

# The Community Impact of Independent Journalism: New Evidence from Five States

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## Executive Summary

In 2024, The Lenfest Institute for Journalism undertook a project to measure the community impact of three independent statewide news organizations – New Hampshire Public Radio, Bridge Michigan, and Montana Free Press.

The resulting research revealed that the three outlets, members of The Lenfest Institute’s Statewide News Collective (SNC), had not only established themselves as trusted sources of information within their states, but they were helping readers participate in civic life. The evidence of community impact, the Institute’s [report](#) concluded, “underscores the importance of vibrant state and local news for promoting civic and political engagement in local communities.”

In the years since, the importance of credible local information sources has only increased. The continued changes to the media landscape – including the rapid technological advancements of artificial intelligence, the rise of independent creators as trusted information sources, and closures and consolidations among local outlets – have left communities needing trustworthy local news more than ever.

This new report details a second and expanded round of research conducted in 2025 on the community impact of independent local news organizations. It examines nonprofit news outlets in five new states – Mountain State Spotlight (West Virginia), Spotlight PA, The Colorado Sun, The Nevada Independent, and Mississippi Today. The goal of the project was to build on the original research and enhance our understanding of the contributions that these SNC members make to the communities they serve.

To do so, we conducted surveys in each state that allow us to characterize the reach and familiarity with the outlets, measure how readers view their journalism, and identify their contributions to the civic life of their communities. These surveys were designed to be representative of the state populations, reaching both readers and non-readers of these sites, which facilitates comparisons that provide measures of impact.

The findings from the research validate and update the core findings from the first round of research, confirming that independent local journalism is making substantial contributions to civic life.

Among the key takeaways:

- SNC outlets reach a substantial portion of consumers in each state. Between 20% and 36% of residents in each state say they get news from the SNC outlet in their state at least occasionally. Audiences are generally larger for outlets that have been in operation for longer.
- SNC outlets have established themselves as trusted sources of information for their readers. Three-quarters or more readers view them as trustworthy sources of news, and the vast majority of readers give them high marks for addressing key issues in their states and communities. In some states, these numbers are as high or higher than other local outlets.
- Readers of SNC outlets feel better informed, are more knowledgeable about local affairs, and are more likely to participate in their communities than non-readers. Across many measures, these differences are substantial, highlighting both the appeal of these outlets to civic-minded community members, as well as the way that the local journalism produced by these outlets contributes to community engagement.
- In a qualitative portion of the analysis, as many as half of SNC readers said they could recall a story that had made an impact on their lives. Across all five states, they identified three types of impact: increased awareness of state and local issues, emotional engagement with the journalism, and motivation to take civic or community action.

## Part I: Overview of Statewide Surveys and SNC Outlet Audiences

The news organizations that participated in the research span the United States, from the East Coast to the Deep South to the Mountain West. The states we studied vary in their size, demographic makeup, culture, climate, and politics. This allows us to examine the impact of local journalism across a diverse set of communities in varying settings.

The centerpiece of the research is surveys in each state between September and December 2025. We partnered with the survey firm Qualtrics, which recruited adult (18+) residents of each state from Qualtrics' research panel. The sampling frame for each survey included quotas for age, gender, race, ethnicity, and education matched to U.S. Census

demographic estimates for each state. This allowed us to draw samples that closely resembled the demographic makeup of each state. Following standard practice, we also weighted the data to more precisely approximate the state population. Details on the sample in each state appear in the methodological appendix.

The surveys differ in at least two ways from audience surveys conducted by many news organizations. First, because our samples were designed to represent each state's population at large, we interviewed both readers and non-readers of the SNC outlets. This allows us to compare the groups to one another to analyze the impact that exposure to SNC outlet coverage has on various attitudes and behaviors. Second, the surveys included detailed questions about respondents' news habits and multiple items about different types of civic engagement, providing an opportunity to study the relationship between news habits and community involvement.

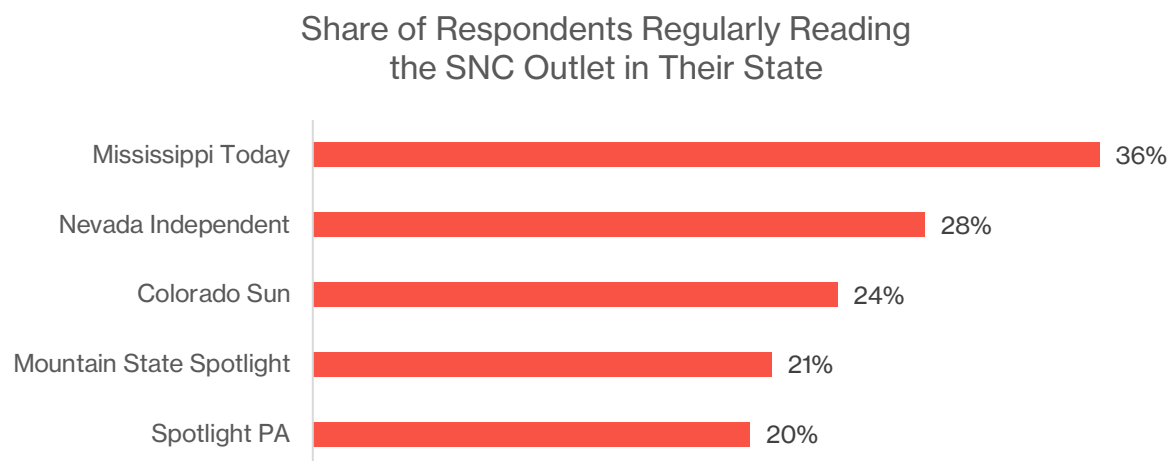
To gauge exposure to local journalism, we asked respondents a number of questions about their news consumption habits. One question asked how frequently they got news and information from several state and local media sources, including the SNC outlet in their state. For each, respondents could say "often," "sometimes," "rarely," or "never." In this report, we refer to respondents who said they "often" or "sometimes" get news from the SNC outlets as regular consumers of those outlets.<sup>1</sup>

