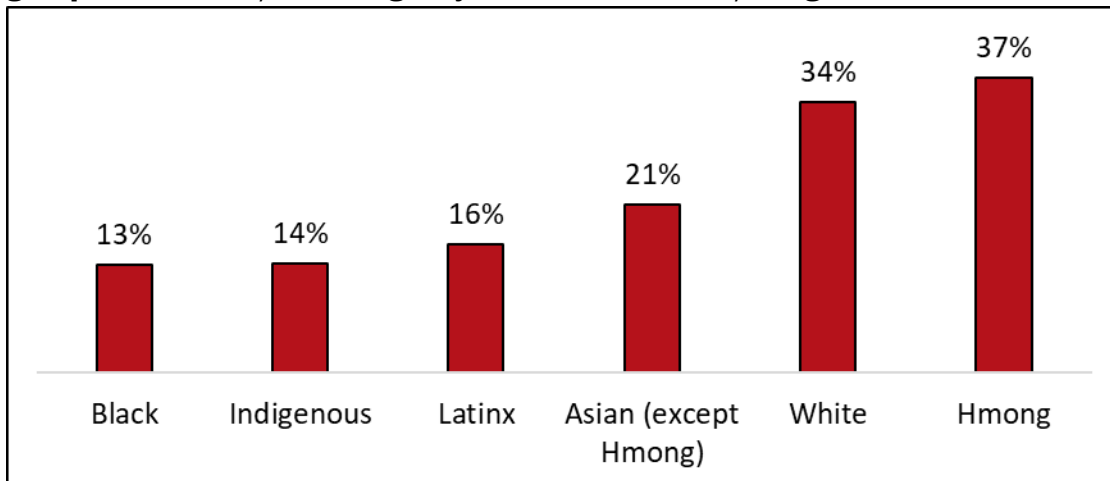


Minnesota's Diverse Communities Survey:

Trust, fairness and consumption of news media

October 11, 2021

Less than 1 in 3 Minnesotan adults feel that news coverage of their racial or ethnic group is balanced, including only about 1 in 7 Black, Indigenous and Latinx adults



Question: "Which of these statements is closest to your thinking about the local news coverage of your racial or ethnic group in Minnesota? There are too many negative or "bad news" stories; There are too many positive or "good news" stories; There is a good balance of negative and positive stories; Have not seen enough news stories about my racial or ethnic group to say" (graph shows percentage indicating "good balance").

Source: APM Research Lab's Minnesota's Diverse Communities Survey, April 26-June 14, 2021. N = 1,532 Minnesotans age 18 or older; the maximum overall margin of error is ± 4.8 percentage points.

Key Findings

- Less than half of Minnesotan adults say that they can trust the state’s news media to do what is right “almost always” or “most of the time.” This is lower than the proportion indicating trust in the state’s medical system, police or public schools, and tied with the proportion indicating trust in state government.
 - White Minnesotans have the lowest trust in the news media among all racial and ethnic groups. Among BIPOC groups, non-Hmong Asian Minnesotans have the highest trust while Indigenous and Hmong Minnesotans have the lowest.
 - Black men in Minnesota are more than 20 percentage points more likely to trust the media than Black women in Minnesota.
 - A strong majority of Democrats trust the news media while only 16% of Republicans feel the same way. More than one-third of Republicans never trust the media, compared to 5% of Democrats.
- Less than one-third of Minnesotans believe that news coverage provides a “good balance” of news about their racial or ethnic group, including less than one-fourth of non-Hmong Asian, Latinx, Indigenous and Black Minnesotans.
 - Nearly 60% of Black Minnesotans believe there is an excess of negative coverage of their racial group. They are the only group in the survey to have a majority respond that way.
 - Besides Black Minnesotans, a majority of all BIPOC groups in the survey indicated they have not seen enough news stories about their racial or ethnic group to make a judgement about the local news coverage.
 - Two-thirds of Latinx Minnesotans, significantly more than any other racial or ethnic group, indicated that there were too few news stories about Latinx Minnesotans.
 - White Minnesotans (12%) are the only group to have more than 10% believe there is an excess of positive coverage of their race. A plurality of White Minnesotans (34%) believe there is a good balance of negative and positive stories about their race.
 - While three-quarters of Black women in Minnesota believe there is too much negative news coverage of Black Minnesotans, less than half of Black men in the state feel the same way.
- Nearly half of Minnesota adults indicate that they get their news from television.
 - 26% indicate that the internet is a primary news source; 14% indicate that the radio is a primary news source and 14% indicate that newspapers are a primary source.

