

STRAIGHT UP:

HOW DIVERSE CALIFORNIA VOTERS ACCESS POLITICAL NEWS – AND ENGAGE

CA VOTERS ARE EAGER CONSUMERS OF POLITICAL AND GOVERNMENT NEWS

APPETITE FOR GOVERNMENT AND POLITICAL REPORTING:

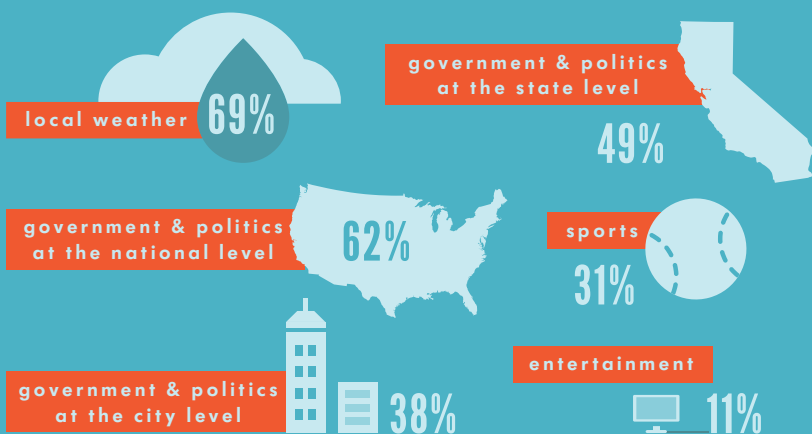
59% of CA voters say they enjoy keeping up with the news “a lot”

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

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

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

PERCENTAGE OF VOTERS WHO FREQUENTLY FOLLOW NEWS ON:



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



44%

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

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



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