The chart below displays the percentage of regular SNC outlet readers in each state. The reach of the outlets varies, ranging from more than one in three (Mississippi) to one in five (Pennsylvania). Although the audiences are smaller than for legacy media outlets like local TV stations or statewide newspapers, this still represents meaningful reach in a fragmented media environment.

In general, outlets that have been publishing for longer tend to have larger audiences. For instance, Mississippi Today was established in 2016, while the outlet with the second-largest audience, The Nevada Independent, was established in 2017. The Colorado Sun was established in 2018, and the outlets with the two smallest audiences – Mountain State Spotlight and Spotlight PA – launched in 2020 and 2019, respectively. This pattern was also evident in the 2024 research, where New Hampshire Public Radio, in operation for more than four decades, has a large audience relative to other more recent start-ups. One implication is that it may simply take time for independent local journalism outlets to grow their audience.

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<sup>1</sup> One benefit of this approach is that it allows us to identify not only the most loyal readers – for instance, those who receive an email newsletter or visit a site daily – but also more casual consumers who may dip in occasionally or get news from the outlet in forums like social media.



*Note:* Respondents given a list of state and local media sources, including the SNC outlet in their state, and asked how frequently they got news from each. They could answer “often,” “sometimes,” “rarely,” or “never.” The graph displays the share of respondents saying they got news from the SNC outlet in their state “often” or “sometimes.”

The size of these audiences are smaller than some other sources of state and local news outlets, such as local television and major statewide newspapers. But they also suggest a significant portion of residents are interested in the kind of public affairs-focused journalism produced by the SNC outlets.

The profile of consumers of the SNC outlets varies across states, although there are some commonalities. In particular, readers of these outlets tend to be news enthusiasts who get information from a variety of different sources. For instance, 83% of Spotlight PA readers in Pennsylvania also say they follow their local public media outlet. By contrast, just 58% of Pennsylvania residents who don’t read Spotlight PA say they follow local public media. That pattern is evident in the other four states as well.

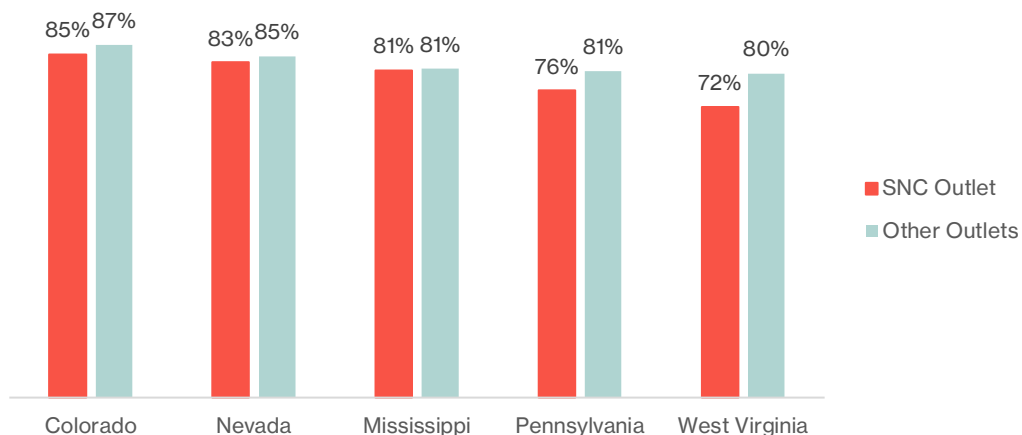
Taken together, these findings paint a picture of SNC outlets as meaningful, if still-developing, players in the local news ecosystem. While their audiences are smaller than legacy media, they have achieved genuine reach, particularly among highly engaged news consumers. That reach may grow as outlets mature and build name recognition over time.

## Part II: How Readers Evaluate SNC Outlets and Their Journalism

The size of an outlet’s audience is one indicator of impact. But news organizations can also have an impact by producing journalism that earns community members’ trust and speaks to the issues that matter most to them. We asked respondents in each state how they viewed the outlets they said they regularly got news from.

One question asked how much respondents trusted the news and information they got from outlets they used. The graph below shows the percentage of SNC outlet users in each state who said they had “a lot” or “some” trust in the news and information they got from the outlet (purple bars). For comparison, the graph also shows the average ratings for other state and local outlets by their own consumers.

