



2024 POLL

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

CALIFORNIANS' MEDIA USE & CONCERNS

- **Free Press' national 2024 poll oversampled Californians to better understand how people residing in the Golden State engage with news and information and to assess their attitudes toward certain public and corporate policies.**
 - Our national sample of 3,000 U.S. adults included 586 Californians, balanced proportionally across counties. Post-stratification weights were implemented using a raking algorithm to balance the sample to U.S. Census data for California.
- **We highlight poll results where there were statistically significant differences between Californians and the rest of the United States.**
 - We also discuss poll results where there were statistically significant differences between Californians of different races and ethnicities.

CALIFORNIANS

DAILY SMARTPHONE & TV TIME

- Californians spend a significant portion of their time using media.
 - 48% of Californians reported spending 4 or more hours per day using a smartphone, compared to 51% of non-Californians.
 - However, only 31% of Californians reported using their smartphone 5 or more hours per day, compared to 38% of non-Californian adults.*
 - While 49% of California adults reported watching 3 or more hours of television per day, this amount of TV consumption was more prevalent among non-Californians (57%).*

*Difference is statistically significant at $p < 0.1$.

CALIFORNIANS

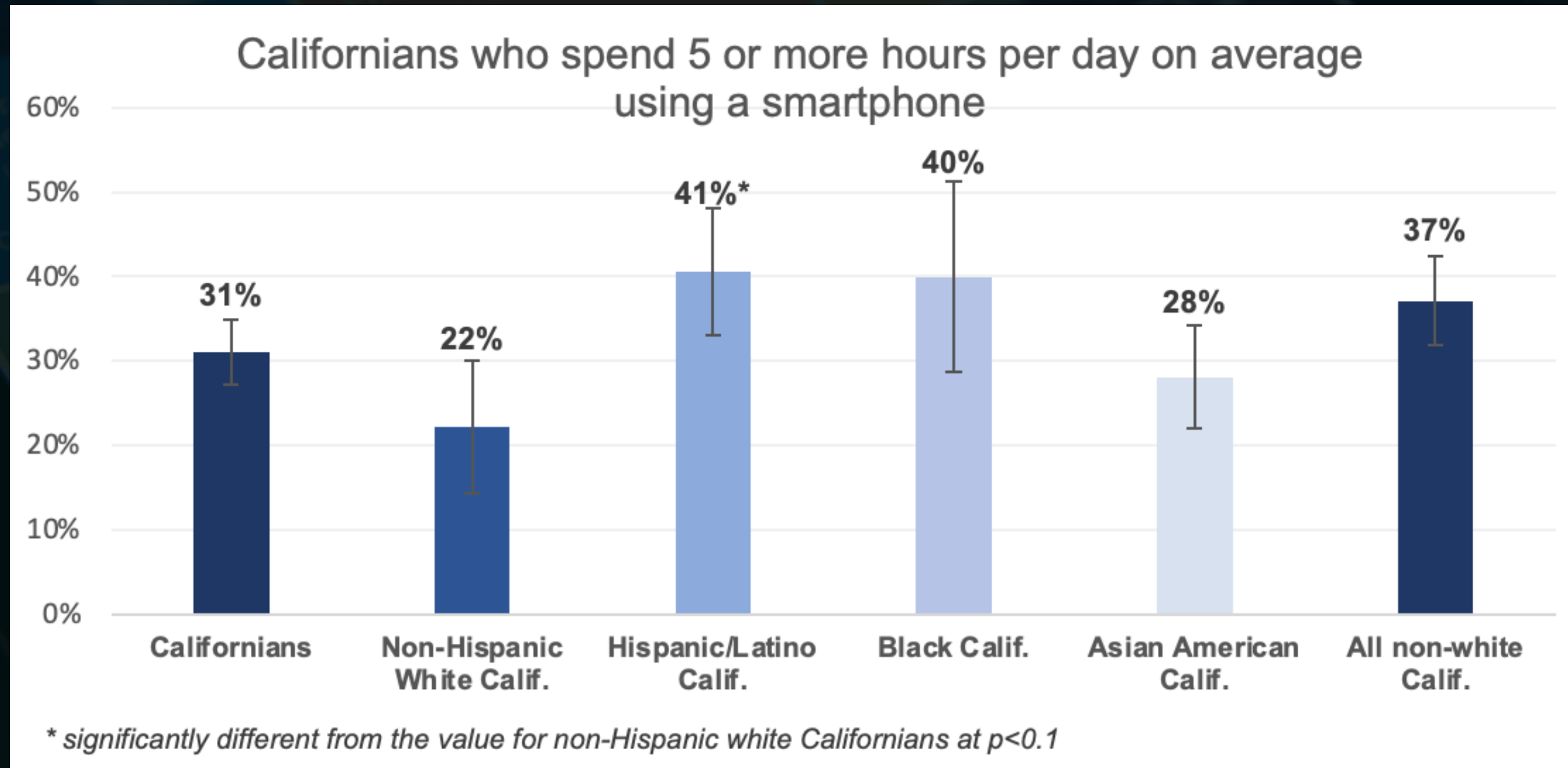
DAILY SMARTPHONE & TV TIME

- More than 84% of Californians said they spend at least some of their daily-smartphone time checking social-media pages, with 30% exceeding 1 hour per day.
 - However, most of Californians' daily-smartphone time is not spent engaging with the news. While 79% of Californians reported spending some of their daily-smartphone time reading news stories across various apps, 21% reported spending no time at all doing so and another 29% reported spending 15 minutes or less daily on this activity.