- Unlike other racial and ethnic groups included in this survey, Asian Minnesotans, especially Hmong adults, mentioned the internet as a primary source of news somewhat more frequently than they mentioned television.
- 12% of adult Minnesotans indicate that they do not consume the news, including 18% of Asian adults and 15% of Latinx adults.
- The internet is the most popular news source for those age 18-29 mentioned, more than twice the percentage who mentioned television (21%). Over one-quarter of younger adults indicated that they did not have a primary source of news.
- The most mentioned news outlets were Fox and CNN (9%), followed closely by Minnesota Public Radio (8%) and WCCO (7%).
 - While CNN was listed as a primary news source by all racial and ethnic groups, Fox was one of the most common sources of White and Hmong adults.
 - “Fox 9,” Fox’s local affiliate, is one of the most mentioned news sources mentioned by BIPOC Minnesotans (9%), especially Latinx adults (13%).
 - Fox is the most popular news network among those age 50 or older, followed by WCCO. Those age 30-49 mentioned MPR more than other sources, and CNN was the most common news source mentioned by adults under age 30.
 - Fox is the most common primary news source among Minnesota Republicans by far; 18% of Republicans mentioned Fox, 7% mentioned KARE11 and 7% mentioned WCCO.
 - Minnesota Public Radio is the most mentioned primary news source among Democrats (14%), followed very closely by CNN (13%) and the Star Tribune (9%).
- The primary internet platforms named as news sources by survey respondents are search-based sites (e.g., Google and Yahoo; 4%), mobile applications (4%), Facebook (3%) and Twitter (1%).
 - 15% of Hmong Minnesotans mentioned YouTube as a primary source of news.
 - 11% of non-Hmong Asian adults mentioned search-based sites (e.g., Google and Yahoo) as a primary source of news.
 - Younger Minnesotan adults, age 18-29, were equally likely to mention mobile apps, Facebook and YouTube as preferred internet-based news platforms.

Introduction

At 29%, the United States ranks last in media trust among 46 countries surveyed according to the annual digital news report from the Reuters Institute for the Study of Journalism.¹ While the study found an improvement in trust in nearly all surveyed countries this year, Americans' trust in the news media remained at the same exceptionally low level. Political polarization, rise of misinformation and prevailing "fake news" rhetoric all contribute to the country's lack of trust in the media.

This report focuses on Minnesotans and how they perceive and use the state's media. The findings were gathered from the APM Research Lab's Minnesota's Diverse Communities survey, conducted from April 26 to June 14, 2021. Among other topics, the survey asked Minnesotans about their trust levels and feelings toward local news coverage:

1. Generally speaking, how much of the time do you think you can trust the news media in Minnesota, including TV, newspapers and radio to do what is right?
 - Just about always
 - Most of the time
 - Only some of the time
 - Never

2. Which of these statements is closest to your thinking about the local news coverage of your racial or ethnic group in Minnesota:
 - There are too many negative or "bad news" stories about my racial/ethnic group
 - There are too many positive or "good news" stories about my racial/ethnic group
 - There is a good balance of negative and positive stories about my racial/ethnic group
 - Have not seen enough news stories about my racial/ethnic group to say

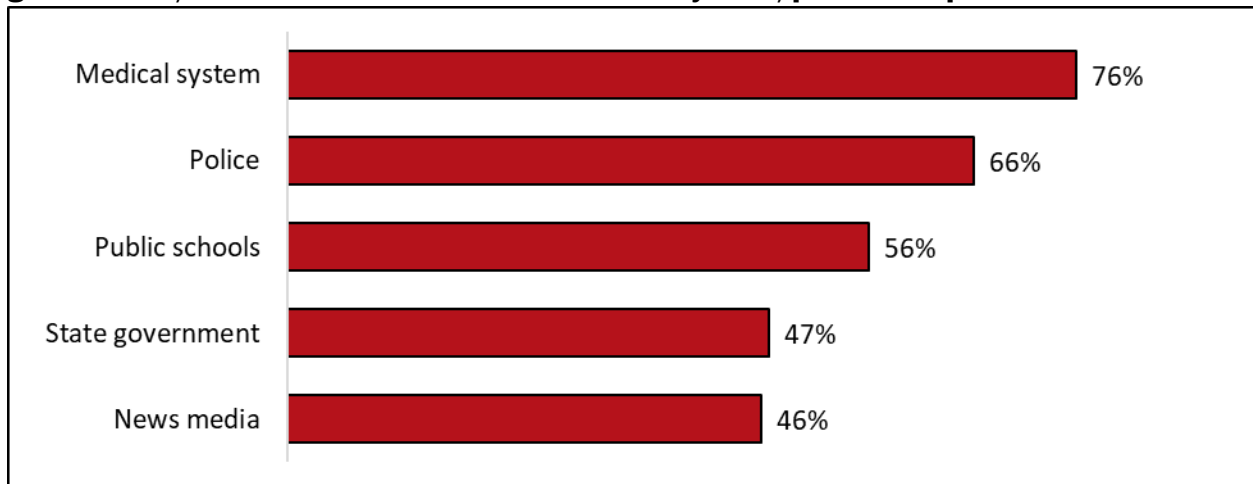
3. What is your primary source of news? Please indicate the name of the news provider.

¹ <https://www.poynter.org/ethics-trust/2021/us-ranks-last-among-46-countries-in-trust-in-media-reuters-institute-report-finds/>

Trust in the state’s news media

Slightly less than half of Minnesotans trust the state’s news media to do what is right “just about always” or “most of the time.” Nearly one in five Minnesotans “never” trust the news media, including TV, newspapers and radio. A smaller proportion of Minnesotans trust the news media than is the case for the state’s medical system, police, or public schools. A virtually identical proportion indicate trust in state government as trust in the news media.²

Graph 1:
Less than half of Minnesota adults trust news media; this is similar to trust in state government, but lower than the state’s medical system, police and public schools



Question: “Generally speaking, how much of the time do you think you can trust the (medical system/ police/ public schools/ state government/ news media) in Minnesota to do what is right” (Graph shows proportion indicating “just about always” plus “most of the time.”)

Source: APM Research Lab’s Minnesota’s Diverse Communities Survey, April 26-June 14, 2021. N = 1,532 Minnesotans age 18 or older; the maximum overall margin of error is ±4.8 percentage points.