Users Expressing Trust in State and Local News Outlets



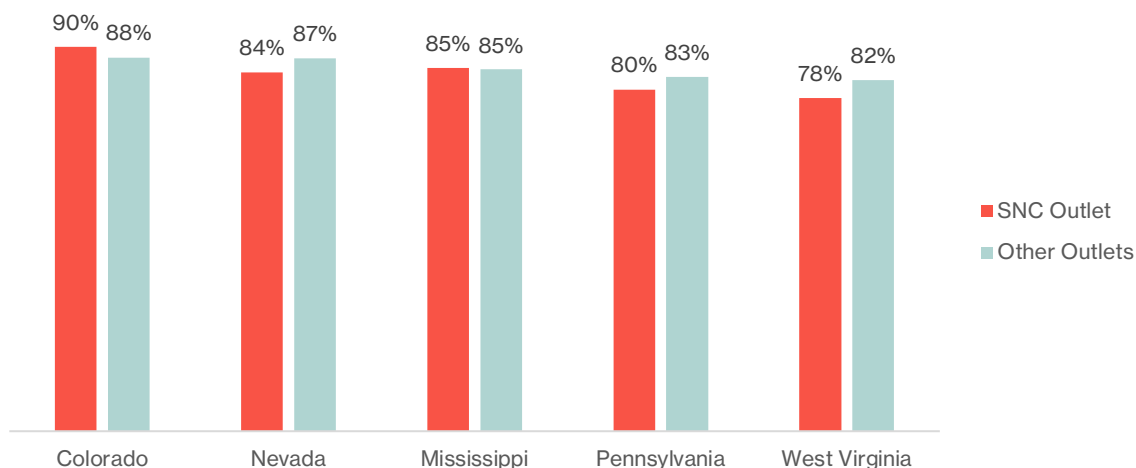
Note: Respondents were asked, “How much trust would you say you have in the information from the following news outlets? A lot, some, not too much, none at all, or don’t know?” They were then given a list of state and local news sources. The graph displays the percentage of users of the relevant news outlets choosing “a lot” or “some.”

In absolute terms, the SNC outlets are viewed as trustworthy by large majorities of their readers – between 72% and 85%. They also stack up well compared to other state and local outlets, most of whom have been around for longer and have larger audiences. For instance, the SNC outlets in Colorado, Nevada, and Mississippi have trust ratings that are either equal to or within two percentage points of the average of other outlets in the state. The differences are somewhat larger for Spotlight PA and Mountain State Spotlight, perhaps reflecting their relative youth in the field.

Respondents were also asked to evaluate how effectively their preferred news outlets covered the most pressing issues in their state – a key indicator of whether audiences feel local journalism is meeting their informational needs.

In the graph below, between 78% and 90% of SNC outlet readers said the outlet was covering key issues in the state “very well” or “somewhat well.” Across the states, these numbers were comparable to the ratings that consumers of other outlets gave to the news sources they used. Notably, The Colorado Sun’s readers gave it even higher ratings than did consumers of other Colorado outlets, and Mississippi Today was rated on par with other outlets in the state.

### Users Saying State and Local News Sources Are Effectively Addressing Issues



Note: Respondents were asked, “How well do you think these news outlets address the most important issues facing [state name]? Very well, somewhat well, not too well, not well at all, or don’t know?” The graph displays the percentage of users of each news source (or group of news sources) choosing “very well” or “somewhat well.”

Taken together, these findings suggest that SNC outlets have established credibility with their audiences in a relatively short time. Despite being newer and smaller than many of the outlets they were compared against, they earned trust and issue coverage ratings that largely matched those of more established local and state news organizations, an indicator that they are meeting their communities' informational needs.

## Part III: SNC Outlets’ Impact on Community Knowledge and Engagement

SNC outlets reach a significant portion of their states’ residents and earn strong marks from their audiences. But does reading them actually make a difference – that is, do users come away better informed about state and local issues, and more inclined to participate in civic life, as prior research on legacy newspapers has found?<sup>2</sup>

To explore this, we surveyed respondents about their awareness of key issues and their involvement in their communities. Our primary method for assessing the outlets' impact was comparing how SNC readers responded to these questions compared to those who don't regularly get news from SNC outlets.

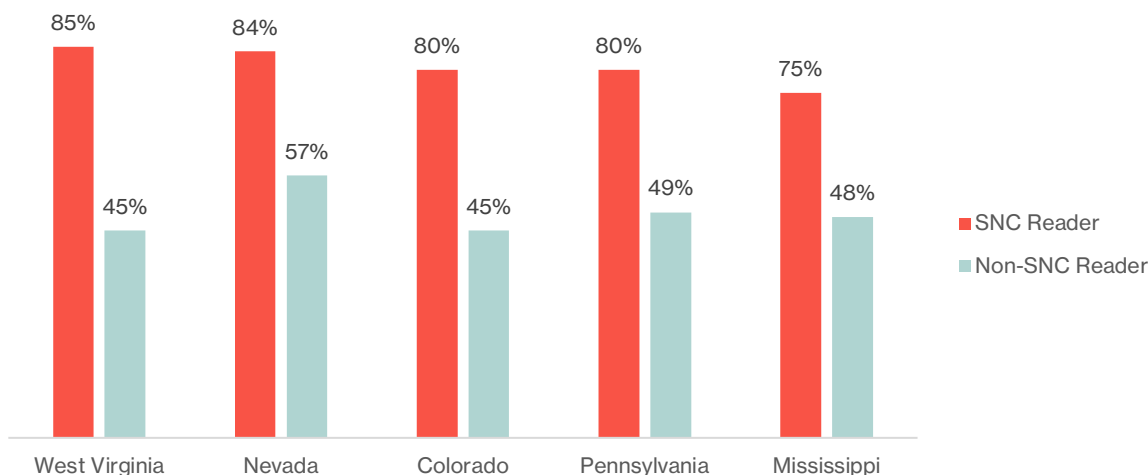
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<sup>2</sup> Hayes, Danny and Jennifer L. Lawless. 2021. *News Hole: The Demise of Local Journalism and Political Engagement*. New York: Cambridge University Press.