CALIFORNIANS

DAILY SMARTPHONE & TV TIME

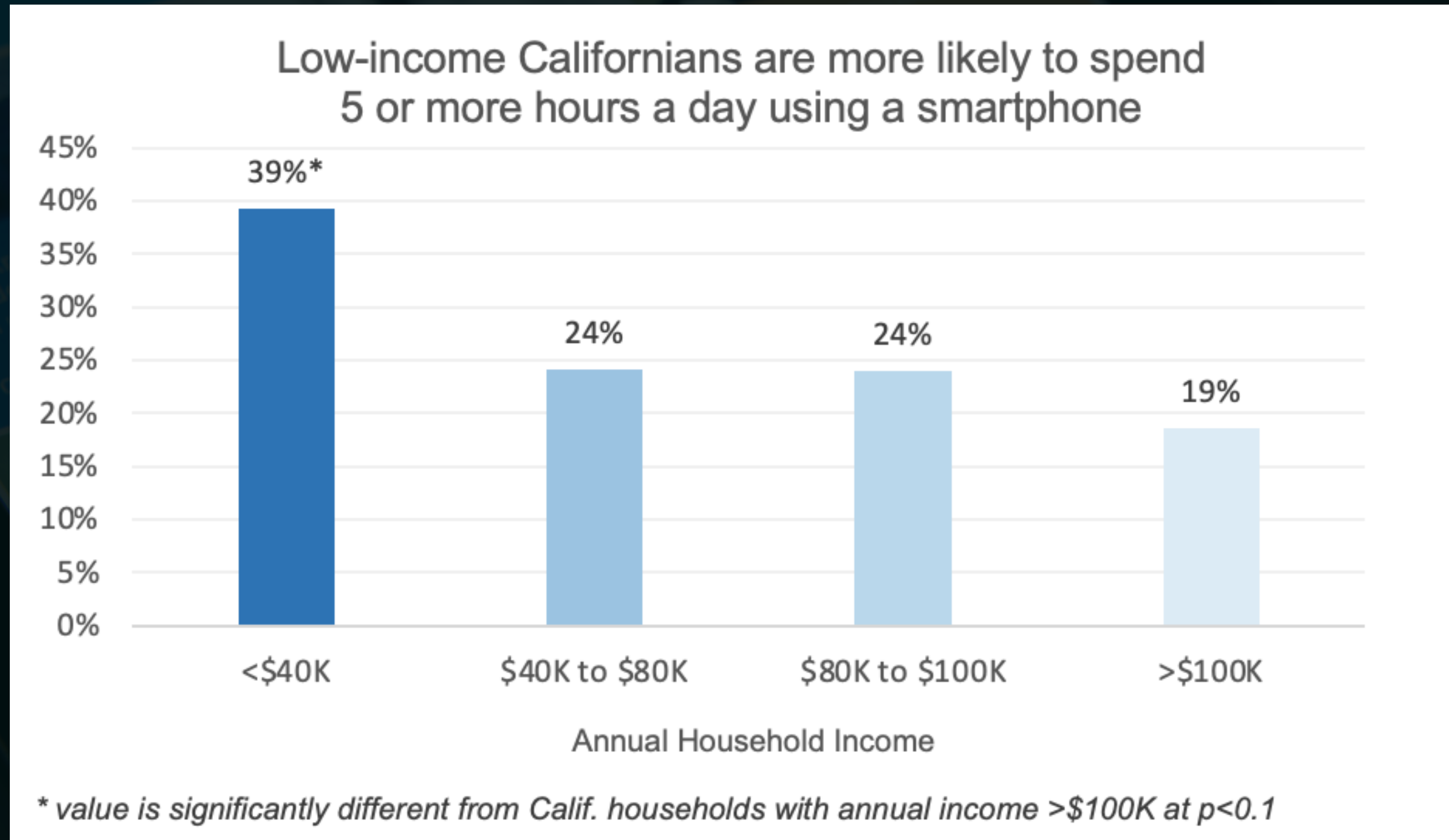
- In keeping with the results of our national poll, we see that Black and Hispanic/Latino Californians spend significantly more time using their smartphones compared to non-Hispanic white Californians (approximately 80 minutes more on average).



CALIFORNIANS

DAILY SMARTPHONE & TV TIME

- Low-income Californians were more likely to be heavy smartphone users.



CALIFORNIANS

ACCESSING NEWS & INFORMATION

- **77% of Californians said they use television and radio at least a few times each week for updates on news & events.**
 - 40% of Californians said they use TV/radio several times per day for news.
- **58% of California respondents said they use news applications on their smartphones at least a few times each week for updates on news and events.**
 - 23% use these apps for news at least a few times per day.
 - 59% of Californians report using YouTube for news at least a few times a week, followed by Facebook (58%), Instagram (45%), TikTok (38%), Twitter (36%) and Reddit (23%).

CALIFORNIANS

ACCESSING NEWS & INFORMATION

- Though we did not observe any significant differences between Californians of different races/ethnicities in their general frequency of using news applications, we did observe different use patterns across certain platforms.
 - Black (82%)* and Hispanic/Latino (81%)* Californians were more likely than white Californians (70%) to report spending some of their daily-smartphone time watching commentary or informational videos on YouTube.
 - Non-Hispanic white Californians (41%) were more likely than Hispanic or Latino Californians (27%)* to say they “rarely or never” use Instagram for news.
 - Black (25%)* and Hispanic or Latino Californians (27%)* were far more likely than non-Hispanic white Californians (11%) to say they used TikTok several times a day for news.

*Difference is statistically significant at $p < 0.1$.

CALIFORNIANS

ACCESSING NEWS & INFORMATION

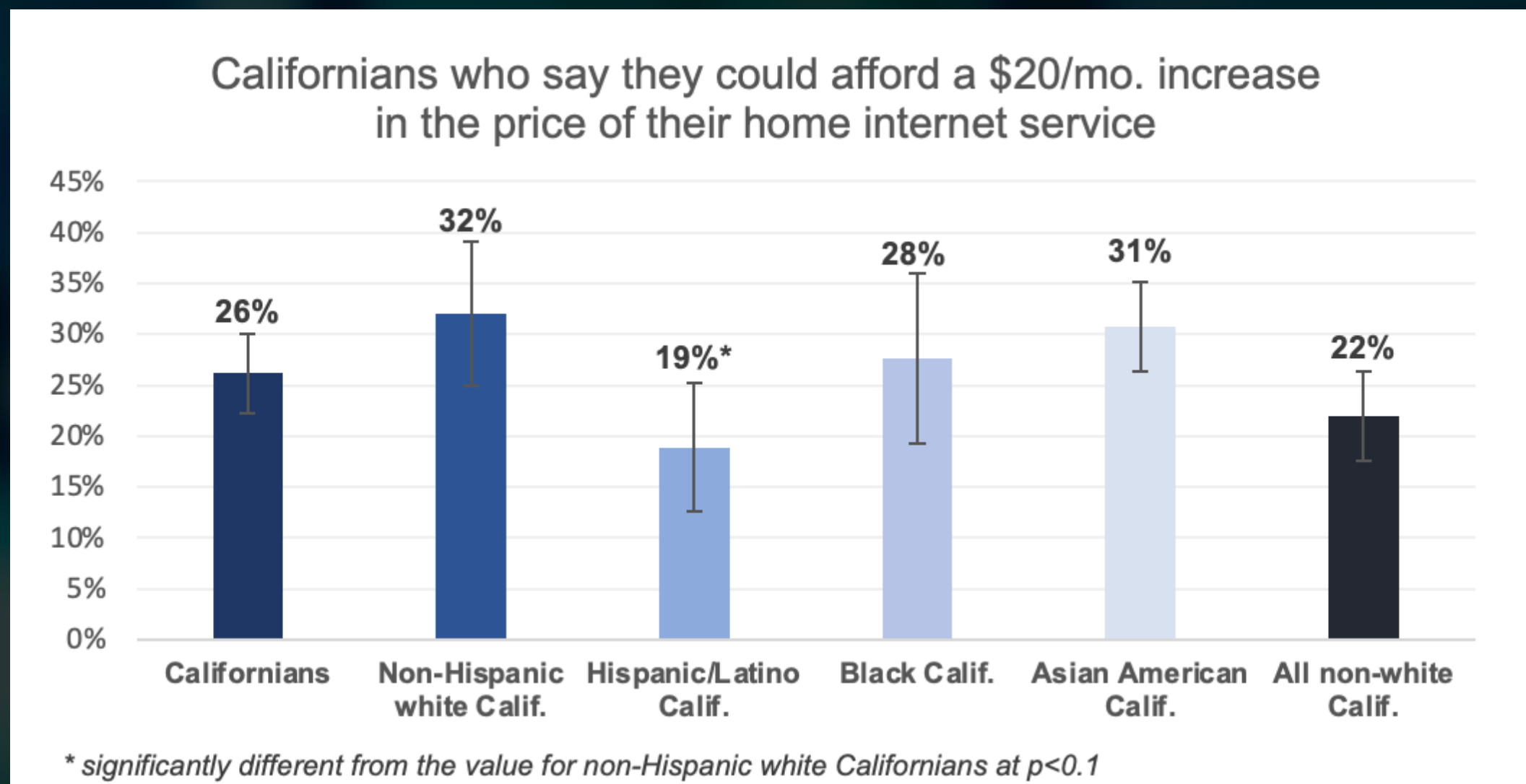
- 80% of Black Californians and 66% of Hispanic/Latino Californians said they “very often” or “somewhat often” look for and access information focused on the Black or Hispanic/Latino experience.
- Nearly two-thirds (64%) of Californian Latinos said that they “very often” (32%) or “somewhat often” (32%) access Spanish-language outlets when looking for news and information.

