	19	20	18	19	22	23	17	18	21	17	17	21	24	17	17	16	24	20
Not too well	16	19	14	17	14	14	14	19	13	14	17	14	15	17	14	17	9	14	20	10
Not at all well	5	6	5	3	4	5	9	5	3	3	4	3	2	5	10	0	8	3	4	10
<u>NO OP/DK/NA</u>	4	2	3	11	5	4	5	8	13	7	4	5	11	8	5	3	4	13	7	12
No opinion/DK/NA	4	2	3	11	5	4	5	8	13	7	4	5	11	8	5	3	4	13	7	12

TABLE 61: Q23A. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Is politically partisan

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	566	318	176	36	27	25	513	54	133	260	119	249	317	265	241	61	403	346	335	389	355	235
TOTAL WELL	68%	69%	69%	63%	52%	71%	68%	70%	66%	67%	71%	66%	69%	66%	73%	55%	68%	67%	70%	72%	70%	68%
Very well	20	19	21	12	24	29	20	22	19	18	23	16	23	15	26	14	20	19	20	21	21	19
Somewhat well	48	50	48	50	28	42	48	48	48	49	48	51	46	51	47	41	47	48	50	51	48	48
TOTAL NOT WELL	26	24	26	28	45	28	27	19	28	28	23	30	23	29	22	30	27	28	24	22	25	27
Not too well	17	15	16	23	36	23	18	9	19	17	16	20	14	18	14	21	17	17	14	14	14	16
Not at all well	9	9	10	6	9	5	9	10	8	11	7	10	9	10	8	9	10	11	10	8	11	11
NO OP/DK/NA	6	7	5	9	3	1	6	11	6	5	7	4	8	6	5	15	5	5	6	7	5	5
No opinion/DK/NA	6	7	5	9	3	1	6	11	6	5	7	4	8	6	5	15	5	5	6	7	5	5
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	566	134	244	377	154	35	436	12	30	25	16	328	34	27	45	32	0	566	0	0	0	
TOTAL WELL	68%	72%	71%	71%	58%	72%	66%	57%	89%	74%	54%	65%	86%	87%	63%	73%	0%	68%	0%	0%	0%	
Very well	20	25	19	21	17	21	18	33	38	27	8	15	31	39	17	21	0	20	0	0	0	
Somewhat well	48	47	52	50	42	51	48	25	50	47	47	50	55	47	46	53	0	48	0	0	0	
TOTAL NOT WELL	26	26	22	23	34	22	27	43	11	20	43	28	14	12	35	27	0	26	0	0	0	
Not too well	17	13	15	14	23	16	17	32	9	20	29	17	13	5	29	19	0	17	0	0	0	
Not at all well	9	12	7	9	11	5	10	11	3	0	15	11	1	7	6	8	0	9	0	0	0	
NO OP/DK/NA	6	2	7	6	8	7	7	0	0	6	2	7	0	1	2	0	0	6	0	0	0	
No opinion/DK/NA	6	2	7	6	8	7	7	0	0	6	2	7	0	1	2	0	0	6	0	0	0	

TABLE 61: Q23A. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Is politically partisan

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	566	472	60	304	262	172	22	32	188	46	40	61	323	116	128	121	224	221	432	104	119
TOTAL WELL	68%	67%	77%	67%	68%	67%	80%	78%	69%	64%	77%	70%	69%	68%	66%	69%	68%	67%	68%	70%	62%	70%
Very well	20	19	33	20	19	20	19	23	21	12	17	14	20	20	18	24	17	20	20	22	14	21
Somewhat well	48	48	45	47	49	47	62	55	48	52	60	56	48	48	48	45	51	47	48	48	48	48
TOTAL NOT WELL	26	26	19	27	25	29	20	22	28	36	23	30	26	28	25	26	27	25	26	25	33	24
Not too well	17	17	11	20	13	18	18	21	19	22	21	18	15	20	18	14	20	15	15	21	17	16
Not at all well	9	9	8	7	12	11	1	1	9	14	3	12	10	8	7	12	8	9	11	4	15	7
NO OP/DK/NA	6	7	4	6	7	4	0	1	3	0	0	0	6	4	9	5	5	8	6	5	5	7
No opinion/DK/NA	6	7	4	6	7	4	0	1	3	0	0	0	6	4	9	5	5	8	6	5	5	7

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS			Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL	
	Base	566	393	63	27	25	16	14	154	87	156	141	172	243	313	391	161	122	142	165	126
TOTAL WELL	68%	67%	71%	73%	68%	75%	59%	72%	70%	68%	62%	72%	69%	68%	68%	69%	71%	64%	67%	73%	
Very well	20	19	26	27	17	13	26	22	22	18	22	18	19	20	21	16	19	21	21	18	
Somewhat well	48	47	45	46	51	62	33	50	48	50	40	55	49	48	47	53	52	43	46	55	
TOTAL NOT WELL	26	27	19	20	29	22	38	22	19	27	33	22	24	27	26	24	22	30	28	20	
Not too well	17	16	17	16	20	17	28	17	11	21	19	14	17	16	16	19	16	17	19	13	
Not at all well	9	11	2	4	9	5	10	5	8	6	14	9	7	11	11	5	6	13	9	7	
NO OP/DK/NA	6	7	11	7	3	2	3	6	11	5	5	5	7	5	6	7	7	6	5	6	
No opinion/DK/NA	6	7	11	7	3	2	3	6	11	5	5	5	7	5	6	7	7	6	5	6	

TABLE 61: Q23A. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Is politically partisan

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	566	51	104	154	370	183	198	167	95	87	135	141	36	54	65	168	122	111	156	401	233
TOTAL WELL	68%	72%	72%	72%	66%	73%	67%	63%	69%	75%	68%	62%	78%	50%	49%	69%	77%	72%	56%	72%	75%
Very well	20	31	28	29	16	21	22	15	21	17	23	17	22	8	11	25	22	20	12	23	21
Somewhat well	48	41	44	43	50	52	45	48	48	58	45	44	56	42	38	44	55	52	44	50	54
TOTAL NOT WELL	26	21	24	23	28	20	29	28	25	21	27	33	19	46	40	25	18	21	37	22	20
Not too well	17	11	17	15	18	15	19	14	18	16	15	20	15	32	27	15	11	14	26	14	12
Not at all well	9	10	7	8	10	5	10	14	7	5	11	13	4	13	14	10	7	8	12	8	7
NO OP/DK/NA	6	7	5	5	6	7	4	8	6	4	6	6	3	4	11	6	5	6	7	6	6
No opinion/DK/NA	6	7	5	5	6	7	4	8	6	4	6	6	3	4	11	6	5	6	7	6	6

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	566	271	295	279	166	121	77	192	79	209	114	165	85	81	73	48	78	197	19	143	59	61
TOTAL WELL	68%	65%	70%	65%	76%	64%	53%	70%	59%	74%	62%	67%	75%	77%	59%	71%	59%	67%	56%	79%	52%	74%
Very well	20	18	21	15	28	20	9	22	15	23	14	16	26	30	16	25	12	17	21	29	10	27
Somewhat well	48	47	49	50	48	44	44	48	44	51	47	51	49	47	43	46	47	50	35	50	42	47
TOTAL NOT WELL	26	28	24	29	18	30	41	23	34	21	31	27	18	18	36	22	36	26	31	16	41	21
Not too well	17	19	15	16	14	23	27	16	25	11	21	13	11	17	26	18	24	13	15	14	32	14
Not at all well	9	9	9	13	5	7	14	7	9	10	10	14	7	2	10	4	13	13	15	2	9	6
NO OP/DK/NA	6	7	6	6	6	6	6	7	7	5	7	6	7	5	5	7	5	7	13	5	6	5
No opinion/DK/NA	6	7	6	6	6	6	6	7	7	5	7	6	7	5	5	7	5	7	13	5	6	5

TABLE 61: Q23A. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Is politically partisan

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	566	135	130	65	97	138	119	162	48	43	56	261	306	440	126	248	164	48	38	68
TOTAL WELL	68%	68%	62%	70%	79%	63%	67%	68%	69%	79%	74%	71%	65%	67%	69%	64%	68%	69%	76%	74%
Very well	20	14	14	15	35	21	22	19	18	22	17	19	20	19	23	22	19	18	20	15
Somewhat well	48	53	48	55	44	42	45	49	51	57	57	52	45	49	46	43	49	51	56	59
TOTAL NOT WELL	26	28	29	22	16	28	26	28	27	19	17	24	27	27	24	28	28	27	19	18
Not too well	17	14	18	22	8	18	17	21	16	8	9	16	17	18	14	18	20	16	6	11
Not at all well	9	14	11	0	8	10	9	8	11	11	8	8	10	9	10	10	8	11	13	8
NO OP/DK/NA	6	4	9	8	5	9	7	4	5	3	9	5	7	6	7	8	4	5	5	8
No opinion/DK/NA	6	4	9	8	5	9	7	4	5	3	9	5	7	6	7	8	4	5	5	8

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	566	179	214	31	31	14	13	12	13	82	304	33	30	11	16	8	17	9	4	12
TOTAL WELL	68%	61%	71%	73%	69%	95%	50%	73%	63%	49%	71%	58%	84%	76%	71%	69%	67%	70%	78%	63%
Very well	20	17	21	33	18	32	22	15	18	15	20	13	41	18	33	14	18	11	33	15
Somewhat well	48	45	50	39	50	64	28	58	45	34	51	45	43	57	38	55	49	59	45	48
TOTAL NOT WELL	26	31	24	19	18	5	37	24	33	47	22	24	13	18	22	31	28	25	17	36
Not too well	17	19	14	19	14	5	28	14	25	29	13	20	13	18	15	19	21	16	12	26
Not at all well	9	12	10	0	4	0	8	10	8	17	9	4	0	0	7	12	8	9	5	10
NO OP/DK/NA	6	8	5	8	13	0	14	3	3	4	7	18	3	6	7	0	5	6	5	1
No opinion/DK/NA	6	8	5	8	13	0	14	3	3	4	7	18	3	6	7	0	5	6	5	1

TABLE 61: Q23A. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Is politically partisan

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	566	198	196	14	49	6	21	14	11	47	12	42	7	14	19	5	3	10	13
<u>TOTAL WELL</u>	68%	70%	63%	78%	69%	81%	71%	67%	68%	67%	76%	64%	85%	85%	72%	75%	78%	67%	67%	78%
Very well	20	20	18	21	27	20	29	12	22	26	15	26	30	24	31	26	0	22	13	16
Somewhat well	48	50	45	56	42	60	42	55	46	42	61	38	55	62	41	49	78	45	54	62
<u>TOTAL NOT WELL</u>	26	24	30	15	20	19	20	28	30	21	16	23	15	7	19	25	22	32	29	12
Not too well	17	15	17	15	17	10	18	21	18	18	16	20	15	7	16	12	22	18	22	12
Not at all well	9	9	12	0	3	10	2	7	12	3	0	3	0	0	3	12	0	14	7	0
<u>NO OP/DK/NA</u>	6	6	7	7	12	0	9	5	1	12	8	13	0	7	9	0	0	2	4	10
No opinion/DK/NA	6	6	7	7	12	0	9	5	1	12	8	13	0	7	9	0	0	2	4	10

TABLE 62: Q23B. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Reflect the views of people like me

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB	
Base	566	318	176	36	27	25	513	54	133	260	119	249	317	265	241	61	403	346	335	389	355	235	
TOTAL WELL	78%	79%	79%	74%	79%	72%	80%	66%	81%	80%	76%	78%	78%	81%	81%	55%	82%	82%	84%	82%	82%	75%	
Very well	20	21	20	13	23	15	20	23	22	17	23	17	22	22	20	14	20	22	21	20	22	20	
Somewhat well	58	58	60	61	57	56	60	43	59	64	53	61	56	60	61	41	62	60	62	62	61	55	
TOTAL NOT WELL	17	15	16	24	21	28	15	32	15	15	17	16	18	14	17	29	14	14	13	15	13	19	
Not too well	13	9	13	23	21	28	11	27	7	12	14	12	13	12	13	15	11	12	11	12	10	16	
Not at all well	4	6	3	1	0	0	4	5	7	3	3	3	5	2	4	14	2	2	2	3	3	3	
NO OP/DK/NA	5	6	5	3	0	1	5	2	4	5	7	6	4	5	2	16	5	4	3	4	5	6	
No opinion/DK/NA	5	6	5	3	0	1	5	2	4	5	7	6	4	5	2	16	5	4	3	4	5	6	
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST							
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	566	134	244	377	154	35	436	12	30	25	16	328	34	27	45	32	0	566	0	0	0		
TOTAL WELL	78%	78%	82%	80%	73%	79%	78%	66%	88%	73%	81%	84%	80%	77%	79%	64%	0%	78%	0%	0%	0%		
Very well	20	21	19	20	20	24	20	2	34	25	19	24	14	35	12	19	0	20	0	0	0		
Somewhat well	58	57	63	61	53	55	58	65	54	48	62	60	67	42	67	44	0	58	0	0	0		
TOTAL NOT WELL	17	20	15	17	18	14	17	34	7	21	18	13	13	18	18	36	0	17	0	0	0		
Not too well	13	15	11	13	12	14	12	34	5	12	18	9	12	6	13	30	0	13	0	0	0		
Not at all well	4	5	3	4	6	1	5	0	2	10	0	4	1	12	5	7	0	4	0	0	0		
NO OP/DK/NA	5	2	4	3	9	7	5	0	5	5	1	4	7	6	3	0	0	5	0	0	0		
No opinion/DK/NA	5	2	4	3	9	7	5	0	5	5	1	4	7	6	3	0	0	5	0	0	0		

TABLE 62: Q23B. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Reflect the views of people like me

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	566	472	60	304	262	172	22	32	188	46	40	61	323	116	128	121	224	221	432	104	119
TOTAL WELL	78%	78%	76%	75%	82%	81%	82%	90%	81%	76%	83%	82%	81%	70%	79%	81%	75%	80%	81%	66%	76%	78%
Very well	20	20	20	19	21	18	25	8	16	11	23	17	23	12	19	20	14	26	20	22	24	19
Somewhat well	58	58	56	56	61	63	57	82	64	65	60	66	58	58	60	61	61	54	61	44	52	59
TOTAL NOT WELL	17	17	24	20	13	16	11	4	16	20	13	15	14	28	15	15	19	16	14	28	19	17
Not too well	13	12	18	16	8	12	9	3	13	12	6	9	11	21	8	14	13	11	9	27	12	13
Not at all well	4	4	6	4	5	4	1	1	3	8	7	6	3	7	6	2	5	5	5	1	6	4
NO OP/DK/NA	5	5	0	5	5	4	7	6	3	3	4	3	5	3	7	3	6	5	5	6	5	5
No opinion/DK/NA	5	5	0	5	5	4	7	6	3	3	4	3	5	3	7	3	6	5	5	6	5	5

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
	Base	566	393	63	27	25	16	14	154	87	156	141	172	243	313	391	161	122	142	165
TOTAL WELL	78%	81%	78%	67%	76%	82%	79%	73%	78%	77%	75%	81%	78%	78%	81%	71%	74%	72%	84%	80%
Very well	20	18	37	27	24	37	26	27	36	18	17	17	24	17	22	16	21	18	18	23
Somewhat well	58	63	41	40	52	45	53	46	43	59	58	64	53	62	60	54	53	54	66	57
TOTAL NOT WELL	17	13	20	33	19	15	18	24	18	18	20	14	18	16	14	23	20	23	11	16
Not too well	13	9	15	26	14	13	10	18	14	14	14	10	14	12	10	18	16	18	10	8
Not at all well	4	4	5	7	5	1	8	6	3	5	5	4	4	4	4	5	3	6	1	8
NO OP/DK/NA	5	6	2	0	4	3	3	2	4	5	6	5	4	5	4	6	6	4	5	4
No opinion/DK/NA	5	6	2	0	4	3	3	2	4	5	6	5	4	5	4	6	6	4	5	4

TABLE 62: Q23B. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Reflect the views of people like me

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	566	51	104	154	370	183	198	167	95	87	135	141	36	54	65	168	122	111	156	401	233
TOTAL WELL	78%	72%	76%	75%	81%	79%	79%	76%	74%	70%	83%	79%	71%	71%	69%	81%	81%	83%	70%	82%	82%
Very well	20	21	13	16	22	22	16	22	24	15	23	20	10	13	18	27	22	17	14	22	20
Somewhat well	58	50	63	59	58	57	63	53	50	54	60	59	62	58	50	55	59	66	56	59	62
TOTAL NOT WELL	17	22	20	21	15	17	15	19	26	25	14	10	25	26	24	13	15	13	25	13	14
Not too well	13	17	14	15	11	13	10	15	23	17	10	7	23	23	12	10	11	9	18	10	10
Not at all well	4	5	6	6	4	4	4	4	2	8	4	4	2	4	12	2	4	4	7	3	4
NO OP/DK/NA	5	6	4	5	5	3	7	5	0	5	3	10	4	3	8	6	4	5	5	5	4
No opinion/DK/NA	5	6	4	5	5	3	7	5	0	5	3	10	4	3	8	6	4	5	5	5	4

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	566	271	295	279	166	121	77	192	79	209	114	165	85	81	73	48	78	197	19	143	59	61
TOTAL WELL	78%	75%	81%	81%	77%	73%	63%	79%	77%	83%	80%	82%	76%	79%	65%	85%	74%	84%	78%	78%	63%	83%
Very well	20	20	20	20	17	24	15	23	14	22	19	20	20	14	22	27	13	23	15	18	16	33
Somewhat well	58	55	62	61	60	49	48	57	63	61	61	61	56	64	43	58	61	61	63	60	47	50
TOTAL NOT WELL	17	19	15	14	17	22	31	15	19	12	13	15	21	14	26	15	24	11	16	16	29	15
Not too well	13	15	10	12	13	14	24	11	12	9	11	12	17	9	18	9	19	9	8	13	20	9
Not at all well	4	4	4	3	4	7	7	3	7	3	2	4	4	5	9	6	5	2	7	3	9	6
NO OP/DK/NA	5	6	4	5	5	5	6	6	4	4	7	3	3	8	8	0	2	6	6	6	8	2
No opinion/DK/NA	5	6	4	5	5	5	6	6	4	4	7	3	3	8	8	0	2	6	6	6	8	2

TABLE 62: Q23B. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Reflect the views of people like me

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	566	135	130	65	97	138	119	162	48	43	56	261	306	440	126	248	164	48	38	68
TOTAL WELL	78%	84%	80%	81%	74%	78%	79%	74%	84%	82%	82%	77%	79%	77%	82%	79%	74%	84%	86%	77%
Very well	20	22	17	18	16	23	18	18	15	30	18	20	20	19	23	22	18	15	26	18
Somewhat well	58	62	63	63	57	55	61	56	69	52	65	57	59	58	59	57	56	69	61	60
TOTAL NOT WELL	17	9	17	7	25	18	17	17	16	13	18	17	17	17	15	17	17	16	11	18
Not too well	13	7	13	3	20	13	13	15	11	6	9	12	13	14	9	13	15	11	7	9
Not at all well	4	2	4	3	5	5	4	2	5	7	8	4	4	4	6	4	2	5	4	9
NO OP/DK/NA	5	7	3	12	1	4	4	9	0	5	0	7	4	5	3	4	9	0	3	4
No opinion/DK/NA	5	7	3	12	1	4	4	9	0	5	0	7	4	5	3	4	9	0	3	4

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	566	179	214	31	31	14	13	12	13	82	304	33	30	11	16	8	17	9	4	12
TOTAL WELL	78%	76%	85%	86%	70%	76%	58%	80%	74%	73%	84%	66%	90%	57%	74%	79%	75%	74%	66%	82%
Very well	20	17	20	49	25	38	16	22	27	10	21	25	51	19	33	26	24	23	28	24
Somewhat well	58	60	66	37	44	38	41	58	47	63	63	41	38	38	41	53	51	50	38	59
TOTAL NOT WELL	17	16	11	14	27	24	42	18	20	20	11	30	10	43	26	18	20	20	24	18
Not too well	13	11	8	14	16	19	34	14	14	14	8	20	10	37	19	11	16	11	18	15
Not at all well	4	5	3	0	10	5	9	4	6	5	3	10	0	6	7	7	4	9	6	3
NO OP/DK/NA	5	8	4	0	4	0	0	2	6	8	5	4	0	0	0	4	4	7	10	0
No opinion/DK/NA	5	8	4	0	4	0	0	2	6	8	5	4	0	0	0	4	4	7	10	0

TABLE 62: Q23B. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Reflect the views of people like me

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	566	198	196	14	49	6	21	14	11	47	12	42	7	14	19	5	3	10	13
<u>TOTAL WELL</u>	78%	81%	81%	78%	78%	58%	70%	68%	87%	77%	76%	77%	85%	78%	71%	74%	30%	85%	68%	90%
Very well	20	20	16	37	37	24	29	24	24	34	43	38	17	46	31	30	0	28	26	0
Somewhat well	58	61	65	41	40	34	41	44	62	43	33	39	68	32	40	44	30	57	43	90
<u>TOTAL NOT WELL</u>	17	12	15	22	20	42	30	24	13	21	24	21	15	22	29	26	70	15	26	0
Not too well	13	8	10	15	15	42	21	19	9	16	16	15	15	15	20	26	70	10	20	0
Not at all well	4	3	4	7	5	0	9	5	5	5	8	5	0	7	9	0	0	6	6	0
<u>NO OP/DK/NA</u>	5	7	4	0	2	0	0	7	0	3	0	3	0	0	0	0	0	0	6	10
No opinion/DK/NA	5	7	4	0	2	0	0	7	0	3	0	3	0	0	0	0	0	0	6	10

TABLE 63: Q23C. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Easy to understand

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	566	318	176	36	27	25	513	54	133	260	119	249	317	265	241	61	403	346	335	389	355	235
TOTAL WELL	97%	98%	98%	91%	99%	91%	98%	94%	99%	98%	95%	98%	97%	98%	98%	92%	99%	98%	98%	98%	99%	98%
Very well	67	69	65	55	73	62	69	42	73	70	64	70	65	70	67	54	71	72	69	69	72	65
Somewhat well	30	29	33	35	26	29	28	52	25	29	31	28	32	28	31	38	28	26	29	30	27	33
TOTAL NOT WELL	3	2	2	9	1	9	2	5	1	2	5	2	3	2	2	8	1	2	2	2	1	2
Not too well	2	1	2	9	1	9	2	4	1	2	5	2	2	2	2	5	1	2	2	2	1	2
Not at all well	0	1	0	0	0	0	0	1	1	0	0	0	1	0	0	3	0	0	0	0	0	0
NO OP/DK/NA	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
No opinion/DK/NA	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	566	134	244	377	154	35	436	12	30	25	16	328	34	27	45	32	0	566	0	0	0	
TOTAL WELL	97%	98%	98%	98%	96%	98%	98%	96%	94%	94%	93%	98%	98%	94%	100%	91%	0%	97%	0%	0%	0%	
Very well	67	80	63	69	63	61	71	33	59	49	26	69	61	65	63	58	0	67	0	0	0	
Somewhat well	30	18	35	29	33	37	27	63	35	44	67	28	37	29	37	32	0	30	0	0	0	
TOTAL NOT WELL	3	2	2	2	4	1	2	4	6	6	5	2	1	6	0	9	0	3	0	0	0	
Not too well	2	2	2	2	4	1	2	4	6	6	5	2	1	6	0	9	0	2	0	0	0	
Not at all well	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	
NO OP/DK/NA	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0	
No opinion/DK/NA	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0	

TABLE 63: Q23C. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Easy to understand

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	566	472	60	304	262	172	22	32	188	46	40	61	323	116	128	121	224	221	432	104	119
TOTAL WELL	97%	97%	98%	96%	99%	99%	100%	95%	98%	99%	100%	100%	98%	94%	98%	99%	97%	97%	99%	91%	96%	97%
Very well	67	67	63	59	76	72	79	72	70	72	71	69	70	59	67	70	72	60	68	64	67	67
Somewhat well	30	30	36	37	23	27	21	23	29	27	29	30	29	35	31	29	25	37	31	28	30	30
TOTAL NOT WELL	3	3	2	4	1	1	0	5	2	1	0	0	2	5	2	1	3	3	1	8	4	2
Not too well	2	3	2	3	1	1	0	5	2	1	0	0	2	4	2	1	3	2	1	8	4	2
Not at all well	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0
NO OP/DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
No opinion/DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
	Base	566	393	63	27	25	16	14	154	87	156	141	172	243	313	391	161	122	142	165
TOTAL WELL	97%	99%	93%	91%	88%	87%	95%	94%	93%	99%	96%	99%	96%	98%	98%	97%	97%	98%	96%	99%
Very well	67	70	55	62	48	52	51	59	56	65	62	78	61	71	67	67	66	67	69	65
Somewhat well	30	29	39	29	40	35	44	35	37	34	34	21	35	27	30	30	31	31	27	34
TOTAL NOT WELL	3	1	7	9	9	9	5	6	7	1	4	1	3	2	2	3	2	2	4	1
Not too well	2	1	5	7	9	9	5	5	7	1	3	1	3	2	2	2	2	2	4	1
Not at all well	0	0	2	2	0	0	0	1	0	0	1	0	0	0	0	1	0	0	1	0
NO OP/DK/NA	0	0	0	0	3	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0
No opinion/DK/NA	0	0	0	0	3	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 63: Q23C. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Easy to understand

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	566	51	104	154	370	183	198	167	95	87	135	141	36	54	65	168	122	111	156	401	233
TOTAL WELL	97%	94%	100%	98%	97%	96%	97%	99%	95%	98%	100%	98%	100%	95%	92%	99%	100%	95%	95%	98%	97%
Very well	67	75	70	71	67	64	64	74	60	59	67	80	68	57	64	73	71	60	62	69	66
Somewhat well	30	19	30	27	30	32	33	25	35	40	33	18	32	38	29	26	29	34	33	29	32
TOTAL NOT WELL	3	6	0	2	2	4	3	1	4	2	0	2	0	5	7	1	0	5	5	2	2
Not too well	2	6	0	2	2	3	2	1	4	2	0	2	0	5	6	1	0	5	4	2	2
Not at all well	0	0	0	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0	1	0	0
NO OP/DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
No opinion/DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
							18-49	50+	18-49	50+												
Base	566	271	295	279	166	121	77	192	79	209	114	165	85	81	73	48	78	197	19	143	59	61
TOTAL WELL	97%	97%	97%	97%	97%	97%	96%	98%	94%	98%	96%	98%	98%	97%	98%	95%	95%	98%	91%	98%	96%	99%
Very well	67	65	69	67	66	67	64	65	61	72	65	69	62	71	68	65	60	70	65	68	65	68
Somewhat well	30	33	28	30	31	31	33	32	32	26	32	29	36	26	31	30	35	28	26	30	31	31
TOTAL NOT WELL	3	2	3	3	2	3	4	2	6	1	4	2	1	3	2	4	4	2	9	2	4	1
Not too well	2	2	2	2	2	2	4	2	5	1	4	2	1	3	2	2	4	2	9	2	2	1
Not at all well	0	0	1	0	0	1	0	0	1	0	0	0	0	0	0	2	0	0	0	0	2	0
NO OP/DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
No opinion/DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0

TABLE 63: Q23C. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Easy to understand

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	566	135	130	65	97	138	119	162	48	43	56	261	306	440	126	248	164	48	38	68
TOTAL WELL	97%	99%	97%	94%	100%	97%	96%	99%	95%	100%	95%	98%	96%	97%	97%	97%	99%	95%	100%	96%
Very well	67	71	65	61	70	67	65	65	66	74	70	67	66	66	68	66	65	66	76	68
Somewhat well	30	28	32	33	30	30	31	34	28	26	25	31	30	31	29	30	34	28	24	28
TOTAL NOT WELL	3	1	3	6	0	3	4	1	5	0	5	1	4	2	3	3	1	5	0	4
Not too well	2	1	3	6	0	2	3	1	5	0	5	1	3	2	3	3	1	5	0	4
Not at all well	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
NO OP/DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
No opinion/DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	566	179	214	31	31	14	13	12	13	82	304	33	30	11	16	8	17	9	4	12
TOTAL WELL	97%	98%	99%	93%	93%	95%	87%	93%	84%	97%	99%	90%	96%	87%	93%	90%	88%	88%	85%	90%
Very well	67	66	73	59	50	66	57	55	42	65	71	48	60	63	61	52	47	45	50	49
Somewhat well	30	33	26	34	43	29	29	38	43	32	28	42	36	24	32	38	41	43	34	41
TOTAL NOT WELL	3	2	1	7	7	5	13	5	11	3	1	10	4	13	7	9	9	10	8	
Not too well	2	2	1	7	3	5	10	5	11	3	1	6	4	13	3	7	9	9	10	8
Not at all well	0	0	0	0	4	0	4	0	0	0	0	4	0	0	3	0	0	0	0	0
NO OP/DK/NA	0	0	0	0	0	0	0	2	4	0	0	0	0	0	0	4	3	3	5	2
No opinion/DK/NA	0	0	0	0	0	0	0	2	4	0	0	0	0	0	0	4	3	3	5	2

TABLE 63: Q23C. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Easy to understand

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	566	198	196	14	49	6	21	14	11	47	12	42	7	14	19	5	3	10	13
<u>TOTAL WELL</u>	97%	99%	98%	93%	93%	89%	91%	89%	88%	93%	100%	92%	100%	93%	91%	100%	75%	86%	88%	100%
Very well	67	68	71	62	53	53	64	46	50	60	31	53	83	44	65	55	53	52	45	50
Somewhat well	30	31	27	31	41	35	27	42	38	33	69	39	17	48	26	45	22	35	43	50
<u>TOTAL NOT WELL</u>	3	1	2	7	7	11	9	7	10	7	0	8	0	7	9	0	25	11	8	0
Not too well	2	1	2	7	4	11	6	7	10	4	0	5	0	7	7	0	25	11	8	0
Not at all well	0	0	0	0	2	0	2	0	0	2	0	3	0	0	3	0	0	0	0	0
<u>NO OP/DK/NA</u>	0	0	0	0	0	0	0	4	2	0	0	0	0	0	0	0	0	2	4	0
No opinion/DK/NA	0	0	0	0	0	0	0	4	2	0	0	0	0	0	0	0	0	2	4	0

TABLE 64: Q23D. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Fair

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	566	318	176	36	27	25	513	54	133	260	119	249	317	265	241	61	403	346	335	389	355	235
TOTAL WELL	82%	84%	80%	83%	83%	82%	83%	74%	78%	84%	85%	81%	83%	87%	80%	68%	83%	85%	83%	84%	84%	82%
Very well	32	33	30	29	40	28	32	25	35	30	34	33	30	37	29	20	34	34	29	29	32	36
Somewhat well	50	51	50	53	43	54	51	49	44	54	52	48	53	50	51	48	49	50	54	55	52	46
TOTAL NOT WELL	17	15	18	17	17	17	16	23	19	15	15	18	16	11	20	26	15	15	16	14	14	16
Not too well	12	11	14	14	5	7	12	12	14	11	12	14	11	8	15	19	11	10	11	10	11	12
Not at all well	5	4	4	3	11	10	4	10	5	4	2	4	5	3	5	7	4	4	4	4	4	4
NO OP/DK/NA	1	1	2	0	0	1	1	3	3	1	0	1	1	1	0	6	2	1	1	2	1	1
No opinion/DK/NA	1	1	2	0	0	1	1	3	3	1	0	1	1	1	0	6	2	1	1	2	1	1

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	566	134	244	377	154	35	436	12	30	25	16	328	34	27	45	32	0	566	0	0	0
TOTAL WELL	82%	81%	85%	83%	81%	75%	83%	61%	73%	71%	90%	88%	75%	71%	77%	69%	0%	82%	0%	0%	0%
Very well	32	34	30	32	33	26	34	7	18	24	29	38	21	35	27	22	0	32	0	0	0
Somewhat well	50	46	54	52	48	49	50	55	55	48	60	49	53	36	50	47	0	50	0	0	0
TOTAL NOT WELL	17	18	15	16	16	25	16	39	21	29	9	11	21	27	23	31	0	17	0	0	0
Not too well	12	12	11	11	14	12	12	22	18	23	7	8	15	20	18	24	0	12	0	0	0
Not at all well	5	6	4	5	2	13	4	17	3	5	2	3	6	6	5	8	0	5	0	0	0
NO OP/DK/NA	1	1	1	1	3	1	1	0	6	0	1	1	4	2	0	0	0	1	0	0	0
No opinion/DK/NA	1	1	1	1	3	1	1	0	6	0	1	1	4	2	0	0	0	1	0	0	0

TABLE 64: Q23D. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Fair

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	566	472	60	304	262	172	22	32	188	46	40	61	323	116	128	121	224	221	432	104	119	438
TOTAL WELL	82%	82%	81%	80%	85%	82%	74%	76%	81%	79%	83%	80%	84%	76%	83%	83%	81%	82%	83%	80%	81%	82%
Very well	32	31	38	28	36	33	23	23	30	21	33	28	34	26	30	34	28	34	31	36	30	33
Somewhat well	50	51	43	52	48	49	51	54	50	58	49	52	49	51	53	49	54	48	52	43	52	50
TOTAL NOT WELL	17	16	19	19	14	16	20	19	18	21	17	20	15	24	15	17	17	16	15	20	17	16
Not too well	12	12	13	13	11	12	16	12	14	11	11	11	11	17	10	14	11	12	11	13	12	12
Not at all well	5	4	7	6	3	4	4	7	4	10	6	9	3	7	5	2	6	4	4	7	5	4
NO OP/DK/NA	1	2	0	1	2	1	6	5	1	0	0	0	1	0	3	0	2	2	2	1	1	1
No opinion/DK/NA	1	2	0	1	2	1	6	5	1	0	0	0	1	0	3	0	2	2	2	1	1	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
Base	566	393	63	27	25	16	14	154	87	156	141	172	243	313	391	161	122	142	165	126
TOTAL WELL	82%	83%	85%	73%	81%	86%	82%	80%	82%	82%	78%	85%	82%	82%	85%	76%	77%	79%	86%	85%
Very well	32	30	44	31	32	43	33	34	33	35	25	35	34	30	33	30	38	27	32	32
Somewhat well	50	53	41	42	49	44	50	46	49	47	53	51	48	52	52	47	39	52	54	54
TOTAL NOT WELL	17	16	14	25	15	11	15	18	15	16	21	13	16	17	14	21	19	20	14	15
Not too well	12	12	10	19	9	9	6	13	12	13	15	9	13	12	10	15	14	12	12	11
Not at all well	5	4	4	6	6	2	9	5	3	3	7	4	3	5	4	6	5	7	2	4
NO OP/DK/NA	1	1	1	2	4	3	3	1	3	1	0	1	2	1	1	2	4	2	0	0
No opinion/DK/NA	1	1	1	2	4	3	3	1	3	1	0	1	2	1	1	2	4	2	0	0

TABLE 64: Q23D. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Fair

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	566	51	104	154	370	183	198	167	95	87	135	141	36	54	65	168	122	111	156	401	233
TOTAL WELL	82%	83%	82%	83%	82%	85%	80%	81%	77%	85%	84%	85%	82%	79%	82%	82%	82%	85%	81%	83%	83%
Very well	32	38	24	29	34	35	23	40	31	29	33	37	45	30	30	36	34	22	33	32	29
Somewhat well	50	46	58	54	48	50	56	42	47	56	51	48	38	49	52	46	48	62	47	51	55
TOTAL NOT WELL	17	17	18	17	16	14	19	18	23	14	13	14	18	21	18	17	16	13	19	15	14
Not too well	12	16	11	12	12	11	13	12	16	12	9	9	13	17	13	13	11	8	14	11	10
Not at all well	5	1	7	5	4	2	5	6	6	2	4	6	5	5	5	4	5	5	5	4	5
NO OP/DK/NA	1	0	0	0	2	2	1	1	0	1	2	1	0	0	0	1	2	3	0	2	2
No opinion/DK/NA	1	0	0	0	2	2	1	1	0	1	2	1	0	0	0	1	2	3	0	2	2

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	566	271	295	279	166	121	77	192	79	209	114	165	85	81	73	48	78	197	19	143	59	61
TOTAL WELL	82%	83%	81%	83%	82%	79%	81%	83%	80%	82%	84%	82%	86%	78%	77%	82%	79%	85%	79%	84%	84%	75%
Very well	32	36	28	30	28	40	43	33	24	30	31	30	32	23	47	30	20	34	49	26	46	35
Somewhat well	50	47	53	53	54	39	39	51	56	52	54	53	53	55	31	52	59	50	30	58	38	39
TOTAL NOT WELL	17	16	17	15	17	21	19	16	20	15	14	15	14	20	23	18	21	13	21	15	16	25
Not too well	12	13	12	10	14	14	12	13	17	9	10	11	13	15	17	10	18	7	21	11	7	21
Not at all well	5	4	5	4	3	7	6	3	3	6	4	4	1	5	6	8	3	5	0	4	9	4
NO OP/DK/NA	1	1	2	2	1	0	0	1	0	3	1	3	0	2	0	0	0	3	0	1	0	0
No opinion/DK/NA	1	1	2	2	1	0	0	1	0	3	1	3	0	2	0	0	0	3	0	1	0	0

TABLE 64: Q23D. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Fair

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	566	135	130	65	97	138	119	162	48	43	56	261	306	440	126	248	164	48	38	68
TOTAL WELL	82%	87%	81%	85%	79%	81%	82%	80%	86%	80%	89%	82%	82%	80%	88%	81%	80%	86%	86%	85%
Very well	32	31	30	28	28	41	27	28	28	37	29	29	33	31	34	36	28	28	35	25
Somewhat well	50	56	51	57	51	40	55	52	58	43	60	52	49	49	54	45	52	58	51	60
TOTAL NOT WELL	17	11	17	12	21	18	17	19	14	15	11	16	17	18	11	18	18	14	13	11
Not too well	12	8	13	10	17	14	13	13	12	9	7	11	13	14	5	14	13	12	3	9
Not at all well	5	3	5	2	4	4	4	5	3	6	4	5	4	4	6	4	5	3	11	2
NO OP/DK/NA	1	2	2	2	0	1	1	2	0	5	0	2	1	2	1	1	2	0	1	4
No opinion/DK/NA	1	2	2	2	0	1	1	2	0	5	0	2	1	2	1	1	2	0	1	4

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	566	179	214	31	31	14	13	12	13	82	304	33	30	11	16	8	17	9	4	12
TOTAL WELL	82%	84%	82%	87%	83%	81%	64%	83%	80%	81%	83%	79%	91%	69%	75%	89%	78%	83%	69%	85%
Very well	32	32	28	60	28	39	22	33	31	29	31	36	51	43	23	30	33	29	34	33
Somewhat well	50	51	54	27	54	42	42	50	49	52	52	42	40	26	53	59	45	54	35	52
TOTAL NOT WELL	17	16	16	13	15	14	36	15	15	19	15	21	7	31	21	11	17	14	16	15
Not too well	12	12	12	13	7	9	28	9	9	13	11	14	7	25	15	11	8	5	6	12
Not at all well	5	4	4	0	8	5	7	6	6	5	4	8	0	6	6	0	9	9	10	3
NO OP/DK/NA	1	0	2	0	3	4	0	2	5	0	2	0	3	0	4	0	5	3	15	0
No opinion/DK/NA	1	0	2	0	3	4	0	2	5	0	2	0	3	0	4	0	5	3	15	0

TABLE 64: Q23D. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Fair

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	566	198	196	14	49	6	21	14	11	47	12	42	7	14	19	5	3	10	13
TOTAL WELL	82%	81%	84%	100%	80%	79%	71%	81%	82%	81%	93%	80%	100%	92%	72%	86%	55%	83%	81%	74%
Very well	32	30	31	44	44	12	37	28	36	50	25	48	45	29	39	16	0	41	30	0
Somewhat well	50	52	53	56	36	66	35	52	46	32	68	31	55	63	33	70	55	42	51	74
TOTAL NOT WELL	17	16	16	0	18	21	26	14	16	17	7	18	0	8	25	14	45	15	15	16
Not too well	12	11	12	0	13	11	21	8	10	12	7	13	0	8	20	14	22	8	8	16
Not at all well	5	5	3	0	5	10	5	6	6	5	0	6	0	0	5	0	23	7	7	0
NO OP/DK/NA	1	2	1	0	2	0	3	5	2	2	0	2	0	0	3	0	0	2	4	10
No opinion/DK/NA	1	2	1	0	2	0	3	5	2	2	0	2	0	0	3	0	0	2	4	10

TABLE 65: Q23E. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Covers issues that I care about

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	566	318	176	36	27	25	513	54	133	260	119	249	317	265	241	61	403	346	335	389	355	235
<u>TOTAL WELL</u>	90%	90%	94%	84%	95%	72%	91%	79%	97%	90%	88%	91%	89%	90%	93%	80%	93%	94%	93%	92%	93%	91%
Very well	41	42	40	40	38	23	41	44	44	38	43	35	46	44	40	33	46	50	47	40	46	42
Somewhat well	49	48	54	43	57	49	50	36	53	52	45	56	44	46	53	47	47	45	47	52	47	49
<u>TOTAL NOT WELL</u>	8	8	5	10	5	28	7	19	3	9	8	8	9	9	6	16	6	5	6	7	7	8
Not too well	6	7	3	7	5	16	6	13	2	6	8	5	7	7	3	14	4	4	4	5	5	6
Not at all well	2	1	1	4	0	11	2	5	1	2	0	3	2	1	3	3	2	1	1	2	2	2
<u>NO OP/DK/NA</u>	2	1	1	6	0	0	1	2	0	1	4	1	2	2	1	4	1	0	1	1	1	1
No opinion/DK/NA	2	1	1	6	0	0	1	2	0	1	4	1	2	2	1	4	1	0	1	1	1	1
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	566	134	244	377	154	35	436	12	30	25	16	328	34	27	45	32	0	566	0	0	0	
<u>TOTAL WELL</u>	90%	94%	92%	93%	86%	76%	91%	78%	84%	87%	87%	92%	83%	80%	94%	90%	0%	90%	0%	0%	0%	
Very well	41	48	41	43	39	28	43	27	45	23	32	48	42	53	29	22	0	41	0	0	0	
Somewhat well	49	46	52	50	48	48	49	51	39	65	55	45	41	27	64	67	0	49	0	0	0	
<u>TOTAL NOT WELL</u>	8	6	6	6	12	17	7	22	15	9	12	6	13	19	6	6	0	8	0	0	0	
Not too well	6	3	4	4	12	10	5	22	15	9	12	5	13	14	6	6	0	6	0	0	0	
Not at all well	2	3	2	2	1	7	2	0	0	0	0	2	0	6	0	0	0	2	0	0	0	
<u>NO OP/DK/NA</u>	2	0	2	1	1	7	1	0	1	4	1	2	3	1	0	4	0	2	0	0	0	
No opinion/DK/NA	2	0	2	1	1	7	1	0	1	4	1	2	3	1	0	4	0	2	0	0	0	

TABLE 65: Q23E. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Covers issues that I care about

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	566	472	60	304	262	172	22	32	188	46	40	61	323	116	128	121	224	221	432	104	119	438
TOTAL WELL	90%	91%	86%	88%	92%	93%	90%	95%	92%	99%	97%	97%	91%	90%	89%	90%	91%	90%	92%	84%	85%	92%
Very well	41	42	39	37	45	41	30	35	39	41	41	42	45	32	39	45	39	42	43	41	41	42
Somewhat well	49	49	47	51	47	52	60	60	54	57	56	56	46	57	50	46	52	48	49	43	44	49
TOTAL NOT WELL	8	7	12	10	7	4	10	5	6	1	3	3	7	10	9	8	8	8	7	13	12	7
Not too well	6	5	10	8	4	3	10	2	4	1	0	1	5	7	8	7	5	7	5	11	9	6
Not at all well	2	2	3	2	2	1	0	3	1	0	3	2	2	3	1	1	3	1	2	2	3	2
NO OP/DK/NA	2	2	2	2	1	2	0	0	2	0	0	0	2	0	2	1	1	2	1	2	3	1
No opinion/DK/NA	2	2	2	2	1	2	0	0	2	0	0	0	2	0	2	1	1	2	1	2	3	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
Base	566	393	63	27	25	16	14	154	87	156	141	172	243	313	391	161	122	142	165	126
TOTAL WELL	90%	92%	86%	86%	84%	89%	85%	86%	87%	88%	92%	92%	88%	92%	90%	90%	89%	87%	94%	90%
Very well	41	43	46	30	34	44	36	38	44	38	36	49	40	43	43	38	39	38	43	46
Somewhat well	49	48	40	56	50	45	49	49	43	51	57	43	48	49	47	52	49	49	51	44
TOTAL NOT WELL	8	7	10	14	12	7	13	12	9	11	6	8	10	7	8	8	10	11	4	9
Not too well	6	5	10	10	12	7	13	11	7	9	4	6	8	5	6	8	10	6	3	7
Not at all well	2	2	0	4	0	0	0	1	2	2	2	2	2	2	2	1	0	5	1	2
NO OP/DK/NA	2	1	3	0	4	4	2	2	4	1	2	1	2	1	2	1	1	2	2	1
No opinion/DK/NA	2	1	3	0	4	4	2	2	4	1	2	1	2	1	2	1	1	2	2	1

TABLE 65: Q23E. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Covers issues that I care about

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	566	51	104	154	370	183	198	167	95	87	135	141	36	54	65	168	122	111	156	401	233
TOTAL WELL	90%	85%	93%	90%	91%	92%	88%	90%	85%	90%	93%	93%	83%	84%	82%	93%	97%	89%	83%	93%	93%
Very well	41	41	41	41	44	41	39	46	37	43	49	44	36	33	36	41	48	44	35	44	46
Somewhat well	49	44	52	49	47	51	49	44	48	47	44	50	47	50	47	52	49	45	48	49	47
TOTAL NOT WELL	8	15	6	9	8	7	10	9	14	9	4	7	17	16	10	6	3	9	14	6	6
Not too well	6	11	4	6	6	6	7	6	14	8	2	4	15	14	5	4	2	8	11	4	5
Not at all well	2	4	2	3	2	1	3	3	0	1	2	3	2	2	5	2	1	1	3	2	1
NO OP/DK/NA	2	0	2	1	2	1	2	1	1	1	3	0	0	0	8	1	0	2	3	1	1
No opinion/DK/NA	2	0	2	1	2	1	2	1	1	1	3	0	0	0	8	1	0	2	3	1	1

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+												
Base	566	271	295	279	166	121	77	192	79	209	114	165	85	81	73	48	78	197	19	143	59	61
TOTAL WELL	90%	89%	92%	91%	89%	89%	82%	91%	84%	95%	86%	94%	94%	85%	86%	93%	85%	94%	76%	92%	83%	95%
Very well	41	41	41	45	37	38	37	43	33	45	44	45	37	38	40	35	40	48	36	38	28	46
Somewhat well	49	48	50	46	52	51	45	48	51	50	42	49	57	47	46	58	45	46	40	54	54	49
TOTAL NOT WELL	8	10	7	7	9	10	15	8	12	4	11	4	6	12	13	7	10	6	15	7	17	4
Not too well	6	8	5	6	6	8	12	6	9	3	9	4	4	7	9	6	10	4	6	5	12	4
Not at all well	2	2	2	1	3	3	3	2	3	1	2	0	2	5	4	1	0	1	9	3	5	0
NO OP/DK/NA	2	2	1	2	2	1	3	1	4	1	3	1	0	3	1	0	4	1	8	1	0	2
No opinion/DK/NA	2	2	1	2	2	1	3	1	4	1	3	1	0	3	1	0	4	1	8	1	0	2

TABLE 65: Q23E. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Covers issues that I care about

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	566	135	130	65	97	138	119	162	48	43	56	261	306	440	126	248	164	48	38	68
TOTAL WELL	90%	95%	87%	90%	90%	91%	90%	92%	88%	89%	85%	90%	90%	90%	91%	91%	92%	88%	90%	83%
Very well	41	44	47	44	33	41	41	40	35	57	38	43	40	40	46	41	40	35	59	37
Somewhat well	49	51	40	46	57	50	50	52	53	32	47	48	50	50	45	50	52	53	31	47
TOTAL NOT WELL	8	4	10	8	9	7	9	7	12	9	13	8	8	9	7	7	7	12	10	14
Not too well	6	4	8	6	5	6	7	5	10	6	7	6	7	7	5	6	5	10	6	8
Not at all well	2	0	2	2	4	1	2	2	2	3	6	3	1	2	2	1	2	2	4	6
NO OP/DK/NA	2	1	3	2	2	3	1	1	0	2	2	2	2	2	1	2	1	0	0	3
No opinion/DK/NA	2	1	3	2	2	3	1	1	0	2	2	2	2	2	1	2	1	0	0	3

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	566	179	214	31	31	14	13	12	13	82	304	33	30	11	16	8	17	9	4	12
TOTAL WELL	90%	89%	93%	83%	90%	90%	82%	83%	86%	86%	94%	80%	94%	82%	89%	83%	85%	77%	89%	88%
Very well	41	43	44	50	42	33	27	28	40	39	45	43	50	20	37	35	34	32	35	36
Somewhat well	49	47	49	33	48	57	55	55	46	48	48	37	43	62	52	48	51	45	54	53
TOTAL NOT WELL	8	9	5	14	7	10	18	16	8	10	5	14	6	18	11	14	11	15	6	12
Not too well	6	5	4	14	7	10	10	16	8	7	3	14	6	13	7	14	11	15	6	12
Not at all well	2	3	1	0	0	0	8	0	0	3	2	0	0	5	3	0	0	0	0	0
NO OP/DK/NA	2	2	1	3	3	0	0	2	6	3	1	6	0	0	0	4	4	9	5	0
No opinion/DK/NA	2	2	1	3	3	0	0	2	6	3	1	6	0	0	0	4	4	9	5	0

TABLE 65: Q23E. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Covers issues that I care about

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	566	198	196	14	49	6	21	14	11	47	12	42	7	14	19	5	3	10	13
<u>TOTAL WELL</u>	90%	91%	92%	93%	85%	89%	86%	83%	87%	88%	84%	82%	100%	93%	88%	100%	53%	85%	82%	100%
Very well	41	44	43	63	41	33	29	36	32	48	40	45	85	29	31	43	0	33	38	12
Somewhat well	49	47	49	30	43	55	57	46	55	40	44	37	15	64	56	57	53	51	43	88
<u>TOTAL NOT WELL</u>	8	7	7	0	13	11	14	14	9	7	16	15	0	0	12	0	47	11	14	0
Not too well	6	5	5	0	13	11	9	14	9	7	16	15	0	0	7	0	47	11	14	0
Not at all well	2	3	2	0	0	0	5	0	0	0	0	0	0	0	5	0	0	0	0	0
<u>NO OP/DK/NA</u>	2	1	2	7	2	0	0	4	4	4	0	2	0	7	0	0	0	4	4	0
No opinion/DK/NA	2	1	2	7	2	0	0	4	4	4	0	2	0	7	0	0	0	4	4	0

TABLE 66: Q23F. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Lets me know about ways I can get involved

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	566	318	176	36	27	25	513	54	133	260	119	249	317	265	241	61	403	346	335	389	355	235
TOTAL WELL	68%	67%	73%	66%	51%	64%	68%	69%	65%	68%	73%	63%	72%	69%	72%	51%	70%	70%	73%	72%	70%	70%
Very well	21	21	21	12	36	22	22	13	24	23	17	21	21	23	22	11	23	24	25	25	22	25
Somewhat well	47	46	52	54	15	42	47	56	41	45	56	43	51	46	51	40	46	47	48	48	48	45
TOTAL NOT WELL	29	29	26	33	49	36	30	23	34	30	25	35	25	30	25	44	28	28	25	25	27	26
Not too well	22	21	18	33	40	29	22	19	27	21	19	26	18	22	19	31	20	20	19	19	20	20
Not at all well	8	8	8	1	10	7	8	4	7	9	7	9	6	8	6	12	8	8	6	6	8	6
NO OP/DK/NA	2	3	1	1	0	0	2	8	1	2	2	1	3	1	2	6	3	2	2	2	3	3
No opinion/DK/NA	2	3	1	1	0	0	2	8	1	2	2	1	3	1	2	6	3	2	2	2	3	3
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	566	134	244	377	154	35	436	12	30	25	16	328	34	27	45	32	0	566	0	0	0	
TOTAL WELL	68%	69%	68%	69%	68%	67%	67%	57%	77%	72%	78%	67%	65%	72%	71%	78%	0%	68%	0%	0%	0%	
Very well	21	24	20	22	20	16	21	0	33	20	9	22	20	29	19	23	0	21	0	0	0	
Somewhat well	47	45	48	47	48	50	46	57	44	51	69	45	45	43	53	55	0	47	0	0	0	
TOTAL NOT WELL	29	29	30	30	29	26	30	41	23	28	21	31	33	28	29	20	0	29	0	0	0	
Not too well	22	20	25	23	20	11	22	29	21	28	13	23	29	16	25	13	0	22	0	0	0	
Not at all well	8	9	5	7	9	15	8	12	2	0	8	8	3	12	3	7	0	8	0	0	0	
NO OP/DK/NA	2	1	2	2	3	7	2	3	0	0	2	3	3	0	0	2	0	2	0	0	0	
No opinion/DK/NA	2	1	2	2	3	7	2	3	0	0	2	3	3	0	0	2	0	2	0	0	0	

TABLE 66: Q23F. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Lets me know about ways I can get involved

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	566	472	60	304	262	172	22	32	188	46	40	61	323	116	128	121	224	221	432	104	119
TOTAL WELL	68%	69%	61%	69%	68%	70%	72%	78%	73%	60%	59%	65%	69%	74%	61%	71%	68%	67%	70%	60%	62%	70%
Very well	21	21	23	21	21	20	29	22	19	16	18	18	22	21	19	24	20	20	22	16	19	22
Somewhat well	47	47	39	48	47	50	43	56	54	43	42	47	48	53	42	48	48	47	48	44	44	48
TOTAL NOT WELL	29	28	38	30	28	29	23	19	26	40	41	35	29	26	32	29	31	29	27	39	37	27
Not too well	22	21	30	24	19	21	16	14	20	31	28	24	23	16	23	23	23	20	20	29	26	20
Not at all well	8	8	9	6	10	7	7	5	6	10	13	11	6	10	9	6	8	9	7	10	11	7
NO OP/DK/NA	2	3	0	1	4	1	4	3	1	0	0	0	1	0	7	0	1	5	3	2	1	3
No opinion/DK/NA	2	3	0	1	4	1	4	3	1	0	0	0	1	0	7	0	1	5	3	2	1	3

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
	Base	566	393	63	27	25	16	14	154	87	156	141	172	243	313	391	161	122	142	165
TOTAL WELL	68%	67%	67%	60%	62%	69%	68%	70%	70%	72%	66%	67%	71%	66%	68%	68%	66%	69%	70%	67%
Very well	21	19	30	25	15	15	21	25	21	27	21	16	25	18	19	27	19	20	18	28
Somewhat well	47	48	37	36	46	54	47	45	49	45	45	51	46	48	49	41	47	49	52	40
TOTAL NOT WELL	29	30	33	38	33	26	28	28	27	27	32	31	27	31	29	29	31	29	27	32
Not too well	22	22	30	27	27	23	21	23	17	21	26	21	20	23	21	23	23	18	21	25
Not at all well	8	8	3	11	6	3	7	5	10	5	6	10	7	8	8	6	7	11	6	7
NO OP/DK/NA	2	3	0	2	5	5	4	1	3	2	2	2	2	2	2	3	4	1	3	1
No opinion/DK/NA	2	3	0	2	5	5	4	1	3	2	2	2	2	2	2	3	4	1	3	1

TABLE 66: Q23F. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Lets me know about ways I can get involved

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	566	51	104	154	370	183	198	167	95	87	135	141	36	54	65	168	122	111	156	401	233
TOTAL WELL	68%	75%	69%	71%	68%	69%	69%	68%	68%	65%	75%	63%	60%	62%	51%	74%	71%	74%	57%	73%	72%
Very well	21	29	23	25	20	23	20	21	31	16	22	22	36	16	8	21	24	23	18	22	24
Somewhat well	47	46	45	45	48	46	49	46	37	49	53	41	24	46	43	53	47	50	39	51	49
TOTAL NOT WELL	29	23	31	28	30	29	28	31	31	34	22	36	40	38	49	25	26	20	43	24	23
Not too well	22	7	26	20	23	23	22	19	28	25	17	25	31	33	34	19	18	14	33	17	16
Not at all well	8	16	5	9	7	6	6	11	3	9	6	11	9	5	15	6	7	5	10	6	6
NO OP/DK/NA	2	2	1	1	2	2	4	2	1	1	3	1	0	1	0	1	3	7	0	3	5
No opinion/DK/NA	2	2	1	1	2	2	4	2	1	1	3	1	0	1	0	1	3	7	0	3	5

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	566	271	295	279	166	121	77	192	79	209	114	165	85	81	73	48	78	197	19	143	59	61
TOTAL WELL	68%	68%	69%	67%	74%	63%	60%	71%	54%	75%	65%	68%	70%	79%	69%	55%	56%	71%	74%	75%	52%	76%
Very well	21	20	21	20	26	17	19	21	16	24	18	21	26	26	18	15	15	22	23	26	19	15
Somewhat well	47	47	47	47	49	47	40	50	38	51	47	47	45	53	51	40	41	49	52	49	33	61
TOTAL NOT WELL	29	30	29	31	22	36	40	25	45	22	32	30	27	17	31	45	44	26	26	21	48	24
Not too well	22	23	20	22	16	28	31	21	35	14	26	20	21	11	21	38	36	17	16	17	35	21
Not at all well	8	7	9	8	6	8	10	5	10	8	5	10	6	6	10	6	8	9	10	4	13	4
NO OP/DK/NA	2	2	2	2	4	0	0	3	0	3	3	2	3	4	0	1	0	4	0	4	1	0
No opinion/DK/NA	2	2	2	2	4	0	0	3	0	3	3	2	3	4	0	1	0	4	0	4	1	0

TABLE 66: Q23F. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Lets me know about ways I can get involved

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	566	135	130	65	97	138	119	162	48	43	56	261	306	440	126	248	164	48	38	68
TOTAL WELL	68%	69%	64%	75%	74%	66%	70%	69%	65%	80%	62%	69%	68%	68%	70%	69%	69%	65%	79%	61%
Very well	21	23	16	19	30	20	24	21	12	20	27	22	20	20	23	22	21	12	14	25
Somewhat well	47	46	48	57	44	47	46	48	53	60	35	47	48	47	47	46	48	53	65	36
TOTAL NOT WELL	29	30	32	21	23	33	28	29	34	12	35	27	31	30	26	30	29	34	12	35
Not too well	22	19	26	18	14	25	20	23	29	4	21	19	24	23	17	22	22	29	5	22
Not at all well	8	12	6	3	8	8	8	6	5	8	14	8	7	7	9	8	6	5	7	12
NO OP/DK/NA	2	1	5	4	3	1	2	2	1	9	3	3	1	2	4	1	2	1	10	4
No opinion/DK/NA	2	1	5	4	3	1	2	2	1	9	3	3	1	2	4	1	2	1	10	4