## Keeping Residents Informed

We began by asking respondents how well informed they felt about the major issues facing their state. The graph below shows that across the board, SNC outlet readers reported being more informed than other residents. In every state, at least three-quarters of SNC readers said they felt “very” or “somewhat” informed. By comparison, only about half of non-readers said the same. The gap is at least 25 percentage points in each state, and as high as 40 points when we compare readers and non-readers of Mountain State Spotlight in West Virginia.

Respondents Saying They Feel Informed about State Issues

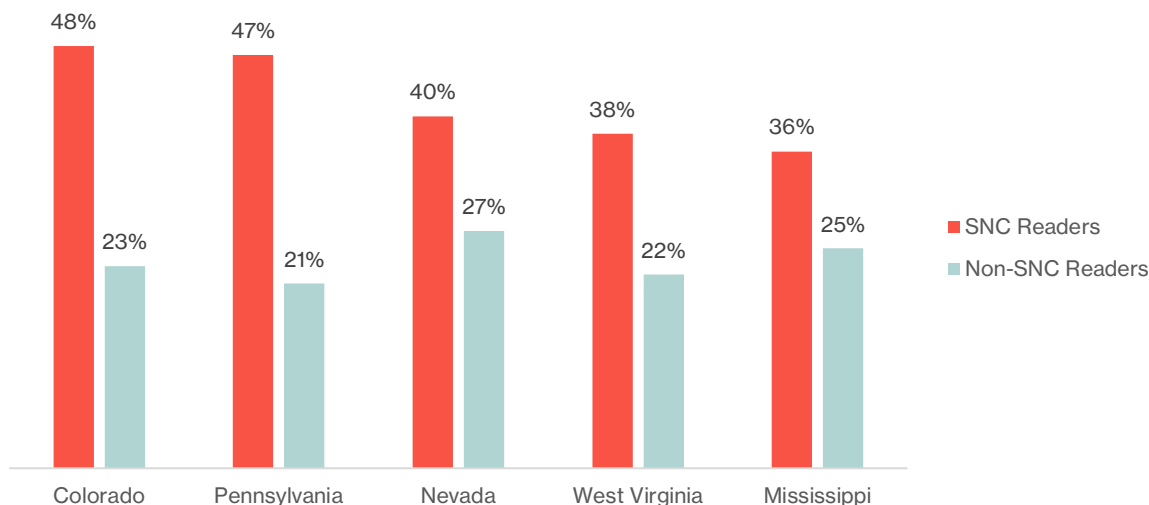


*Note:* Respondents were asked, “How well informed do you feel about issues facing [state name]? Very well informed, somewhat well informed, not too well informed, not well informed at all, or don’t know?” The graph displays the percentage of users choosing “very well informed” or “somewhat well informed,” broken down by SNC outlet readership.

Of course, people’s perceptions of how well informed they are is not the same thing as an objective assessment of their knowledge. To provide a more direct measure, we also asked respondents whether they could name important local and state leaders – the mayor of their city or town and two prominent statewide elected officials.

Consistent with people’s subjective self-assessments, regular SNC outlet readers were better able to identify their officials. The chart below displays the results of a question about whether respondents could name their state attorney general – an official with moderate levels of name identification in most states. By double-digit margins in every case, SNC outlet readers were more likely to know the top law enforcement officer in their state. The patterns were similar when we asked respondents about other state officials (e.g., lieutenant governor or secretary of state) or the mayor of their city or town (for residents who lived in a place with a mayor).

### Respondents Who Could Identify Their State Attorney General



Note: Respondents were asked if they could name “the person who is the attorney general of [state name].” The graph displays the percentage of respondents who could do so, broken down by SNC outlet readership.

The surveys also found that in some cases SNC outlets’ journalism reaches beyond its core audience. One way this may happen is when readers share content with family members or friends, making even non-readers aware of major investigations or high-profile stories. When we asked readers in each state whether they shared SNC outlet content with others, an average of 70% said they did so regularly (“often” or “sometimes”).

This could explain why even non-readers of SNC outlets showed awareness of their major stories. To gauge this familiarity, the survey presented respondents with brief descriptions of notable recent SNC stories and asked them to indicate how much they had heard about each one.

For the three most well-known stories for each outlet, an average of 56% of state residents said they had heard “a lot” or “some” about them. For instance, in Mississippi, 70% of respondents said they had heard at least some about Mississippi Today’s reporting on widespread allegations of misconduct in sheriff’s departments across the state. In Nevada, close to two-thirds of respondents were aware of a lack of access to mental health services in the state, a problem that The Nevada Independent had devoted significant attention to. These numbers are significantly larger than the SNC outlets’ core audiences.

To be sure, some respondents likely learned about these developments elsewhere, either through their own personal networks or in independent reporting by other news sources. But the SNC outlets’ coverage likely contributed to the diffusion of knowledge, indicating important downstream impacts well beyond their regular audiences.

