



2024 POLL

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Poll conducted by BSP Research and
African American Research Collaborative (AARC)

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policy, corporate
advocacy, public
education and
movement-
building work

PURPOSE

At a time of rising distrust in mainstream media, declining local news and people turning to social media for information, Free Press sought to better understand Americans' usage of and concerns with the media and tech ecosystem, what they want to see change, and differences of opinion across various demographic groups.

SURVEY DESIGN

- Focus groups were organized demographically to inform the survey design.
- National poll (blended phone & online) of 3,000 adults living in the United States
 - Oversampling of Hispanic/Latino, Black/African American & Asian American/Pacific Islander adults (N=750 each), in order to generate results with smaller margins of error, enabling deeper comparisons and analysis
 - Post-stratification weighting to balance the sample to U.S. Census data
- Topical questions covering media and technology usage, sentiment and concerns, and opinions on policy interventions
- Demographic questions on race/ethnicity, household characteristics, and political affiliation/voting behavior

RESULTS

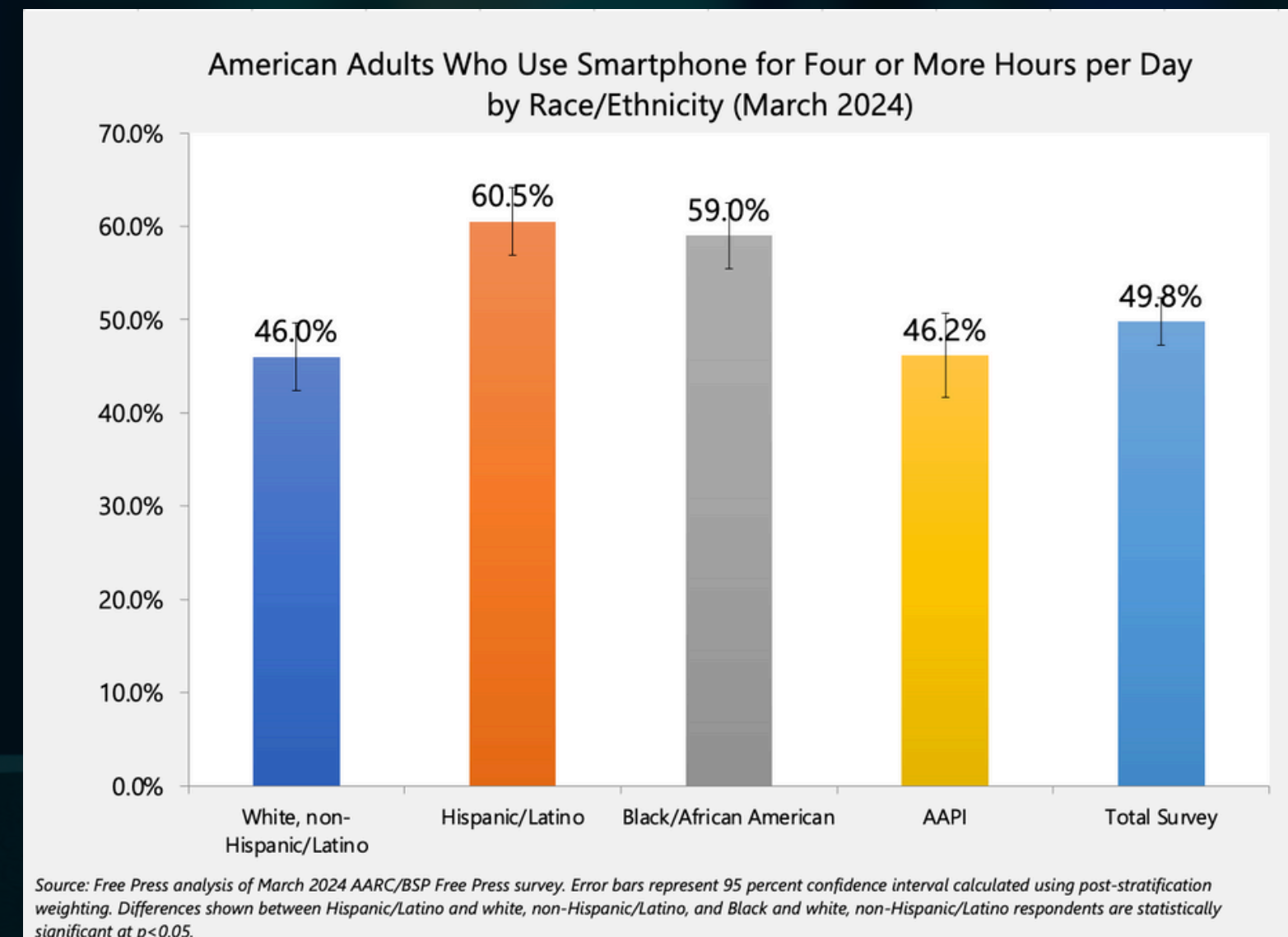
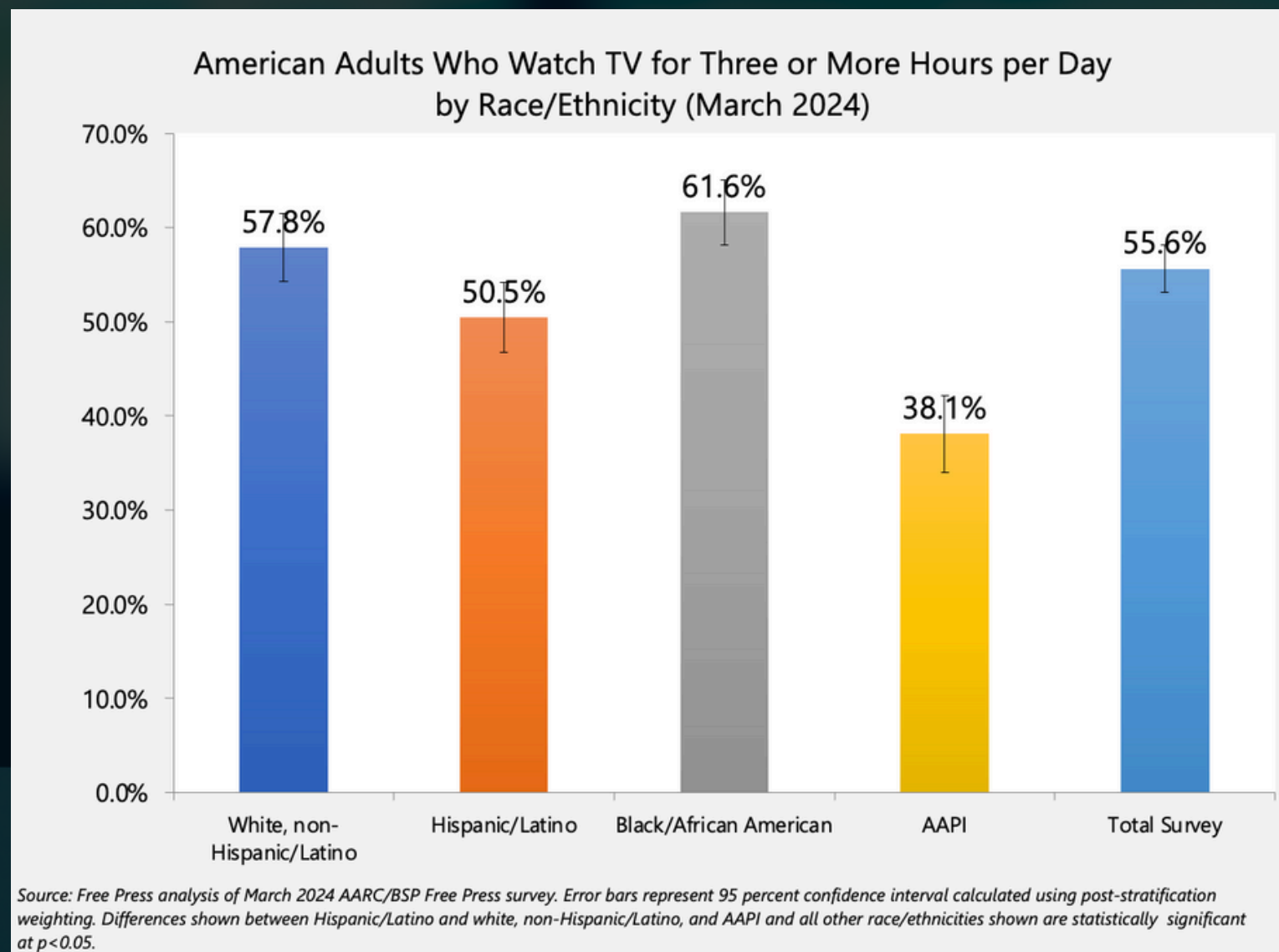
HOW DOES THE PUBLIC
ACCESS & SHARE NEWS &
INFORMATION?



