

## Trust in Local Partisan-Leaning News Knight Foundation/Gallup Web Survey 3

*Results are based on interviews conducted via an Internet web survey July 11-22, 2019, with 1,468 U.S. adults, ages 18 and older, who are members of Gallup's probability-based national panel. For results based on this sample of U.S. adults, the margin of sampling error is  $\pm 4$  percentage points at the 95% confidence level. All respondents to this survey had participated in a Gallup/Knight Foundation Trust in Media survey in 2018.*

1. How much attention are you currently paying to each of the following? [ITEMS DISPLAYED IN RANDOM ORDER]

	A great deal	A moderate amount	Not much	None at all	No answer
<b>National news</b>					
2019 July 11-22	44	43	12	2	*
2019 June 24-July 11	43	41	14	2	*
2019 June 13-July 1	42	42	13	3	*
2018 June 4-25	46	38	13	2	1
2018 May 21-June 4	46	37	14	3	*
2018 Feb 5-Mar 11	51	37	10	2	*
<b>Local news</b>					
2019 July 11-22	25	50	22	4	--
2019 June 24-July 11	27	46	24	3	*
2019 June 13-July 1	25	47	24	4	*
2018 June 4-25	24	50	23	3	--
2018 May 21-June 4	21	51	24	3	*
2018 Feb 5-Mar 11	25	45	25	3	1
<b>International news</b>					
2019 July 11-22	17	54	26	4	*
2019 June 24-July 11	21	50	25	4	*
2019 June 13-July 1	22	53	22	3	--
2018 June 4-25	22	53	22	3	--
2018 May 21-June 4	24	51	21	4	*
2018 Feb 5-Mar 11	19	50	26	3	2

2. What is your overall opinion of the news media in the United States today?

	Very favorable	Somewhat favorable	Neutral	Somewhat unfavorable	Very unfavorable	No answer
2019 July 11-22	10	26	16	24	24	*
2019 June 24-July 11	8	23	14	26	30	*
2019 June 13-July 1	10	23	15	25	26	*
2018 June 4-25	8	23	14	27	28	--
2018 May 21-June 4	13	24	13	22	29	*
2018 Feb 5-Mar 11	10	30	14	21	25	*

3. Regardless of your opinion of the news media today, generally speaking, how important is the news media to our democracy?

	Critical	Very important	Somewhat important	Not that important	No answer
2019 July 11-22	58	31	9	3	*
2018 June 4-25	56	31	10	3	*
2018 May 21-June 4	57	28	10	4	*
2018 Feb 5-Mar 11	60	31	7	2	--

4. How well is the news media supporting our democracy today?

	Very well	Well	Acceptably	Poorly	Very poorly	No answer
2019 July 11-22	10	19	21	26	25	*
2018 June 4-25	8	17	20	30	24	*
2018 May 21-June 4	13	17	17	26	27	*
2018 Feb 5-Mar 11	12	21	17	28	22	--