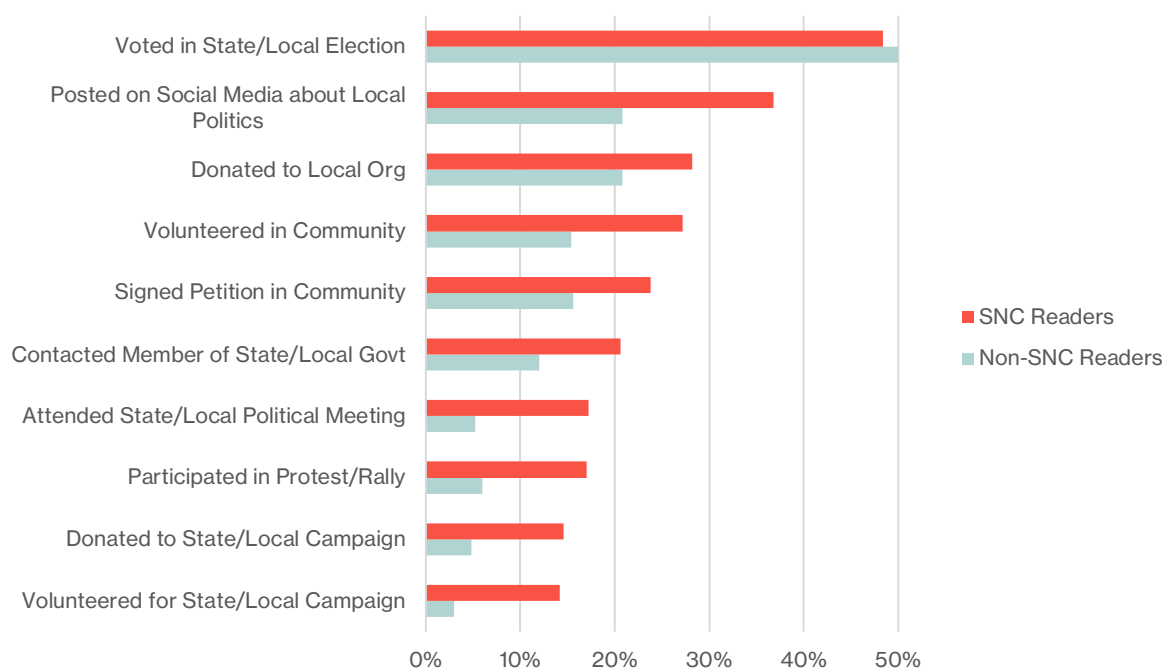
## Promoting Civic Engagement

Keeping residents informed is one form of impact. But a core function of local journalism is also to facilitate community engagement. We asked residents about a number of different ways they might have engaged with their community over the last year.

In the graph below, we present the average percentage of respondents across all the states who said they had engaged in each of the activities within the last 12 months, broken down by whether they were regular SNC outlet readers.

For almost every activity, SNC readers were more likely to have engaged in their community – whether that was posting about local politics on social media, signing a local petition, or attending a political meeting. SNC readers were also more likely to engage in non-political community actions, like donating to a local organization or volunteering in their community. On average, SNC outlet readers reported engaging in 2.5 activities, compared to 1.5 for non-readers. Put another way, SNC outlet readers were about 40% more active in their communities than non-readers.

Respondents Reporting Each Civic Engagement Activity

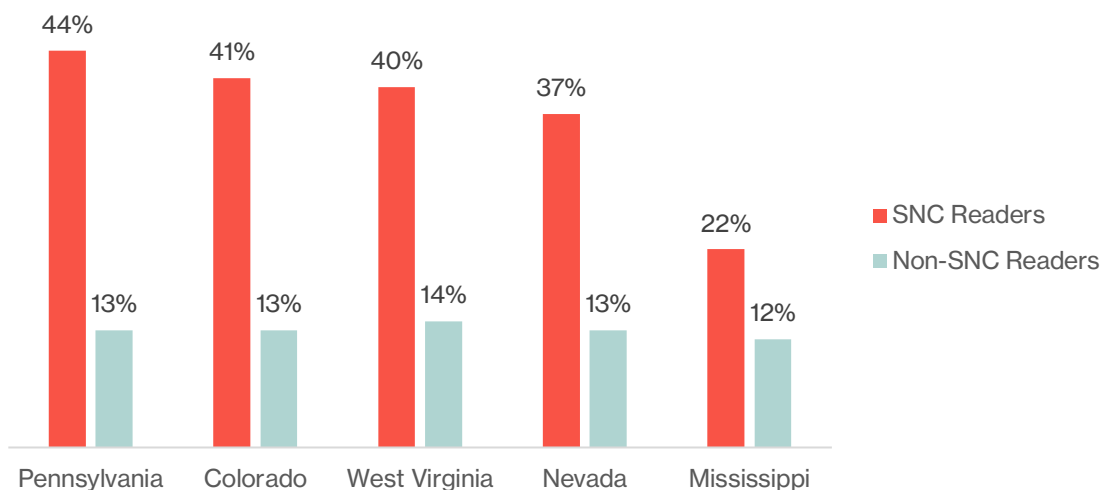


Note: Respondents were asked “In the last year, which of the following have you done? Check all that apply.” The graph displays the percentage of respondents who said they had engaged in each activity, broken down by SNC outlet readership.

The one activity in which SNC outlet readers were not more likely to report action was voting in a state or local election. One interpretation of this finding is that SNC outlets' primary impact on civic engagement occurs for more "costly" activities – civic behavior that may require more initiative and effort than simply showing up to vote once or twice a year. SNC outlets' journalism may have modest effects on people's willingness to turn out, but it does encourage people to get involved with issues, campaigns, and participate in their community's civic life on a more routine basis.