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	566	179	214	31	31	14	13	12	13	82	304	33	30	11	16	8	17	9	4	12
TOTAL WELL	68%	65%	69%	67%	67%	72%	48%	60%	63%	52%	72%	51%	84%	58%	62%	57%	64%	59%	71%	60%
Very well	21	15	23	44	16	39	9	14	17	10	22	27	34	21	27	26	10	5	11	24
Somewhat well	47	51	45	23	52	33	39	47	46	42	49	24	50	37	35	30	53	54	60	36
TOTAL NOT WELL	29	31	29	33	33	28	48	38	29	48	25	49	16	42	34	39	30	32	23	37
Not too well	22	23	21	33	26	28	25	31	23	35	19	46	13	31	23	32	25	21	11	37
Not at all well	8	8	8	0	7	0	23	6	6	14	6	4	3	11	11	6	6	11	12	0
NO OP/DK/NA	2	3	2	0	0	0	5	2	8	0	4	0	0	0	4	4	6	9	6	3
No opinion/DK/NA	2	3	2	0	0	0	5	2	8	0	4	0	0	0	4	4	6	9	6	3

TABLE 66: Q23F. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Lets me know about ways I can get involved

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	566	198	196	14	49	6	21	14	11	47	12	42	7	14	19	5	3	10	13
<u>TOTAL WELL</u>	68%	67%	67%	74%	65%	68%	58%	60%	64%	74%	40%	65%	78%	67%	62%	88%	0%	68%	62%	32%
Very well	21	20	18	44	26	33	22	9	23	30	30	25	45	36	24	43	0	26	9	0
Somewhat well	47	47	49	30	39	35	36	51	40	45	9	40	32	30	38	45	0	41	53	32
<u>TOTAL NOT WELL</u>	29	29	31	26	35	32	39	34	31	26	60	35	22	33	35	12	100	32	32	40
Not too well	22	20	25	26	31	32	25	30	23	23	53	30	22	33	19	12	100	23	28	40
Not at all well	8	9	7	0	4	0	14	4	8	2	7	5	0	0	15	0	0	9	4	0
<u>NO OP/DK/NA</u>	2	4	2	0	0	0	3	5	5	0	0	0	0	0	3	0	0	0	6	29
No opinion/DK/NA	2	4	2	0	0	0	3	5	5	0	0	0	0	0	3	0	0	0	6	29

TABLE 67: Q23G. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Digs beneath the surface of the issues

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	566	318	176	36	27	25	513	54	133	260	119	249	317	265	241	61	403	346	335	389	355	235
<u>TOTAL WELL</u>	79%	78%	82%	76%	79%	73%	80%	74%	79%	81%	78%	77%	81%	82%	77%	74%	81%	82%	81%	82%	83%	82%
Very well	25	28	24	19	16	22	26	21	32	24	23	26	25	28	25	18	28	28	27	25	26	28
Somewhat well	54	51	58	57	63	51	54	54	47	57	54	51	56	55	52	55	52	55	54	56	57	54
<u>TOTAL NOT WELL</u>	19	20	17	24	21	27	19	23	20	17	21	22	17	16	22	26	18	17	17	17	16	16
Not too well	15	14	14	22	17	23	15	13	17	14	15	18	12	12	16	21	13	11	14	13	12	12
Not at all well	5	6	3	3	4	4	4	10	3	4	7	4	5	4	5	5	4	5	3	4	4	4
<u>NO OP/DK/NA</u>	1	2	1	0	0	0	1	2	1	2	1	1	2	2	1	0	2	1	2	1	2	2
No opinion/DK/NA	1	2	1	0	0	0	1	2	1	2	1	1	2	2	1	0	2	1	2	1	2	2
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	566	134	244	377	154	35	436	12	30	25	16	328	34	27	45	32	0	566	0	0	0	
<u>TOTAL WELL</u>	79%	83%	80%	81%	80%	60%	80%	61%	85%	62%	84%	83%	80%	77%	54%	76%	0%	79%	0%	0%	0%	
Very well	25	33	21	26	26	24	26	20	16	32	9	29	20	21	21	9	0	25	0	0	0	
Somewhat well	54	50	58	55	55	36	54	41	69	30	75	54	60	56	33	67	0	54	0	0	0	
<u>TOTAL NOT WELL</u>	19	17	19	18	18	38	19	36	14	34	13	16	20	21	43	22	0	19	0	0	0	
Not too well	15	12	13	13	17	23	14	25	8	30	13	11	17	7	36	18	0	15	0	0	0	
Not at all well	5	5	6	5	1	15	5	11	7	4	0	5	3	14	7	4	0	5	0	0	0	
<u>NO OP/DK/NA</u>	1	1	1	1	1	3	1	3	1	4	3	1	0	1	2	2	0	1	0	0	0	
No opinion/DK/NA	1	1	1	1	1	3	1	3	1	4	3	1	0	1	2	2	0	1	0	0	0	

TABLE 67: Q23G. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Digs beneath the surface of the issues

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	566	472	60	304	262	172	22	32	188	46	40	61	323	116	128	121	224	221	432	104	119	438
TOTAL WELL	79%	80%	67%	78%	81%	84%	85%	86%	83%	79%	84%	81%	82%	71%	79%	77%	81%	79%	81%	69%	79%	79%
Very well	25	26	24	21	31	25	12	21	24	23	29	26	30	19	19	30	24	25	26	24	30	25
Somewhat well	54	54	43	57	50	60	73	65	59	57	55	55	52	53	60	47	57	55	55	45	49	55
TOTAL NOT WELL	19	18	33	21	17	15	15	14	16	21	16	19	17	29	18	21	19	19	17	29	20	19
Not too well	15	14	25	16	13	13	15	5	13	18	13	17	12	22	14	18	14	13	13	22	12	15
Not at all well	5	4	8	5	4	2	0	9	3	3	3	2	4	7	4	3	4	6	4	7	8	4
NO OP/DK/NA	1	2	0	1	2	1	0	0	1	0	0	0	1	0	3	2	1	2	1	2	1	2
No opinion/DK/NA	1	2	0	1	2	1	0	0	1	0	0	0	1	0	3	2	1	2	1	2	1	2

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	566	393	63	27	25	16	14	154	87	156	141	172	243	313	391	161	122	142	165	126
TOTAL WELL	79%	79%	78%	86%	82%	85%	73%	78%	75%	76%	77%	86%	75%	82%	81%	76%	78%	71%	85%	81%
Very well	25	25	31	30	23	19	30	26	28	23	21	31	24	27	27	23	25	16	30	30
Somewhat well	54	54	47	56	59	66	43	52	47	53	56	54	51	55	54	53	53	55	55	51
TOTAL NOT WELL	19	20	20	14	12	9	24	20	23	23	22	13	23	17	18	23	18	27	14	19
Not too well	15	15	15	9	11	9	22	15	13	19	17	10	17	13	13	18	14	18	10	18
Not at all well	5	5	5	5	1	0	2	5	10	4	5	3	6	4	5	5	4	9	4	2
NO OP/DK/NA	1	1	2	0	6	6	3	2	2	1	1	1	1	1	1	1	4	2	0	0
No opinion/DK/NA	1	1	2	0	6	6	3	2	2	1	1	1	1	1	1	1	4	2	0	0

TABLE 67: Q23G. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Digs beneath the surface of the issues

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		NO	YES	NO																	
Base	566	51	104	154	370	183	198	167	95	87	135	141	36	54	65	168	122	111	156	401	233
TOTAL WELL	79%	79%	76%	77%	81%	80%	78%	79%	77%	69%	82%	84%	69%	75%	73%	80%	83%	82%	72%	82%	83%
Very well	25	34	20	25	27	29	21	28	23	17	30	32	22	16	21	27	31	27	20	28	29
Somewhat well	54	45	55	52	54	51	57	51	54	52	52	53	47	59	52	53	53	56	53	54	54
TOTAL NOT WELL	19	21	24	23	17	19	20	19	22	29	16	16	31	25	27	20	14	15	27	16	14
Not too well	15	19	21	20	12	16	14	14	13	26	14	10	28	23	15	14	11	12	21	12	11
Not at all well	5	2	3	3	5	4	6	5	9	3	2	6	3	2	12	5	3	3	7	4	3
NO OP/DK/NA	1	0	0	0	2	1	2	1	1	2	2	0	0	1	0	0	2	3	0	2	3
No opinion/DK/NA	1	0	0	0	2	1	2	1	1	2	2	0	0	1	0	0	2	3	0	2	3

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	566	271	295	279	166	121	77	192	79	209	114	165	85	81	73	48	78	197	19	143	59	61
TOTAL WELL	79%	80%	79%	80%	79%	78%	71%	83%	73%	80%	78%	80%	83%	75%	78%	79%	66%	84%	83%	79%	77%	79%
Very well	25	27	24	27	23	24	22	30	17	27	33	23	22	24	25	23	19	31	22	23	20	29
Somewhat well	54	53	55	52	56	54	49	53	56	54	46	57	61	51	53	55	48	53	62	56	57	50
TOTAL NOT WELL	19	19	20	19	20	20	29	16	26	17	21	18	16	23	20	21	34	13	17	20	22	19
Not too well	15	15	14	14	16	15	21	13	20	12	17	11	14	18	13	18	25	9	17	16	16	14
Not at all well	5	4	5	5	4	5	7	3	6	5	3	6	3	5	7	2	8	4	0	4	6	4
NO OP/DK/NA	1	1	2	2	1	1	0	1	0	2	1	2	0	1	2	1	0	2	0	1	1	2
No opinion/DK/NA	1	1	2	2	1	1	0	1	0	2	1	2	0	1	2	1	0	2	0	1	1	2

TABLE 67: Q23G. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Digs beneath the surface of the issues

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	566	135	130	65	97	138	119	162	48	43	56	261	306	440	126	248	164	48	38	68
TOTAL WELL	79%	83%	75%	77%	80%	86%	78%	78%	79%	77%	72%	76%	82%	81%	75%	83%	77%	79%	83%	69%
Very well	25	30	26	29	18	29	19	24	33	32	27	26	25	26	24	25	24	33	27	25
Somewhat well	54	53	49	48	62	57	60	54	46	46	45	51	56	55	51	58	54	46	56	44
TOTAL NOT WELL	19	15	24	22	19	13	20	22	18	23	25	23	17	18	23	17	22	18	14	27
Not too well	15	11	17	17	16	10	12	19	13	21	16	19	11	14	16	11	19	13	9	21
Not at all well	5	4	7	6	2	3	8	3	5	2	9	4	5	4	8	6	3	5	6	5
NO OP/DK/NA	1	2	2	0	1	1	2	0	3	0	3	1	2	1	1	1	0	3	2	4
No opinion/DK/NA	1	2	2	0	1	1	2	0	3	0	3	1	2	1	1	1	0	3	2	4

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	566	179	214	31	31	14	13	12	13	82	304	33	30	11	16	8	17	9	4	12
TOTAL WELL	79%	81%	77%	69%	88%	91%	81%	86%	78%	71%	81%	73%	83%	81%	89%	80%	83%	86%	73%	83%
Very well	25	28	22	38	25	37	22	15	31	17	27	30	33	24	33	32	20	24	22	23
Somewhat well	54	53	54	31	63	54	58	71	48	54	53	43	50	57	56	49	63	62	51	60
TOTAL NOT WELL	19	18	22	28	12	9	19	10	14	29	18	27	13	19	11	16	10	6	21	13
Not too well	15	14	16	24	6	5	15	10	12	20	14	20	10	13	7	16	9	6	16	13
Not at all well	5	4	5	3	7	5	5	0	2	9	4	7	3	6	4	0	1	0	5	0
NO OP/DK/NA	1	1	2	3	0	0	0	4	8	0	2	0	4	0	0	4	7	8	6	4
No opinion/DK/NA	1	1	2	3	0	0	0	4	8	0	2	0	4	0	0	4	7	8	6	4

TABLE 67: Q23G. (NEWSPAPERS) You said you get most of your information about government and politics from: NEWSPAPERS: Thinking about the newspaper 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: Digs beneath the surface of the issues

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	566	198	196	14	49	6	21	14	11	47	12	42	7	14	19	5	3	10	13
<u>TOTAL WELL</u>	79%	76%	82%	85%	76%	90%	85%	80%	85%	80%	75%	75%	86%	85%	87%	100%	55%	86%	80%	74%
Very well	25	24	26	36	30	32	29	19	28	33	25	32	31	29	31	41	0	32	21	0
Somewhat well	54	52	56	50	46	58	56	61	57	47	50	43	55	56	59	55	54	60	74	
<u>TOTAL NOT WELL</u>	19	23	17	15	21	10	15	14	9	18	25	25	14	7	13	0	45	10	14	10
Not too well	15	20	10	15	15	0	12	14	7	13	17	18	14	7	10	0	22	8	14	10
Not at all well	5	3	6	0	6	10	3	0	2	4	7	7	0	0	3	0	23	2	0	0
<u>NO OP/DK/NA</u>	1	1	2	0	2	0	0	5	6	2	0	0	0	8	0	0	0	4	6	16
No opinion/DK/NA	1	1	2	0	2	0	0	5	6	2	0	0	0	8	0	0	0	4	6	16

TABLE 68: Q23A. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Is politically partisan

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	344	155	106	25	44	32	334	10	126	156	52	229	115	145	174	25	275	206	159	170	220	98
TOTAL WELL	67%	66%	76%	63%	62%	65%	67%	79%	66%	70%	62%	66%	70%	56%	78%	58%	66%	69%	66%	68%	66%	75%
Very well	34	32	45	34	44	13	34	28	33	35	32	35	31	26	40	30	34	37	34	33	34	35
Somewhat well	34	35	31	29	19	52	33	51	33	35	30	31	40	30	38	28	32	32	32	35	32	40
TOTAL NOT WELL	28	30	21	19	32	35	28	10	30	27	27	30	23	38	17	37	31	27	28	27	31	21
Not too well	13	15	10	11	15	15	14	0	11	15	16	15	11	17	11	8	14	12	14	14	15	10
Not at all well	14	14	12	8	17	20	15	10	19	13	11	15	13	21	7	29	17	15	15	13	16	11
NO OP/DK/NA	5	4	3	18	6	0	5	11	4	3	11	4	6	5	5	5	3	4	5	5	3	4
No opinion/DK/NA	5	4	3	18	6	0	5	11	4	3	11	4	6	5	5	5	3	4	5	5	3	4
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	344	87	154	241	92	11	253	22	17	12	16	141	47	28	32	29	0	0	344	0	0	
TOTAL WELL	67%	57%	67%	63%	80%	50%	67%	89%	69%	61%	82%	63%	82%	62%	65%	81%	0%	0%	67%	0%	0%	
Very well	34	37	34	35	32	13	33	33	34	43	61	33	39	19	33	31	0	0	34	0	0	
Somewhat well	34	20	33	28	48	37	34	56	35	18	21	29	44	43	32	50	0	0	34	0	0	
TOTAL NOT WELL	28	37	30	33	16	19	30	5	29	13	9	34	18	21	25	15	0	0	28	0	0	
Not too well	13	18	16	16	6	8	14	5	16	13	2	17	11	15	10	11	0	0	13	0	0	
Not at all well	14	20	14	16	10	12	16	0	14	0	7	18	7	6	15	4	0	0	14	0	0	
NO OP/DK/NA	5	6	3	4	4	31	3	7	2	25	9	3	0	17	10	4	0	0	5	0	0	
No opinion/DK/NA	5	6	3	4	4	31	3	7	2	25	9	3	0	17	10	4	0	0	5	0	0	

TABLE 68: Q23A. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Is politically partisan

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL T	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	344	72	21	167	177	147	25	44	163	75	40	87	227	69	49	88	149	107	222	113	134
TOTAL WELL	67%	68%	43%	68%	67%	65%	67%	77%	67%	63%	68%	63%	75%	56%	48%	59%	66%	76%	69%	65%	72%	65%
Very well	34	36	21	32	35	34	49	47	33	36	43	37	37	33	20	30	31	40	34	32	36	32
Somewhat well	34	32	22	36	32	32	18	30	34	27	25	26	38	23	28	29	36	35	35	33	35	33
TOTAL NOT WELL	28	28	48	28	27	29	28	15	27	34	27	33	22	37	43	37	29	18	28	28	26	29
Not too well	13	16	11	14	13	14	11	8	12	15	17	15	12	18	13	14	15	10	14	14	13	14
Not at all well	14	12	37	14	15	15	16	7	15	20	10	18	10	19	29	23	14	8	14	15	13	15
NO OP/DK/NA	5	4	8	4	5	6	6	8	6	3	5	4	3	7	9	4	4	7	3	7	3	6
No opinion/DK/NA	5	4	8	4	5	6	6	8	6	3	5	4	3	7	9	4	4	7	3	7	3	6

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS			Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL	
	Base	344	230	44	21	11	6	7	103	34	86	127	90	121	218	227	110	63	101	110	64
TOTAL WELL	67%	65%	76%	71%	65%	78%	38%	77%	78%	74%	75%	49%	75%	65%	68%	67%	60%	76%	64%	70%	
Very well	34	35	37	40	18	22	11	33	43	39	36	24	40	31	33	37	22	35	38	37	
Somewhat well	34	30	39	31	47	56	28	44	35	35	40	25	35	34	35	30	39	41	25	33	
TOTAL NOT WELL	28	32	24	18	24	15	50	18	18	23	20	46	22	31	28	28	35	22	31	24	
Not too well	13	15	9	9	18	15	41	9	4	15	9	23	12	14	13	14	11	11	16	14	
Not at all well	14	17	15	9	6	0	10	9	14	8	12	24	10	17	14	14	24	10	15	10	
NO OP/DK/NA	5	4	0	11	11	7	11	5	5	3	5	4	3	4	4	5	5	3	5	6	
No opinion/DK/NA	5	4	0	11	11	7	11	5	5	3	5	4	3	4	4	5	5	3	5	6	

TABLE 68: Q23A. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Is politically partisan

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	344	71	66	138	195	104	118	112	52	42	98	103	35	68	77	120	31	12	180	163	44
TOTAL WELL	67%	81%	76%	79%	61%	75%	70%	59%	62%	66%	66%	70%	60%	67%	71%	70%	59%	71%	67%	68%	62%
Very well	34	48	30	39	29	30	37	34	30	40	32	35	12	35	38	38	28	24	32	35	27
Somewhat well	34	33	47	40	31	45	33	25	32	26	34	35	48	32	32	32	30	47	35	33	35
TOTAL NOT WELL	28	12	24	18	35	16	29	38	28	28	30	29	32	24	29	27	30	25	27	28	29
Not too well	13	7	20	13	13	8	18	13	9	17	15	13	13	14	15	11	24	0	14	12	17
Not at all well	14	5	4	4	22	8	11	25	19	11	15	16	19	10	14	17	6	25	13	15	11
NO OP/DK/NA	5	6	0	3	4	9	1	3	10	7	4	1	8	10	1	3	11	3	5	4	9
No opinion/DK/NA	5	6	0	3	4	9	1	3	10	7	4	1	8	10	1	3	11	3	5	4	9

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
							18-49	50+	18-49	50+												
Base	344	180	164	122	127	95	94	85	85	78	51	71	77	49	52	44	58	63	61	65	60	35
TOTAL WELL	67%	72%	63%	58%	75%	69%	67%	78%	67%	58%	57%	58%	80%	69%	74%	64%	60%	55%	72%	79%	69%	70%
Very well	34	38	29	29	39	33	34	41	29	29	28	29	42	34	40	24	29	29	38	40	29	39
Somewhat well	34	34	34	29	37	37	33	36	38	29	29	29	38	35	35	39	31	27	34	39	40	31
TOTAL NOT WELL	28	22	34	38	18	28	26	17	29	40	36	40	11	28	25	31	35	40	19	16	28	27
Not too well	13	9	18	18	11	10	13	4	15	22	16	20	6	19	6	14	19	18	17	5	6	16
Not at all well	14	13	16	20	7	18	13	13	14	18	20	20	5	9	19	17	16	22	2	11	22	11
NO OP/DK/NA	5	6	3	5	7	3	7	6	4	3	7	3	9	3	0	5	5	5	9	5	3	2
No opinion/DK/NA	5	6	3	5	7	3	7	6	4	3	7	3	9	3	0	5	5	5	9	5	3	2

TABLE 68: Q23A. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Is politically partisan

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	344	78	40	33	88	91	78	70	26	32	47	149	195	239	105	167	70	26	40	41
TOTAL WELL	67%	53%	72%	65%	82%	68%	72%	58%	54%	78%	74%	67%	68%	64%	76%	70%	58%	54%	79%	72%
Very well	34	26	36	30	43	38	30	22	30	50	38	33	34	29	44	34	22	30	57	30
Somewhat well	34	27	36	35	38	30	41	36	23	28	36	34	34	35	32	35	36	23	23	43
TOTAL NOT WELL	28	44	26	27	13	27	20	39	37	22	23	30	26	31	20	24	39	37	18	27
Not too well	13	22	13	19	7	13	11	19	13	9	12	15	12	15	10	12	19	13	9	12
Not at all well	14	23	13	8	6	14	9	19	24	13	11	15	14	16	10	12	19	24	8	15
NO OP/DK/NA	5	3	2	8	5	5	8	3	9	1	3	3	7	5	4	6	3	9	3	1
No opinion/DK/NA	5	3	2	8	5	5	8	3	9	1	3	3	7	5	4	6	3	9	3	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	344	115	116	23	21	10	10	6	6	111	118	32	12	11	10	8	3	4	4	4
TOTAL WELL	67%	67%	62%	80%	71%	83%	59%	67%	64%	64%	66%	76%	77%	76%	65%	66%	65%	72%	67%	57%
Very well	34	39	32	41	33	50	29	21	16	33	38	35	43	42	37	16	26	28	20	8
Somewhat well	34	28	31	40	38	33	30	46	48	31	29	41	33	35	28	50	39	45	47	48
TOTAL NOT WELL	28	29	34	20	29	11	25	21	27	31	32	24	23	17	19	25	21	22	20	30
Not too well	13	13	17	0	19	6	12	10	27	15	15	7	16	11	6	22	9	17	8	30
Not at all well	14	16	17	20	10	5	13	11	0	16	17	18	8	6	13	3	13	5	12	0
NO OP/DK/NA	5	4	3	0	0	6	15	12	9	6	2	0	0	7	15	9	14	5	13	13
No opinion/DK/NA	5	4	3	0	0	6	15	12	9	6	2	0	0	7	15	9	14	5	13	13

TABLE 68: Q23A. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Is politically partisan

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	344	110	120	13	31	7	14	6	6	36	9	29	5	11	13	6	1	4	4
TOTAL WELL	67%	67%	62%	50%	87%	67%	73%	63%	68%	70%	100%	86%	68%	53%	71%	74%	57%	60%	69%	66%
Very well	34	41	30	15	46	22	48	14	23	31	61	46	21	20	45	25	57	33	13	6
Somewhat well	34	27	32	35	41	45	25	49	45	39	39	40	47	32	26	50	0	27	56	60
TOTAL NOT WELL	28	30	32	50	13	20	17	25	23	30	0	14	32	47	19	12	43	26	21	26
Not too well	13	17	13	16	6	9	9	22	15	11	0	6	0	19	9	0	43	14	21	20
Not at all well	14	14	19	34	7	11	9	3	8	19	0	7	32	28	9	12	0	12	0	6
NO OP/DK/NA	5	2	5	0	0	13	10	12	9	0	0	0	0	0	10	14	0	14	10	8
No opinion/DK/NA	5	2	5	0	0	13	10	12	9	0	0	0	0	0	10	14	0	14	10	8

TABLE 69: Q23B. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Reflect the views of people like me

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	344	155	106	25	44	32	334	10	126	156	52	229	115	145	174	25	275	206	159	170	220	98
TOTAL WELL	88%	90%	90%	79%	92%	72%	88%	78%	89%	89%	84%	88%	88%	89%	87%	90%	90%	90%	93%	90%	88%	90%
Very well	46	46	53	23	57	33	47	17	47	50	37	48	42	43	49	34	51	51	53	49	51	48
Somewhat well	42	45	37	56	35	39	42	61	42	40	47	41	46	45	38	56	39	40	40	42	37	43
TOTAL NOT WELL	8	6	8	13	7	16	8	22	9	7	10	8	9	6	10	10	7	6	6	8	9	7
Not too well	6	5	6	10	5	8	6	10	6	5	7	6	6	4	7	5	5	5	6	7	7	6
Not at all well	3	1	3	3	3	8	2	12	2	2	3	3	2	1	3	5	2	1	0	1	2	1
NO OP/DK/NA	4	3	1	8	1	12	4	0	2	4	6	4	4	6	2	0	3	4	1	1	3	2
No opinion/DK/NA	4	3	1	8	1	12	4	0	2	4	6	4	4	6	2	0	3	4	1	1	3	2
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	344	87	154	241	92	11	253	22	17	12	16	141	47	28	32	29	0	0	344	0	0	
TOTAL WELL	88%	87%	94%	91%	82%	66%	88%	89%	74%	88%	91%	94%	94%	71%	87%	91%	0%	0%	88%	0%	0%	
Very well	46	58	48	52	31	31	46	50	41	54	40	51	50	40	42	39	0	0	46	0	0	
Somewhat well	42	29	45	40	50	36	42	38	34	34	50	43	44	31	45	52	0	0	42	0	0	
TOTAL NOT WELL	8	6	6	6	13	14	8	11	10	12	8	3	3	22	7	9	0	0	8	0	0	
Not too well	6	6	6	6	5	14	6	11	10	9	0	3	3	16	4	5	0	0	6	0	0	
Not at all well	3	0	0	0	8	0	2	0	0	2	8	0	0	6	4	5	0	0	3	0	0	
NO OP/DK/NA	4	6	0	2	5	20	4	0	15	0	2	2	3	7	6	0	0	0	4	0	0	
No opinion/DK/NA	4	6	0	2	5	20	4	0	15	0	2	2	3	7	6	0	0	0	4	0	0	

TABLE 69: Q23B. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Reflect the views of people like me

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL T	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	344	72	21	167	177	147	25	44	163	75	40	87	227	69	49	88	149	107	222	113	134	205
TOTAL WELL	88%	90%	91%	85%	91%	91%	84%	84%	89%	93%	95%	92%	90%	87%	79%	95%	88%	83%	89%	88%	91%	87%
Very well	46	43	56	42	50	46	32	44	48	46	42	43	51	38	33	56	42	43	46	46	46	46
Somewhat well	42	47	35	43	41	45	53	41	41	46	52	49	39	49	46	38	46	40	43	42	45	41
TOTAL NOT WELL	8	4	4	11	5	7	16	10	8	5	5	6	7	10	13	5	9	10	8	10	6	10
Not too well	6	2	4	9	3	5	16	6	6	3	2	3	5	3	13	4	7	6	6	7	5	6
Not at all well	3	2	0	3	2	2	0	4	1	2	3	4	1	8	0	1	1	5	2	3	1	4
NO OP/DK/NA	4	6	5	3	4	3	0	5	3	2	0	2	3	3	7	0	4	6	3	2	3	3
No opinion/DK/NA	4	6	5	3	4	3	0	5	3	2	0	2	3	3	7	0	4	6	3	2	3	3

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	344	230	44	21	11	6	7	103	34	86	127	90	121	218	227	110	63	101	110	64
TOTAL WELL	88%	91%	87%	88%	80%	87%	78%	84%	89%	87%	89%	89%	88%	89%	88%	89%	82%	94%	83%	94%
Very well	46	51	39	46	34	29	30	36	48	47	47	42	47	45	48	42	34	54	47	42
Somewhat well	42	40	47	43	47	58	49	48	41	40	42	47	40	44	40	47	49	40	36	52
TOTAL NOT WELL	8	7	10	12	15	13	14	10	10	8	7	10	9	8	10	6	12	4	14	4
Not too well	6	4	10	8	13	8	14	9	10	4	5	7	6	6	7	3	8	2	11	2
Not at all well	3	3	0	3	3	5	0	1	0	4	2	3	3	2	2	4	4	1	3	2
NO OP/DK/NA	4	2	3	0	5	0	8	6	1	5	4	1	4	3	3	4	6	2	3	2
No opinion/DK/NA	4	2	3	0	5	0	8	6	1	5	4	1	4	3	3	4	6	2	3	2

TABLE 69: Q23B. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Reflect the views of people like me

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	344	71	66	138	195	104	118	112	52	42	98	103	35	68	77	120	31	12	180	163	44
TOTAL WELL	88%	89%	90%	89%	88%	91%	89%	86%	86%	90%	94%	84%	80%	88%	88%	90%	85%	100%	87%	89%	89%
Very well	46	54	42	48	44	50	40	48	48	55	37	46	28	40	56	49	44	31	45	47	41
Somewhat well	42	35	47	41	44	41	48	38	39	35	56	38	52	48	32	41	40	69	42	43	48
TOTAL NOT WELL	8	10	6	8	9	6	7	11	10	10	5	11	14	7	6	9	12	0	8	9	9
Not too well	6	6	6	6	6	5	6	7	6	6	5	8	7	7	5	6	8	0	6	6	5
Not at all well	3	4	0	2	3	1	1	5	5	4	0	3	8	0	1	3	4	0	2	3	3
NO OP/DK/NA	4	2	5	3	3	3	4	3	3	0	1	5	5	4	6	1	4	0	5	2	3
No opinion/DK/NA	4	2	5	3	3	3	4	3	3	0	1	5	5	4	6	1	4	0	5	2	3

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	344	180	164	122	127	95	94	85	85	78	51	71	77	49	52	44	58	63	61	65	60	35
TOTAL WELL	88%	86%	90%	92%	90%	80%	85%	87%	89%	92%	90%	93%	90%	91%	76%	85%	89%	94%	86%	94%	85%	72%
Very well	46	42	50	47	53	35	41	43	49	51	44	49	53	53	25	48	50	43	46	60	39	29
Somewhat well	42	44	40	45	37	45	44	45	40	41	47	44	37	38	52	38	39	51	40	35	47	43
TOTAL NOT WELL	8	8	8	6	9	11	8	9	8	8	6	6	8	9	11	12	6	6	12	6	6	20
Not too well	6	6	6	4	7	7	6	6	7	5	2	6	8	4	6	8	3	6	10	4	6	8
Not at all well	3	3	3	2	2	4	2	3	2	3	4	0	0	6	5	3	3	0	3	2	0	11
NO OP/DK/NA	4	5	2	3	1	8	7	3	3	0	4	2	2	0	13	3	5	0	2	0	9	8
No opinion/DK/NA	4	5	2	3	1	8	7	3	3	0	4	2	2	0	13	3	5	0	2	0	9	8

TABLE 69: Q23B. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Reflect the views of people like me

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	344	78	40	33	88	91	78	70	26	32	47	149	195	239	105	167	70	26	40	41
TOTAL WELL	88%	95%	89%	89%	90%	80%	87%	93%	81%	96%	97%	95%	83%	85%	95%	83%	93%	81%	96%	97%
Very well	46	48	43	48	55	44	46	53	35	45	44	48	44	44	50	45	53	35	44	45
Somewhat well	42	47	46	42	35	36	41	40	45	50	54	46	39	41	45	38	40	45	52	52
TOTAL NOT WELL	8	3	11	11	9	15	9	5	19	1	0	2	13	10	4	12	5	19	0	0
Not too well	6	2	10	10	6	10	6	4	9	1	0	2	9	8	2	9	4	9	0	0
Not at all well	3	1	2	1	3	4	2	0	10	0	0	0	4	3	2	3	0	10	0	0
NO OP/DK/NA	4	2	0	0	1	5	5	2	0	4	3	3	4	5	1	5	2	0	3	3
No opinion/DK/NA	4	2	0	0	1	5	5	2	0	4	3	3	4	5	1	5	2	0	3	3

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	344	115	116	23	21	10	10	6	6	111	118	32	12	11	10	8	3	4	4	4
TOTAL WELL	88%	91%	90%	74%	100%	93%	83%	84%	76%	91%	90%	85%	92%	86%	91%	81%	78%	88%	79%	74%
Very well	46	46	55	38	40	53	38	46	21	55	46	32	59	47	45	26	53	41	37	24
Somewhat well	42	45	35	36	60	40	46	38	56	36	44	53	33	39	47	55	24	47	42	50
TOTAL NOT WELL	8	7	8	19	0	7	17	12	19	6	9	11	8	14	9	13	22	12	21	13
Not too well	6	3	4	19	0	0	17	12	13	4	4	11	8	8	9	9	22	12	13	13
Not at all well	3	3	3	0	0	7	0	0	5	2	4	0	0	6	0	4	0	0	8	0
NO OP/DK/NA	4	2	2	6	0	0	0	4	5	3	1	5	0	0	0	6	0	0	0	13
No opinion/DK/NA	4	2	2	6	0	0	0	4	5	3	1	5	0	0	0	6	0	0	0	13

TABLE 69: Q23B. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Reflect the views of people like me

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	344	110	120	13	31	7	14	6	6	36	9	29	5	11	13	6	1	4	4
<u>TOTAL WELL</u>	88%	97%	85%	81%	89%	87%	89%	87%	73%	83%	100%	88%	47%	100%	88%	86%	100%	61%	93%	86%
Very well	46	56	46	38	40	22	57	37	30	42	25	39	21	48	54	25	57	39	30	32
Somewhat well	42	41	39	43	49	65	32	50	43	41	75	49	26	52	34	62	43	22	63	55
<u>TOTAL NOT WELL</u>	8	1	13	7	11	13	11	9	22	13	0	12	21	0	12	14	0	32	7	6
Not too well	6	1	6	7	11	13	6	3	22	13	0	12	21	0	6	14	0	32	0	6
Not at all well	3	0	6	0	0	0	5	5	0	0	0	0	0	0	5	0	0	0	7	0
<u>NO OP/DK/NA</u>	4	2	2	11	0	0	0	4	5	4	0	0	32	0	0	0	0	7	0	8
No opinion/DK/NA	4	2	2	11	0	0	0	4	5	4	0	0	32	0	0	0	0	7	0	8

TABLE 70: Q23C. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Easy to understand

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	344	155	106	25	44	32	334	10	126	156	52	229	115	145	174	25	275	206	159	170	220	98
TOTAL WELL	98%	99%	98%	99%	93%	93%	98%	100%	97%	99%	97%	97%	99%	97%	98%	95%	99%	99%	98%	98%	98%	97%
Very well	82	80	87	91	84	70	83	52	86	83	78	83	80	81	84	76	89	90	84	84	88	87
Somewhat well	15	19	11	8	9	24	14	48	11	16	19	14	19	16	15	19	10	10	14	14	10	11
TOTAL NOT WELL	2	1	2	0	3	7	2	0	2	1	2	2	1	3	1	5	1	1	2	2	1	3
Not too well	2	1	2	0	3	7	2	0	2	1	2	2	1	3	1	5	1	1	2	2	1	3
NO OP/DK/NA	1	0	0	1	3	0	1	0	1	0	1	1	0	0	1	0	0	0	0	0	0	0
No opinion/DK/NA	1	0	0	1	3	0	1	0	1	0	1	1	0	0	1	0	0	0	0	0	0	0
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	344	87	154	241	92	11	253	22	17	12	16	141	47	28	32	29	0	0	344	0	0	
TOTAL WELL	98%	97%	100%	99%	95%	93%	99%	100%	95%	95%	89%	98%	100%	91%	94%	99%	0%	0%	98%	0%	0%	
Very well	82	91	85	87	72	57	85	90	67	75	60	84	84	69	80	72	0	0	82	0	0	
Somewhat well	15	6	15	12	23	36	14	10	28	21	29	13	16	22	14	27	0	0	15	0	0	
TOTAL NOT WELL	2	3	0	1	3	7	1	0	3	5	9	2	0	5	5	1	0	0	2	0	0	
Not too well	2	3	0	1	3	7	1	0	3	5	9	2	0	5	5	1	0	0	2	0	0	
NO OP/DK/NA	1	0	0	0	2	0	0	0	2	0	2	0	0	5	1	0	0	0	1	0	0	
No opinion/DK/NA	1	0	0	0	2	0	0	0	2	0	2	0	0	5	1	0	0	0	1	0	0	

TABLE 70: Q23C. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Easy to understand

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	344	72	21	167	177	147	25	44	163	75	40	87	227	69	49	88	149	107	222	113	134	205
TOTAL WELL	98%	99%	100%	96%	99%	98%	88%	94%	98%	99%	97%	98%	98%	95%	99%	100%	97%	97%	98%	98%	97%	98%
Very well	82	87	80	77	88	88	79	78	86	91	91	90	86	77	74	86	81	82	84	81	84	82
Somewhat well	15	11	20	20	11	11	10	16	12	8	6	7	12	19	25	14	16	15	14	17	12	16
TOTAL NOT WELL	2	1	0	3	1	1	12	3	2	1	0	1	2	3	0	0	2	3	2	1	3	1
Not too well	2	1	0	3	1	1	12	3	2	1	0	1	2	3	0	0	2	3	2	1	3	1
NO OP/DK/NA	1	0	0	1	0	1	0	3	1	0	3	2	0	2	1	0	1	0	0	1	0	1
No opinion/DK/NA	1	0	0	1	0	1	0	3	1	0	3	2	0	2	1	0	1	0	0	1	0	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
Base	344	230	44	21	11	6	7	103	34	86	127	90	121	218	227	110	63	101	110	64
TOTAL WELL	98%	98%	95%	97%	86%	90%	85%	96%	96%	95%	98%	100%	96%	99%	98%	96%	95%	99%	98%	98%
Very well	82	87	75	65	59	59	69	72	69	77	86	89	75	87	85	79	66	88	89	81
Somewhat well	15	11	20	32	26	31	16	24	27	18	12	11	21	12	13	17	29	10	9	17
TOTAL NOT WELL	2	1	5	3	10	10	7	4	4	4	1	0	4	1	2	2	5	1	1	2
Not too well	2	1	5	3	10	10	7	4	4	4	1	0	4	1	2	2	5	1	1	2
NO OP/DK/NA	1	1	0	0	5	0	8	1	0	1	1	0	0	1	0	1	0	0	1	0
No opinion/DK/NA	1	1	0	0	5	0	8	1	0	1	1	0	0	1	0	1	0	0	1	0

TABLE 70: Q23C. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Easy to understand

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	344	71	66	138	195	104	118	112	52	42	98	103	35	68	77	120	31	12	180	163	44
TOTAL WELL	98%	100%	100%	100%	97%	96%	100%	97%	93%	99%	97%	100%	91%	100%	99%	97%	98%	100%	98%	98%	99%
Very well	82	92	81	86	81	80	82	86	75	79	82	89	54	87	88	85	78	85	81	84	80
Somewhat well	15	8	19	13	16	16	17	12	18	21	15	11	37	13	11	12	20	15	17	14	19
TOTAL NOT WELL	2	0	0	0	2	3	0	3	4	1	3	0	5	0	1	3	2	0	1	2	1
Not too well	2	0	0	0	2	3	0	3	4	1	3	0	5	0	1	3	2	0	1	2	1
NO OP/DK/NA	1	0	0	0	1	1	0	0	3	0	0	0	4	0	0	0	0	0	1	0	0
No opinion/DK/NA	1	0	0	0	1	1	0	0	3	0	0	0	4	0	0	0	0	0	1	0	0

	PARTY REGISTRATION						GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	GENDER		REGISTRATION				MEN		WOMEN		DEM		REP		NPP/O		DEM		REP		NPP/O	
	MEN	WOMEN	DEM	REP	NPP/O	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49
Base	344	180	164	122	127	95	94	85	85	78	51	71	77	49	52	44	58	63	61	65	60	35
TOTAL WELL	98%	98%	97%	97%	98%	98%	98%	98%	98%	97%	94%	99%	100%	96%	100%	96%	97%	96%	97%	100%	99%	96%
Very well	82	81	84	78	89	79	79	83	83	85	70	83	90	88	77	81	74	80	90	89	79	79
Somewhat well	15	17	13	19	9	19	19	16	14	12	24	16	10	8	22	16	23	15	6	11	21	17
TOTAL NOT WELL	2	2	2	3	0	2	2	2	1	3	6	1	0	1	0	3	3	4	1	0	0	4
Not too well	2	2	2	3	0	2	2	2	1	3	6	1	0	1	0	3	3	4	1	0	0	4
NO OP/DK/NA	1	0	1	0	1	0	0	0	2	0	0	0	0	3	0	1	0	0	2	0	0	0
No opinion/DK/NA	1	0	1	0	1	0	0	0	2	0	0	0	0	3	0	1	0	0	2	0	0	0

TABLE 70: Q23C. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Easy to understand

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	344	78	40	33	88	91	78	70	26	32	47	149	195	239	105	167	70	26	40	41
TOTAL WELL	98%	97%	95%	98%	98%	99%	97%	97%	95%	97%	100%	98%	98%	98%	98%	98%	97%	95%	97%	99%
Very well	82	81	74	84	92	80	86	78	87	77	86	81	84	83	81	83	78	87	76	90
Somewhat well	15	17	21	14	6	19	11	19	8	19	13	17	14	15	16	15	19	8	21	10
TOTAL NOT WELL	2	3	5	2	0	1	3	3	0	3	0	2	1	2	2	2	3	0	3	1
Not too well	2	3	5	2	0	1	3	3	0	3	0	2	1	2	2	2	3	0	3	1
NO OP/DK/NA	1	0	0	0	2	0	1	0	5	0	0	0	1	1	0	0	0	5	0	0
No opinion/DK/NA	1	0	0	0	2	0	1	0	5	0	0	0	1	1	0	0	0	5	0	0

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	AS/PI	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP
Base	344	115	116	23	21	10	10	6	6	6	111	118	32	12	11	10	8	3	4	4	4
TOTAL WELL	98%	98%	99%	100%	90%	95%	100%	91%	80%	98%	99%	100%	83%	100%	94%	83%	91%	100%	78%	80%	
Very well	82	84	90	80	70	68	63	71	47	85	89	81	59	79	50	56	67	78	72	29	
Somewhat well	15	14	9	20	20	27	37	20	33	13	10	19	24	21	44	27	25	22	6	51	
TOTAL NOT WELL	2	2	0	0	10	5	0	4	15	1	1	0	17	0	6	10	9	0	15	13	
Not too well	2	2	0	0	10	5	0	4	15	1	1	0	17	0	6	10	9	0	15	13	
NO OP/DK/NA	1	0	1	0	0	0	0	5	5	1	0	0	0	0	0	7	0	0	7	7	
No opinion/DK/NA	1	0	1	0	0	0	0	5	5	1	0	0	0	0	0	7	0	0	7	7	

TABLE 70: Q23C. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Easy to understand

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	344	110	120	13	31	7	14	6	6	36	9	29	5	11	13	6	1	4	4	3
<u>TOTAL WELL</u>	98%	98%	99%	100%	93%	100%	96%	85%	86%	97%	87%	93%	100%	100%	96%	100%	100%	80%	86%	92%
Very well	82	85	89	93	68	31	82	47	71	83	42	65	79	100	81	25	100	73	42	67
Somewhat well	15	13	10	7	25	69	14	38	15	14	44	27	21	0	15	75	0	7	44	25
<u>TOTAL NOT WELL</u>	2	2	0	0	7	0	4	15	5	3	13	7	0	0	4	0	0	7	14	8
Not too well	2	2	0	0	7	0	4	15	5	3	13	7	0	0	4	0	0	7	14	8
<u>NO OP/DK/NA</u>	1	0	1	0	0	0	0	0	9	0	0	0	0	0	0	0	0	14	0	0
No opinion/DK/NA	1	0	1	0	0	0	0	0	9	0	0	0	0	0	0	0	0	14	0	0

TABLE 71: Q23D. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Fair

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	344	155	106	25	44	32	334	10	126	156	52	229	115	145	174	25	275	206	159	170	220	98
TOTAL WELL	92%	93%	96%	86%	87%	81%	92%	97%	95%	94%	80%	93%	90%	94%	93%	77%	94%	95%	93%	94%	94%	95%
Very well	60	60	58	68	58	63	60	60	62	63	47	63	55	65	58	49	65	65	64	63	64	62
Somewhat well	32	33	38	18	28	18	32	37	33	30	33	30	35	29	35	29	29	30	29	32	30	33
TOTAL NOT WELL	7	6	4	6	10	19	7	0	5	5	15	7	7	4	7	21	5	5	6	6	5	4
Not too well	4	4	4	3	10	7	4	0	2	4	10	4	5	2	4	13	3	3	4	3	4	1
Not at all well	3	2	1	3	1	12	3	0	3	1	5	3	2	2	3	8	2	1	2	3	2	2
NO OP/DK/NA	1	1	0	8	3	0	1	3	0	1	4	0	3	2	0	1	1	0	1	0	1	2
No opinion/DK/NA	1	1	0	8	3	0	1	3	0	1	4	0	3	2	0	1	1	0	1	0	1	2
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	344	87	154	241	92	11	253	22	17	12	16	141	47	28	32	29	0	0	344	0	0	
TOTAL WELL	92%	95%	95%	95%	87%	75%	92%	99%	75%	91%	100%	97%	90%	83%	92%	86%	0%	0%	92%	0%	0%	
Very well	60	75	62	67	48	27	61	56	46	67	60	64	64	57	51	54	0	0	60	0	0	
Somewhat well	32	21	33	29	39	48	31	43	29	24	40	34	26	25	41	32	0	0	32	0	0	
TOTAL NOT WELL	7	5	5	5	12	2	7	0	17	9	0	3	10	4	7	14	0	0	7	0	0	
Not too well	4	3	2	3	8	0	4	0	17	7	0	0	10	4	3	4	0	0	4	0	0	
Not at all well	3	1	3	2	3	2	3	0	0	2	0	2	0	0	4	10	0	0	3	0	0	
NO OP/DK/NA	1	0	0	0	2	23	1	1	8	0	0	0	0	13	1	0	0	0	1	0	0	
No opinion/DK/NA	1	0	0	0	2	23	1	1	8	0	0	0	0	13	1	0	0	0	1	0	0	

TABLE 71: Q23D. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Fair

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	344	72	21	167	177	147	25	44	163	75	40	87	227	69	49	88	149	107	222	113	134
TOTAL WELL	92%	94%	95%	90%	94%	93%	83%	88%	93%	93%	96%	94%	93%	92%	87%	92%	94%	90%	94%	90%	93%	93%
Very well	60	61	65	59	62	61	60	68	63	68	66	68	63	60	49	62	60	60	63	55	58	62
Somewhat well	32	33	30	32	32	32	23	20	30	26	30	26	30	32	39	30	34	30	31	34	34	31
TOTAL NOT WELL	7	4	5	8	5	7	17	9	7	7	4	6	6	8	8	8	5	8	5	10	6	7
Not too well	4	2	5	5	3	5	5	3	4	2	4	2	3	6	6	5	4	4	4	5	5	4
Not at all well	3	2	0	4	2	3	12	6	2	5	0	4	3	2	2	3	1	4	1	5	2	3
NO OP/DK/NA	1	2	0	1	1	0	0	3	1	0	0	0	1	0	4	0	1	2	1	0	1	0
No opinion/DK/NA	1	2	0	1	1	0	0	3	1	0	0	0	1	0	4	0	1	2	1	0	1	0

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
	Base	344	230	44	21	11	6	7	103	34	86	127	90	121	218	227	110	63	101	110
TOTAL WELL	92%	93%	100%	87%	82%	85%	83%	94%	91%	90%	94%	94%	90%	94%	93%	94%	96%	94%	92%	88%
Very well	60	62	66	46	38	35	55	59	58	61	62	58	60	60	61	59	57	70	58	53
Somewhat well	32	31	34	41	44	50	29	34	33	29	32	37	30	34	32	34	39	24	34	35
TOTAL NOT WELL	7	7	0	13	13	15	9	6	7	10	6	4	9	5	7	5	4	6	8	10
Not too well	4	4	0	7	3	0	5	3	4	5	5	3	4	4	5	2	1	4	4	7
Not at all well	3	3	0	6	10	15	4	2	4	6	1	1	5	1	2	3	3	2	3	2
NO OP/DK/NA	1	1	0	0	5	0	8	1	2	0	0	2	0	1	0	1	0	0	0	2
No opinion/DK/NA	1	1	0	0	5	0	8	1	2	0	0	2	0	1	0	1	0	0	0	2

TABLE 71: Q23D. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Fair

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	344	71	66	138	195	104	118	112	52	42	98	103	35	68	77	120	31	12	180	163	44
TOTAL WELL	92%	92%	93%	93%	92%	97%	87%	95%	96%	80%	96%	96%	96%	92%	94%	89%	94%	100%	93%	91%	96%
Very well	60	59	60	60	61	60	57	64	60	57	60	60	41	56	74	59	61	61	61	59	61
Somewhat well	32	33	33	33	31	37	30	30	36	23	36	37	55	35	20	30	34	39	32	31	35
TOTAL NOT WELL	7	8	4	6	7	3	12	5	4	17	4	4	4	5	5	10	6	0	5	8	4
Not too well	4	8	2	5	4	3	8	2	1	5	4	3	0	3	2	7	6	0	2	6	4
Not at all well	3	0	3	1	4	0	4	3	3	11	0	1	4	2	3	3	0	0	3	2	0
NO OP/DK/NA	1	0	2	1	0	0	1	0	0	3	0	0	0	3	1	1	0	0	1	1	0
No opinion/DK/NA	1	0	2	1	0	0	1	0	0	3	0	0	0	3	1	1	0	0	1	1	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	344	180	164	122	127	95	94	85	85	78	51	71	77	49	52	44	58	63	61	65	60	35
TOTAL WELL	92%	94%	90%	94%	94%	88%	94%	94%	93%	87%	92%	95%	96%	92%	93%	81%	93%	94%	93%	96%	95%	75%
Very well	60	60	61	60	64	56	58	62	65	57	57	62	64	65	57	55	57	62	66	62	60	50
Somewhat well	32	34	29	34	30	32	36	32	28	30	35	33	32	27	36	26	36	33	26	34	36	25
TOTAL NOT WELL	7	5	9	5	5	11	4	6	7	11	5	5	3	8	7	15	4	6	7	4	4	21
Not too well	4	3	6	2	3	8	0	6	4	7	1	2	2	6	6	11	1	3	3	4	3	17
Not at all well	3	2	3	3	2	2	4	0	2	4	4	3	2	3	1	4	4	3	4	0	1	5
NO OP/DK/NA	1	1	1	2	0	2	3	0	0	2	4	0	0	0	0	3	3	0	0	0	0	4
No opinion/DK/NA	1	1	1	2	0	2	3	0	0	2	4	0	0	0	0	3	3	0	0	0	0	4

TABLE 71: Q23D. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Fair

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	344	78	40	33	88	91	78	70	26	32	47	149	195	239	105	167	70	26	40	41
TOTAL WELL	92%	96%	92%	91%	95%	92%	91%	95%	90%	100%	89%	94%	91%	92%	93%	91%	95%	90%	97%	90%
Very well	60	61	57	54	68	61	59	59	50	66	65	62	59	58	66	60	59	50	58	73
Somewhat well	32	35	35	38	27	30	32	35	40	34	24	32	32	34	27	31	36	40	39	17
TOTAL NOT WELL	7	4	8	8	5	6	8	5	10	0	10	6	7	7	6	7	5	10	3	9
Not too well	4	2	1	4	3	3	4	4	5	0	8	4	4	4	4	4	4	5	3	6
Not at all well	3	1	7	4	1	3	3	0	6	0	3	1	4	3	2	3	0	6	0	3
NO OP/DK/NA	1	0	0	1	0	2	2	0	0	0	0	0	2	2	0	2	0	0	0	1
No opinion/DK/NA	1	0	0	1	0	2	2	0	0	0	0	0	2	2	0	2	0	0	0	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	344	115	116	23	21	10	10	6	6	111	118	32	12	11	10	8	3	4	4	4
TOTAL WELL	92%	96%	90%	100%	100%	88%	86%	85%	79%	94%	91%	100%	100%	86%	88%	79%	91%	84%	92%	70%
Very well	60	63	61	53	80	49	43	46	29	64	60	59	84	54	36	40	32	45	38	30
Somewhat well	32	33	29	47	20	39	43	38	50	30	32	41	16	32	51	39	59	39	54	40
TOTAL NOT WELL	7	4	9	0	0	12	14	6	21	6	7	0	0	14	12	15	9	16	0	24
Not too well	4	2	5	0	0	5	8	0	6	2	5	0	0	8	6	4	0	9	0	0
Not at all well	3	2	3	0	0	7	6	6	15	3	2	0	0	6	7	11	9	7	0	24
NO OP/DK/NA	1	0	1	0	0	0	0	9	0	0	1	0	0	0	0	7	0	0	8	6
No opinion/DK/NA	1	0	1	0	0	0	0	9	0	0	1	0	0	0	0	7	0	0	8	6

TABLE 71: Q23D. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Fair

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	344	110	120	13	31	7	14	6	6	36	9	29	5	11	13	6	1	4	4
<u>TOTAL WELL</u>	92%	93%	93%	100%	100%	100%	80%	78%	86%	100%	100%	100%	100%	100%	79%	100%	100%	87%	77%	82%
Very well	60	69	56	65	66	12	62	25	50	64	71	63	47	80	60	13	57	67	24	18
Somewhat well	32	24	37	35	34	88	18	53	36	36	29	37	53	20	19	87	43	20	53	64
<u>TOTAL NOT WELL</u>	7	7	6	0	0	0	20	12	14	0	0	0	0	0	21	0	0	13	16	10
Not too well	4	6	2	0	0	0	10	6	0	0	0	0	0	0	11	0	0	0	8	0
Not at all well	3	1	4	0	0	0	10	6	14	0	0	0	0	0	10	0	0	13	8	10
<u>NO OP/DK/NA</u>	1	0	1	0	0	0	0	10	0	0	0	0	0	0	0	0	0	0	7	8
No opinion/DK/NA	1	0	1	0	0	0	0	10	0	0	0	0	0	0	0	0	0	0	7	8

TABLE 72: Q23E. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Covers issues that I care about

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	344	155	106	25	44	32	334	10	126	156	52	229	115	145	174	25	275	206	159	170	220	98
TOTAL WELL	97%	98%	98%	88%	97%	99%	97%	100%	96%	99%	96%	97%	97%	97%	98%	95%	99%	99%	100%	99%	98%	98%
Very well	66	72	65	46	72	57	66	65	65	70	59	65	68	66	70	46	71	74	73	68	69	70
Somewhat well	31	26	34	42	25	42	31	35	31	29	36	32	29	32	28	49	28	25	27	31	29	28
TOTAL NOT WELL	2	2	1	12	3	1	2	0	3	1	4	2	2	2	2	5	0	0	0	1	1	1
Not too well	2	2	1	12	3	1	2	0	3	1	4	2	2	2	2	5	0	0	0	1	1	1
NO OP/DK/NA	0	0	1	0	1	1	0	0	1	0	0	1	0	1	0	0	1	1	0	0	1	1
No opinion/DK/NA	0	0	1	0	1	1	0	0	1	0	0	1	0	1	0	0	1	1	0	0	1	1
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	344	87	154	241	92	11	253	22	17	12	16	141	47	28	32	29	0	0	344	0	0	
TOTAL WELL	97%	100%	99%	99%	96%	63%	98%	100%	95%	98%	91%	98%	100%	89%	98%	96%	0%	0%	97%	0%	0%	
Very well	66	75	74	75	48	37	69	68	55	66	54	71	79	61	56	56	0	0	66	0	0	
Somewhat well	31	25	25	25	48	26	29	32	41	31	36	27	21	28	42	40	0	0	31	0	0	
TOTAL NOT WELL	2	0	1	0	3	37	2	0	5	2	7	1	0	11	2	4	0	0	2	0	0	
Not too well	2	0	1	0	3	37	2	0	5	2	7	1	0	11	2	4	0	0	2	0	0	
NO OP/DK/NA	0	0	0	0	1	0	1	0	0	0	2	1	0	0	1	0	0	0	0	0	0	
No opinion/DK/NA	0	0	0	0	1	0	1	0	0	0	2	1	0	0	1	0	0	0	0	0	0	

TABLE 72: Q23E. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Covers issues that I care about

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL T	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	344	72	21	167	177	147	25	44	163	75	40	87	227	69	49	88	149	107	222	113	134
TOTAL WELL	97%	100%	95%	97%	97%	97%	99%	95%	98%	98%	97%	97%	98%	97%	93%	100%	97%	96%	99%	96%	99%	97%
Very well	66	73	69	64	69	68	40	60	69	74	63	67	69	56	67	72	68	59	67	65	70	64
Somewhat well	31	27	25	34	29	29	59	35	29	24	34	30	29	41	26	28	29	37	32	31	29	33
TOTAL NOT WELL	2	0	0	3	2	2	1	4	1	2	3	3	1	3	6	0	2	4	1	3	1	2
Not too well	2	0	0	3	2	2	1	4	1	2	3	3	1	3	6	0	2	4	1	3	1	2
NO OP/DK/NA	0	0	5	0	1	1	0	1	1	0	0	0	1	0	0	0	1	0	0	1	0	1
No opinion/DK/NA	0	0	5	0	1	1	0	1	1	0	0	0	1	0	0	0	1	0	0	1	0	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
	Base	344	230	44	21	11	6	7	103	34	86	127	90	121	218	227	110	63	101	110
TOTAL WELL	97%	99%	95%	94%	88%	90%	89%	95%	96%	98%	97%	100%	97%	98%	99%	96%	98%	100%	96%	98%
Very well	66	69	63	56	46	38	66	62	59	63	74	62	62	69	71	59	57	72	72	59
Somewhat well	31	30	32	39	43	53	24	33	37	35	23	38	36	29	28	37	41	28	24	39
TOTAL NOT WELL	2	1	3	6	8	10	4	3	4	2	2	0	3	1	1	3	2	0	3	2
Not too well	2	1	3	6	8	10	4	3	4	2	2	0	3	1	1	3	2	0	3	2
NO OP/DK/NA	0	0	2	0	4	0	7	2	0	0	1	0	0	1	0	1	0	0	1	0
No opinion/DK/NA	0	0	2	0	4	0	7	2	0	0	1	0	0	1	0	1	0	0	1	0

TABLE 72: Q23E. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Covers issues that I care about

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO	\$0-\$40K	\$40K-\$60K				\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+		
Base	344	71	66	138	195	104	118	112	52	42	98	103	35	68	77	120	31	12	180	163	44
TOTAL WELL	97%	99%	99%	99%	98%	99%	97%	99%	93%	100%	99%	98%	88%	96%	100%	99%	98%	98%	96%	99%	98%
Very well	66	71	61	66	67	68	63	68	70	53	60	74	56	66	72	67	61	64	67	66	62
Somewhat well	31	28	38	33	31	31	33	30	23	47	39	24	32	29	28	32	37	34	29	33	36
TOTAL NOT WELL	2	1	1	1	2	1	2	1	7	0	0	2	11	3	0	1	2	2	3	1	2
Not too well	2	1	1	1	2	1	2	1	7	0	0	2	11	3	0	1	2	2	3	1	2
NO OP/DK/NA	0	0	0	0	1	0	1	0	0	0	1	0	1	2	0	0	1	0	1	0	0
No opinion/DK/NA	0	0	0	0	1	0	1	0	0	0	1	0	1	2	0	0	1	0	1	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+
Base	344	180	164	122	127	95	94	85	85	78	51	71	77	49	52	44	58	63	61	65	60	35
TOTAL WELL	97%	96%	99%	97%	96%	99%	94%	98%	98%	99%	93%	100%	96%	97%	99%	99%	95%	99%	94%	99%	99%	99%
Very well	66	68	65	69	69	60	64	72	70	60	60	74	71	66	70	48	69	68	65	73	66	50
Somewhat well	31	28	34	28	28	39	30	27	29	40	32	26	25	31	30	50	26	31	29	26	33	49
TOTAL NOT WELL	2	3	1	2	4	1	5	1	1	1	5	0	4	3	1	1	3	1	6	1	1	1
Not too well	2	3	1	2	4	1	5	1	1	1	5	0	4	3	1	1	3	1	6	1	1	1
NO OP/DK/NA	0	1	0	1	0	0	1	0	0	0	2	0	0	0	0	1	2	0	0	0	0	0
No opinion/DK/NA	0	1	0	1	0	0	1	0	0	0	2	0	0	0	0	1	2	0	0	0	0	0