5. Please name the top 2-3 news sources you use. Be as specific as possible. [OPEN-ENDED]

	2019 July 11-22	2019 June 24- July 11	2019 June 13- July 1	2018 June 4- 25	2018 May 21- June 4	2018 Feb 5- Mar 11
FOX News	26	30	30	29	26	30
CNN	28	29	26	27	27	30
Local newspaper (non-specific)	18	17	15	14	14	12
NPR/National Public Radio	16	11	15	19	14	18
MSNBC	14	12	11	15	14	17
Internet (non-specific)	13	11	12	14	11	6
Local News program (non-specific)	12	18	16	16	12	12
The New York Times	11	12	10	11	11	12
BBC/British Broadcasting Corporation	10	8	5	7	11	10
NBC News	10	10	13	8	11	10
CBS News	8	8	9	8	7	7
The Washington Post	8	7	7	7	10	11
ABC News	7	9	10	10	8	11
Google	5	4	3	5	4	3
Local radio (non-specific)	5	4	4	5	7	1
Television (non-specific)	5	3	4	4	2	4
Local NBC Station	3	2	3	4	2	1
Facebook	3	5	3	4	3	3
Yahoo	3	3	2	2	3	2
Twitter	3	2	2	2	1	2
Local ABC Station	3	2	3	2	2	1
PBS	3	1	3	2	5	3
News website (non-specific)	2	2	1	2	1	3
AP/Associated Press	2	2	2	3	3	1
Talk radio (non-specific)	2	2	2	2	1	1
Local CBS Station	2	2	2	2	2	2
The Drudge Report	2	2	2	1	2	3
MSN	2	2	2	1	2	2
Bret Baier	2	2	1	1	1	2
Reuters	2	1	2	2	1	1
Local Fox Station	2	1	2	2	2	2
USA Today	2	1	1	1	2	1
The Wall Street Journal	1	2	2	2	3	3
Reddit	1	2	1	3	1	2
OAN/One America News	1	2	2	2	1	1
Daily Wire	1	2	1	1	1	<1
The Huffington Post	1	2	2	1	1	1
YouTube	1	2	2	1	1	1
Magazine (non-specific)	1	2	1	1	1	1
Rush Limbaugh	1	1	1	2	1	<1
The Blaze	1	1	1	1	1	1

Word of mouth	1	1	1	1	1	--
CNBC	1	1	1	1	<1	1
Phone/Smartphone (non-specific)	1	1	1	1	--	--
The Guardian	1	1	1	1	1	1
Social media (non-specific)	1	1	1	1	1	--
The Economist	1	1	1	<1	1	<1
Politico	1	1	1	<1	1	1
The Atlantic	1	1	<1	<1	<1	1
Apple News	1	1	2	<1	<1	1
Bloomberg News	1	1	1	1	<1	--
The Los Angeles Times	1	<1	1	1	1	1
Al Jazeera/Bodu Bala Sena	1	<1	<1	1	1	<1
RT/Russia Today	<1	1	<1	1	<1	1
POTUS/Sirius XM	<1	1	1	<1	1	<1
The Young Turks	<1	1	1	<1	--	1
Good Morning America	1	<1	<1	2	<1	<1
The Today Show	1	<1	1	1	1	<1
HLN/Headline News	1	<1	1	2	1	2
Podcast (non-specific)	1	--	<1	2	1	1
The New Yorker	<1	<1	<1	--	1	1
FiveThirtyEight/538.com	<1	<1	<1	1	<1	--
Sean Hannity	<1	<1	<1	<1	1	<1
International/Foreign news (non-specific)	<1	<1	1	1	1	2
C-SPAN	<1	1	1	<1	<1	1
Social Network App (Flipboard, Feedly)	<1	<1	<1	1	1	<1
World News	<1	<1	--	1	2	1
Infowars	<1	<1	<1	<1	1	1
The Skimm	<1	<1	<1	<1	1	1
Network news (non-specific)	<1	<1	<1	<1	1	<1
Face the Nation	--	<1	--	1	--	2
Philip DeFranco	--	<1	--	1	<1	--
Vice News	--	<1	<1	--	1	2
Univision	--	--	<1	1	<1	<1
Other	6	5	7	6	8	12
No answer	2	1	2	3	3	3

Percentages total more than 100% due to multiple responses.

Responses with more than 1% mention are shown

6. Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

	Yes, can be trusted	Can't be too careful	No answer
2019 July 11-22	53	47	*
2019 June 24-July 11	51	49	*
2019 June 13-July 1	51	49	*

7. Now, thinking just about the area where you live, would you say that most people **in your local area** can be trusted or that you can't be too careful in dealing with people in your local area?

