

# 6-13-19 Knight Panel 1

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Start of Block: Block 1 - Q1 /Q1C

**Q1 How much attention are you currently paying to each of the following?**

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Q1A Local News

- A great deal (1)
  - A moderate amount (2)
  - Not much (3)
  - None at all (4)
- 

Q1B National News

- A great deal (1)
  - A moderate amount (2)
  - Not much (3)
  - None at all (4)
-

Q1C International News

- A great deal (1)
- A moderate amount (2)
- Not much (3)
- None at all (4)

End of Block: Block 1 - Q1 /Q1C

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Start of Block: Block 2 - Q2

Q2 What is your overall opinion of the news media in the United States today?

- Very favorable (1)
- Somewhat favorable (2)
- Neutral (3)
- Somewhat unfavorable (4)
- Very unfavorable (5)

End of Block: Block 2 - Q2

---

Start of Block: Block 3 - Q3

Q3 Please name the top 2-3 news sources you use. Be as specific as possible.

- News source #1 (1) \_\_\_\_\_
- News source #2 (2) \_\_\_\_\_
- News source #3 (3) \_\_\_\_\_

End of Block: Block 3 - Q3

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Start of Block: Block 4 - Q4/Q5

Q4 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

- Most people can be trusted (1)
  - Can't be too careful in dealing with people (2)
- 

Q5 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?

- Most people in my local area can be trusted (1)
- Can't be too careful in dealing with people in my local area (2)

End of Block: Block 4 - Q4/Q5

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Start of Block: Block 21 - Q21

Q21 In general, how attached do you feel to your local community?

- Very (1)
- Somewhat (2)
- Not very (3)
- Not at all (4)

End of Block: Block 21 - Q21

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Start of Block: Block 5 - Q6-Q6G

Q6 **Thinking about some institutions that exist in cities and towns, how much confidence do you have in each of these institutions?**

---

Q6A Local law enforcement

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q6B Local schools

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q6C Local courts

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
-

Q6D Local churches, synagogues, or mosques

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q6E Local businesses

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q6F Local news organizations

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
-

Q6G Local government

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q6H Local libraries

- A great deal (1)
- Quite a lot (2)
- Some (3)
- Very little (4)
- None (5)

End of Block: Block 5 - Q6-Q6G

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Start of Block: Block 6 - Q6\_a/Q6\_aG

**Q6\_a Thinking about some institutions that exist in cities and towns, how much confidence do you have in each of these institutions?**

---

Q6\_aA Local law enforcement in your area

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q6\_aB Local schools in your area

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q6\_aC Local courts in your area

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
-

Q6\_aD Local churches, synagogues, or mosques in your area

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q6\_aE Local businesses in your area

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q6\_aF Local news organizations in your area

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
-

Q6\_aG Local government in your area

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q6\_aH Local libraries in your area

- A great deal (1)
- Quite a lot (2)
- Some (3)
- Very little (4)
- None (5)

End of Block: Block 6 - Q6\_a/Q6\_aG

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Start of Block: Block 7a - Q7

Q7 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.***

End of Block: Block 7a - Q7

---

Start of Block: Block 7 - Q7A/Q7F

Q7\_desc How often, if at all, do you use each of the following sources to stay up-to-date on news in your local area?

---

Q7A A local newspaper (in print, online or on an app)

- Daily (1)
  - Weekly (2)
  - Monthly (3)
  - Less than monthly (4)
  - Never (5)
- 

Q7B A local television station (on television, online or on an app)

- Daily (1)
  - Weekly (2)
  - Monthly (3)
  - Less than monthly (4)
  - Never (5)
- 

Q7C A website or app produced by a local individual, group or organization

- Daily (1)
  - Weekly (2)
  - Monthly (3)
  - Less than monthly (4)
  - Never (5)
-

Q7D A local radio station (on the radio, online or on an app)

- Daily (1)
  - Weekly (2)
  - Monthly (3)
  - Less than monthly (4)
  - Never (5)
- 

Q7E A local magazine (in print, online or on an app)

- Daily (1)
  - Weekly (2)
  - Monthly (3)
  - Less than monthly (4)
  - Never (5)
- 

Q7F Direct communication with people in your local area (outside of your own household), including in person, on the phone, or online

- Daily (1)
- Weekly (2)
- Monthly (3)
- Less than monthly (4)
- Never (5)

End of Block: Block 7 - Q7A/Q7F

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Start of Block: Block 8 - Q8

Q8 How informed do you consider yourself to be about important issues facing your local area?