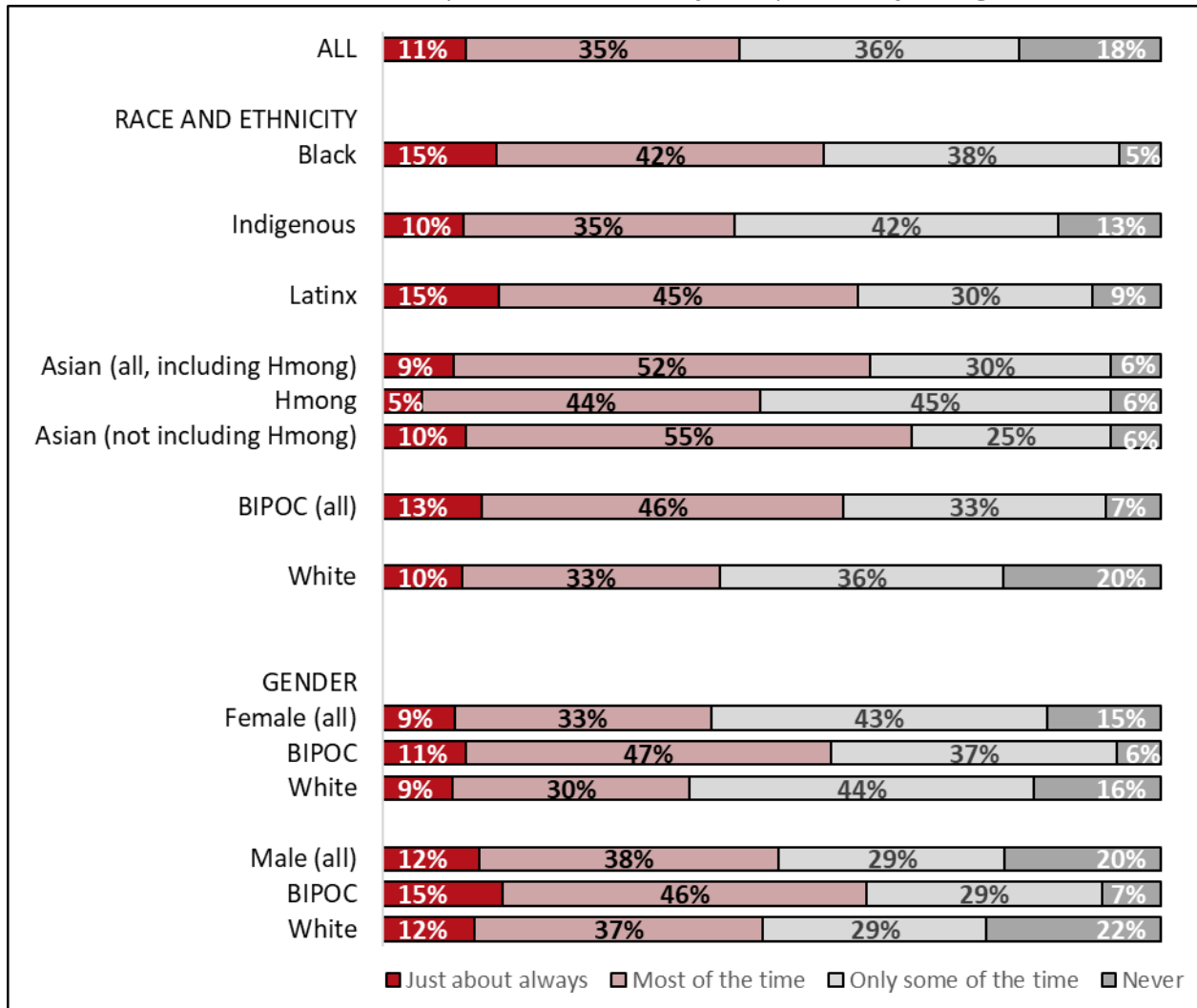
BIPOC Minnesotans (58%) are more likely than White Minnesotans (43%) to trust the news media. White Minnesotans have the lowest trust among all racial and ethnic groups: One in five say they “never” trust the news media to do what is right; more than double the proportion of other racial or ethnic groups represented in the survey except Indigenous adults. Among BIPOC groups, non-Hmong Asian Minnesotans (65%) have the highest trust while Indigenous (45%) and Hmong (49%) Minnesotans have the lowest.

² These findings are similar to the findings of our 2017 Ground Level Survey of Minnesotans, which also found that the news media were less trusted than organized religion, and similar levels of trust for news media and “big business” in Minnesota (<https://www.apmresearchlab.org/2017groundlevel>).

When looking at breakdowns by race and gender, there is a big gap between how Black men and Black women feel toward news media in Minnesota: Black men (68%) are over 20 percentage points more likely to trust the media than are Black women (46%).