One illustration of that dynamic is evident in a question we asked about one of the most demanding forms of political participation – running for office. Here, SNC outlet readers stood out. When we asked respondents about their interested in running for political office, more than one in three (37%) SNC outlet readers said they had either run for office, seriously weighed the idea, or at least given it some thought. That figure drops to just 13% among non-SNC outlet readers. The graph below breaks this down state by state.

Respondents Expressing Interest in Running for Office



Note: Respondents were asked, "Have you ever thought about running for political office?" They could answer "I have already run for elective office," "Yes, I have seriously considered running for office," "Yes, running for office has crossed my mind," or "No, I have not thought about running for office." The graph displays the percentage of respondents who gave one of the affirmative responses, broken down by SNC outlet readership.

## Part IV: Qualitative Evidence of Impact

Beyond the quantitative evidence, we gathered qualitative data to better understand what impact looks like in practice. We asked readers of each outlet whether they could recall a specific story that had made an impact on them, what the story was about, and how it had affected them. Across the five outlets, between one-third and one-half of readers were able to identify a specific story, which suggests the salience of these outlets' work to readers'

lives. Three themes emerged from the responses: the deepening of knowledge and awareness, emotional engagement, and motivation to take action.

The most commonly cited form of impact was becoming more informed about problems facing one's state. Readers described outlets drawing their attention to issues they had not previously followed closely or understood well. Spotlight PA readers, for instance, mentioned investigations into government transparency and elder abuse that sharpened their scrutiny of how public institutions operate. One said coverage of state fiscal issues had made him “more mindful about how public funds are used in Pennsylvania.”

Colorado Sun readers pointed to coverage of school budget cuts, water scarcity, and wildfire risk, with one respondent describing how water policy had led her to start “taking shorter showers, fixing leaks promptly, and being careful with outdoor watering.” Nevada Independent readers cited reporting on rural mental health access and firefighting funding as expanding their understanding of how unevenly resources are distributed across the state.

Mountain State Spotlight readers described how coverage of West Virginia's housing affordability program and a major telecommunications acquisition had clarified the stakes of policy decisions that might otherwise seem abstract. One reader worried that rural residents “are not going to get the help they need with internet coverage.” Mississippi Today readers cited the outlet's “Backchannel” series on welfare fund misspending and its coverage of the 70th anniversary of Emmett Till's murder as bringing overlooked stories into focus. One respondent said the Till reporting had been a reminder that “wherever you go racism still exists.” Across outlets, the journalism functioned as an introduction to problems they had not been tracking.

A second theme was emotional engagement, with concern and unease expressed by readers across the five states. One Spotlight PA reader said reporting on a lack of government transparency had made him “feel mad about our state legislators.” Nevada Independent readers expressed sadness at reporting on ICE deportations, with one first-generation immigrant saying it made him sad “that our government is ripping people's families apart.” Mississippi Today readers said they were “disillusioned” after reading coverage of abuse in sheriff's departments. A Mountain State Spotlight reader said coverage of potential Medicaid cuts had produced significant anxiety – “I rely on Medicaid for my family ... and medical care” she wrote.

Yet the emotional impact was not uniformly somber. Colorado Sun readers described feeling hopeful and proud after reading stories about cancer research breakthroughs and community wildfire preparedness efforts. A Mountain State Spotlight reader said a story about a heroic local act had “helped me trust people more.” This emotional range – worry and hope, indignation and inspiration – suggests that readers are processing information in ways that connect to their own lives and values.

For a meaningful share of readers, that emotional engagement translated into a third outcome: civic and community action. The most common form was political engagement. Spotlight PA readers described becoming more motivated to vote and more willing to contact elected officials; one said learning about questionable state spending had prompted him to start “making calls to my representatives.” Nevada Independent and Mississippi Today readers said the sites’ political coverage had directly informed their voting decisions.

Other readers described more direct forms of community involvement. Multiple respondents across states mentioned donating to food banks after reading about cuts to federal food assistance. One Mountain State Spotlight reader said accountability reporting on infrastructure failures had given him “a sense of urgency to support the efforts of my local group by donating to local relief organizations or volunteering my time.” A Nevada Independent reader said reporting on homelessness had moved her to organize a community protest. A Colorado Sun reader said the outlet’s reporting on medical debt had led her to begin advocating for reform.

Taken together, these qualitative findings trace a consistent arc across five states and outlets. Readers encounter journalism that informs them about issues they had not been following, develops an emotional investment in those issues, and in a notable number of cases moves them to do something about it.

## Part V: Interpreting the Causal Impact of SNC Outlets

The survey data make a compelling case that SNC readers are better informed and more civically active than their fellow state residents. Yet any research that captures respondents at a single point in time faces an inherent challenge of interpretation: can we actually attribute these differences to the outlets themselves? Put another way, does consuming SNC coverage genuinely move people toward greater civic participation?

One reasonable counterargument is self-selection. People who already care deeply about local and state affairs may naturally seek out SNC outlets precisely because of their substantive reporting. Under this interpretation, the outlets aren’t transforming their audiences – they’re simply finding them. The higher knowledge and engagement levels would reflect who these readers already were, not how the journalism impacted them. Indeed, SNC readers do express more interest in public affairs than non-readers.