*Difference is statistically significant at $p < 0.1$.

CALIFORNIANS

ACCESSING NEWS & INFORMATION

- Most Californians report they could not afford a \$20 monthly increase in the price of home-internet access, with 26% saying they'd have to completely cancel their home-internet service and another 48% saying they'd have to make cuts elsewhere in their budgets to stay connected.
 - Non-Hispanic white Californians (32%) were more likely than Hispanic/Latino Californians (19%*) to say they could afford a \$20/monthly increase.



CALIFORNIANS

ENGAGING WITH NEWS & INFORMATION

- 59% of Californians report fact checking something they read or heard “very often” (25%) or “some of the time” (34%).
- 51% of Californians said they share links with friends and family “very often” (16%) or “some of the time” (35%).
 - Black Californians (26%)* were more likely than non-Hispanic white Californians (11%) to report sharing links very often. 20% of Hispanic or Latino Californians reported sharing links very often, though this result did not meet our test for statistical significance.
- 34% of Californians reported creating an online post expressing their views on an issue “very often” (10%) or “some of the time” (24%). 35 percent reported replying to an online post “very often” (12%) or “some of the time” (23%).

*Difference is statistically significant at $p < 0.1$.

CALIFORNIANS

ENGAGING WITH NEWS & INFORMATION

- Low-income Californians (those with household incomes less than \$40,000/year) were far more likely than higher-income Californians (those with household incomes more than \$100,000/year) to say they NEVER fact check something they've read or heard (15%* vs. 3%).
- Low-income Californians were far more likely than higher-income Californians to report NEVER sharing online stories with their social circle (15%* vs. 3%), and were far more likely to report NEVER receiving links to online articles from people in their social circle (21%* vs. 6%).

*Difference is statistically significant at $p < 0.1$.

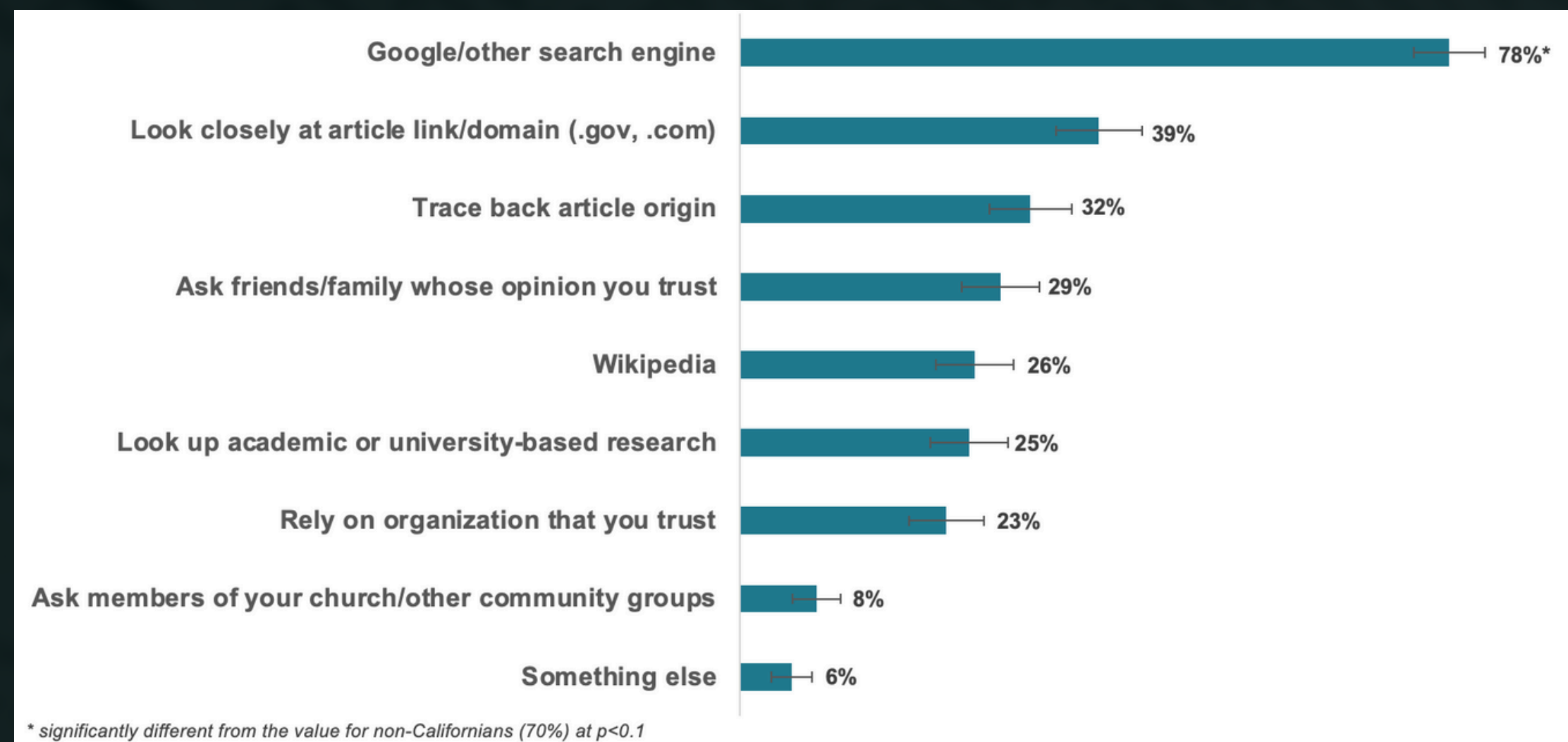
CALIFORNIANS MISINFORMATION

- **When browsing online, reading news or watching videos:**
 - 81% of Californians 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.
 - 75% are concerned about encountering 2024 presidential-election misinformation.
- 45% of Californians said they “very often” (14%) or “sometimes” (31%) receive or encounter news stories that they believe contain misinformation or are false.