Graph 2:

Trust in Minnesota’s news media; detailed results by race, ethnicity and gender

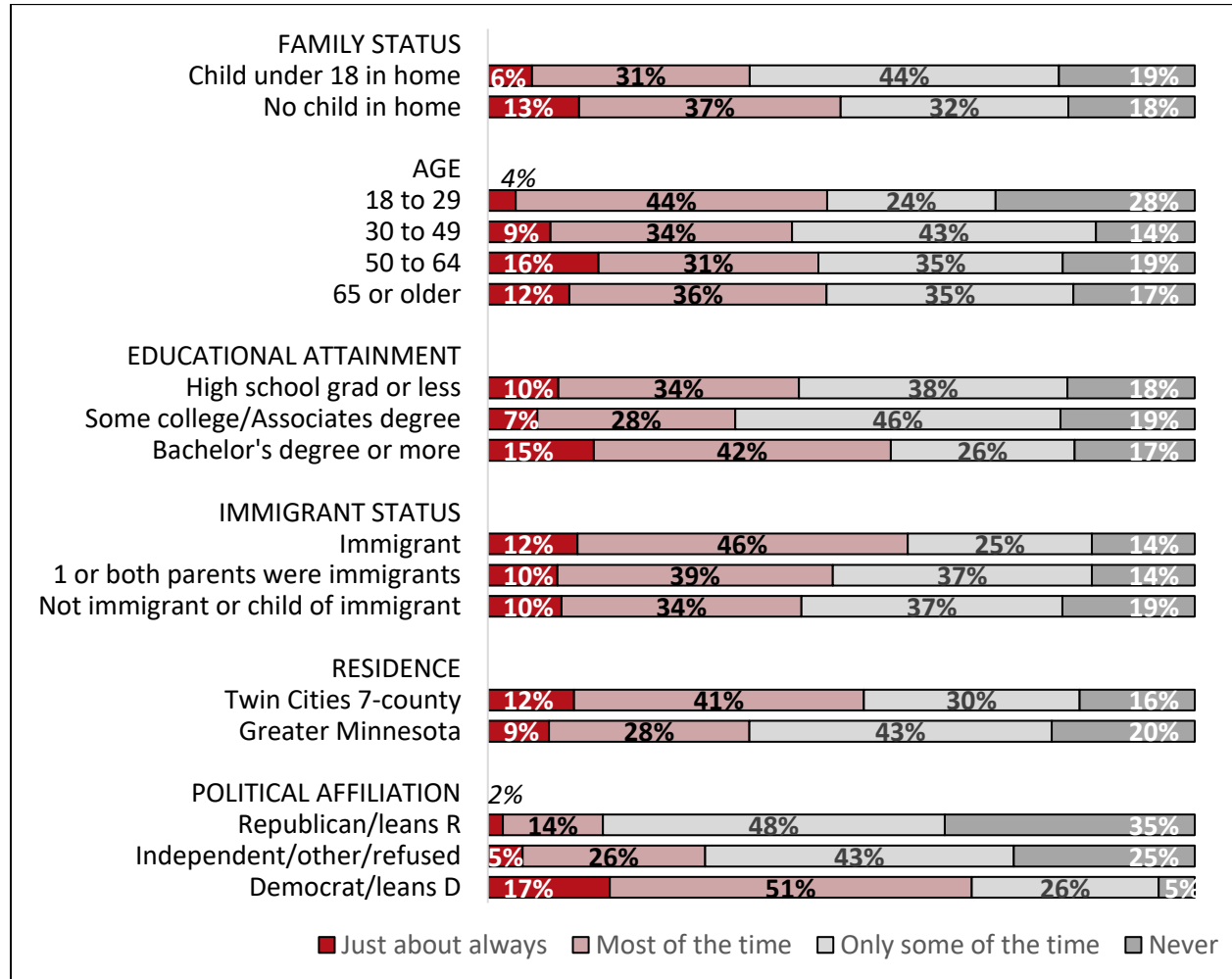


Question: “Generally speaking, how much of the time do you think you can trust the news media in Minnesota, including TV, newspapers, and radio to do what is right?”

Source: APM Research Lab’s Minnesota’s Diverse Communities Survey, April 26-June 14, 2021. N = 1,532 Minnesotans age 18 or older; the maximum overall margin of error is ±4.8 percentage points.

The starkest difference in news media trust identified by the survey is among political affiliations. A strong majority of Democrats, 68%, trust the news media while only 16% of Republicans and 30% of Independents feel the same way. More than one-third of Republicans and one-quarter of Independents “never” trust the media, whereas only 5% of Democrats have the same lack of faith in the institution.

Graph 3:
Trust in Minnesota’s news media by family status, age, educational attainment, immigrant status, residence and political affiliation



Question: “Generally speaking, how much of the time do you think you can trust the news media in Minnesota, including TV, newspapers, and radio to do what is right?”

Source: APM Research Lab’s Minnesota’s Diverse Communities Survey, April 26-June 14, 2021. N = 1,532 Minnesotans age 18 or older; the maximum overall margin of error is ±4.8 percentage points.

Besides politics and race, the survey also identified differences based on place of birth, education level, residence location and family status.

- 28% of younger adults, age 19-29, “never” trust the news media, compared to less than 20% of all age groups including those 30 or older.
- A majority of college graduates (57%) have faith in the media to do what is right, but the same cannot be said for those who finished some college (35%) and those who have a high school degree or less education (44%).
- Among immigrants, 58% trust the news media “just about always” or “most of the time”—14 percentage points higher than Minnesotans who are neither immigrants nor have at least one immigrant parent.
- Minnesotans who live in the Twin Cities area (53%) are more likely to trust the media than those who live in Greater Minnesota (37%).
- And finally, Minnesotans with a child at home (37%) have significantly lower trust in the media than those who do not have a child at home (50%).