That said, there are grounds for believing SNC outlets do bring about real change in their readers’ behavior. For one, academic research consistently finds that even among audiences who are already curious and involved, regular news consumption tends to amplify

those qualities over time.<sup>3</sup> Engagement, in other words, compounds, producing an increasingly invested citizenry that anchors civic life in their communities.

This point is reinforced by a more rigorous examination of the survey data. Regression analysis allows us to strip away pre-existing differences between SNC readers and non-readers – things like demographics or general news-seeking habits – and zero in on what being an SNC consumer specifically contributes. The goal is to isolate that variable from the many others that shape how informed or engaged any given person might be.

The results, detailed in the methodological appendix, are telling: even after accounting for those background factors, reading an SNC outlet consistently stands out as a consistent predictor of civic engagement. This points to something beyond audience self-selection. Regular exposure to local independent journalism appears to be an active ingredient – not just a mirror of an already-engaged readership, but a factor that helps create one.

## Conclusion

The research reported here extends and reinforces the findings from the first round of SNC research. Across five states with different political cultures, demographics, and media environments, independent local news outlets have built meaningful audiences, earned the trust of their readers, and shown consistent associations with higher levels of civic knowledge and participation. The patterns are not identical across states, but they point in the same direction.

The causal question – whether these outlets are producing more engaged citizens or simply attracting them – does not have a clean answer in cross-sectional survey data. But the regression analyses, combined with what academic research tells us about news consumption and civic behavior, offer reasonable grounds for confidence that exposure to SNC outlets contributes something independent of pre-existing audience characteristics. The qualitative findings add texture to that conclusion: readers describe specific stories that changed what they knew, how they felt, and in some cases what they did.

For local journalists, as well as organizations and funders that support independent journalism, these findings offer more than validation. They provide a framework for thinking about impact that goes beyond audience metrics. Reach matters, but so does the quality of attention readers bring to this journalism and what they do with it afterward. SNC outlets appear to be cultivating both.

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<sup>3</sup> Barabas, Jason and Jennifer Jerit. 2009. "Estimating the Causal Effects of Media Coverage on Policy-Specific Knowledge." *American Journal of Political Science* 53(1): 73-89; Danny Hayes and Jennifer L. Lawless. 2015. "As Local News Goes, So Goes Civic Engagement: Media Knowledge, and Participation in U.S. House Elections." *Journal of Politics* 77(2): 447-462.

## Methodological Appendix

We conducted surveys in West Virginia, Pennsylvania, Colorado, Nevada, and Mississippi with adult (18+) residents of each state. The dates and sample size of each survey are shown in the table below. The firm Qualtrics conducted the surveys, with respondents recruited from Qualtrics’ research panel.

| State         | Dates                           | Sample Size |
|---------------|---------------------------------|-------------|
| West Virginia | September 15 – October 16, 2025 | 1,365       |
| Pennsylvania  | October 23 – November 26, 2025  | 1,659       |
| Colorado      | October 22 – November 9, 2025   | 1,516       |
| Nevada        | October 22 – December 3, 2025   | 1,447       |
| Mississippi   | October 22 – November 30, 2025  | 1,413       |

The sampling frame for each survey included quotas for gender, age, education, ethnicity, and race matched to U.S. Census demographic estimates for each state. This allowed us to draw samples that closely resembled the makeup of each state. Selected sample characteristics appear in the table below. Although the samples were representative of each state’s demographics on most dimensions, the data was further weighted by U.S. Census estimates for gender, age, education, ethnicity, and race to more precisely approximate each state’s population. This follows standard practice in opinion polling. All results cited in this report are based on the weighted data.

|               | % Women | Median Age | % Bachelor’s Degree | % Hispanic | % Black |
|---------------|---------|------------|---------------------|------------|---------|
| West Virginia | 52%     | 45         | 21%                 | 2%         | 4%      |
| Pennsylvania  | 53%     | 48         | 31%                 | 8%         | 13%     |
| Colorado      | 53%     | 45         | 41%                 | 22%        | 5%      |
| Nevada        | 55%     | 45         | 30%                 | 22%        | 14%     |
| Mississippi   | 55%     | 44         | 21%                 | 3%         | 40%     |

Each survey began with a series of questions about respondents’ demographics and background. Respondents then answered questions about their news habits, including where they got state and local news. In a third section of the survey, we asked about their views of various news sources and their coverage. The final part of the survey focused on

respondents' knowledge of issues, their views of state and local affairs, and civic engagement. The survey took about 12 minutes to complete.

In the table below, we present a series of regression analyses that more rigorously test claims about the relationship between SNC outlet readership and civic engagement. As noted in the report, one possibility is that SNC outlet readers are simply already more engaged than others, perhaps by virtue of their demographics or other news habits. In this analysis, we account for those factors as a way of isolating the effect of being an SNC reader.

The two sets of columns in the table display regression analyses for one of the key measures of engagement in the survey – whether a respondent feels informed about state affairs and an index of civic engagement based on the number of state and local activities they participated in. We show the results separately for each state. The findings are similar when we look at other key variables, like knowledge of state officials, interest in running for office, and specific forms of community involvement.

The takeaway from the analysis is that even controlling for demographic factors, state and local media consumption from other sources, and general interest in the news, regularly reading an SNC outlet consistently remains a statistically significant predictor. In a few cases, the variable is not statistically significant, but the overall pattern suggests that even though SNC outlet readers are already somewhat more civic-minded than others, exposure to SNC coverage is associated with a higher level of information and engagement. That is consistent with the interpretation that SNC outlets are causing their users to learn more about local affairs and become more engaged.