RESULTS

ACCESSING NEWS & INFORMATION

- Americans spend a significant portion of their time using media:
 - 50% of all respondents reported 4 or more hours per day of smartphone use.
 - 56% of all respondents reported spending 3 or more hours per day watching TV.
- There are statistically significant differences between race/ethnicities on time spent watching TV and using smartphones:



RESULTS

ACCESSING NEWS & INFORMATION

- **77% of respondents report they use television and radio at least a few times each week for updates on news & events.**
 - 43% use TV/radio for several times per day for news and events.
- **54% of respondents report they use “news apps” on their smartphones at least a few times each week for updates on news and events.**
 - 25% use these apps for news at least a few times per day.

RESULTS

ACCESSING NEWS & INFORMATION

Hispanic/Latino and Black adults are more likely to be frequent users of platforms like Instagram, Reddit, TikTok, X/Twitter and YouTube for news:

Percent of Respondents Using Online Platforms for News at Least a Few Times per Week by Platform & Race/Ethnicity (2024)						
Platform	Total Survey	Non-Hispanic White	Hispanic/Latino	Black/African American	AAPI	Statistically-significant differences?
TV & Radio	77%	78%	75%	73%	70%	AAPI<NHW
Facebook	59%	56%	65%	63%	58%	NHW<H/L
YouTube	57%	51%	67%	65%	65%	NHW<All oth.
News Apps	55%	53%	61%	55%	60%	NHW<H/L
Instagram	41%	35%	54%	54%	45%	NHW<All oth.
TikTok	35%	28%	52%	48%	45%	NHW & AAPI<H/L & B
X/Twitter	29%	26%	36%	38%	29%	NHW & AAPI<H/L & B
Podcasts	28%	26%	33%	38%	25%	NHW<H/L & B
Reddit	18%	16%	24%	26%	21%	NHW<H/L & B

Source: Free Press analysis of March 2024 AARC/BSP Free Press survey.

RESULTS

ACCESSING NEWS & INFORMATION

Frequent users of Reddit or Twitter are highly likely to be frequent users of most other platforms/apps for news.

% of respondents using these platforms for news at least a few times/week Who are also using these platforms for news at least a few times per week:								
		TV/Radio	Facebook	YouTube	News Apps	Instagram	TikTok	X/Twitter	Podcasts	Reddit
TV & Radio	77%	-	62%	59%	62%	42%	36%	33%	31%	21%
Facebook	59%	80%	-	74%	65%	57%	49%	42%	35%	25%
YouTube	57%	80%	77%	-	67%	57%	51%	42%	42%	27%
News Apps	54%	88%	70%	69%	-	49%	42%	40%	40%	26%
Instagram	41%	80%	82%	80%	66%	-	68%	55%	46%	38%
TikTok	35%	78%	82%	83%	65%	79%	-	56%	47%	41%
X/Twitter	29%	88%	84%	81%	75%	76%	67%	-	55%	47%
Podcasts	28%	85%	74%	84%	77%	66%	58%	57%	-	45%
Reddit	18%	87%	81%	84%	77%	84%	77%	76%	69%	-

Source: Free Press analysis of March 2024 AARC/BSP Free Press survey.

RESULTS

ACCESSING NEWS & INFORMATION

Black and Latino adults report greater frequencies of sending, receiving and commenting on social media compared to AAPI and non-Hispanic white adults:

Percent of Respondents who Very Often/Sometimes Participate in Various Types of Social Engagement with News by Platform & Race/Ethnicity (2024)

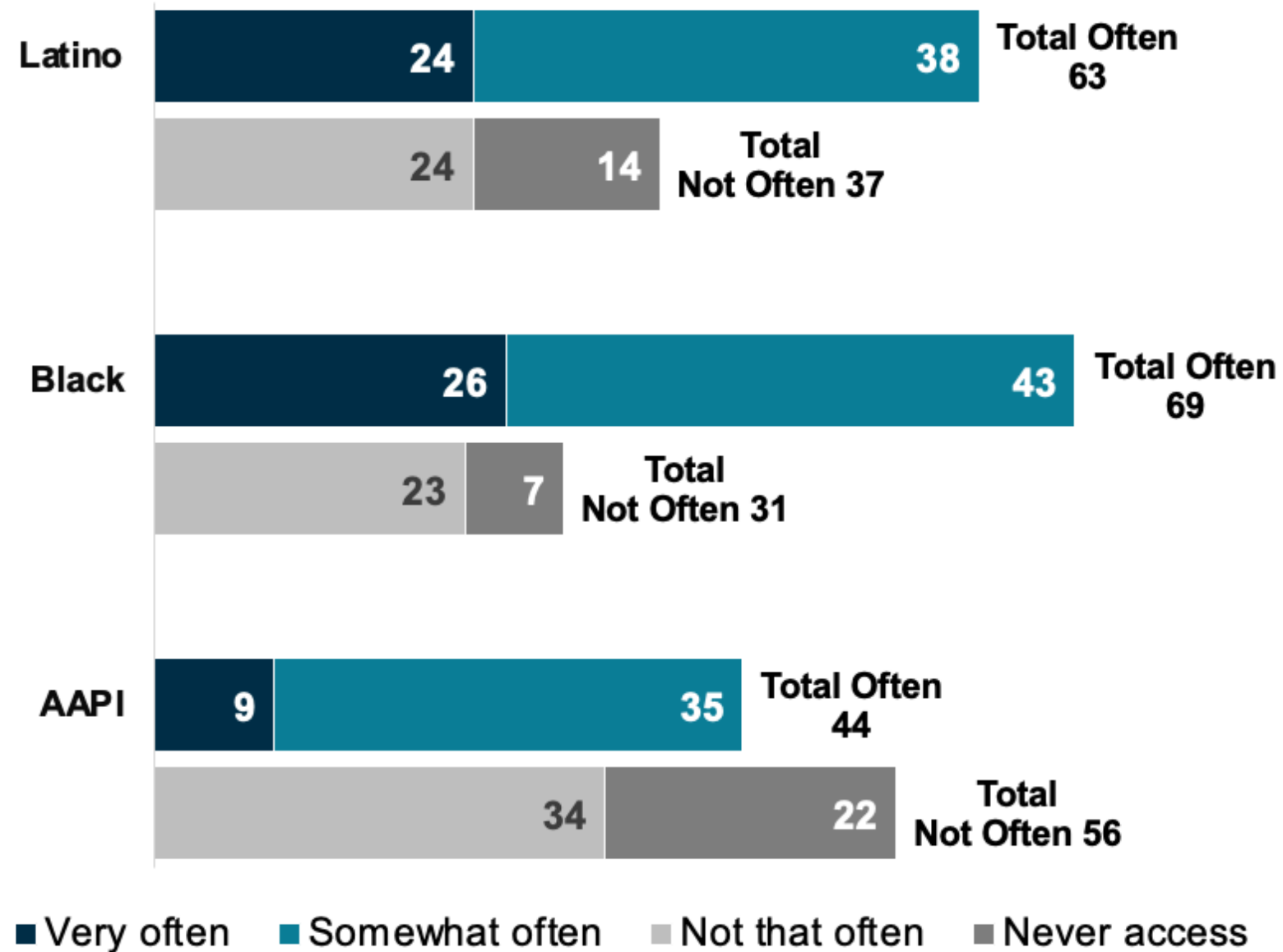
Platform	Total Survey	Non-Hispanic White	Hispanic/Latino	Black/African American	AAPI	Statistically-significant differences?
Share Links via DM or e-mail	50%	46%	59%	57%	52%	NHW<H/L & B
Receive News Links/Articles	45%	42%	51%	52%	43%	NHW<H/L & B
Create Posts	31%	28%	38%	41%	28%	NHW<H/L & B
Comment on Posts	39%	38%	42%	48%	33%	NHW & AAPI <B

Source: Free Press analysis of March 2024 AARC/BSP Free Press survey.