CALIFORNIANS MISINFORMATION

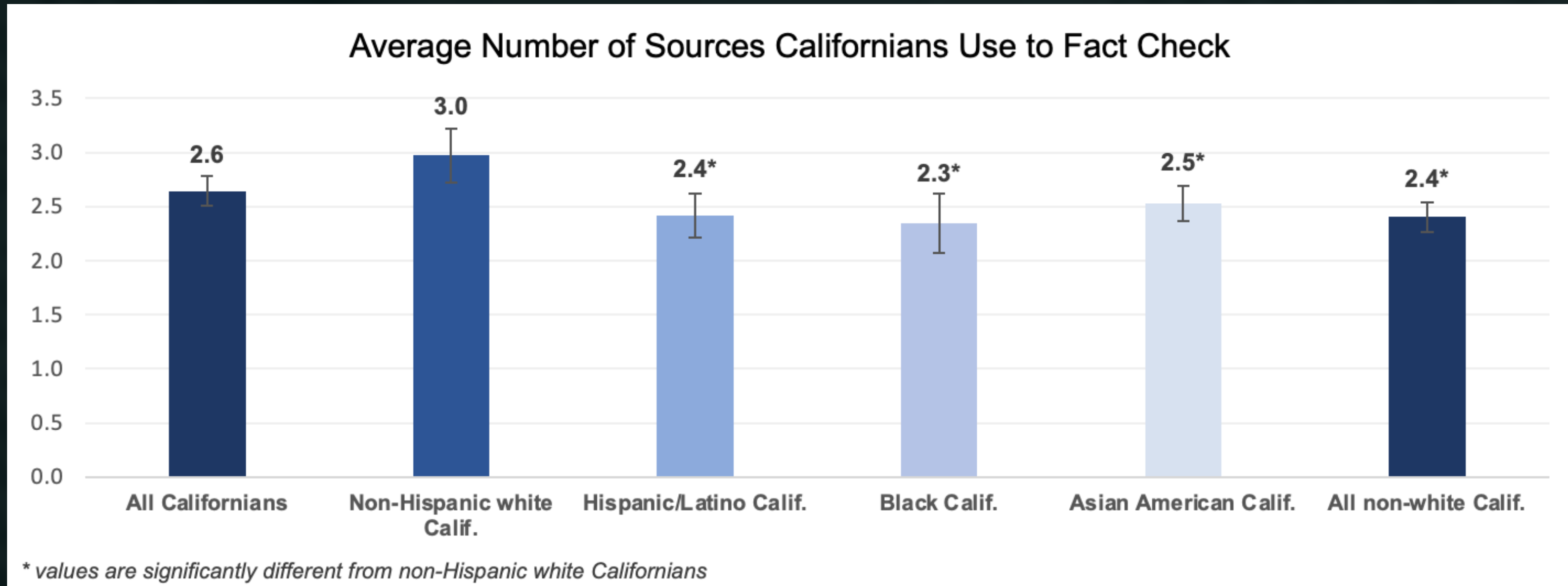
- 59% of Californians said they “very often” (24%) or “sometimes” (34%) fact check online information, with another 25% saying they “occasionally” do so.
 - The average number of methods used by Californians who indicated they fact checked was 2.6, which is statistically significantly higher than the average number of methods used by non-Californians who fact checked (2.4).*

- Californians were more likely to use search engines to fact check (78%) than non-Californians (70%).*



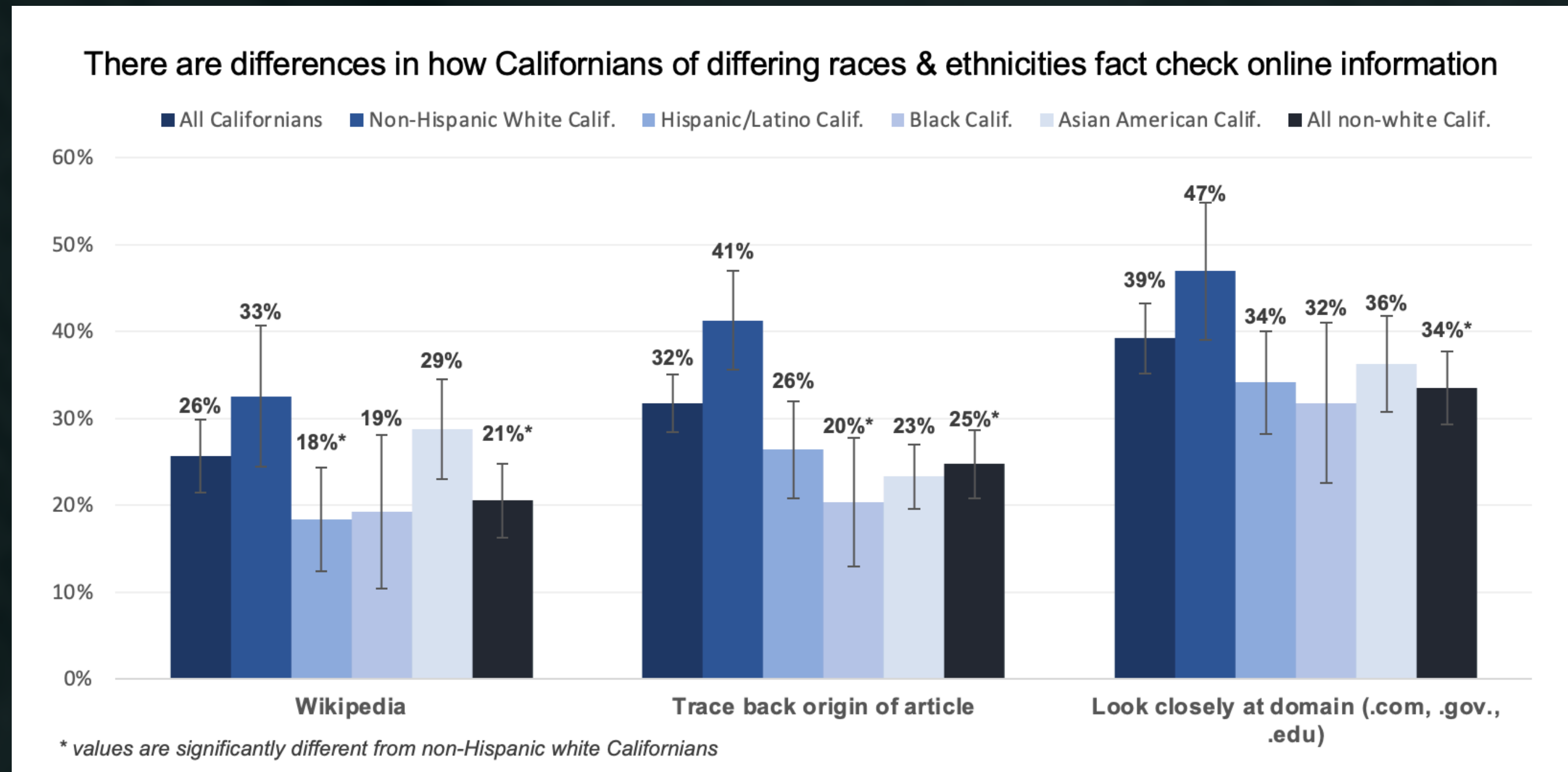
CALIFORNIANS MISINFORMATION

- Non-white Californians reported using fewer sources for fact checking (2.4) than non-Hispanic white Californians (3.0).