## Selected Regression Analyses

|                            | Feels “Very” Or “Somewhat” Informed |                    |                    |                    |                    | Participation Index |                    |                   |                    |                    |
|----------------------------|-------------------------------------|--------------------|--------------------|--------------------|--------------------|---------------------|--------------------|-------------------|--------------------|--------------------|
|                            | <u>CO</u>                           | <u>PA</u>          | <u>NV</u>          | <u>WV</u>          | <u>MS</u>          | <u>CO</u>           | <u>PA</u>          | <u>NV</u>         | <u>WV</u>          | <u>MS</u>          |
| Reads SNC Outlet           | 0.687*<br>(0.179)                   | 0.269<br>(0.182)   | 0.405*<br>(0.191)  | 0.827*<br>(0.209)  | 0.361*<br>(0.157)  | 0.303*<br>(0.128)   | 0.466*<br>(0.133)  | 0.461*<br>(0.123) | -0.184<br>(0.113)  | 0.104<br>(0.111)   |
| Other Outlet Use           | 0.499*<br>(0.058)                   | 0.339*<br>(0.039)  | 0.333*<br>(0.052)  | 0.274*<br>(0.035)  | 0.311*<br>(0.043)  | 0.221*<br>(0.042)   | 0.141*<br>(0.025)  | 0.158*<br>(0.030) | 0.119*<br>(0.019)  | 0.265*<br>(0.030)  |
| Bachelor’s Degree          | 0.141<br>(0.137)                    | 0.308*<br>(0.131)  | 0.148<br>(0.158)   | 0.092<br>(0.182)   | 0.251<br>(0.162)   | 0.499*<br>(0.103)   | 0.596*<br>(0.104)  | 0.305*<br>(0.106) | 0.287*<br>(0.104)  | 0.493*<br>(0.110)  |
| Income                     | 0.012<br>(0.022)                    | -0.016<br>(0.021)  | 0.022<br>(0.024)   | 0.013<br>(0.027)   | 0.009<br>(0.026)   | 0.062*<br>(0.016)   | 0.054*<br>(0.015)  | 0.027<br>(0.016)  | 0.066*<br>(0.016)  | 0.081*<br>(0.017)  |
| Woman                      | -0.459*<br>(0.122)                  | -0.385*<br>(0.115) | -0.277*<br>(0.132) | -0.478*<br>(0.129) | -0.188<br>(0.130)  | 0.088<br>(0.084)    | 0.139<br>(0.079)   | 0.148<br>(0.080)  | 0.135*<br>(0.067)  | 0.043<br>(0.078)   |
| White                      | -0.049<br>(0.165)                   | -0.151<br>(0.164)  | 0.024<br>(0.144)   | 0.815*<br>(0.246)  | -0.357*<br>(0.156) | 0.062<br>(0.115)    | -0.001<br>(0.114)  | 0.055<br>(0.090)  | -0.069<br>(0.129)  | 0.105<br>(0.099)   |
| Age                        | 0.005<br>(0.004)                    | -0.002<br>(0.004)  | 0.006<br>(0.004)   | -0.001<br>(0.004)  | 0.004<br>(0.004)   | -0.001<br>(0.003)   | 0.004<br>(0.002)   | -0.004<br>(0.002) | -0.005*<br>(0.002) | -0.005<br>(0.003)  |
| Democrat                   | -0.104<br>(0.166)                   | 0.371*<br>(0.181)  | 0.200<br>(0.180)   | 0.196<br>(0.188)   | 0.410*<br>(0.187)  | 0.415*<br>(0.109)   | 0.546*<br>(0.117)  | 0.666*<br>(0.111) | 0.333*<br>(0.095)  | 0.398*<br>(0.106)  |
| Republican                 | -0.177<br>(0.170)                   | 0.165<br>(0.181)   | 0.282<br>(0.187)   | 0.147<br>(0.173)   | 0.260<br>(0.182)   | 0.208<br>(0.107)    | 0.403*<br>(0.111)  | 0.410*<br>(0.110) | 0.170*<br>(0.077)  | 0.256*<br>(0.099)  |
| News Interest              | 0.536*<br>(0.080)                   | 0.602*<br>(0.078)  | 0.612*<br>(0.086)  | 0.574*<br>(0.082)  | 0.520*<br>(0.078)  | 0.293*<br>(0.049)   | 0.288*<br>(0.047)  | 0.212*<br>(0.049) | 0.174*<br>(0.036)  | 0.256*<br>(0.045)  |
| Constant                   | -2.635*<br>(0.306)                  | -2.737*<br>(0.328) | -2.684*<br>(0.332) | -3.146*<br>(0.374) | -2.321*<br>(0.304) | -0.307<br>(0.185)   | -0.748*<br>(0.198) | -0.131<br>(0.180) | 0.721*<br>(0.168)  | -0.478*<br>(0.158) |
| Pseudo/Adj. R <sup>2</sup> | 0.22                                | 0.20               | 0.18               | 0.26               | 0.20               | 0.19                | 0.21               | 0.17              | 0.18               | 0.27               |
| N                          | 1,511                               | 1,657              | 1,444              | 1,361              | 1,410              | 1,511               | 1,657              | 1,444             | 1,361              | 1,410              |