Local news coverage on racial and ethnic groups

The survey asked Minnesotans how they feel about the local news coverage of their racial or ethnic group. Nearly one-third of respondents said they “have not seen enough news stories” about their race or ethnicity to make a judgement. A similar amount said “there is a good balance of negative and positive stories” specific to their racial or ethnic group. One-quarter of respondents responded, “there are too many negative or ‘bad news’ stories,” and 10% believe the opposite—that “there are too many positive or ‘good news’ stories” about people of their background.

There are big differences between how Minnesotans of varying racial and ethnic background perceive local news coverage of people like themselves. Among Black Minnesotans, nearly 60% believe there is an excess of negative coverage of their racial group; only group in the survey to have a majority respond that way. Although much less likely than Black Minnesotans, Indigenous (29%) and White (24%) Minnesotans are more likely than other racial and ethnic groups to believe people of their background receive an excess of negative news coverage.

Besides Black Minnesotans, all BIPOC groups in the survey had a majority of respondents say they “have not seen enough news stories” about their race or ethnicity to judge the local news coverage. Two-thirds of Latinx Minnesotans responded this way, while more than half of Indigenous, Hmong and other Asian Minnesotans also said they have not seen enough coverage of their racial and ethnic backgrounds.

Among racial and ethnic groups, White Minnesotans (12%) are the only group to have more than 10% say that “there are too many positive or ‘good news’ stories” about their race. This is significantly higher than the 4% of BIPOC Minnesotans who feel the same way. A plurality of White Minnesotans (34%) believe “there is a good balance of negative and positive stories” about their race.

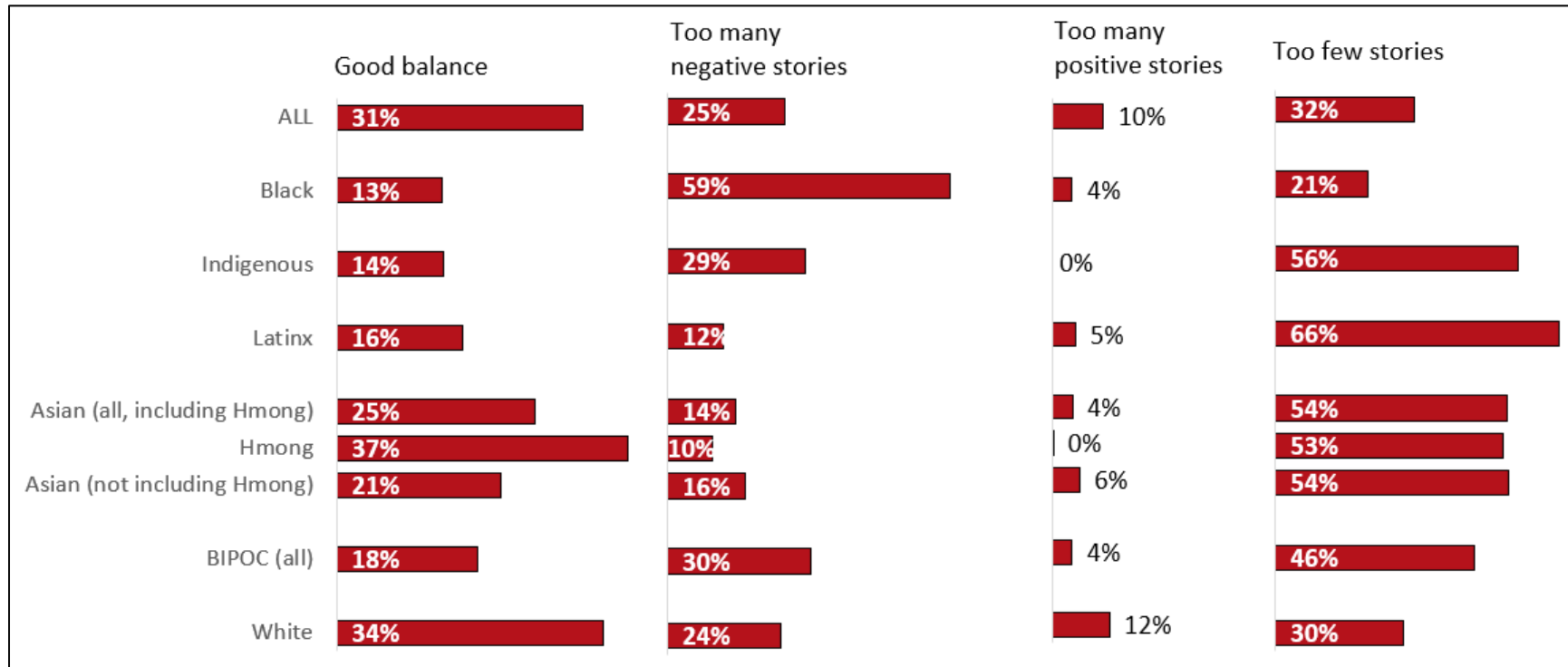
When looking at breakdowns by race and gender, the perceptions of Black men and Black women differ greatly. While three-quarters of Black women in Minnesota believe there is too much negative coverage of their race, less than half of Black men in the state feel the same way. Black men are much more likely than Black women to believe there is either a good balance of negative and positive stories, or that they have not seen enough news about Black people in Minnesota to make a judgement.

Note that these patterns broadly reflect the results of a 2019 survey of Minnesota-based journalists: The results of that survey also suggested that the Minnesota news media tends to overrepresent White Minnesotans in a positive light, overrepresent Black Minnesotans in a negative light, and underrepresent Indigenous, Asian and Latinx Minnesotans.³

³ <https://www.apmresearchlab.org/racial-narratives>.