	Yes, can be trusted	Can't be too careful	No answer
2019 July 11-22	68	32	*
2019 June 24-July 11	65	35	*
2019 June 13-July 1	66	34	*

8. In general, how attached do you feel to your local community?

	Very	Somewhat	Not very	Not at all	No answer
2019 July 11-22	24	55	18	3	*
2019 June 13-July 1	29	48	18	5	*
2019 June 13-July 1	27	48	20	4	*

9. Here is a list of activities some people do and others do not. For each, please indicate whether you have done this in the past 12 months or not. (In the past 12 months, have you.. ITEMS DISPLAYED IN RANDOM ORDER]

2019 July 11-22	Yes	No	No answer
Attended a community meeting such as school board or city council	25	74	*
Contacted a local official	38	62	--
Volunteered with an organization, school or project in your community	48	52	--
Attended a community event such as a parade, festival or block party	66	34	*
Contributed money to charitable organizations within your community	64	36	1
Stayed informed about events in your community	88	12	*

For the next questions, we'd like you to think about "local news" as:

***News or information about the city or town you live in, as well as news about nearby cities, suburbs and towns.***

10. How often, if at all, do you use each of the following sources to stay up-to-date on news in your local area? [ITEMS DISPLAYED IN RANDOM ORDER]

**A. A local newspaper (in print, online or on an app)**

	Daily	Weekly	Monthly	Less than monthly	Never	No answer
2019 July 11-22	24	29	8	19	21	*
2019 June 24-July 11	22	25	10	21	23	*
2019 June 13-July 1	25	24	10	19	22	*

**B. A local television station (on television, online or on an app)**

	Daily	Weekly	Monthly	Less than monthly	Never	No answer
2019 July 11-22	46	18	7	13	16	--
2019 June 24-July 11	42	18	7	12	20	*
2019 June 13-July 1	44	20	7	12	17	*

**C. A website or app produced by a local individual, group or organization**

	Daily	Weekly	Monthly	Less than monthly	Never	No answer
2019 July 11-22	23	19	12	19	27	*
2019 June 24-July 11	21	19	10	21	29	*
2019 June 13-July 1	22	21	8	18	31	*

**D. A local radio station (on the radio, online or on an app)**

	Daily	Weekly	Monthly	Less than monthly	Never	No answer
2019 July 11-22	39	18	7	14	22	*
2019 June 24-July 11	37	19	7	15	22	*
2019 June 13-July 1	37	17	7	16	22	*

**Q.10 (LOCAL MEDIA SOURCES) CONTINUED**

**E. A local magazine (in print, online or on an app)**

	Daily	Weekly	Month-ly	Less than monthly	Never	No answer
2019 July 11-22	5	11	19	26	40	*
2019 June 24-July 11	4	11	15	27	44	*
2019 June 13-July 1	4	12	17	26	42	*

**F. Direct communication with people in your local area (outside of your own household), including in person, on the phone, or online**

	Daily	Weekly	Month-ly	Less than monthly	Never	No answer
2019 July 11-22	35	31	11	14	9	*
2019 June 24-July 11	36	32	10	14	8	*
2019 June 13-July 1	35	34	12	11	8	*

11. How informed do you consider yourself to be about important issues facing your local area?

	Very informed	Informed	Not very informed	No answer
2019 July 11-22	17	64	19	--
2019 June 24-July 11	18	63	18	*
2019 June 13-July 1	21	57	21	*

12. Do you think news organizations in your local area do an excellent, good, fair, or poor job at each of the following? [ITEMS DISPLAYED IN RANDOM ORDER]

**A. Educating people about what is going on in your local area**

	Excellent	Good	Fair	Poor	No answer
2019 July 11-22	13	51	28	7	1
2019 June 24-July 11	12	48	31	10	*
2019 June 13-July 1	12	48	30	9	1

**B. Providing factual local news reports**

	Excellent	Good	Fair	Poor	No answer
2019 July 11-22	15	51	26	8	*
2019 June 24-July 11	14	48	29	10	*
2019 June 13-July 1	13	47	30	9	1

**C. Making sure people in your local area have the knowledge they need to be informed about public affairs**

	Excellent	Good	Fair	Poor	No answer
2019 July 11-22	10	48	33	9	*
2019 June 24-July 11	8	44	34	14	*
2019 June 13-July 1	9	44	33	13	1

**D. Highlighting the people or groups that make a difference in your local area**

	Excellent	Good	Fair	Poor	No answer
2019 July 11-22	14	49	29	8	1
2019 June 24-July 11	14	45	32	9	1