TABLE 72: Q23E. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Covers issues that I care about

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	344	78	40	33	88	91	78	70	26	32	47	149	195	239	105	167	70	26	40	41
TOTAL WELL	97%	98%	100%	99%	95%	95%	98%	99%	95%	99%	98%	99%	96%	97%	98%	96%	99%	95%	97%	100%
Very well	66	73	62	64	71	67	69	65	75	62	62	63	69	67	64	68	65	75	49	74
Somewhat well	31	25	38	36	24	28	30	34	20	38	36	36	28	30	33	29	34	20	47	26
TOTAL NOT WELL	2	1	0	1	5	5	0	1	5	0	2	1	3	3	1	3	1	5	3	0
Not too well	2	1	0	1	5	5	0	1	5	0	2	1	3	3	1	3	1	5	3	0
NO OP/DK/NA	0	2	0	0	0	0	2	0	0	1	0	0	1	0	1	1	0	0	0	0
No opinion/DK/NA	0	2	0	0	0	0	2	0	0	1	0	0	1	0	1	1	0	0	0	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	344	115	116	23	21	10	10	6	6	111	118	32	12	11	10	8	3	4	4	4
TOTAL WELL	97%	99%	99%	91%	100%	88%	100%	91%	86%	98%	100%	93%	100%	100%	87%	92%	77%	95%	94%	77%
Very well	66	69	68	64	61	62	49	58	33	73	65	58	75	60	51	43	53	50	64	23
Somewhat well	31	30	31	26	39	26	51	33	53	25	35	35	25	40	37	49	24	45	29	54
TOTAL NOT WELL	2	1	1	5	0	12	0	6	9	2	0	3	0	0	13	4	17	0	6	16
Not too well	2	1	1	5	0	12	0	6	9	2	0	3	0	0	13	4	17	0	6	16
NO OP/DK/NA	0	0	0	5	0	0	0	3	5	0	0	3	0	0	0	3	6	5	0	7
No opinion/DK/NA	0	0	0	5	0	0	0	3	5	0	0	3	0	0	0	3	6	5	0	7

TABLE 72: Q23E. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Covers issues that I care about

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	344	110	120	13	31	7	14	6	6	36	9	29	5	11	13	6	1	4	4	3
<u>TOTAL WELL</u>	97%	99%	99%	100%	93%	100%	91%	86%	91%	94%	100%	92%	100%	100%	91%	100%	100%	86%	86%	94%
Very well	66	65	72	63	63	32	67	33	58	64	57	60	68	68	65	35	57	73	35	25
Somewhat well	31	34	27	37	30	68	24	52	33	30	43	32	32	32	26	65	43	13	51	69
<u>TOTAL NOT WELL</u>	2	1	1	0	4	0	9	11	5	3	0	4	0	0	9	0	0	7	14	0
Not too well	2	1	1	0	4	0	9	11	5	3	0	4	0	0	9	0	0	7	14	0
<u>NO OP/DK/NA</u>	0	0	0	0	3	0	0	3	5	3	0	4	0	0	0	0	0	7	0	6
No opinion/DK/NA	0	0	0	0	3	0	0	3	5	3	0	4	0	0	0	0	0	7	0	6

TABLE 73: Q23F. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Lets me know about ways I can get involved

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	344	155	106	25	44	32	334	10	126	156	52	229	115	145	174	25	275	206	159	170	220	98
TOTAL WELL	78%	79%	76%	79%	79%	79%	78%	69%	79%	80%	69%	77%	79%	76%	81%	70%	79%	79%	80%	79%	78%	80%
Very well	43	44	42	35	50	38	43	38	44	40	49	39	49	35	51	30	45	50	47	42	45	44
Somewhat well	35	35	35	44	29	41	35	31	35	40	20	37	30	40	30	40	35	30	34	37	32	36
TOTAL NOT WELL	22	21	23	21	21	21	22	21	21	20	31	23	20	24	19	30	20	21	20	21	22	19
Not too well	17	16	18	8	16	19	17	9	16	16	23	18	13	19	14	19	17	16	14	16	17	12
Not at all well	5	5	5	14	5	2	5	12	5	4	8	5	7	5	5	11	4	5	5	5	5	7
NO OP/DK/NA	0	0	1	0	1	0	0	10	0	0	0	0	1	0	1	0	0	0	0	1	1	1
No opinion/DK/NA	0	0	1	0	1	0	0	10	0	0	0	0	1	0	1	0	0	0	0	1	1	1
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	344	87	154	241	92	11	253	22	17	12	16	141	47	28	32	29	0	0	344	0	0	
TOTAL WELL	78%	80%	80%	80%	75%	58%	75%	87%	81%	70%	90%	78%	82%	77%	78%	71%	0%	0%	78%	0%	0%	
Very well	43	49	44	46	38	8	40	51	53	44	55	44	36	46	27	33	0	0	43	0	0	
Somewhat well	35	31	35	34	37	50	35	36	28	26	35	34	46	32	51	38	0	0	35	0	0	
TOTAL NOT WELL	22	20	20	20	25	33	25	13	19	30	8	22	18	19	21	29	0	0	22	0	0	
Not too well	17	15	17	16	19	12	19	6	14	21	0	17	17	11	14	23	0	0	17	0	0	
Not at all well	5	5	4	4	7	20	6	6	5	8	8	5	0	8	7	6	0	0	5	0	0	
NO OP/DK/NA	0	0	0	0	0	9	0	0	0	0	2	0	0	4	1	0	0	0	0	0	0	
No opinion/DK/NA	0	0	0	0	0	9	0	0	0	0	2	0	0	4	1	0	0	0	0	0	0	

TABLE 73: Q23F. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Lets me know about ways I can get involved

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	344	72	21	167	177	147	25	44	163	75	40	87	227	69	49	88	149	107	222	113	134
TOTAL WELL	78%	77%	91%	80%	76%	75%	74%	74%	77%	71%	76%	72%	77%	86%	72%	81%	77%	76%	77%	79%	78%	78%
Very well	43	50	45	43	42	40	31	46	42	37	38	40	42	43	44	49	38	44	43	43	38	47
Somewhat well	35	28	46	37	34	35	44	28	35	34	38	32	34	43	27	32	39	31	34	36	40	31
TOTAL NOT WELL	22	23	9	19	24	25	26	25	23	29	24	27	23	14	26	19	22	24	23	20	22	21
Not too well	17	20	9	15	18	19	19	19	18	20	18	19	18	13	14	14	18	16	18	15	17	16
Not at all well	5	3	0	5	6	6	6	6	6	8	6	8	5	1	13	5	4	7	5	5	5	5
NO OP/DK/NA	0	0	0	1	0	0	0	1	0	0	0	0	0	0	2	0	1	0	0	1	0	1
No opinion/DK/NA	0	0	0	1	0	0	0	1	0	0	0	0	0	0	2	0	1	0	0	1	0	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
	Base	344	230	44	21	11	6	7	103	34	86	127	90	121	218	227	110	63	101	110
TOTAL WELL	78%	80%	73%	71%	67%	75%	67%	75%	85%	80%	78%	73%	81%	76%	80%	75%	64%	85%	78%	81%
Very well	43	44	40	38	23	27	37	41	56	47	38	41	49	39	43	45	37	51	41	41
Somewhat well	35	36	33	33	44	48	30	34	29	33	40	31	32	37	37	30	27	34	37	40
TOTAL NOT WELL	22	20	24	29	31	25	29	23	12	20	22	27	18	24	20	24	36	14	22	19
Not too well	17	16	12	19	19	12	20	15	4	16	19	19	12	19	15	19	25	13	16	17
Not at all well	5	3	13	10	12	12	9	9	8	4	2	8	5	5	5	5	12	1	6	2
NO OP/DK/NA	0	0	2	0	2	0	4	1	3	0	0	0	1	0	0	1	0	1	0	0
No opinion/DK/NA	0	0	2	0	2	0	4	1	3	0	0	0	1	0	0	1	0	1	0	0

TABLE 73: Q23F. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Lets me know about ways I can get involved

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	344	71	66	138	195	104	118	112	52	42	98	103	35	68	77	120	31	12	180	163	44
TOTAL WELL	78%	86%	80%	83%	75%	77%	78%	78%	86%	70%	79%	78%	74%	68%	82%	82%	74%	77%	75%	80%	75%
Very well	43	56	52	54	36	47	43	40	44	31	49	40	28	37	45	46	45	65	39	47	51
Somewhat well	35	30	28	29	38	30	35	38	42	39	31	38	46	31	37	36	29	12	37	33	24
TOTAL NOT WELL	22	14	19	16	25	22	22	22	12	30	21	22	25	32	18	18	23	23	25	19	23
Not too well	17	9	14	11	20	17	17	16	6	25	18	16	11	21	17	15	21	16	17	16	20
Not at all well	5	5	5	5	5	4	4	6	6	5	2	6	14	11	1	3	2	7	7	3	3
NO OP/DK/NA	0	0	1	1	0	1	0	0	2	0	0	0	1	0	0	0	3	0	0	1	2
No opinion/DK/NA	0	0	1	1	0	1	0	0	2	0	0	0	1	0	0	0	3	0	0	1	2

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	344	180	164	122	127	95	94	85	85	78	51	71	77	49	52	44	58	63	61	65	60	35
TOTAL WELL	78%	78%	77%	71%	83%	79%	71%	87%	81%	73%	66%	75%	84%	82%	83%	75%	65%	76%	76%	90%	85%	69%
Very well	43	44	41	37	48	42	40	48	37	46	33	40	54	39	39	47	37	37	30	65	48	32
Somewhat well	35	35	35	34	35	36	30	39	44	26	32	35	30	43	43	28	28	38	46	25	36	37
TOTAL NOT WELL	22	21	23	28	17	21	29	12	19	27	32	25	16	18	17	25	35	23	24	10	15	31
Not too well	17	15	19	22	12	16	21	7	12	25	26	19	9	16	12	21	26	18	16	8	10	26
Not at all well	5	6	4	6	5	5	8	5	7	2	6	6	7	2	6	4	9	4	9	2	5	4
NO OP/DK/NA	0	1	0	1	0	0	0	1	0	0	2	0	0	0	0	1	0	2	0	0	0	0
No opinion/DK/NA	0	1	0	1	0	0	0	1	0	0	2	0	0	0	0	1	0	2	0	0	0	0

TABLE 73: Q23F. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Lets me know about ways I can get involved

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	344	78	40	33	88	91	78	70	26	32	47	149	195	239	105	167	70	26	40	41
TOTAL WELL	78%	73%	69%	84%	84%	75%	80%	73%	83%	76%	85%	77%	78%	76%	82%	77%	73%	83%	73%	90%
Very well	43	34	48	30	56	50	46	37	40	22	46	37	47	43	41	48	37	40	26	48
Somewhat well	35	39	21	54	28	24	35	36	43	54	38	40	31	32	41	29	36	43	47	42
TOTAL NOT WELL	22	27	29	16	16	25	20	26	17	24	15	22	22	24	18	23	26	17	27	10
Not too well	17	22	23	11	13	15	18	23	2	23	13	20	14	17	17	16	22	2	27	7
Not at all well	5	4	5	4	4	11	2	3	15	1	2	2	8	7	1	7	3	15	0	3
NO OP/DK/NA	0	0	2	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0	0
No opinion/DK/NA	0	0	2	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	344	115	116	23	21	10	10	6	6	111	118	32	12	11	10	8	3	4	4	4
TOTAL WELL	78%	82%	79%	71%	76%	67%	75%	67%	67%	78%	82%	72%	76%	64%	79%	66%	69%	66%	84%	50%
Very well	43	42	46	42	39	40	36	25	21	41	47	40	42	33	44	20	32	13	46	8
Somewhat well	35	40	33	29	38	27	40	42	46	37	35	32	35	32	35	47	38	53	39	42
TOTAL NOT WELL	22	18	21	25	24	33	25	33	28	22	18	28	16	36	21	30	31	34	16	43
Not too well	17	15	18	10	14	21	17	18	19	19	14	10	16	28	9	19	17	29	8	20
Not at all well	5	4	3	15	10	12	8	15	9	4	3	17	0	8	13	11	13	5	8	23
NO OP/DK/NA	0	0	0	4	0	0	0	0	5	0	0	0	8	0	0	3	0	0	0	7
No opinion/DK/NA	0	0	0	4	0	0	0	0	5	0	0	0	8	0	0	3	0	0	0	7

TABLE 73: Q23F. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Lets me know about ways I can get involved

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	344	110	120	13	31	7	14	6	6	36	9	29	5	11	13	6	1	4	4
<u>TOTAL WELL</u>	78%	79%	81%	84%	69%	45%	84%	76%	59%	70%	88%	66%	79%	90%	83%	49%	57%	54%	75%	73%
Very well	43	38	50	43	39	11	51	24	22	39	47	34	53	51	48	12	57	27	20	22
Somewhat well	35	42	31	41	30	34	33	52	36	31	41	32	26	39	35	37	0	27	55	51
<u>TOTAL NOT WELL</u>	22	21	19	8	31	55	16	24	37	28	12	34	0	10	17	51	43	39	25	27
Not too well	17	21	13	0	17	33	12	9	28	15	0	18	0	0	13	27	43	26	6	27
Not at all well	5	0	6	8	14	22	4	15	9	13	12	16	0	10	4	24	0	13	19	0
<u>NO OP/DK/NA</u>	0	0	0	7	0	0	0	0	5	3	0	0	21	0	0	0	0	7	0	0
No opinion/DK/NA	0	0	0	7	0	0	0	0	5	3	0	0	21	0	0	0	0	7	0	0

TABLE 74: Q23G. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Digs beneath the surface of the issues

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB	
Base	344	155	106	25	44	32	334	10	126	156	52	229	115	145	174	25	275	206	159	170	220	98	
TOTAL WELL	91%	94%	93%	88%	84%	80%	91%	75%	89%	96%	81%	90%	92%	92%	92%	81%	95%	95%	94%	95%	96%	95%	
Very well	62	68	59	58	61	43	62	51	65	65	47	63	60	60	65	47	67	71	66	68	67	67	
Somewhat well	29	27	34	30	23	37	29	24	25	31	34	28	32	31	27	34	28	24	28	27	28	28	
TOTAL NOT WELL	8	5	5	12	15	20	8	13	9	4	18	9	7	7	8	16	4	5	5	4	4	5	
Not too well	5	3	3	5	15	7	5	13	7	4	2	6	2	3	4	15	3	2	3	2	3	3	
Not at all well	3	3	1	8	0	13	3	0	3	0	16	3	5	4	3	1	2	2	3	1	1	2	
NO OP/DK/NA	1	0	2	0	1	0	1	12	1	0	0	1	1	1	1	3	1	0	1	2	1	0	
No opinion/DK/NA	1	0	2	0	1	0	1	12	1	0	0	1	1	1	1	3	1	0	1	2	1	0	
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL			
Base	344	87	154	241	92	11	253	22	17	12	16	141	47	28	32	29	0	0	344	0	0		
TOTAL WELL	91%	92%	97%	95%	84%	60%	94%	84%	81%	89%	68%	97%	92%	75%	91%	91%	0%	0%	91%	0%	0%		
Very well	62	75	70	71	41	29	65	55	39	77	36	71	59	46	64	57	0	0	62	0	0		
Somewhat well	29	17	27	24	43	31	29	28	42	13	32	26	33	29	27	34	0	0	29	0	0		
TOTAL NOT WELL	8	7	2	4	15	38	6	16	19	11	23	3	8	23	8	9	0	0	8	0	0		
Not too well	5	4	2	3	9	13	3	10	11	2	15	3	8	16	1	4	0	0	5	0	0		
Not at all well	3	3	0	1	6	25	2	7	9	8	8	0	0	7	7	5	0	0	3	0	0		
NO OP/DK/NA	1	1	1	1	1	2	0	0	0	0	9	0	0	3	2	0	0	0	1	0	0		
No opinion/DK/NA	1	1	1	1	1	2	0	0	0	0	9	0	0	3	2	0	0	0	1	0	0		

TABLE 74: Q23G. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Digs beneath the surface of the issues

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL T	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	344	72	21	167	177	147	25	44	163	75	40	87	227	69	49	88	149	107	222	113	134
TOTAL WELL	91%	98%	96%	88%	94%	93%	83%	84%	93%	92%	94%	92%	95%	85%	80%	92%	94%	85%	93%	89%	95%	89%
Very well	62	67	74	57	66	63	59	54	64	64	63	63	66	52	59	66	61	59	64	58	62	62
Somewhat well	29	31	22	30	28	29	24	30	29	28	30	29	30	33	21	26	33	26	28	31	33	27
TOTAL NOT WELL	8	2	4	11	6	7	17	14	7	7	6	8	4	13	19	5	5	14	7	10	5	9
Not too well	5	0	4	7	3	4	17	9	4	3	6	4	2	9	10	4	4	6	4	6	5	5
Not at all well	3	2	0	4	3	3	0	5	2	4	0	3	2	4	9	2	1	8	2	4	0	5
NO OP/DK/NA	1	0	0	2	0	0	0	2	1	0	0	0	1	2	0	2	1	0	1	1	1	1
No opinion/DK/NA	1	0	0	2	0	0	0	2	1	0	0	0	1	2	0	2	1	0	1	1	1	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
	Base	344	230	44	21	11	6	7	103	34	86	127	90	121	218	227	110	63	101	110
TOTAL WELL	91%	94%	87%	79%	82%	94%	76%	87%	85%	91%	90%	96%	89%	93%	93%	89%	85%	95%	93%	91%
Very well	62	67	59	55	48	54	56	54	63	61	63	62	61	63	63	62	51	71	66	53
Somewhat well	29	27	28	24	34	40	20	33	22	30	28	34	28	30	30	26	34	24	27	37
TOTAL NOT WELL	8	5	13	14	13	6	17	12	13	9	9	3	10	6	7	10	13	3	6	9
Not too well	5	4	5	7	10	6	12	6	7	3	8	2	4	5	5	5	8	1	5	5
Not at all well	3	1	8	8	3	0	5	5	6	6	1	2	6	1	2	5	6	2	2	4
NO OP/DK/NA	1	1	0	7	5	0	8	2	3	0	1	1	1	1	0	2	2	2	0	0
No opinion/DK/NA	1	1	0	7	5	0	8	2	3	0	1	1	1	1	0	2	2	2	0	0

TABLE 74: Q23G. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Digs beneath the surface of the issues

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	344	71	66	138	195	104	118	112	52	42	98	103	35	68	77	120	31	12	180	163	44
TOTAL WELL	91%	93%	96%	94%	91%	87%	93%	95%	82%	83%	94%	96%	64%	95%	98%	91%	90%	100%	90%	92%	93%
Very well	62	63	62	62	63	59	64	65	45	62	65	64	33	59	71	64	62	78	59	65	67
Somewhat well	29	30	34	32	28	28	29	30	37	21	29	32	31	37	27	27	27	22	32	27	26
TOTAL NOT WELL	8	6	4	5	9	13	7	4	17	16	6	4	35	4	2	7	10	0	9	7	7
Not too well	5	3	4	4	4	7	5	2	11	5	5	4	19	0	2	5	6	0	5	5	4
Not at all well	3	2	0	1	4	5	1	2	7	10	2	0	16	3	0	2	5	0	4	2	3
NO OP/DK/NA	1	2	0	1	1	0	0	1	0	2	0	0	1	1	0	2	0	0	1	1	0
No opinion/DK/NA	1	2	0	1	1	0	0	1	0	2	0	0	1	1	0	2	0	0	1	1	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	344	180	164	122	127	95	94	85	85	78	51	71	77	49	52	44	58	63	61	65	60	35
TOTAL WELL	91%	91%	91%	90%	93%	90%	88%	94%	93%	89%	90%	90%	93%	93%	88%	91%	85%	95%	94%	92%	92%	85%
Very well	62	62	62	62	67	54	59	65	59	65	63	61	71	62	48	62	61	62	62	73	54	56
Somewhat well	29	29	29	28	26	35	29	29	34	24	28	29	23	30	40	29	24	33	32	19	38	30
TOTAL NOT WELL	8	9	7	9	6	10	12	6	6	9	10	8	7	5	11	8	14	4	6	6	7	15
Not too well	5	4	5	5	5	5	5	4	4	6	4	5	5	5	4	5	7	3	6	4	1	11
Not at all well	3	4	2	4	1	5	7	2	2	3	6	3	2	0	7	3	8	1	0	2	6	4
NO OP/DK/NA	1	0	2	1	1	1	0	0	1	2	0	2	0	2	0	1	1	1	0	2	1	0
No opinion/DK/NA	1	0	2	1	1	1	0	0	1	2	0	2	0	2	0	1	1	1	0	2	1	0

TABLE 74: Q23G. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Digs beneath the surface of the issues

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	344	78	40	33	88	91	78	70	26	32	47	149	195	239	105	167	70	26	40	41
TOTAL WELL	91%	94%	87%	96%	91%	89%	91%	91%	89%	96%	93%	92%	90%	91%	91%	90%	91%	89%	91%	97%
Very well	62	62	63	66	69	67	66	55	61	55	61	57	66	62	62	66	55	61	50	68
Somewhat well	29	32	24	30	23	22	25	36	28	41	31	36	24	29	30	24	36	28	41	29
TOTAL NOT WELL	8	6	11	4	7	9	7	9	11	4	7	7	9	9	7	8	9	11	9	3
Not too well	5	4	6	4	6	3	4	6	11	4	7	6	4	4	6	3	6	11	9	3
Not at all well	3	1	5	0	2	7	3	4	0	0	0	2	5	4	1	5	4	0	0	0
NO OP/DK/NA	1	0	2	0	1	1	2	0	0	0	0	0	1	1	2	2	0	0	0	1
No opinion/DK/NA	1	0	2	0	1	1	2	0	0	0	0	0	1	1	2	2	0	0	0	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	344	115	116	23	21	10	10	6	6	111	118	32	12	11	10	8	3	4	4	4
TOTAL WELL	91%	94%	94%	88%	85%	87%	71%	85%	79%	93%	95%	85%	91%	86%	71%	79%	91%	83%	100%	64%
Very well	62	67	66	61	58	66	44	52	44	65	68	50	83	71	37	50	45	48	58	40
Somewhat well	29	27	28	28	27	21	27	33	35	29	26	35	8	15	34	29	46	36	42	24
TOTAL NOT WELL	8	6	5	12	15	13	16	11	16	7	4	15	9	7	22	15	9	17	0	23
Not too well	5	5	4	0	10	5	8	11	10	6	3	3	9	0	14	11	9	8	0	23
Not at all well	3	1	1	12	5	8	7	0	6	1	1	11	0	7	8	4	0	9	0	0
NO OP/DK/NA	1	0	1	0	0	0	13	4	5	0	1	0	0	7	7	6	0	0	0	13
No opinion/DK/NA	1	0	1	0	0	0	13	4	5	0	1	0	0	7	7	6	0	0	0	13

TABLE 74: Q23G. (RADIO) You said you get most of your information about government and politics from: RADIO: Thinking about the radio station you watch 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: Digs beneath the surface of the issues

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	344	110	120	13	31	7	14	6	6	36	9	29	5	11	13	6	1	4	4
<u>TOTAL WELL</u>	91%	94%	94%	81%	89%	76%	80%	83%	81%	90%	75%	88%	68%	91%	79%	74%	100%	79%	84%	83%
Very well	62	64	69	45	65	30	67	37	59	60	58	63	43	58	65	23	100	67	26	57
Somewhat well	29	31	25	36	24	46	13	46	22	30	17	26	26	33	14	51	0	13	58	26
<u>TOTAL NOT WELL</u>	8	6	5	19	11	24	10	12	14	10	25	12	32	9	10	26	0	14	16	9
Not too well	5	6	3	8	4	13	4	6	14	3	13	4	0	9	4	14	0	14	8	9
Not at all well	3	0	2	11	7	11	6	6	0	8	12	8	32	0	6	12	0	0	8	0
<u>NO OP/DK/NA</u>	1	0	1	0	0	0	10	4	5	0	0	0	0	0	10	0	0	7	0	8
No opinion/DK/NA	1	0	1	0	0	0	10	4	5	0	0	0	0	0	10	0	0	7	0	8

TABLE 75: Q23A. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Is politically partisan

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	979	448	269	77	183	70	965	14	455	461	49	721	258	489	414	76	641	483	424	475	545	342
TOTAL WELL	71%	73%	71%	70%	74%	61%	71%	40%	70%	73%	73%	71%	71%	74%	69%	60%	71%	74%	71%	70%	71%	76%
Very well	20	21	21	22	21	13	20	10	22	18	29	20	21	18	23	19	22	24	20	20	20	16
Somewhat well	51	52	50	48	53	47	51	30	48	55	44	51	50	56	46	41	49	50	50	50	51	60
TOTAL NOT WELL	23	22	24	25	21	28	23	44	23	23	22	23	22	21	25	27	25	21	24	25	23	19
Not too well	16	15	17	18	13	15	16	4	15	17	9	15	17	14	16	21	17	14	17	16	15	12
Not at all well	8	7	7	7	8	13	7	40	8	6	13	8	6	6	10	6	8	7	8	9	8	6
NO OP/DK/NA	6	5	5	5	5	12	6	16	7	5	5	6	7	5	5	13	5	5	5	5	5	5
No opinion/DK/NA	6	5	5	5	5	12	6	16	7	5	5	6	7	5	5	13	5	5	5	5	5	5
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	979	219	347	566	328	85	664	98	75	44	32	428	173	53	110	54	0	0	0	979	0	
TOTAL WELL	71%	71%	73%	72%	71%	62%	71%	77%	70%	68%	77%	73%	75%	81%	67%	65%	0%	0%	0%	71%	0%	
Very well	20	21	19	20	17	30	17	29	16	21	33	19	26	20	18	21	0	0	0	20	0	
Somewhat well	51	50	54	52	54	32	53	47	54	47	44	55	50	61	50	44	0	0	0	51	0	
TOTAL NOT WELL	23	25	22	23	23	25	24	16	23	31	14	22	21	16	28	27	0	0	0	23	0	
Not too well	16	11	18	15	18	12	16	9	13	27	10	15	10	10	26	23	0	0	0	16	0	
Not at all well	8	14	4	8	5	13	8	7	9	4	4	7	11	5	3	4	0	0	0	8	0	
NO OP/DK/NA	6	4	5	5	6	13	5	8	8	1	9	5	4	4	4	8	0	0	0	6	0	
No opinion/DK/NA	6	4	5	5	6	13	5	8	8	1	9	5	4	4	4	8	0	0	0	6	0	

TABLE 75: Q23A. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Is politically partisan

	Q14 NWSPPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL T	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	979	104	137	581	398	778	83	237	845	404	247	474	738	115	127	264	465	250	505	411	317	653
<u>TOTAL WELL</u>	71%	75%	67%	73%	68%	72%	72%	70%	71%	72%	69%	71%	73%	65%	67%	65%	75%	70%	71%	71%	72%	70%
Very well	20	12	12	19	21	20	24	25	21	18	20	19	20	20	22	16	22	20	21	20	19	20
Somewhat well	51	63	55	54	47	52	47	44	51	54	49	52	53	44	45	49	52	49	50	51	52	50
<u>TOTAL NOT WELL</u>	23	20	25	21	26	24	16	22	23	23	27	24	22	26	25	29	20	22	23	23	23	23
Not too well	16	10	18	14	18	16	15	15	16	15	16	16	16	14	16	18	14	15	16	15	17	15
Not at all well	8	10	7	7	8	7	1	7	7	8	11	8	7	12	9	11	6	7	7	7	6	8
<u>NO OP/DK/NA</u>	6	4	8	6	6	4	13	8	6	5	4	5	5	10	8	5	5	8	6	6	5	6
No opinion/DK/NA	6	4	8	6	6	4	13	8	6	5	4	5	5	10	8	5	5	8	6	6	5	6

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS			Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL	
Base	979	577	187	49	53	26	37	379	122	314	319	219	436	537	530	440	221	277	275	186	
<u>TOTAL WELL</u>	71%	70%	75%	76%	67%	67%	71%	73%	69%	77%	68%	66%	75%	68%	70%	72%	70%	75%	70%	66%	
Very well	20	19	18	18	22	24	19	20	19	24	22	13	22	18	21	19	21	20	23	14	
Somewhat well	51	51	57	58	45	44	53	53	50	53	46	54	53	49	49	53	49	55	47	52	
<u>TOTAL NOT WELL</u>	23	26	16	21	23	23	16	20	25	18	25	28	20	26	25	21	22	20	25	27	
Not too well	16	17	11	14	17	18	11	13	18	13	17	17	14	17	16	16	16	16	14	17	
Not at all well	8	8	5	7	6	5	5	7	7	5	8	11	6	9	9	6	6	4	11	10	
<u>NO OP/DK/NA</u>	6	5	9	3	10	10	13	8	6	5	7	6	5	6	5	7	7	5	5	7	
No opinion/DK/NA	6	5	9	3	10	10	13	8	6	5	7	6	5	6	5	7	7	5	5	7	

TABLE 75: Q23A. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Is politically partisan

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO	\$40K	\$60K				\$100K	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+			
Base	979	94	178	272	618	283	315	359	194	149	233	281	291	221	175	229	44	16	687	290	61
TOTAL WELL	71%	69%	80%	76%	70%	72%	74%	68%	75%	70%	70%	70%	75%	68%	74%	70%	58%	65%	72%	68%	60%
Very well	20	34	24	28	16	25	15	20	20	20	16	23	16	19	21	24	23	25	19	24	24
Somewhat well	51	35	56	49	53	47	58	48	55	50	54	48	58	49	52	46	35	40	54	44	36
TOTAL NOT WELL	23	26	18	21	24	22	23	26	21	27	22	26	21	27	18	23	33	33	22	25	33
Not too well	16	16	14	15	17	13	14	19	14	17	16	19	15	18	9	18	26	13	14	19	23
Not at all well	8	11	5	7	7	8	8	6	6	10	6	7	6	10	10	5	7	20	8	6	10
NO OP/DK/NA	6	5	2	3	6	6	4	6	4	3	8	4	5	4	8	7	9	2	5	7	7
No opinion/DK/NA	6	5	2	3	6	6	4	6	4	3	8	4	5	4	8	7	9	2	5	7	7

	GENDER			PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE					
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
							18-49	50+	18-49	50+												
Base	979	577	402	375	279	325	388	187	299	103	205	170	183	96	189	136	264	111	171	107	253	73
TOTAL WELL	71%	72%	69%	69%	72%	73%	75%	68%	69%	67%	71%	66%	74%	68%	73%	72%	72%	61%	76%	67%	71%	78%
Very well	20	23	16	17	25	20	21	26	15	20	21	12	27	20	21	19	18	15	20	33	18	24
Somewhat well	51	50	53	52	47	53	53	42	54	47	50	54	47	48	53	53	54	46	55	34	52	54
TOTAL NOT WELL	23	23	24	26	22	20	22	25	23	25	24	28	23	21	22	19	24	31	19	26	22	15
Not too well	16	15	16	17	16	14	14	19	15	19	14	20	16	16	17	10	14	23	13	19	15	12
Not at all well	8	7	8	9	6	6	8	6	8	6	10	8	7	6	5	9	10	8	6	7	7	3
NO OP/DK/NA	6	5	8	5	6	7	4	7	7	8	5	5	3	10	5	9	4	8	5	7	7	6
No opinion/DK/NA	6	5	8	5	6	7	4	7	7	8	5	5	3	10	5	9	4	8	5	7	7	6

TABLE 75: Q23A. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Is politically partisan

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	979	237	125	96	168	226	222	232	89	112	98	443	537	712	267	434	240	89	114	103
TOTAL WELL	71%	71%	63%	71%	71%	69%	71%	74%	78%	64%	68%	70%	72%	72%	68%	70%	72%	78%	64%	74%
Very well	20	14	19	16	28	19	21	20	21	20	19	20	20	20	21	20	20	21	19	18
Somewhat well	51	56	44	55	43	50	50	54	57	44	49	50	51	52	47	49	52	57	45	56
TOTAL NOT WELL	23	25	30	20	25	25	24	20	19	24	27	23	23	23	23	25	22	19	27	18
Not too well	16	16	21	14	17	15	16	13	13	13	26	16	15	15	17	16	14	13	18	16
Not at all well	8	10	9	5	8	9	7	7	6	11	1	7	8	8	6	9	8	6	9	2
NO OP/DK/NA	6	4	7	9	4	6	5	6	2	11	5	7	5	5	8	6	5	2	8	8
No opinion/DK/NA	6	4	7	9	4	6	5	6	2	11	5	7	5	5	8	6	5	2	8	8

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	979	351	226	102	85	26	23	32	21	372	202	157	31	35	14	41	12	17	12	24
TOTAL WELL	71%	69%	70%	77%	73%	84%	68%	73%	59%	71%	67%	76%	70%	73%	86%	69%	62%	68%	70%	65%
Very well	20	23	13	17	20	18	19	22	22	17	23	17	24	14	29	21	24	24	22	21
Somewhat well	51	46	58	60	53	66	49	50	37	54	44	59	47	58	57	47	37	44	48	44
TOTAL NOT WELL	23	27	24	16	16	16	27	20	27	25	28	16	16	26	10	24	19	23	20	24
Not too well	16	18	16	13	9	8	21	13	22	16	20	11	13	16	10	17	17	17	15	17
Not at all well	8	9	8	3	7	8	6	6	5	9	8	5	3	10	0	7	2	6	4	6
NO OP/DK/NA	6	3	6	8	12	0	5	8	14	4	6	9	14	2	4	8	19	9	11	11
No opinion/DK/NA	6	3	6	8	12	0	5	8	14	4	6	9	14	2	4	8	19	9	11	11

TABLE 75: Q23A. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Is politically partisan

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	979	282	295	62	125	16	33	22	30	149	36	109	25	53	32	13	4	26	19
<u>TOTAL WELL</u>	71%	70%	70%	71%	77%	85%	72%	72%	64%	74%	77%	74%	64%	81%	71%	88%	80%	64%	75%	59%
Very well	20	19	19	18	18	29	13	28	18	20	10	19	22	15	14	35	0	17	32	14
Somewhat well	51	50	51	53	58	56	59	44	46	54	67	56	42	66	57	53	80	47	43	45
<u>TOTAL NOT WELL</u>	23	25	27	15	16	15	24	18	26	17	11	17	26	7	25	12	20	28	15	23
Not too well	16	17	18	13	10	10	16	15	18	12	8	10	20	7	17	6	20	18	13	20
Not at all well	8	8	9	2	6	5	8	3	8	5	3	7	6	0	8	6	0	9	2	3
<u>NO OP/DK/NA</u>	6	6	4	13	8	0	4	10	10	9	11	9	10	11	4	0	0	8	10	17
No opinion/DK/NA	6	6	4	13	8	0	4	10	10	9	11	9	10	11	4	0	0	8	10	17

TABLE 76: Q23B. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Reflect the views of people like me

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	979	448	269	77	183	70	965	14	455	461	49	721	258	489	414	76	641	483	424	475	545	342
<u>TOTAL WELL</u>	78%	80%	81%	67%	82%	77%	78%	93%	77%	81%	70%	79%	76%	84%	74%	65%	76%	80%	77%	78%	77%	85%
Very well	23	26	21	19	27	13	23	34	28	19	16	25	20	27	22	8	24	23	23	23	21	24
Somewhat well	55	54	60	48	55	65	55	59	49	61	54	55	57	57	52	58	52	56	54	55	55	61
<u>TOTAL NOT WELL</u>	17	16	17	31	11	17	17	7	18	16	25	16	20	12	22	23	19	17	20	19	18	12
Not too well	12	11	12	22	8	10	12	7	12	11	17	11	13	10	14	15	13	11	13	12	12	10
Not at all well	6	5	5	10	3	7	6	0	6	5	8	5	7	3	8	8	6	6	7	7	6	3
<u>NO OP/DK/NA</u>	4	5	2	2	7	6	4	0	5	3	5	5	4	3	4	12	5	4	3	3	6	3
No opinion/DK/NA	4	5	2	2	7	6	4	0	5	3	5	5	4	3	4	12	5	4	3	3	6	3
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	979	219	347	566	328	85	664	98	75	44	32	428	173	53	110	54	0	0	0	979	0	
<u>TOTAL WELL</u>	78%	75%	80%	78%	79%	78%	81%	77%	73%	79%	69%	84%	76%	77%	82%	65%	0%	0%	0%	78%	0%	
Very well	23	20	23	21	26	25	24	26	15	19	33	25	26	16	24	14	0	0	0	23	0	
Somewhat well	55	56	57	57	53	53	57	51	58	61	37	59	49	62	58	51	0	0	0	55	0	
<u>TOTAL NOT WELL</u>	17	20	17	18	15	19	15	22	24	17	27	12	22	19	16	31	0	0	0	17	0	
Not too well	12	12	14	13	11	6	11	13	15	17	22	9	13	13	14	23	0	0	0	12	0	
Not at all well	6	8	3	5	5	13	4	9	8	0	5	3	9	6	2	8	0	0	0	6	0	
<u>NO OP/DK/NA</u>	4	4	3	4	6	4	4	1	3	3	4	4	2	3	2	3	0	0	0	4	0	
No opinion/DK/NA	4	4	3	4	6	4	4	1	3	3	4	4	2	3	2	3	0	0	0	4	0	

TABLE 76: Q23B. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Reflect the views of people like me

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL T	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	979	104	137	581	398	778	83	237	845	404	247	474	738	115	127	264	465	250	505	411	317
TOTAL WELL	78%	80%	79%	78%	79%	80%	78%	77%	78%	81%	81%	81%	81%	74%	65%	78%	78%	78%	77%	81%	78%	78%
Very well	23	16	18	21	27	24	24	26	23	24	24	25	25	19	15	23	24	22	21	27	23	23
Somewhat well	55	64	61	57	52	56	54	51	55	58	57	56	56	55	50	55	54	56	56	54	55	55
TOTAL NOT WELL	17	20	14	17	17	16	21	18	18	15	14	15	15	23	26	19	18	15	18	15	20	16
Not too well	12	15	10	12	12	11	13	12	12	11	10	11	11	11	15	12	14	8	13	10	14	11
Not at all well	6	5	4	6	5	5	8	6	6	5	4	4	4	12	11	7	4	7	6	6	5	6
NO OP/DK/NA	4	0	6	4	4	4	1	5	4	4	5	4	4	3	9	3	4	7	5	4	3	5
No opinion/DK/NA	4	0	6	4	4	4	1	5	4	4	5	4	4	3	9	3	4	7	5	4	3	5

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
	Base	979	577	187	49	53	26	37	379	122	314	319	219	436	537	530	440	221	277	275
TOTAL WELL	78%	79%	79%	79%	74%	71%	73%	78%	75%	81%	79%	75%	79%	77%	79%	78%	80%	80%	78%	75%
Very well	23	25	20	29	26	23	24	21	31	25	23	17	27	21	21	26	29	22	21	20
Somewhat well	55	54	60	50	48	48	49	57	44	57	56	57	53	56	57	53	50	57	57	55
TOTAL NOT WELL	17	17	18	20	18	20	16	17	20	16	15	20	17	17	17	17	17	18	16	21
Not too well	12	11	10	14	13	13	14	12	11	11	10	15	11	12	12	11	10	12	10	17
Not at all well	6	5	7	6	5	7	2	5	9	5	5	5	6	5	5	6	7	5	5	5
NO OP/DK/NA	4	4	3	1	9	9	11	5	5	3	5	5	3	5	4	5	3	3	7	4
No opinion/DK/NA	4	4	3	1	9	9	11	5	5	3	5	5	3	5	4	5	3	3	7	4

TABLE 76: Q23B. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Reflect the views of people like me

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		94	178	272	618				283	315	359	194	149	233	281	291	221	175	229	44	16
Base	979	94	178	272	618	283	315	359	194	149	233	281	291	221	175	229	44	16	687	290	61
TOTAL WELL	78%	72%	78%	76%	80%	73%	83%	80%	82%	81%	78%	80%	83%	81%	76%	75%	63%	66%	81%	73%	64%
Very well	23	33	20	25	22	24	23	23	30	28	18	23	27	24	24	20	15	4	25	19	12
Somewhat well	55	39	58	51	58	49	60	57	52	53	59	57	56	57	52	54	49	61	56	54	52
TOTAL NOT WELL	17	26	19	22	16	22	14	17	16	15	18	18	14	15	20	20	24	34	16	21	27
Not too well	12	18	11	13	11	13	9	13	11	11	9	15	10	9	16	13	12	27	11	13	16
Not at all well	6	8	9	8	5	8	5	5	5	4	9	3	4	6	4	7	12	7	4	8	11
NO OP/DK/NA	4	2	2	2	4	6	3	3	3	4	5	2	3	4	4	5	12	0	4	6	9
No opinion/DK/NA	4	2	2	2	4	6	3	3	3	4	5	2	3	4	4	5	12	0	4	6	9

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+
Base	979	577	402	375	279	325	388	187	299	103	205	170	183	96	189	136	264	111	171	107	253	73
TOTAL WELL	78%	79%	78%	82%	71%	80%	80%	75%	82%	68%	84%	80%	71%	70%	79%	82%	84%	79%	74%	64%	82%	75%
Very well	23	25	21	25	21	24	27	20	22	16	28	21	22	18	25	22	28	15	20	21	25	21
Somewhat well	55	53	57	58	50	57	53	55	59	52	57	59	49	52	55	59	56	63	54	44	57	55
TOTAL NOT WELL	17	17	18	13	25	15	16	18	15	26	11	15	24	28	17	13	13	14	23	30	14	20
Not too well	12	11	13	10	18	9	11	11	12	17	8	12	17	21	8	10	10	9	17	21	9	8
Not at all well	6	6	4	3	7	7	6	7	3	9	3	4	7	7	9	4	3	5	6	9	5	12
NO OP/DK/NA	4	4	4	5	4	4	4	6	4	6	5	5	5	2	4	5	4	7	3	6	4	5
No opinion/DK/NA	4	4	4	5	4	4	4	6	4	6	5	5	5	2	4	5	4	7	3	6	4	5

TABLE 76: Q23B. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Reflect the views of people like me

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	979	237	125	96	168	226	222	232	89	112	98	443	537	712	267	434	240	89	114	103
TOTAL WELL	78%	84%	81%	69%	71%	79%	82%	75%	81%	74%	79%	76%	80%	79%	77%	80%	75%	81%	76%	77%
Very well	23	24	26	13	24	24	22	28	29	19	13	22	24	25	19	23	27	29	18	16
Somewhat well	55	60	55	56	47	55	60	47	52	55	66	53	57	54	58	57	48	52	58	61
TOTAL NOT WELL	17	10	17	25	26	18	14	20	14	19	18	19	16	17	19	16	20	14	16	19
Not too well	12	8	12	20	19	11	10	14	10	14	11	13	11	11	13	11	14	10	11	13
Not at all well	6	2	5	5	7	7	4	6	4	5	8	6	5	6	5	6	6	4	5	6
NO OP/DK/NA	4	6	2	6	3	4	4	5	5	7	3	5	4	4	4	3	5	5	7	4
No opinion/DK/NA	4	6	2	6	3	4	4	5	5	7	3	5	4	4	4	3	5	5	7	4

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	979	351	226	102	85	26	23	32	21	372	202	157	31	35	14	41	12	17	12	24
TOTAL WELL	78%	78%	81%	79%	79%	86%	70%	76%	70%	83%	72%	82%	67%	79%	79%	74%	73%	75%	74%	73%
Very well	23	27	22	22	17	26	33	26	25	28	20	21	14	30	28	24	32	22	35	23
Somewhat well	55	51	59	58	62	60	38	50	46	55	52	61	52	49	51	50	41	52	39	50
TOTAL NOT WELL	17	17	16	17	19	11	30	17	19	13	23	16	24	19	21	19	14	17	11	21
Not too well	12	11	12	9	12	9	21	11	16	9	16	11	6	15	12	14	10	11	9	16
Not at all well	6	6	4	7	7	2	9	6	3	4	7	5	18	4	9	5	4	6	2	5
NO OP/DK/NA	4	4	4	4	2	2	0	7	11	3	5	2	9	2	0	7	13	8	15	6
No opinion/DK/NA	4	4	4	4	2	2	0	7	11	3	5	2	9	2	0	7	13	8	15	6

TABLE 76: Q23B. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Reflect the views of people like me

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	979	282	295	62	125	16	33	22	30	149	36	109	25	53	32	13	4	26	19
TOTAL WELL	78%	77%	82%	75%	81%	84%	76%	70%	76%	81%	69%	80%	78%	79%	75%	81%	100%	76%	71%	74%
Very well	23	24	26	24	17	24	32	25	26	19	24	18	26	19	29	29	34	25	31	15
Somewhat well	55	53	56	51	64	60	45	45	51	63	46	61	52	61	47	51	66	51	40	59
TOTAL NOT WELL	17	19	15	21	16	16	22	20	16	16	25	17	22	17	23	19	0	17	20	13
Not too well	12	13	10	11	10	16	14	17	10	9	14	12	5	10	14	19	0	11	17	10
Not at all well	6	6	5	11	5	0	8	3	6	6	11	5	17	6	9	0	0	6	3	4
NO OP/DK/NA	4	4	3	3	3	0	2	10	8	3	6	4	0	4	2	0	0	7	9	13
No opinion/DK/NA	4	4	3	3	3	0	2	10	8	3	6	4	0	4	2	0	0	7	9	13

TABLE 77: Q23C. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Easy to understand

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	979	448	269	77	183	70	965	14	455	461	49	721	258	489	414	76	641	483	424	475	545	342
TOTAL WELL	95%	96%	96%	93%	95%	95%	95%	88%	95%	96%	92%	95%	96%	96%	95%	88%	96%	96%	95%	95%	96%	96%
Very well	60	60	64	38	65	62	60	45	60	61	51	60	60	63	59	43	65	65	65	61	65	59
Somewhat well	35	36	31	55	30	34	35	43	35	34	41	35	36	33	36	45	31	32	30	34	30	37
TOTAL NOT WELL	4	4	4	7	3	3	4	12	4	4	5	4	4	3	4	8	4	4	4	4	4	4
Not too well	3	3	2	6	3	3	3	4	3	3	5	3	2	2	3	4	2	3	3	3	3	3
Not at all well	1	1	2	1	0	0	1	7	1	1	0	1	1	1	1	4	1	1	1	1	1	1
NO OP/DK/NA	1	0	1	0	2	1	1	0	1	0	2	1	1	1	0	4	1	0	1	1	0	0
No opinion/DK/NA	1	0	1	0	2	1	1	0	1	0	2	1	1	1	0	4	1	0	1	1	0	0
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	979	219	347	566	328	85	664	98	75	44	32	428	173	53	110	54	0	0	0	979	0	
TOTAL WELL	95%	96%	96%	96%	95%	91%	96%	91%	97%	96%	93%	96%	95%	99%	93%	94%	0%	0%	0%	95%	0%	
Very well	60	66	65	65	53	51	62	47	60	59	55	62	64	48	56	57	0	0	0	60	0	
Somewhat well	35	30	31	31	42	40	34	44	37	37	38	35	31	51	37	37	0	0	0	35	0	
TOTAL NOT WELL	4	4	4	4	3	8	3	8	3	4	7	3	5	1	7	6	0	0	0	4	0	
Not too well	3	3	3	3	2	4	3	2	1	4	7	2	3	0	6	4	0	0	0	3	0	
Not at all well	1	1	1	1	1	4	1	5	1	0	0	1	2	1	1	2	0	0	0	1	0	
NO OP/DK/NA	1	0	0	0	2	2	1	1	0	0	0	1	0	0	0	0	0	0	0	1	0	
No opinion/DK/NA	1	0	0	0	2	2	1	1	0	0	0	1	0	0	0	0	0	0	0	1	0	

TABLE 77: Q23C. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Easy to understand

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	979	104	137	581	398	778	83	237	845	404	247	474	738	115	127	264	465	250	505	411	317	653
TOTAL WELL	95%	98%	96%	95%	96%	96%	96%	95%	95%	97%	98%	97%	97%	89%	90%	97%	95%	94%	95%	96%	94%	96%
Very well	60	59	62	58	63	61	51	58	61	62	61	61	63	52	52	65	59	57	61	62	59	60
Somewhat well	35	39	34	37	33	35	46	36	35	35	37	36	34	38	38	31	36	37	34	35	35	35
TOTAL NOT WELL	4	0	4	4	4	4	4	4	4	3	2	3	3	9	6	3	4	4	4	3	5	4
Not too well	3	0	2	3	3	3	2	3	3	2	1	2	2	6	5	3	3	3	4	2	3	3
Not at all well	1	0	2	1	1	1	2	2	1	1	2	1	1	3	1	1	1	1	1	2	1	1
NO OP/DK/NA	1	2	0	1	1	0	0	1	1	0	0	0	0	2	4	0	1	2	1	0	1	1
No opinion/DK/NA	1	2	0	1	1	0	0	1	1	0	0	0	0	2	4	0	1	2	1	0	1	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS			Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL	
Base	979	577	187	49	53	26	37	379	122	314	319	219	436	537	530	440	221	277	275	186	
TOTAL WELL	95%	95%	96%	93%	90%	89%	89%	95%	92%	95%	97%	94%	94%	96%	94%	97%	96%	95%	97%	92%	
Very well	60	64	54	53	51	53	45	54	52	60	58	67	58	62	60	60	63	58	57	61	
Somewhat well	35	32	42	40	39	36	44	41	40	35	40	27	36	35	34	37	33	36	40	31	
TOTAL NOT WELL	4	4	4	7	6	8	4	4	6	4	2	5	5	3	5	3	4	5	2	5	
Not too well	3	3	3	6	5	5	4	3	4	3	2	5	3	3	3	2	3	3	2	4	
Not at all well	1	1	1	1	1	2	0	1	2	2	0	1	2	1	2	0	1	2	0	1	
NO OP/DK/NA	1	1	1	0	4	4	7	1	2	1	1	0	1	0	1	1	0	0	0	3	
No opinion/DK/NA	1	1	1	0	4	4	7	1	2	1	1	0	1	0	1	1	0	0	0	3	

TABLE 77: Q23C. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Easy to understand

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO	\$0-\$40K	\$40K-\$60K				\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+		
Base	979	94	178	272	618	283	315	359	194	149	233	281	291	221	175	229	44	16	687	290	61
TOTAL WELL	95%	94%	98%	96%	95%	96%	94%	96%	98%	94%	95%	95%	97%	96%	92%	94%	100%	76%	96%	94%	94%
Very well	60	66	55	59	61	60	58	62	58	61	60	63	61	62	61	56	74	22	61	57	60
Somewhat well	35	27	43	37	34	37	37	33	39	33	35	32	37	35	31	38	26	55	35	37	34
TOTAL NOT WELL	4	6	2	3	5	4	5	4	2	5	4	5	1	4	6	5	0	22	3	6	6
Not too well	3	5	1	2	3	3	3	3	1	4	2	5	1	3	4	4	0	6	3	4	2
Not at all well	1	1	1	1	1	1	2	1	1	1	2	1	0	0	2	1	0	16	1	2	4
NO OP/DK/NA	1	0	0	0	1	0	1	1	0	1	1	0	1	0	1	0	0	2	1	0	0
No opinion/DK/NA	1	0	0	0	1	0	1	1	0	1	1	0	1	0	1	0	0	2	1	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+
Base	979	577	402	375	279	325	388	187	299	103	205	170	183	96	189	136	264	111	171	107	253	73
TOTAL WELL	95%	96%	95%	95%	95%	96%	96%	94%	95%	94%	95%	94%	94%	96%	97%	95%	95%	95%	97%	92%	96%	95%
Very well	60	60	59	62	59	59	63	55	59	61	66	58	58	60	57	61	64	58	58	59	60	54
Somewhat well	35	35	35	33	36	37	33	39	36	34	29	37	37	36	40	33	31	38	39	34	36	41
TOTAL NOT WELL	4	4	5	5	5	2	3	6	4	6	4	6	5	4	1	4	5	5	3	7	2	4
Not too well	3	2	4	3	4	2	1	3	4	4	2	4	4	4	0	4	3	3	2	6	2	2
Not at all well	1	2	0	2	1	1	1	2	0	1	2	1	1	0	1	0	1	2	1	1	0	2
NO OP/DK/NA	1	1	1	0	0	2	1	1	1	0	1	0	0	0	2	1	0	0	0	0	2	1
No opinion/DK/NA	1	1	1	0	0	2	1	1	1	0	1	0	0	0	2	1	0	0	0	0	2	1

TABLE 77: Q23C. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Easy to understand

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	979	237	125	96	168	226	222	232	89	112	98	443	537	712	267	434	240	89	114	103
TOTAL WELL	95%	95%	94%	92%	97%	98%	95%	93%	100%	91%	94%	93%	97%	96%	94%	97%	93%	100%	91%	94%
Very well	60	63	59	59	61	63	53	62	63	62	59	61	59	61	59	58	61	63	61	63
Somewhat well	35	32	36	33	36	36	42	31	37	29	35	31	38	35	35	39	32	37	30	31
TOTAL NOT WELL	4	4	6	8	3	2	5	6	0	6	5	6	3	4	4	3	6	0	6	5
Not too well	3	3	4	8	2	1	4	4	0	4	4	4	2	3	3	2	4	0	4	4
Not at all well	1	2	1	0	1	1	0	1	0	2	1	2	1	1	1	1	1	0	2	1
NO OP/DK/NA	1	1	0	1	0	0	0	1	0	3	1	2	0	0	2	0	1	0	3	1
No opinion/DK/NA	1	1	0	1	0	0	0	1	0	3	1	2	0	0	2	0	1	0	3	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	979	351	226	102	85	26	23	32	21	372	202	157	31	35	14	41	12	17	12	24
TOTAL WELL	95%	95%	95%	95%	97%	97%	88%	91%	89%	96%	93%	96%	97%	92%	95%	91%	86%	84%	89%	95%
Very well	60	64	63	53	55	51	54	51	51	65	60	53	57	55	47	52	47	43	60	52
Somewhat well	35	31	32	42	42	45	33	40	37	31	33	42	39	36	48	39	39	42	29	43
TOTAL NOT WELL	4	4	5	4	3	3	12	4	10	3	7	4	3	8	5	7	5	14	5	1
Not too well	3	2	4	2	3	3	9	2	10	2	4	3	3	6	5	6	2	11	5	1
Not at all well	1	2	0	2	0	0	3	2	0	1	2	1	0	2	0	1	2	3	0	0
NO OP/DK/NA	1	1	0	1	0	0	0	5	1	1	0	1	0	0	0	2	9	1	6	4
No opinion/DK/NA	1	1	0	1	0	0	0	5	1	1	0	1	0	0	0	2	9	1	6	4

TABLE 77: Q23C. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Easy to understand

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	979	282	295	62	125	16	33	22	30	149	36	109	25	53	32	13	4	26	19	8
TOTAL WELL	95%	92%	98%	97%	95%	85%	96%	87%	92%	97%	90%	94%	100%	96%	96%	82%	100%	92%	87%	90%
Very well	60	65	62	56	53	64	48	50	52	52	61	53	59	54	47	56	85	50	49	60
Somewhat well	35	27	36	41	42	21	48	38	40	46	29	42	41	42	49	26	15	43	38	30
TOTAL NOT WELL	4	7	2	1	5	15	4	7	5	3	7	6	0	2	4	18	0	5	8	7
Not too well	3	5	1	1	3	15	2	5	5	2	5	4	0	2	2	18	0	5	5	7
Not at all well	1	2	0	0	2	0	2	3	0	1	2	2	0	0	2	0	0	0	3	0
NO OP/DK/NA	1	1	0	2	0	0	0	5	2	0	3	0	0	2	0	0	0	3	5	3
No opinion/DK/NA	1	1	0	2	0	0	0	5	2	0	3	0	0	2	0	0	0	3	5	3

TABLE 78: Q23D. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Fair

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	979	448	269	77	183	70	965	14	455	461	49	721	258	489	414	76	641	483	424	475	545	342
<u>TOTAL WELL</u>	81%	86%	80%	77%	82%	73%	82%	75%	82%	83%	67%	83%	78%	85%	79%	68%	82%	84%	83%	81%	84%	88%
Very well	26	26	24	20	29	30	26	27	29	24	12	26	24	27	27	12	28	28	25	25	27	27
Somewhat well	56	60	56	57	53	43	56	48	53	59	55	57	54	59	53	56	55	56	57	56	56	60
<u>TOTAL NOT WELL</u>	15	12	17	21	12	19	15	16	14	14	28	14	17	12	16	23	14	13	15	14	13	10
Not too well	10	8	13	16	7	15	10	9	9	11	18	9	13	8	12	15	10	9	10	9	9	7
Not at all well	4	4	4	5	5	4	4	7	5	3	10	4	5	4	4	8	4	4	5	5	4	2
<u>NO OP/DK/NA</u>	4	3	3	1	6	8	4	9	4	3	5	4	5	3	5	8	3	3	3	5	3	3
No opinion/DK/NA	4	3	3	1	6	8	4	9	4	3	5	4	5	3	5	8	3	3	3	5	3	3
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	979	219	347	566	328	85	664	98	75	44	32	428	173	53	110	54	0	0	0	979	0	
<u>TOTAL WELL</u>	81%	80%	85%	83%	82%	68%	83%	79%	77%	89%	82%	85%	79%	77%	90%	72%	0%	0%	0%	81%	0%	
Very well	26	28	25	26	24	28	24	30	21	29	34	27	30	18	23	22	0	0	0	26	0	
Somewhat well	56	52	60	57	58	41	59	49	56	60	48	58	48	59	67	50	0	0	0	56	0	
<u>TOTAL NOT WELL</u>	15	16	13	14	13	25	14	13	18	9	15	11	19	19	9	23	0	0	0	15	0	
Not too well	10	12	9	10	8	17	11	5	10	4	9	8	10	12	8	20	0	0	0	10	0	
Not at all well	4	4	3	4	5	9	3	8	8	5	5	2	8	7	2	3	0	0	0	4	0	
<u>NO OP/DK/NA</u>	4	4	2	3	5	6	3	7	4	1	4	4	3	4	1	5	0	0	0	4	0	
No opinion/DK/NA	4	4	2	3	5	6	3	7	4	1	4	4	3	4	1	5	0	0	0	4	0	

TABLE 78: Q23D. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Fair

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL T	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	979	104	137	581	398	778	83	237	845	404	247	474	738	115	127	264	465	250	505	411	317	653
TOTAL WELL	81%	89%	83%	83%	80%	82%	81%	81%	81%	85%	82%	84%	85%	71%	73%	82%	82%	81%	80%	83%	76%	84%
Very well	26	21	28	24	28	26	22	26	26	25	25	25	28	19	20	24	28	24	27	25	21	28
Somewhat well	56	68	54	59	52	55	59	55	55	60	57	60	57	53	52	58	54	57	53	58	56	56
TOTAL NOT WELL	15	11	13	13	16	15	16	14	15	12	13	12	13	21	19	14	16	13	16	13	19	12
Not too well	10	8	8	9	11	10	10	10	11	9	10	9	9	17	14	9	12	8	12	9	15	8
Not at all well	4	3	5	4	5	4	6	4	4	2	3	3	4	4	5	5	4	5	5	4	4	5
NO OP/DK/NA	4	0	4	4	4	3	4	6	4	4	5	4	3	7	8	5	2	6	4	4	4	4
No opinion/DK/NA	4	0	4	4	4	3	4	6	4	4	5	4	3	7	8	5	2	6	4	4	4	4