CALIFORNIANS MISINFORMATION

- Non-Hispanic white Californians were more likely than non-white Californians to report using Wikipedia (33% vs. 21%), tracing back the origin of an article (41% vs. 25%) and looking closely at an article's domain (50% vs. 33%) as a fact-checking method.



CALIFORNIANS

BELIEFS ON CONTENT MODERATION

- **66% of Californians said they believe that “social-media companies should limit false or fake information about elections that could be considered anti-democratic.”**
 - 14% said no, they should not limit; 21% said it depends.
- **65% of Californians said it is NOT acceptable for tech companies to profit from running political ads that contain purposely false information.**
 - 27% said it is acceptable; 8% said they don't know.
- **62% of respondents said it is acceptable for tech companies to block the distribution of political ads that violate the platforms' terms of use against false information or hate speech.**
 - 28% said it is not acceptable; 10% said they don't know.

CALIFORNIANS

ONLINE HARASSMENT

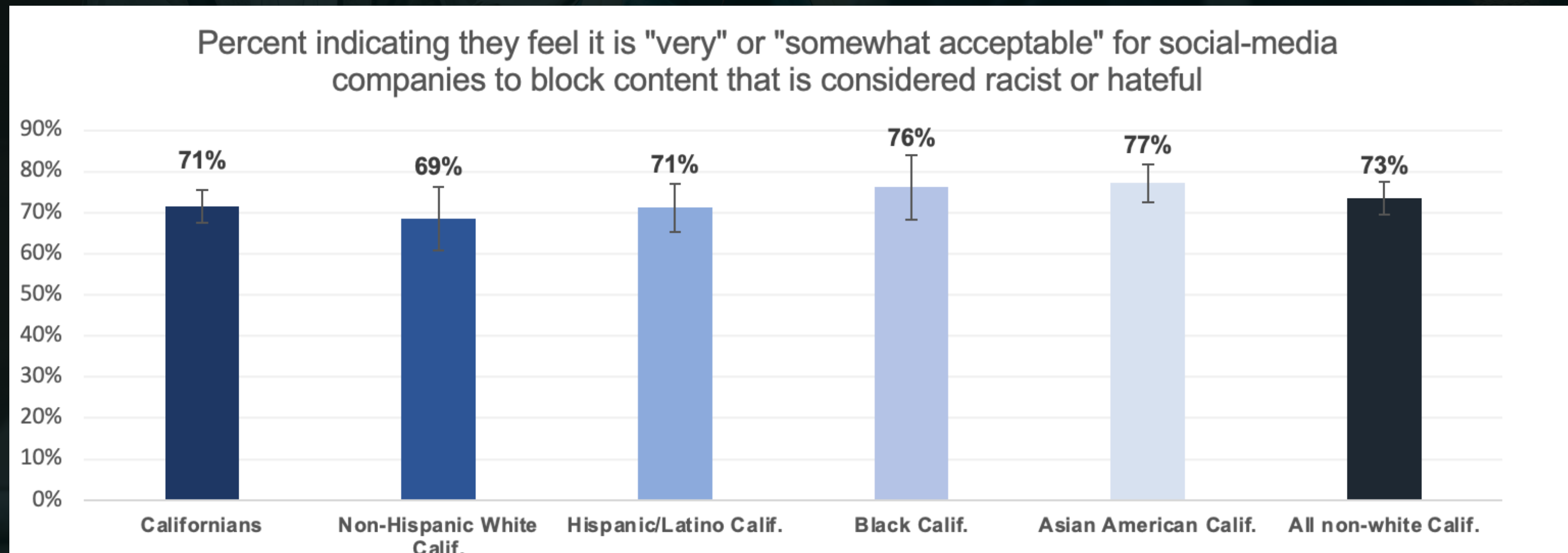
- One-fifth of Californians (20%) said they or someone they know experience bullying or harassment “very often” (7%) or “some of the time” (13%) when they go online for news and information.

CALIFORNIANS

CONCERNS ABOUT HATE SPEECH

- **Moderating hate speech**

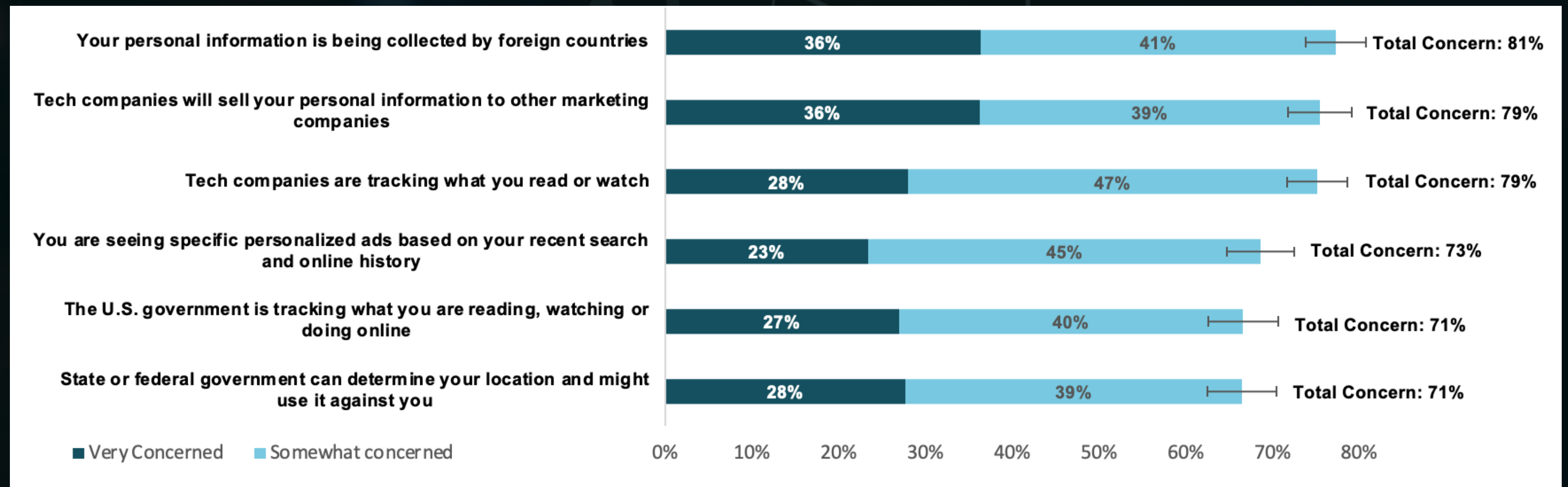
- 71% of Californians said it is acceptable for social-media companies to “block content that is considered racist or hateful.”
 - 21% said it is not acceptable; 7% said they don't know.
- This sentiment is widely held among Californians of all races and ethnicities.