**E. Holding local leaders in politics, business, and other institutions accountable for their actions**

	Excellent	Good	Fair	Poor	No answer
2019 July 11-22	8	33	39	20	*
2019 June 24-July 11	9	30	35	26	1
2019 June 13-July 1	8	32	37	23	1



Q.13/14 ROTATED

13. In general, how much do you trust **national news organizations** when it comes to reporting the news?

	A great deal	Quite a lot	Some	Very little	None	No answer
2019 July 11-22	8	25	33	24	10	*
2019 June 24-July 11	8	22	30	29	11	*
2019 June 13-July 1	8	23	30	27	12	*

14. In general, how much do you trust **news organizations in your local area** when it comes to reporting the news?

	A great deal	Quite a lot	Some	Very little	None	No answer
2019 July 11-22	9	40	38	9	3	2
2019 June 24-July 11	9	34	40	15	2	*
2019 June 13-July 1	9	33	42	12	4	*

15. Thinking about the financial state of local news organizations, how well do you think news organizations **in your local area** are doing financially?

	Very well	Somewhat well	Not too well	Not well at all	No answer
2019 July 11-22	9	49	34	6	2

16. Now, thinking about the financial state of local news organizations outside of your local area, how well do you think those local news organizations are doing financially?

	Very well	Somewhat well	Not too well	Not well at all	No answer
2019 July 11-22	17	46	30	6	2

17. Please tell me whether you have or have not ever done any of the following. ITEMS DISPLAYED IN RANDOM ORDER]

2019 July 11-22	Yes	No	No answer
Been personally interviewed by a local news reporter for a story	30	70	*
Seen someone else being interviewed by a local news reporter	55	45	--
Seen a local news organization's van or truck driving around your local area	74	26	*
Shared your thoughts with a local news reporter through social media or in the comments section of their a news organization's website	28	72	*
Called in to a local news radio talk show	15	85	*
Received a response from a reporter regarding a message you sent to them	15	85	*
Met someone in your community who works for a local news organization	42	58	*

18. How often, if ever, do you see journalists interacting with their audience on social media about stories they reported?

	Frequently	Occasionally	Rarely	Never	Do not use social media	No answer
2019 July 11-22	10	27	27	18	18	*

19. In general, do you think it is a good idea or a bad idea for journalists to interact with their audiences on social media?

	Good idea	Bad idea	No answer
2019 July 11-22	74	25	2

20. When it comes to journalists' use of social media, how much do you approve or disapprove of journalists doing each of the following? [ITEMS DISPLAYED IN RANDOM ORDER]

**A. Getting input from readers, viewers or listeners on what stories to cover**

	Strongly approve	Approve	Disapprove	Strongly disapprove	No answer
2019 July 11-22	25	59	12	3	1

**B. Answering questions from readers, viewers or listeners about recent stories they reported**

	Strongly approve	Approve	Disapprove	Strongly disapprove	No answer
2019 July 11-22	41	52	5	2	1

**C. Sharing additional research or background information that went into their reporting**

	Strongly approve	Approve	Disapprove	Strongly disapprove	No answer
2019 July 11-22	52	41	4	2	1

**D. Correcting false or misleading statements made by politicians**

	Strongly approve	Approve	Disapprove	Strongly disapprove	No answer
2019 July 11-22	62	30	5	3	1

**E. Disputing interpretation of facts reported by other news outlets**

	Strongly approve	Approve	Disapprove	Strongly disapprove	No answer
2019 July 11-22	26	50	18	5	1

**F. Sharing their personal views about the news of the day**

	Strongly approve	Approve	Disapprove	Strongly disapprove	No answer
2019 July 11-22	5	29	38	27	1

21. When it comes to information about politics and local government in your community, would you say you feel very confident, somewhat confident, not very confident, or not confident at all about knowing each of the following– [ITEMS DISPLAYED IN RANDOM ORDER]

**A. Where local politicians stand on the key issues facing your community**

	Very confident	Somewhat confident	Not very confident	Not at all confident	No answer
2019 July 11-22	9	48	33	9	--

**B. The best ways to get involved to make a difference**

	Very confident	Somewhat confident	Not very confident	Not at all confident	No answer
2019 July 11-22	16	49	28	8	1