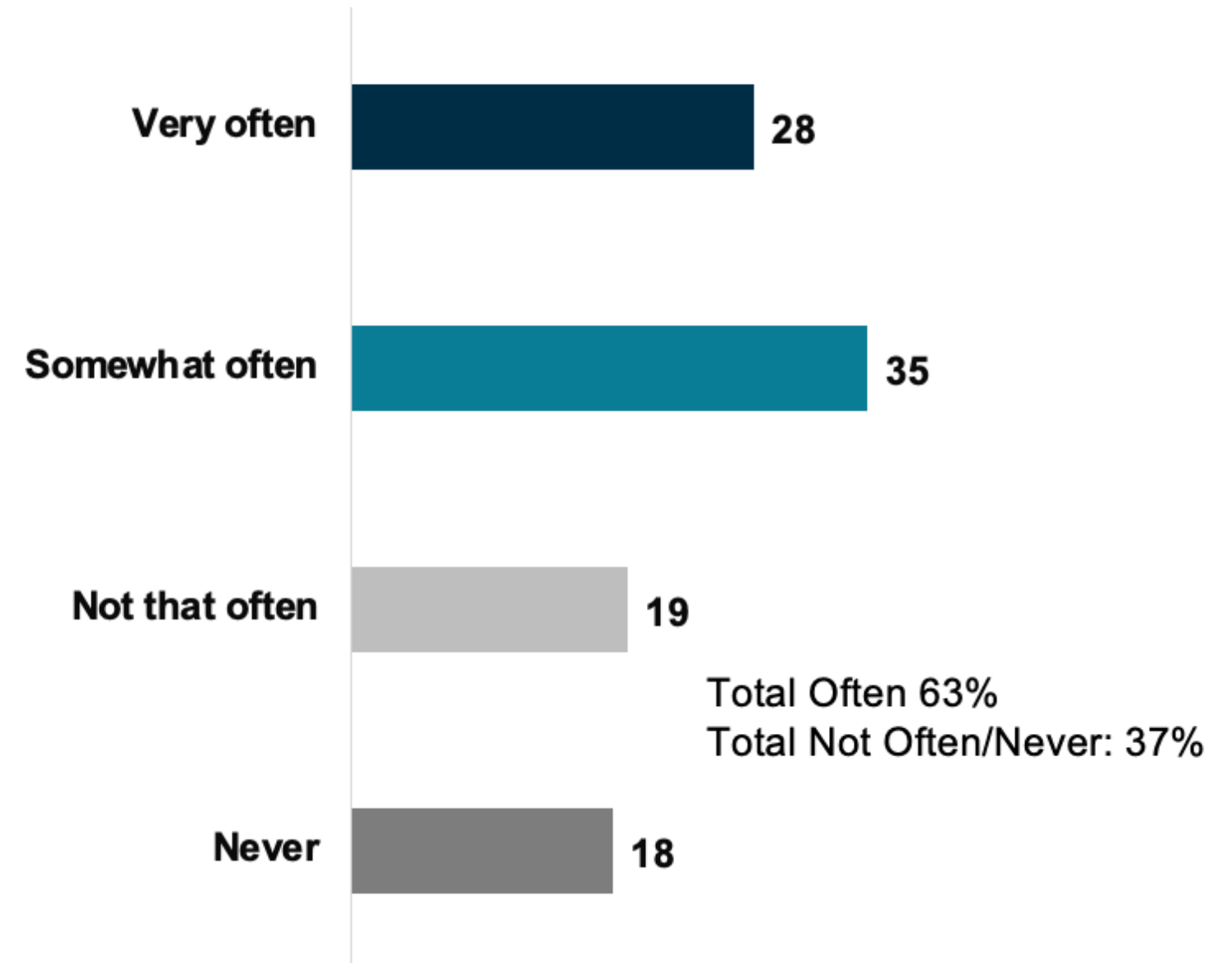
RESULTS

ACCESSING NEWS & INFORMATION

[If AAPI, Black, or Latino] When you look for news and information on TV, radio, social media, or websites, how often do you access information focused on the [AAPI, Black, Latino] experience?



[If Latino] When you do look for news and information on TV, radio, or websites, how often do you access information on Spanish-language outlets?