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS			Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL	
Base	979	577	187	49	53	26	37	379	122	314	319	219	436	537	530	440	221	277	275	186	
TOTAL WELL	81%	83%	81%	80%	78%	84%	70%	81%	80%	85%	78%	82%	84%	80%	79%	85%	82%	84%	80%	78%	
Very well	26	27	25	22	28	32	21	23	29	26	23	27	27	24	26	25	29	25	25	22	
Somewhat well	56	56	56	58	50	52	49	58	51	59	55	55	57	55	53	60	53	59	55	56	
TOTAL NOT WELL	15	14	16	20	13	10	17	14	17	11	18	13	13	16	18	11	15	12	16	17	
Not too well	10	10	8	11	10	8	13	9	11	9	11	10	9	11	13	7	9	8	11	14	
Not at all well	4	3	7	9	3	1	3	6	6	3	7	3	4	5	5	4	6	4	5	3	
NO OP/DK/NA	4	3	4	0	9	7	13	5	3	4	4	5	4	4	3	4	3	4	4	5	
No opinion/DK/NA	4	3	4	0	9	7	13	5	3	4	4	5	4	4	3	4	3	4	4	5	

TABLE 78: Q23D. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Fair

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	979	94	178	272	618	283	315	359	194	149	233	281	291	221	175	229	44	16	687	290	61
TOTAL WELL	81%	73%	83%	79%	84%	78%	86%	82%	85%	86%	82%	81%	87%	82%	76%	79%	77%	67%	83%	78%	74%
Very well	26	39	24	29	24	32	21	25	28	27	23	27	24	29	27	25	24	10	26	24	20
Somewhat well	56	34	59	50	60	46	65	56	57	59	59	54	63	53	49	55	53	58	56	55	54
TOTAL NOT WELL	15	21	16	18	13	20	12	13	13	12	14	16	9	15	19	17	16	23	14	17	18
Not too well	10	20	10	14	9	13	9	9	10	8	9	14	6	10	15	12	10	8	10	12	10
Not at all well	4	2	6	4	5	7	3	4	3	4	5	2	4	5	4	4	6	15	4	5	8
NO OP/DK/NA	4	6	2	3	2	2	2	5	1	2	4	3	3	3	5	4	7	9	4	5	7
No opinion/DK/NA	4	6	2	3	2	2	2	5	1	2	4	3	3	3	5	4	7	9	4	5	7

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
							18-49	50+	18-49	50+												
Base	979	577	402	375	279	325	388	187	299	103	205	170	183	96	189	136	264	111	171	107	253	73
TOTAL WELL	81%	82%	80%	85%	77%	81%	83%	81%	83%	74%	85%	85%	79%	73%	82%	81%	86%	83%	78%	76%	83%	75%
Very well	26	28	22	25	26	26	30	23	21	25	32	17	24	29	27	24	27	23	24	27	27	20
Somewhat well	56	54	58	60	51	56	52	58	62	49	53	68	55	44	55	57	59	60	53	48	56	55
TOTAL NOT WELL	15	13	16	12	19	13	14	13	14	24	10	15	18	22	13	14	12	13	19	19	11	20
Not too well	10	9	12	8	15	9	9	9	11	16	5	11	14	18	8	10	7	10	16	14	8	10
Not at all well	4	5	4	4	4	5	5	4	2	8	5	4	4	4	5	4	5	3	3	5	3	10
NO OP/DK/NA	4	4	3	3	4	5	4	6	3	2	4	0	3	6	5	5	2	4	3	5	5	5
No opinion/DK/NA	4	4	3	3	4	5	4	6	3	2	4	0	3	6	5	5	2	4	3	5	5	5

TABLE 78: Q23D. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Fair

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	979	237	125	96	168	226	222	232	89	112	98	443	537	712	267	434	240	89	114	103
TOTAL WELL	81%	87%	84%	81%	74%	83%	83%	77%	88%	79%	84%	79%	83%	82%	80%	82%	78%	88%	80%	84%
Very well	26	25	26	25	26	28	25	27	31	19	20	23	27	28	20	26	26	31	22	19
Somewhat well	56	62	58	56	48	54	58	50	57	60	64	56	56	55	59	56	51	57	58	65
TOTAL NOT WELL	15	11	14	14	22	17	14	17	12	14	9	14	15	15	14	16	16	12	11	12
Not too well	10	8	9	13	17	9	11	12	10	10	7	10	10	10	11	10	12	10	8	9
Not at all well	4	4	5	1	5	7	3	5	1	4	2	4	5	5	4	6	4	1	4	2
NO OP/DK/NA	4	2	2	5	4	1	3	6	0	7	6	7	2	3	6	2	6	0	8	5
No opinion/DK/NA	4	2	2	5	4	1	3	6	0	7	6	7	2	3	6	2	6	0	8	5

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	979	351	226	102	85	26	23	32	21	372	202	157	31	35	14	41	12	17	12	24
TOTAL WELL	81%	85%	80%	80%	81%	81%	78%	79%	77%	84%	82%	82%	74%	80%	80%	77%	83%	77%	83%	77%
Very well	26	30	24	29	19	17	28	26	31	29	24	23	32	23	21	29	26	26	41	22
Somewhat well	56	56	56	51	62	64	51	54	45	55	58	59	41	57	59	48	57	50	42	55
TOTAL NOT WELL	15	11	17	17	14	19	22	12	13	14	13	15	19	20	20	15	5	16	9	12
Not too well	10	8	14	9	7	5	19	9	10	12	9	8	11	10	15	11	5	14	7	8
Not at all well	4	3	3	8	7	14	3	3	3	2	4	7	8	10	5	4	0	2	2	4
NO OP/DK/NA	4	4	2	3	4	0	0	8	10	2	5	3	7	0	0	8	12	8	8	11
No opinion/DK/NA	4	4	2	3	4	0	0	8	10	2	5	3	7	0	0	8	12	8	8	11

TABLE 78: Q23D. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Fair

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	979	282	295	62	125	16	33	22	30	149	36	109	25	53	32	13	4	26	19
<u>TOTAL WELL</u>	81%	79%	87%	80%	81%	75%	82%	75%	81%	82%	76%	79%	73%	87%	82%	69%	100%	82%	77%	69%
Very well	26	27	28	20	27	25	21	29	27	25	24	28	28	17	17	25	53	27	33	21
Somewhat well	56	53	59	60	54	49	61	46	54	57	52	52	45	70	64	45	47	55	44	49
<u>TOTAL NOT WELL</u>	15	15	12	12	18	25	18	15	11	16	18	19	22	7	18	31	0	9	14	20
Not too well	10	12	9	4	11	15	10	11	9	8	12	11	6	5	10	18	0	7	11	17
Not at all well	4	4	3	8	7	11	8	4	2	8	6	8	15	2	8	13	0	2	4	3
<u>NO OP/DK/NA</u>	4	6	1	8	2	0	0	10	9	2	6	2	5	7	0	0	0	9	9	10
No opinion/DK/NA	4	6	1	8	2	0	0	10	9	2	6	2	5	7	0	0	0	9	9	10

TABLE 79: Q23E. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Covers issues that I care about

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	979	448	269	77	183	70	965	14	455	461	49	721	258	489	414	76	641	483	424	475	545	342
TOTAL WELL	89%	91%	90%	79%	93%	80%	89%	85%	91%	89%	81%	91%	86%	94%	84%	87%	90%	92%	90%	89%	90%	92%
Very well	39	41	36	27	44	35	39	28	41	37	33	39	37	44	34	29	42	43	41	38	42	38
Somewhat well	51	50	53	52	49	45	51	58	50	52	48	52	49	50	51	58	48	49	50	51	48	55
TOTAL NOT WELL	9	8	9	19	5	12	9	15	7	10	13	8	12	6	14	2	9	7	9	9	9	7
Not too well	6	5	7	14	4	5	6	0	4	7	8	5	9	4	9	2	7	5	6	6	7	5
Not at all well	3	2	2	5	1	7	3	15	3	2	6	3	4	2	4	0	2	2	3	3	3	2
NO OP/DK/NA	2	1	1	2	2	8	2	0	2	1	5	2	2	0	2	11	1	1	1	2	1	1
No opinion/DK/NA	2	1	1	2	2	8	2	0	2	1	5	2	2	0	2	11	1	1	1	2	1	1

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	979	219	347	566	328	85	664	98	75	44	32	428	173	53	110	54	0	0	0	979	0
TOTAL WELL	89%	89%	92%	91%	92%	67%	92%	86%	85%	85%	92%	92%	88%	91%	93%	78%	0%	0%	0%	89%	0%
Very well	39	38	43	41	36	30	39	36	38	42	43	39	44	36	41	29	0	0	0	39	0
Somewhat well	51	51	49	50	56	37	53	50	47	43	49	53	45	55	52	49	0	0	0	51	0
TOTAL NOT WELL	9	10	6	8	6	26	7	12	15	15	8	7	11	7	5	19	0	0	0	9	0
Not too well	6	6	5	6	5	14	5	5	7	11	6	4	7	3	5	16	0	0	0	6	0
Not at all well	3	4	1	2	1	13	1	6	8	4	2	2	4	4	1	3	0	0	0	3	0
NO OP/DK/NA	2	1	1	1	2	7	1	3	0	0	0	2	1	2	1	3	0	0	0	2	0
No opinion/DK/NA	2	1	1	1	2	7	1	3	0	0	0	2	1	2	1	3	0	0	0	2	0

TABLE 79: Q23E. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Covers issues that I care about

	Q14 NWSPPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL T	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	979	104	137	581	398	778	83	237	845	404	247	474	738	115	127	264	465	250	505	411	317	653
TOTAL WELL	89%	92%	91%	89%	89%	91%	85%	88%	90%	92%	94%	92%	92%	81%	79%	90%	91%	87%	89%	90%	88%	90%
Very well	39	40	38	36	43	39	33	39	39	40	44	41	42	25	29	41	36	40	37	41	35	41
Somewhat well	51	52	53	54	47	52	52	48	51	52	50	51	50	56	50	49	54	47	53	49	53	50
TOTAL NOT WELL	9	7	7	9	9	8	11	11	9	7	6	7	6	18	15	9	8	11	9	8	11	8
Not too well	6	5	6	5	7	5	10	7	6	5	3	5	4	10	13	6	6	7	6	4	8	5
Not at all well	3	2	1	4	2	2	1	4	2	3	3	3	2	8	2	4	2	4	3	3	3	3
NO OP/DK/NA	2	1	1	2	2	1	4	1	2	1	0	1	1	1	6	1	2	3	2	2	2	2
No opinion/DK/NA	2	1	1	2	2	1	4	1	2	1	0	1	1	1	6	1	2	3	2	2	2	2

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	979	577	187	49	53	26	37	379	122	314	319	219	436	537	530	440	221	277	275	186
TOTAL WELL	89%	89%	90%	88%	87%	86%	87%	90%	85%	90%	90%	90%	89%	90%	88%	91%	92%	89%	90%	85%
Very well	39	40	36	39	37	42	33	36	39	42	36	37	41	36	34	43	46	33	37	36
Somewhat well	51	49	54	49	50	45	54	54	46	48	54	53	47	53	54	48	46	55	53	49
TOTAL NOT WELL	9	9	8	12	9	9	7	8	12	8	8	9	10	8	10	7	6	10	8	12
Not too well	6	7	4	4	6	7	4	4	8	6	4	8	6	6	7	5	1	8	5	10
Not at all well	3	2	4	8	3	2	2	4	5	3	4	1	3	2	3	2	5	2	2	2
NO OP/DK/NA	2	2	2	0	4	5	7	2	2	1	3	1	2	2	2	2	2	1	2	4
No opinion/DK/NA	2	2	2	0	4	5	7	2	2	1	3	1	2	2	2	2	2	1	2	4

TABLE 79: Q23E. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Covers issues that I care about

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	979	94	178	272	618	283	315	359	194	149	233	281	291	221	175	229	44	16	687	290	61
TOTAL WELL	89%	87%	87%	87%	92%	87%	91%	90%	93%	88%	92%	92%	91%	92%	88%	87%	89%	70%	91%	86%	84%
Very well	39	48	34	39	39	41	34	41	42	43	35	39	46	36	36	34	46	17	40	35	38
Somewhat well	51	39	53	48	52	46	57	50	51	45	56	53	45	56	52	53	43	53	50	52	46
TOTAL NOT WELL	9	12	11	11	8	10	8	9	7	11	6	8	7	7	10	10	11	30	8	12	16
Not too well	6	10	9	10	5	6	7	6	4	7	5	6	4	4	6	9	7	18	5	9	10
Not at all well	3	1	2	2	3	4	1	3	3	4	2	2	3	2	4	2	4	12	3	3	6
NO OP/DK/NA	2	2	2	2	1	3	1	1	0	1	2	1	2	1	2	3	0	0	2	2	0
No opinion/DK/NA	2	2	2	2	1	3	1	1	0	1	2	1	2	1	2	3	0	0	2	2	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+
Base	979	577	402	375	279	325	388	187	299	103	205	170	183	96	189	136	264	111	171	107	253	73
TOTAL WELL	89%	90%	89%	93%	85%	88%	91%	87%	90%	84%	95%	91%	87%	81%	86%	91%	95%	89%	85%	86%	90%	83%
Very well	39	40	36	39	35	41	42	38	38	29	42	35	35	36	44	36	41	34	34	37	43	32
Somewhat well	51	49	53	54	50	48	49	50	52	56	53	56	52	46	43	54	54	55	51	49	47	51
TOTAL NOT WELL	9	9	9	6	13	9	8	11	7	13	4	8	12	16	12	5	4	10	14	11	7	14
Not too well	6	6	6	4	10	6	5	9	5	10	1	6	9	10	8	3	2	8	9	10	5	9
Not at all well	3	3	3	2	3	3	4	2	2	3	3	2	2	5	4	2	2	2	5	1	3	5
NO OP/DK/NA	2	1	3	1	2	3	1	2	3	2	1	1	1	3	2	5	1	1	1	3	3	3
No opinion/DK/NA	2	1	3	1	2	3	1	2	3	2	1	1	1	3	2	5	1	1	1	3	3	3

TABLE 79: Q23E. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Covers issues that I care about

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	979	237	125	96	168	226	222	232	89	112	98	443	537	712	267	434	240	89	114	103
TOTAL WELL	89%	95%	91%	87%	86%	91%	86%	90%	93%	86%	92%	90%	89%	90%	89%	89%	90%	93%	86%	91%
Very well	39	39	38	33	36	35	37	41	43	41	37	40	37	37	41	36	40	43	40	41
Somewhat well	51	56	53	54	50	55	49	49	50	45	54	49	52	52	47	53	50	50	45	50
TOTAL NOT WELL	9	4	9	11	12	9	12	8	5	9	6	8	10	9	9	10	8	5	9	8
Not too well	6	2	6	8	9	3	8	8	4	5	6	7	5	6	6	5	7	4	7	6
Not at all well	3	2	2	3	3	6	4	1	1	4	0	1	4	3	2	5	1	1	2	1
NO OP/DK/NA	2	1	0	2	2	1	2	2	2	5	2	3	1	1	3	1	2	2	6	1
No opinion/DK/NA	2	1	0	2	2	1	2	2	2	5	2	3	1	1	3	1	2	2	6	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	979	351	226	102	85	26	23	32	21	372	202	157	31	35	14	41	12	17	12	24
TOTAL WELL	89%	90%	89%	90%	89%	90%	86%	87%	88%	91%	86%	91%	83%	89%	86%	88%	84%	85%	85%	90%
Very well	39	43	36	42	29	30	49	41	32	42	37	35	40	43	27	38	33	35	43	36
Somewhat well	51	47	52	49	60	61	37	46	57	49	49	56	42	46	58	50	51	51	42	54
TOTAL NOT WELL	9	10	8	7	9	10	14	9	10	7	13	8	9	11	14	10	6	12	9	7
Not too well	6	8	5	3	6	2	6	5	8	5	10	4	6	2	10	6	6	10	6	3
Not at all well	3	2	3	4	3	7	8	4	1	2	3	4	3	9	4	3	0	1	3	4
NO OP/DK/NA	2	1	3	2	2	0	0	5	2	2	1	1	8	0	0	2	9	3	6	3
No opinion/DK/NA	2	1	3	2	2	0	0	5	2	2	1	1	8	0	0	2	9	3	6	3

TABLE 79: Q23E. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Covers issues that I care about

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	979	282	295	62	125	16	33	22	30	149	36	109	25	53	32	13	4	26	19
TOTAL WELL	89%	89%	89%	88%	90%	95%	85%	85%	89%	90%	87%	89%	90%	90%	84%	94%	100%	89%	85%	90%
Very well	39	40	40	42	33	44	36	41	34	34	38	33	48	35	36	42	52	33	45	32
Somewhat well	51	50	49	46	58	52	48	44	55	56	49	56	42	55	48	52	48	55	40	58
TOTAL NOT WELL	9	9	9	5	10	5	15	10	8	8	7	11	4	4	16	6	0	9	10	7
Not too well	6	8	6	3	5	5	4	8	5	4	7	6	0	4	4	6	0	6	9	3
Not at all well	3	1	3	1	5	0	11	1	4	4	0	5	4	0	12	0	0	3	2	4
NO OP/DK/NA	2	2	2	7	0	0	0	5	2	2	6	0	6	6	0	0	0	3	5	3
No opinion/DK/NA	2	2	2	7	0	0	0	5	2	2	6	0	6	6	0	0	0	3	5	3

TABLE 80: Q23F. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Lets me know about ways I can get involved

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	979	448	269	77	183	70	965	14	455	461	49	721	258	489	414	76	641	483	424	475	545	342
TOTAL WELL	65%	63%	66%	69%	71%	65%	65%	65%	67%	64%	54%	65%	66%	66%	64%	61%	66%	67%	69%	69%	63%	69%
Very well	22	21	22	23	24	26	22	30	28	17	18	22	24	23	22	17	23	26	25	28	23	19
Somewhat well	43	42	44	46	47	39	43	35	40	47	36	43	42	43	42	43	43	42	44	41	40	50
TOTAL NOT WELL	33	34	33	29	27	27	33	35	30	35	39	33	32	33	33	32	32	32	30	30	35	30
Not too well	23	23	22	20	21	20	23	20	21	25	28	23	23	25	21	26	22	22	21	19	25	21
Not at all well	10	11	11	9	5	7	10	15	9	10	11	10	9	8	12	6	10	10	10	11	10	9
NO OP/DK/NA	2	2	1	2	2	8	2	0	3	1	7	2	2	1	3	7	1	1	1	1	2	1
No opinion/DK/NA	2	2	1	2	2	8	2	0	3	1	7	2	2	1	3	7	1	1	1	1	2	1
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	979	219	347	566	328	85	664	98	75	44	32	428	173	53	110	54	0	0	0	979	0	
TOTAL WELL	65%	69%	67%	68%	65%	49%	63%	68%	72%	62%	84%	65%	66%	74%	67%	75%	0%	0%	0%	65%	0%	
Very well	22	24	23	23	22	19	21	24	21	20	23	21	26	32	20	21	0	0	0	22	0	
Somewhat well	43	45	44	44	43	30	43	45	51	41	61	44	41	42	46	53	0	0	0	43	0	
TOTAL NOT WELL	33	31	31	31	33	43	34	29	28	38	15	33	33	23	32	22	0	0	0	33	0	
Not too well	23	18	25	22	25	23	25	20	18	29	15	23	22	17	27	19	0	0	0	23	0	
Not at all well	10	13	7	9	8	20	9	9	10	9	0	10	11	6	5	4	0	0	0	10	0	
NO OP/DK/NA	2	0	2	1	2	8	2	2	0	1	1	2	1	3	1	3	0	0	0	2	0	
No opinion/DK/NA	2	0	2	1	2	8	2	2	0	1	1	2	1	3	1	3	0	0	0	2	0	

TABLE 80: Q23F. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Lets me know about ways I can get involved

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21a KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	MSTLY PRINT	MSTLY ONLNE		YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Total																					
Base	979	104	137	581	398	778	83	237	845	404	247	474	738	115	127	264	465	250	505	411	317	653
TOTAL WELL	65%	70%	69%	66%	63%	65%	77%	72%	64%	66%	64%	65%	67%	65%	56%	71%	63%	64%	63%	65%	70%	63%
Very well	22	17	25	24	20	23	30	26	22	20	20	21	23	20	22	30	19	20	22	22	23	22
Somewhat well	43	53	44	42	44	42	48	46	43	46	44	44	44	45	34	40	44	44	42	43	47	40
TOTAL NOT WELL	33	29	30	32	35	34	20	26	34	34	35	33	32	34	37	29	35	33	35	32	28	35
Not too well	23	23	19	23	22	24	14	18	24	23	24	23	23	20	26	19	27	20	24	23	19	25
Not at all well	10	5	11	8	12	10	7	7	10	11	11	10	9	13	11	10	8	13	10	9	9	10
NO OP/DK/NA	2	2	2	2	2	1	2	3	2	1	1	1	2	2	6	0	3	3	2	2	2	2
No opinion/DK/NA	2	2	2	2	2	1	2	3	2	1	1	1	2	2	6	0	3	3	2	2	2	2

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL	
	Total																			
Base	979	577	187	49	53	26	37	379	122	314	319	219	436	537	530	440	221	277	275	186
TOTAL WELL	65%	61%	71%	77%	56%	58%	63%	70%	69%	71%	63%	57%	70%	60%	65%	64%	68%	67%	62%	65%
Very well	22	21	23	38	18	16	18	24	22	27	25	12	26	19	22	22	27	19	20	25
Somewhat well	43	40	49	39	38	42	45	46	46	44	38	45	45	41	43	42	41	47	41	40
TOTAL NOT WELL	33	37	25	23	33	30	30	27	29	26	35	42	27	38	32	34	31	32	36	31
Not too well	23	27	15	19	22	22	21	18	17	19	26	28	18	27	23	24	22	24	26	19
Not at all well	10	10	10	4	11	8	9	9	12	7	9	14	9	11	10	10	8	9	10	12
NO OP/DK/NA	2	2	3	0	10	12	6	3	2	3	2	1	3	2	2	2	1	1	2	4
No opinion/DK/NA	2	2	3	0	10	12	6	3	2	3	2	1	3	2	2	2	1	1	2	4

TABLE 80: Q23F. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Lets me know about ways I can get involved

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		94	178	272	618				283	315	359	194	149	233	281	291	221	175	229	44	16
Base	979	94	178	272	618	283	315	359	194	149	233	281	291	221	175	229	44	16	687	290	61
TOTAL WELL	65%	73%	70%	71%	62%	70%	70%	57%	70%	71%	67%	60%	66%	66%	63%	65%	66%	47%	65%	64%	60%
Very well	22	33	20	25	22	28	20	21	29	22	20	21	23	21	21	25	25	7	22	24	20
Somewhat well	43	40	50	46	40	42	50	36	40	50	47	39	43	45	42	40	41	40	44	40	40
TOTAL NOT WELL	33	24	29	27	37	28	28	42	30	29	33	38	31	33	33	32	34	51	32	34	39
Not too well	23	17	18	18	26	17	20	31	17	22	21	30	21	25	24	21	26	37	23	23	29
Not at all well	10	8	11	10	10	10	8	11	12	7	12	9	10	9	8	11	8	14	9	11	10
NO OP/DK/NA	2	3	1	2	1	3	2	1	1	0	1	2	2	0	4	3	1	2	2	2	1
No opinion/DK/NA	2	3	1	2	1	3	2	1	1	0	1	2	2	0	4	3	1	2	2	2	1

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+
Base	979	577	402	375	279	325	388	187	299	103	205	170	183	96	189	136	264	111	171	107	253	73
TOTAL WELL	65%	64%	67%	66%	66%	63%	65%	62%	66%	68%	64%	67%	65%	70%	63%	64%	67%	63%	66%	67%	64%	62%
Very well	22	22	23	23	25	20	22	23	22	26	26	19	21	32	19	21	22	24	25	25	19	23
Somewhat well	43	42	44	43	42	44	43	39	44	41	38	48	44	38	44	43	44	39	41	42	45	39
TOTAL NOT WELL	33	34	31	33	32	34	33	36	31	30	34	31	33	29	35	32	32	35	32	31	33	36
Not too well	23	24	22	25	19	24	24	23	22	23	28	23	19	20	24	23	24	30	21	17	24	21
Not at all well	10	11	9	7	12	10	9	13	9	7	7	8	14	9	12	8	8	5	11	14	9	15
NO OP/DK/NA	2	2	3	2	2	3	2	2	2	3	1	2	3	1	2	4	1	2	2	2	3	3
No opinion/DK/NA	2	2	3	2	2	3	2	2	2	3	1	2	3	1	2	4	1	2	2	2	3	3

TABLE 80: Q23F. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Lets me know about ways I can get involved

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	LIB	MD/CN	MD/LB	CONS		LA	LA	BAY	SAN	SACTO	CNTRL					LA	SF	SD	SAC	OTHER
	DEM	DEM	REP	REP	Total	AREA	AREA	DIEGO	/NORTH	VALLY	NORTH	SOUTH	COAST	INLND						
Base	237	125	96	168	979	226	222	232	89	112	98	443	537	712	267	434	240	89	114	103
TOTAL WELL	65%	67%	62%	60%	70%	70%	62%	65%	66%	58%	70%	64%	66%	66%	63%	65%	64%	66%	62%	69%
Very well	22	18	25	23	22	24	19	21	22	21	30	23	22	23	21	22	21	22	20	31
Somewhat well	43	44	35	47	43	46	42	44	43	37	40	41	44	43	43	44	43	43	41	38
TOTAL NOT WELL	33	31	37	37	29	28	37	32	31	41	27	33	32	32	34	33	34	31	36	29
Not too well	23	30	23	18	23	20	25	27	21	25	17	24	22	23	23	23	27	21	24	15
Not at all well	10	7	13	11	10	9	12	6	10	16	10	9	10	9	11	10	6	10	12	15
NO OP/DK/NA	2	2	1	4	1	2	2	2	3	1	3	2	2	2	2	2	2	3	2	2
No opinion/DK/NA	2	1	4	1	2	2	2	2	3	1	3	2	2	2	2	2	2	3	2	2

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI					
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+	DEM	REP	NPP/O		
Base	351	226	102	85	26	23	32	21	372	202	157	31	35	14	41	12	17	12	24		
TOTAL WELL	65%	59%	65%	73%	70%	81%	73%	61%	49%	61%	62%	71%	73%	80%	69%	56%	58%	55%	61%	55%	
Very well	22	21	21	23	31	46	19	17	20	24	22	25	43	25	18	20	17	24	16		
Somewhat well	43	37	44	50	50	27	43	31	41	38	49	48	37	45	38	38	37	37	40		
TOTAL NOT WELL	33	39	34	25	25	19	27	30	38	37	37	26	20	20	31	36	22	38	29	32	
Not too well	23	28	26	15	14	17	22	21	24	28	25	15	12	16	26	24	18	27	23	19	
Not at all well	10	12	8	10	11	3	6	8	14	9	12	11	7	4	4	13	4	10	7	13	
NO OP/DK/NA	2	2	1	2	5	0	0	9	13	2	1	2	7	0	0	8	20	8	10	13	
No opinion/DK/NA	2	2	1	2	5	0	0	9	13	2	1	2	7	0	0	8	20	8	10	13	

TABLE 80: Q23F. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Lets me know about ways I can get involved

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	979	282	295	62	125	16	33	22	30	149	36	109	25	53	32	13	4	26	19	8
TOTAL WELL	65%	61%	61%	70%	72%	76%	77%	56%	57%	73%	65%	70%	80%	71%	76%	82%	68%	53%	56%	69%
Very well	22	24	19	24	22	40	37	16	19	22	25	22	22	24	37	38	49	20	18	11
Somewhat well	43	38	42	46	50	36	40	40	37	50	40	47	58	47	40	44	18	33	37	58
TOTAL NOT WELL	33	38	37	24	26	24	23	32	34	25	27	29	14	23	24	18	32	37	32	22
Not too well	23	27	27	16	14	24	17	21	24	14	18	16	9	15	18	18	32	26	20	15
Not at all well	10	11	10	8	12	0	6	11	10	11	9	12	6	9	6	0	0	11	12	7
NO OP/DK/NA	2	1	2	7	1	0	0	12	9	2	8	2	5	6	0	0	0	10	12	10
No opinion/DK/NA	2	1	2	7	1	0	0	12	9	2	8	2	5	6	0	0	0	10	12	10

TABLE 81: Q23G. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Digs beneath the surface of the issues

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	979	448	269	77	183	70	965	14	455	461	49	721	258	489	414	76	641	483	424	475	545	342
TOTAL WELL	73%	76%	71%	67%	78%	66%	73%	77%	76%	71%	60%	73%	73%	77%	70%	63%	75%	76%	75%	74%	74%	77%
Very well	22	23	21	10	29	16	22	21	28	17	11	22	21	23	21	16	22	23	23	21	22	21
Somewhat well	51	53	50	57	48	50	51	56	49	54	49	51	51	54	49	47	53	53	52	52	52	56
TOTAL NOT WELL	24	21	27	31	20	27	24	23	20	27	33	24	25	22	26	26	23	22	24	25	24	22
Not too well	19	17	22	20	15	17	19	16	15	22	27	18	20	18	20	20	17	18	19	20	18	18
Not at all well	5	4	5	11	5	10	5	7	5	5	6	6	5	4	7	6	6	5	4	5	6	4
NO OP/DK/NA	3	3	2	3	3	7	3	0	3	2	7	3	2	1	4	11	2	2	2	2	2	1
No opinion/DK/NA	3	3	2	3	3	7	3	0	3	2	7	3	2	1	4	11	2	2	2	2	2	1
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	979	219	347	566	328	85	664	98	75	44	32	428	173	53	110	54	0	0	0	979	0	
TOTAL WELL	73%	75%	74%	75%	72%	63%	73%	76%	73%	84%	72%	74%	76%	74%	81%	72%	0%	0%	0%	73%	0%	
Very well	22	21	21	21	24	21	20	30	18	32	16	19	25	26	27	13	0	0	0	22	0	
Somewhat well	51	55	53	54	49	43	53	45	55	52	56	54	51	47	54	59	0	0	0	51	0	
TOTAL NOT WELL	24	23	23	23	24	31	24	21	26	13	28	24	23	26	15	28	0	0	0	24	0	
Not too well	19	16	19	18	19	21	20	14	21	13	13	20	17	16	14	21	0	0	0	19	0	
Not at all well	5	6	5	5	4	10	4	7	6	0	15	4	6	10	2	7	0	0	0	5	0	
NO OP/DK/NA	3	2	2	2	4	6	2	3	1	3	0	3	0	0	4	0	0	0	0	3	0	
No opinion/DK/NA	3	2	2	2	4	6	2	3	1	3	0	3	0	0	4	0	0	0	0	3	0	

TABLE 81: Q23G. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Digs beneath the surface of the issues

	Q14 NWPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLTT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	Base	979	104	137	581	398	778	83	237	845	404	247	474	738	115	127	264	465	250	505	411	317
TOTAL WELL	73%	77%	74%	74%	72%	73%	74%	75%	73%	73%	75%	74%	75%	65%	68%	72%	73%	74%	70%	75%	67%	75%
Very well	22	25	16	21	23	21	25	25	22	20	21	21	23	20	15	26	20	20	21	22	18	23
Somewhat well	51	52	58	53	49	52	49	49	50	52	54	53	52	45	53	46	53	53	49	53	49	52
TOTAL NOT WELL	24	19	23	24	24	25	23	22	24	25	25	24	23	32	25	26	24	23	26	23	30	21
Not too well	19	15	19	18	19	20	17	14	20	20	18	19	17	25	20	19	19	18	21	16	24	16
Not at all well	5	4	4	6	5	5	5	7	5	6	7	5	5	7	6	7	5	5	5	6	5	5
NO OP/DK/NA	3	4	3	2	4	2	4	4	3	2	0	2	2	3	7	2	3	4	3	2	3	3
No opinion/DK/NA	3	4	3	2	4	2	4	4	3	2	0	2	2	3	7	2	3	4	3	2	3	3

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS			Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL	
	Base	979	577	187	49	53	26	37	379	122	314	319	219	436	537	530	440	221	277	275	186
TOTAL WELL	73%	72%	75%	77%	70%	70%	65%	75%	80%	78%	71%	64%	79%	68%	70%	77%	75%	73%	72%	72%	
Very well	22	22	22	21	27	20	27	21	26	23	25	12	24	20	19	24	27	21	21	17	
Somewhat well	51	50	54	56	44	49	38	54	54	55	46	52	55	48	50	53	48	52	51	55	
TOTAL NOT WELL	24	26	21	23	21	22	24	21	17	20	25	33	19	28	27	20	23	26	24	22	
Not too well	19	21	16	10	16	17	20	16	14	16	18	25	16	21	21	16	16	22	19	17	
Not at all well	5	5	5	13	5	5	4	5	2	3	7	8	3	7	6	5	7	5	5	5	
NO OP/DK/NA	3	2	3	0	8	8	11	4	4	2	4	3	3	3	3	3	2	1	4	6	
No opinion/DK/NA	3	2	3	0	8	8	11	4	4	2	4	3	3	3	3	3	2	1	4	6	

TABLE 81: Q23G. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Digs beneath the surface of the issues

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	979	94	178	272	618	283	315	359	194	149	233	281	291	221	175	229	44	16	687	290	61
TOTAL WELL	73%	70%	79%	76%	73%	71%	73%	75%	81%	79%	68%	70%	78%	72%	68%	74%	72%	49%	73%	72%	65%
Very well	22	26	26	26	20	28	18	19	26	27	19	19	23	20	19	24	20	13	21	23	18
Somewhat well	51	45	53	50	53	42	55	56	55	53	49	50	54	51	49	50	52	36	52	49	47
TOTAL NOT WELL	24	26	18	21	25	26	24	23	19	19	29	27	20	27	27	22	28	51	24	25	35
Not too well	19	22	13	16	20	19	20	17	15	15	23	21	15	21	19	18	21	39	18	20	26
Not at all well	5	4	6	5	5	7	4	6	4	4	6	5	4	6	7	4	8	12	6	5	9
NO OP/DK/NA	3	3	2	3	2	4	3	2	1	2	3	4	3	1	5	4	0	0	3	3	0
No opinion/DK/NA	3	3	2	3	2	4	3	2	1	2	3	4	3	1	5	4	0	0	3	3	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	979	577	402	375	279	325	388	187	299	103	205	170	183	96	189	136	264	111	171	107	253	73
TOTAL WELL	73%	74%	72%	74%	68%	76%	74%	74%	73%	68%	77%	71%	67%	69%	77%	74%	74%	76%	69%	64%	75%	77%
Very well	22	24	19	22	23	21	25	21	17	26	25	17	24	22	22	19	21	24	25	20	19	24
Somewhat well	51	50	53	53	44	55	49	53	56	43	52	54	43	47	55	55	53	52	45	44	56	52
TOTAL NOT WELL	24	23	25	24	28	21	23	23	24	29	21	28	28	26	20	22	25	23	27	30	21	21
Not too well	19	18	20	18	21	17	17	20	20	20	16	21	23	18	15	20	18	18	21	23	16	18
Not at all well	5	6	5	6	6	4	7	3	4	9	5	7	6	8	6	2	6	5	6	7	5	3
NO OP/DK/NA	3	3	3	1	5	3	3	3	3	3	1	1	5	5	3	4	2	1	4	6	3	3
No opinion/DK/NA	3	3	3	1	5	3	3	3	3	3	1	1	5	5	3	4	2	1	4	6	3	3

TABLE 81: Q23G. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Digs beneath the surface of the issues

	PARTY BY IDEOLOGY				REGION											MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	979	237	125	96	168	226	222	232	89	112	98	443	537	712	267	434	240	89	114	103
TOTAL WELL	73%	74%	75%	63%	71%	75%	72%	74%	72%	66%	74%	72%	73%	73%	72%	74%	72%	72%	73%	69%
Very well	22	21	22	22	24	25	21	21	25	15	23	20	23	23	19	23	20	25	17	20
Somewhat well	51	53	53	41	47	50	52	54	46	52	51	53	50	51	53	51	52	46	56	49
TOTAL NOT WELL	24	24	25	31	26	23	25	23	27	28	21	24	24	25	23	24	25	27	23	24
Not too well	19	18	20	22	21	16	21	17	19	24	17	19	19	18	19	18	19	19	19	19
Not at all well	5	5	5	8	5	7	4	5	8	4	5	5	6	6	4	5	6	8	3	5
NO OP/DK/NA	3	2	0	6	3	1	3	3	2	6	5	4	2	2	5	2	3	2	4	7
No opinion/DK/NA	3	2	0	6	3	1	3	3	2	6	5	4	2	2	5	2	3	2	4	7

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	979	351	226	102	85	26	23	32	21	372	202	157	31	35	14	41	12	17	12	24
TOTAL WELL	73%	74%	68%	76%	75%	80%	74%	74%	65%	71%	73%	75%	77%	77%	79%	70%	71%	64%	68%	76%
Very well	22	23	20	28	14	15	27	31	21	21	24	23	14	20	23	24	37	22	39	24
Somewhat well	51	51	48	48	61	64	47	44	44	51	48	52	63	56	56	46	34	42	29	52
TOTAL NOT WELL	24	24	29	21	21	20	26	19	25	27	25	22	18	23	21	23	15	29	17	18
Not too well	19	19	24	15	17	9	12	13	20	22	20	16	18	9	12	17	13	21	17	12
Not at all well	5	5	5	6	4	11	14	5	5	5	5	6	0	14	9	6	2	8	0	6
NO OP/DK/NA	3	2	2	4	3	0	0	7	10	2	2	3	5	0	0	7	13	7	15	6
No opinion/DK/NA	3	2	2	4	3	0	0	7	10	2	2	3	5	0	0	7	13	7	15	6

TABLE 81: Q23G. (INTERNET WEBSITES) You said you get most of your information about government and politics from: 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: Digs beneath the surface of the issues

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	979	282	295	62	125	16	33	22	30	149	36	109	25	53	32	13	4	26	19	8
<u>TOTAL WELL</u>	73%	71%	73%	72%	77%	86%	73%	71%	70%	76%	73%	79%	74%	69%	72%	88%	87%	69%	74%	67%
Very well	22	20	24	21	22	20	22	28	26	23	17	24	21	17	21	18	33	24	31	25
Somewhat well	51	51	49	52	55	67	51	43	44	53	55	54	54	52	51	69	54	44	43	42
<u>TOTAL NOT WELL</u>	24	27	25	20	22	14	27	19	23	22	19	20	20	25	28	12	13	24	17	23
Not too well	19	21	21	20	14	3	13	16	17	16	16	13	20	20	14	0	13	18	14	16
Not at all well	5	6	4	0	8	10	14	4	6	6	3	6	0	5	14	12	0	6	3	7
<u>NO OP/DK/NA</u>	3	3	2	7	2	0	0	10	7	2	8	2	6	6	0	0	0	7	9	10
No opinion/DK/NA	3	3	2	7	2	0	0	10	7	2	8	2	6	6	0	0	0	7	9	10

TABLE 82: Q24. EDUCATION

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
NON-COLLEGE	53%	50%	57%	57%	44%	53%	50%	83%	41%	48%	70%	46%	62%	51%	54%	56%	45%	48%	49%	52%	44%	53%
Grades 1-8	1	1	1	1	0	1	1	4	0	0	1	0	1	1	1	2	0	1	0	1	1	1
Grades 9-11	3	2	2	10	1	2	2	13	1	1	5	1	5	2	3	3	2	2	2	2	2	3
High school graduate (12)	18	17	19	21	10	18	15	42	14	12	24	14	23	18	17	20	13	14	16	17	13	19
Community college/vocational	11	11	13	9	9	12	12	9	9	12	16	11	12	11	12	12	10	11	10	11	10	12
Less than 4 years of college	20	20	23	17	22	20	21	14	16	23	24	20	21	19	22	19	20	20	21	21	19	19
COLLEGE+	46	48	41	42	55	46	49	15	58	51	28	53	37	48	45	42	54	51	50	47	54	45
College graduate (4yr college)	27	28	26	24	35	25	29	11	34	29	19	32	21	27	28	26	30	28	27	27	29	28
Post-grad work/prof. school	19	20	16	17	20	21	20	4	25	22	9	21	16	21	17	17	24	23	23	20	25	17
DK/NA/REFUSED	1	1	1	1	2	1	1	2	1	1	2	1	1	1	1	2	1	1	1	1	2	1
DK/NA/Refused	1	1	1	1	2	1	1	2	1	1	2	1	1	1	1	2	1	1	1	1	2	1
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
NON-COLLEGE	53%	44%	48%	47%	59%	66%	48%	52%	70%	61%	72%	48%	50%	66%	60%	66%	66%	43%	35%	45%	61%	
Grades 1-8	1	0	1	0	1	2	0	1	2	1	3	0	1	1	1	2	2	0	0	0	1	
Grades 9-11	3	2	3	2	3	6	2	1	4	2	5	2	3	2	2	5	5	1	2	1	3	
High school graduate (12)	18	14	15	14	21	26	13	19	28	25	35	16	14	27	22	25	25	14	7	12	21	
Community college/vocational	11	10	11	11	13	10	11	11	13	17	12	10	11	17	13	12	13	11	8	11	9	
Less than 4 years of college	20	19	19	19	22	22	21	20	22	16	16	19	21	18	22	23	21	17	17	21	27	
COLLEGE+	46	54	51	52	40	30	51	48	29	37	26	51	50	32	39	32	33	55	63	55	38	
College graduate (4yr college)	27	28	30	30	24	20	29	35	18	19	17	28	32	23	24	23	22	25	37	33	24	
Post-grad work/prof. school	19	26	20	22	15	10	22	12	11	18	8	23	18	9	15	9	10	30	26	22	14	
DK/NA/REFUSED	1	1	1	1	1	4	1	0	1	2	2	1	0	2	1	2	1	2	2	1	1	
DK/NA/Refused	1	1	1	1	1	4	1	0	1	2	2	1	0	2	1	2	1	2	2	1	1	

TABLE 82: Q24. EDUCATION

	Q14 NWSPPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	MSTLY PRINT	MSTLY ONLNE	YES	NO/ DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABL T	TOTAL MOBLE	EAS- IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	Total																					
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
NON-COLLEGE	53%	54%	48%	56%	47%	42%	49%	54%	44%	40%	32%	40%	51%	56%	57%	38%	48%	66%	47%	63%	51%	54%
Grades 1-8	1	1	0	1	0	0	0	0	0	0	0	0	1	1	1	1	0	1	1	1	1	1
Grades 9-11	3	3	1	4	1	1	1	2	1	0	1	0	2	4	3	0	2	5	2	5	3	3
High school graduate (12)	18	18	15	20	14	11	12	14	12	11	7	11	16	19	21	9	14	26	15	21	17	18
Community college/vocational	11	11	10	12	11	10	10	14	11	9	7	8	12	11	11	10	11	13	10	14	12	11
Less than 4 years of college	20	21	22	20	21	20	26	25	21	20	17	21	20	21	20	17	21	21	19	22	18	22
COLLEGE+	46	45	52	42	51	57	49	45	55	59	66	58	48	42	41	61	51	33	53	37	48	45
College graduate (4yr college)	27	25	32	26	29	32	32	29	32	35	36	34	28	25	25	33	29	22	29	25	29	26
Post-grad work/prof. school	19	20	21	16	22	25	18	16	23	24	30	24	20	17	16	28	21	11	24	12	20	19
DK/NA/REFUSED	1	1	0	1	1	1	2	1	1	1	2	1	1	1	2	1	1	1	0	1	0	1
DK/NA/Refused	1	1	0	1	1	1	2	1	1	1	2	1	1	1	2	1	1	1	0	1	0	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON- WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON- COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL	
	Total																			
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
NON-COLLEGE	53%	46%	73%	64%	43%	44%	42%	64%	100%	100%	0%	0%	100%	0%	50%	60%	51%	57%	45%	60%
Grades 1-8	1	0	2	1	3	4	2	2	4	0	0	0	2	0	1	1	1	1	0	1
Grades 9-11	3	2	6	4	2	2	0	4	13	0	0	0	5	0	3	3	3	2	2	4
High school graduate (12)	18	13	33	21	15	17	11	25	83	0	0	0	33	0	16	20	17	20	15	19
Community college/vocational	11	10	13	14	8	10	9	13	0	36	0	0	21	0	11	11	11	11	9	14
Less than 4 years of college	20	21	20	24	15	11	19	20	0	64	0	0	38	0	18	24	18	23	18	22
COLLEGE+	46	53	25	34	55	54	56	35	0	0	100	100	0	100	50	40	48	42	55	40
College graduate (4yr college)	27	29	18	22	38	39	43	24	0	0	100	0	0	59	28	26	30	25	31	23
Post-grad work/prof. school	19	24	7	12	17	15	13	11	0	0	0	100	0	41	22	14	18	17	24	16
DK/NA/REFUSED	1	1	1	2	2	2	2	1	0	0	0	0	0	0	0	1	1	1	0	0
DK/NA/Refused	1	1	1	2	2	2	2	1	0	0	0	0	0	0	0	1	1	1	0	0

TABLE 82: Q24. EDUCATION

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES																	
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
NON-COLLEGE	53%	58%	59%	59%	48%	56%	56%	48%	75%	65%	46%	28%	69%	42%	45%	51%	54%	56%	53%	53%	55%
Grades 1-8	1	0	1	1	1	1	1	1	2	1	0	0	1	0	1	1	1	2	1	1	1
Grades 9-11	3	4	2	3	3	3	3	3	7	2	1	0	2	2	4	3	3	3	2	3	3
High school graduate (12)	18	19	19	19	15	21	17	15	28	23	12	6	27	14	14	15	17	23	18	17	19
Community college/vocational	11	13	13	13	10	11	14	9	14	17	10	6	13	10	11	11	12	11	12	11	11
Less than 4 years of college	20	23	24	23	19	20	22	20	24	22	23	15	28	16	15	21	21	17	20	21	20
COLLEGE+	46	41	41	41	51	43	44	51	25	35	53	72	30	56	54	47	45	42	46	46	43
College graduate (4yr college)	27	24	27	26	29	25	26	31	17	24	32	36	23	35	33	26	21	23	30	24	22
Post-grad work/prof. school	19	17	14	15	22	18	18	20	7	11	21	36	7	21	21	21	24	19	16	22	22
DK/NA/REFUSED	1	1	0	0	0	1	0	1	1	0	0	0	1	2	1	2	1	2	1	2	2
DK/NA/Refused	1	1	0	0	0	1	0	1	1	0	0	0	1	2	1	2	1	2	1	2	2

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
NON-COLLEGE	53%	51%	55%	52%	54%	54%	52%	49%	54%	56%	50%	54%	51%	57%	51%	56%	51%	53%	53%	54%	55%	51%
Grades 1-8	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	0	1	0	1	1	2
Grades 9-11	3	3	3	3	2	3	2	3	2	3	4	3	3	2	2	3	3	4	2	2	2	3
High school graduate (12)	18	16	19	18	17	17	18	14	19	16	20	16	19	17	17	17	18	18	19	16	18	15
Community college/vocational	11	12	11	12	11	11	12	11	11	11	13	11	11	12	11	11	11	12	12	11	11	10
Less than 4 years of college	20	19	22	18	22	22	18	20	22	22	16	19	21	24	20	24	17	18	20	23	23	21
COLLEGE+	46	48	43	47	45	45	47	49	45	42	49	45	48	42	47	42	48	46	47	45	43	48
College graduate (4yr college)	27	29	25	27	27	27	31	27	29	21	28	27	31	23	28	25	31	24	33	23	27	26
Post-grad work/prof. school	19	19	18	20	18	18	17	22	16	21	22	18	16	19	20	17	18	22	13	21	16	22
DK/NA/REFUSED	1	1	2	1	1	2	1	1	1	2	1	1	1	1	1	2	1	2	0	2	2	1
DK/NA/Refused	1	1	2	1	1	2	1	1	1	2	1	1	1	1	1	2	1	2	0	2	2	1

TABLE 82: Q24. EDUCATION

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY									
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
NON-COLLEGE	53%	44%	60%	54%	54%	55%	54%	44%	47%	56%	64%	52%	53%	49%	62%	55%	44%	47%	57%	61%
Grades 1-8	1	0	1	1	0	1	1	1	2	1	1	1	1	1	1	1	1	2	1	1
Grades 9-11	3	2	5	2	1	3	3	2	2	2	4	3	3	2	4	3	2	2	2	4
High school graduate (12)	18	15	21	19	16	19	19	15	14	17	22	17	18	16	21	19	15	14	18	22
Community college/vocational	11	10	13	12	11	11	12	10	8	11	15	11	11	10	14	12	10	8	14	12
Less than 4 years of college	20	18	18	19	26	21	20	17	21	24	22	20	21	19	24	21	17	21	23	22
COLLEGE+	46	56	40	46	46	43	45	54	52	44	34	46	45	50	37	44	54	52	42	37
College graduate (4yr college)	27	30	25	27	29	25	26	32	30	26	20	28	27	29	22	25	32	30	26	21
Post-grad work/prof. school	19	26	15	20	17	18	19	22	21	17	14	19	19	20	15	18	22	21	16	16
DK/NA/REFUSED	1	0	0	0	0	1	1	2	2	0	2	1	1	1	1	1	2	2	1	2
DK/NA/Refused	1	0	0	0	0	1	1	2	2	0	2	1	1	1	1	1	2	2	1	2

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		18-49	50+	18-49	50+	18-49	50+	18-49		50+									
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82								
NON-COLLEGE	53%	43%	48%	73%	74%	67%	62%	37%	49%	41%	49%	73%	76%	60%	68%	43%	43%	39%	39%	47%								
Grades 1-8	1	0	0	2	2	1	1	3	4	0	0	1	4	0	2	3	5	2	2	5								
Grades 9-11	3	2	1	7	5	5	4	1	3	1	2	5	7	2	7	1	3	0	1	3								
High school graduate (12)	18	12	13	31	34	22	21	14	16	11	14	32	33	20	22	15	15	12	13	18								
Community college/vocational	11	9	11	15	12	14	13	7	9	10	10	14	13	14	14	8	8	12	9	5								
Less than 4 years of college	20	19	23	19	20	25	23	12	17	19	22	20	18	24	23	16	12	13	13	16								
COLLEGE+	46	56	50	26	25	32	36	61	48	58	50	27	22	38	31	55	54	59	58	51								
College graduate (4yr college)	27	32	26	16	19	23	22	41	35	35	25	18	17	28	17	40	35	41	40	35								
Post-grad work/prof. school	19	24	24	9	6	9	14	20	13	23	26	8	6	10	14	15	19	18	19	15								
DK/NA/REFUSED	1	1	1	1	2	2	2	2	2	1	1	1	2	2	1	1	3	2	2	2								
DK/NA/Refused	1	1	1	1	2	2	2	2	2	1	1	1	2	2	1	1	3	2	2	2								

TABLE 82: Q24. EDUCATION

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
NON-COLLEGE	53%	47%	45%	72%	74%	67%	63%	46%	41%	73%	77%	76%	66%	72%	63%	63%	74%	38%	43%	59%
Grades 1-8	1	0	0	1	2	2	0	4	3	2	2	2	3	2	0	1	3	3	3	5
Grades 9-11	3	2	1	7	6	3	5	3	1	6	7	5	5	7	5	0	10	1	3	1
High school graduate (12)	18	14	12	32	33	20	22	16	14	32	33	34	32	29	21	22	21	13	15	23
Community college/vocational	11	10	11	14	13	12	14	9	7	13	15	13	11	16	10	14	6	8	12	
Less than 4 years of college	20	21	21	18	21	29	21	15	14	20	20	21	14	19	21	30	25	14	14	17
COLLEGE+	46	52	55	26	25	32	35	53	57	26	22	24	32	25	35	36	26	60	55	40
College graduate (4yr college)	27	28	30	19	17	24	22	33	42	19	16	17	25	17	21	24	25	45	34	25
Post-grad work/prof. school	19	24	25	7	7	8	13	20	14	8	6	7	7	8	14	11	2	14	20	15
DK/NA/REFUSED	1	1	1	2	1	1	2	2	3	1	1	1	2	3	2	2	0	3	2	1
DK/NA/Refused	1	1	1	2	1	1	2	2	3	1	1	1	2	3	2	2	0	3	2	1

TABLE 83: Q25. RESIDENCE

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
Own	61%	63%	68%	48%	39%	46%	62%	46%	58%	64%	66%	56%	67%	53%	67%	63%	67%	69%	67%	67%	67%	61%
Rent	34	31	27	45	52	45	32	47	36	31	27	38	29	40	28	30	29	27	29	28	29	34
DK/NA/Refused	6	6	5	7	9	9	6	6	6	5	7	6	5	6	5	7	4	4	4	5	4	5
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
Own	61%	71%	65%	67%	54%	45%	65%	50%	45%	60%	49%	63%	52%	47%	56%	61%	62%	76%	65%	52%	46%	
Rent	34	25	31	28	39	44	30	42	49	32	46	31	42	47	35	33	33	18	33	42	43	
DK/NA/Refused	6	4	5	4	6	11	5	8	6	8	5	5	7	7	8	6	5	5	3	6	10	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS- IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
Own	61%	73%	53%	56%	68%	58%	54%	51%	58%	49%	62%	52%	60%	67%	59%	68%	63%	55%	100%	0%	63%	60%
Rent	34	23	42	38	28	36	41	43	36	44	33	41	35	29	33	28	32	38	0	100	34	34
DK/NA/Refused	6	4	5	6	5	6	6	6	6	7	6	7	5	5	8	4	5	7	0	0	3	6
	QB/QC ETHNICITY						Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE							
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRNTR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL		
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758		
Own	61%	69%	44%	42%	66%	70%	61%	49%	50%	56%	65%	77%	54%	70%	76%	38%	47%	58%	70%	67%		
Rent	34	26	49	51	30	28	34	44	43	38	31	21	40	27	22	52	47	37	24	29		
DK/NA/Refused	6	4	7	7	5	2	5	7	6	6	4	2	6	3	1	10	5	4	6	4		

TABLE 83: Q25. RESIDENCE

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692
Own	61%	77%	65%	69%	60%	63%	63%	58%	37%	55%	70%	81%	20%	48%	65%	75%	84%	80%	44%	78%	82%
Rent	34	20	32	28	35	32	32	37	59	40	26	16	63	47	32	22	13	17	48	19	15
DK/NA/Refused	6	2	3	3	5	5	4	5	5	5	4	3	17	5	3	3	3	2	8	3	3

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
		3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632
Own	61%	61%	60%	59%	71%	52%	43%	79%	44%	76%	59%	59%	73%	70%	51%	52%	44%	72%	51%	85%	38%	79%
Rent	34	34	33	37	23	40	50	18	46	20	37	36	23	23	43	38	49	26	39	12	52	17
DK/NA/Refused	6	5	7	4	5	8	7	2	10	3	4	4	4	7	7	10	6	3	9	3	10	4

	PARTY BY IDEOLOGY					REGION						MEDIA MARKET								
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385
Own	61%	60%	60%	67%	76%	55%	64%	61%	59%	70%	61%	63%	59%	58%	66%	59%	61%	59%	66%	62%
Rent	34	37	36	26	21	40	31	32	36	26	32	31	36	36	29	35	32	36	27	33
DK/NA/Refused	6	3	4	7	3	6	5	7	5	3	7	6	5	6	5	5	7	5	6	4

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
		3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41
Own	61%	68%	70%	46%	42%	42%	64%	68%	50%	84%	37%	59%	29%	53%	55%	81%	69%	71%	61%	
Rent	34	28	25	47	51	53	49	32	27	43	14	56	34	61	42	40	15	28	26	32
DK/NA/Refused	6	4	5	8	7	5	8	4	5	8	2	8	7	10	5	5	4	3	3	6

TABLE 83: Q25. RESIDENCE

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
Own	61%	69%	69%	46%	42%	41%	42%	71%	61%	45%	41%	44%	45%	43%	41%	48%	35%	63%	73%	54%
Rent	34	26	27	46	50	53	50	25	34	49	52	50	48	48	51	46	60	31	22	45
DK/NA/Refused	6	5	3	7	7	6	7	4	5	7	7	7	7	9	8	6	6	6	5	1

TABLE 84: Q26. CHILDREN UNDER 18 AT HOME

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
YES	29%	29%	30%	34%	27%	26%	30%	20%	32%	29%	30%	35%	22%	28%	30%	31%	26%	25%	29%	30%	25%	30%
Yes	29	29	30	34	27	26	30	20	32	29	30	35	22	28	30	31	26	25	29	30	25	30
NO/DK/NA/REFUSED	71	71	70	66	73	74	70	80	68	71	70	65	78	72	70	69	74	75	71	70	75	70
No	69	70	69	65	70	74	68	77	67	69	69	63	77	71	68	67	72	73	70	68	73	68
DK/NA/Refused	1	2	1	1	2	0	1	2	1	1	1	1	1	1	1	2	2	1	1	1	2	2
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
YES	29%	26%	31%	29%	30%	28%	29%	32%	31%	31%	29%	34%	37%	33%	32%	28%	21%	39%	32%	33%		
Yes	29	26	31	29	30	28	29	32	31	31	29	34	37	33	32	28	21	39	32	33		
NO/DK/NA/REFUSED	71	74	69	71	70	72	71	68	69	69	71	66	63	67	68	72	79	61	68	67		
No	69	73	69	70	68	69	69	68	67	66	68	70	66	61	67	68	70	77	60	67	66	
DK/NA/Refused	1	1	1	1	2	3	1	0	2	3	1	2	0	2	1	2	2	1	1	1		
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
YES	29%	23%	30%	29%	30%	33%	37%	32%	32%	39%	38%	38%	32%	26%	24%	29%	31%	28%	31%	30%	100%	0%
Yes	29	23	30	29	30	33	37	32	32	39	38	38	32	26	24	29	31	28	31	30	100	0
NO/DK/NA/REFUSED	71	77	70	71	70	67	63	68	68	61	62	62	68	74	76	71	69	72	69	70	0	100
No	69	76	69	69	69	66	61	66	67	60	59	60	67	73	74	70	68	71	69	70	0	100
DK/NA/Refused	1	1	0	1	1	1	3	1	1	1	3	2	1	1	2	1	2	1	0	0	0	0

TABLE 84: Q26. CHILDREN UNDER 18 AT HOME

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
YES	29%	26%	42%	27%	30%	28%	32%	35%	29%	28%	31%	31%	29%	31%	39%	15%	26%	30%	33%	28%
Yes	29	26	42	27	30	28	32	35	29	28	31	31	29	31	39	15	26	30	33	28
NO/DK/NA/REFUSED	71	74	58	73	70	72	68	65	71	72	69	69	71	69	61	85	74	70	67	72
No	69	73	57	71	68	71	67	64	71	72	68	69	71	68	61	84	73	69	67	71
DK/NA/Refused	1	1	1	2	2	1	1	1	0	0	1	1	0	1	0	0	0	1	1	1

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
YES	29%	28%	30%	30%	29%	33%	33%	22%	23%	30%	30%	39%	22%	51%	61%	21%	4%	5%	44%	14%	5%
Yes	29	28	30	30	29	33	33	22	23	30	30	39	22	51	61	21	4	5	44	14	5
NO/DK/NA/REFUSED	71	72	70	70	71	67	67	78	77	70	70	61	78	49	39	79	96	95	56	86	95
No	69	71	69	70	71	66	67	78	77	70	70	61	77	48	37	77	95	94	55	84	94
DK/NA/Refused	1	1	0	1	0	1	0	0	0	0	0	0	1	1	2	2	1	1	1	1	1