**C. How to communicate your concerns to local officials**

	Very confident	Somewhat confident	Not very confident	Not at all confident	No answer
2019 July 11-22	21	48	22	9	--

**D. How other members of your community feel about their local government**

	Very confident	Somewhat confident	Not very confident	Not at all confident	No answer
2019 July 11-22	6	49	37	7	1

22. In the past year, have you subscribed to, donated to, or paid for a membership to any local news organization?

	Yes	No	No answer
2019 July 11-22	20	80	*

23. *(Asked of those who are not currently paying for local news)* Have you ever subscribed to, donated to, or paid for a membership to any local news organization

2019 July 11-22	Yes	No	No answer
All respondents	34	66	*
Not paid for news in past year (n=1,035)	19	81	*

24. Please indicate your level of agreement with each of the following statements. – [ITEMS DISPLAYED IN RANDOM ORDER]

**A. One should always find ways to help others less fortunate than oneself.**

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strong disagree	No answer
2019 July 11-22	47	37	13	2	2	*

**B. It is best to avoid getting too involved in taking care of other people's needs.**

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strong disagree	No answer
2019 July 11-22	6	17	25	31	21	*

**C. A person should always be concerned about the well-being of others.**

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strong disagree	No answer
2019 July 11-22	51	35	11	2	2	*

**D. People tend to pay more attention to the well-being of others than they should.**

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strong disagree	No answer
2019 July 11-22	5	12	25	30	29	*

25. Next, please indicate whether you think each of the following descriptions apply more to journalists working for local news organizations or more to journalists working for national news organizations. [ITEMS DISPLAYED IN RANDOM ORDER]

2019 July 11-22	Applies more to journalists from local news organizations	Applies more to journalists from national news organizations	Applies equally to both	Applies to neither	No answer
Caring	36	4	44	16	1
Passionate	18	11	61	10	1
Trustworthy	29	8	49	13	1
Professional	15	16	60	8	1
Accurate	25	8	54	12	2
Informed about subjects they report about	17	13	58	11	1
Good communicators	13	15	65	6	2
Neutral or unbiased	23	10	41	25	1

25. How important are news organizations in your local area to democracy?

	All	Experimental Groups			
2019 July 11-22	All	Control	Finance treatment	Substance treatment	Combined treatment
1 / Not that important	4	5	5	3	4
2 / Somewhat important	19	24	21	14	17
3 / Very important	37	39	36	43	31
4 / Critical	40	31	38	41	48
No answer	*	2	--	--	*
Mean rating (all respondents)	3.13	2.96	3.07	3.22	3.23
Mean rating (Democrats)	3.40	3.35	3.30	3.43	3.51
Mean rating (Republicans)	2.82	2.57	2.86	3.11	2.73
Mean rating (independents)	3.05	2.83	2.94	3.13	3.31
Mean rating (Democrats/Democratic leaners)	3.38	3.26	3.29	3.40	3.55
Mean rating (Republicans/Republican leaners)	2.81	2.57	2.80	3.11	2.73

27. More generally, how important are local news organizations to democracy in the US?

	All	Experimental Groups			
2019 July 11-22	All	Control	Finance treatment	Substance treatment	Combined treatment
1 / Not that important	3	5	2	3	3
2 / Somewhat important	16	19	20	13	11
3 / Very important	34	32	36	35	34
4 / Critical	48	45	46	49	52
No answer	*	2	--	--	*
Mean rating (all respondents)	3.26	3.17	3.23	3.29	3.34
Mean rating (Democrats)	3.51	3.51	3.33	3.57	3.64
Mean rating (Republicans)	2.82	2.74	3.06	3.11	2.79
Mean rating (independents)	3.24	3.12	3.23	3.19	3.44
Mean rating (Democrats/Democratic leaners)	3.51	3.47	3.40	3.53	3.62
Mean rating (Republicans/Republican leaners)	2.93	2.75	3.05	3.09	2.84