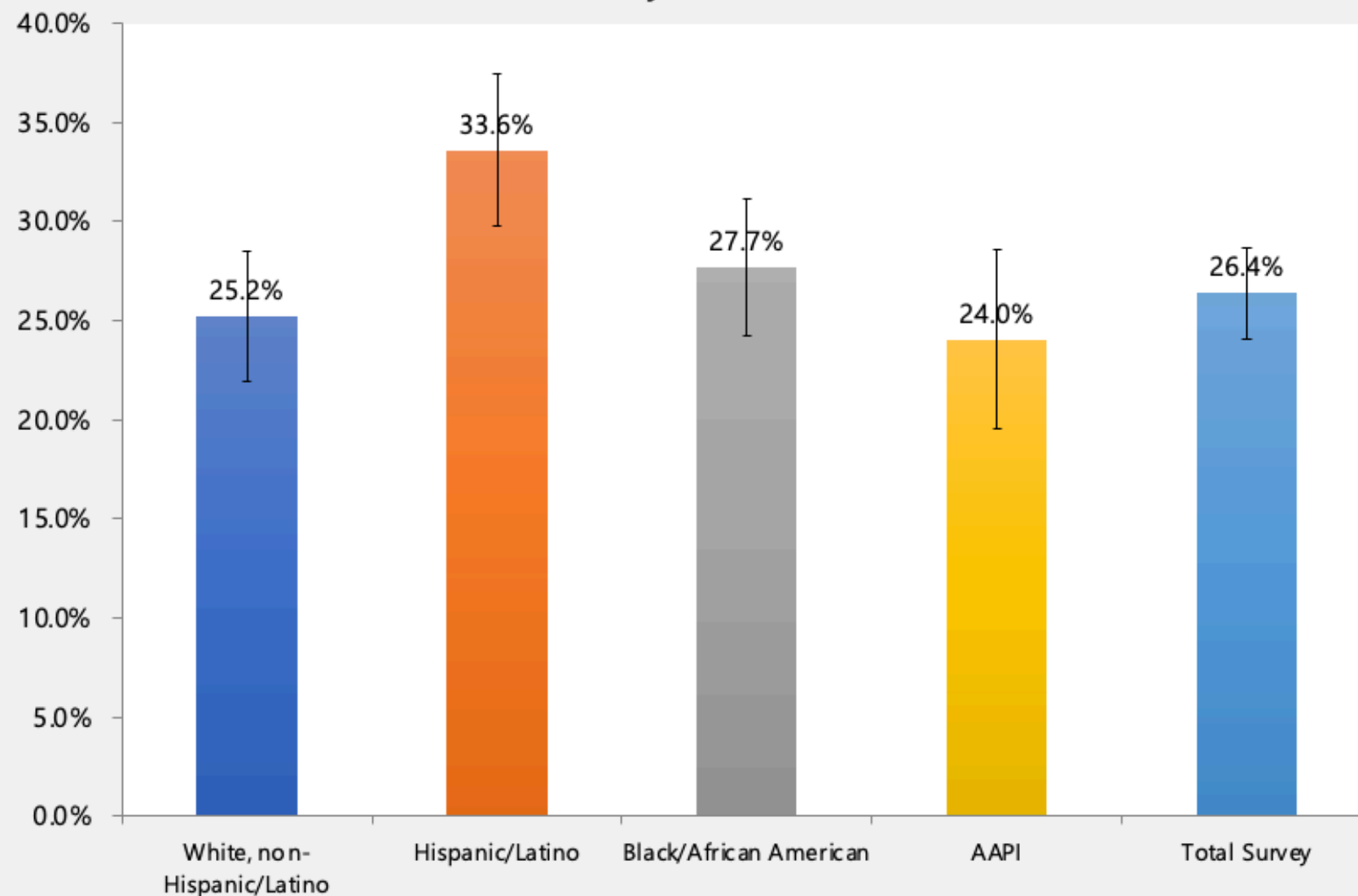


RESULTS

INTERNET ACCESS

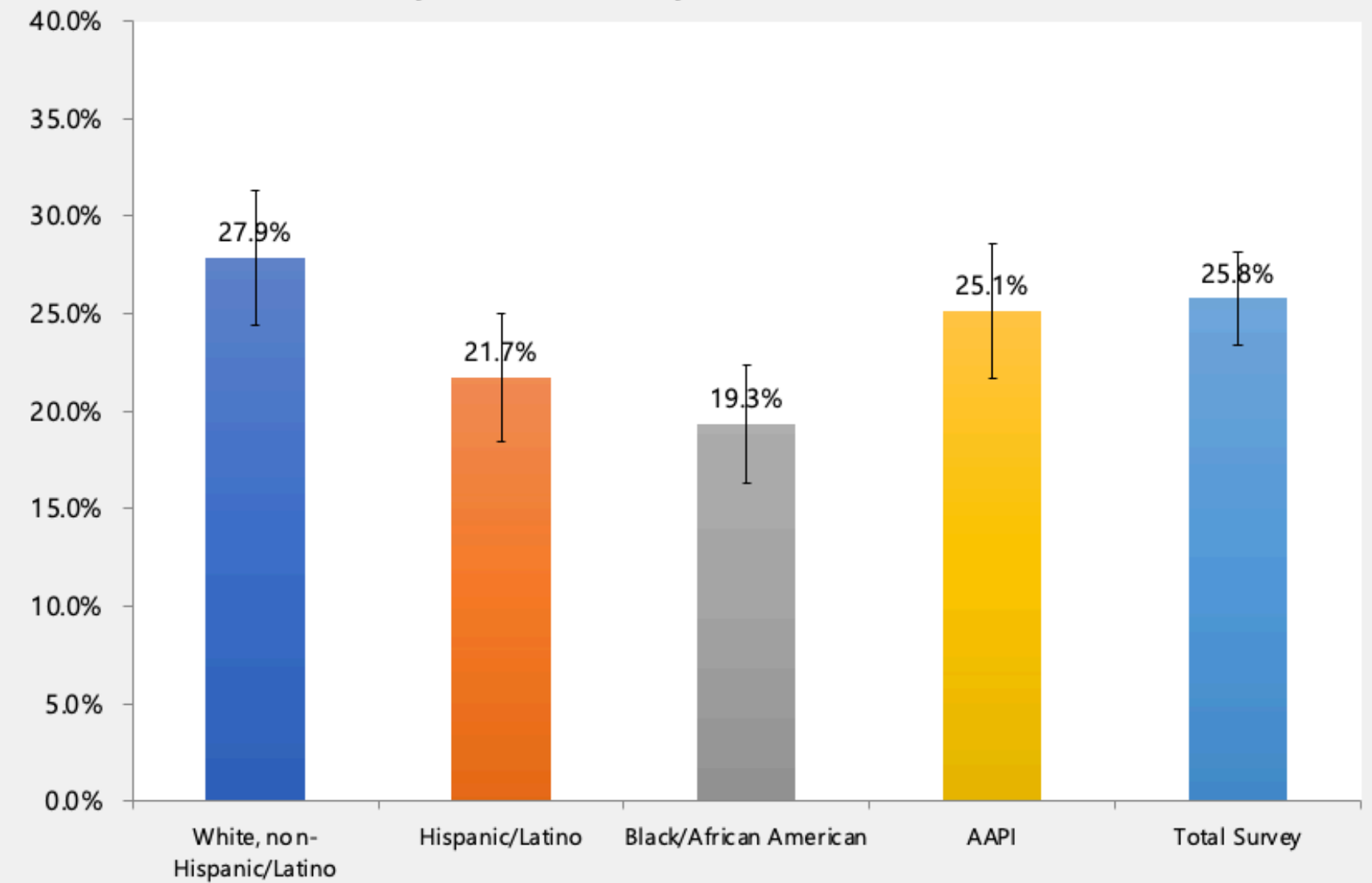
Latino internet users were more likely than non-Hispanic white and AAPI internet users to say they'd cancel home internet if prices increased \$20/month. Black adults were less likely than non-Hispanic white adults to say they could afford a \$20/month increase.

Persons (age 18+) who say they would have to cancel home internet service if price increased \$20/mo. by Race/Ethnicity (March 2024)



Source: Free Press analysis of March 2024 AARC/BSP Free Press survey. Error bars represent 95 percent confidence interval calculated using post-stratification weighting. Differences shown between white, non-Hispanic/Latino and Hispanic/Latino respondents is statistically significant at $p < 0.05$.

Persons (age 18+) who say they could afford a \$20/mo. increase in the price of home internet service by Race/Ethnicity (March 2024)



Source: Free Press analysis of March 2024 AARC/BSP Free Press survey. Error bars represent 95 percent confidence interval calculated using post-stratification weighting. Differences shown between white, non-Hispanic/Latino and Black/African American respondents is statistically significant at $p < 0.05$.

RESULTS

WHAT ARE AMERICANS' CONCERNS ABOUT MEDIA AND TECHNOLOGY AND WHAT ACTIONS/CHANGES DO THEY SUPPORT (OR OPPOSE)?



RESULTS

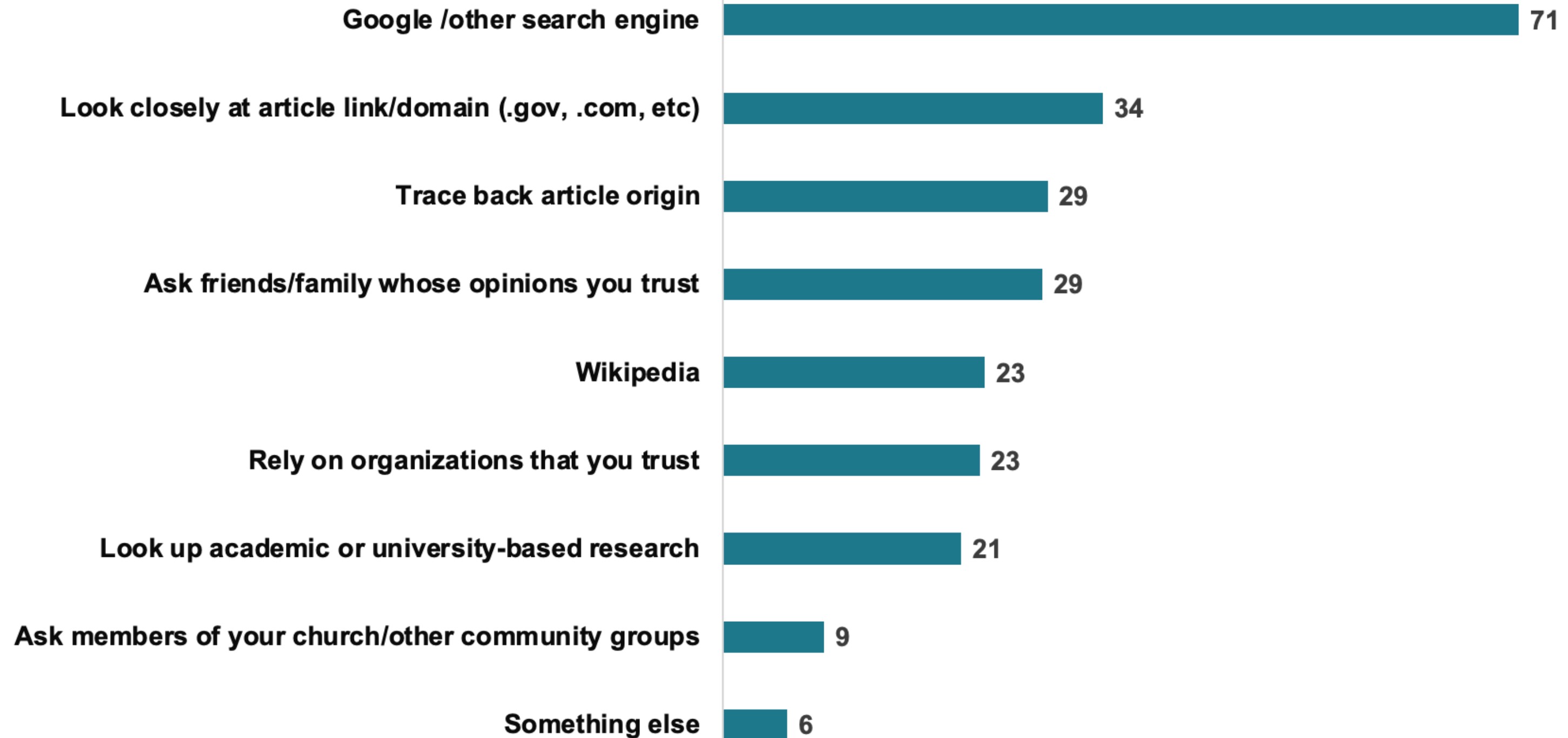
MISINFORMATION

- **Misinformation: When online browsing, reading news or watching videos**
 - 79% are concerned the information they are seeing is false, fake or a deliberate attempt to confuse.
 - 83% are concerned that people under age 18 may be exposed to fake or false information.
 - 76% are concerned about encountering 2024 presidential-election misinformation.
- **47% of respondents said they very often or sometimes receive or encounter news stories that they believe contain misinformation or are false.**

RESULTS

MISINFORMATION

61% say they very often/sometimes fact check online information. Here's how:



RESULTS

BELIEFS ON CONTENT MODERATION

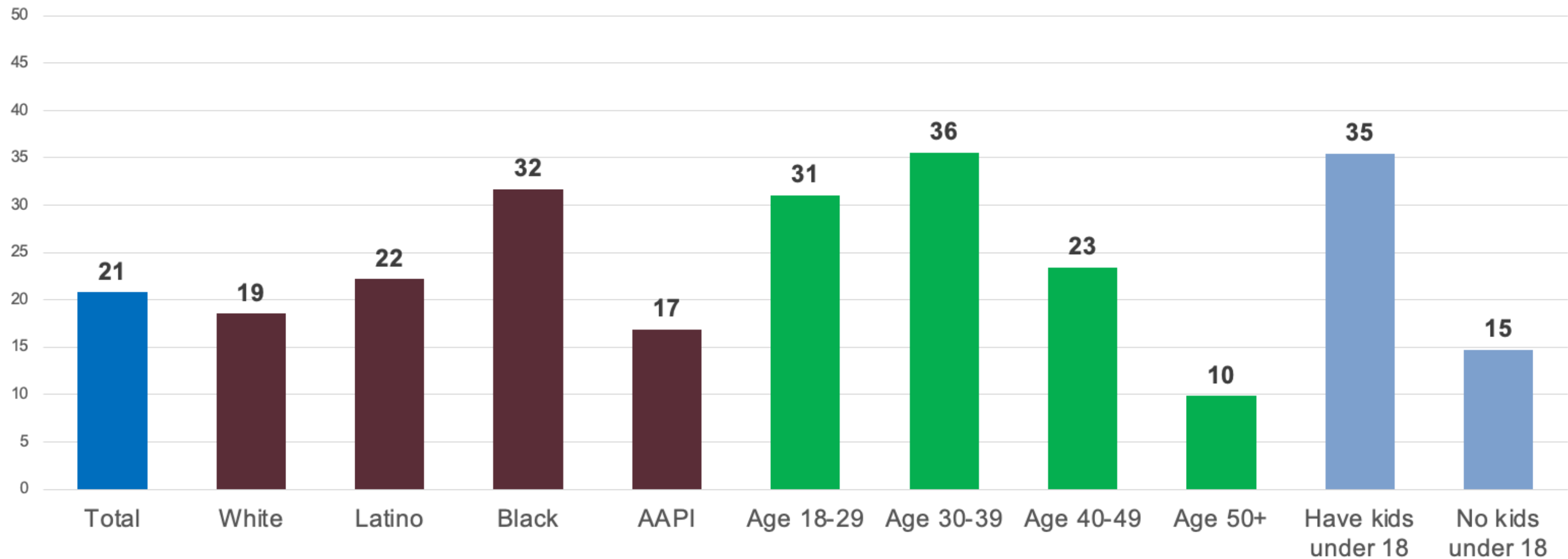
- 71% of respondents said they believe that “social-media companies should limit false or fake information about elections that could be considered anti-democratic.”
 - 10% said no, they should not limit; 19% said it depends.
- 66% of respondents said it is NOT acceptable for tech companies to profit from running political ads that contain purposely false information.
 - 26% said it is acceptable; 8% said they don't know.
- 58% of respondents said it is acceptable for tech companies to block the distribution of political ads because it violates the platforms' terms of use against false information or hate speech.
 - 31% said it is not acceptable; 11% said they don't know.

RESULTS

CONCERNS ABOUT HARASSMENT

How often do you or someone you personally know experience online bullying or harassment?

Percent indicating they **very often or some of the time** experience online bullying or someone trying to harass them or someone they personally know



RESULTS

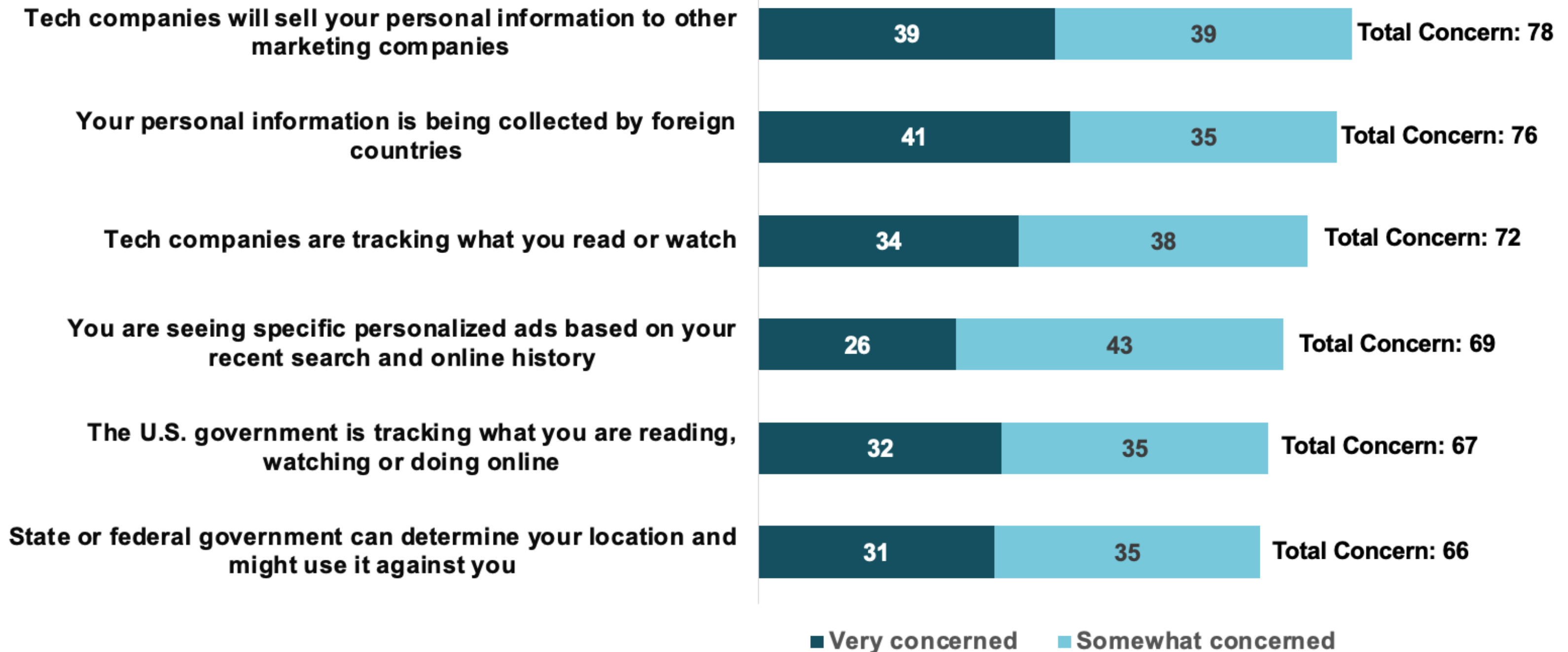
CONCERNS ABOUT HATE SPEECH

- **Moderating hate speech**
 - 72% of respondents say it is acceptable for social-media companies to “block content that is considered racist or hateful.”
 - 21% say it is not acceptable; 7% say they don't know.
 - Dems (81%) vs. GOP (66%) and independents (67%); likely voters (75%) vs. unlikely (66%).