Graph 4:

Perceptions of news media coverage of people from respondents' racial or ethnic group varies by background



Question: "Which of these statements is closest to your thinking about the local news coverage of your racial or ethnic group in Minnesota?"

Source: APM Research Lab's Minnesota's Diverse Communities Survey, April 26-June 14, 2021. N = 1,532 Minnesotans age 18 or older; the maximum overall margin of error is ±4.8 percentage points.

Minnesotans' news sources

In an open-ended question, we asked respondents their primary source of news. The results show that Minnesotans consume a mixture of local and national news, and often rely on more than one platform and outlet.

We coded the open-ended responses in 3 different ways: (1) type of news platform, (2) specific outlet and (3) specific internet platform. While some respondents did not provide enough detail to receive a code in all three categories, others provided detailed responses that crossed several categories. For example, 23 respondents simply said “TV” and 24 stated only “internet.” On the other hand, some respondents provided detailed responses, listing several outlets, including:

“Broadcast television networks (ABC, NBC, CBS, PBS) and some subscription services (HBO, CNN, CBSN). Sometimes just online websites (CNN, MSNBC, FOX). I watch a lot of news.”

“Internet, social media like Facebook, local news like WCCO, CNN, Sahan Journal, Radio MPR, KALY (Somali Radio station), [and] other sources.”

“CNN, Washington Post, NYT, Kare11, WCCO, BBC, Guardian, Aljezerra, [and] Vice.”

“Bemidji Pioneer, Cass Lake Times, DeBahJiMon [newspaper], & 103.7 FM radio.”

We coded as many platforms and sources as possible for each respondent.

Many respondents explicitly volunteered that they preferred to watch television or find their news via the internet. In other cases, we inferred the platform from their preferred source. These inferences may underrepresent certain sources. For example, we coded mentions of WCCO as television unless respondents specifically mentioned “WCCO radio,” and we coded mentions of “NPR” as radio and the “Star Tribune” as newspaper even though respondents may have consumed content from these outlets via the internet. Several respondents mentioned multiple news sources and in those cases we recorded each source.

Television was the most mentioned news platform by a wide margin, with half of all Minnesotan adults indicating that they receive their news via TV. The internet is the second most mentioned news platform, mentioned by 25% of adults, followed by newspaper and radio, each mentioned by 14% of adults. Twelve percent of Minnesotan adults, however, indicated that they had no news source, either by leaving the answer blank or through explicit responses such as “nothing” or “[I] don’t watch news.”

Preferred news platforms vary somewhat by racial and ethnic group. Most notably a higher proportion of Asian adults, including both Hmong and non-Hmong Asians, mentioned that they got their news through the internet than via television. Asian and Latinx Minnesotans were

somewhat more likely than other racial and ethnic groups to indicate that they did not have a preferred source of news.

Television was the most common news platform mentioned by all adult age groups except those below age 30. Half of those age 18-29 mentioned receiving their news via the internet, more than twice the percentage who mentioned television. Over one-quarter of younger adults indicated that they did not have a primary source of news. The internet is nearly as popular as television as a source of news for those age 30-49.

Television is the most popular source of news for Republicans, independents, and Democrats.

Table 1
More Minnesotans get their news through television than through other platforms; the internet is a more popular primary news platform than newspapers or radio

	TV	Internet*	Newspaper	Radio	Other or unclear	None
ALL	49%	26%	14%	14%	5%	12%
RACE AND ETHNICITY						
Black	61%	25%	6%	7%	4%	10%
Indigenous	57%	17%	11%	11%	5%	7%
Latinx	59%	20%	6%	7%	6%	15%
Asian (all, including Hmong)	38%	41%	9%	13%	1%	18%
<i>Hmong</i>	42%	49%	4%	8%	3%	17%
<i>Asian (excluding Hmong)</i>	36%	39%	10%	14%	0%	19%
BIPOC (all)	53%	28%	7%	9%	4%	14%
White	48%	26%	15%	15%	6%	11%
AGE						
18 to 29	21%	50%	9%	12%	4%	28%
30 to 49	39%	35%	14%	17%	6%	12%
50 to 64	60%	15%	11%	12%	8%	7%
65 and older	69%	11%	19%	12%	1%	6%
POLITICAL AFFILIATION						
Republican/ leans R	49%	21%	7%	7%	7%	16%
Independent / Other	53%	20%	6%	5%	3%	23%
Democrat/ leans D	49%	31%	19%	19%	4%	7%

Question: "What is your primary source of news? Please indicate the name of the news provider."

Notes: Table shows coded answers from open-ended responses; there were not limitations the responses, some respondents indicated several sources and all were coded. Top platform for each group is shaded (other sources may be statistically tied with the highest percentage, due to the survey's margin of error). More detail on specific internet platforms is provided below.

Source: APM Research Lab's Minnesota's Diverse Communities Survey, April 26-June 14, 2021. N = 1,532 Minnesotans age 18 or older; the overall margin of error is ±4.8 percentage points.