28. How well do news organizations in your local area support democracy?

	All	Experimental Groups			
2019 July 11-22	All	Control	Finance treatment	Substance treatment	Combined treatment
1 / Very poorly	5	10	3	6	2
2 / Poorly	10	14	12	8	5
3 / Acceptably	37	40	39	31	37
4 / Well	32	26	29	35	38
5 / Very well	16	9	16	19	17
No answer	1	1	1	1	1
Mean rating (all respondents)	3.44	3.10	3.45	3.55	3.65
Mean rating (Democrats)	3.70	3.37	3.77	3.90	3.76
Mean rating (Republicans)	3.21	2.86	3.33	3.45	3.20
Mean rating (independents)	3.33	2.98	3.15	3.32	3.94
Mean rating (Democrats/Democratic leaners)	3.70	3.37	3.71	3.83	3.85
Mean rating (Republicans/Republican leaners)	3.16	2.82	3.23	3.42	3.16

29. More generally, how well do local news organizations around the country support democracy in the U.S.?

	All	Experimental Groups			
2019 July 11-22	All	Control	Finance treatment	Substance treatment	Combined treatment
1 / Very poorly	10	17	7	8	7
2 / Poorly	16	16	23	16	11
3 / Acceptably	32	33	32	30	35
4 / Well	29	25	23	34	34
5 / Very well	11	7	15	12	10
No answer	2	2	1	1	3
Mean rating (all respondents)	3.15	2.88	3.16	3.27	3.29
Mean rating (Democrats)	3.58	3.35	3.62	3.85	3.56
Mean rating (Republicans)	2.65	2.32	2.62	2.91	2.70
Mean rating (independents)	3.04	2.76	2.97	3.05	3.44
Mean rating (Democrats/Democratic leaners)	3.53	3.29	3.57	3.68	3.57
Mean rating (Republicans/Republican leaners)	2.66	2.37	2.66	2.94	2.67

30. If your local newspaper no longer existed, would that have a major impact, a minor impact, or no impact on your ability to keep up with information and news about your community?

	All	Experimental Groups			
2019 July 11-22	All	Control	Finance treatment	Substance treatment	Combined treatment
1 / Major impact	35	32	32	35	43
2 / Minor impact	39	37	42	41	35
3 / No impact	26	32	27	25	22
No answer	--	--	--	--	*

31. Thinking again about the financial state of local news organizations, how well do you think news organizations **in your local area** are doing?

	All	Experimental Groups			
2019 July 11-22	All	Control	Finance treatment	Substance treatment	Combined treatment
1 / Very well	6	6	4	7	5
2 / Somewhat well	45	50	42	45	42
3 / Not too well	40	35	44	38	41
4 / Not at all well	9	6	10	8	11
No answer	2	3	1	1	2
Mean rating (all respondents)	2.52	2.42	2.60	2.48	2.60
Mean rating (Democrats)	2.60	2.53	2.70	2.48	2.66
Mean rating (Republicans)	2.42	2.35	2.50	2.45	2.40
Mean rating (independents)	2.52	2.35	2.55	2.49	2.70
Mean rating (Democrats/Democratic leaners)	2.58	2.49	2.66	2.49	2.66
Mean rating (Republicans/Republican leaners)	2.42	2.32	2.53	2.38	2.47



32. Now, thinking again about the financial state of local news organizations **outside of your local area**, how well do you think those local news organizations are doing?

	All	Experimental Groups			
2019 July 11-22	All	Control	Finance treatment	Substance treatment	Combined treatment
1 / Very well	9	12	9	10	5
2 / Somewhat well	41	42	37	48	35
3 / Not too well	41	37	44	34	49
4 / Not at all well	8	6	9	7	10
No answer	2	3	1	1	2
Mean rating (all respondents)	2.49	2.39	2.53	2.38	2.60
Mean rating (Democrats)	2.59	2.54	2.76	2.32	2.66
Mean rating (Republicans)	2.39	2.29	2.37	2.33	2.57
Mean rating (independents)	2.44	2.30	2.37	2.46	2.66
Mean rating (Democrats/Democratic leaners)	2.56	2.45	2.71	2.38	2.66
Mean rating (Republicans/Republican leaners)	2.40	2.31	2.42	2.27	2.63