RESULTS

CONCERNS ABOUT PRIVACY

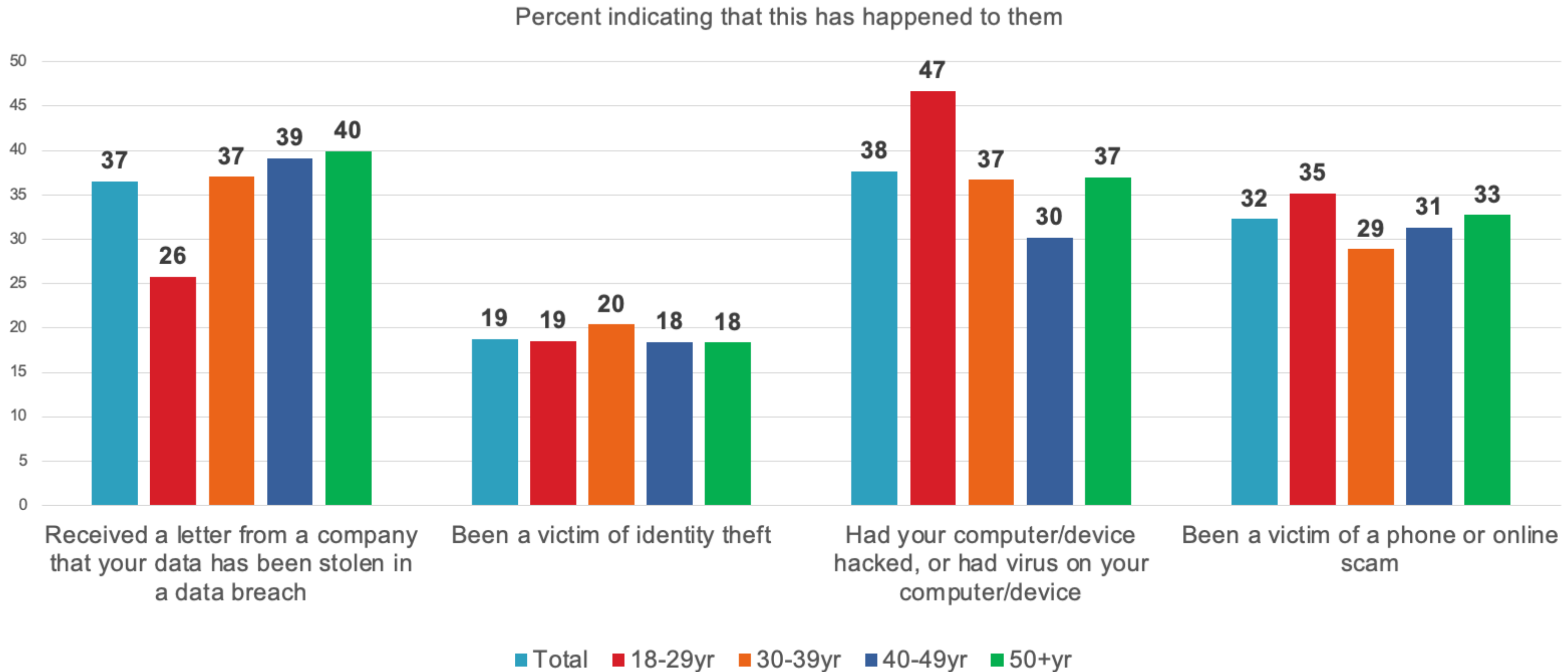
When you are online browsing, reading news or watching videos, how concerned are you that:



RESULTS

CONCERNS ABOUT IDENTITY THEFT

Have any of the following happened to you? Select all that apply.



RESULTS

CONCERNS ABOUT ARTIFICIAL INTELLIGENCE

Recently, new technology has advanced to create what is called generative Artificial Intelligence (AI), giving computers the capacity to write text, draw images, and solve problems without direct human supervision.
How much have you heard about AI?

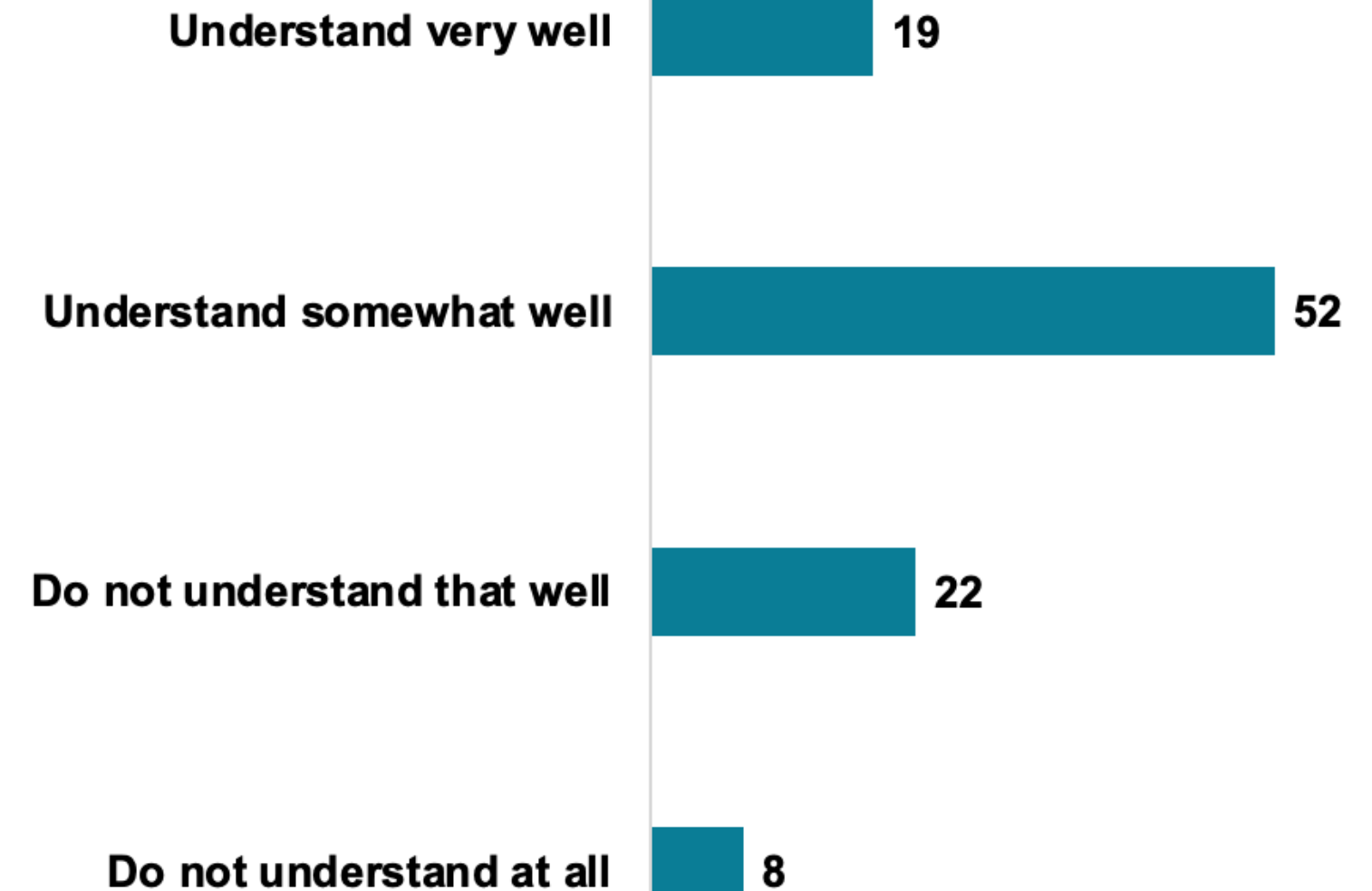
81%

Have heard a lot, or at least a little about AI

19%

Have not heard much, or anything at all about AI

Regardless of how much you have heard about Artificial Intelligence, or AI, how well do you feel you understand how AI works and what it can do?



RESULTS

CONCERNS ABOUT ARTIFICIAL INTELLIGENCE

Some people think AI is like the invention of computers, as a useful application to improve our productivity, while others fear AI will take jobs away once held by people. How about you? Would you say that:

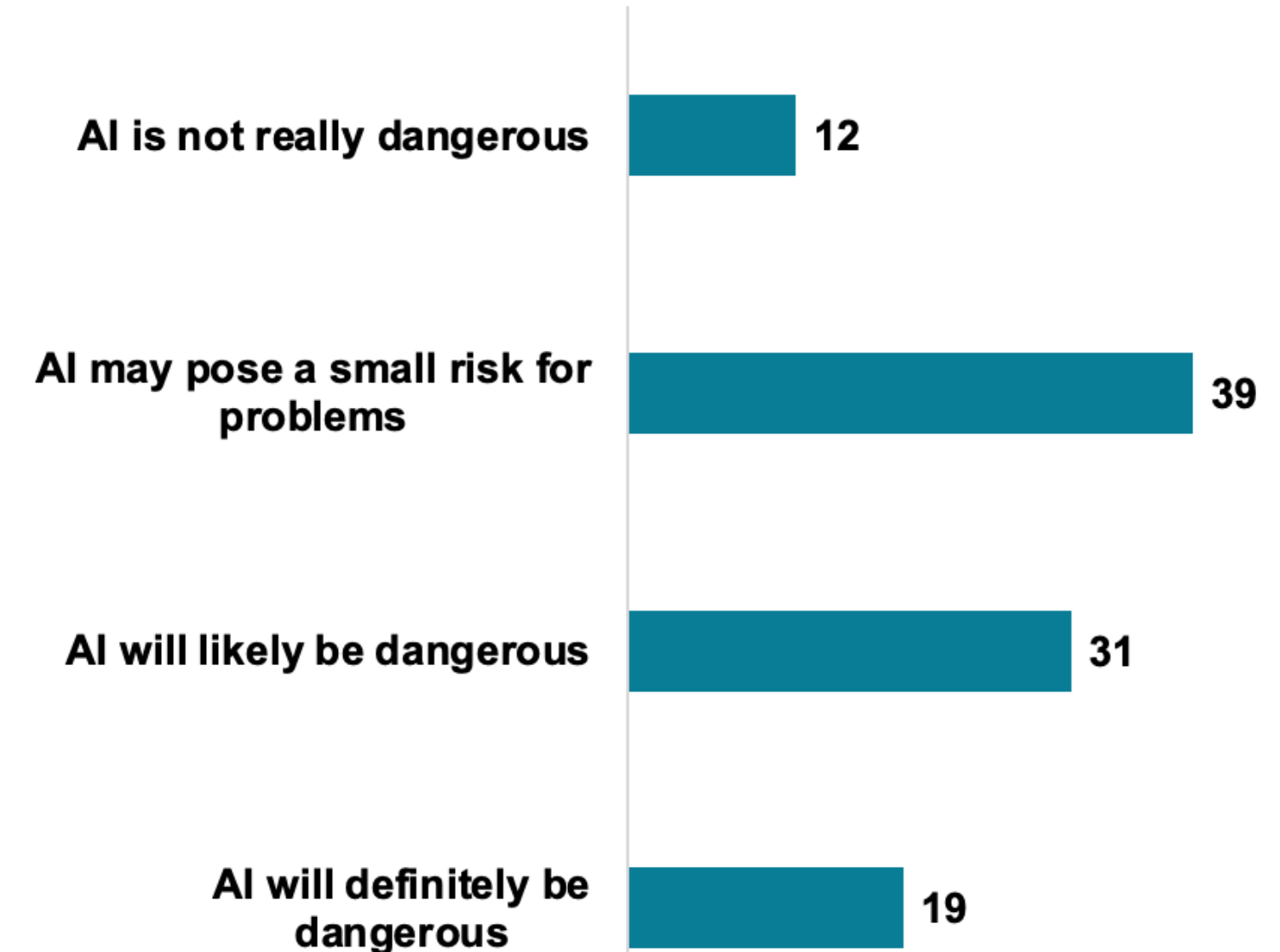
56%

AI is just a new tool like many others, and will overall be helpful

44%

AI is a bad idea that is going to cost jobs

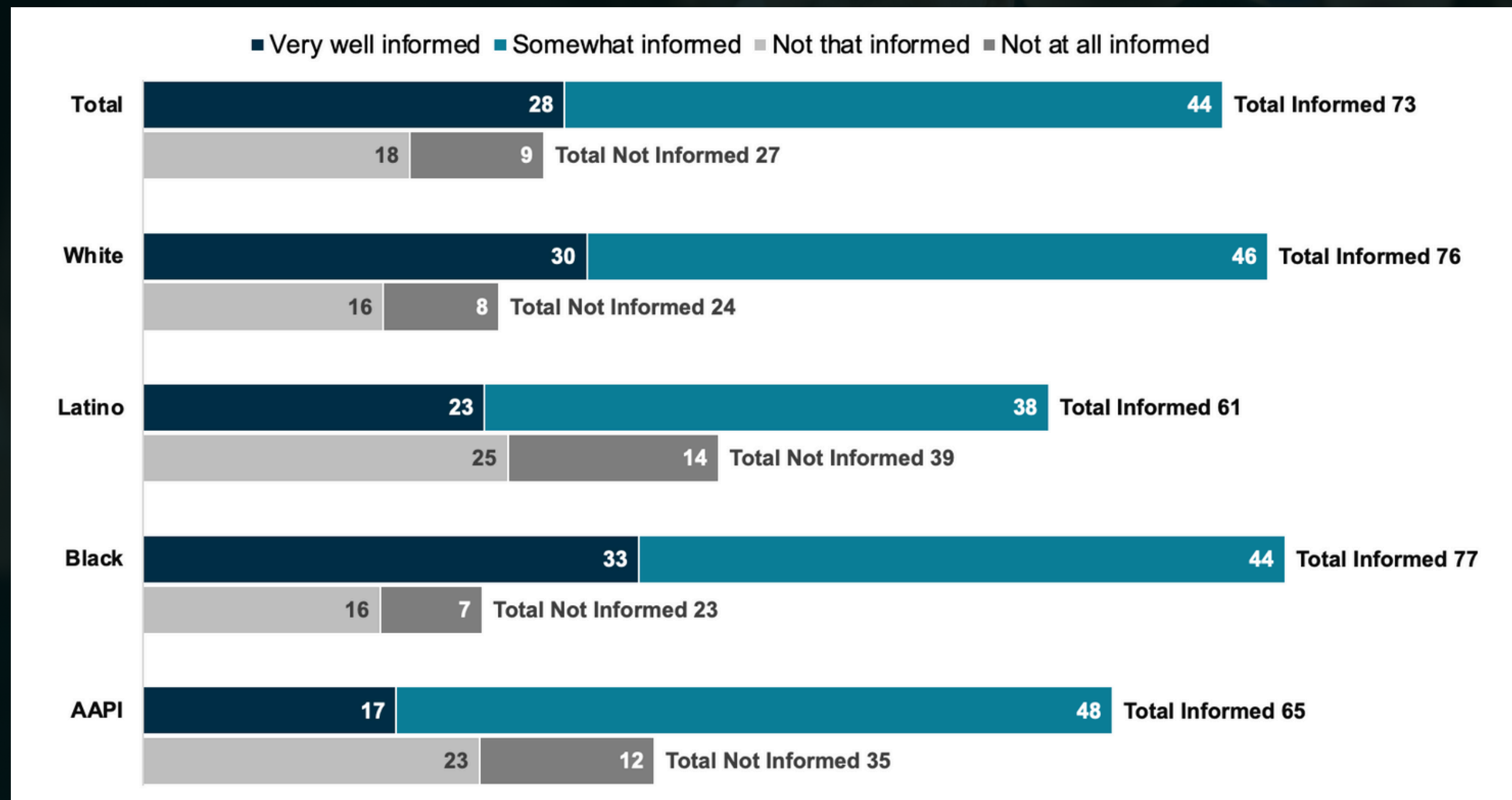
Some people say that AI could be dangerous. Allowing machines to think and make decisions could result in outcomes that people would not like, without human control. Others say people are overreacting based on science fiction in movies, and that AI is not more dangerous than any computer tool. What do you think? Would you say AI is:



RESULTS

ACCESS TO RELIABLE ELECTION INFORMATION

- Only 28% of adults said they feel “very well informed” when voting in local elections.
 - Latino (61%) & AAPI (65%) adults were less likely to report feeling “very well” or “somewhat informed” when voting in local elections.



RESULTS

ACCESS TO RELIABLE ELECTION INFORMATION

The more local the election, the fewer people say they have enough information.

Percent of Respondents Who Say they Have Enough Independent News and Information Sources to Make Informed Voting Decisions.
by Election Type & Race/Ethnicity (2024)