CALIFORNIANS

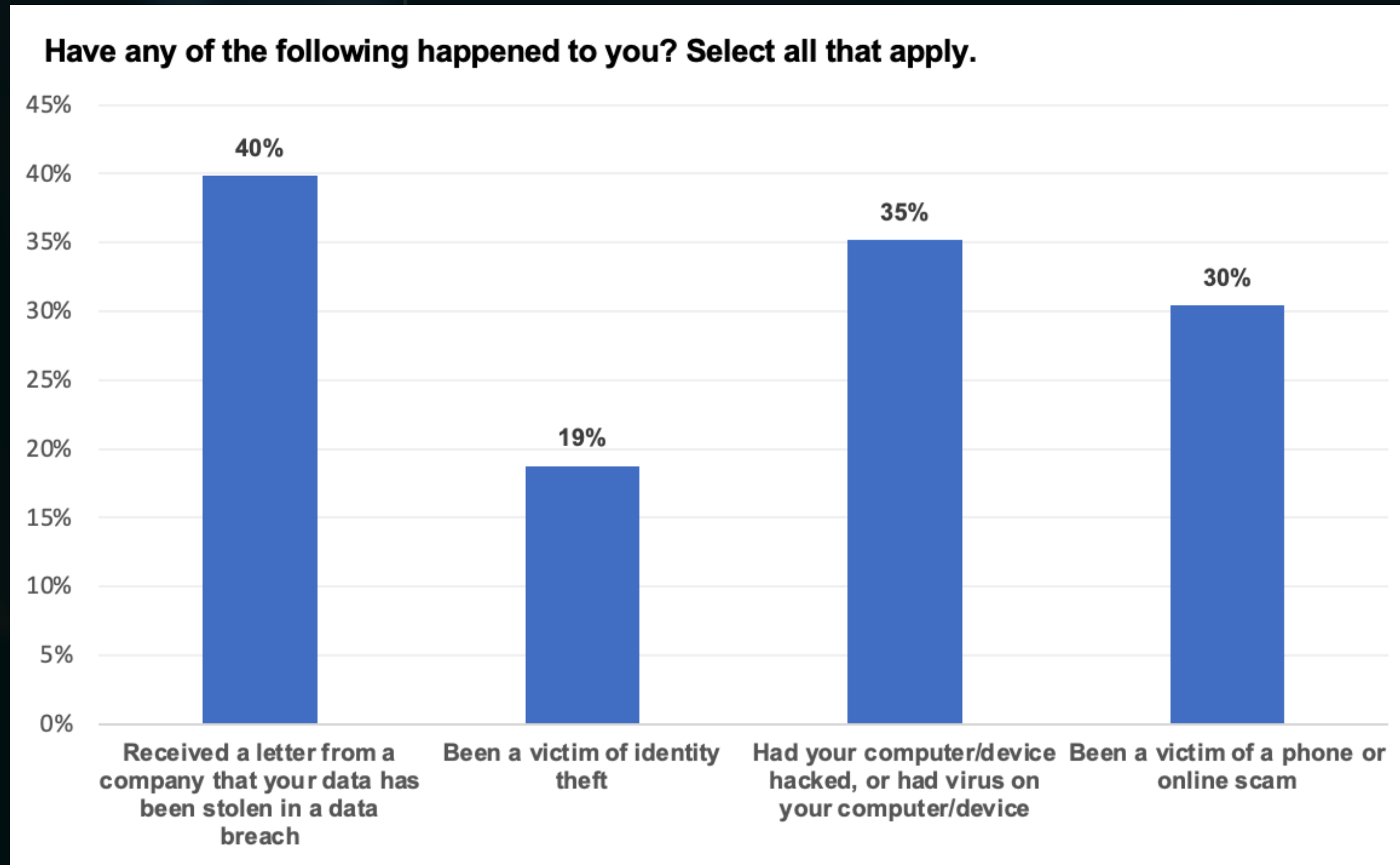
CONCERNS ABOUT PRIVACY

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



CALIFORNIANS

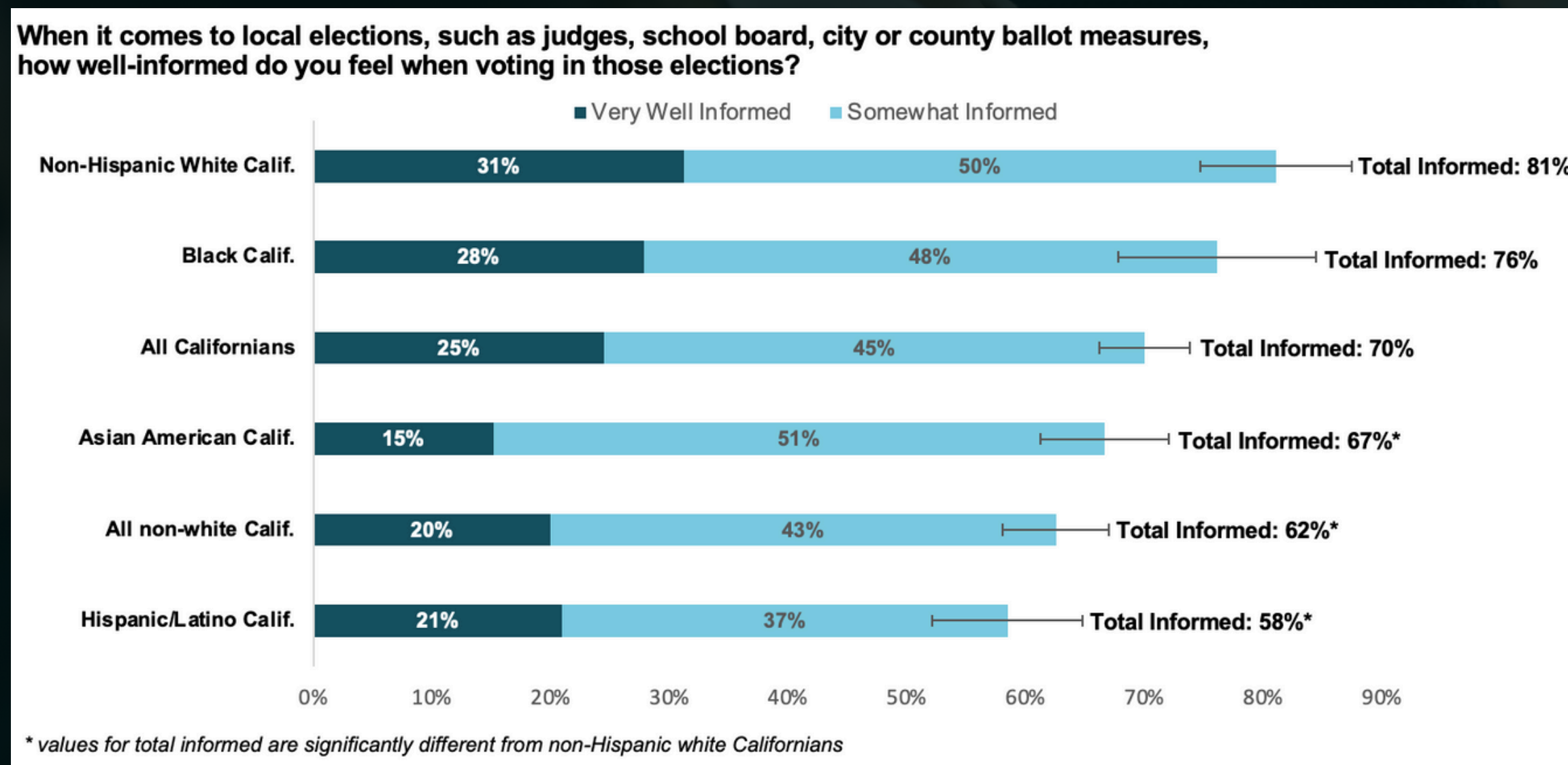
VICTIMS OF DATA BREACHES, HACKING, IDENTITY THEFT OR TELE-SCAMS



CALIFORNIANS

ACCESS TO RELIABLE ELECTION INFORMATION

- Only 25% of Californians said they feel “very well informed” when voting in local elections.
 - Hispanic/Latino (58%) and Asian American (67%) Californians were less likely to report feeling “very well” or “somewhat informed” when voting in local elections compared to non-Hispanic white Californians (81%).