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
YES	29%	28%	31%	28%	30%	32%	40%	15%	47%	14%	26%	29%	28%	32%	30%	33%	43%	14%	51%	15%	40%	15%
Yes	29	28	31	28	30	32	40	15	47	14	26	29	28	32	30	33	43	14	51	15	40	15
NO/DK/NA/REFUSED	71	72	69	72	70	68	60	85	53	86	74	71	72	68	70	67	57	86	49	85	60	85
No	69	70	68	71	69	67	58	83	51	85	71	70	70	67	69	65	55	85	48	83	59	84
DK/NA/Refused	1	2	1	1	1	1	1	2	1	1	2	1	2	1	1	2	2	1	1	2	1	1

TABLE 84: Q26. CHILDREN UNDER 18 AT HOME

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
YES	29%	26%	30%	26%	31%	26%	31%	27%	28%	33%	36%	30%	28%	27%	35%	29%	27%	28%	36%	31%
Yes	29	26	30	26	31	26	31	27	28	33	36	30	28	27	35	29	27	28	36	31
NO/DK/NA/REFUSED	71	74	70	74	69	74	69	73	72	67	64	70	72	73	65	71	73	72	64	69
No	69	74	68	73	68	73	67	72	70	67	63	68	70	71	64	70	71	70	63	68
DK/NA/Refused	1	0	1	0	1	1	1	2	2	1	1	1	1	2	1	1	2	2	1	1

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
YES	29%	25%	26%	39%	44%	26%	28%	29%	32%	43%	12%	50%	23%	45%	11%	36%	22%	26%	33%	32%
Yes	29	25	26	39	44	26	28	29	32	43	12	50	23	45	11	36	22	26	33	32
NO/DK/NA/REFUSED	71	75	74	61	56	74	72	71	68	57	88	50	77	55	89	64	78	74	67	68
No	69	74	73	60	55	71	71	69	67	56	87	50	75	53	88	62	76	73	65	66
DK/NA/Refused	1	1	1	1	1	2	1	2	1	1	1	1	2	2	1	2	1	2	2	2

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
YES	29%	27%	24%	45%	40%	28%	27%	33%	28%	42%	42%	41%	35%	47%	28%	27%	26%	27%	34%	33%
Yes	29	27	24	45	40	28	27	33	28	42	42	41	35	47	28	27	26	27	34	33
NO/DK/NA/REFUSED	71	73	76	55	60	72	73	67	72	58	58	59	65	53	72	73	74	73	66	67
No	69	72	75	54	59	71	71	66	70	57	58	59	65	51	71	71	71	71	65	66
DK/NA/Refused	1	1	1	1	1	1	2	1	2	0	0	1	0	2	1	2	2	2	1	1

TABLE 85: Q27. MARITAL STATUS

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
MARRIED/LIVING WITH PARTNER	60%	61%	65%	52%	44%	50%	61%	51%	58%	62%	64%	59%	61%	54%	66%	60%	64%	65%	65%	65%	64%	61%
Married	55	56	60	47	37	42	56	46	53	57	59	53	57	47	62	56	58	60	59	60	59	55
Not married, living w partner	5	5	4	5	7	8	5	5	5	5	6	6	3	7	3	4	5	5	5	5	5	5
SIN/SEP/DIV/WID	38	36	34	47	52	49	37	47	40	37	33	39	37	44	33	36	34	33	33	33	34	37
Single	27	24	23	34	46	37	27	24	32	26	20	31	21	32	22	23	22	20	19	19	22	26
Separated	1	1	0	1	1	0	1	2	1	1	1	1	1	1	1	0	1	1	1	1	1	0
Divorced	6	6	7	8	4	4	6	10	5	6	6	5	8	7	5	6	7	7	8	7	7	7
Widowed	5	5	4	4	2	7	4	12	2	4	7	2	8	4	5	7	5	5	6	5	5	4
DK/NA/REFUSED	2	2	2	1	4	1	2	2	2	2	2	2	2	1	2	4	2	2	2	2	2	2
DK/NA/Refused	2	2	2	1	4	1	2	2	2	2	2	2	2	1	2	4	2	2	2	2	2	2
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
MARRIED/LIVING WITH PARTNER	60%	66%	64%	65%	54%	51%	62%	51%	54%	59%	55%	60%	58%	57%	55%	62%	60%	69%	66%	54%	50%	
Married	55	60	59	59	49	46	57	45	47	51	49	56	51	49	48	58	56	65	61	48	42	
Not married, living w partner	5	6	5	6	4	4	4	6	7	8	7	4	7	8	7	4	4	4	5	6	8	
SIN/SEP/DIV/WID	38	32	34	33	44	46	36	49	43	39	44	37	42	40	44	36	37	29	32	45	49	
Single	27	18	23	21	33	37	24	40	35	24	34	25	34	32	32	27	24	14	20	38	38	
Separated	1	1	1	1	1	1	1	0	0	0	1	1	2	0	0	1	1	0	0	1	1	
Divorced	6	7	7	7	6	5	7	7	4	8	3	8	4	5	7	4	7	5	9	4	6	
Widowed	5	6	4	5	5	4	4	2	4	6	5	4	2	3	6	5	5	9	2	2	4	
DK/NA/REFUSED	2	2	2	2	2	3	2	0	3	3	1	2	1	3	1	2	2	2	2	1	1	
DK/NA/Refused	2	2	2	2	2	3	2	0	3	3	1	2	1	3	1	2	2	2	2	1	1	

TABLE 85: Q27. MARITAL STATUS

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>MARRIED/LIVING WITH PARTNER</u>	60%	66%	55%	57%	65%	59%	56%	55%	59%	55%	67%	58%	61%	63%	56%	64%	61%	56%	75%	40%	80%	52%
Married	55	62	48	51	61	53	52	48	54	47	62	50	55	59	51	57	57	51	72	31	75	47
Not married, living w partner	5	4	7	6	4	5	4	8	5	8	5	8	5	4	5	7	4	5	4	8	5	5
<u>SIN/SEP/DIV/WID</u>	38	32	44	41	34	40	41	42	40	44	30	40	38	36	42	35	36	42	24	59	20	46
Single	27	17	35	30	21	32	33	36	32	38	23	34	28	22	26	23	25	30	12	47	13	33
Separated	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1
Divorced	6	7	6	6	7	5	4	4	5	3	3	3	5	6	8	7	6	6	6	7	4	7
Widowed	5	8	2	4	5	2	2	2	2	1	3	2	3	6	7	4	5	5	5	4	2	6
<u>DK/NA/REFUSED</u>	2	2	1	2	1	1	3	2	1	2	3	2	2	2	2	2	2	2	1	1	0	1
DK/NA/Refused	2	2	1	2	1	1	3	2	1	2	3	2	2	2	2	2	2	2	1	1	0	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>MARRIED/LIVING WITH PARTNER</u>	60%	64%	56%	38%	61%	62%	57%	54%	57%	56%	62%	70%	56%	65%	100%	0%	54%	59%	65%	63%
Married	55	59	51	31	58	60	53	48	52	50	57	66	51	61	92	0	47	54	62	56
Not married, living w partner	5	5	6	6	3	2	4	6	5	7	5	4	6	4	8	0	7	4	3	7
<u>SIN/SEP/DIV/WID</u>	38	35	42	60	37	36	40	44	43	43	37	29	43	33	0	100	45	40	34	36
Single	27	21	34	40	33	34	36	35	30	30	27	19	30	23	0	70	34	27	24	23
Separated	1	1	1	2	0	1	0	1	1	1	1	0	1	1	0	2	1	1	1	1
Divorced	6	7	5	10	2	1	2	5	6	7	6	6	7	6	0	16	5	8	5	6
Widowed	5	5	2	9	1	0	2	3	6	5	3	4	6	3	0	12	4	4	4	6
<u>DK/NA/REFUSED</u>	2	1	2	2	3	2	3	2	1	1	1	1	1	1	0	0	1	1	1	1
DK/NA/Refused	2	1	2	2	3	2	3	2	1	1	1	1	1	1	0	0	1	1	1	1

TABLE 85: Q27. MARITAL STATUS

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		60%	74%	63%	67%																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>MARRIED/LIVING WITH PARTNER</u>	60%	74%	63%	67%	60%	65%	61%	55%	38%	59%	65%	81%	25%	60%	73%	71%	69%	56%	52%	68%	63%
Married	55	70	59	63	54	61	56	49	31	53	60	78	17	52	68	67	67	55	45	65	62
Not married, living w partner	5	3	4	4	6	4	6	7	7	6	5	3	8	8	5	4	2	1	7	3	2
<u>SIN/SEP/DIV/WID</u>	38	25	36	33	40	34	38	44	62	41	35	18	74	38	25	26	29	41	47	30	35
Single	27	13	24	21	28	22	27	33	42	30	23	14	73	33	17	14	8	6	42	11	7
Separated	1	1	0	0	1	0	1	1	2	1	1	0	1	1	1	1	1	0	1	1	1
Divorced	6	6	6	6	6	6	6	6	10	7	7	2	0	5	6	8	12	9	4	9	10
Widowed	5	5	5	5	4	6	4	3	8	4	4	2	0	0	1	3	9	26	0	9	17
<u>DK/NA/REFUSED</u>	2	1	1	1	1	1	1	0	0	0	0	0	1	1	1	3	2	2	1	3	2
DK/NA/Refused	2	1	1	1	1	1	1	0	0	0	0	0	1	1	1	3	2	2	1	3	2

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+												
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>MARRIED/LIVING WITH PARTNER</u>	60%	63%	57%	58%	69%	53%	51%	74%	53%	61%	60%	57%	72%	66%	55%	49%	52%	63%	63%	73%	45%	68%
Married	55	57	53	52	66	47	43	71	47	59	53	52	69	63	49	45	44	59	58	71	37	65
Not married, living w partner	5	6	4	6	3	6	8	3	6	3	7	5	4	3	7	5	8	4	5	2	7	3
<u>SIN/SEP/DIV/WID</u>	38	36	41	40	29	45	48	23	45	36	39	42	25	33	44	47	46	35	36	24	54	28
Single	27	28	25	27	17	37	44	12	39	10	29	24	18	17	39	35	41	14	32	7	49	13
Separated	1	0	1	1	1	1	0	1	1	1	0	1	0	1	0	1	1	1	1	1	0	1
Divorced	6	5	8	8	5	5	3	6	4	11	6	9	5	4	7	4	11	3	6	4	8	
Widowed	5	2	7	5	6	2	0	4	1	13	3	7	2	10	0	5	1	9	1	9	0	6
<u>DK/NA/REFUSED</u>	2	2	2	2	2	2	1	3	2	3	2	2	2	2	1	3	1	2	1	3	2	3
DK/NA/Refused	2	2	2	2	2	2	1	3	2	3	2	2	2	2	1	3	1	2	1	3	2	3

TABLE 85: Q27. MARITAL STATUS

	Total	PARTY BY IDEOLOGY				REGION										MEDIA MARKET				
		LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>MARRIED/LIVING WITH PARTNER</u>	60%	57%	60%	68%	71%	56%	63%	55%	62%	68%	62%	60%	60%	58%	65%	59%	56%	62%	66%	63%
Married	55	51	55	64	69	50	58	51	58	62	58	55	54	53	60	54	51	58	62	56
Not married, living w partner	5	6	6	4	2	5	5	4	5	6	4	5	5	5	5	5	5	5	4	7
<u>SIN/SEP/DIV/WID</u>	38	42	39	30	28	42	35	42	35	31	37	38	38	40	34	39	42	35	33	36
Single	27	30	24	22	14	31	24	28	25	20	27	26	27	28	24	28	28	25	22	27
Separated	1	1	1	1	1	1	0	1	0	1	0	1	1	1	1	1	1	0	1	0
Divorced	6	8	8	4	6	5	6	8	6	7	6	7	6	6	7	6	8	6	7	5
Widowed	5	4	6	4	7	5	4	6	4	3	3	5	5	5	3	5	6	4	3	4
<u>DK/NA/REFUSED</u>	2	0	1	2	1	2	2	2	2	1	1	2	2	2	1	2	2	2	1	1
DK/NA/Refused	2	0	1	2	1	2	2	2	2	1	1	2	2	2	1	2	2	2	1	1

	Total	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
		WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>MARRIED/LIVING WITH PARTNER</u>	60%	67%	61%	54%	59%	47%	31%	59%	63%	57%	69%	52%	66%	31%	44%	49%	78%	60%	70%	57%
Married	55	62	57	48	53	39	25	56	59	50	66	45	63	23	39	44	76	55	66	55
Not married, living w partner	5	6	4	6	6	8	5	2	4	7	3	7	3	8	5	4	1	4	4	2
<u>SIN/SEP/DIV/WID</u>	38	31	38	44	39	51	67	39	34	42	29	47	29	67	53	49	20	38	27	40
Single	27	23	19	39	31	38	41	37	28	36	10	44	13	58	22	48	12	32	23	37
Separated	1	0	1	1	1	1	3	0	1	1	1	0	1	1	3	0	0	1	0	0
Divorced	6	6	9	4	5	8	11	2	3	5	10	3	9	6	13	1	4	3	2	2
Widowed	5	2	8	1	3	4	13	1	2	0	9	1	6	2	15	0	3	2	2	1
<u>DK/NA/REFUSED</u>	2	1	1	2	2	2	2	2	3	1	2	1	5	2	3	3	3	2	3	3
DK/NA/Refused	2	1	1	2	2	2	2	2	3	1	2	1	5	2	3	3	3	2	3	3

TABLE 85: Q27. MARITAL STATUS

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO			AF-AM			AS/PI		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>MARRIED/LIVING WITH PARTNER</u>	60%	64%	64%	57%	56%	38%	37%	64%	58%	58%	52%	55%	56%	59%	36%	37%	45%	59%	65%	53%
Married	55	59	59	52	50	31	32	62	54	53	45	49	53	52	30	31	38	56	63	49
Not married, living w partner	5	4	5	5	6	8	6	2	4	5	8	6	3	6	6	6	7	4	3	3
<u>SIN/SEP/DIV/WID</u>	38	35	34	42	42	61	60	34	39	40	48	43	41	39	61	61	55	38	32	46
Single	27	21	21	33	35	33	42	30	35	34	38	36	27	35	43	32	35	34	29	39
Separated	1	1	1	1	1	4	1	0	0	1	0	1	1	0	1	3	4	0	0	0
Divorced	6	8	6	6	4	14	8	2	2	4	7	5	9	3	8	15	8	2	2	4
Widowed	5	5	6	2	2	9	9	1	2	2	3	2	5	0	8	11	9	1	1	3
<u>DK/NA/REFUSED</u>	2	1	1	1	2	1	3	2	3	1	0	1	3	3	3	2	0	3	3	1
DK/NA/Refused	2	1	1	1	2	1	3	2	3	1	0	1	3	3	3	2	0	3	3	1

TABLE 86: Q28. RESIDENTIAL AREA

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
BIG CITY	21%	22%	17%	25%	26%	24%	21%	23%	24%	21%	19%	23%	20%	26%	17%	23%	21%	22%	22%	21%	21%	23%
A big city	21	22	17	25	26	24	21	23	24	21	19	23	20	26	17	23	21	22	22	21	21	23
MEDIUM/SMALL CITY	28%	29%	27%	30%	27%	28%	28%	34%	25%	29%	28%	27%	30%	29%	28%	26%	28%	28%	28%	28%	29%	29%
A medium or small city	28	29	27	30	27	28	28	34	25	29	28	27	30	29	28	26	28	28	28	28	29	29
SUBURB	27%	30%	23%	24%	26%	22%	28%	17%	29%	28%	24%	28%	25%	26%	29%	22%	28%	27%	25%	25%	27%	26%
A suburban area	27	30	23	24	26	22	28	17	29	28	24	28	25	26	29	22	28	27	25	25	27	26
SMALL TOWN/RURAL	22%	16%	31%	18%	19%	22%	21%	22%	21%	20%	25%	20%	23%	18%	24%	26%	22%	22%	22%	25%	21%	20%
A small town	13	12	16	11	12	11	13	15	14	11	14	12	14	12	14	15	13	12	13	14	12	13
A rural area	9	5	15	8	8	10	9	7	6	9	12	8	9	6	11	11	9	10	10	10	9	8
DK/NA/REFUSED	2%	2%	2%	2%	3%	4%	2%	3%	2%	1%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
DK/NA/Refused	2	2	2	2	3	4	2	3	2	1	3	2	2	2	2	3	2	2	2	2	2	2

	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
BIG CITY	21%	21%	22%	22%	21%	22%	21%	25%	25%	18%	26%	22%	25%	26%	21%	20%	22%	22%	18%	23%	22%
A big city	21	21	22	22	21	22	21	25	25	18	26	22	25	26	21	20	22	22	18	23	22
MEDIUM/SMALL CITY	28%	26%	29%	28%	28%	29%	27%	27%	33%	33%	30%	29%	28%	31%	26%	31%	30%	25%	29%	28%	27%
A medium or small city	28	26	29	28	28	29	27	27	33	33	30	29	28	31	26	31	30	25	29	28	27
SUBURB	27%	27%	26%	26%	29%	23%	29%	28%	19%	20%	19%	30%	22%	20%	25%	23%	24%	29%	32%	28%	22%
A suburban area	27	27	26	26	29	23	29	28	19	20	19	30	22	20	25	23	24	29	32	28	22
SMALL TOWN/RURAL	22%	24%	22%	23%	19%	22%	20%	20%	21%	27%	23%	18%	24%	19%	27%	24%	23%	22%	19%	19%	26%
A small town	13	13	15	14	11	13	12	12	16	16	17	11	12	12	15	17	14	14	11	12	15
A rural area	9	11	7	9	8	8	9	8	6	11	5	7	11	7	12	8	9	8	8	7	11
DK/NA/REFUSED	2%	2%	1%	1%	3%	3%	2%	1%	2%	2%	2%	2%	1%	3%	1%	1%	2%	2%	1%	2%	3%
DK/NA/Refused	2	2	1	1	3	3	2	1	2	2	2	2	1	3	1	1	2	2	1	2	3

TABLE 86: Q28. RESIDENTIAL AREA

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>BIG CITY</u>	21%	20%	29%	24%	18%	22%	22%	20%	23%	23%	22%	22%	22%	19%	23%	22%	21%	22%	17%	30%	19%	23%
A big city	21	20	29	24	18	22	22	20	23	23	22	22	22	19	23	22	21	22	17	30	19	23
<u>MEDIUM/SMALL CITY</u>	28%	26%	31%	29%	27%	27%	25%	30%	27%	29%	25%	28%	28%	29%	27%	28%	27%	29%	27%	31%	29%	28%
A medium or small city	28	26	31	29	27	27	25	30	27	29	25	28	28	29	27	28	27	29	27	31	29	28
<u>SUBURB</u>	27%	28%	24%	24%	31%	30%	26%	25%	29%	28%	31%	28%	29%	22%	25%	25%	28%	26%	31%	19%	30%	26%
A suburban area	27	28	24	24	31	30	26	25	29	28	31	28	29	22	25	25	28	26	31	19	30	26
<u>SMALL TOWN/RURAL</u>	22%	24%	16%	21%	21%	19%	25%	23%	20%	18%	18%	19%	19%	28%	22%	23%	23%	20%	24%	18%	21%	22%
A small town	13	14	10	13	12	11	15	15	12	12	12	11	12	16	15	13	13	13	13	12	13	13
A rural area	9	10	6	8	9	7	9	8	8	7	7	8	8	13	7	10	9	7	10	6	8	9
<u>DK/NA/REFUSED</u>	2%	1%	1%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	1%	1%	1%	1%
DK/NA/Refused	2	1	1	2	2	2	3	2	2	2	3	2	2	2	3	2	2	2	1	1	1	1

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>BIG CITY</u>	21%	18%	23%	42%	30%	37%	28%	27%	22%	20%	24%	20%	21%	23%	19%	25%	100%	0%	0%	0%
A big city	21	18	23	42	30	37	28	27	22	20	24	20	21	23	19	25	100	0	0	0
<u>MEDIUM/SMALL CITY</u>	28%	27%	34%	30%	23%	24%	20%	30%	31%	30%	26%	25%	30%	26%	28%	29%	0%	100%	0%	0%
A medium or small city	28	27	34	30	23	24	20	30	31	30	26	25	30	26	28	29	0	100	0	0
<u>SUBURB</u>	27%	29%	22%	15%	32%	25%	37%	23%	22%	23%	31%	34%	23%	32%	29%	24%	0%	0%	100%	0%
A suburban area	27	29	22	15	32	25	37	23	22	23	31	34	23	32	29	24	0	0	100	0
<u>SMALL TOWN/RURAL</u>	22%	24%	20%	10%	12%	12%	11%	18%	24%	25%	19%	19%	25%	19%	23%	20%	0%	0%	0%	100%
A small town	13	13	15	7	9	11	8	13	15	14	12	10	15	11	13	13	0	0	0	60
A rural area	9	11	5	3	3	2	3	5	8	11	7	8	10	7	10	7	0	0	0	40
<u>DK/NA/REFUSED</u>	2%	1%	2%	3%	3%	2%	3%	2%	2%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%
DK/NA/Refused	2	1	2	3	3	2	3	2	2	1	1	1	1	1	1	1	0	0	0	0

TABLE 86: Q28. RESIDENTIAL AREA

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES																	
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>BIG CITY</u>	21%	11%	16%	15%	26%	20%	21%	24%	28%	21%	19%	20%	24%	26%	22%	19%	17%	21%	24%	19%	19%
A big city	21	11	16	15	26	20	21	24	28	21	19	20	24	26	22	19	17	21	24	19	19
<u>MEDIUM/SMALL CITY</u>	28	30	30	30	27	29	27	28	28	31	29	24	33	27	26	26	28	30	29	27	29
A medium or small city	28	30	30	30	27	29	27	28	28	31	29	24	33	27	26	26	28	30	29	27	29
<u>SUBURB</u>	27	28	25	26	28	27	28	27	18	25	27	37	24	25	30	29	26	23	26	27	24
A suburban area	27	28	25	26	28	27	28	27	18	25	27	37	24	25	30	29	26	23	26	27	24
<u>SMALL TOWN/RURAL</u>	22	29	28	28	19	22	23	20	25	23	23	18	17	20	20	24	28	23	19	24	26
A small town	13	17	14	15	12	14	13	12	15	12	14	11	11	13	12	13	16	17	12	14	16
A rural area	9	11	14	13	7	8	10	8	10	11	9	7	6	7	9	10	12	7	7	10	10
<u>DK/NA/REFUSED</u>	2	2	1	1	1	1	1	1	1	0	1	2	2	1	2	3	2	2	2	2	2
DK/NA/Refused	2	2	1	1	1	1	1	1	1	0	1	2	2	1	2	3	2	2	2	2	2

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>BIG CITY</u>	21%	23%	20%	26%	14%	22%	25%	20%	23%	18%	27%	26%	16%	12%	24%	19%	30%	23%	15%	13%	23%	18%
A big city	21	23	20	26	14	22	25	20	23	18	27	26	16	12	24	19	30	23	15	13	23	18
<u>MEDIUM/SMALL CITY</u>	28	28	29	28	27	30	28	27	29	27	29	28	26	27	29	32	28	28	26	27	32	27
A medium or small city	28	28	29	28	27	30	28	27	29	27	29	28	26	27	29	32	28	28	26	27	32	27
<u>SUBURB</u>	27	27	26	26	31	24	27	27	25	27	27	25	30	32	25	22	25	27	33	29	24	24
A suburban area	27	27	26	26	31	24	27	27	25	27	27	25	30	32	25	22	25	27	33	29	24	24
<u>SMALL TOWN/RURAL</u>	22	20	23	18	27	22	17	24	21	25	16	19	25	28	20	24	16	20	25	28	19	29
A small town	13	11	14	12	14	14	10	13	14	15	10	13	12	16	12	15	11	13	13	15	12	17
A rural area	9	9	8	6	13	8	7	10	7	10	6	6	13	12	8	9	5	7	12	13	7	11
<u>DK/NA/REFUSED</u>	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	1%	3%	2%	2%
DK/NA/Refused	2	2	2	2	2	2	2	3	2	2	2	2	2	1	2	3	2	2	1	3	2	2

TABLE 86: Q28. RESIDENTIAL AREA

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>BIG CITY</u>	21%	28%	26%	17%	12%	36%	10%	26%	26%	9%	10%	18%	24%	26%	10%	25%	26%	26%	11%	8%
A big city	21	28	26	17	12	36	10	26	26	9	10	18	24	26	10	25	26	26	11	8
<u>MEDIUM/SMALL CITY</u>	28	27	30	27	27	28	33	28	21	24	28	27	29	28	29	30	27	21	24	32
A medium or small city	28	27	30	27	27	28	33	28	21	24	28	27	29	28	29	30	27	21	24	32
<u>SUBURB</u>	27	28	24	34	29	24	35	28	37	22	11	22	31	29	22	30	27	37	23	10
A suburban area	27	28	24	34	29	24	35	28	37	22	11	22	31	29	22	30	27	37	23	10
<u>SMALL TOWN/RURAL</u>	22	17	19	21	30	9	19	16	14	44	49	31	14	15	39	14	17	14	41	48
A small town	13	11	12	11	16	6	13	12	9	16	30	18	9	10	21	9	12	9	22	26
A rural area	9	5	7	10	14	3	6	4	5	28	19	13	5	5	18	5	5	5	19	22
<u>DK/NA/REFUSED</u>	2	1	1	1	1	2	2	3	2	1	2	2	2	2	1	2	3	2	1	2
DK/NA/Refused	2	1	1	1	1	2	2	3	2	1	2	2	2	2	1	2	3	2	1	2

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		18-49	50+	18-49	50+	18-49	50+	18-49			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>BIG CITY</u>	21%	19%	16%	24%	22%	40%	43%	32%	27%	21%	15%	23%	22%	42%	42%	29%	30%	31%	28%	29%
A big city	21	19	16	24	22	40	43	32	27	21	15	23	22	42	42	29	30	31	28	29
<u>MEDIUM/SMALL CITY</u>	28	28	27	31	36	33	27	18	29	27	27	34	31	30	28	24	22	23	23	23
A medium or small city	28	28	27	31	36	33	27	18	29	27	27	34	31	30	28	24	22	23	23	23
<u>SUBURB</u>	27	29	29	23	22	17	14	34	30	30	28	21	26	14	16	34	29	31	32	32
A suburban area	27	29	29	23	22	17	14	34	30	30	28	21	26	14	16	34	29	31	32	32
<u>SMALL TOWN/RURAL</u>	22	22	26	20	19	7	13	12	12	21	27	20	18	9	11	10	16	12	13	11
A small town	13	11	16	16	14	4	8	9	10	12	15	15	15	5	8	7	12	8	12	9
A rural area	9	11	11	5	5	2	4	3	2	9	13	6	3	5	3	2	3	4	2	2
<u>DK/NA/REFUSED</u>	2%	1%	2%	2%	2%	4%	3%	4%	3%	1%	2%	1%	3%	4%	3%	4%	3%	3%	4%	4%
DK/NA/Refused	2	1	2	2	2	4	3	4	3	1	2	1	3	4	3	4	3	3	4	4

TABLE 86: Q28. RESIDENTIAL AREA

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>BIG CITY</u>	21%	15%	20%	17%	26%	36%	44%	33%	27%	29%	0%	25%	20%	19%	45%	38%	32%	27%	35%	23%
A big city	21	15	20	17	26	36	44	33	27	29	0	25	20	19	45	38	32	27	35	23
<u>MEDIUM/SMALL CITY</u>	28	27	28	32	34	37	26	24	22	43	0	36	36	27	25	39	35	22	24	23
A medium or small city	28	27	28	32	34	37	26	24	22	43	0	36	36	27	25	39	35	22	24	23
<u>SUBURB</u>	27	23	35	18	24	12	17	24	39	28	0	25	23	17	17	11	15	39	24	31
A suburban area	27	23	35	18	24	12	17	24	39	28	0	25	23	17	17	11	15	39	24	31
<u>SMALL TOWN/RURAL</u>	22	33	16	31	14	12	9	16	8	0	100	13	19	34	10	8	16	8	13	22
A small town	13	17	10	23	11	9	5	13	6	0	76	9	15	27	6	8	8	6	11	15
A rural area	9	16	6	8	3	3	4	3	2	0	24	4	4	7	4	0	8	2	2	7
<u>DK/NA/REFUSED</u>	2	1	1	2	1	3	4	3	4	0	0	1	1	3	3	5	2	4	4	1
DK/NA/Refused	2	1	1	2	1	3	4	3	4	0	0	1	1	3	3	5	2	4	4	1

TABLE 87: Q29. IDEOLOGY

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
LIBERAL	33%	34%	28%	27%	46%	40%	34%	28%	37%	34%	27%	36%	29%	52%	15%	29%	36%	34%	31%	31%	35%	32%
Very liberal	14	15	11	13	23	19	15	10	17	14	12	15	14	25	5	12	18	17	14	14	17	13
Somewhat liberal	19	19	18	15	23	21	19	18	19	19	16	21	15	27	11	17	18	17	17	17	18	19
MODERATE	32	32	31	35	31	30	32	29	33	33	30	33	31	30	33	35	30	31	33	32	31	34
Moderate	32	32	31	35	31	30	32	29	33	33	30	33	31	30	33	35	30	31	33	32	31	34
CONSERVATIVE	29	28	33	28	15	22	28	32	25	29	33	25	33	13	46	22	29	30	30	31	29	29
Somewhat conservative	16	15	18	18	10	14	16	17	15	16	19	16	16	9	24	14	14	14	16	17	15	16
Very conservative	13	13	15	11	5	9	12	15	10	13	14	9	17	4	23	8	15	15	14	14	14	12
DK/NA/REFUSED	6	5	7	10	8	8	6	11	6	4	10	6	7	5	6	13	5	6	6	6	5	5
DK/NA/Refused	6	5	7	10	8	8	6	11	6	4	10	6	7	5	6	13	5	6	6	6	5	5
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
LIBERAL	33%	33%	34%	34%	34%	24%	35%	32%	40%	26%	28%	35%	34%	43%	35%	22%	31%	33%	34%	38%	24%	
Very liberal	14	18	15	16	13	7	15	15	19	14	10	14	16	19	18	9	12	17	17	16	12	
Somewhat liberal	19	14	19	17	22	17	20	16	21	12	18	21	19	24	18	13	19	17	16	22	12	
MODERATE	32	26	34	31	34	31	33	28	32	35	30	35	26	33	30	30	32	35	28	32	33	
Moderate	32	26	34	31	34	31	33	28	32	35	30	35	26	33	30	30	32	35	28	32	33	
CONSERVATIVE	29	34	27	30	25	32	28	30	21	33	33	26	33	18	28	40	31	26	35	25	30	
Somewhat conservative	16	16	15	15	17	20	16	15	14	16	16	15	17	10	17	22	18	15	18	14	16	
Very conservative	13	19	13	15	9	13	12	15	8	17	17	10	16	7	12	18	13	11	17	11	14	
DK/NA/REFUSED	6	7	4	5	6	13	5	10	7	6	9	4	7	7	6	7	6	6	3	5	13	
DK/NA/Refused	6	7	4	5	6	13	5	10	7	6	9	4	7	7	6	7	6	6	3	5	13	

TABLE 87: Q29. IDEOLOGY

	Q14 NWSPPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLTT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
LIBERAL	33%	31%	40%	36%	29%	37%	36%	34%	36%	39%	35%	39%	35%	27%	33%	38%	34%	29%	30%	39%	30%	35%
Very liberal	14	14	19	16	13	16	15	14	16	15	15	15	15	11	16	21	15	10	13	17	11	16
Somewhat liberal	19	17	21	20	16	21	21	20	20	24	21	24	20	16	17	17	19	19	17	22	19	19
MODERATE	32	34	31	33	31	33	23	28	32	33	32	31	34	30	29	30	30	35	33	32	33	32
Moderate	32	34	31	33	31	33	23	28	32	33	32	31	34	30	29	30	30	35	33	32	33	32
CONSERVATIVE	29	30	23	25	35	26	33	30	26	23	26	25	27	35	29	25	30	29	33	22	31	28
Somewhat conservative	16	17	13	15	17	15	16	17	15	16	17	17	15	21	15	14	16	17	18	13	18	15
Very conservative	13	13	11	10	17	11	17	13	11	7	9	8	12	14	13	11	14	12	15	9	12	13
DK/NA/REFUSED	6	5	5	7	5	4	8	7	5	5	6	5	5	7	9	6	5	7	4	7	6	5
DK/NA/Refused	6	5	5	7	5	4	8	7	5	5	6	5	5	7	9	6	5	7	4	7	6	5

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
LIBERAL	33%	32%	36%	35%	31%	35%	31%	35%	29%	31%	36%	39%	30%	37%	30%	38%	42%	32%	34%	27%
Very liberal	14	15	14	14	12	12	9	13	12	12	16	19	12	17	13	16	18	13	15	13
Somewhat liberal	19	17	21	22	19	22	22	22	17	19	20	20	18	20	17	22	24	19	19	14
MODERATE	32	31	34	32	38	43	39	34	29	31	33	37	30	35	33	31	32	33	34	30
Moderate	32	31	34	32	38	43	39	34	29	31	33	37	30	35	33	31	32	33	34	30
CONSERVATIVE	29	32	24	23	22	18	21	23	33	33	27	20	33	24	32	25	21	30	28	38
Somewhat conservative	16	17	15	15	17	14	14	15	18	18	16	12	18	14	17	15	12	16	17	19
Very conservative	13	16	9	9	6	4	6	8	15	15	11	8	15	10	15	10	8	13	12	18
DK/NA/REFUSED	6	5	6	10	8	5	10	7	9	5	4	4	7	4	5	6	6	6	4	6
DK/NA/Refused	6	5	6	10	8	5	10	7	9	5	4	4	7	4	5	6	6	6	4	6

TABLE 87: Q29. IDEOLOGY

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES	NO																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
LIBERAL	33%	6%	16%	13%	45%	24%	32%	47%	34%	37%	34%	32%	43%	35%	29%	30%	32%	28%	36%	30%	30%
Very liberal	14	3	4	4	21	9	12	24	15	18	16	12	15	15	13	14	15	14	15	14	15
Somewhat liberal	19	3	12	9	24	15	19	23	20	19	19	20	27	20	15	16	17	14	21	16	16
MODERATE	32	13	27	22	37	29	37	30	31	32	31	37	31	35	35	30	29	31	34	30	30
Moderate	32	13	27	22	37	29	37	30	31	32	31	37	31	35	35	30	29	31	34	30	30
CONSERVATIVE	29	79	54	63	14	41	28	17	27	28	31	28	19	22	30	33	34	35	23	34	34
Somewhat conservative	16	20	36	30	10	22	17	9	14	17	16	17	14	14	16	18	16	15	15	17	16
Very conservative	13	59	18	32	4	19	11	8	13	11	15	12	5	8	14	15	17	21	9	17	19
DK/NA/REFUSED	6	3	3	3	4	5	4	6	8	3	3	3	7	7	6	6	5	6	7	6	6
DK/NA/Refused	6	3	3	3	4	5	4	6	8	3	3	3	7	7	6	6	5	6	7	6	6

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
LIBERAL	33%	30%	35%	50%	9%	32%	32%	28%	39%	32%	50%	51%	9%	9%	29%	35%	52%	49%	10%	8%	35%	26%
Very liberal	14	13	16	23	3	13	13	13	16	16	21	25	3	3	13	12	22	25	3	3	14	10
Somewhat liberal	19	18	20	27	6	19	20	15	23	17	29	26	6	6	16	22	30	24	7	6	20	16
MODERATE	32	33	31	31	27	39	36	30	32	30	33	30	24	30	44	34	31	31	30	24	39	39
Moderate	32	33	31	31	27	39	36	30	32	30	33	30	24	30	44	34	31	31	30	24	39	39
CONSERVATIVE	29	30	27	13	58	21	24	36	23	31	12	14	61	55	19	23	12	14	53	61	16	29
Somewhat conservative	16	16	16	9	28	13	14	17	15	17	8	10	28	29	11	15	8	10	31	27	11	17
Very conservative	13	14	11	4	30	8	10	19	8	14	4	4	33	26	7	8	4	4	23	34	5	13
DK/NA/REFUSED	6	6	6	5	6	8	8	5	6	6	5	5	6	6	8	9	5	6	7	6	10	5
DK/NA/Refused	6	6	6	5	6	8	8	5	6	6	5	5	6	6	8	9	5	6	7	6	10	5

TABLE 87: Q29. IDEOLOGY

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
LIBERAL	33%	100%	0%	25%	0%	36%	26%	43%	32%	23%	28%	34%	32%	36%	25%	32%	43%	32%	24%	27%
Very liberal	14	46	0	8	0	15	11	21	15	8	12	15	13	17	9	13	21	15	9	12
Somewhat liberal	19	54	0	17	0	21	16	22	18	16	17	19	18	20	16	19	22	18	16	16
MODERATE	32	0	70	75	0	31	33	32	29	38	29	33	31	32	32	32	33	29	37	29
Moderate	32	0	70	75	0	31	33	32	29	38	29	33	31	32	32	32	33	29	37	29
CONSERVATIVE	29	0	30	0	100	26	35	19	32	34	34	26	31	26	36	30	19	32	35	34
Somewhat conservative	16	0	21	0	49	16	20	11	17	16	17	14	18	15	19	18	11	17	17	16
Very conservative	13	0	9	0	51	10	15	8	15	18	17	13	13	11	16	12	8	15	18	18
DK/NA/REFUSED	6	0	0	0	0	7	6	6	7	4	9	6	6	6	7	6	6	7	4	9
DK/NA/Refused	6	0	0	0	0	7	6	6	7	4	9	6	6	6	7	6	6	7	4	9

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
LIBERAL	33%	28%	36%	35%	36%	38%	33%	28%	35%	34%	31%	39%	30%	37%	35%	35%	26%	40%	14%	34%
Very liberal	14	13	18	14	15	15	12	9	15	16	15	14	15	15	12	12	12	18	6	12
Somewhat liberal	19	15	18	21	22	23	21	19	20	18	16	24	14	21	22	22	14	22	9	22
MODERATE	32	32	29	36	33	30	33	37	40	33	29	34	34	33	30	37	40	40	38	38
Moderate	32	32	29	36	33	30	33	37	40	33	29	34	34	33	30	37	40	40	38	38
CONSERVATIVE	29	34	30	22	26	24	23	27	17	27	36	21	30	17	29	19	27	15	38	19
Somewhat conservative	16	17	17	13	17	16	14	21	12	17	17	13	19	12	16	15	18	12	24	16
Very conservative	13	17	14	9	9	8	9	6	6	11	19	8	11	5	12	4	8	3	13	4
DK/NA/REFUSED	6	5	5	7	5	9	11	8	8	6	4	6	6	13	7	9	7	5	10	9
DK/NA/Refused	6	5	5	7	5	9	11	8	8	6	4	6	6	13	7	9	7	5	10	9

TABLE 87: Q29. IDEOLOGY

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>LIBERAL</u>	33%	34%	30%	37%	35%	40%	33%	31%	32%	37%	34%	34%	38%	34%	43%	29%	33%	32%	27%	
Very liberal	14	17	14	18	13	14	14	12	12	16	10	12	20	17	13	16	10	12	12	15
Somewhat liberal	19	18	15	19	22	26	20	19	19	21	24	22	18	22	21	27	19	21	20	11
<u>MODERATE</u>	32	31	30	33	35	32	31	41	36	34	37	35	37	32	32	27	39	37	43	30
Moderate	32	31	30	33	35	32	31	41	36	34	37	35	37	32	32	27	39	37	43	30
<u>CONSERVATIVE</u>	29	28	36	25	23	18	26	22	23	24	25	25	21	24	25	18	28	22	20	29
Somewhat conservative	16	14	20	14	16	14	15	16	17	15	16	17	10	14	15	13	17	16	16	21
Very conservative	13	15	16	12	8	4	11	6	6	9	9	8	11	10	10	4	10	6	5	8
<u>DK/NA/REFUSED</u>	6	6	4	5	7	10	10	6	10	5	4	7	4	5	10	13	4	9	5	14
DK/NA/Refused	6	6	4	5	7	10	10	6	10	5	4	7	4	5	10	13	4	9	5	14

TABLE 88: Q30. TEA PARTY SUPPORTER

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
TOTAL YES	29%	26%	36%	30%	18%	24%	29%	24%	26%	31%	31%	26%	31%	12%	47%	20%	30%	32%	30%	31%	30%	30%
Yes, strongly	10	9	13	9	6	5	10	8	10	11	9	9	12	2	19	5	13	13	12	11	12	9
Yes, somewhat	19	17	23	21	12	19	19	16	16	20	22	18	20	10	28	15	18	19	18	20	18	20
NO/DK	71	74	64	70	82	76	71	76	74	69	69	74	69	88	53	80	70	68	70	69	70	70
No	61	64	55	60	68	55	61	57	65	61	55	63	57	78	43	63	63	62	61	60	63	61
DK	11	10	9	10	14	21	10	20	10	8	15	10	11	10	10	17	7	6	9	9	7	10
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS						Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
TOTAL YES	29%	37%	30%	33%	23%	23%	28%	39%	21%	38%	28%	23%	39%	22%	30%	38%	27%	27%	40%	28%	25%	
Yes, strongly	10	16	11	12	6	8	10	16	4	14	11	7	17	6	10	13	8	9	21	10	7	
Yes, somewhat	19	21	20	20	17	15	18	23	16	24	18	16	23	16	20	25	19	18	19	18	18	
NO/DK	71	63	70	67	77	77	72	61	79	62	72	77	61	78	70	62	73	73	60	72	75	
No	61	59	61	60	62	58	65	48	65	46	49	68	53	61	59	50	59	65	57	63	59	
DK	11	5	8	7	14	19	7	13	14	15	23	9	8	17	11	12	14	7	3	9	16	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
TOTAL YES	29%	29%	23%	25%	35%	27%	32%	29%	27%	25%	26%	27%	36%	29%	30%	31%	25%	33%	23%	29%	29%	
Yes, strongly	10	8	8	7	14	10	9	11	10	8	9	8	9	15	10	13	11	8	13	6	9	
Yes, somewhat	19	20	15	17	21	18	18	22	19	19	16	18	18	21	19	17	20	18	20	17	19	
NO/DK	71	71	77	75	65	73	73	68	71	73	75	74	73	64	71	70	69	75	67	77	71	
No	61	62	73	64	56	65	60	54	63	64	67	64	64	52	57	65	61	59	60	63	60	
DK	11	9	4	12	9	8	13	13	8	9	8	10	9	12	14	6	8	16	7	13	11	

TABLE 88: Q30. TEA PARTY SUPPORTER

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
TOTAL YES	29%	33%	22%	17%	18%	18%	14%	21%	30%	33%	27%	23%	32%	26%	32%	24%	19%	31%	28%	37%
Yes, strongly	10	13	5	4	5	6	3	6	11	11	9	9	11	9	12	7	5	11	10	13
Yes, somewhat	19	21	17	13	13	12	11	16	19	22	18	14	21	17	20	18	14	20	18	24
NO/DK	71	67	78	83	82	82	86	79	70	67	73	77	68	74	68	76	81	69	72	63
No	61	58	64	72	66	67	71	65	54	56	66	72	55	68	61	63	72	57	65	52
DK	11	8	14	11	16	15	15	13	17	11	7	5	13	6	8	13	8	12	7	11

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
TOTAL YES	29%	100%	100%	100%	0%	37%	31%	18%	27%	31%	32%	27%	22%	24%	29%	31%	36%	28%	25%	32%	33%
Yes, strongly	10	100	0	35	0	14	9	7	8	9	12	10	3	6	10	13	17	11	7	13	14
Yes, somewhat	19	0	100	65	0	23	22	10	19	22	20	17	19	18	19	18	20	17	19	18	19
NO/DK	71	0	0	0	100	63	69	82	73	69	68	73	78	76	71	69	64	72	75	68	67
No	61	0	0	0	100	52	60	75	60	61	62	68	61	63	61	61	58	58	62	60	58
DK	11	0	0	0	0	11	9	8	13	9	6	5	17	12	9	8	5	14	13	8	9

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
TOTAL YES	29%	32%	26%	14%	56%	22%	26%	37%	25%	27%	14%	13%	60%	52%	23%	20%	15%	11%	53%	59%	17%	30%
Yes, strongly	10	12	8	3	23	7	7	17	6	10	3	3	27	19	7	6	3	3	18	27	3	14
Yes, somewhat	19	19	18	11	33	15	19	20	19	17	11	11	33	34	16	14	12	9	36	31	14	17
NO/DK	71	68	74	86	44	78	74	63	75	73	86	87	40	48	77	80	85	89	47	41	83	70
No	61	60	61	78	32	65	64	56	60	64	78	77	32	33	67	63	73	82	34	31	68	61
DK	11	8	13	9	11	13	10	7	16	9	8	10	8	15	10	17	11	7	13	10	15	8

TABLE 88: Q30. TEA PARTY SUPPORTER

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	LIB	MD/CN	MD/LB	CONS		LA	BAY	SAN	SACTO	CNTRL		NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
	DEM	DEM	REP	REP	Total	AREA	AREA	DIEGO	/NRTH	VALLY										
Base	764	673	376	615	3524	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
TOTAL YES	9%	19%	33%	74%	29%	24%	35%	19%	29%	36%	37%	28%	29%	25%	38%	29%	19%	29%	37%	36%
Yes, strongly	1	4	7	34	10	7	12	7	11	14	14	10	10	9	13	9	7	11	15	13
Yes, somewhat	8	15	26	39	19	17	23	12	18	22	23	17	20	16	24	20	12	18	22	22
NO/DK	91	81	67	26	71	76	65	81	71	64	63	72	71	75	62	71	81	71	63	64
No	86	72	53	21	61	66	52	72	59	54	51	62	59	65	51	60	72	59	54	51
DK	5	9	14	6	11	10	13	9	12	10	12	10	11	10	11	11	9	12	10	13

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI			WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82		
TOTAL YES	38%	29%	23%	21%	18%	15%	19%	17%	29%	36%	21%	24%	22%	11%	17%	19%	13%	27%	17%		
Yes, strongly	15	10	6	4	3	4	6	4	9	16	4	8	5	3	5	6	1	13	4		
Yes, somewhat	22	19	17	17	15	11	13	12	21	21	18	15	18	7	13	13	11	15	13		
NO/DK	62	71	77	79	82	85	81	83	71	64	79	76	78	89	83	81	87	73	83		
No	57	60	66	62	73	72	67	66	60	58	64	65	63	81	68	64	72	57	67		
DK	6	11	12	16	9	13	14	18	11	6	15	12	15	8	15	17	15	15	16		

	ETHNICITY BY REGION										LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI			URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI	
	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	18-49	50+			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER	
Base	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25			
TOTAL YES	32%	34%	20%	23%	15%	17%	17%	19%	22%	24%	24%	20%	19%	18%	15%	14%	19%	15%	23%			
Yes, strongly	13	13	7	4	3	4	6	5	5	6	4	6	7	4	3	5	5	5	8			
Yes, somewhat	20	22	13	19	12	13	12	13	17	18	20	14	13	14	12	9	14	10	15			
NO/DK	68	66	80	77	85	83	83	81	78	76	76	80	81	82	85	86	81	85	77			
No	60	57	67	63	72	72	68	65	67	58	63	70	63	72	74	68	65	70	60			
DK	7	9	14	14	14	10	15	16	11	18	13	10	18	10	12	18	16	14	17			

TABLE 89: Q31. CHURCH/RELIGIOUS SERVICES

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
WEEKLY	34%	34%	32%	39%	26%	41%	33%	44%	33%	31%	37%	31%	37%	27%	39%	42%	34%	34%	36%	36%	34%	34%
More than once per week	8	8	8	10	8	8	8	13	7	8	9	7	10	6	10	9	9	9	9	9	9	8
Once per week	25	26	24	29	18	33	25	31	26	23	28	24	27	21	28	33	25	26	27	27	25	26
OCCASIONALLY	34	35	37	32	31	24	35	29	31	37	37	35	33	34	35	33	32	33	35	35	32	37
Once per month	11	11	11	15	11	5	11	10	11	11	13	12	10	10	12	11	9	10	10	11	9	12
A few times each year	23	24	26	17	20	20	24	19	20	26	25	24	23	24	23	22	23	23	25	24	23	25
NEVER	29	28	29	25	39	33	30	23	34	30	20	31	27	36	24	20	31	30	26	26	31	26
Never	29	28	29	25	39	33	30	23	34	30	20	31	27	36	24	20	31	30	26	26	31	26
REFUSED/NA	3	3	3	4	4	1	3	4	3	2	5	3	3	3	3	5	3	2	3	3	3	3
Refused/NA	3	3	3	4	4	1	3	4	3	2	5	3	3	3	3	5	3	2	3	3	3	3
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
WEEKLY	34%	38%	35%	36%	31%	32%	32%	34%	41%	52%	41%	33%	32%	39%	38%	44%	38%	32%	30%	29%	37%	
More than once per week	8	10	8	9	8	9	7	10	9	18	13	6	8	9	11	13	10	7	6	7	12	
Once per week	25	28	27	27	23	23	25	24	32	34	28	26	24	30	27	31	28	26	24	22	25	
OCCASIONALLY	34	33	35	34	35	32	35	37	33	30	37	35	35	34	34	35	36	35	34	32	30	
Once per month	11	9	12	11	12	10	11	10	14	11	15	10	13	13	14	11	12	11	14	10	8	
A few times each year	23	23	24	24	23	22	24	27	19	19	21	24	22	21	20	24	24	24	20	22	22	
NEVER	29	27	28	27	31	32	31	29	23	16	19	30	32	22	26	20	22	29	32	37	30	
Never	29	27	28	27	31	32	31	29	23	16	19	30	32	22	26	20	22	29	32	37	30	
REFUSED/NA	3	2	2	2	4	4	3	1	3	2	3	3	1	5	2	2	3	3	3	2	3	
Refused/NA	3	2	2	2	4	4	3	1	3	2	3	3	1	5	2	2	3	3	3	2	3	

TABLE 89: Q31. CHURCH/RELIGIOUS SERVICES

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
WEEKLY	34%	36%	30%	37%	30%	29%	33%	35%	31%	29%	31%	29%	34%	36%	32%	35%	33%	34%	35%	32%	38%	32%
More than once per week	8	9	5	9	7	7	13	10	8	7	8	7	8	9	9	11	8	8	9	8	8	9
Once per week	25	28	24	27	23	22	19	25	23	22	23	22	26	27	24	24	26	26	26	25	30	24
OCCASIONALLY	34	37	32	35	34	34	39	36	34	33	33	34	35	33	34	37	33	34	36	33	38	33
Once per month	11	12	8	13	9	10	14	14	10	11	8	11	11	12	10	11	10	12	10	12	14	10
A few times each year	23	25	24	22	25	24	25	22	23	22	24	23	23	22	24	26	23	21	25	21	24	23
NEVER	29	24	35	26	34	34	26	26	34	36	32	34	29	27	29	26	30	29	28	32	22	33
Never	29	24	35	26	34	34	26	26	34	36	32	34	29	27	29	26	30	29	28	32	22	33
REFUSED/NA	3	3	3	3	3	2	3	3	2	2	4	3	2	3	4	2	3	3	2	3	2	2
Refused/NA	3	3	3	3	3	2	3	3	2	2	4	3	2	3	4	2	3	3	2	3	2	2

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
WEEKLY	34%	29%	44%	49%	34%	34%	35%	42%	39%	33%	31%	33%	36%	32%	36%	30%	32%	35%	34%	35%
More than once per week	8	7	8	18	5	4	5	10	8	9	8	8	9	8	9	8	8	9	8	8
Once per week	25	21	36	30	29	30	31	32	31	24	24	26	27	24	28	22	24	26	26	27
OCCASIONALLY	34	34	35	34	33	33	37	36	33	38	33	33	36	33	35	34	34	33	35	36
Once per month	11	9	16	13	14	16	16	15	13	13	10	10	13	10	11	12	13	10	11	11
A few times each year	23	25	19	21	19	17	21	21	20	26	23	24	23	23	24	22	21	23	24	25
NEVER	29	35	18	13	29	30	25	19	26	27	34	31	26	32	27	34	33	28	29	27
Never	29	35	18	13	29	30	25	19	26	27	34	31	26	32	27	34	33	28	29	27
REFUSED/NA	3	2	3	4	4	3	3	3	2	1	2	2	2	2	2	2	1	3	2	2
Refused/NA	3	2	3	4	4	3	3	3	2	1	2	2	2	2	2	2	1	3	2	2

TABLE 89: Q31. CHURCH/RELIGIOUS SERVICES

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
WEEKLY	34%	47%	42%	44%	29%	100%	0%	0%	39%	36%	34%	27%	31%	28%	35%	36%	37%	37%	31%	36%	37%
More than once per week	8	17	11	13	6	25	0	0	11	8	9	5	7	7	6	9	12	12	7	10	12
Once per week	25	30	31	31	23	75	0	0	28	28	25	22	24	21	29	26	25	26	25	26	25
OCCASIONALLY	34	31	40	37	34	0	100	0	32	36	37	37	34	35	36	34	33	35	35	34	34
Once per month	11	11	15	14	11	0	32	0	13	10	9	12	14	14	11	9	10	10	13	10	10
A few times each year	23	20	25	23	23	0	68	0	19	26	28	24	20	21	25	24	24	25	22	24	24
NEVER	29	22	16	18	36	0	0	100	29	27	28	36	34	34	25	27	28	25	31	27	27
Never	29	22	16	18	36	0	0	100	29	27	28	36	34	34	25	27	28	25	31	27	27
REFUSED/NA	3	1	1	1	1	0	0	0	0	0	1	1	1	3	4	4	2	3	3	3	2
Refused/NA	3	1	1	1	1	0	0	0	0	0	1	1	1	3	4	4	2	3	3	3	2

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
WEEKLY	34%	30%	37%	31%	43%	29%	27%	33%	35%	39%	27%	34%	38%	48%	26%	32%	26%	35%	44%	41%	28%	30%
More than once per week	8	6	10	7	13	6	4	9	9	12	5	8	10	16	5	8	4	9	12	14	6	7
Once per week	25	24	27	24	30	22	23	24	27	28	22	26	28	32	21	24	23	25	32	28	22	23
OCCASIONALLY	34	35	34	35	35	33	36	33	34	34	36	33	37	33	30	37	36	33	35	35	33	33
Once per month	11	11	11	12	10	11	14	9	12	10	13	12	12	8	9	12	15	10	12	8	11	10
A few times each year	23	23	23	22	25	22	22	24	22	25	24	21	25	25	21	24	22	23	23	26	22	23
NEVER	29	32	26	31	21	35	34	31	28	23	33	30	23	18	42	27	34	29	19	21	36	32
Never	29	32	26	31	21	35	34	31	28	23	33	30	23	18	42	27	34	29	19	21	36	32
REFUSED/NA	3	3	3	3	2	3	3	3	2	3	4	2	2	2	2	5	3	3	1	3	3	5
Refused/NA	3	3	3	3	2	3	3	3	2	3	4	2	2	2	2	5	3	3	1	3	3	5

TABLE 89: Q31. CHURCH/RELIGIOUS SERVICES

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA	BAY	SAN	SACTO	CNTRL	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP		AREA	AREA	DIEGO	/NRTH	VALLY					AREA	VALLY	LA	SF	SD
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
WEEKLY	34%	25%	37%	33%	51%	37%	36%	27%	33%	31%	40%	31%	36%	32%	37%	36%	27%	33%	33%	39%
More than once per week	8	5	9	7	16	8	9	6	6	9	13	8	8	7	10	8	6	6	8	15
Once per week	25	20	29	26	35	28	27	21	27	22	27	23	28	25	27	28	21	27	24	24
OCCASIONALLY	34	33	38	40	32	34	36	35	32	35	31	34	34	35	34	35	36	32	35	32
Once per month	11	9	16	10	10	13	12	12	8	8	10	10	12	12	10	12	12	8	10	8
A few times each year	23	24	22	31	22	21	24	24	23	27	21	24	23	23	24	22	24	23	25	24
NEVER	29	40	23	25	16	27	27	33	31	32	27	31	27	30	27	27	33	31	30	27
Never	29	40	23	25	16	27	27	33	31	32	27	31	27	30	27	27	33	31	30	27
REFUSED/NA	3	2	1	2	1	3	2	4	4	2	2	3	3	3	2	2	4	4	2	2
Refused/NA	3	2	1	2	1	3	2	4	4	2	2	3	3	3	2	2	4	4	2	2

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+	18-49	50+			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
WEEKLY	34%	27%	30%	35%	53%	41%	55%	34%	35%	26%	30%	41%	53%	40%	57%	31%	39%	32%	44%	31%
More than once per week	8	5	9	6	10	13	23	4	7	6	9	7	11	11	25	4	8	5	7	5
Once per week	25	21	21	29	43	28	32	30	28	20	21	33	42	28	31	27	31	27	37	26
OCCASIONALLY	34	32	36	41	30	37	33	32	34	33	35	37	31	42	28	31	36	28	31	37
Once per month	11	10	8	16	15	14	13	12	16	9	9	18	11	16	10	11	18	10	11	18
A few times each year	23	23	28	24	15	23	20	20	18	24	26	19	20	25	18	19	18	18	21	19
NEVER	29	39	32	21	15	17	9	30	28	39	33	21	10	12	13	35	21	38	21	28
Never	29	39	32	21	15	17	9	30	28	39	33	21	10	12	13	35	21	38	21	28
REFUSED/NA	3	2	2	3	3	5	4	4	3	2	2	2	6	6	2	4	4	2	4	5
Refused/NA	3	2	2	3	3	5	4	4	3	2	2	2	6	6	2	4	4	2	4	5

TABLE 89: Q31. CHURCH/RELIGIOUS SERVICES

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
WEEKLY	34%	28%	29%	41%	45%	50%	48%	31%	37%	43%	50%	46%	36%	44%	48%	49%	53%	37%	31%	34%
More than once per week	8	9	6	7	9	20	18	3	8	9	7	9	7	6	16	17	32	8	3	4
Once per week	25	20	23	35	36	29	31	28	30	35	43	37	30	38	32	32	22	29	28	30
OCCASIONALLY	34	33	35	37	34	32	36	36	30	35	35	34	41	35	36	29	34	29	36	36
Once per month	11	9	9	17	15	8	16	15	13	16	16	16	19	15	17	7	5	12	16	11
A few times each year	23	25	25	20	19	24	20	21	17	20	19	18	22	20	20	22	29	16	20	25
NEVER	29	36	35	18	18	12	13	29	29	19	14	18	19	17	13	14	9	31	28	29
Never	29	36	35	18	18	12	13	29	29	19	14	18	19	17	13	14	9	31	28	29
REFUSED/NA	3	2	2	4	2	6	3	4	4	2	1	2	4	5	3	8	4	4	5	1
Refused/NA	3	2	2	4	2	6	3	4	4	2	1	2	4	5	3	8	4	4	5	1