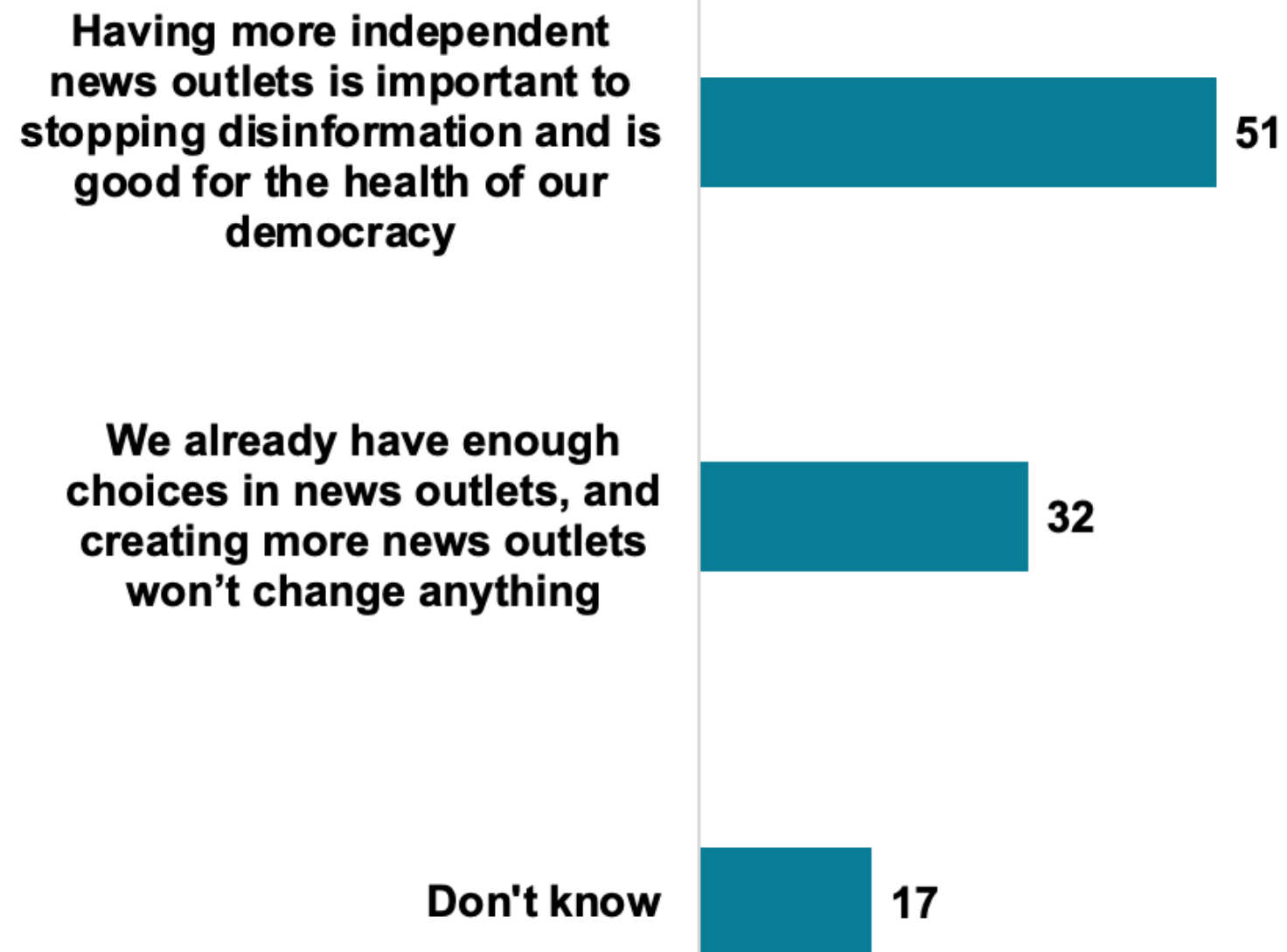
Platform	Total Survey	Non-Hispanic White	Hispanic/Latino	Black/African American	AAPI	Statistically-significant differences?
U.S. Congress	63%	67%	51%	60%	56%	All oth.<NHW
State Legislature	55%	58%	45%	55%	47%	H/L & AAPI<NHW & B
Mayor, City Council, or School Board	54%	57%	47%	57%	57%	H/L & AAPI<NHW & B
City or County Ballot Measures	48%	51%	42%	49%	39%	H/L & AAPI<NHW & B
Local Elections for Judge	40%	42%	36%	45%	29%	AAPI<All oth.
Respondent's Top Policy Issue	55%	58%	49%	55%	44%	H/L & AAPI<NHW

Source: Free Press analysis of March 2024 AARC/BSP Free Press survey.

RESULTS

OPINIONS ON HOW TO FUND LOCAL NEWS

Thinking about independent news outlets, which statement do you agree with more?



Thinking about independent news outlets that provide factual information, which statement do you agree with more?

52%

We should increase public funding to create and expand local and independent news

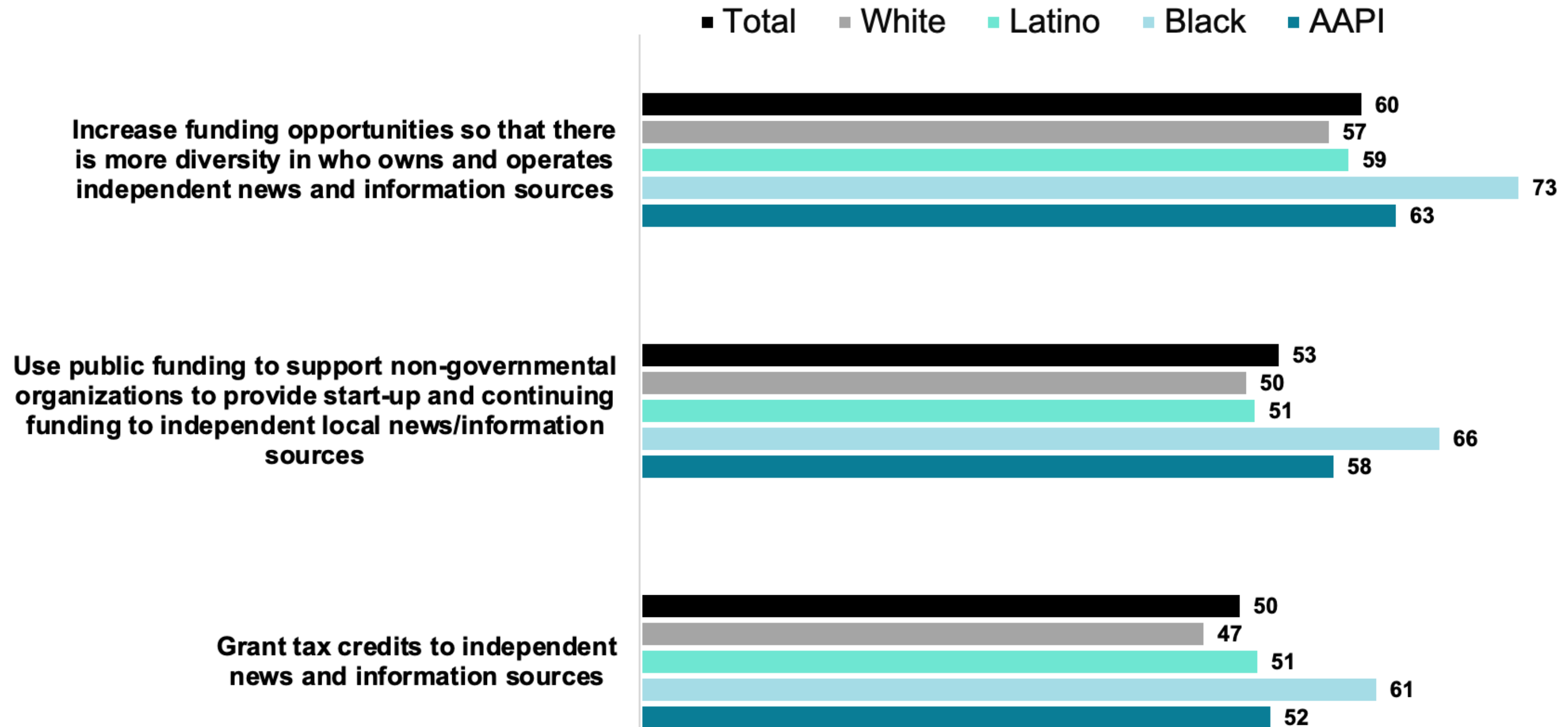
48%

Public funding should not be used for local and independent news

RESULTS

OPINIONS ON HOW TO FUND LOCAL NEWS

Do you agree or disagree with each of the following policy proposals? (percent agree illustrated)



RESULTS

SUPPORT FOR ACKNOWLEDGING THE HISTORY OF RACISM IN MEDIA

<i>In recent years several newspapers, including the Los Angeles Times, The Baltimore Sun, and others, have apologized for the history of racism in their news coverage. Do you believe other media institutions should also acknowledge the racial bias in the history of their news coverage?</i>	Yes	No	Not Sure
Total Survey	55%	23%	22%
White, non-Hispanic/Latino	51%	26%	23%
Hispanic/Latino	63%	16%	21%
Black/African American	64%	20%	17%
AAPI	62%	16%	22%
Liberal	70%	13%	17%
Moderate	56%	21%	24%
Conservative	49%	31%	19%
Democrat	72%	12%	16%
Independent	49%	21%	30%
Republican	43%	35%	22%

Source: Free Press analysis of March 2024 AARC/BSP Free Press survey.

IMPLICATIONS

WHAT DID WE LEARN?



IMPLICATIONS

What we learned:

- Black and Latino people more frequently consume and share news and information, and are heavier users of social media.
- Public funding for journalism is supported by a slight majority and has room to grow. Policy options matter.
 - Black respondents are more favorable to public funding.
- Only 28% of adults feel very informed about local elections. The more local the election, the less likely people are to say they have enough information.
 - AAPI & Hispanic/Latino respondents report lower levels of feeling adequately informed.

IMPLICATIONS

We saw high levels of concern about:

- Online misinformation
- Privacy (from corporations and government)

We saw high levels of support for:

- Platforms limiting election misinformation (in ads and organic content)
- Platforms blocking racist content and hate speech



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