CALIFORNIANS

ACCESS TO RELIABLE ELECTION INFORMATION

- The more local the election, the fewer Californians say they have enough information. In several election types, non-white Californians were more likely to report NOT having enough information to make informed voting decisions.
- Low-income Californians were more likely than higher-income Californians to report NOT having enough sources to make informed decisions about congressional elections (51%* vs. 22%) and their top issue (59%* vs. 31%). There were large differences for other election types; these did not meet our test for statistical significance due to our small sample size.

Californians Who Say They DO NOT Have Enough Independent News and Information Sources to Make Informed Voting Decisions by Election Type & Race/Ethnicity (2024)

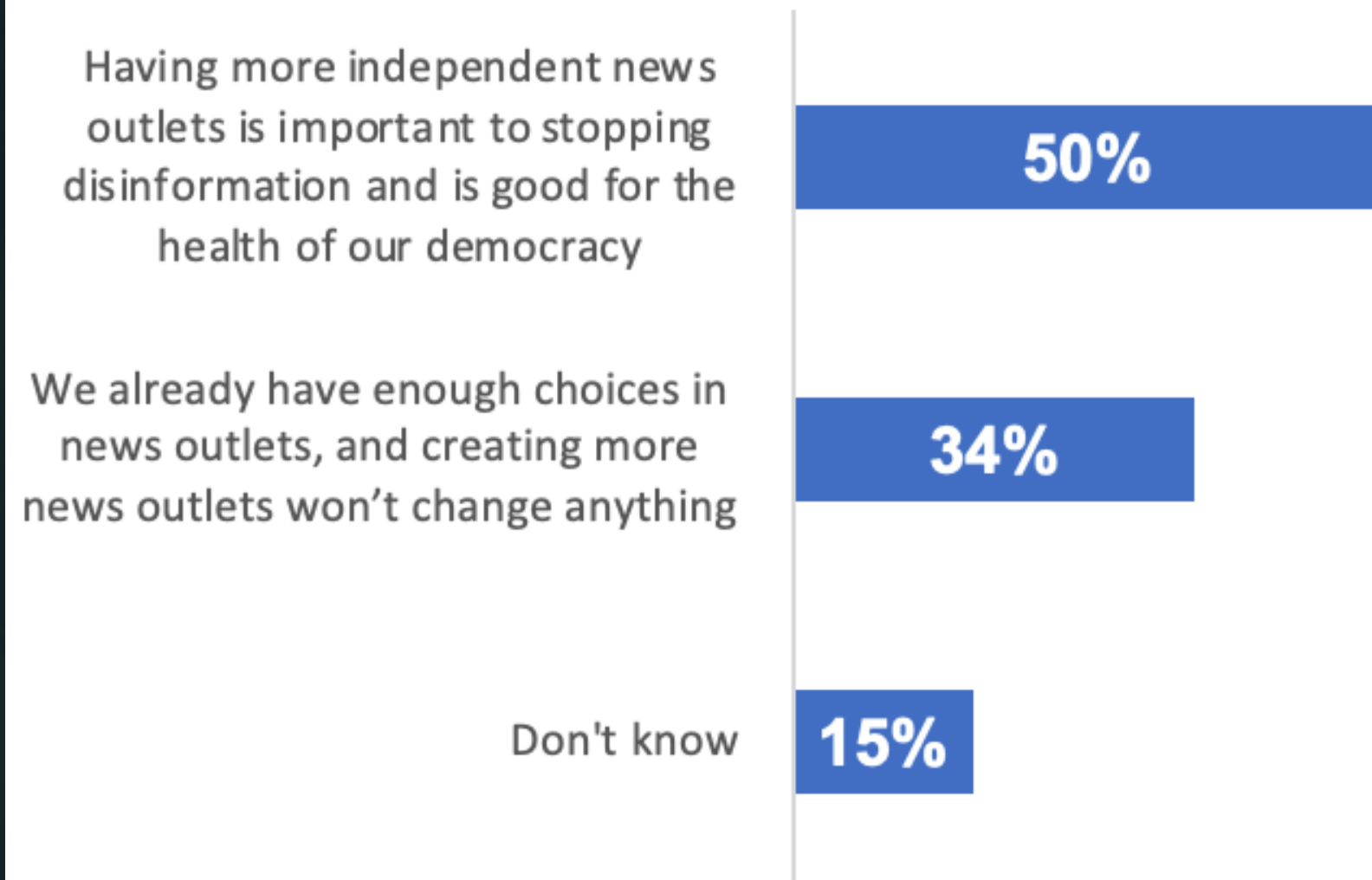
Platform	All Californians	Non-Hispanic White Calif.	Hispanic/Latino Calif.	Black/African American Calif.	Asian American Calif.	Non-white Calif.
U.S. Congress	38%	24%	49%*	38%	45%*	47%*
State Legislature	45%	31%	54%*	50%*	55%*	54%*
Mayor, City Council, or School Board	47%	41%	52%	37%	53%	51%
City or County Ballot Measures	49%	40%	51%	57%*	58%*	55%*
Local Elections for Judge	62%	62%	61%	48%	67%	63%
Respondent's Top Policy Issue	43%	32%	50%*	43%	59%*	51%*