TABLE 90: Q32. INCOME

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/ DK/NA	TOTAL YES	NO/ DK/NA	MOST/ DAY	FEW/ DAY	LESS OFTEN	YES	NO/ DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR- NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
<u>\$0-\$40K</u>	22%	20%	19%	34%	26%	29%	19%	53%	19%	17%	23%	16%	30%	25%	20%	24%	19%	20%	22%	21%	18%	22%
\$20,000 and under	10	9	9	17	11	10	7	33	6	6	11	6	14	10	9	11	7	8	9	8	7	9
\$20,001 - \$40,000	13	12	11	16	15	19	12	21	13	11	12	10	16	15	11	13	12	12	13	13	11	13
<u>\$40K-\$60K</u>	17	16	18	19	14	17	17	12	15	17	22	15	19	18	16	15	14	15	16	16	16	16
\$40,001 - \$60,000	17	16	18	19	14	17	17	12	15	17	22	15	19	18	16	15	14	15	16	16	16	16
<u>\$60K-\$100K</u>	23	22	24	19	25	17	24	7	20	28	24	23	22	23	23	17	25	25	25	23	25	24
\$60,001 - \$80,000	12	12	13	9	14	8	13	5	10	15	13	12	12	13	13	8	13	14	13	13	14	14
\$80,001 - \$100,000	10	10	11	9	11	9	11	2	10	12	11	11	9	11	10	9	12	11	11	10	11	11
<u>\$100K+</u>	22	24	24	11	22	16	24	3	32	24	10	31	11	21	24	17	26	26	23	24	26	24
\$100,001 - \$150,000	12	12	12	8	14	9	13	2	14	14	7	15	7	11	13	10	13	13	12	13	13	12
More than \$150,000	10	12	12	4	8	7	12	1	18	10	3	16	4	11	11	7	13	13	11	11	13	11
<u>REFUSED</u>	16	18	14	17	13	21	15	23	13	15	21	14	19	13	17	28	16	14	15	15	16	14
Refused	16	18	14	17	13	21	15	23	13	15	21	14	19	13	17	28	16	14	15	15	16	14

TABLE 90: Q32. INCOME

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
<u>\$0-\$40K</u>	22%	19%	20%	20%	24%	32%	19%	30%	33%	33%	33%	19%	25%	32%	26%	24%	28%	17%	15%	20%	25%
\$20,000 and under	10	6	8	7	11	19	8	11	14	15	17	8	9	12	10	14	13	6	5	8	13
\$20,001 - \$40,000	13	13	12	12	13	13	11	19	19	19	16	11	16	20	15	10	15	11	10	12	12
<u>\$40K-\$60K</u>	17	14	17	16	19	15	16	16	27	12	19	17	16	25	19	19	21	15	12	15	13
\$40,001 - \$60,000	17	14	17	16	19	15	16	16	27	12	19	17	16	25	19	19	21	15	12	15	13
<u>\$60K-\$100K</u>	23	27	24	25	19	19	24	23	15	23	18	25	19	17	25	24	20	24	28	24	21
\$60,001 - \$80,000	12	14	14	14	10	9	13	11	9	14	10	13	9	11	14	13	11	14	17	12	11
\$80,001 - \$100,000	10	13	11	11	9	10	11	12	6	10	8	11	10	6	10	11	9	10	11	11	11
<u>\$100K+</u>	22	26	24	25	19	14	26	16	8	14	13	25	24	11	18	14	15	25	30	29	22
\$100,001 - \$150,000	12	13	13	13	11	7	13	8	5	8	7	12	14	8	9	8	9	12	18	14	8
More than \$150,000	10	13	11	12	9	7	13	7	3	6	6	13	10	3	9	6	6	13	12	14	14
<u>REFUSED</u>	16	14	14	14	19	20	15	16	17	17	17	14	15	16	12	20	17	19	15	12	19
Refused	16	14	14	14	19	20	15	16	17	17	17	14	15	16	12	20	17	19	15	12	19

TABLE 90: Q32. INCOME

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
<u>\$0-\$40K</u>	22%	23%	23%	27%	16%	19%	26%	23%	19%	18%	11%	17%	20%	26%	24%	19%	19%	28%	14%	39%	17%	25%
\$20,000 and under	10	10	6	12	5	6	11	10	7	6	4	6	8	12	12	6	7	14	4	20	6	11
\$20,001 - \$40,000	13	14	17	14	10	12	15	13	12	12	7	11	13	14	12	13	11	14	10	19	11	14
<u>\$40K-\$60K</u>	17	18	16	19	14	15	18	19	16	14	8	13	18	15	15	14	17	18	15	20	17	17
\$40,001 - \$60,000	17	18	16	19	14	15	18	19	16	14	8	13	18	15	15	14	17	18	15	20	17	17
<u>\$60K-\$100K</u>	23	22	22	21	25	25	18	19	24	24	24	24	23	21	22	27	23	20	26	17	23	23
\$60,001 - \$80,000	12	12	15	12	13	14	13	9	14	15	13	15	13	12	12	14	12	12	13	11	12	13
\$80,001 - \$100,000	10	9	8	9	12	11	5	10	11	9	10	9	11	9	11	13	11	9	13	6	11	10
<u>\$100K+</u>	22	21	26	17	30	28	21	23	28	34	45	35	24	18	19	25	28	15	30	10	29	19
\$100,001 - \$150,000	12	11	14	9	15	14	7	12	14	16	18	16	13	9	9	12	15	8	15	7	14	11
More than \$150,000	10	10	13	8	14	14	14	11	13	18	27	19	11	9	9	13	13	7	15	4	16	9
<u>REFUSED</u>	16	17	12	16	16	13	17	16	13	11	12	11	14	19	19	15	15	19	16	13	13	16
Refused	16	17	12	16	16	13	17	16	13	11	12	11	14	19	19	15	15	19	16	13	13	16

TABLE 90: Q32. INCOME

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON- WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON- COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
<u>\$0-\$40K</u>	22%	17%	31%	36%	21%	20%	22%	30%	39%	27%	14%	9%	32%	12%	14%	36%	29%	23%	15%	26%
\$20,000 and under	10	7	13	19	10	8	13	14	21	11	4	3	15	4	5	17	12	11	5	11
\$20,001 - \$40,000	13	11	18	16	11	12	10	16	18	16	10	5	17	8	9	19	17	12	9	15
<u>\$40K-\$60K</u>	17	15	24	15	15	15	14	20	20	21	15	10	21	13	17	18	16	18	16	18
\$40,001 - \$60,000	17	15	24	15	15	15	14	20	20	21	15	10	21	13	17	18	16	18	16	18
<u>\$60K-\$100K</u>	23	26	15	22	18	18	23	18	14	24	27	25	20	26	25	21	20	23	23	24
\$60,001 - \$80,000	12	14	9	14	12	13	15	10	8	14	15	12	11	14	12	13	13	13	11	13
\$80,001 - \$100,000	10	12	7	7	6	5	9	7	7	10	12	13	9	13	12	8	7	10	12	11
<u>\$100K+</u>	22	28	11	13	18	16	15	14	7	15	29	43	11	35	30	11	20	19	30	18
\$100,001 - \$150,000	12	14	7	7	9	8	6	8	4	9	15	20	7	17	15	6	10	11	15	10
More than \$150,000	10	13	4	7	9	8	9	6	2	6	15	22	4	18	15	4	10	8	15	8
<u>REFUSED</u>	16	14	18	15	28	31	26	18	20	14	14	14	16	14	15	15	14	17	17	13
Refused	16	14	18	15	28	31	26	18	20	14	14	14	16	14	15	15	14	17	17	13

TABLE 90: Q32. INCOME

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES,	YES,	TOTAL	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+	
		STRNG	SMWT	YES																	NO
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
<u>\$0-\$40K</u>	22%	19%	22%	21%	22%	26%	21%	22%	100%	0%	0%	0%	34%	20%	13%	18%	24%	31%	23%	22%	27%
\$20,000 and under	10	8	10	9	9	12	9	9	43	0	0	0	17	7	6	8	8	14	10	9	11
\$20,001 - \$40,000	13	10	13	12	13	14	12	13	57	0	0	0	18	13	7	10	16	17	13	13	16
<u>\$40K-\$60K</u>	17	15	20	18	17	18	18	16	0	100	0	0	21	20	14	14	16	19	18	15	17
\$40,001 - \$60,000	17	15	20	18	17	18	18	16	0	100	0	0	21	20	14	14	16	19	18	15	17
<u>\$60K-\$100K</u>	23	26	25	25	23	23	24	22	0	0	100	0	18	24	26	23	26	17	22	23	22
\$60,001 - \$80,000	12	12	13	13	13	13	13	12	0	0	54	0	10	12	14	12	16	10	12	13	13
\$80,001 - \$100,000	10	14	11	12	10	10	12	10	0	0	46	0	7	12	12	11	10	8	10	10	9
<u>\$100K+</u>	22	21	21	21	25	18	23	27	0	0	0	100	11	25	32	28	18	8	23	22	14
\$100,001 - \$150,000	12	12	11	11	13	9	12	15	0	0	0	52	7	14	14	14	11	4	12	12	8
More than \$150,000	10	9	10	10	11	9	11	13	0	0	0	48	4	11	18	14	7	4	11	10	6
<u>REFUSED</u>	16	19	12	15	14	16	14	13	0	0	0	0	16	11	15	17	16	24	14	18	19
Refused	16	19	12	15	14	16	14	13	0	0	0	0	16	11	15	17	16	24	14	18	19

TABLE 90: Q32. INCOME

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+												
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
<u>\$0-\$40K</u>	22%	20%	24%	25%	17%	24%	22%	18%	24%	26%	22%	28%	16%	18%	22%	25%	24%	27%	19%	16%	25%	21%
\$20,000 and under	10	8	11	11	8	10	10	7	11	11	9	12	6	9	10	11	11	10	8	7	11	10
\$20,001 - \$40,000	13	12	14	15	9	13	12	11	13	15	13	16	10	9	13	14	13	16	10	9	14	11
<u>\$40K-\$60K</u>	17	16	17	18	16	15	16	16	20	14	18	18	16	16	14	17	20	16	17	16	17	12
\$40,001 - \$60,000	17	16	17	18	16	15	16	16	20	14	18	18	16	16	14	17	20	16	17	16	17	12
<u>\$60K-\$100K</u>	23	23	22	21	25	22	23	22	21	23	20	22	25	25	25	20	21	21	25	25	23	22
\$60,001 - \$80,000	12	12	12	13	12	12	12	13	12	13	12	13	12	12	14	10	14	11	9	15	12	12
\$80,001 - \$100,000	10	11	10	8	13	10	11	9	9	11	8	9	13	13	11	9	7	10	16	11	10	10
<u>\$100K+</u>	22	26	18	21	24	22	26	27	19	17	26	17	28	19	25	19	23	20	25	23	21	24
\$100,001 - \$150,000	12	13	10	11	13	12	13	14	11	9	14	8	14	11	12	11	11	11	13	13	11	11
More than \$150,000	10	13	8	10	11	11	13	13	9	8	12	9	14	8	13	8	11	9	12	10	9	13
<u>REFUSED</u>	16	14	18	15	18	16	13	16	15	20	14	15	15	21	14	19	13	16	15	20	15	20
Refused	16	14	18	15	18	16	13	16	15	20	14	15	15	21	14	19	13	16	15	20	15	20

TABLE 90: Q32. INCOME

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
<u>\$0-\$40K</u>	22%	22%	28%	19%	15%	25%	20%	18%	20%	26%	27%	22%	22%	21%	25%	23%	18%	20%	24%	29%
\$20,000 and under	10	9	12	8	6	11	9	7	7	12	12	10	10	9	11	10	7	7	11	14
\$20,001 - \$40,000	13	14	16	11	9	14	11	10	13	13	16	13	13	12	14	13	11	13	14	15
<u>\$40K-\$60K</u>	17	19	19	17	17	17	16	15	16	18	21	17	16	16	19	16	15	16	20	19
\$40,001 - \$60,000	17	19	19	17	17	17	16	15	16	18	21	17	16	16	19	16	15	16	20	19
<u>\$60K-\$100K</u>	23	25	18	22	28	20	22	24	21	29	23	25	21	22	24	21	24	21	27	24
\$60,001 - \$80,000	12	14	12	11	14	12	11	13	11	15	14	14	11	12	13	11	13	11	14	16
\$80,001 - \$100,000	10	11	7	11	14	9	11	11	9	13	10	11	10	10	11	10	11	9	13	8
<u>\$100K+</u>	22	23	21	24	24	21	25	27	24	16	14	21	23	24	17	23	26	24	16	14
\$100,001 - \$150,000	12	11	11	15	12	11	14	12	12	11	6	10	13	12	10	13	12	12	10	7
More than \$150,000	10	12	9	9	12	10	11	15	12	5	8	10	11	12	7	10	14	12	6	6
<u>REFUSED</u>	16	11	14	18	16	17	17	17	18	11	14	15	17	17	14	17	17	18	13	14
Refused	16	11	14	18	16	17	17	17	18	11	14	15	17	17	14	17	17	18	13	14

TABLE 90: Q32. INCOME

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>\$0-\$40K</u>	22%	16%	19%	28%	34%	30%	40%	20%	23%	15%	19%	32%	30%	40%	18%	26%	22%	19%	22%	
\$20,000 and under	10	6	8	10	15	19	19	9	11	6	7	13	12	16	23	10	11	10	10	10
\$20,001 - \$40,000	13	10	11	17	19	10	21	11	11	9	12	18	18	14	18	8	15	12	9	12
<u>\$40K-\$60K</u>	17	14	16	24	24	14	15	17	12	15	15	25	22	14	15	15	14	16	15	14
\$40,001 - \$60,000	17	14	16	24	24	14	15	17	12	15	15	25	22	14	15	15	14	16	15	14
<u>\$60K-\$100K</u>	23	26	26	17	14	23	21	18	18	27	25	16	14	26	17	20	16	20	19	17
\$60,001 - \$80,000	12	13	14	9	8	16	13	13	11	13	14	9	8	18	11	13	11	15	12	10
\$80,001 - \$100,000	10	12	12	8	6	7	8	5	7	14	11	7	6	8	6	7	6	5	7	7
<u>\$100K+</u>	22	33	22	13	9	18	10	19	17	32	25	10	14	15	12	21	14	20	19	16
\$100,001 - \$150,000	12	17	12	7	6	12	3	10	7	16	13	6	8	9	5	10	6	11	12	5
More than \$150,000	10	16	10	6	3	6	7	9	9	16	12	4	6	6	7	11	8	9	7	11
<u>REFUSED</u>	16	11	17	18	18	15	14	26	30	11	16	17	19	15	15	27	30	22	29	32
Refused	16	11	17	18	18	15	14	26	30	11	16	17	19	15	15	27	30	22	29	32

TABLE 90: Q32. INCOME

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET											
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO			AF-AM			AS/PI			
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25			
<u>\$0-\$40K</u>	22%	19%	16%	29%	32%	35%	36%	23%	19%	29%	40%	33%	23%	32%	36%	34%	34%	18%	23%	27%			
\$20,000 and under	10	7	6	13	13	21	19	11	9	12	15	13	15	12	19	19	21	8	9	19			
\$20,001 - \$40,000	13	11	10	15	20	14	17	13	10	17	25	20	9	20	18	14	13	10	13	8			
<u>\$40K-\$60K</u>	17	16	14	25	24	17	13	13	16	25	24	24	28	22	14	14	18	15	14	17			
\$40,001 - \$60,000	17	16	14	25	24	17	13	13	16	25	24	24	28	22	14	14	18	15	14	17			
<u>\$60K-\$100K</u>	23	28	24	16	15	24	20	16	20	15	16	15	15	18	20	24	25	20	15	21			
\$60,001 - \$80,000	12	16	12	8	9	14	15	12	12	9	7	9	6	9	15	13	14	12	12	13			
\$80,001 - \$100,000	10	12	12	8	6	11	6	4	8	7	9	6	9	9	5	11	10	8	4	8			
<u>\$100K+</u>	22	25	30	11	11	11	14	21	15	12	6	11	15	8	15	15	2	17	22	11			
\$100,001 - \$150,000	12	11	17	7	6	7	7	9	8	7	4	7	7	5	7	9	2	9	9	6			
More than \$150,000	10	14	13	4	4	4	8	12	7	5	2	4	8	3	8	6	0	8	13	5			
<u>REFUSED</u>	16	12	15	20	17	12	16	26	30	18	14	17	19	20	14	13	21	31	27	24			
Refused	16	12	15	20	17	12	16	26	30	18	14	17	19	20	14	13	21	31	27	24			

TABLE 91: GENDER

	Q1 TV PROVIDER					Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
Men	49%	50%	48%	50%	51%	45%	49%	45%	51%	50%	43%	51%	47%	45%	54%	44%	53%	52%	48%	47%	55%	59%
Women	51	50	52	50	49	55	51	55	49	50	57	49	53	55	46	56	47	48	52	53	45	41
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
Men	49%	53%	48%	50%	48%	47%	51%	56%	42%	42%	42%	48%	58%	46%	44%	49%	42%	48%	52%	59%	48%	
Women	51	47	52	50	52	53	49	44	58	58	58	52	42	54	56	51	58	52	48	41	52	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS		CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME				
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
Men	49%	47%	56%	49%	49%	52%	58%	57%	53%	53%	57%	53%	51%	46%	47%	50%	50%	47%	49%	50%	47%	50%
Women	51	53	44	51	51	48	42	43	47	47	43	47	49	54	53	50	50	53	51	50	53	50
	QB/QC ETHNICITY					Q24 EDUCATION					Q27 MARITAL STATUS			Q28 CITY TYPE								
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL		
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758		
Men	49%	49%	47%	44%	52%	47%	55%	48%	47%	47%	53%	50%	47%	52%	51%	46%	52%	48%	50%	46%		
Women	51	51	53	56	48	53	45	52	53	53	47	50	53	48	49	54	48	52	50	54		

TABLE 91: GENDER

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
Men	49%	60%	51%	54%	48%	43%	49%	55%	44%	47%	50%	59%	48%	52%	48%	51%	47%	45%	49%	49%	46%
Women	51	40	49	46	52	57	51	45	56	53	50	41	52	48	52	49	53	55	51	51	54

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
Men	49%	100%	0%	44%	53%	53%	100%	100%	0%	0%	100%	0%	100%	0%	100%	0%	45%	42%	53%	54%	52%	54%
Women	51	0	100	56	47	47	0	0	100	100	0	100	0	100	0	100	55	58	47	46	48	46

	PARTY BY IDEOLOGY				REGION							MEDIA MARKET								
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
Men	49%	43%	44%	49%	56%	48%	50%	49%	50%	47%	49%	49%	49%	49%	49%	49%	49%	50%	48%	50%
Women	51	57	56	51	44	52	50	51	50	53	51	51	51	51	51	51	51	50	52	50

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
Men	49%	100%	0%	100%	0%	100%	0%	100%	0%	52%	48%	46%	50%	43%	44%	53%	50%	45%	59%	52%
Women	51	0	100	0	100	0	100	0	100	48	52	54	50	57	56	47	50	55	41	48

TABLE 91: GENDER

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
Men	49%	49%	50%	45%	48%	45%	43%	52%	52%	47%	49%	49%	43%	45%	42%	50%	42%	52%	52%	50%
Women	51	51	50	55	52	55	57	48	48	53	51	51	57	55	58	50	58	48	48	50

TABLE 92: PARTY REGISTRATION

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
DEMOCRAT	43%	44%	42%	49%	43%	35%	42%	55%	42%	41%	42%	41%	45%	60%	26%	44%	43%	45%	46%	44%	43%	45%
Democrat	43	44	42	49	43	35	42	55	42	41	42	41	45	60	26	44	43	45	46	44	43	45
REPUBLICAN	30	29	36	23	22	29	30	26	29	32	29	29	32	12	49	28	33	34	31	32	32	30
Republican	30	29	36	23	22	29	30	26	29	32	29	29	32	12	49	28	33	34	31	32	32	30
NPP/OTHER	27	27	22	29	36	36	28	19	29	27	28	30	23	28	26	28	24	22	23	24	25	26
No party preference	22	22	18	23	29	28	23	15	24	22	22	25	18	23	21	24	19	17	18	19	21	21
Other	5	5	4	5	7	8	5	5	5	5	6	5	5	5	5	4	5	4	5	5	4	5
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
DEMOCRAT	43%	44%	43%	43%	46%	32%	44%	38%	49%	40%	43%	49%	36%	52%	43%	36%	47%	49%	35%	38%	38%	
Democrat	43	44	43	43	46	32	44	38	49	40	43	49	36	52	43	36	47	49	35	38	38	
REPUBLICAN	30	36	32	33	24	31	30	35	19	30	25	26	37	16	29	35	30	29	37	28	26	
Republican	30	36	32	33	24	31	30	35	19	30	25	26	37	16	29	35	30	29	37	28	26	
NPP/OTHER	27	21	25	24	30	37	26	28	31	30	33	25	28	33	28	30	23	21	28	33	36	
No party preference	22	15	22	19	25	30	21	20	25	21	29	21	21	28	20	26	19	16	23	28	29	
Other	5	6	4	5	5	7	5	7	6	8	4	4	7	5	8	4	4	5	5	6	7	

TABLE 92: PARTY REGISTRATION

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
DEMOCRAT	43%	47%	45%	48%	35%	41%	47%	39%	40%	44%	42%	43%	43%	42%	44%	46%	41%	44%	42%	47%	41%	44%
Democrat	43	47	45	48	35	41	47	39	40	44	42	43	43	42	44	46	41	44	42	47	41	44
REPUBLICAN	30	32	21	24	39	29	29	32	29	25	28	26	29	34	29	28	33	28	35	21	30	30
Republican	30	32	21	24	39	29	29	32	29	25	28	26	29	34	29	28	33	28	35	21	30	30
NPP/OTHER	27	21	34	28	25	31	24	29	31	31	30	31	28	25	27	26	26	28	23	32	29	26
No party preference	22	16	29	23	21	25	20	23	25	26	26	26	23	19	22	21	21	24	19	27	26	21
Other	5	5	6	5	5	5	4	6	5	5	4	5	5	6	5	5	6	4	4	6	3	6

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
DEMOCRAT	43%	36%	54%	78%	30%	29%	35%	53%	45%	40%	43%	45%	42%	44%	42%	45%	53%	43%	42%	35%
Democrat	43	36	54	78	30	29	35	53	45	40	43	45	42	44	42	45	53	43	42	35
REPUBLICAN	30	38	18	6	23	18	25	17	28	32	30	28	31	30	35	22	20	28	34	37
Republican	30	38	18	6	23	18	25	17	28	32	30	28	31	30	35	22	20	28	34	37
NPP/OTHER	27	26	28	16	47	53	40	29	26	28	27	26	27	26	24	32	27	29	24	28
No party preference	22	20	23	14	44	50	36	25	21	22	21	23	22	22	19	26	23	23	19	22
Other	5	5	5	2	3	3	4	4	6	6	5	3	6	4	4	6	4	6	5	5

TABLE 92: PARTY REGISTRATION

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
DEMOCRAT	43%	12%	25%	20%	55%	39%	43%	46%	48%	46%	40%	41%	38%	43%	41%	44%	50%	45%	40%	46%	48%
Democrat	43	12	25	20	55	39	43	46	48	46	40	41	38	43	41	44	50	45	40	46	48
REPUBLICAN	30	70	54	59	16	38	30	21	23	29	33	32	21	21	31	34	35	41	24	36	38
Republican	30	70	54	59	16	38	30	21	23	29	33	32	21	21	31	34	35	41	24	36	38
NPP/OTHER	27	18	22	20	29	23	26	32	29	25	27	27	41	36	28	22	15	14	35	19	14
No party preference	22	11	16	14	24	19	22	26	22	20	21	24	33	31	25	18	10	11	29	14	10
Other	5	7	5	6	5	4	5	7	6	4	5	3	8	5	4	4	5	3	6	4	4

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
DEMOCRAT	43%	38%	48%	100%	0%	0%	37%	40%	44%	51%	100%	100%	0%	0%	0%	0%	100%	100%	0%	0%	0%	0%
Democrat	43	38	48	100	0	0	37	40	44	51	100	100	0	0	0	0	100	100	0	0	0	0
REPUBLICAN	30	33	28	0	100	0	26	39	23	32	0	0	100	100	0	0	0	0	100	100	0	0
Republican	30	33	28	0	100	0	26	39	23	32	0	0	100	100	0	0	0	0	100	100	0	0
NPP/OTHER	27	29	25	0	0	100	37	21	33	17	0	0	0	0	100	100	0	0	0	0	100	100
No party preference	22	24	20	0	0	81	32	16	27	13	0	0	0	0	82	81	0	0	0	0	84	77
Other	5	5	5	0	0	19	5	5	6	3	0	0	0	0	18	19	0	0	0	0	16	23

TABLE 92: PARTY REGISTRATION

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
DEMOCRAT	43%	100%	100%	0%	0%	51%	34%	51%	35%	37%	38%	44%	42%	46%	36%	43%	51%	35%	37%	39%
Democrat	43	100	100	0	0	51	34	51	35	37	38	44	42	46	36	43	51	35	37	39
REPUBLICAN	30	0	0	100	100	21	41	19	35	36	40	28	31	26	40	30	19	35	39	39
Republican	30	0	0	100	100	21	41	19	35	36	40	28	31	26	40	30	19	35	39	39
NPP/OTHER	27	0	0	0	0	28	25	30	30	27	22	27	27	28	24	27	30	30	24	23
No party preference	22	0	0	0	0	23	20	26	23	22	16	22	22	23	19	22	26	23	19	17
Other	5	0	0	0	0	5	5	4	7	5	6	5	5	5	6	5	4	7	5	6

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
DEMOCRAT	43%	31%	41%	50%	58%	78%	79%	26%	34%	32%	38%	48%	69%	72%	85%	29%	31%	100%	0%	0%
Democrat	43	31	41	50	58	78	79	26	34	32	38	48	69	72	85	29	31	100	0	0
REPUBLICAN	30	41	36	20	15	6	5	27	19	32	43	17	18	9	3	19	29	0	100	0
Republican	30	41	36	20	15	6	5	27	19	32	43	17	18	9	3	19	29	0	100	0
NPP/OTHER	27	29	23	30	26	16	16	47	46	36	19	34	13	19	13	52	40	0	0	100
No party preference	22	22	18	26	21	15	14	45	44	29	14	29	11	16	12	49	38	0	0	94
Other	5	6	4	4	6	1	2	3	3	7	5	6	2	3	1	3	2	0	0	6

TABLE 92: PARTY REGISTRATION

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
DEMOCRAT	43%	40%	32%	55%	54%	80%	78%	32%	28%	56%	48%	55%	65%	49%	78%	86%	70%	28%	32%	31%
Democrat	43	40	32	55	54	80	78	32	28	56	48	55	65	49	78	86	70	28	32	31
REPUBLICAN	30	35	42	17	18	5	6	19	27	17	17	17	7	24	6	3	9	27	16	32
Republican	30	35	42	17	18	5	6	19	27	17	17	17	7	24	6	3	9	27	16	32
NPP/OTHER	27	26	26	27	28	16	16	49	45	26	35	28	29	27	16	11	22	45	52	37
No party preference	22	21	20	22	24	14	14	47	42	22	28	23	24	23	14	10	20	41	51	35
Other	5	5	6	5	5	2	2	2	3	4	7	5	5	4	2	1	1	4	2	2

TABLE 93: FLAGS

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
F08	54%	56%	56%	54%	39%	48%	54%	58%	50%	56%	57%	46%	65%	51%	57%	54%	62%	63%	63%	61%	62%	54%
P08	34	37	34	33	19	31	34	41	28	37	36	25	46	33	36	34	41	42	42	41	41	33
G08	74	76	75	70	58	67	74	70	68	77	78	68	80	70	76	77	78	81	80	78	79	73
M09	37	39	39	33	23	33	37	38	31	40	40	29	47	33	41	37	44	46	46	44	44	34
P10	45	46	48	45	29	45	45	46	39	49	46	36	57	41	49	47	53	54	53	52	53	43
G10	70	71	71	68	58	66	71	63	67	74	70	64	77	66	72	74	77	78	77	75	76	69
P12	48	48	50	46	40	42	47	51	42	51	48	38	60	44	52	44	56	58	57	55	57	46
BLANK	14	14	12	19	22	19	14	17	17	12	13	18	9	17	12	12	10	9	10	11	11	15
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
F08	54%	63%	60%	61%	48%	35%	58%	45%	40%	54%	37%	58%	48%	42%	44%	51%	53%	72%	61%	46%	40%	
P08	34	42	40	41	27	22	37	19	25	37	20	37	29	24	28	30	32	55	39	25	24	
G08	74	80	77	78	70	60	77	65	63	76	57	77	67	66	64	69	74	86	78	66	60	
M09	37	47	41	43	30	23	41	27	21	37	20	40	30	24	30	33	35	60	45	26	25	
P10	45	57	48	52	38	30	49	31	32	43	30	47	37	32	36	44	43	66	55	35	33	
G10	70	79	75	77	62	55	74	61	55	72	51	73	67	59	60	64	68	83	80	65	56	
P12	48	57	54	55	40	30	50	39	36	46	32	50	41	35	41	46	44	70	59	38	36	
BLANK	14	10	10	10	18	26	11	19	26	12	30	12	16	22	22	20	16	5	9	17	28	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
F08	54%	66%	49%	50%	61%	52%	52%	43%	52%	40%	52%	43%	52%	59%	57%	64%	55%	49%	68%	34%	47%	58%
P08	34	47	33	31	40	31	31	23	31	20	28	22	31	43	38	42	33	32	45	18	23	39
G08	74	82	70	70	79	72	68	64	72	63	74	65	73	77	74	78	75	70	86	56	72	74
M09	37	49	33	32	44	35	32	26	34	24	32	26	34	45	39	45	37	33	49	18	25	42
P10	45	57	39	40	52	43	43	33	42	29	41	33	42	54	48	55	46	40	58	25	34	49
G10	70	78	65	66	76	70	66	58	70	58	68	61	68	74	71	78	71	65	81	51	65	72
P12	48	59	43	43	54	46	45	40	46	33	44	36	45	56	50	59	48	42	58	32	34	53
BLANK	14	9	17	17	10	14	18	20	14	21	15	20	15	10	14	11	12	18	6	26	17	13

TABLE 93: FLAGS

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	ASIAN		N-CHN	NON-	HS OR	SOME	COLL	POST	NON-	COLL+	MARRD	SINGL	BIG	MD/SM	SM	TN			
		WHITE	LATNO															AF-AM	PACIS	CHNSE
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
F08	54%	62%	38%	53%	42%	38%	45%	42%	42%	50%	60%	67%	47%	63%	62%	43%	51%	53%	59%	54%
P08	34	42	18	31	26	23	31	24	26	31	39	43	29	41	39	27	33	35	34	35
G08	74	80	60	71	67	65	67	64	63	69	79	85	67	82	82	61	70	71	78	75
M09	37	47	17	25	28	31	27	22	26	33	39	54	30	45	43	28	31	35	39	43
P10	45	55	25	34	32	29	35	30	33	42	47	60	39	52	51	35	38	43	47	52
G10	70	78	55	61	57	55	56	57	58	68	73	81	64	77	77	58	65	68	73	73
P12	48	58	26	41	36	33	38	32	38	44	50	60	42	54	52	40	44	48	47	53
BLANK	14	8	26	18	21	26	22	23	24	16	11	6	19	9	9	23	19	16	9	13

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL	NO	WKLY	OCASS	NEVER	\$0-	\$40K-	\$60K-	\$100K	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES																	
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
F08	54%	71%	52%	59%	55%	58%	54%	52%	46%	52%	57%	60%	15%	35%	55%	68%	83%	85%	35%	74%	84%
P08	34	52	33	39	34	36	33	35	31	31	36	36	4	15	29	42	66	74	16	53	70
G08	74	81	75	77	75	74	75	72	63	71	79	82	32	67	79	87	91	93	59	89	92
M09	37	56	37	44	36	38	37	37	31	32	40	40	6	20	30	47	67	71	19	56	69
P10	45	63	48	54	44	48	43	45	37	41	49	50	11	25	38	59	76	79	24	66	77
G10	70	81	71	74	71	71	67	72	58	67	76	77	37	57	69	82	93	90	54	86	92
P12	48	70	48	56	46	50	46	48	43	43	51	49	19	28	41	58	78	80	29	67	79
BLANK	14	7	14	12	13	14	15	14	22	16	10	8	41	19	11	6	3	2	24	4	3

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
F08	54%	53%	56%	60%	62%	37%	33%	73%	36%	76%	58%	61%	61%	64%	35%	38%	39%	79%	41%	77%	26%	57%
P08	34	34	35	37	42	21	15	52	16	54	36	38	41	43	22	21	16	56	20	57	12	38
G08	74	73	74	77	79	62	59	87	59	90	76	77	77	81	63	62	61	90	63	90	52	82
M09	37	35	39	38	47	25	16	55	21	57	37	38	45	49	22	28	19	55	23	64	15	43
P10	45	44	46	45	57	32	24	66	25	67	45	45	54	60	31	32	23	66	32	74	21	53
G10	70	70	70	71	78	59	55	86	53	86	70	72	79	76	60	57	55	86	60	90	49	77
P12	48	47	48	50	59	32	29	67	29	67	50	49	58	59	32	33	31	67	35	76	23	51
BLANK	14	15	14	12	9	23	24	5	24	4	13	12	10	9	22	24	22	4	18	3	30	8

TABLE 93: FLAGS

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
F08	54%	62%	58%	55%	68%	51%	49%	61%	56%	64%	50%	59%	51%	56%	51%	49%	61%	56%	58%	56%
P08	34	36	39	36	46	30	29	41	39	44	31	39	31	36	31	29	41	39	38	37
G08	74	77	77	73	84	72	74	77	74	79	65	74	73	75	70	72	77	74	75	70
M09	37	40	36	39	53	31	35	41	39	46	37	41	34	38	36	32	41	39	42	43
P10	45	45	46	48	64	37	43	50	48	60	43	50	41	45	45	39	50	48	53	48
G10	70	74	69	71	83	64	72	73	72	77	65	72	68	70	69	67	73	72	72	70
P12	48	50	50	49	66	39	43	52	54	61	50	54	43	47	48	40	52	54	56	55
BLANK	14	12	13	12	6	18	14	12	13	8	18	13	16	14	15	16	12	13	12	14

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN											
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
F08	54%	59%	64%	36%	39%	49%	55%	42%	41%	41%	78%	26%	65%	34%	70%	28%	60%	49%	56%	30%
P08	34	40	44	19	18	28	34	22	30	20	58	9	39	13	49	14	42	32	31	19
G08	74	77	82	62	59	71	72	66	69	65	90	50	83	55	87	58	79	69	76	62
M09	37	44	50	17	17	25	26	27	29	26	62	9	34	9	41	18	42	31	37	21
P10	45	53	57	28	23	30	38	32	33	32	72	15	49	13	54	20	49	36	43	25
G10	70	78	79	58	53	56	65	57	57	64	89	45	80	46	76	46	71	62	70	47
P12	48	56	60	25	26	43	39	37	34	39	72	16	49	26	55	23	52	40	44	29
BLANK	14	9	7	26	26	18	18	22	21	15	3	34	7	28	9	30	10	18	14	28

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH											
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
F08	54%	64%	60%	43%	35%	57%	51%	46%	38%	40%	29%	35%	53%	36%	50%	63%	49%	37%	47%	39%
P08	34	43	41	25	15	36	29	32	20	19	14	13	30	23	28	37	38	19	34	22
G08	74	79	80	57	62	78	68	70	65	62	54	60	67	58	67	84	70	65	71	65
M09	37	48	45	23	14	28	24	33	24	17	18	12	23	23	24	32	21	23	34	24
P10	45	58	52	28	24	38	32	39	26	26	23	23	32	28	31	43	36	26	40	31
G10	70	79	78	55	56	65	59	62	51	57	52	55	60	54	58	67	66	51	63	57
P12	48	61	55	30	23	47	38	45	26	27	24	21	35	30	36	46	54	25	47	37
BLANK	14	8	9	28	25	11	21	17	25	25	28	25	20	29	23	9	10	27	15	24

TABLE 94: AGE

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
18-49	51%	47%	48%	59%	78%	59%	53%	31%	64%	50%	41%	67%	31%	56%	47%	44%	43%	40%	42%	43%	42%	52%
18-29	18	15	15	21	38	29	19	13	23	18	14	25	9	23	14	13	12	11	11	12	12	17
30-39	16	15	15	18	25	17	17	8	22	16	11	22	8	18	14	18	14	14	13	15	13	17
40-49	17	17	17	20	14	13	18	10	20	17	16	20	14	16	19	13	17	15	17	16	16	18
50+	48	51	52	41	22	40	46	67	36	49	57	32	67	43	51	53	56	59	56	56	57	47
50-64	28	30	30	26	15	24	28	24	26	29	32	24	33	25	30	31	32	33	30	31	32	27
65-74	11	11	14	9	4	8	11	15	6	13	13	6	17	11	12	12	14	15	14	14	14	11
75+	9	11	8	6	3	8	7	28	3	7	12	2	17	8	9	11	10	11	11	10	11	9
BLANK	1	1	1	0	0	1	1	3	0	1	2	0	2	1	1	2	1	1	1	1	1	1
BLANK	1	1	1	0	0	1	1	3	0	1	2	0	2	1	1	2	1	1	1	1	1	1
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL		
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
18-49	51%	40%	48%	45%	58%	61%	49%	66%	62%	53%	56%	48%	65%	65%	60%	51%	44%	27%	52%	70%	72%	
18-29	18	11	14	13	24	27	16	32	27	14	27	15	26	30	24	17	15	6	10	30	31	
30-39	16	12	16	15	17	18	16	17	19	23	18	16	18	20	18	13	13	10	20	23	17	
40-49	17	17	18	17	17	16	18	17	15	16	12	16	21	16	18	21	16	12	22	18	23	
50+	48	59	51	54	41	38	50	34	37	46	42	51	35	34	39	48	54	71	48	30	28	
50-64	28	34	29	31	25	19	29	25	20	27	25	28	23	22	22	27	30	30	35	23	18	
65-74	11	15	13	14	7	11	12	3	8	10	10	13	7	6	9	12	12	22	9	5	7	
75+	9	10	9	9	8	9	8	5	9	10	8	10	5	6	8	9	12	20	4	2	3	
BLANK	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	0	0	0	
BLANK	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	0	0	0	

TABLE 94: AGE

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	MSTLY PRINT	MSTLY ONLINE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	Total																					
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
18-49	51%	31%	66%	53%	48%	64%	58%	65%	62%	80%	65%	75%	57%	37%	45%	48%	53%	51%	37%	72%	76%	40%
18-29	18	9	26	22	13	24	18	27	23	32	15	29	20	11	18	15	18	19	6	34	13	20
30-39	16	10	19	16	15	20	20	20	19	29	26	27	18	12	13	16	18	14	13	22	28	11
40-49	17	12	21	15	20	20	20	18	20	19	24	20	19	15	14	17	17	17	18	16	35	9
50+	48	67	34	46	51	36	42	35	38	20	34	25	43	61	53	52	46	48	62	27	23	58
50-64	28	32	24	28	29	25	30	25	27	15	26	19	26	34	27	34	27	26	35	18	20	31
65-74	11	19	6	9	14	8	10	6	8	4	5	4	10	15	11	12	11	11	15	4	2	15
75+	9	16	4	9	8	3	2	3	3	1	3	2	6	12	15	6	8	12	12	5	1	12
BLANK	1	2	0	1	1	0	0	0	0	0	0	0	1	1	2	1	1	1	2	0	0	1
BLANK	1	2	0	1	1	0	0	0	0	0	0	0	1	1	2	1	1	1	2	0	0	1

	QB/QC ETHNICITY							Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE				
	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL	
	Total																			
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
18-49	51%	43%	70%	50%	58%	61%	62%	63%	51%	51%	56%	44%	51%	51%	45%	62%	57%	52%	50%	45%
18-29	18	12	32	18	21	22	22	27	24	23	15	7	24	12	8	35	20	21	16	14
30-39	16	13	22	13	16	18	21	20	12	13	21	18	13	20	16	16	20	15	15	15
40-49	17	17	16	18	21	21	18	16	15	14	21	19	15	20	21	11	17	16	19	16
50+	48	56	29	49	42	39	38	36	47	48	43	55	48	48	54	37	42	46	49	54
50-64	28	31	19	31	24	26	19	23	25	28	27	32	27	29	33	19	24	26	30	31
65-74	11	15	5	10	2	1	3	6	11	12	9	14	11	11	13	9	9	11	11	14
75+	9	10	5	8	15	12	16	7	12	8	7	9	9	8	8	10	9	9	8	10
BLANK	1	1	1	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	0
BLANK	1	1	1	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	0

TABLE 94: AGE

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES,	YES,	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		STRNG	SMWT	YES	NO																
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
18-49	51%	34%	51%	45%	52%	47%	52%	55%	52%	55%	51%	52%	100%	100%	100%	0%	0%	0%	100%	0%	0%
18-29	18	6	18	14	18	16	18	21	28	22	14	9	100	0	0	0	0	0	35	0	0
30-39	16	10	15	14	17	13	16	19	15	19	17	18	0	100	0	0	0	0	31	0	0
40-49	17	17	17	17	17	18	18	15	10	14	20	25	0	0	100	0	0	0	33	0	0
50+	48	65	47	53	47	51	47	44	47	44	49	47	0	0	0	100	100	100	0	100	100
50-64	28	36	27	30	28	30	27	26	23	23	29	35	0	0	0	100	0	0	0	58	0
65-74	11	19	12	14	11	12	11	11	12	11	13	9	0	0	0	0	100	0	0	23	56
75+	9	10	8	9	8	10	9	8	12	10	7	3	0	0	0	0	0	100	0	18	44
BLANK	1	2	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0
BLANK	1	2	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
18-49	51%	51%	51%	48%	41%	66%	100%	0%	100%	0%	49%	47%	41%	42%	66%	67%	100%	0%	100%	0%	100%	0%
18-29	18	18	18	16	13	27	35	0	36	0	15	16	12	13	28	27	33	0	31	0	41	0
30-39	16	17	15	16	11	21	33	0	30	0	17	15	13	9	21	22	34	0	27	0	32	0
40-49	17	17	17	16	17	18	33	0	34	0	17	16	16	19	18	18	34	0	42	0	27	0
50+	48	48	48	51	57	33	0	100	0	100	49	52	58	57	34	32	0	100	0	100	0	100
50-64	28	29	27	29	32	23	0	61	0	56	30	27	33	31	23	22	0	56	0	56	0	68
65-74	11	11	12	13	13	6	0	22	0	24	11	14	13	13	7	5	0	26	0	23	0	18
75+	9	8	10	9	12	5	0	17	0	20	8	10	12	12	4	6	0	18	0	21	0	14
BLANK	1	1	1	1	1	0	0	0	0	0	1	1	1	2	0	0	0	0	0	0	0	0
BLANK	1	1	1	1	1	0	0	0	0	0	1	1	1	2	0	0	0	0	0	0	0	0

TABLE 94: AGE

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
18-49	51%	50%	47%	47%	38%	52%	51%	48%	52%	48%	56%	50%	52%	50%	52%	52%	48%	52%	53%	51%
18-29	18	19	12	19	9	20	19	15	16	14	22	17	19	17	20	19	15	16	19	20
30-39	16	16	16	13	9	16	16	16	18	16	15	16	16	16	15	16	17	18	14	15
40-49	17	14	18	14	20	17	16	16	18	17	19	17	17	17	18	17	16	18	21	16
50+	48	50	52	53	60	44	49	52	48	52	44	50	47	48	47	46	52	48	47	49
50-64	28	28	29	28	34	27	29	29	27	28	25	28	28	28	28	28	30	27	26	25
65-74	11	13	12	12	15	9	12	12	10	15	11	13	10	10	13	10	12	10	14	14
75+	9	8	10	14	12	9	8	10	10	8	7	9	9	10	7	8	10	10	7	9
BLANK	1	1	2	1	2	3	0	0	1	1	0	0	2	1	0	2	0	1	0	0
BLANK	1	1	2	1	2	3	0	0	1	1	0	0	2	1	0	2	0	1	0	0

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
18-49	51%	45%	41%	68%	72%	50%	50%	59%	57%	100%	0%	100%	0%	100%	0%	100%	0%	56%	48%	64%
18-29	18	13	11	31	33	17	20	23	18	28	0	46	0	37	0	36	0	22	12	24
30-39	16	15	12	22	22	11	14	18	15	31	0	31	0	26	0	28	0	15	16	18
40-49	17	17	18	16	17	21	16	19	23	40	0	23	0	37	0	36	0	19	20	23
50+	48	54	58	31	28	50	49	41	43	0	100	0	100	0	100	0	100	43	52	36
50-64	28	32	31	21	17	32	30	23	26	0	56	0	64	0	63	0	58	24	29	22
65-74	11	14	15	5	6	10	10	3	1	0	26	0	18	0	20	0	5	4	2	1
75+	9	8	11	5	5	7	9	15	16	0	18	0	18	0	17	0	37	16	20	13
BLANK	1	1	1	1	0	1	2	0	0	0	0	0	0	0	0	0	0	1	0	0
BLANK	1	1	1	1	0	1	2	0	0	0	0	0	0	0	0	0	0	1	0	0

TABLE 94: AGE

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
	Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73
18-49	51%	44%	42%	68%	71%	45%	52%	55%	60%	70%	73%	71%	54%	76%	52%	44%	46%	60%	54%	63%
18-29	18	12	12	32	32	9	23	18	23	32	30	32	25	35	23	7	16	22	17	26
30-39	16	13	14	22	22	18	10	14	18	20	31	21	18	25	11	19	11	18	14	17
40-49	17	18	17	14	17	19	18	23	19	17	12	18	11	15	19	17	19	19	23	20
50+	48	56	56	32	28	54	47	45	39	29	27	28	46	24	46	55	54	39	46	37
50-64	28	30	32	18	19	32	30	26	23	19	16	20	27	13	30	34	29	23	27	21
65-74	11	16	13	6	5	10	10	2	2	5	6	4	6	8	10	7	13	2	1	5
75+	9	9	11	7	4	11	7	17	14	5	5	4	13	4	6	14	11	14	18	11
BLANK	1	0	2	0	1	1	1	0	1	1	0	1	0	0	1	1	0	1	0	0
BLANK	1	0	2	0	1	1	1	0	1	1	0	1	0	0	1	1	0	1	0	0

TABLE 95: PERMANENT ABSENTEE

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
Yes	48%	48%	50%	41%	42%	50%	47%	53%	46%	47%	48%	45%	51%	47%	48%	49%	50%	51%	51%	49%	49%	48%
No	52	52	50	59	58	50	53	47	54	53	52	55	49	53	52	51	50	49	49	51	51	52
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
Yes	48%	51%	50%	50%	43%	46%	48%	43%	41%	46%	45%	51%	43%	39%	43%	50%	49%	52%	45%	45%	46%	
No	52	49	50	50	57	54	52	57	59	54	55	49	57	61	57	50	51	48	55	55	54	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS		CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME				
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
Yes	48%	51%	43%	47%	49%	47%	53%	47%	46%	45%	50%	47%	46%	52%	50%	50%	47%	47%	52%	41%	42%	50%
No	52	49	57	53	51	53	47	53	54	55	50	53	54	48	50	50	53	53	48	59	58	50
	QB/QC ETHNICITY					Q24 EDUCATION						Q27 MARITAL STATUS			Q28 CITY TYPE							
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRBR	SM TN RURAL		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758		
Yes	48%	51%	39%	44%	50%	56%	47%	42%	47%	45%	47%	52%	46%	49%	49%	45%	43%	49%	47%	51%		
No	52	49	61	56	50	44	53	58	53	55	53	48	54	51	55	55	57	51	53	49		

TABLE 95: PERMANENT ABSENTEE

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
Yes	48%	52%	48%	50%	46%	45%	48%	50%	48%	46%	47%	48%	36%	41%	44%	50%	61%	68%	40%	56%	64%
No	52	48	52	50	54	55	52	50	52	54	53	52	64	59	56	50	39	32	60	44	36

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
Yes	48%	46%	49%	47%	53%	42%	40%	54%	41%	57%	47%	48%	52%	55%	40%	44%	42%	53%	46%	59%	35%	55%
No	52	54	51	53	47	58	60	46	59	43	53	52	48	45	60	56	58	47	54	41	65	45

	PARTY BY IDEOLOGY				REGION							MEDIA MARKET								
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
Yes	48%	48%	47%	54%	53%	30%	50%	55%	57%	56%	54%	55%	42%	45%	53%	39%	55%	57%	62%	48%
No	52	52	53	46	47	70	50	45	43	44	46	45	58	55	47	61	45	43	38	52

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
Yes	48%	49%	54%	40%	38%	44%	44%	50%	51%	43%	59%	36%	46%	39%	49%	44%	59%	53%	46%	50%
No	52	51	46	60	62	56	56	50	49	57	41	64	54	61	51	56	41	47	54	50

TABLE 95: PERMANENT ABSENTEE

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE NORTH	WHITE SOUTH	LATNO NORTH	LATNO SOUTH	AF-AM NORTH	AF-AM SOUTH	AS/PI NORTH	AS/PI SOUTH	URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM LA	AF-AM SF	AF-AM OTHER	AS/PI LA	AS/PI SF	AS/PI OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
Yes	48%	56%	47%	49%	34%	62%	36%	63%	39%	39%	41%	31%	47%	52%	34%	60%	66%	35%	65%	56%
No	52	44	53	51	66	38	64	37	61	61	59	69	53	48	66	40	34	65	35	44

TABLE 96: HOUSEHOLD PARTY TYPE

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
Dem 1	21%	21%	19%	30%	26%	21%	20%	34%	23%	18%	19%	21%	22%	31%	12%	20%	21%	22%	22%	21%	22%	21%
Dem 2+	13	13	15	10	9	8	13	13	10	14	14	12	14	19	7	14	14	14	15	14	13	15
Rep 1	10	10	11	9	9	11	10	14	12	9	8	10	11	6	15	10	11	11	10	11	10	10
Rep 2+	12	10	17	8	9	11	12	7	10	15	11	11	13	3	22	9	14	14	13	13	14	11
Ind 1+	18	18	14	18	26	27	18	13	19	19	17	21	14	20	16	17	16	14	15	16	17	16
Mix	26	27	24	25	21	23	26	20	25	25	31	25	27	23	28	30	25	24	24	25	25	27
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
Dem 1	21%	20%	21%	20%	24%	18%	21%	24%	27%	23%	23%	23%	20%	27%	22%	18%	23%	19%	21%	21%	20%	
Dem 2+	13	15	14	14	12	8	14	7	14	13	14	16	8	15	12	10	14	18	9	10	10	
Rep 1	10	12	10	11	8	16	10	17	8	10	10	9	11	7	10	11	11	8	13	10	8	
Rep 2+	12	16	12	14	9	9	12	12	4	16	6	10	14	4	11	16	11	13	14	11	9	
Ind 1+	18	15	16	15	20	25	17	17	22	14	24	16	19	22	16	20	15	15	19	22	24	
Mix	26	22	28	26	26	25	26	23	26	24	23	26	27	23	28	24	25	26	23	26	28	
	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE			Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME			
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
Dem 1	21%	20%	23%	25%	16%	21%	25%	20%	21%	25%	22%	24%	22%	20%	22%	24%	20%	22%	17%	31%	21%	21%
Dem 2+	13	16	13	14	11	11	10	12	12	11	13	11	13	11	14	15	12	13	15	10	11	14
Rep 1	10	10	8	9	12	9	11	11	10	10	9	9	10	11	11	9	12	10	10	11	9	11
Rep 2+	12	14	6	8	17	12	9	13	12	9	11	10	11	13	12	12	13	11	16	5	13	11
Ind 1+	18	13	23	18	18	20	14	21	20	20	21	18	18	15	18	18	18	18	14	23	19	17
Mix	26	28	27	26	25	27	30	23	26	25	25	25	25	29	24	23	26	27	28	19	27	26

TABLE 96: HOUSEHOLD PARTY TYPE

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
Dem 1	21%	17%	27%	47%	16%	15%	17%	28%	24%	18%	23%	22%	20%	22%	16%	29%	31%	21%	16%	18%
Dem 2+	13	11	18	23	7	11	9	16	14	12	11	15	13	13	15	10	15	13	14	9
Rep 1	10	13	8	3	10	6	11	7	11	11	10	9	11	9	8	14	10	10	9	13
Rep 2+	12	17	4	0	6	3	6	5	9	12	12	13	11	13	17	4	5	11	15	16
Ind 1+	18	17	17	11	28	32	24	18	17	17	17	20	17	18	14	23	19	19	15	18
Mix	26	26	26	16	33	33	35	26	26	28	27	21	27	25	30	20	19	26	31	26

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	351	656	1008 2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
Dem 1	21%	6%	13%	10% 27%	18%	22%	24%	30%	24%	18%	17%	18%	27%	24%	20%	20%	21%	23%	20%	20%
Dem 2+	13	2	6	5 17	12	14	12	11	14	13	13	11	10	9	13	20	17	10	15	19
Rep 1	10	21	16	17 6	11	12	9	13	11	10	8	9	10	8	10	13	17	9	12	15
Rep 2+	12	33	24	27 5	18	11	6	5	11	14	15	5	6	16	13	13	20	9	14	16
Ind 1+	18	11	13	13 20	13	17	23	22	15	17	17	25	24	20	14	10	9	23	12	10
Mix	26	27	28	28 25	28	24	25	19	26	28	29	32	21	22	30	23	16	25	26	20

	PARTY GENDER		PARTY REGISTRATION			PARTY GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
Dem 1	21%	18%	25%	50%	0%	0%	21%	15%	25%	25%	47%	52%	0%	0%	0%	0%	57%	44%	0%	0%	0%	0%
Dem 2+	13	13	13	30	0	0	10	16	11	14	34	26	0	0	0	0	26	33	0	0	0	0
Rep 1	10	11	10	0	35	0	10	11	8	13	0	0	33	37	0	0	0	0	38	33	0	0
Rep 2+	12	13	11	0	39	0	8	18	10	11	0	0	40	38	0	0	0	0	37	40	0	0
Ind 1+	18	19	17	0	0	66	26	12	21	12	0	0	0	0	65	67	0	0	0	0	66	66
Mix	26	26	26	20	26	34	24	27	26	25	18	22	27	25	35	33	18	22	25	27	34	34

TABLE 96: HOUSEHOLD PARTY TYPE

	PARTY BY IDEOLOGY				REGION										MEDIA MARKET					
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
Dem 1	21%	51%	47%	0%	0%	26%	15%	28%	18%	17%	17%	23%	21%	23%	17%	21%	28%	18%	16%	19%
Dem 2+	13	31	30	0	0	16	10	15	9	12	12	13	13	14	11	13	14	9	12	11
Rep 1	10	0	0	36	32	8	13	7	12	13	13	10	11	9	13	10	7	12	15	12
Rep 2+	12	0	0	30	46	7	18	7	14	16	16	11	12	10	17	12	7	14	15	16
Ind 1+	18	0	0	0	0	16	17	22	21	16	15	19	17	19	15	17	22	21	14	15
Mix	26	18	23	33	23	26	28	21	26	27	27	24	27	25	27	27	21	26	27	26

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN											
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
Dem 1	21%	14%	20%	23%	31%	44%	50%	14%	19%	18%	16%	27%	29%	47%	49%	18%	15%	55%	0%	0%
Dem 2+	13	11	10	17	18	26	20	7	7	7	13	14	25	19	27	5	9	23	0	0
Rep 1	10	13	12	8	8	2	3	10	9	10	15	10	4	4	1	9	11	0	42	0
Rep 2+	12	18	16	5	3	0	0	7	5	15	18	2	7	0	0	4	9	0	26	0
Ind 1+	18	19	16	18	15	10	12	27	30	23	13	22	5	13	9	34	21	0	0	61
Mix	26	26	26	28	25	18	15	35	30	26	25	25	30	17	14	31	35	22	32	39

	ETHNICITY BY REGION								LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET									
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH											
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
Dem 1	21%	19%	15%	29%	27%	61%	42%	19%	14%	27%	30%	27%	36%	25%	43%	66%	41%	14%	19%	18%
Dem 2+	13	12	9	20	16	15	26	6	8	19	11	17	23	17	26	16	18	8	6	7
Rep 1	10	11	14	8	8	3	2	8	11	8	10	8	3	12	3	1	4	10	7	14
Rep 2+	12	15	18	4	4	0	0	5	7	4	3	4	0	6	0	0	0	8	4	7
Ind 1+	18	18	17	18	16	10	12	29	28	15	21	16	17	18	12	6	15	27	32	22
Mix	26	24	27	22	29	11	18	32	33	27	25	29	21	23	17	10	21	34	31	32

TABLE 97: GEOGRAPHICAL AREAS

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
REGION	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
LA	25	24	24	34	25	25	24	30	24	24	27	25	25	26	23	29	24	23	25	22	24	26
LA Area	22	24	22	18	16	22	22	18	23	21	24	23	21	18	25	23	22	22	21	21	22	22
Bay Area	22	24	18	17	33	23	23	17	25	23	17	23	21	28	16	22	23	23	23	23	24	22
San Diego	9	12	5	7	8	6	9	7	9	9	9	9	9	8	10	7	9	8	9	9	9	9
Sac'to/North	10	7	15	7	8	14	10	12	8	12	7	9	11	9	11	9	10	12	10	11	11	10
Central Valley	12	9	17	16	10	10	12	16	11	11	15	11	13	11	13	11	11	12	12	14	11	11
North	44	40	49	41	51	48	44	45	44	45	40	43	45	47	41	42	45	46	45	48	45	43
South	56	60	51	59	49	52	56	55	56	55	60	57	55	53	59	58	55	54	55	52	55	57
Coast	71	77	60	70	77	69	72	64	75	71	68	72	69	74	67	72	72	69	70	69	73	72
Inland	29	23	40	30	23	31	28	36	25	29	32	28	31	26	33	28	28	31	30	31	27	28
MEDIA MARKET	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LA	46	47	45	52	40	46	46	46	46	44	50	47	45	44	47	50	44	44	45	42	44	47
SF	22	24	19	17	33	24	23	17	25	23	18	24	21	28	17	22	24	23	23	23	24	22
SD	9	12	5	7	8	6	9	7	9	9	9	9	9	8	10	7	9	8	9	9	9	9
SAC	11	8	15	11	9	15	11	10	10	11	11	11	11	10	12	9	11	12	10	12	11	10
OTHER	12	9	16	13	10	9	11	19	9	12	12	10	14	11	13	11	11	12	13	14	12	12
	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
REGION	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
LA	25	26	24	24	26	26	24	28	33	25	33	25	28	28	26	23	26	24	26	23	27	
LA Area	22	21	21	21	23	23	21	22	24	26	20	23	19	25	17	25	21	21	23	23	22	
Bay Area	22	21	25	23	21	18	23	19	19	17	22	23	21	23	18	21	19	29	20	24	21	
San Diego	9	8	10	9	9	8	9	8	9	10	8	10	10	7	9	7	10	8	8	9	7	
Sac'to/North	10	12	10	11	9	12	11	11	5	9	3	9	10	5	13	7	9	8	9	11	13	
Central Valley	12	12	12	12	12	13	11	13	11	12	14	10	12	11	17	17	14	10	14	10	9	
North	44	45	46	46	42	43	46	42	35	39	39	42	43	40	47	45	42	46	43	45	44	
South	56	55	54	54	58	57	54	58	65	61	61	58	57	60	53	55	58	54	57	55	56	
Coast	71	70	71	71	72	66	71	68	73	70	73	72	73	74	65	68	67	78	70	73	69	
Inland	29	30	29	29	28	34	29	32	27	30	27	28	27	26	35	32	33	22	30	27	31	
MEDIA MARKET	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
LA	46	46	43	44	48	49	44	49	55	51	52	47	46	53	42	47	47	44	49	44	48	
SF	22	22	25	24	22	18	24	20	20	17	22	23	22	24	19	21	19	29	20	24	22	
SD	9	8	10	9	9	8	9	8	9	10	8	10	10	7	9	7	10	8	8	9	7	
SAC	11%	12%	12%	12%	9%	12%	12%	10%	6%	10%	7%	11%	11%	5%	15%	9%	12%	7%	12%	12%	12%	
OTHER	12	13	11	11	12	13	11	13	11	13	11	10	11	11	15	16	13	12	12	10	11	