Fox and CNN tied as the primary news sources most mentioned by adult Minnesotans, followed closely by Minnesota Public Radio (MPR) and WCCO. Fox, CNN and MPR were also the most mentioned sources by White Minnesotans, but different outlets were favored by other racial and ethnic groups. Fox, for example was not among the three most mentioned news outlets for any other group besides Hmong Minnesotans, but Fox9, the local Fox affiliate, was one of the most mentioned outlets by Latinx, Black and Indigenous Minnesotans.⁴

CNN is especially popular among Black and Latinx Minnesotans, mentioned by 21% and 15%, respectively. WCCO was the outlet most mentioned by Indigenous adults. ABC is particularly popular among Asian adults, and KARE11 is the third most common outlet named by Latinx respondents.

Fox is the most commonly mentioned news network among those age 50 or older, followed by WCCO. Those age 30-49 mentioned MPR more than other sources, followed closely by CNN and KARE11. CNN was the most common news source mentioned by those age 18-29, followed by MPR and the New York Times.

Fox was also the clear favorite among the state’s Republicans, mentioned by 18%. Thirteen percent of political independents, including those who don’t know their affiliation or don’t have a particular partisan leaning, mentioned Fox and WCCO—independents’ two most popular sources. Another 10% of independents mentioned Newsmax, which is double the proportion of Republicans who mentioned this right-leaning news source.

The three sources most common among Democrats were Minnesota Public Radio (14%), CNN (13%) and the Star Tribune (9%).

Note that while we coded mentions of the local and national outlets separately, it may be the case that when a respondent mentions “NBC” they are watching the news program of NBC’s local affiliate (KARE11) or when a respondent mentions KSTP they are watching ABC national news on that local affiliate. While most respondents named either the local affiliate or the national outlet, some mentioned both—this was especially the case for public radio listeners, several of whom gave answers like “MPR/NPR.”

⁴ Unlike local affiliates of other national networks, Fox9 currently does not broadcast regular national news programming other than celebrity news and an hour-long talk show on Sunday mornings (<https://www.fox9.com/whats-on-fox>).

Table 2
News outlets named by respondents

	Fox	CNN	MPR (local NPR)	WCCO (local CBS)	Star Tribune	ABC	KARE11 (local NBC)	CBS	MSNBC
ALL	9%	9%	8%	7%	6%	6%	6%	4%	4%
RACE AND ETHNICITY									
Black	3%	21%	6%	9%	3%	7%	5%	4%	3%
Indigenous	5%	7%	6%	10%	2%	2%	4%	4%	2%
Latinx	3%	15%	3%	2%	1%	5%	6%	2%	2%
Asian (all, including Hmong)	5%	11%	7%	3%	3%	9%	3%	4%	1%
<i>Hmong</i>	7%	8%	3%	3%	1%	2%	6%	4%	0.4%
<i>Asian (excluding Hmong)</i>	4%	12%	9%	4%	4%	11%	2%	4%	2%
BIPOC (all)	4%	16%	5%	5%	3%	7%	4%	3%	2%
White	11%	8%	9%	7%	6%	5%	6%	4%	4%
AGE									
18 to 29	3%	11%	8%	0.4%	4%	4%	2%	0.4%	3%
30 to 49	6%	9%	11%	2%	6%	4%	8%	3%	3%
50 to 64	12%	7%	5%	9%	4%	9%	5%	4%	3%
65 and older	17%	9%	8%	16%	9%	5%	5%	7%	6%
POLITICAL AFFILIATION									
Republican/ leans R	18%	4%	1%	7%	1%	4%	7%	1%	0.5%
Independent / Other	13%	2%	2%	13%	1%	1%	0%	2%	0%
Democrat/ leans D	3%	13%	14%	7%	9%	7%	5%	6%	7%

Question: "What is your primary source of news? Please indicate the name of the news provider."

Notes: Table shows coded answers from open-ended responses; there were no limitations to the responses, some respondents indicated several sources and all were coded. Top three sources for each group are shaded (other sources may be statistically tied with those top three sources due to the survey's margin of error). Continued on next page.

Source: APM Research Lab's Minnesota's Diverse Communities Survey, April 26-June 14, 2021. N = 1,532 Minnesotans age 18 or older; the overall margin of error is ±4.8 percentage points.

Table 2
News outlets named by respondents (continued)

	NPR	Fox9 (local Fox)	NBC	NYT	Newsmax	KSTP (local ABC)	BBC	PBS/ TPT	Pioneer Press
ALL	4%	4%	4%	3%	3%	2%	2%	2%	1%
RACE AND ETHNICITY									
Black	2%	9%	3%	0.3%	0%	4%	2%	1%	0.3%
Indigenous	3%	8%	4%	0%	0%	2%	1%	1%	0.3%
Latinx	1%	13%	3%	0.3%	0.4%	2%	0.3%	1%	0.3%
Asian (all, including Hmong)	5%	4%	3%	3%	0.1%	1%	2%	0.2%	1%
<i>Hmong</i>	4%	9%	1%	1%	0.4%	3%	1%	0.2%	0.4%
<i>Asian (excluding Hmong)</i>	5%	2%	4%	4%	0%	0%	2%	0.2%	1%
BIPOC (all)	3%	9%	3%	1%	0.2%	2%	1%	1%	1%
White	4%	3%	4%	4%	3%	2%	2%	2%	1%
AGE									
18 to 29	0.4%	3%	0%	7%	0%	0%	1%	0%	0%
30 to 49	6%	6%	1%	4%	1%	2%	2%	1%	0%
50 to 64	3%	4%	7%	2%	1%	1%	3%	1%	0.5%
65 and older	3%	1%	5%	2%	9%	6%	1%	5%	1%
POLITICAL AFFILIATION									
Republican/ leans R	0.2%	2%	2%	0.4%	5%	1%	1%	0%	1%
Independent / Other	0.4%	2%	1%	0%	10%	0%	3%	0%	0%
Democrat/ leans D	7%	5%	6%	6%	0%	3%	2%	3.2%	1%

Question: "What is your primary source of news? Please indicate the name of the news provider."