33. **Within the next year**, how likely would you be to subscribe to, donate to, or pay for a membership to any local news organization? [AMONG THOSE WHO DO NOT CURRENTLY SUBSCRIBE, DONATE, OR PAY FOR A MEMBERSHIP]

	All	Experimental Groups			
2019 July 11-22	All	Control	Finance treatment	Substance treatment	Combined treatment
1 / Not at all likely	44	61	40	39	35
2 / Not likely	38	23	40	46	42
3 / Likely	15	12	14	14	20
4 / Very likely	3	2	5	1	3
No answer					
Mean rating (all respondents)	1.77	1.55	1.83	1.77	1.92
Mean rating (Democrats)	1.91	1.61	2.04	2.05	1.93
Mean rating (Republicans)	1.62	1.41	1.52	1.63	1.87
Mean rating (independents)	1.75	1.60	1.78	1.69	1.98
Mean rating (Democrats/Democratic leaners)	1.64	1.45	1.62	1.67	1.81
Mean rating (Republicans/Republican leaners)	1.92	1.70	2.00	1.93	2.01

34. **Over the next year**, how likely are you to continue to subscribe to, donate to, or pay for a membership to any local news organization? [AMONG THOSE WHO CURRENTLY SUBSCRIBE, DONATE, OR PAY FOR A MEMBERSHIP]

	All	Experimental Groups			
2019 July 11-22	All	Control	Finance treatment	Substance treatment	Combined treatment
1 / Not at all likely	1	0	4	0	0
2 / Not likely	13	11	19	12	8
3 / Likely	28	27	32	18	36
4 / Very likely	57	63	45	65	57
No answer					
Mean rating (all respondents)	3.42	3.52	3.17	3.55	3.49
Mean rating (Democrats)	3.49	3.44	3.41	3.62	3.49
Mean rating (Republicans)	3.19	3.43	3.01	3.32	3.24
Mean rating (independents)	3.44	3.89	2.85	3.51	3.61
Mean rating (Democrats/Democratic leaners)	3.50	3.49	3.36	3.59	3.55
Mean rating (Republicans/Republican leaners)	3.13	3.54	2.82	3.20	3.23

35. How much do you trust the accuracy of the following information:

	All	Experimental Groups		
2019 July 11-22	All	Finance treatment	Substance treatment	Combined treatment
1 / A great deal	21	14	21	27
2 / Quite a lot	41	50	38	34
3 / Some	32	29	30	36
4 / Very little	5	6	8	1
5 / None	2	1	3	2
No answer	--	--	--	1
Mean rating (all respondents)	2.27	2.3	2.34	2.15
Mean rating (Democrats)	2.02	2.05	2.02	2.03
Mean rating (Republicans)	2.57	2.67	2.57	2.48
Mean rating (independents)	2.31	2.38	2.43	2.04
Mean rating (Democrats/Democratic leaners)	2.01	2.03	2.04	1.96
Mean rating (Republicans/Republican leaners)	2.56	2.61	2.58	2.49

- 36-39. Demographics/Not reported

40. Would you like to donate the money you received for taking this survey to News Match, an organization that supports local news journalism around the country through a national matching-gift campaign?

	All	Experimental Groups			
2019 July 11-22	All	Control	Finance treatment	Substance treatment	Combined treatment
1 / Yes	51	40	54	54	58
2 / No	49	60	46	46	42
No answer	*	--	*	*	*
Democrats/Democratic leaners	66	58	68	65	74
Republicans/Republican leaners	35	21	39	44	34

41. As you may know, many local news organizations face serious financial difficulties leading to a decline in local news coverage. If you are interested in learning more about this topic, please click [here](#) to be routed to a website that explores the “Expanding News Desert.”

	All	Experimental Groups			
2019 July 11-22	All	Control	Finance treatment	Substance treatment	Combined treatment
1 / Yes	14	17	13	12	14
2 / No	85	82	87	86	86
No answer	1	1	*	2	1
Democrats/Democratic leaners	19	26	14	18	16
Republicans/Republican leaners	8	4	10	7	10