TABLE 97: GEOGRAPHICAL AREAS

	Q14 NWSPPR		Q15 USE		Q18 CA GOVT & POL			Q19 CA GOVT & POLITICS				Q21A KEEPING UP			CIVIC ENGAGEMENT			Q25		Q26 CHILD		
	TYPE		ETHNC MEDIA		INTERNET FROM			NEWS INTERNET DEVICE				WITH CA NEWS			TARGETS			RESIDENCE		<18 AT HOME		
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
REGION	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
LA	25	23	32	27	21	25	20	25	24	25	26	25	27	20	24	24	25	25	22	30	22	26
LA Area	22	22	21	22	23	22	26	25	23	23	21	22	22	24	19	20	22	23	23	20	24	21
Bay Area	22	23	24	22	21	23	24	18	23	23	24	23	22	21	22	27	22	19	22	21	20	23
San Diego	9	9	7	8	10	9	9	10	9	8	11	9	8	9	13	8	9	10	9	10	9	9
Sac'to/North	10	9	7	8	12	11	7	10	10	10	8	9	9	11	10	10	10	12	8	11	10	10
Central Valley	12	13	10	12	12	10	14	12	11	11	10	11	11	14	12	11	12	13	12	12	15	11
North	44	46	41	43	45	44	45	40	44	44	42	44	43	47	44	48	44	42	46	40	46	43
South	56	54	59	57	55	56	55	60	56	56	58	56	57	53	56	52	56	58	54	60	54	57
Coast	71	70	77	72	69	73	72	70	72	71	77	72	72	67	71	73	71	70	68	75	66	73
Inland	29	30	23	28	31	27	28	30	28	29	23	28	28	33	29	27	29	30	32	25	34	27
MEDIA MARKET	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LA	46	44	52	48	43	46	46	49	46	47	45	46	48	43	42	43	46	47	45	48	45	46
SF	22	23	25	23	22	24	24	19	23	23	25	24	23	21	22	28	23	20	22	22	20	23
SD	9	9	7	8	10	9	9	10	9	8	11	9	8	9	13	8	9	10	9	10	9	9
SAC	11	9	7	9	14	11	10	12	12	11	9	11	11	11	12	10	12	11	12	9	13	10
OTHER	12	14	10	12	11	10	11	11	10	10	10	10	10	16	12	11	11	13	12	12	12	11

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE																			
	WHITE		LATNO		AF-AM		ASIAN PACIS		N-CHN CHNSE		NON-CHN API		HS OR LESS		SOME COLL		COLL GRAD		POST GRAD		NON-COLL		COLL+		MARRD PRTNR		SINGL S/D/W		BIG CITY		MD/SM CITY		SUBRR		SM TN RURAL	
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	API	NON-CHN WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRR	SM TN RURAL																
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758																
REGION	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%																
LA	25	19	36	52	28	27	31	35	27	25	24	24	26	24	23	28	42	25	23	11																
LA Area	22	22	24	12	18	14	25	21	23	22	22	22	22	22	23	20	11	26	29	20																
Bay Area	22	24	13	22	41	51	27	19	18	19	26	26	18	26	20	24	27	22	23	16																
San Diego	9	11	8	5	7	3	8	7	7	8	10	10	8	10	9	8	11	7	12	6																
Sac'to/North	10	13	4	5	4	5	6	6	9	11	10	9	11	10	11	8	4	9	8	20																
Central Valley	12	12	15	4	3	2	3	12	15	14	9	9	14	9	12	12	6	12	5	27																
North	44	48	32	31	48	57	37	38	43	44	45	44	43	45	44	44	37	42	36	64																
South	56	52	68	69	52	43	63	62	57	56	55	56	57	55	56	63	58	64	36	36																
Coast	71	69	70	81	91	91	87	73	66	65	77	77	66	77	68	74	87	70	76	48																
Inland	29	31	30	19	9	9	13	27	34	35	23	23	34	23	32	26	13	30	24	52																
MEDIA MARKET	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																
LA	46	39	59	64	45	40	53	55	49	47	43	45	48	44	45	47	52	49	51	29																
SF	22	24	13	22	41	51	28	20	18	19	27	26	19	26	21	25	27	22	23	18																
SD	9%	11%	8%	5%	7%	3%	8%	7%	7%	8%	10%	10%	8%	10%	9%	8%	11%	7%	12%	6%																
SAC	11	14	7	6	4	5	6	8	10	13	11	9	12	10	12	9	6	9	9	21																
OTHER	12	12	13	3	4	2	5	11	15	13	9	10	14	10	12	11	4	13	4	26																

TABLE 97: GEOGRAPHICAL AREAS

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL YES		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		NO	NO	NO																	
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
REGION	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
LA	25	16	23	21	27	27	25	23	28	25	22	24	27	25	25	24	20	24	26	23	22
LA Area	22	27	27	27	19	23	23	20	20	20	21	25	23	21	21	23	23	20	22	23	22
Bay Area	22	16	14	14	26	17	23	25	18	19	23	27	19	23	21	23	24	26	21	24	24
San Diego	9	10	9	9	9	9	8	10	8	9	8	10	8	10	9	9	8	11	9	9	9
Sac'to/North	10	14	12	13	9	9	10	11	12	11	13	7	8	10	10	10	14	9	9	11	12
Central Valley	12	16	15	16	10	14	11	11	15	15	12	8	15	11	13	11	12	10	13	11	11
North	44	46	41	43	45	41	44	47	44	45	48	41	41	44	45	44	50	45	43	45	48
South	56	54	59	57	55	59	56	53	56	55	52	59	59	56	55	56	50	55	57	55	52
Coast	71	61	62	62	76	68	71	73	67	67	68	77	68	73	70	71	66	78	70	71	71
Inland	29	39	38	38	24	32	29	27	33	33	32	23	32	27	30	29	34	22	30	29	29
MEDIA MARKET	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LA	46	42	50	47	45	49	46	42	47	45	43	48	49	46	45	47	40	42	47	44	41
SF	22	16	15	15	27	18	23	26	18	20	24	27	19	23	21	24	24	26	21	24	25
SD	9	10	9	9	9	9	8	10	8	9	8	10	8	10	9	9	8	11	9	9	9
SAC	11	16	13	14	10	11	11	11	12	13	13	8	11	10	13	10	13	9	11	11	11
OTHER	12	16	14	15	10	14	11	11	15	14	13	7	13	11	11	11	15	12	12	12	14

	PARTY																					
	GENDER		REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM MEN	DEM WOMEN	REP MEN	REP WOMEN	NPP/O MEN	NPP/O WOMEN	DEM 18-49	DEM 50+	REP 18-49	REP 50+	NPP/O 18-49	NPP/O 50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
REGION	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
LA	25	25	25	30	18	25	25	23	26	23	31	29	18	18	25	26	31	28	16	17	27	22
LA Area	22	23	21	17	30	21	22	23	22	22	16	18	31	29	22	19	18	17	30	31	21	20
Bay Area	22	22	22	26	14	24	22	22	19	25	26	26	13	14	26	22	24	29	12	16	23	27
San Diego	9	9	9	7	10	10	10	9	9	9	8	7	11	10	9	11	8	7	11	10	9	11
Sac'to/North	10	10	10	9	12	10	10	11	9	11	9	8	12	12	10	10	8	9	13	12	9	11
Central Valley	12	12	12	11	16	10	11	12	15	10	11	11	15	17	8	11	12	10	20	14	10	9
North	44	44	44	46	42	44	43	45	43	46	46	45	40	43	44	44	44	48	44	41	43	47
South	56	56	56	54	58	56	57	55	57	54	54	55	60	57	56	56	56	52	56	59	57	53
Coast	71	71	71	75	62	74	71	70	69	72	75	76	62	61	75	72	74	76	58	63	73	74
Inland	29	29	29	25	38	26	29	30	31	28	25	24	38	39	25	28	26	24	42	37	27	26
MEDIA MARKET	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LA	46	46	46	46	46	45	46	45	48	43	46	46	46	46	46	45	48	44	44	46	47	41
SF	22	22	23	27	14	25	23	22	20	26	26	27	13	15	27	23	24	29	12	16	24	28
SD	9	9	9	7	10	10	10	9	9	9	8	7	11	10	9	11	8	7	11	10	9	11
SAC	11	11	11	9	14	10	11	11	12	11	10	9	14	14	8	12	9	10	16	13	10	9
OTHER	12	12	12	11	15	10	11	13	12	11	10	11	16	15	10	9	11	10	16	15	10	10

TABLE 97: GEOGRAPHICAL AREAS

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
REGION	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
LA	25	28	32	16	19	100	0	0	0	0	0	0	45	35	0	54	0	0	0	0
LA Area	22	16	19	33	28	0	100	0	0	0	0	0	39	17	35	45	0	0	0	10
Bay Area	22	30	22	16	12	0	0	100	0	0	0	50	0	31	0	0	98	0	0	0
San Diego	9	8	6	10	11	0	0	0	100	0	0	0	16	13	0	0	0	100	0	0
Sac'to/North	10	8	11	11	14	0	0	0	0	100	0	23	0	1	31	0	2	0	69	17
Central Valley	12	11	11	14	16	0	0	0	0	0	100	27	0	3	35	0	0	0	31	73
North	44	48	44	41	42	0	0	100	0	100	100	100	0	35	65	0	100	0	100	90
South	56	52	56	59	58	100	100	0	100	0	0	0	100	65	35	100	0	100	0	10
Coast	71	78	73	63	61	100	54	100	100	10	16	57	82	100	0	78	100	100	0	32
Inland	29	22	27	37	39	0	46	0	0	90	84	43	18	0	100	22	0	0	100	68
MEDIA MARKET	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LA	46	43	50	48	45	100	95	0	0	0	0	82	50	35	100	0	0	0	0	0
SF	22	30	22	16	13	0	0	100	0	4	0	51	0	32	0	0	100	0	0	0
SD	9	8	6	10	11	0	0	0	100	0	0	16	13	0	0	0	100	0	0	0
SAC	11	9	11	13	16	0	0	0	0	76	28	25	0	0	37	0	0	0	100	0
OTHER	12	10	11	13	15	0	5	0	0	20	72	24	2	5	28	0	0	0	0	100

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	WHITE	WHITE	LATNO	LATNO	AF-AM	AF-AM	AS/PI	AS/PI	DEM	REP	NPP/O
		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		18-49	50+	18-49	50+	18-49	50+	18-49			
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
REGION	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
LA	25	19	18	36	35	51	53	27	28	18	17	35	37	51	53	27	28	28	28	27
LA Area	22	22	22	25	23	11	13	19	16	21	24	26	20	17	7	19	15	14	26	15
Bay Area	22	23	24	12	13	25	20	40	41	25	23	10	20	19	25	38	45	43	27	46
San Diego	9	11	11	8	9	6	4	6	7	11	10	8	9	4	6	7	6	6	6	8
Sac'to/North	10	13	12	3	5	5	4	5	3	13	13	4	4	5	4	4	4	5	7	2
Central Valley	12	12	12	16	15	2	6	3	4	12	13	18	10	4	5	4	2	4	5	2
North	44	48	49	31	33	32	30	48	48	50	49	31	34	28	34	46	51	52	40	50
South	56	52	51	69	67	68	70	52	52	50	51	69	66	72	66	54	49	48	60	50
Coast	71	68	70	69	71	84	78	90	91	70	68	68	76	77	84	90	92	89	84	95
Inland	29	32	30	31	29	16	22	10	9	30	32	32	24	23	16	10	8	11	16	5
MEDIA MARKET	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LA	46	39	40	61	57	62	66	45	44	38	39	60	56	68	61	46	42	42	52	43
SF	22	24	25	12	14	25	20	41	41	26	24	10	20	19	25	38	46	43	28	46
SD	9	11	11	8	9	6	4	6	7	11	10	8	9	4	6	7	6	6	6	8
SAC	11%	14%	13%	7%	6%	5%	6%	4%	4%	15%	13%	7%	6%	6%	5%	4%	4%	5%	7%	2%
OTHER	12	13	11	12	14	2	4	4	4	10	14	15	9	3	4	4	3	4	6	2

TABLE 97: GEOGRAPHICAL AREAS

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO	AF-AM	AF-AM	AF-AM	AS/PI	AS/PI	AS/PI
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
REGION	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
LA	25	0	36	0	53	0	76	0	53	39	22	61	0	0	81	0	0	62	0	0
LA Area	22	0	43	0	35	0	18	0	34	26	18	39	0	3	19	0	2	38	0	5
Bay Area	22	49	0	40	0	72	0	85	0	13	11	0	99	0	0	100	0	0	99	0
San Diego	9	0	21	0	12	0	7	0	13	8	9	0	0	30	0	0	34	0	0	47
Sac'to/North	10	27	0	12	0	15	0	8	0	3	6	0	1	13	0	0	34	0	1	25
Central Valley	12	25	0	48	0	13	0	7	0	11	33	0	0	54	0	0	30	0	0	23
North	44	100	0	100	0	100	0	100	0	27	51	0	100	68	0	100	63	0	100	48
South	56	0	100	0	100	0	100	0	100	73	49	100	0	32	100	0	37	100	0	52
Coast	71	56	82	48	81	72	84	88	93	74	56	78	100	41	83	100	37	92	99	61
Inland	29	44	18	52	19	28	16	12	7	26	44	22	0	59	17	0	63	8	1	39
MEDIA MARKET	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LA	46	0	76	0	87	0	93	0	86	65	39	100	0	0	100	0	0	100	0	0
SF	22	50	0	40	0	72	0	86	0	13	12	0	100	0	0	100	0	0	100	0
SD	9	0	21	0	12	0	7	0	13	8	9	0	0	30	0	0	34	0	0	47
SAC	11	28	0	21	0	18	0	8	0	5	10	0	0	24	0	0	42	0	0	28
OTHER	12	22	3	39	1	10	0	6	1	9	29	0	0	47	0	0	24	0	0	25

TABLE 98: DEMOGRAPHIC COMBINATIONS

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
<u>GENDER BY AGE</u>	99%	99%	99%	100%	100%	99%	99%	97%	100%	99%	98%	100%	98%	99%	99%	98%	99%	99%	99%	99%	99%	99%
MEN 18-49	25	25	22	30	39	29	26	15	32	25	19	33	15	26	26	21	24	22	20	19	24	30
MEN 50+	23	24	27	20	12	16	23	28	19	25	23	17	31	19	28	23	28	30	27	27	30	28
WOMEN 18-49	26	22	26	29	39	30	27	15	32	25	21	34	16	30	22	24	19	18	22	24	17	22
WOMEN 50+	25	27	25	20	11	24	23	38	17	24	34	15	36	24	23	31	28	29	29	29	28	19
<u>PARTY BY GENDER</u>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEMOCRAT MEN	19	19	18	20	21	15	18	24	20	18	16	19	19	26	12	18	20	20	21	18	21	24
DEMOCRAT WOMEN	24	24	23	29	22	20	23	31	22	23	27	22	26	34	14	27	23	24	25	26	21	20
REPUBLICAN MEN	16	15	19	16	11	12	16	14	17	17	14	16	15	5	27	13	19	20	16	16	19	18
REPUBLICAN WOMEN	14	13	17	7	10	17	14	12	12	15	16	12	16	7	21	14	14	14	15	15	14	11
NPP/OTHER MEN	14	15	11	15	19	18	15	7	15	16	14	16	12	14	15	13	14	12	12	12	15	16
NPP/OTHER WOMEN	13	12	11	14	17	18	13	12	14	11	14	14	11	14	11	15	10	9	11	12	11	10
<u>PARTY BY AGE</u>	99	99	99	100	100	99	99	97	100	99	98	100	98	99	99	98	99	99	99	99	99	99
DEMOCRAT 18-49	21	19	20	26	34	16	21	13	26	20	17	27	13	29	12	19	17	17	18	18	16	22
DEMOCRAT 50+	22	24	22	22	9	18	20	39	16	21	24	14	31	30	13	24	26	27	28	26	26	22
REPUBLICAN 18-49	12	11	14	11	14	16	13	5	17	12	9	17	7	6	20	7	12	10	11	11	10	12
REPUBLICAN 50+	17	17	22	11	7	12	17	20	13	19	19	11	24	6	28	19	21	23	20	21	21	18
NPP/OTHER 18-49	18	17	14	21	30	27	19	12	22	18	15	23	12	21	15	18	14	12	14	14	15	18
NPP/OTHER 50+	9	10	8	7	6	10	9	7	7	9	13	7	12	8	10	10	10	9	9	9	10	8
<u>PARTY BY IDEOLOGY</u>	69	70	73	64	59	59	69	71	68	70	66	67	72	68	71	65	72	74	73	72	71	71
LIBERAL DEMOCRAT	22	22	20	20	28	22	22	20	24	22	17	23	20	36	8	19	25	25	23	21	23	21
MOD/CONS DEMOCRAT	19	20	19	23	13	12	18	28	17	18	22	17	22	22	16	21	16	18	20	21	17	22
MOD/LIB REPUBLICAN	11	11	12	4	9	12	11	9	11	10	12	11	11	7	13	14	11	11	11	11	11	11
CONS REPUBLICAN	17	16	22	16	9	13	18	14	16	20	15	16	19	4	33	10	20	21	19	19	20	17
<u>REPUBLICANS BY TEA PARTY SUPT</u>	27	26	33	20	17	21	28	18	27	30	25	26	28	10	45	24	30	31	29	29	30	26
STR TEA PARTY REP	7	7	9	4	4	2	7	4	7	8	5	6	8	1	14	3	10	10	8	8	9	6
SMWT TEA PARTY REP	10	9	13	10	6	11	10	7	9	11	10	9	11	3	18	8	11	11	10	11	11	10
TOTAL TEA PARTY REP	17	15	22	15	10	13	18	11	16	20	15	16	18	3	32	12	21	21	18	19	20	16
NOT TEA PARTY REP	10	11	10	5	7	7	10	7	11	10	10	10	9	6	12	12	10	10	10	10	10	10
<u>MARITAL STATUS BY GENDER</u>	98	98	98	99	96	99	98	98	98	98	98	98	98	99	98	96	98	98	98	98	98	98
MARRIED MEN	31	32	33	25	25	23	31	24	31	32	30	31	30	25	36	28	35	36	33	33	37	37
NON-MARRIED MEN	17	17	15	24	23	23	17	20	19	18	12	19	16	19	16	15	16	15	15	13	17	21
MARRIED WOMEN	29	29	32	27	19	28	30	27	27	30	34	28	31	29	29	31	28	29	32	32	27	24
NON-MARRIED WOMEN	21	20	19	23	29	26	20	27	21	19	21	20	22	25	16	22	18	18	19	20	17	17

TABLE 98: DEMOGRAPHIC COMBINATIONS

	Q9 CA GOV & POLITICS INTEREST						Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST				
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219
GENDER BY AGE	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	98%	98%	98%	100%	100%	100%
MEN 18-49	25	21	23	22	29	31	26	34	24	20	25	24	38	28	24	27	18	14	27	40	34
MEN 50+	23	31	25	27	19	16	25	22	18	21	16	24	20	17	19	21	23	34	25	19	14
WOMEN 18-49	26	19	25	23	29	30	24	32	38	32	31	24	27	37	36	24	26	14	25	31	38
WOMEN 50+	25	28	26	27	22	22	25	12	19	26	27	27	15	16	20	26	31	37	23	11	15
PARTY BY GENDER	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEMOCRAT MEN	19	20	18	19	20	13	20	18	18	16	17	21	18	21	18	18	18	20	15	21	18
DEMOCRAT WOMEN	24	24	25	24	26	19	24	20	31	24	26	27	18	30	25	18	29	29	21	17	21
REPUBLICAN MEN	16	21	17	18	12	14	17	20	9	13	12	14	23	8	14	15	13	15	22	19	11
REPUBLICAN WOMEN	14	15	14	15	12	18	13	15	10	18	13	12	14	8	15	20	16	14	14	10	15
NPP/OTHER MEN	14	12	12	12	16	21	14	18	14	13	14	13	17	16	12	17	10	13	15	19	19
NPP/OTHER WOMEN	13	9	13	11	14	16	12	9	17	17	19	12	11	16	16	13	13	9	13	14	17
PARTY BY AGE	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	98	98	98	100	100	100
DEMOCRAT 18-49	21	16	19	18	26	18	20	25	26	18	24	22	24	30	23	17	20	14	17	27	24
DEMOCRAT 50+	22	27	24	25	19	13	23	12	23	22	18	26	11	21	19	18	26	35	18	11	14
REPUBLICAN 18-49	12	12	13	12	12	15	12	21	10	11	9	10	20	9	14	17	10	3	18	17	17
REPUBLICAN 50+	17	23	19	20	12	16	18	13	8	18	15	16	16	7	14	16	19	25	19	11	9
NPP/OTHER 18-49	18	12	16	15	21	27	16	19	25	23	24	16	20	26	23	17	14	10	17	26	30
NPP/OTHER 50+	9	9	9	9	9	9	9	9	6	6	9	9	8	6	5	13	9	11	10	7	6
PARTY BY IDEOLOGY	69	74	72	73	66	56	71	67	65	66	62	72	68	63	68	66	72	75	70	64	57
LIBERAL DEMOCRAT	22	25	22	23	23	11	23	23	25	16	17	25	21	26	21	13	21	24	23	24	13
MOD/CONS DEMOCRAT	19	17	20	19	20	18	19	13	22	22	22	22	13	23	20	20	24	23	12	13	21
MOD/LIB REPUBLICAN	11	9	12	11	10	13	11	11	7	15	9	10	10	6	12	10	12	11	10	10	10
CONS REPUBLICAN	17	24	18	20	13	14	18	20	10	14	13	15	24	8	15	23	16	17	26	17	13
REPUBLICANS BY TEA PARTY SUPT	27	34	29	31	20	25	28	32	16	26	18	24	34	13	26	30	25	27	35	26	21
STR TEA PARTY REP	7	12	8	9	3	5	7	11	3	11	4	5	12	3	7	7	5	6	17	7	4
SMWT TEA PARTY REP	10	13	11	12	7	8	10	12	5	8	6	9	15	3	11	14	9	11	11	10	8
TOTAL TEA PARTY REP	17	25	19	21	11	13	17	23	8	19	10	13	27	6	18	21	14	16	28	18	12
NOT TEA PARTY REP	10	9	10	10	9	12	10	9	8	7	9	10	8	6	9	9	11	11	7	9	9
MARITAL STATUS BY GENDER	98	98	98	98	98	97	98	100	97	97	99	98	99	97	99	98	98	98	98	99	99
MARRIED MEN	31	38	32	34	27	24	32	31	25	28	23	31	35	27	26	29	27	34	39	34	20
NON-MARRIED MEN	17	14	15	15	21	22	18	25	15	13	18	17	23	17	18	19	14	13	13	25	27
MARRIED WOMEN	29	29	32	31	27	27	29	20	29	31	32	29	23	30	30	33	33	35	27	20	30
NON-MARRIED WOMEN	21	17	19	18	24	24	19	24	28	26	26	21	18	23	26	17	24	15	19	20	22

TABLE 98: DEMOGRAPHIC COMBINATIONS

	Q14 NWSPPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME	
	Total	MSTLY PRINT	MSTLY ONLNE	YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD-ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
GENDER BY AGE	99%	98%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	99%	99%	98%	99%	99%	99%	98%	100%	100%	99%
MEN 18-49	25	15	35	25	25	32	32	38	31	40	37	38	28	17	22	25	27	24	18	37	35	21
MEN 50+	23	30	21	23	23	20	26	19	21	13	19	14	22	28	24	26	23	22	31	13	12	28
WOMEN 18-49	26	16	31	28	23	32	26	28	30	40	28	37	28	20	23	23	27	26	19	35	42	19
WOMEN 50+	25	36	13	23	28	16	16	16	17	7	15	10	21	34	29	26	23	26	31	15	11	30
PARTY BY GENDER	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEMOCRAT MEN	19	19	23	21	15	20	26	20	19	20	22	21	20	17	17	23	17	18	18	21	17	19
DEMOCRAT WOMEN	24	27	22	27	21	21	21	18	21	23	20	23	24	24	26	23	24	25	24	26	24	25
REPUBLICAN MEN	16	16	12	13	21	15	18	20	16	16	17	16	16	17	14	14	18	15	19	11	15	16
REPUBLICAN WOMEN	14	16	9	11	19	13	11	12	13	9	11	10	13	16	15	14	15	13	16	10	15	14
NPP/OTHER MEN	14	11	20	15	13	17	13	16	17	17	17	16	15	11	15	13	15	14	12	18	15	14
NPP/OTHER WOMEN	13	10	14	13	12	14	11	13	13	14	13	15	13	14	12	13	11	14	11	14	14	12
PARTY BY AGE	99	98	100	99	99	100	100	100	100	100	100	100	99	99	98	99	99	99	98	100	100	99
DEMOCRAT 18-49	21	13	28	24	16	26	27	24	25	35	27	32	23	15	18	20	21	21	15	30	30	16
DEMOCRAT 50+	22	32	16	24	19	14	21	14	16	9	15	11	20	26	25	25	20	22	26	17	10	27
REPUBLICAN 18-49	12	8	11	10	16	16	13	18	15	18	17	18	14	10	10	11	15	10	11	15	22	9
REPUBLICAN 50+	17	24	10	13	23	13	16	14	14	7	11	8	15	23	19	16	17	17	24	6	9	21
NPP/OTHER 18-49	18	10	27	19	17	22	19	22	22	27	21	25	20	12	17	17	17	19	11	28	24	15
NPP/OTHER 50+	9	11	7	9	9	8	5	7	8	4	8	6	8	13	10	10	9	9	12	5	5	11
PARTY BY IDEOLOGY	69	76	64	68	71	67	73	67	67	66	67	67	69	70	68	70	70	67	74	63	67	70
LIBERAL DEMOCRAT	22	21	29	23	19	25	26	19	24	26	25	25	23	19	21	27	22	18	22	24	19	23
MOD/CONS DEMOCRAT	19	23	15	22	15	15	19	18	15	17	17	17	19	19	19	16	17	22	19	20	20	19
MOD/LIB REPUBLICAN	11	12	6	10	12	10	9	11	10	9	7	8	10	11	11	9	11	11	12	8	10	11
CONS REPUBLICAN	17	19	15	12	25	18	18	19	17	14	18	16	17	20	17	17	20	15	22	11	18	17
REPUBLICANS BY TEA PARTY SUPT	27	29	19	21	36	26	26	29	27	22	26	23	26	29	25	26	30	24	33	17	26	27
STR TEA PARTY REP	7	6	7	5	10	7	7	8	8	6	8	6	7	10	6	9	8	5	9	3	7	7
SMWT TEA PARTY REP	10	11	5	7	14	10	6	12	11	9	10	9	10	10	10	9	12	8	12	6	10	10
TOTAL TEA PARTY REP	17	17	12	12	25	18	13	20	19	15	17	15	16	20	16	18	19	14	22	10	17	17
NOT TEA PARTY REP	10	12	7	9	11	9	13	9	8	7	9	8	10	9	9	7	10	10	11	7	9	10
MARITAL STATUS BY GENDER	98	98	99	98	99	99	97	98	99	98	97	98	98	98	98	98	98	98	99	99	100	99
MARRIED MEN	31	32	32	30	32	31	31	31	32	30	38	31	32	30	29	34	32	28	39	19	40	27
NON-MARRIED MEN	17	14	23	18	16	20	25	24	20	22	17	20	18	15	17	16	17	19	10	30	7	22
MARRIED WOMEN	29	34	23	27	32	28	24	24	27	24	29	26	29	33	27	30	30	28	36	20	40	25
NON-MARRIED WOMEN	21	19	20	22	18	20	16	18	20	22	13	20	20	20	25	19	19	23	14	29	13	24

TABLE 98: DEMOGRAPHIC COMBINATIONS

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRRB	SM TN RURAL
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
GENDER BY AGE	99%	99%	99%	99%	100%	100%	100%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	100%
MEN 18-49	25	22	32	22	31	28	33	29	25	24	29	22	25	26	22	32	30	25	26	20
MEN 50+	23	27	15	22	21	20	21	18	21	22	23	28	22	25	29	14	21	22	24	26
WOMEN 18-49	26	21	38	28	27	33	28	34	26	27	28	22	26	25	23	31	27	27	24	25
WOMEN 50+	25	29	15	27	21	19	17	18	27	26	20	27	26	23	25	23	21	24	25	29
PARTY BY GENDER	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEMOCRAT MEN	19	15	24	34	14	12	18	24	19	17	19	22	18	20	19	19	23	19	19	14
DEMOCRAT WOMEN	24	21	31	44	16	17	17	30	27	23	24	24	25	24	23	26	30	24	23	21
REPUBLICAN MEN	16	20	9	3	14	10	18	10	15	16	19	14	15	17	19	11	12	15	18	19
REPUBLICAN WOMEN	14	18	8	3	9	8	7	8	14	16	12	14	15	13	15	12	8	13	17	18
NPP/OTHER MEN	14	14	14	7	24	26	19	14	14	14	15	15	14	15	13	16	16	15	13	13
NPP/OTHER WOMEN	13	12	14	9	22	28	21	15	13	14	12	11	13	12	10	16	11	14	11	14
PARTY BY AGE	99	99	99	99	100	100	100	99	99	99	99	99	99	99	99	99	99	99	99	100
DEMOCRAT 18-49	21	14	34	36	17	19	19	30	21	19	23	20	20	22	18	25	28	21	19	15
DEMOCRAT 50+	22	21	20	42	13	10	15	23	23	21	19	25	22	22	23	20	24	21	22	20
REPUBLICAN 18-49	12	14	12	4	11	7	14	10	12	13	15	9	12	13	13	12	9	11	15	14
REPUBLICAN 50+	17	24	5	1	12	11	11	7	16	19	15	19	17	17	21	11	11	16	19	23
NPP/OTHER 18-49	18	15	24	10	30	35	28	22	18	19	18	16	19	17	13	25	20	20	16	16
NPP/OTHER 50+	9	10	4	6	17	18	12	7	9	9	9	10	9	9	10	7	8	9	8	12
PARTY BY IDEOLOGY	69	71	68	76	49	45	56	66	68	69	71	72	68	71	73	65	69	67	73	69
LIBERAL DEMOCRAT	22	21	23	31	12	12	16	23	17	19	24	30	18	26	21	24	28	20	23	17
MOD/CONS DEMOCRAT	19	13	29	40	17	15	18	27	25	19	18	15	22	17	19	19	23	20	17	17
MOD/LIB REPUBLICAN	11	12	8	2	12	11	13	8	11	11	10	11	11	11	12	8	9	10	14	10
CONS REPUBLICAN	17	24	8	2	9	6	9	8	15	20	19	16	18	17	21	13	10	17	19	25
REPUBLICANS BY TEA PARTY SUPT	27	35	14	4	20	16	19	14	23	29	28	27	27	27	32	19	18	25	31	34
STR TEA PARTY REP	7	10	2	1	3	2	2	3	6	8	7	7	7	7	9	4	3	7	8	9
SMWT TEA PARTY REP	10	14	4	1	3	2	4	4	8	12	9	10	11	10	12	7	6	10	11	14
TOTAL TEA PARTY REP	17	24	6	1	6	4	6	7	14	20	17	17	18	17	21	11	10	17	19	22
NOT TEA PARTY REP	10	11	8	3	13	12	13	8	9	9	11	10	9	11	11	9	8	8	12	11
MARITAL STATUS BY GENDER	98	99	98	98	97	98	97	98	99	99	99	99	99	99	100	100	99	99	99	99
MARRIED MEN	31	33	25	20	30	30	31	26	25	28	35	38	27	36	51	0	30	29	32	32
NON-MARRIED MEN	17	16	21	22	20	16	23	21	21	19	17	12	20	15	0	46	22	18	17	14
MARRIED WOMEN	29	31	31	17	30	32	27	28	31	28	27	32	30	29	49	0	24	29	33	31
NON-MARRIED WOMEN	21	19	21	38	16	20	17	23	22	24	19	17	23	18	0	54	24	21	17	22

TABLE 98: DEMOGRAPHIC COMBINATIONS

	Q30 TEA PARTY SUPPORTER					Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE								
	Total	YES, STRNG	YES, SMWT	TOTAL		WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
		YES	NO																		
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
GENDER BY AGE	99%	98%	99%	99%	99%	99%	99%	99%	99%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEN 18-49	25	19	25	23	27	20	27	30	25	24	26	30	48	52	48	0	0	0	49	0	0
MEN 50+	23	40	25	31	21	23	22	25	19	23	23	29	0	0	0	51	47	45	0	49	46
WOMEN 18-49	26	15	26	22	25	27	25	25	27	31	24	23	52	48	52	0	0	0	51	0	0
WOMEN 50+	25	25	22	23	26	29	25	20	28	21	25	19	0	0	0	49	53	55	0	51	54
PARTY BY GENDER	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEMOCRAT MEN	19	5	11	9	24	15	20	21	18	20	17	22	16	20	19	20	19	17	18	19	18
DEMOCRAT WOMEN	24	7	14	11	31	25	24	25	30	27	23	19	22	23	22	24	31	28	22	26	30
REPUBLICAN MEN	16	44	28	34	8	18	17	13	11	16	17	20	11	13	15	19	19	21	13	19	20
REPUBLICAN WOMEN	14	26	25	26	8	20	13	9	11	14	16	12	10	8	16	16	17	19	11	17	18
NPP/OTHER MEN	14	11	12	12	16	11	13	21	14	12	16	16	22	18	15	12	9	6	18	10	8
NPP/OTHER WOMEN	13	7	10	9	13	12	14	12	14	13	11	11	19	17	14	10	6	8	17	9	7
PARTY BY AGE	99	98	99	99	99	99	99	99	99	99	99	100	100	100	100	100	100	100	100	100	100
DEMOCRAT 18-49	21	6	14	11	25	16	22	24	22	25	19	21	38	43	41	0	0	0	40	0	0
DEMOCRAT 50+	22	6	10	9	30	22	21	22	26	21	21	20	0	0	0	44	50	45	0	46	48
REPUBLICAN 18-49	12	22	24	23	7	16	13	8	10	13	14	14	21	21	31	0	0	0	24	0	0
REPUBLICAN 50+	17	47	29	35	9	21	17	13	12	16	19	18	0	0	0	34	35	41	0	36	38
NPP/OTHER 18-49	18	6	14	11	20	15	17	22	20	18	18	17	41	36	28	0	0	0	35	0	0
NPP/OTHER 50+	9	12	8	10	9	8	9	10	8	7	9	10	0	0	0	22	15	14	0	19	14
PARTY BY IDEOLOGY	69	80	76	77	68	74	71	64	67	74	71	71	56	61	67	73	81	81	61	77	81
LIBERAL DEMOCRAT	22	3	9	7	31	16	21	30	22	24	24	22	23	22	18	22	26	21	21	22	23
MOD/CONS DEMOCRAT	19	8	15	13	23	21	21	15	24	21	15	18	13	19	20	20	21	21	17	21	21
MOD/LIB REPUBLICAN	11	8	15	12	9	10	13	9	9	11	10	12	11	9	9	11	11	16	10	12	13
CONS REPUBLICAN	17	60	37	45	6	26	16	10	12	17	22	19	8	10	20	21	23	23	13	22	23
REPUBLICANS BY TEA PARTY SUPT	27	70	54	59	16	34	28	19	19	27	31	30	17	19	28	31	34	33	21	32	34
STR TEA PARTY REP	7	70	0	24	0	10	6	5	5	6	9	7	1	4	8	10	11	9	4	10	10
SMWT TEA PARTY REP	10	0	54	35	0	13	11	6	6	11	12	12	7	8	11	11	12	11	9	11	12
TOTAL TEA PARTY REP	17	70	54	59	0	23	17	10	11	17	21	18	8	12	19	21	22	20	13	21	21
NOT TEA PARTY REP	10	0	0	0	16	10	10	9	9	9	9	12	9	7	9	10	12	13	8	11	12
MARITAL STATUS BY GENDER	98	99	99	99	99	99	99	100	100	100	100	100	99	99	99	97	98	98	99	97	98
MARRIED MEN	31	46	35	39	30	30	32	31	18	29	33	48	12	30	36	37	38	31	25	36	35
NON-MARRIED MEN	17	13	16	15	18	13	17	23	27	18	17	11	37	21	12	12	8	12	24	11	10
MARRIED WOMEN	29	28	28	28	30	35	29	24	20	30	32	34	14	30	38	34	31	25	27	32	28
NON-MARRIED WOMEN	21	12	20	18	21	21	21	21	35	23	18	8	37	17	13	14	21	29	23	18	25

TABLE 98: DEMOGRAPHIC COMBINATIONS

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN		WOMEN		DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+												
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
GENDER BY AGE	99%	99%	99%	99%	99%	100%	100%	100%	100%	100%	99%	99%	99%	98%	100%	100%	100%	100%	100%	100%	100%	100%
MEN 18-49	25	51	0	21	22	35	100	0	0	0	49	0	41	0	66	0	45	0	53	0	52	0
MEN 50+	23	48	0	22	31	18	0	100	0	0	49	0	58	0	34	0	0	42	0	54	0	54
WOMEN 18-49	26	0	51	26	19	32	0	0	100	0	0	47	0	42	0	67	55	0	47	0	48	0
WOMEN 50+	25	0	48	29	26	15	0	0	0	100	0	52	0	57	0	32	0	58	0	46	0	46
PARTY BY GENDER	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEMOCRAT MEN	19	38	0	44	0	0	37	40	0	0	100	0	0	0	0	0	45	42	0	0	0	0
DEMOCRAT WOMEN	24	0	48	56	0	0	0	0	44	51	0	100	0	0	0	0	55	58	0	0	0	0
REPUBLICAN MEN	16	33	0	0	53	0	26	39	0	0	0	0	100	0	0	0	0	0	53	54	0	0
REPUBLICAN WOMEN	14	0	28	0	47	0	0	0	23	32	0	0	0	100	0	0	0	0	47	46	0	0
NPP/OTHER MEN	14	29	0	0	0	53	37	21	0	0	0	0	0	0	100	0	0	0	0	0	52	54
NPP/OTHER WOMEN	13	0	25	0	0	47	0	0	33	17	0	0	0	0	0	100	0	0	0	0	48	46
PARTY BY AGE	99	99	99	99	99	100	100	100	100	100	99	99	99	98	100	100	100	100	100	100	100	100
DEMOCRAT 18-49	21	19	22	48	0	0	37	0	44	0	49	47	0	0	0	0	100	0	0	0	0	0
DEMOCRAT 50+	22	19	25	51	0	0	0	40	0	51	49	52	0	0	0	0	0	100	0	0	0	0
REPUBLICAN 18-49	12	13	11	0	41	0	26	0	23	0	0	0	41	42	0	0	0	0	100	0	0	0
REPUBLICAN 50+	17	19	16	0	57	0	0	39	0	32	0	0	58	57	0	0	0	0	0	100	0	0
NPP/OTHER 18-49	18	19	17	0	0	66	37	0	33	0	0	0	0	0	66	67	0	0	0	0	100	0
NPP/OTHER 50+	9	10	8	0	0	33	0	21	0	17	0	0	0	0	34	32	0	0	0	0	0	100
PARTY BY IDEOLOGY	69	67	71	95	94	0	59	75	64	78	95	95	94	94	0	0	95	94	93	94	0	0
LIBERAL DEMOCRAT	22	19	24	50	0	0	18	20	24	25	50	51	0	0	0	0	52	49	0	0	0	0
MOD/CONS DEMOCRAT	19	17	21	44	0	0	17	18	18	23	45	44	0	0	0	0	43	45	0	0	0	0
MOD/LIB REPUBLICAN	11	11	11	0	36	0	9	12	10	12	0	0	33	39	0	0	0	0	40	33	0	0
CONS REPUBLICAN	17	20	15	0	58	0	15	25	11	19	0	0	61	55	0	0	0	0	53	61	0	0
REPUBLICANS BY TEA PARTY SUPT	27	30	23	0	89	0	24	36	18	29	0	0	92	85	0	0	0	0	87	90	0	0
STR TEA PARTY REP	7	9	5	0	23	0	5	13	3	7	0	0	27	19	0	0	0	0	18	27	0	0
SMWT TEA PARTY REP	10	11	9	0	33	0	9	12	8	10	0	0	33	34	0	0	0	0	36	31	0	0
TOTAL TEA PARTY REP	17	20	14	0	56	0	14	25	12	17	0	0	60	52	0	0	0	0	53	59	0	0
NOT TEA PARTY REP	10	10	9	0	32	0	10	11	7	11	0	0	32	33	0	0	0	0	34	31	0	0
MARITAL STATUS BY GENDER	98	98	98	98	98	98	99	97	98	97	98	98	98	99	97	99	98	99	97	98	97	
MARRIED MEN	31	63	0	26	39	29	51	74	0	0	60	0	72	0	55	0	22	29	33	43	24	41
NON-MARRIED MEN	17	36	0	17	13	23	48	23	0	0	39	0	25	0	44	0	22	13	19	9	29	12
MARRIED WOMEN	29	0	57	32	31	23	0	0	53	61	0	57	0	66	0	49	30	34	30	31	21	28
NON-MARRIED WOMEN	21	0	41	24	15	22	0	0	45	36	0	42	0	33	0	47	25	22	17	14	25	16

TABLE 98: DEMOGRAPHIC COMBINATIONS

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
GENDER BY AGE	99%	99%	98%	99%	98%	97%	100%	100%	99%	99%	100%	100%	98%	99%	100%	98%	100%	99%	100%	100%
MEN 18-49	25	21	22	22	21	25	25	25	27	25	24	25	26	25	25	25	25	27	26	24
MEN 50+	23	21	21	26	34	22	25	23	22	25	24	24	23	23	24	23	23	22	23	26
WOMEN 18-49	26	29	25	24	17	27	25	23	25	23	32	25	26	25	27	27	23	25	28	27
WOMEN 50+	25	28	30	27	26	23	24	28	25	27	20	26	24	25	24	23	28	25	24	23
PARTY BY GENDER	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEMOCRAT MEN	19	43	44	0	0	23	13	22	16	17	17	20	18	20	16	19	22	16	17	16
DEMOCRAT WOMEN	24	57	56	0	0	28	20	29	19	20	21	25	24	26	20	24	29	19	20	22
REPUBLICAN MEN	16	0	0	49	56	11	23	10	19	19	20	15	17	14	21	16	10	19	21	21
REPUBLICAN WOMEN	14	0	0	51	44	10	18	9	16	17	19	14	14	12	19	14	9	16	19	18
NPP/OTHER MEN	14	0	0	0	0	14	14	17	14	14	10	14	14	15	12	14	17	14	11	12
NPP/OTHER WOMEN	13	0	0	0	0	13	11	13	15	13	12	13	13	13	12	12	13	15	13	10
PARTY BY AGE	99	99	98	99	98	97	100	100	99	99	100	100	98	99	100	98	100	99	100	100
DEMOCRAT 18-49	21	50	47	0	0	25	17	23	18	16	21	20	21	22	18	21	22	18	18	19
DEMOCRAT 50+	22	50	52	0	0	24	17	28	17	21	18	24	20	24	18	21	28	17	19	19
REPUBLICAN 18-49	12	0	0	47	38	8	17	7	15	16	20	12	12	10	18	12	7	15	19	17
REPUBLICAN 50+	17	0	0	53	60	12	24	12	20	21	19	16	18	15	22	17	12	20	21	21
NPP/OTHER 18-49	18	0	0	0	0	19	17	19	18	17	15	17	18	19	16	18	19	18	17	15
NPP/OTHER 50+	9	0	0	0	0	8	8	11	11	10	6	10	9	9	8	8	11	11	7	8
PARTY BY IDEOLOGY	69	100	100	100	100	69	70	66	65	72	73	69	69	68	71	69	65	65	75	71
LIBERAL DEMOCRAT	22	100	0	0	0	24	16	29	19	16	19	24	20	24	17	20	29	19	17	19
MOD/CONS DEMOCRAT	19	0	100	0	0	24	16	19	12	20	17	19	19	20	18	21	19	12	19	18
MOD/LIB REPUBLICAN	11	0	0	100	0	7	16	8	12	11	13	10	11	9	14	11	8	12	13	12
CONS REPUBLICAN	17	0	0	0	100	13	22	10	22	24	24	17	18	15	23	17	10	22	25	23
REPUBLICANS BY TEA PARTY SUPT	27	0	0	86	94	20	35	16	32	34	35	25	28	23	35	26	17	32	36	34
STR TEA PARTY REP	7	0	0	7	34	5	9	4	7	10	10	7	7	6	10	7	4	7	11	9
SMWT TEA PARTY REP	10	0	0	26	39	7	14	5	11	12	15	9	10	8	14	10	5	11	13	15
TOTAL TEA PARTY REP	17	0	0	33	74	12	23	9	19	22	26	17	17	14	24	17	9	19	25	24
NOT TEA PARTY REP	10	0	0	53	21	8	12	8	13	11	10	9	10	9	12	10	8	13	11	10
MARITAL STATUS BY GENDER	98	100	99	98	99	98	98	98	98	99	99	98	98	98	99	98	98	98	99	99
MARRIED MEN	31	26	27	35	41	29	32	28	32	36	31	31	31	30	32	30	28	32	34	32
NON-MARRIED MEN	17	17	16	12	14	18	17	19	17	14	16	17	18	18	16	18	19	17	14	17
MARRIED WOMEN	29	31	33	33	30	26	31	27	31	32	31	30	29	28	32	29	27	31	33	30
NON-MARRIED WOMEN	21	25	22	18	14	24	18	23	18	17	21	21	21	22	18	21	23	18	19	19

TABLE 98: DEMOGRAPHIC COMBINATIONS

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
<u>GENDER BY AGE</u>	99%	99%	99%	99%	100%	99%	98%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
MEN 18-49	25	45	0	68	0	50	0	59	0	52	0	46	0	43	0	53	0	23	32	34
MEN 50+	23	54	0	31	0	50	0	41	0	0	48	0	50	0	44	0	50	22	27	18
WOMEN 18-49	26	0	41	0	72	0	50	0	57	48	0	54	0	57	0	47	0	32	16	30
WOMEN 50+	25	0	58	0	28	0	49	0	43	0	52	0	50	0	56	0	50	22	25	18
<u>PARTY BY GENDER</u>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEMOCRAT MEN	19	31	0	50	0	78	0	26	0	14	16	20	32	32	37	12	16	45	0	0
DEMOCRAT WOMEN	24	0	41	0	58	0	79	0	34	18	23	28	37	40	48	17	16	55	0	0
REPUBLICAN MEN	16	41	0	20	0	6	0	27	0	17	22	9	10	4	2	13	15	0	59	0
REPUBLICAN WOMEN	14	0	36	0	15	0	5	0	19	15	8	7	5	1	6	14	0	0	41	0
NPP/OTHER MEN	14	29	0	30	0	16	0	47	0	20	10	17	8	8	6	28	20	0	0	52
NPP/OTHER WOMEN	13	0	23	0	26	0	16	0	46	15	9	18	5	11	7	24	20	0	0	48
<u>PARTY BY AGE</u>	99	99	99	99	100	99	98	100	100	100	100	100	100	100	100	100	100	99	100	100
DEMOCRAT 18-49	21	12	16	30	37	36	35	14	20	32	0	48	0	72	0	29	0	56	0	0
DEMOCRAT 50+	22	18	25	20	21	42	42	13	14	0	38	0	69	0	85	0	31	43	0	0
REPUBLICAN 18-49	12	15	12	13	11	4	4	15	7	32	0	17	0	9	0	19	0	0	48	0
REPUBLICAN 50+	17	25	23	6	4	2	1	12	12	0	43	0	18	0	3	0	29	0	52	0
NPP/OTHER 18-49	18	18	13	25	24	9	10	31	29	36	0	34	0	19	0	52	0	0	0	64
NPP/OTHER 50+	9	11	10	5	3	6	6	16	17	0	19	0	13	0	13	0	40	0	0	36
<u>PARTY BY IDEOLOGY</u>	69	68	74	66	71	77	74	48	51	62	78	63	81	69	81	44	56	95	90	0
LIBERAL DEMOCRAT	22	18	24	21	24	33	30	10	14	20	22	22	23	31	31	13	11	40	0	0
MOD/CONS DEMOCRAT	19	12	15	26	32	40	41	14	19	12	14	24	41	32	47	15	19	55	0	0
MOD/LIB REPUBLICAN	11	12	12	8	8	3	2	11	13	11	14	9	6	4	1	11	14	0	52	0
CONS REPUBLICAN	17	26	22	11	6	2	2	12	5	20	27	7	11	2	2	6	12	0	38	0
<u>REPUBLICANS BY TEA PARTY SUPT</u>	27	38	32	18	11	5	3	23	16	28	40	14	14	6	3	17	23	0	85	0
STR TEA PARTY REP	7	12	7	3	2	1	0	4	2	6	12	2	3	1	1	3	3	0	13	0
SMWT TEA PARTY REP	10	15	13	4	3	1	1	4	3	13	15	3	4	2	0	4	3	0	15	0
TOTAL TEA PARTY REP	17	27	21	7	5	3	1	8	4	20	27	5	7	2	1	6	6	0	27	0
NOT TEA PARTY REP	10	12	11	11	6	3	3	15	12	9	14	9	7	3	2	11	17	0	57	0
<u>MARITAL STATUS BY GENDER</u>	98	99	99	98	98	98	98	98	97	99	98	99	95	98	97	97	97	98	97	97
MARRIED MEN	31	67	0	54	0	47	0	59	0	30	36	22	33	16	25	23	40	25	40	29
NON-MARRIED MEN	17	31	0	44	0	51	0	39	0	22	11	24	15	26	18	29	9	19	17	23
MARRIED WOMEN	29	0	61	0	59	0	31	0	63	27	33	30	33	16	19	25	38	35	29	28
NON-MARRIED WOMEN	21	0	38	0	39	0	67	0	34	20	18	23	14	40	35	20	11	19	10	18

TABLE 98: DEMOGRAPHIC COMBINATIONS

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM			AS/PI		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH						LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
<u>GENDER BY AGE</u>	99%	100%	98%	100%	99%	99%	99%	100%	99%	99%	100%	99%	100%	100%	99%	99%	100%	99%	100%	100%
MEN 18-49	25	23	22	29	34	20	22	30	31	31	36	34	20	34	22	24	15	31	29	34
MEN 50+	23	26	27	16	14	25	20	21	21	15	13	14	24	12	19	26	26	21	22	16
WOMEN 18-49	26	21	21	39	37	25	29	25	29	39	37	37	34	42	30	20	31	29	24	30
WOMEN 50+	25	30	29	15	14	29	27	23	19	15	14	14	23	13	27	29	27	18	24	20
<u>PARTY BY GENDER</u>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEMOCRAT MEN	19	17	14	24	24	38	32	15	12	25	22	25	24	22	31	40	37	13	15	13
DEMOCRAT WOMEN	24	23	18	32	30	42	45	17	16	32	27	30	41	27	47	46	33	15	17	19
REPUBLICAN MEN	16	18	22	9	10	2	3	11	17	9	8	9	4	12	3	3	2	17	9	18
REPUBLICAN WOMEN	14	17	20	8	8	3	3	8	10	8	9	8	3	12	3	0	6	10	7	14
NPP/OTHER MEN	14	15	14	13	15	5	7	26	23	13	19	15	16	11	8	6	2	23	28	19
NPP/OTHER WOMEN	13	11	12	15	14	10	9	22	22	14	15	13	13	16	8	5	20	22	24	17
<u>PARTY BY AGE</u>	99	100	98	100	99	99	99	100	99	99	100	99	100	100	99	99	100	99	100	100
DEMOCRAT 18-49	21	15	13	34	34	33	37	17	16	35	33	35	33	32	37	36	29	16	17	19
DEMOCRAT 50+	22	24	18	21	20	46	40	15	11	21	15	20	31	16	39	48	41	11	15	13
REPUBLICAN 18-49	12	13	14	11	13	5	4	9	13	12	11	11	1	19	4	3	9	13	6	18
REPUBLICAN 50+	17	21	27	6	5	0	2	10	14	5	6	5	5	5	2	0	0	14	9	14
NPP/OTHER 18-49	18	15	15	23	25	7	11	29	31	23	29	25	19	24	11	5	9	30	31	26
NPP/OTHER 50+	9	10	10	5	4	8	5	20	14	3	6	3	10	3	5	6	12	14	22	10
<u>PARTY BY IDEOLOGY</u>	69	71	71	70	67	74	76	48	51	71	63	68	68	70	76	76	74	52	45	55
LIBERAL DEMOCRAT	22	23	19	27	20	33	30	13	11	24	18	20	28	25	31	39	20	11	12	14
MOD/CONS DEMOCRAT	19	15	12	26	31	37	42	18	15	30	28	32	34	22	41	35	46	16	19	14
MOD/LIB REPUBLICAN	11	11	13	6	9	4	2	10	14	9	6	8	3	11	2	3	4	15	9	14
CONS REPUBLICAN	17	21	27	11	7	1	2	7	10	8	11	7	4	12	2	0	5	10	6	13
<u>REPUBLICANS BY TEA PARTY SUPT</u>	27	32	38	14	14	3	5	15	24	15	13	14	5	19	5	1	6	23	12	30
STR TEA PARTY REP	7	9	10	3	2	0	1	2	4	2	2	2	1	4	0	0	2	3	2	5
SMWT TEA PARTY REP	10	13	15	2	4	0	1	3	4	4	2	5	0	3	1	0	0	4	2	5
TOTAL TEA PARTY REP	17	22	25	5	6	0	2	5	7	6	5	6	1	7	2	0	2	7	4	10
NOT TEA PARTY REP	10	10	13	9	8	3	3	10	16	8	8	8	4	12	3	1	4	16	8	20
<u>MARITAL STATUS BY GENDER</u>	98	99	99	99	98	99	97	98	97	99	100	99	97	97	97	98	100	97	97	99
MARRIED MEN	31	33	34	25	26	20	21	32	29	26	26	26	24	25	19	20	26	31	32	23
NON-MARRIED MEN	17	16	15	21	21	24	21	19	22	20	24	22	20	20	22	28	15	20	19	26
MARRIED WOMEN	29	31	31	32	30	19	17	32	29	33	27	30	32	33	17	17	19	28	33	29
NON-MARRIED WOMEN	21	19	19	21	21	36	39	15	18	20	24	21	22	19	39	33	40	18	14	20

TABLE 99: ETHNICITY COMBINATIONS

	Q1 TV PROVIDER					Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT						
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3172	1625	945	262	293	175	2850	322	986	1354	509	1733	1439	1449	1394	328	1953	1536	1480	1711	1639	1229
ETHNICITY BY GENDER	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White Men	31	32	32	24	31	28	33	20	32	37	23	33	30	28	37	23	39	38	34	32	39	36
White Women	32	32	33	19	32	43	33	21	30	36	31	30	34	32	31	34	35	34	35	35	33	26
Latino Men	11	11	10	18	9	9	11	15	12	8	14	12	10	10	11	14	8	9	9	9	9	13
Latino Women	12	11	12	23	12	8	11	25	11	8	18	12	13	14	10	16	7	8	9	11	8	10
African-American Men	3	3	4	3	5	3	3	7	2	3	4	3	3	4	3	2	3	4	4	4	3	6
African-American Women	4	5	4	6	3	3	4	9	4	3	6	4	4	6	3	4	4	4	5	5	3	4
Asian/PI Men	3	3	2	4	4	5	3	2	5	2	2	3	2	3	3	3	2	2	2	2	3	3
Asian/PI Women	3	3	2	4	4	2	3	2	4	2	2	3	3	2	3	3	1	1	2	2	2	2
ETHNICITY BY AGE	99	99	99	100	100	99	99	97	100	99	97	100	98	99	99	97	99	99	99	99	99	99
White 18-49	27	26	25	18	47	37	30	5	35	31	15	38	14	29	28	16	28	25	25	24	26	28
White 50+	35	38	40	23	15	33	36	33	27	42	37	24	48	30	39	40	45	47	43	43	45	33
Latino 18-49	16	15	16	29	19	11	16	22	18	12	21	20	12	18	14	21	9	10	11	13	11	16
Latino 50+	7	7	6	11	2	5	6	18	5	4	11	4	10	7	6	9	6	6	7	7	6	7
African-American 18-49	4	3	5	5	7	3	4	3	4	4	5	2	6	2	3	3	3	3	4	4	2	5
African-American 50+	4	4	4	4	2	3	3	12	2	2	6	2	6	5	3	4	4	5	6	5	4	5
Asian/PI 18-49	3	3	2	6	6	4	3	1	6	2	2	4	2	3	3	3	2	1	2	2	2	3
Asian/PI 50+	2	3	2	3	2	3	2	3	3	2	2	2	3	2	3	3	2	2	2	2	2	2
ETHNICITY BY REGION	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White North region	31	27	38	22	36	33	32	20	30	36	24	30	32	33	30	26	35	35	33	35	34	29
White South region	33	37	28	20	26	38	34	20	32	38	29	33	32	27	39	31	39	37	35	33	38	33
Latino North region	7	6	8	12	8	7	6	16	7	5	9	7	8	8	7	9	5	6	6	7	6	8
Latino South region	16	16	15	29	14	9	15	24	16	11	22	16	15	17	14	21	10	11	12	13	11	16
Af-Am North region	2	2	3	2	2	2	2	5	1	2	4	2	3	4	1	2	3	3	3	3	2	3
Af-Am South region	5	5	6	7	6	4	5	11	5	4	7	5	5	7	4	4	5	5	6	6	4	7
Asian/PI North region	3	3	2	4	3	3	3	2	4	2	2	3	3	2	3	3	2	2	2	2	2	2
Asian/PI South region	3	3	2	4	5	3	3	2	5	2	2	3	2	3	3	3	2	1	2	2	2	3
ASIAN/PI BY PARTY	6	6	4	8	8	6	6	4	9	4	4	6	5	5	6	6	4	3	4	3	4	5
Asian/PI Democrat	2	2	1	3	3	2	2	1	3	1	1	2	2	2	1	2	1	1	1	1	1	2
Asian/PI Republican	1	1	1	2	2	1	1	1	2	1	1	1	1	1	2	1	1	1	1	1	1	1
Asian/PI NPP/Other	3	3	2	3	3	3	3	2	4	2	2	3	2	2	3	3	1	1	2	1	2	2
LATINO BY CITY TYPE	23	22	22	39	21	15	21	39	23	17	31	23	23	24	20	30	15	16	18	20	17	23
Latino Urban city	18	18	16	33	17	12	17	31	17	14	25	19	18	19	16	24	12	13	14	15	14	19
Latino Rural city	5	4	5	6	4	3	4	8	5	3	6	5	4	5	4	6	3	3	4	5	3	4
ETHNICITY BY MEDIA MARKET	37	36	35	58	38	29	34	60	38	27	46	37	36	40	32	43	26	28	31	32	28	38
Latino LA DMA	14	13	13	25	11	9	13	20	14	10	20	14	13	14	12	19	9	9	11	11	10	14
Latino SF DMA	3	3	2	4	4	2	3	7	3	2	3	2	4	3	3	5	2	3	3	3	3	4
Latino Other DMA	7%	6%	7%	11%	7%	5%	6%	13%	6%	5%	9%	7%	6%	7%	6%	7%	4%	4%	5%	6%	6%	5%
Af-Am LA DMA	5	5	6	7	6	4	4	10	4	4	6	5	5	6	4	4	5	5	6	5	4	6
Af-Am SF DMA	2	2	2	1	2	2	2	3	1	1	3	2	2	3	0	2	2	2	2	2	2	2
Af-Am Other DMA	1	1	1	1	1	0	1	3	1	1	2	1	1	1	1	1	1	1	1	1	1	1
Asian/PI LA DMA	2	2	2	4	4	3	3	1	4	2	2	3	2	2	3	3	2	1	2	1	2	2
Asian/PI SF DMA	2	3	1	4	3	2	2	2	4	1	2	2	2	2	3	3	1	1	1	1	2	2
Asian/PI Other DMA	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1