Notes: Table shows coded answers from open-ended responses; there were not limitations the responses, some respondents indicated several sources and all were coded. Top three sources for each group are shaded (other sources may be statistically tied with those top three sources due to the survey's margin of error).

Source: APM Research Lab's Minnesota's Diverse Communities Survey, April 26-June 14, 2021. N = 1,532 Minnesotans age 18 or older; the overall margin of error is ±4.8 percentage points.

Table 3
Internet platforms named as news sources by respondents

	Search*	Mobile App**	Facebook	YouTube	Twitter	TikTok or Snapchat
ALL	4%	4%	3%	3%	1%	0.3%
RACE AND ETHNICITY						
Black	4%	7%	6%	2%	3%	1%
Indigenous	1%	2%	3%	2%	0%	0%
Latinx	4%	3%	1%	2%	2%	1%
Asian (all, including Hmong)	10%	3%	7%	8%	1%	0%
<i>Hmong</i>	8%	3%	9%	15%	1%	0%
<i>Asian (excluding Hmong)</i>	11%	3%	6%	6%	1%	0%
BIPOC (all)	6%	4%	5%	4%	2%	1%
White	4%	3%	3%	2%	1%	0.2%
AGE						
18 to 29	5%	7%	7%	7%	3%	0.4%
30 to 49	5%	5%	5%	3%	2%	1%
50 to 64	2%	2%	0.2%	2%	0.2%	0%
65 and older	4%	2%	1%	1%	0%	0%
POLITICAL AFFILIATION						
Republican/ leans R	2%	4%	4%	4%	1%	0%
Independent / Other	3%	1%	0.4%	0%	0%	0%
Democrat/ leans D	5%	4%	3%	2%	1%	1%

Question: "What is your primary source of news? Please indicate the name of the news provider."

Notes: Table shows coded answers from open-ended responses; there were no limitations to the responses, some respondents indicated several sources and all were coded. Top platform(s) for each group is shaded (other sources may also be statistically tied, due to the survey's margin of error).

** Search engine and their related news aggregators, Google, Google News, Yahoo, Yahoo News, etc.*

*** Includes responses like "phone," "news app," and "Apple News."*

Source: APM Research Lab's Minnesota's Diverse Communities Survey, April 26-June 14, 2021. N = 1,532 Minnesotans age 18 or older; the overall margin of error is ±4.8 percentage points.

Since the internet was also commonly mentioned as a news source by survey respondents, we also coded specific internet platforms named by respondents. Mentions of search engines like Google and Yahoo were tied with mentions of mobile applications as the most mentioned internet-based news platforms, closely followed by mentions of Facebook and YouTube.

Internet-based news outlets such as Minnpost, Sahan Journal and the Daily Wire were only mentioned by a handful of respondents.

YouTube is a particularly common news source among Hmong Minnesotans. It was mentioned by 15% of Hmong adults through remarks like, “news in YouTube in Hmong language.” Note that while Hmong Minnesotans are more likely than other racial or ethnic groups represented in this survey to be immigrants, this does not necessarily mean that a large portion of all immigrants rely on YouTube as a source of news. Similar to all Minnesotans, 30% of adult immigrants rely on the internet as a primary news source, including 7% who specifically report relying on YouTube.

Younger Minnesotan adults, age 18-29, half of whom rely on the internet as a primary news source, were equally likely to mention mobile apps, Facebook and YouTube as preferred news platforms. Those age 30 to 49 mentioned search, mobile apps, and Facebook somewhat more often than noting YouTube. Specific internet platforms were not commonly mentioned above those age 50 or older, but 4% of those age 65 or older did mention relying on search engines for as a news source.

The difference in preferred news internet platforms did not vary in a notable way along partisan lines.

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About the survey

SSRS of Glen Mills, Pennsylvania conducted the Minnesota Diverse Communities Survey, with data-collection occurring from April 26 to June 14, 2021 among a sample of N=1,532 Minnesota adults. The overall design effect for the study was 3.68, with a margin of error of +/- 4.8 percentage points.

Group	Completes (unweighted)	DEFF	Margin of error
Black	278	1.92	± 8.1 percentage points
Indigenous	170	1.75	± 9.9 percentage points
Latinx	185	1.63	± 9.2 percentage points
Hmong	252	1.68	± 8 percentage points
Asian (except Hmong)	145	1.92	± 11.3 percentage points
White	502	1.66	± 5.6 percentage points
Overall	1,532	3.68	± 4.8 percentage points

In the analysis the responses are weighted to more accurately reflect Minnesota’s population. For additional details about the sample and survey methodology, as well as transparency disclosures relevant to the American Association of Public Opinion, the Roper Center and CNN, please see: <https://www.apmresearchlab.org/mdc-survey>.

About the APM Research Lab

The APM Research Lab is a division of American Public Media that informs the public about challenges and opportunities facing families, communities, and organizations throughout the nation. Our mission is to foster an engaged democracy by inspiring curiosity, inquiry and discussion through fact-driven, credible research and analysis. Our Values: Independent, Useful, Informative, Non-partisan.

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