* values are significantly different from non-Hispanic white Californians

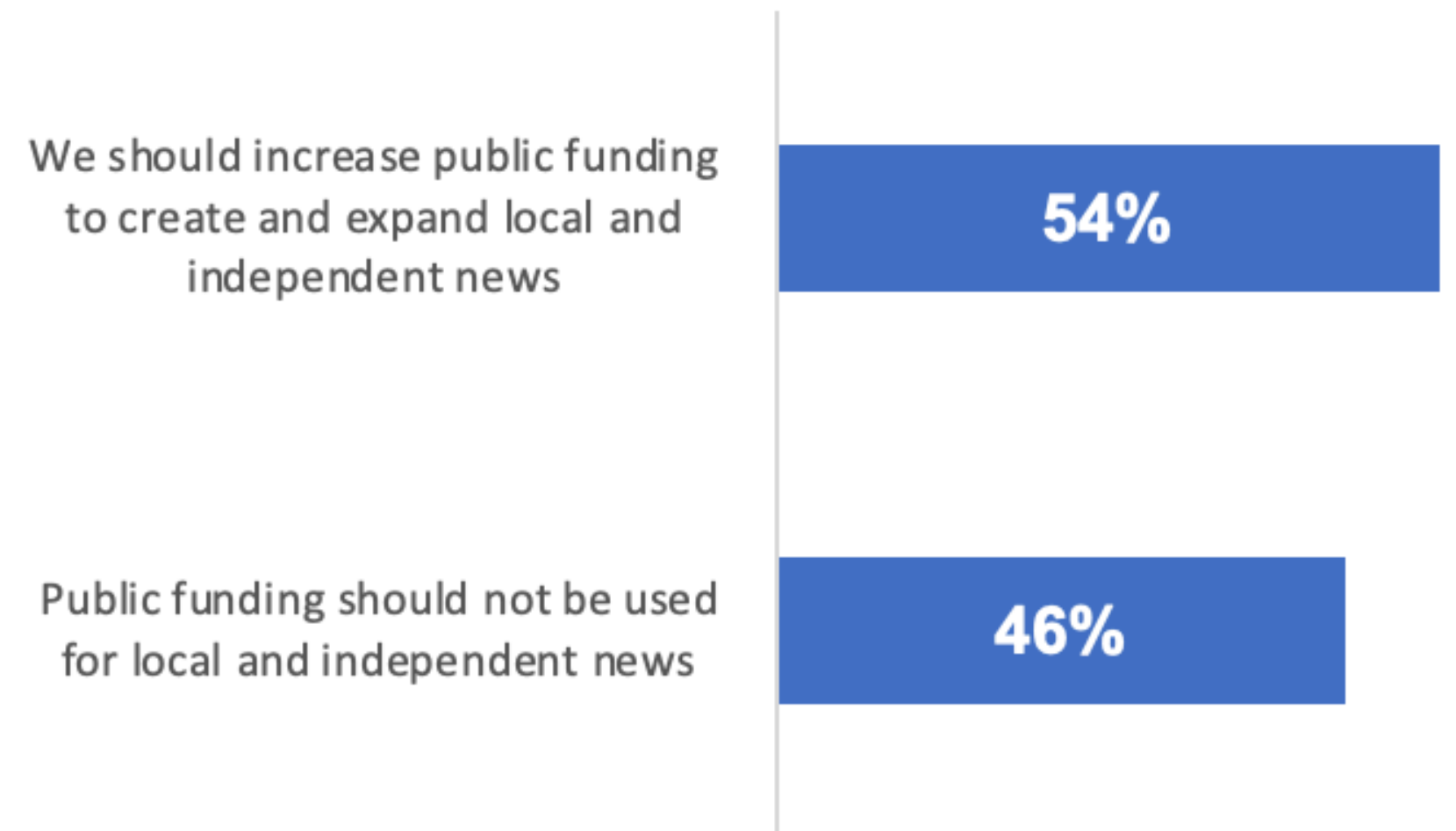
CALIFORNIANS

OPINIONS ON HOW TO FUND LOCAL NEWS

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



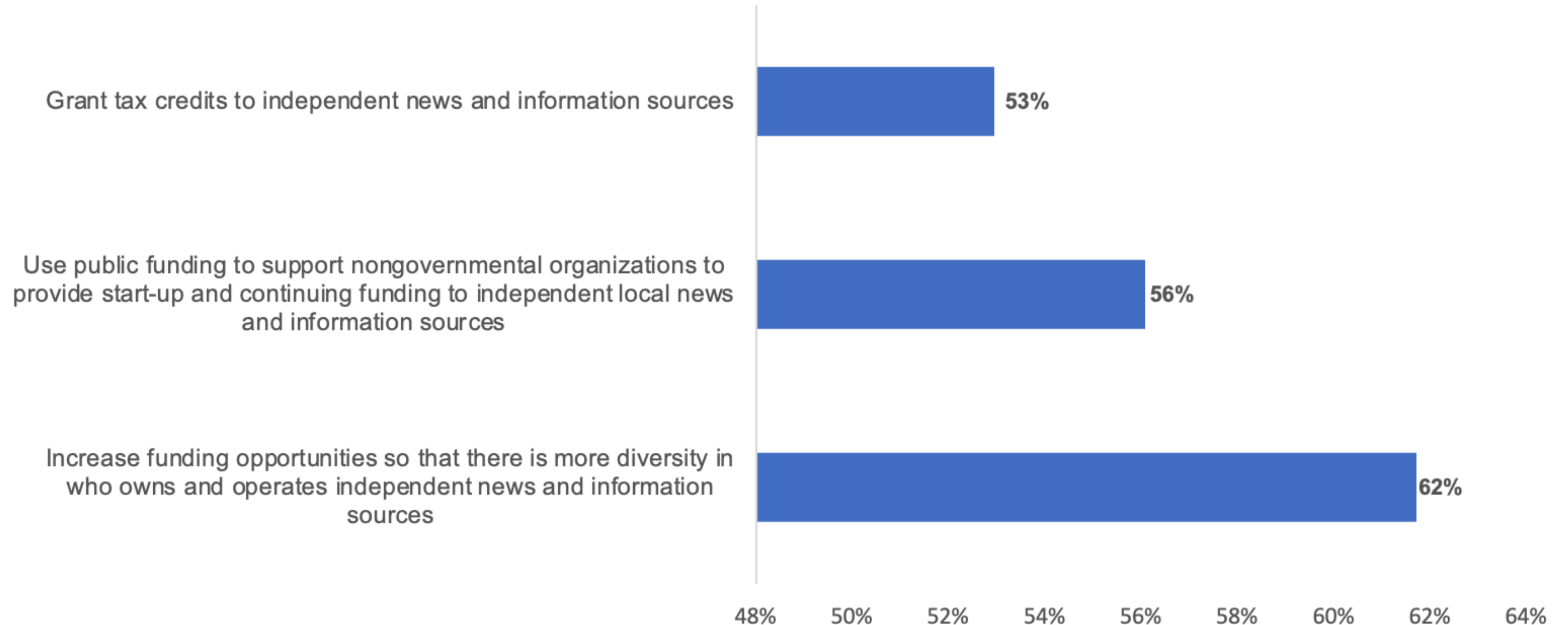
Thinking about independent news outlets that provide factual information, which statement do you agree with more?



CALIFORNIANS

OPINIONS ON HOW TO FUND LOCAL NEWS

Do you agree or disagree with the following policy proposals?



CALIFORNIANS

SUPPORT FOR ACKNOWLEDGING THE HISTORY OF RACISM IN MEDIA

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?

Yes

No

Not Sure

All Californians

63%**

18%

19%

non-Hispanic/Latino White Calif.

62%

24%

15%

Hispanic/Latino Calif.

63%

16%

21%

Black/African American Calif.

62%

17%

21%

Asian American Calif.

67%

12%

21%

All non-white Calif.

63%

14%*

22%

* values are significantly different from non-Hispanic white Californians

** value is significantly different from that for all non-Californians (54%).



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