TABLE 99: ETHNICITY COMBINATIONS

	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST					
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL
Base	3172	650	1174	1824	1032	316	2151	173	246	144	173	1499	309	242	315	268	1252	508	307	865	193
<u>ETHNICITY BY GENDER</u>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White Men	31	38	33	35	27	25	35	37	12	20	20	32	43	10	27	25	22	35	37	41	31
White Women	32	34	34	34	29	29	35	24	14	27	28	33	29	14	34	29	30	42	38	26	33
Latino Men	11	9	9	9	13	14	9	14	21	13	14	10	11	24	10	14	13	6	8	12	9
Latino Women	12	7	12	10	15	16	9	14	32	19	17	12	7	28	13	12	18	6	7	10	10
African-American Men	3	4	3	4	3	3	3	1	6	6	4	3	3	6	5	5	4	3	3	3	6
African-American Women	4	5	4	4	5	3	4	5	6	8	6	4	2	8	6	5	6	3	3	3	6
Asian/PI Men	3	1	2	2	4	4	2	3	5	3	5	3	2	5	2	3	3	2	2	4	3
Asian/PI Women	3	1	2	2	4	6	2	3	5	4	6	2	2	4	3	6	3	3	2	2	2
<u>ETHNICITY BY AGE</u>	99	99	99	99	99	99	99	99	99	99	99	99	99	99	98	98	98	98	100	100	100
White 18-49	27	24	28	27	28	29	30	34	11	21	24	26	42	11	33	24	17	16	36	43	43
White 50+	35	47	38	41	28	24	39	26	14	26	24	39	30	12	27	29	34	60	39	23	21
Latino 18-49	16	10	14	12	22	21	13	23	39	23	22	15	16	39	19	18	21	6	11	18	15
Latino 50+	7	6	7	7	6	9	6	5	14	8	7	7	2	13	5	8	11	6	4	4	3
African-American 18-49	4	4	3	3	5	3	4	4	7	5	3	3	3	9	5	3	4	2	4	4	8
African-American 50+	4	5	4	4	3	2	3	1	5	8	7	3	2	6	6	6	6	3	3	2	4
Asian/PI 18-49	3	1	2	2	5	6	3	4	5	5	6	3	3	5	3	5	3	2	3	5	4
Asian/PI 50+	2	1	2	2	3	4	2	2	4	2	5	2	2	4	2	4	3	3	1	1	1
<u>ETHNICITY BY REGION</u>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White North region	31	34	33	34	27	27	34	31	10	21	23	30	36	12	31	26	25	39	36	33	32
White South region	33	38	34	35	29	27	36	30	16	26	25	35	37	11	30	29	28	39	39	34	32
Latino North region	7	6	7	7	8	10	6	9	17	9	6	7	4	16	8	11	10	3	4	7	7
Latino South region	16	10	14	13	20	20	13	19	36	24	25	15	14	37	15	15	22	10	10	14	12
Af-Am North region	2	3	2	3	3	1	2	1	3	3	4	2	2	5	3	4	3	1	2	2	3
Af-Am South region	5	6	5	5	5	5	5	5	8	10	7	5	3	9	7	6	7	4	5	4	9
Asian/PI North region	3	1	2	2	4	4	2	3	4	4	5	3	2	4	3	5	3	3	2	3	3
Asian/PI South region	3	1	2	2	4	6	2	3	5	4	6	3	3	5	2	5	3	2	2	3	2
<u>ASIAN/PI BY PARTY</u>	6	2	4	4	8	10	4	6	10	7	11	5	4	9	5	10	6	5	4	6	5
Asian/PI Democrat	2	1	1	1	2	3	1	2	2	1	3	2	1	2	1	3	2	2	1	2	1
Asian/PI Republican	1	1	1	1	2	2	1	2	3	1	3	1	1	2	1	2	1	1	1	1	1
Asian/PI NPP/Other	3	1	2	2	4	4	2	3	5	5	5	2	2	4	2	5	3	2	1	3	3
<u>LATINO BY CITY TYPE</u>	23	16	21	19	28	29	19	28	52	32	31	22	18	52	23	26	32	12	14	21	18
Latino Urban city	18	14	16	15	22	24	15	23	43	21	23	17	14	42	17	22	25	9	12	17	13
Latino Rural city	5	2	5	4	5	5	4	4	9	10	8	4	3	9	6	5	6	2	3	4	5
<u>ETHNICITY BY MEDIA MARKET</u>	37	27	33	31	44	46	30	39	74	53	52	34	27	76	39	45	48	23	25	33	36
Latino LA DMA	14	10	12	11	18	17	11	16	32	20	22	13	12	33	14	13	19	8	9	13	9
Latino SF DMA	3	3	4	3	2	4	2	2	9	2	2	3	2	5	4	4	4	1	2	3	3
Latino Other DMA	7	4	6	5	8	10	5	9	12	11	7	7	4	14	6	9	9	3	4	6	6
Af-Am LA DMA	5%	6%	5%	5%	5%	5%	4%	5%	7%	9%	7%	5%	3%	8%	7%	5%	6%	4%	4%	4%	9%
Af-Am SF DMA	2	2	2	2	2	0	1	1	2	3	2	1	2	5	3	2	2	1	2	1	2
Af-Am Other DMA	1	1	1	1	1	1	1	0	2	1	1	1	0	1	1	2	2	1	0	0	1
Asian/PI LA DMA	2	1	2	2	3	5	2	3	5	3	5	2	2	4	2	4	3	2	1	3	2
Asian/PI SF DMA	2	1	2	2	3	3	2	2	4	3	4	2	2	4	2	4	3	3	1	2	2
Asian/PI Other DMA	1	0	1	0	1	2	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1

TABLE 99: ETHNICITY COMBINATIONS

	Q14 NWSPAPR TYPE			Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21a KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	MSTLY PRINT	MSTLY ONLNE		YES	NO/DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS-IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK ALL	OWN	RENT	YES	NO	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Base	3172	1111	275	1886	1265	1378	176	461	1554	650	390	782	1994	546	611	625	1271	1275	1935	1072	943	2195	
ETHNICITY BY GENDER																							
White Men	31	30	39	26	39	38	31	29	37	35	44	35	31	32	30	36	35	26	35	26	27	33	
White Women	32	38	25	24	44	33	29	25	32	26	28	27	31	35	34	38	33	28	37	24	28	34	
Latino Men	11	9	12	14	6	9	13	16	10	11	7	11	12	8	10	9	9	14	8	15	15	10	
Latino Women	12	11	10	18	5	9	11	14	9	14	9	13	12	15	11	5	11	17	8	19	18	10	
African-American Men	3	3	3	5	1	2	7	5	3	4	3	4	3	2	5	4	3	4	2	5	3	3	
African-American Women	4	4	5	6	2	3	1	4	4	5	4	4	5	4	4	5	4	4	3	6	4	4	
Asian/PI Men	3	2	3	4	2	3	5	4	3	3	3	3	3	2	2	2	3	4	3	3	3	3	
Asian/PI Women	3	3	4	3	2	2	3	3	2	2	2	2	3	2	2	1	2	4	3	2	3	3	
ETHNICITY BY AGE	99	98	100	99	99	100	100	100	100	100	100	100	99	99	98	99	99	99	98	100	100	99	
White 18-49	27	15	38	21	36	41	28	27	38	47	42	43	31	19	23	31	31	22	22	34	40	22	
White 50+	35	51	25	28	46	30	32	28	31	14	29	19	30	47	40	42	36	31	48	15	14	44	
Latino 18-49	16	11	18	22	7	16	18	26	15	23	14	22	17	14	15	10	15	21	10	27	27	12	
Latino 50+	7	8	4	9	3	3	6	4	3	2	3	2	6	9	7	5	5	10	7	7	5	7	
African-American 18-49	4	3	4	5	2	4	5	6	4	7	5	7	4	2	4	4	4	3	2	7	6	3	
African-American 50+	4	4	4	6	1	2	3	3	2	2	2	2	4	3	5	4	3	4	3	5	1	5	
Asian/PI 18-49	3	2	5	4	2	4	6	5	4	4	3	4	4	2	2	2	3	4	3	4	4	3	
Asian/PI 50+	2	3	2	3	1	1	2	2	2	1	1	1	3	2	2	1	2	3	3	1	2	3	
ETHNICITY BY REGION	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
White North region	31	33	28	25	39	33	32	26	32	28	29	29	30	33	31	37	33	25	35	23	28	32	
White South region	33	35	35	25	44	38	29	28	38	33	42	34	32	34	34	36	35	29	37	26	26	35	
Latino North region	7	7	5	10	4	6	7	7	6	9	7	8	7	8	8	5	6	10	6	10	11	6	
Latino South region	16	13	17	22	7	13	17	22	13	17	10	16	17	15	14	9	14	21	11	24	21	14	
Af-Am North region	2	2	2	4	1	2	2	3	2	3	3	3	2	2	3	3	2	3	2	4	2	2	
Af-Am South region	5	5	5	8	2	4	6	7	4	6	5	6	6	4	6	6	6	5	4	8	5	6	
Asian/PI North region	3	3	3	3	1	2	4	3	2	2	3	2	3	2	2	2	2	4	3	2	3	3	
Asian/PI South region	3	2	3	4	2	3	4	4	3	3	2	3	3	2	2	2	3	4	3	3	3	3	
ASIAN/PI BY PARTY	6	5	7	7	3	5	8	7	5	5	5	5	6	4	4	3	5	8	6	5	6	5	
Asian/PI Democrat	2	1	2	2	1	2	2	2	2	1	1	1	2	1	1	1	2	2	2	1	1	2	
Asian/PI Republican	1	1	1	2	1	1	2	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	
Asian/PI NPP/Other	3	3	3	3	1	2	4	4	2	3	2	3	3	2	2	2	2	4	3	2	3	2	
LATINO BY CITY TYPE	23	20	22	31	11	18	24	29	19	25	16	24	24	23	21	14	20	30	17	34	33	19	
Latino Urban city	18	16	20	25	9	15	18	21	15	20	12	19	19	17	17	13	15	24	13	26	26	15	
Latino Rural city	5	4	2	7	2	3	6	8	4	5	4	5	4	6	4	2	4	6	3	7	6	4	
ETHNICITY BY MEDIA MARKET	37	32	37	50	17	29	40	46	31	39	29	37	38	33	36	26	32	46	28	50	46	33	
Latino LA DMA	14	11	15	19	6	11	16	19	11	15	8	15	15	14	12	9	12	18	10	20	19	12	
Latino SF DMA	3	3	2	4	1	2	2	2	3	2	2	2	3	4	3	2	3	4	2	4	3	3	
Latino Other DMA	7%	6%	5%	9%	3%	5%	6%	8%	5%	8%	6%	7%	6%	6%	7%	4%	6%	9%	5%	9%	10%	5%	
Af-Am LA DMA	5	4	5	7	2	3	5	6	4	6	4	5	5	4	6	5	5	5	3	8	5	5	
Af-Am SF DMA	2	1	1	3	0	2	2	2	2	2	2	2	1	2	3	2	2	2	1	2	2	2	
Af-Am Other DMA	1	1	1	1	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1	2	1	1	
Asian/PI LA DMA	2	2	3	3	2	3	3	3	3	2	2	2	3	2	2	2	2	3	3	2	2	3	
Asian/PI SF DMA	2	2	3	3	1	2	4	2	2	2	2	2	3	2	1	1	2	3	3	2	3	2	
Asian/PI Other DMA	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	

TABLE 99: ETHNICITY COMBINATIONS

	QB/QC ETHNICITY							Q24 EDUCATION							Q27 MARITAL STATUS		Q28 CITY TYPE			
	Total	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON-WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	MARRD PRTRN	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBBRB	SM TN RURAL
Base	3172	2009	740	247	176	85	91	1163	699	997	836	603	1696	1440	1903	1218	682	913	842	678
<u>ETHNICITY BY GENDER</u>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White Men	31	49	0	0	0	0	0	0	21	28	38	40	25	39	35	26	28	31	34	33
White Women	32	51	0	0	0	0	0	0	22	34	32	41	29	36	32	32	24	30	35	39
Latino Men	11	0	47	0	0	0	0	30	20	12	7	5	15	6	10	13	12	12	10	11
Latino Women	12	0	53	0	0	0	0	34	23	13	9	4	17	7	12	13	13	15	10	11
African-American Men	3	0	0	44	0	0	0	9	4	4	3	2	4	2	3	5	6	4	2	1
African-American Women	4	0	0	56	0	0	0	12	5	5	4	3	5	3	2	8	9	4	2	3
Asian/PI Men	3	0	0	0	52	48	55	8	2	2	4	3	2	4	3	3	4	2	4	2
Asian/PI Women	3	0	0	0	48	52	45	7	3	2	4	2	2	3	3	2	3	3	3	1
<u>ETHNICITY BY AGE</u>	99	99	99	99	100	100	99	99	99	99	99	99	99	99	99	99	99	99	99	99
White 18-49	27	43	0	0	0	0	0	0	16	25	36	33	21	35	26	30	26	26	31	26
White 50+	35	56	0	0	0	0	0	0	26	36	33	48	32	39	40	27	25	34	37	45
Latino 18-49	16	0	70	0	0	0	0	45	29	18	11	7	22	10	14	20	18	19	13	16
Latino 50+	7	0	29	0	0	0	0	19	14	7	4	2	10	3	7	5	7	7	7	6
African-American 18-49	4	0	0	50	0	0	0	11	4	5	4	2	4	3	2	7	8	4	2	2
African-American 50+	4	0	0	49	0	0	0	10	5	4	2	3	5	3	3	5	8	4	2	2
Asian/PI 18-49	3	0	0	0	58	57	59	9	3	2	5	3	3	4	3	4	4	3	4	1
Asian/PI 50+	2	0	0	0	42	43	40	6	2	1	3	2	2	3	3	1	3	2	3	2
<u>ETHNICITY BY REGION</u>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White North region	31	48	0	0	0	0	0	0	22	30	33	38	27	35	33	28	21	29	27	48
White South region	33	52	0	0	0	0	0	0	20	32	37	43	27	39	35	29	31	31	43	24
Latino North region	7	0	32	0	0	0	0	20	13	8	5	3	10	4	7	8	6	8	5	11
Latino South region	16	0	68	0	0	0	0	43	29	17	10	6	22	9	15	17	19	19	15	11
Af-Am North region	2	0	0	31	0	0	0	6	3	3	2	1	3	2	2	4	4	3	1	1
Af-Am South region	5	0	0	69	0	0	0	15	7	6	4	4	6	4	3	8	11	5	3	2
Asian/PI North region	3	0	0	0	48	56	40	7	3	2	3	3	2	3	3	2	4	2	2	2
Asian/PI South region	3	0	0	0	52	44	60	8	2	2	5	2	2	4	3	3	4	2	4	1
<u>ASIAN/PI BY PARTY</u>	6	0	0	0	100	100	100	15	5	4	8	5	4	7	6	5	8	4	7	3
Asian/PI Democrat	2	0	0	0	30	26	34	5	1	1	3	2	1	2	2	2	2	1	2	1
Asian/PI Republican	1	0	0	0	23	20	26	4	1	1	2	1	1	2	1	1	2	1	2	1
Asian/PI NPP/Other	3	0	0	0	47	54	40	7	3	2	3	2	2	3	2	3	4	2	3	1
<u>LATINO BY CITY TYPE</u>	23	0	98	0	0	0	0	63	42	24	16	9	32	13	22	25	25	27	20	21
Latino Urban city	18	0	79	0	0	0	0	50	33	19	13	8	25	11	18	19	25	27	20	0
Latino Rural city	5	0	20	0	0	0	0	12	9	5	3	1	7	2	4	6	0	0	0	21
<u>ETHNICITY BY MEDIA MARKET</u>	37	0	100	100	100	100	100	100	57	38	30	19	46	25	32	43	48	40	31	28
Latino LA DMA	14	0	59	0	0	0	0	38	26	15	9	5	20	7	13	15	16	17	13	8
Latino SF DMA	3	0	13	0	0	0	0	8	5	2	3	1	4	2	3	3	3	4	3	3
Latino Other DMA	7%	0%	28%	0%	0%	0%	0%	18%	11%	7%	4%	3%	9%	4%	6%	7%	6%	6%	4%	10%
Af-Am LA DMA	5	0	0	64	0	0	0	14	6	6	4	4	6	4	3	8	10	4	3	2
Af-Am SF DMA	2	0	0	22	0	0	0	5	2	2	2	1	2	1	1	3	3	2	1	1
Af-Am Other DMA	1	0	0	14	0	0	0	3	2	1	1	0	1	1	1	2	2	1	1	1
Asian/PI LA DMA	2	0	0	0	45	40	49	7	2	2	4	2	2	3	2	3	2	3	2	1
Asian/PI SF DMA	2	0	0	0	41	51	32	6	2	2	3	2	2	3	2	2	4	2	2	1
Asian/PI Other DMA	1	0	0	0	14	8	20	2	1	1	1	1	1	1	1	1	1	1	1	1

TABLE 99: ETHNICITY COMBINATIONS

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES, STRNG	YES, SMWT	TOTAL YES	NO	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K +	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+
Base	3172	309	597	906	1942	1080	1085	924	706	544	723	701	565	493	551	882	361	285	1609	1529	647
<u>ETHNICITY BY GENDER</u>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White Men	31	49	37	41	29	25	30	42	22	26	36	47	23	30	31	36	38	29	28	35	34
White Women	32	32	33	33	31	28	33	35	27	30	37	32	20	25	33	35	43	41	26	38	42
Latino Men	11	7	10	9	12	11	13	8	14	15	8	6	19	15	10	8	5	6	15	7	5
Latino Women	12	6	11	9	13	19	11	6	19	18	7	5	23	18	12	7	6	7	18	7	7
African-American Men	3	1	3	2	4	4	4	2	4	3	3	3	3	2	4	4	3	3	3	4	3
African-American Women	4	2	3	2	5	7	4	1	8	4	4	2	5	4	4	5	4	4	4	4	4
Asian/PI Men	3	2	2	2	3	3	3	3	3	3	2	2	4	3	3	2	1	5	3	2	2
Asian/PI Women	3	1	2	2	3	3	3	3	3	2	2	2	3	3	4	2	0	5	3	2	2
<u>ETHNICITY BY AGE</u>	99	98	99	99	99	98	99	99	99	99	99	100	100	100	100	100	100	100	100	100	100
White 18-49	27	24	30	28	27	21	26	37	19	23	33	39	43	55	63	0	0	0	54	0	0
White 50+	35	56	39	45	33	31	36	39	30	31	39	39	0	0	0	71	81	70	0	73	76
Latino 18-49	16	6	15	12	17	20	18	12	23	24	12	7	42	33	22	0	0	0	32	0	0
Latino 50+	7	6	5	6	7	11	6	2	9	9	4	4	0	0	0	16	11	14	0	14	12
African-American 18-49	4	2	4	3	4	5	5	2	5	3	4	3	8	6	8	0	0	0	8	0	0
African-American 50+	4	1	2	1	5	6	3	2	7	3	3	2	0	0	0	9	7	7	0	8	7
Asian/PI 18-49	3	2	2	2	4	3	3	4	3	3	3	3	6	6	7	0	0	0	6	0	0
Asian/PI 50+	2	1	2	2	2	3	2	2	3	2	2	1	0	0	0	5	1	10	0	5	5
<u>ETHNICITY BY REGION</u>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White North region	31	40	32	35	30	26	30	38	26	28	38	35	21	26	32	33	44	31	27	36	39
White South region	33	42	38	39	30	28	33	39	24	27	34	45	22	28	31	38	37	38	27	38	38
Latino North region	7	5	5	5	8	9	8	4	10	11	5	4	13	10	6	5	4	6	10	5	5
Latino South region	16	7	16	13	16	21	16	10	23	22	11	8	29	22	16	11	7	7	22	9	7
Af-Am North region	2	1	1	1	3	3	2	1	4	2	3	1	1	3	3	3	2	3	2	3	2
Af-Am South region	5	2	4	3	6	8	6	2	9	4	5	4	7	4	6	6	5	4	5	5	4
Asian/PI North region	3	2	2	2	3	2	3	3	3	2	2	3	3	2	4	2	0	5	3	2	2
Asian/PI South region	3	2	2	2	3	3	3	3	2	3	3	2	4	3	3	2	1	5	3	2	2
<u>ASIAN/PI BY PARTY</u>	6	3	4	3	6	6	5	6	5	5	4	4	6	6	7	5	1	10	6	5	5
Asian/PI Democrat	2	0	1	1	2	2	1	2	2	2	1	2	2	2	2	1	1	3	2	2	2
Asian/PI Republican	1	2	1	1	1	2	1	1	1	1	1	1	1	1	1	1	0	3	1	1	1
Asian/PI NPP/Other	3	1	2	2	3	2	3	2	3	2	2	2	3	3	3	2	0	4	3	2	2
<u>LATINO BY CITY TYPE</u>	23	12	21	18	24	30	24	14	32	33	16	12	41	33	22	15	11	13	32	14	12
Latino Urban city	18	9	17	14	20	23	19	12	24	26	12	10	33	24	18	12	8	11	25	11	9
Latino Rural city	5	3	4	4	4	7	5	2	8	6	3	1	8	9	3	3	2	2	7	3	2
<u>ETHNICITY BY MEDIA MARKET</u>	37	18	30	26	40	47	37	23	50	44	28	21	57	45	37	29	19	30	46	27	24
Latino LA DMA	14	6	14	12	14	19	14	9	20	19	9	7	25	19	14	10	5	6	19	8	5
Latino SF DMA	3	2	2	2	3	3	4	2	3	5	2	2	4	4	2	3	2	4	3	3	3
Latino Other DMA	7%	4%	4%	4%	7%	8%	7%	4%	9%	9%	5%	3%	13%	11%	6%	3%	4%	3%	10%	3%	4%
Af-Am LA DMA	5	2	4	3	6	7	5	2	8	4	4	4	6	3	5	5	4	3	5	5	4
Af-Am SF DMA	2	1	1	1	2	2	1	1	3	1	2	1	1	2	2	2	1	3	1	2	2
Af-Am Other DMA	1	0	1	1	1	2	1	0	2	1	1	0	1	1	1	1	1	1	1	1	1
Asian/PI LA DMA	2	1	2	2	3	3	2	3	2	2	2	2	3	3	3	2	0	4	3	2	2
Asian/PI SF DMA	2	1	1	1	3	2	2	2	2	2	2	2	2	2	3	2	0	5	2	2	2
Asian/PI Other DMA	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1

TABLE 99: ETHNICITY COMBINATIONS

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+	18-49	50+	18-49	50+
Base	3172	1541	1630	1369	956	847	794	732	814	797	587	782	504	452	451	396	649	702	395	546	565	281
<u>ETHNICITY BY GENDER</u>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White Men	31	65	0	22	42	34	57	73	0	0	52	0	80	0	64	0	19	25	38	46	31	39
White Women	32	0	62	30	38	27	0	0	51	73	0	53	0	81	0	58	24	36	32	43	23	35
Latino Men	11	23	0	13	7	12	30	15	0	0	30	0	14	0	23	0	16	10	12	4	15	6
Latino Women	12	0	24	17	6	12	0	0	35	14	0	29	0	13	0	26	23	11	11	3	16	4
African-American Men	3	7	0	6	1	2	7	7	0	0	14	0	1	0	4	0	6	6	1	0	2	2
African-American Women	4	0	9	8	1	3	0	0	9	8	0	14	0	2	0	6	8	8	2	0	2	3
Asian/PI Men	3	6	0	2	3	5	7	5	0	0	4	0	5	0	10	0	2	2	3	2	5	5
Asian/PI Women	3	0	5	2	2	5	0	0	6	5	0	4	0	4	0	10	3	2	2	2	4	5
<u>ETHNICITY BY AGE</u>	99	99	99	99	99	100	100	100	100	100	98	99	99	98	100	100	100	100	100	100	100	100
White 18-49	27	29	25	20	29	36	57	0	51	0	21	20	30	28	39	33	43	0	70	0	55	0
White 50+	35	35	36	31	51	24	0	73	0	73	30	32	50	52	24	25	0	61	0	89	0	74
Latino 18-49	16	15	17	18	9	21	30	0	35	0	18	19	9	10	19	23	39	0	23	0	32	0
Latino 50+	7	7	7	11	4	3	0	15	0	14	12	10	4	4	3	0	21	0	7	0	10	0
African-American 18-49	4	3	4	6	1	3	7	0	9	0	7	6	1	1	2	3	14	0	3	0	4	0
African-American 50+	4	3	4	7	0	2	0	7	0	8	8	7	0	0	2	2	0	15	0	1	0	5
Asian/PI 18-49	3	3	3	2	2	6	7	0	6	0	2	2	3	1	6	6	5	0	5	0	9	0
Asian/PI 50+	2	2	2	2	2	3	0	5	0	5	2	1	2	2	3	4	0	3	0	4	0	11
<u>ETHNICITY BY REGION</u>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White North region	31	31	30	28	35	29	28	35	25	36	28	29	35	36	32	26	23	34	33	38	26	35
White South region	33	33	32	24	45	32	28	38	26	37	24	24	45	46	32	32	20	27	37	51	28	38
Latino North region	7	7	8	10	4	8	9	5	11	4	9	10	4	4	7	9	12	7	7	3	10	4
Latino South region	16	16	16	20	9	17	21	9	23	9	20	19	10	9	16	18	26	14	16	4	22	6
Af-Am North region	2	2	3	4	0	1	2	3	2	3	5	4	0	0	1	2	4	5	1	0	1	2
Af-Am South region	5	5	6	10	1	3	5	5	6	6	9	10	1	1	3	4	10	10	2	1	3	3
Asian/PI North region	3	3	2	2	2	5	3	2	3	2	2	2	2	2	5	5	2	2	2	2	4	6
Asian/PI South region	3	3	3	2	3	5	4	3	3	2	2	2	3	2	5	5	2	1	3	2	5	5
<u>ASIAN/PI BY PARTY</u>	6	6	5	4	4	10	7	5	6	5	4	4	5	4	10	10	5	3	5	4	9	11
Asian/PI Democrat	2	2	2	4	0	0	2	2	2	1	4	4	0	0	0	0	5	3	0	0	0	0
Asian/PI Republican	1	2	1	0	4	0	2	1	1	1	0	0	5	4	0	0	0	0	5	4	0	0
Asian/PI NPP/Other	3	3	2	0	0	10	4	2	3	2	0	0	0	0	10	10	0	0	0	0	9	11
<u>LATINO BY CITY TYPE</u>	23	22	24	29	13	24	30	14	34	13	30	29	13	13	23	26	39	21	22	6	31	10
Latino Urban city	18	18	19	24	11	18	23	12	28	11	24	24	11	11	17	20	31	18	18	5	24	7
Latino Rural city	5	5	5	5	3	6	7	3	7	3	5	5	2	3	6	6	7	3	4	2	7	3
<u>ETHNICITY BY MEDIA MARKET</u>	37	35	38	47	19	39	43	27	49	27	48	47	20	19	36	42	57	39	30	11	45	26
Latino LA DMA	14	14	14	18	8	15	19	8	20	8	18	17	8	7	15	15	23	12	12	4	20	4
Latino SF DMA	3	3	3	4	1	3	2	3	4	3	4	5	1	1	3	3	5	4	0	1	3	3
Latino Other DMA	7%	6%	7%	7%	5%	7%	9%	3%	11%	3%	8%	7%	5%	5%	5%	8%	10%	5%	10%	2%	9%	2%
Af-Am LA DMA	5	4	6	9	1	3	4	4	6	5	8	9	1	1	3	3	9	9	2	1	3	3
Af-Am SF DMA	2	2	2	3	0	1	2	2	1	2	4	3	0	0	1	1	3	4	0	0	0	1
Af-Am Other DMA	1	1	1	2	0	1	1	1	1	1	2	1	0	0	0	2	1	2	1	0	1	1
Asian/PI LA DMA	2	3	2	2	2	4	3	2	3	2	2	2	3	2	4	4	2	1	3	2	4	4
Asian/PI SF DMA	2	2	2	2	1	4	3	2	2	2	2	2	1	1	5	4	2	2	1	1	4	6
Asian/PI Other DMA	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1

TABLE 99: ETHNICITY COMBINATIONS

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB	MD/CN	MD/LB	CONS	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
		DEM	DEM	REP	REP															
Base	3172	692	615	337	565	815	686	694	300	306	370	1370	1802	2267	905	1466	708	300	341	356
<u>ETHNICITY BY GENDER</u>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White Men	31	26	19	37	46	23	32	33	35	44	32	35	28	30	35	26	33	35	39	37
White Women	32	36	25	37	39	23	33	35	36	41	34	36	29	31	33	28	35	36	40	32
Latino Men	11	11	15	8	7	15	13	6	9	4	15	8	13	11	12	15	6	9	8	12
Latino Women	12	14	20	10	4	17	13	8	11	6	16	9	15	12	13	15	8	11	7	16
African-American Men	3	5	7	1	0	7	2	4	2	2	0	2	4	4	2	5	4	2	2	1
African-American Women	4	6	9	1	1	9	3	4	2	2	2	3	5	5	3	6	4	2	2	2
Asian/PI Men	3	1	2	3	2	3	2	5	2	1	1	3	3	4	1	3	5	2	1	1
Asian/PI Women	3	2	3	3	1	3	2	5	2	1	1	3	2	3	1	3	5	2	1	1
<u>ETHNICITY BY AGE</u>	99	99	98	99	98	97	100	100	99	99	100	100	98	99	100	98	100	99	100	100
White 18-49	27	25	17	27	30	20	26	31	33	36	27	31	24	27	29	22	31	33	37	25
White 50+	35	36	26	46	54	24	39	37	39	48	38	40	32	33	40	30	37	39	42	43
Latino 18-49	16	17	21	14	7	22	20	7	14	7	25	12	20	15	19	21	7	14	11	22
Latino 50+	7	7	14	4	4	10	6	6	6	3	6	5	8	7	6	8	6	6	4	6
African-American 18-49	4	6	6	1	1	8	3	3	1	2	1	2	5	4	3	6	3	1	2	1
African-American 50+	4	6	9	0	0	8	1	4	2	2	2	3	4	4	2	5	4	2	2	1
Asian/PI 18-49	3	2	2	3	1	3	3	6	2	1	1	3	3	4	1	3	6	2	1	1
Asian/PI 50+	2	1	2	3	2	3	2	5	1	1	0	3	2	3	1	2	5	1	1	1
<u>ETHNICITY BY REGION</u>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White North region	31	33	24	33	36	0	0	68	0	85	65	71	0	24	48	0	69	0	80	61
White South region	33	29	20	41	49	46	65	0	72	0	0	0	57	37	21	54	0	72	0	8
Latino North region	7	9	10	4	4	0	0	13	0	9	31	17	0	5	13	0	13	0	14	26
Latino South region	16	15	25	14	6	33	26	0	21	0	0	0	28	18	11	30	0	21	0	2
Af-Am North region	2	4	5	1	0	0	0	8	0	4	3	6	0	2	2	0	8	0	4	2
Af-Am South region	5	7	12	1	1	16	4	0	4	0	0	0	9	6	3	11	0	4	0	0
Asian/PI North region	3	2	3	2	1	0	0	10	0	2	2	6	0	3	1	0	10	0	2	1
Asian/PI South region	3	1	2	4	2	6	5	0	4	0	0	0	5	4	1	5	0	4	0	0
<u>ASIAN/PI BY PARTY</u>	6	3	5	6	3	6	5	10	4	2	2	6	5	7	2	5	10	4	2	2
Asian/PI Democrat	2	3	5	0	0	2	1	3	1	1	1	2	1	2	1	2	3	1	1	1
Asian/PI Republican	1	0	0	6	3	1	2	2	1	1	1	1	1	2	1	1	2	1	1	1
Asian/PI NPP/Other	3	0	0	0	0	3	2	5	2	0	0	3	2	3	0	2	5	2	0	0
<u>LATINO BY CITY TYPE</u>	23	24	35	17	11	32	26	13	20	9	30	17	28	23	24	30	13	20	14	27
Latino Urban city	18	20	29	15	8	28	22	11	15	6	17	11	24	19	17	26	11	15	9	15
Latino Rural city	5	4	7	3	3	4	4	2	5	3	13	5	4	4	7	4	3	5	4	12
<u>ETHNICITY BY MEDIA MARKET</u>	37	38	56	26	15	54	35	32	28	15	35	29	43	39	31	46	31	28	20	31
Latino LA DMA	14	13	23	10	6	33	25	0	0	0	0	0	24	15	11	30	0	0	0	0
Latino SF DMA	3	4	5	1	1	0	0	13	0	0	0	7	0	4	0	0	13	0	0	0
Latino Other DMA	7	8	7	7	4	0	1	0	21	9	31	10	4	4	13	0	0	21	14	27
Af-Am LA DMA	5%	7%	11%	1%	1%	16%	4%	0%	0%	0%	0%	0%	9%	6%	3%	11%	0%	0%	0%	0%
Af-Am SF DMA	2	3	3	0	0	0	0	8	0	0	0	4	0	2	0	0	8	0	0	0
Af-Am Other DMA	1	1	2	0	0	0	0	0	4	4	3	2	1	1	2	0	0	4	4	2
Asian/PI LA DMA	2	1	2	3	1	6	4	0	0	0	0	0	4	3	1	5	0	0	0	0
Asian/PI SF DMA	2	1	2	2	1	0	0	10	0	0	0	5	0	3	0	0	10	0	0	0
Asian/PI Other DMA	1	1	1	1	1	0	0	0	4	2	2	1	1	1	1	0	0	4	2	2

TABLE 99: ETHNICITY COMBINATIONS

	ETHNICITY BY GENDER								ETHNICITY BY AGE								ASIAN/PACIS BY PARTY			
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3172	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82
ETHNICITY BY GENDER	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White Men	31	100	0	0	0	0	0	0	0	52	48	0	0	0	0	0	0	0	0	0
White Women	32	0	100	0	0	0	0	0	0	48	52	0	0	0	0	0	0	0	0	0
Latino Men	11	0	0	100	0	0	0	0	0	0	46	50	0	0	0	0	0	0	0	0
Latino Women	12	0	0	0	100	0	0	0	0	0	54	50	0	0	0	0	0	0	0	0
African-American Men	3	0	0	0	0	100	0	0	0	0	0	0	0	43	44	0	0	0	0	0
African-American Women	4	0	0	0	0	0	100	0	0	0	0	0	0	57	56	0	0	0	0	0
Asian/PI Men	3	0	0	0	0	0	0	100	0	0	0	0	0	0	0	53	50	45	59	52
Asian/PI Women	3	0	0	0	0	0	0	0	100	0	0	0	0	0	0	47	50	55	41	48
ETHNICITY BY AGE	99	99	99	99	100	99	98	100	100	100	100	100	100	100	100	100	100	99	100	100
White 18-49	27	45	41	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0
White 50+	35	54	58	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0
Latino 18-49	16	0	0	68	72	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0
Latino 50+	7	0	0	31	28	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0
African-American 18-49	4	0	0	0	0	50	50	0	0	0	0	0	0	100	0	0	0	0	0	0
African-American 50+	4	0	0	0	0	50	49	0	0	0	0	0	0	0	100	0	0	0	0	0
Asian/PI 18-49	3	0	0	0	0	0	0	59	57	0	0	0	0	0	0	100	0	56	48	64
Asian/PI 50+	2	0	0	0	0	0	0	41	43	0	0	0	0	0	0	0	100	43	52	36
ETHNICITY BY REGION	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White North region	31	48	49	0	0	0	0	0	0	50	49	0	0	0	0	0	0	0	0	0
White South region	33	52	51	0	0	0	0	0	0	50	51	0	0	0	0	0	0	0	0	0
Latino North region	7	0	0	31	33	0	0	0	0	0	0	31	34	0	0	0	0	0	0	0
Latino South region	16	0	0	69	67	0	0	0	0	0	0	69	66	0	0	0	0	0	0	0
Af-Am North region	2	0	0	0	0	32	30	0	0	0	0	0	0	28	34	0	0	0	0	0
Af-Am South region	5	0	0	0	0	68	70	0	0	0	0	0	0	72	66	0	0	0	0	0
Asian/PI North region	3	0	0	0	0	0	0	48	48	0	0	0	0	0	0	46	51	52	40	50
Asian/PI South region	3	0	0	0	0	0	0	52	52	0	0	0	0	0	0	54	49	48	60	50
ASIAN/PI BY PARTY	6	0	0	0	0	0	0	100	100	0	0	0	0	0	0	100	100	100	100	100
Asian/PI Democrat	2	0	0	0	0	0	0	26	34	0	0	0	0	0	0	29	31	100	0	0
Asian/PI Republican	1	0	0	0	0	0	0	27	19	0	0	0	0	0	0	19	29	0	100	0
Asian/PI NPP/Other	3	0	0	0	0	0	0	47	46	0	0	0	0	0	0	52	40	0	0	100
LATINO BY CITY TYPE	23	0	0	98	98	0	0	0	0	0	0	99	97	0	0	0	0	0	0	0
Latino Urban city	18	0	0	78	80	0	0	0	0	0	0	78	79	0	0	0	0	0	0	0
Latino Rural city	5	0	0	20	19	0	0	0	0	0	0	20	18	0	0	0	0	0	0	0
ETHNICITY BY MEDIA MARKET	37	0	0	100	100	100	100	100	100	0	0	100	100	100	100	100	100	100	100	100
Latino LA DMA	14	0	0	61	57	0	0	0	0	0	0	60	56	0	0	0	0	0	0	0
Latino SF DMA	3	0	0	12	14	0	0	0	0	0	0	10	20	0	0	0	0	0	0	0
Latino Other DMA	7%	0%	0%	27%	29%	0%	0%	0%	0%	0%	0%	30%	24%	0%	0%	0%	0%	0%	0%	0%
Af-Am LA DMA	5	0	0	0	0	62	66	0	0	0	0	0	0	68	61	0	0	0	0	0
Af-Am SF DMA	2	0	0	0	0	25	20	0	0	0	0	0	0	19	25	0	0	0	0	0
Af-Am Other DMA	1	0	0	0	0	13	14	0	0	0	0	0	0	13	15	0	0	0	0	0
Asian/PI LA DMA	2	0	0	0	0	0	0	45	44	0	0	0	0	0	0	46	42	42	52	43
Asian/PI SF DMA	2	0	0	0	0	0	0	41	41	0	0	0	0	0	0	38	46	43	28	46
Asian/PI Other DMA	1	0	0	0	0	0	0	14	15	0	0	0	0	0	0	16	12	15	20	11

TABLE 99: ETHNICITY COMBINATIONS

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET								
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO LA	LATNO SF	LATNO OTHER	AF-AM			AS/PI		
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH						LA	SF	OTHER	LA	SF	OTHER
Base	3172	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25
ETHNICITY BY GENDER	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White Men	31	49	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
White Women	32	51	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Latino Men	11	0	0	45	48	0	0	0	0	47	49	49	43	45	0	0	0	0	0	0
Latino Women	12	0	0	55	52	0	0	0	0	53	51	51	57	55	0	0	0	0	0	0
African-American Men	3	0	0	0	0	45	43	0	0	0	0	0	0	0	42	50	42	0	0	0
African-American Women	4	0	0	0	0	55	57	0	0	0	0	0	0	0	58	50	58	0	0	0
Asian/PI Men	3	0	0	0	0	0	0	52	52	0	0	0	0	0	0	0	0	52	52	50
Asian/PI Women	3	0	0	0	0	0	0	48	48	0	0	0	0	0	0	0	0	48	48	50
ETHNICITY BY AGE	99	100	98	100	99	99	99	100	99	99	100	99	100	100	99	99	100	99	100	100
White 18-49	27	44	42	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
White 50+	35	56	56	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Latino 18-49	16	0	0	68	71	0	0	0	0	70	73	71	54	76	0	0	0	0	0	0
Latino 50+	7	0	0	32	28	0	0	0	0	29	27	28	46	24	0	0	0	0	0	0
African-American 18-49	4	0	0	0	0	45	52	0	0	0	0	0	0	0	52	44	46	0	0	0
African-American 50+	4	0	0	0	0	54	47	0	0	0	0	0	0	0	46	55	54	0	0	0
Asian/PI 18-49	3	0	0	0	0	0	0	55	60	0	0	0	0	0	0	0	0	60	54	63
Asian/PI 50+	2	0	0	0	0	0	0	45	39	0	0	0	0	0	0	0	0	39	46	37
ETHNICITY BY REGION	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White North region	31	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
White South region	33	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Latino North region	7	0	0	100	0	0	0	0	0	27	51	0	100	68	0	0	0	0	0	0
Latino South region	16	0	0	0	100	0	0	0	0	73	49	100	0	32	0	0	0	0	0	0
Af-Am North region	2	0	0	0	0	100	0	0	0	0	0	0	0	0	0	100	63	0	0	0
Af-Am South region	5	0	0	0	0	0	100	0	0	0	0	0	0	0	100	0	37	0	0	0
Asian/PI North region	3	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	100	48
Asian/PI South region	3	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	100	0	52
ASIAN/PI BY PARTY	6	0	0	0	0	0	0	100	100	0	0	0	0	0	0	0	0	100	100	100
Asian/PI Democrat	2	0	0	0	0	0	0	32	28	0	0	0	0	0	0	0	0	28	32	31
Asian/PI Republican	1	0	0	0	0	0	0	19	27	0	0	0	0	0	0	0	0	27	16	32
Asian/PI NPP/Other	3	0	0	0	0	0	0	49	45	0	0	0	0	0	0	0	0	45	52	37
LATINO BY CITY TYPE	23	0	0	98	99	0	0	0	0	100	100	99	99	97	0	0	0	0	0	0
Latino Urban city	18	0	0	66	85	0	0	0	0	100	0	86	80	63	0	0	0	0	0	0
Latino Rural city	5	0	0	31	14	0	0	0	0	0	100	13	19	34	0	0	0	0	0	0
ETHNICITY BY MEDIA MARKET	37	0	0	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Latino LA DMA	14	0	0	0	87	0	0	0	0	65	39	100	0	0	0	0	0	0	0	0
Latino SF DMA	3	0	0	40	0	0	0	0	0	13	12	0	100	0	0	0	0	0	0	0
Latino Other DMA	7%	0%	0%	60%	13%	0%	0%	0%	0%	22%	49%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Af-Am LA DMA	5	0	0	0	0	0	93	0	0	0	0	0	0	0	100	0	0	0	0	0
Af-Am SF DMA	2	0	0	0	0	72	0	0	0	0	0	0	0	0	0	100	0	0	0	0
Af-Am Other DMA	1	0	0	0	0	28	7	0	0	0	0	0	0	0	0	0	100	0	0	0
Asian/PI LA DMA	2	0	0	0	0	0	0	0	86	0	0	0	0	0	0	0	0	100	0	0
Asian/PI SF DMA	2	0	0	0	0	0	0	86	0	0	0	0	0	0	0	0	0	0	100	0
Asian/PI Other DMA	1	0	0	0	0	0	0	14	14	0	0	0	0	0	0	0	0	0	0	100

TABLE 100: CIVIC ENGAGEMENT TARGETS

	Q1 TV PROVIDER						Q2 INTERNET ACCESS					Q3 SMARTPHONE		Q5 TAXES AND GOV'T SERVICES			Q8 FREQUENTLY FOLLOW NEWS ABOUT					
	Total	CABLE	SATEL	OTA	I-NET	DW/DK/NA	TOTAL YES	NO/DK/NA	MOST/DAY	FEW/DAY	LESS OFTEN	YES	NO/DK/NA	MORE TAXES	LESS TAXES	BH/NT DK/NA	NATNL G & P	STATE G & P	LOCAL G & P	OTHER LOCAL	INTR-NATNL	SPORT CELEB
Base	3524	1792	1058	298	334	194	3169	355	1075	1525	569	1943	1581	1575	1562	387	2171	1718	1656	1922	1839	1341
3 - 5 OF 5	20%	19%	18%	19%	32%	19%	21%	8%	25%	21%	13%	22%	17%	22%	18%	16%	25%	28%	29%	26%	25%	18%
3 OF 5	11	10	11	13	17	13	12	5	12	13	9	12	11	12	11	10	14	15	15	14	13	10
4 OF 5	6	7	6	4	12	3	7	2	10	6	4	8	5	7	6	4	9	10	10	8	9	6
5 OF 5	2	2	2	1	3	2	2	1	3	2	0	3	1	3	1	2	3	4	4	3	3	2
1 - 2 OF 5	41	40	43	36	40	50	42	26	43	46	33	46	35	42	42	32	44	44	41	41	44	41
1 OF 5	23	23	23	19	25	30	24	18	23	25	22	26	20	23	25	18	23	21	19	21	23	24
2 OF 5	18	16	20	17	14	21	19	7	20	21	11	20	15	19	17	14	21	22	21	20	21	17
NO/DK/NA ON ALL	39	41	39	45	28	31	36	67	32	33	54	32	48	36	40	52	30	28	30	33	31	41
NO/DK/NA ON ALL	39	41	39	45	28	31	36	67	32	33	54	32	48	36	40	52	30	28	30	33	31	41
	Q9 CA GOV & POLITICS INTEREST					Q11 MOST USED NEWS					Q12 MOST TRUSTED NEWS					Q13A MEDIA PLATFORM USED MOST						
	Total	EXTR INTRS	VERY INTRS	EXTR /VERY	SWMT INTRS	TOTAL NT/DK	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	MNSTR MEDIA	CITZN JOURN	ETHNC MEDIA	CMNTY GROUP	FREND /FAML	TV	NEWS PAPER	RADIO	I-NET	OTHER PPL	
Base	3524	735	1275	2010	1166	347	2370	196	276	158	196	1613	353	261	352	305	1361	566	344	979	219	
3 - 5 OF 5	20%	37%	23%	28%	10%	7%	20%	28%	19%	34%	11%	17%	31%	18%	25%	14%	12%	21%	25%	27%	23%	
3 OF 5	11	18	13	15	7	5	11	17	13	18	7	10	19	12	9	8	12	14	14	14	15	
4 OF 5	6	13	8	10	2	2	7	8	6	11	3	6	10	4	9	3	4	7	10	9	3	
5 OF 5	2	6	2	4	0	0	2	3	1	5	1	2	2	2	4	2	1	2	2	4	5	
1 - 2 OF 5	41	44	44	44	39	30	43	48	34	30	36	41	42	34	44	40	37	39	43	47	36	
1 OF 5	23	21	24	23	24	22	24	27	21	18	22	23	24	19	22	24	23	21	19	25	23	
2 OF 5	18	23	20	21	14	8	19	21	14	12	14	17	18	14	22	17	14	18	24	22	13	
NO/DK/NA ON ALL	39	19	33	28	52	64	38	25	46	36	53	42	26	48	31	45	51	39	31	26	41	
NO/DK/NA ON ALL	39	19	33	28	52	64	38	25	46	36	53	42	26	48	31	45	51	39	31	26	41	

TABLE 100: CIVIC ENGAGEMENT TARGETS

	Q14 NWSPAPR TYPE		Q15 USE ETHNC MEDIA		Q18 CA GOVT & POL INTERNET FROM			Q19 CA GOVT & POLITICS NEWS INTERNET DEVICE				Q21A KEEPING UP WITH CA NEWS			CIVIC ENGAGEMENT TARGETS			Q25 RESIDENCE		Q26 CHILD <18 AT HOME		
	MSTLY PRINT	MSTLY ONLNE	YES	NO/ DK/NA	TEXT	AUDIO	VIDEO	PC	SMART PHONE	TABLT	TOTAL MOBLE	EAS- IER	HARD -ER	NODFF DK/NA	3-5 OF 5	1-2 OF 5	NO/DK	OWN	RENT	YES	NO	
	Total																					
Base	3524	1211	312	2102	1400	1545	213	532	1755	740	439	883	2208	624	670	699	1437	1388	2138	1186	1034	2442
3 - 5 OF 5	20%	18%	29%	21%	18%	25%	30%	25%	25%	28%	26%	21%	21%	15%	100%	0%	0%	22%	17%	20%	20%	
3 OF 5	11	11	17	12	11	14	16	14	14	13	12	13	12	12	9	57	0	0	12	11	11	11
4 OF 5	6	5	8	7	6	8	10	8	8	9	12	9	7	7	4	33	0	0	7	5	7	6
5 OF 5	2	2	3	3	1	3	4	2	3	4	4	4	2	2	2	10	0	0	3	1	1	2
1 - 2 OF 5	41	37	46	40	43	47	38	42	46	50	49	49	44	38	34	0	100	0	42	39	43	40
1 OF 5	23	22	22	22	25	25	21	23	24	28	24	26	24	22	22	0	57	0	22	24	24	23
2 OF 5	18	15	24	18	18	22	17	19	22	22	25	23	20	16	12	0	43	0	20	15	19	17
NO/DK/NA ON ALL	39	45	26	39	40	28	32	33	29	25	23	25	35	41	51	0	0	100	36	44	38	40
NO/DK/NA ON ALL	39	45	26	39	40	28	32	33	29	25	23	25	35	41	51	0	0	100	36	44	38	40

	QB/QC ETHNICITY								Q24 EDUCATION						Q27 MARITAL STATUS		Q28 CITY TYPE			
	WHITE	LATNO	AF-AM	ASIAN PACIS	CHNSE	N-CHN API	NON- WHITE	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON- COLL	COLL+	MARRD PRTNR	SINGL S/D/W	BIG CITY	MD/SM CITY	SUBRB	SM TN RURAL	
	Total																			
Base	3524	2009	740	247	176	102	117	1413	750	1116	951	661	1865	1612	2110	1346	758	994	943	758
3 - 5 OF 5	20%	23%	12%	21%	11%	13%	11%	16%	10%	17%	24%	30%	14%	27%	21%	18%	21%	20%	19%	21%
3 OF 5	11	13	8	13	6	8	7	9	6	11	14	15	9	14	12	10	13	13	9	11
4 OF 5	6	7	4	7	3	3	3	5	3	5	8	10	4	9	7	5	7	5	7	7
5 OF 5	2	3	1	1	2	2	1	1	0	2	2	4	1	3	2	2	1	2	2	3
1 - 2 OF 5	41	43	35	38	34	30	38	36	30	41	44	47	37	45	42	39	39	39	43	43
1 OF 5	23	23	22	22	24	20	27	22	19	25	25	21	23	23	22	24	22	22	25	23
2 OF 5	18	20	12	16	11	10	11	14	11	16	19	26	14	22	20	15	17	17	18	20
NO/DK/NA ON ALL	39	34	53	41	54	56	52	48	60	42	31	24	49	28	37	43	40	41	39	37
NO/DK/NA ON ALL	39	34	53	41	54	56	52	48	60	42	31	24	49	28	37	43	40	41	39	37

TABLE 100: CIVIC ENGAGEMENT TARGETS

	Q30 TEA PARTY SUPPORTER				Q31 CHURCH ATTENDANCE			Q32 INCOME				AGE									
	Total	YES,	YES,	TOTAL	WKLY	OCASS	NEVER	\$0-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	65+	
		STRNG	SMWT	YES																	NO
Base	3524	351	656	1008	2140	1191	1208	1023	787	592	797	777	634	564	599	987	394	311	1797	1692	705
3 - 5 OF 5	20%	26%	18%	21%	21%	20%	21%	18%	17%	17%	24%	22%	17%	19%	20%	24%	21%	13%	19%	21%	18%
3 OF 5	11	14	12	13	11	11	14	9	10	9	15	11	11	11	10	13	13	7	10	12	11
4 OF 5	6	10	4	6	7	7	6	6	5	6	7	8	5	6	8	7	6	5	7	6	6
5 OF 5	2	1	2	2	2	2	2	3	2	2	2	3	1	2	2	3	3	0	2	3	2
1 - 2 OF 5	41	43	45	44	41	40	40	42	34	40	41	51	41	47	40	39	41	35	42	39	39
1 OF 5	23	20	25	23	23	23	22	24	22	24	22	24	28	27	23	19	21	20	26	20	21
2 OF 5	18	24	20	21	17	18	18	18	12	16	18	27	13	19	17	20	20	15	16	19	18
NO/DK/NA ON ALL	39	31	37	35	38	39	39	40	49	43	35	26	43	34	40	37	37	52	39	40	44
NO/DK/NA ON ALL	39	31	37	35	38	39	39	40	49	43	35	26	43	34	40	37	37	52	39	40	44

	GENDER		PARTY REGISTRATION			GENDER BY AGE				PARTY BY GENDER						PARTY BY AGE						
	Total	MEN	WOMEN	DEM	REP	NPP/O	MEN	MEN	WOMEN	WOMEN	DEM	DEM	REP	REP	NPP/O	NPP/O	DEM	DEM	REP	REP	NPP/O	NPP/O
							18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	18-49	50+
Base	3524	1727	1797	1515	1057	951	889	822	909	869	661	854	563	494	503	448	727	770	438	604	632	317
3 - 5 OF 5	20%	20%	19%	21%	18%	19%	19%	22%	18%	21%	25%	18%	17%	20%	19%	20%	19%	23%	18%	19%	18%	22%
3 OF 5	11	11	12	11	11	11	10	12	11	12	12	10	9	13	11	11	11	12	10	12	10	14
4 OF 5	6	7	6	7	6	6	8	6	5	7	8	6	7	6	5	7	6	8	7	6	7	5
5 OF 5	2	3	2	3	1	2	2	3	1	2	4	2	1	1	2	2	2	4	1	1	1	3
1 - 2 OF 5	41	42	40	39	45	40	43	41	42	38	37	40	46	43	43	36	41	37	49	41	39	40
1 OF 5	23	23	23	22	25	23	27	19	26	20	20	23	25	25	26	21	24	19	30	21	25	20
2 OF 5	18	18	17	17	19	16	16	21	16	18	17	18	21	18	17	15	17	18	19	20	14	21
NO/DK/NA ON ALL	39	38	41	40	37	41	38	38	40	41	38	41	37	37	38	44	40	40	33	40	43	38
NO/DK/NA ON ALL	39	38	41	40	37	41	38	38	40	41	38	41	37	37	38	44	40	40	33	40	43	38

TABLE 100: CIVIC ENGAGEMENT TARGETS

	PARTY BY IDEOLOGY					REGION										MEDIA MARKET				
	Total	LIB DEM	MD/CN DEM	MD/LB REP	CONS REP	LA	LA AREA	BAY AREA	SAN DIEGO	SACTO /NRTH	CNTRL VALLY	NORTH	SOUTH	COAST	INLND	LA	SF	SD	SAC	OTHER
Base	3524	764	673	376	615	881	775	775	317	352	423	1551	1973	2496	1028	1617	790	317	385	414
3 - 5 OF 5	20%	25%	17%	18%	19%	19%	18%	24%	18%	21%	17%	22%	19%	21%	18%	19%	24%	18%	18%	19%
3 OF 5	11	13	10	10	13	12	9	14	11	10	10	12	11	12	10	10	14	11	9	11
4 OF 5	6	8	6	7	5	6	6	8	6	7	6	7	6	7	6	6	8	6	7	5
5 OF 5	2	4	1	1	1	2	3	2	1	3	2	2	2	2	2	2	2	1	2	3
1 - 2 OF 5	41	41	37	40	46	41	41	41	39	41	41	41	40	41	41	41	41	39	44	39
1 OF 5	23	22	21	22	27	24	25	21	22	22	24	22	24	23	24	25	21	22	24	22
2 OF 5	18	19	16	18	20	17	16	20	17	19	17	19	16	18	17	16	20	17	20	17
NO/DK/NA ON ALL	39	33	46	42	34	40	41	35	43	38	41	37	41	39	41	40	35	43	39	42
NO/DK/NA ON ALL	39	33	46	42	34	40	41	35	43	38	41	37	41	39	41	40	35	43	39	42

	ETHNICITY BY GENDER										ETHNICITY BY AGE								ASIAN/PACIS BY PARTY		
	Total	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	AF-AM MEN	AF-AM WOMEN	AS/PI MEN	AS/PI WOMEN	AS/PI	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	AF-AM 18-49	AF-AM 50+	AS/PI 18-49	AS/PI 50+	DEM	REP	NPP/O
Base	3524	994	1014	349	391	107	139	91	85	865	1119	519	215	123	121	102	74	53	41	82	
3 - 5 OF 5	20%	22%	24%	17%	8%	22%	21%	12%	10%	23%	23%	12%	13%	22%	21%	11%	12%	10%	11%	12%	
3 OF 5	11	12	14	9	6	13	12	6	6	13	13	7	9	13	13	6	6	5	7	6	
4 OF 5	6	7	7	6	2	7	8	3	3	8	7	4	3	8	7	3	4	4	2	4	
5 OF 5	2	3	2	1	1	2	1	3	1	2	3	0	1	2	1	2	2	1	2	2	
1 - 2 OF 5	41	44	42	33	36	35	40	37	31	45	41	37	29	43	32	36	32	37	35	32	
1 OF 5	23	23	24	21	23	22	22	26	21	28	20	24	19	29	15	27	19	25	26	22	
2 OF 5	18	21	18	11	13	13	18	11	10	18	21	13	10	14	18	9	13	13	9	10	
NO/DK/NA ON ALL	39	33	35	51	56	43	40	50	59	32	35	51	58	35	47	53	56	53	54	56	
NO/DK/NA ON ALL	39	33	35	51	56	43	40	50	59	32	35	51	58	35	47	53	56	53	54	56	

TABLE 100: CIVIC ENGAGEMENT TARGETS

	ETHNICITY BY REGION									LATINO BY CITY TYPE		ETHNICITY BY MEDIA MARKET											
	Total	WHITE		LATNO		AF-AM		AS/PI		URBAN	RURAL	LATNO	LATNO	LATNO			AF-AM			AS/PI			
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH			LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER	LA	SF	OTHER
Base	3524	974	1034	235	505	76	171	85	92	583	145	437	95	208	159	54	34	79	73	25			
<u>3 - 5 OF 5</u>	20%	24%	22%	13%	12%	24%	20%	12%	11%	14%	8%	12%	16%	11%	21%	24%	20%	11%	12%	10%			
3 OF 5	11	14	12	8	7	14	12	5	7	8	5	7	13	5	13	13	13	7	5	5			
4 OF 5	6	8	7	5	4	7	7	5	2	4	2	4	2	5	7	8	7	2	5	2			
5 OF 5	2	3	3	1	1	2	1	2	2	1	1	1	1	0	1	3	0	2	2	3			
<u>1 - 2 OF 5</u>	41	43	43	33	35	30	41	34	35	34	39	35	34	34	40	35	31	35	33	38			
1 OF 5	23	22	25	20	23	14	26	22	26	21	26	23	17	24	25	15	18	26	21	27			
2 OF 5	18	21	18	13	12	16	15	12	9	12	13	12	17	10	15	20	12	9	12	11			
<u>NO/DK/NA ON ALL</u>	39	33	35	54	53	46	39	54	54	53	53	53	50	55	39	40	49	54	56	52			
NO/DK/NA ON ALL	39	33	35	54	53	46	39	54	54	53	53	53	50	55	39	40	49	54	56	52			