- Very informed (1)
- Informed (2)
- Not very informed (3)

End of Block: Block 8 - Q8

---

Start of Block: Block 9 - Q9/Q9E

**Q9 Do you think news organizations in your local area do an excellent, good, fair, or poor job at each of the following?**

-----

Q9A Educating people about what is going on in your local area

- Excellent (1)
  - Good (2)
  - Fair (3)
  - Poor (4)
-

Q9B Providing factual local news reports

- Excellent (1)
  - Good (2)
  - Fair (3)
  - Poor (4)
- 

Q9C Making sure people in your local area have the knowledge they need to be informed about public affairs

- Excellent (1)
  - Good (2)
  - Fair (3)
  - Poor (4)
- 

Q9D Making people feel inspired or uplifted by others in your local area

- Excellent (1)
  - Good (2)
  - Fair (3)
  - Poor (4)
-

Q9E Holding local leaders in politics, business, and other institutions accountable for their actions

- Excellent (1)
- Good (2)
- Fair (3)
- Poor (4)

End of Block: Block 9 - Q9/Q9E

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Start of Block: Block 10 - Q10/Q11

*Display This Question:*

*If FORM = 1*

Q10\_1 In general, how much do you trust **national news organizations** when it comes to reporting the news?

- A great deal (1)
- Quite a lot (2)
- Some (3)
- Very little (4)
- None (5)

---

*Display This Question:*

*If FORM = 1*

Q11\_1 In general, how much do you trust **news organizations in your local area** when it comes to reporting the news?

- A great deal (1)
- Quite a lot (2)
- Some (3)
- Very little (4)
- None (5)

---

*Display This Question:*

*If FORM = 2*

Q11\_2 In general, how much do you trust **news organizations in your local area** when it comes to reporting the news?

- A great deal (1)
- Quite a lot (2)
- Some (3)
- Very little (4)
- None (5)

---

*Display This Question:*

*If FORM = 2*

Q10\_2 In general, how much do you trust **national news organizations** when it comes to reporting the news?

- A great deal (1)
- Quite a lot (2)
- Some (3)
- Very little (4)
- None (5)

End of Block: Block 10 - Q10/Q11

---

Start of Block: Block 11 - Q12A/Q12G Form 1

Q12\_1 **If you had to choose, do you generally have more trust in news organizations in your local area or national news organizations to...?**

-----

Q12A\_1 Get the facts right

- Local news organizations (1)
  - National news organizations (2)
- 

Q12B\_1 Give enough attention to the most important issues

- Local news organizations (1)
  - National news organizations (2)
-

Q12C\_1 Report on different ways that problems can be solved

- Local news organizations (1)
  - National news organizations (2)
- 

Q12D\_1 Give adequate attention to all sides of an issue

- Local news organizations (1)
  - National news organizations (2)
- 

Q12E\_1 Present high quality, professional broadcasts, newspapers or websites

- Local news organizations (1)
  - National news organizations (2)
- 

Q12F\_1 Report the news without bias

- Local news organizations (1)
  - National news organizations (2)
- 

Q12G\_1 Clearly identify editorials, commentaries or advertisements to distinguish these from news reporting

- Local news organizations (1)
  - National news organizations (2)
-

Q12H\_1 Give information you can use in your daily life

- Local news organizations (1)
- National news organizations (2)

End of Block: Block 11 - Q12A/Q12G Form 1

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Start of Block: Block 12 - Q12A/Q12G Form 2

**Q12\_2 If you had to choose, do you generally have more trust in news organizations in your local area or national news organizations to...?**



Q12A\_2 Get the facts right

- National news organizations (2)
- Local news organizations (1)



Q12B\_2 Give enough attention to the most important issues

- National news organizations (2)
- Local news organizations (1)



Q12C\_2 Report on different ways that problems can be solved

- National news organizations (2)
  - Local news organizations (1)
-



Q12D\_2 Give adequate attention to all sides of an issue

- National news organizations (2)
  - Local news organizations (1)
- 



Q12E\_2 Present high quality, professional broadcasts, newspapers or websites

- National news organizations (2)
  - Local news organizations (1)
- 



Q12F\_2 Report the news without bias

- National news organizations (2)
  - Local news organizations (1)
- 



Q12G\_2 Clearly identify editorials, commentaries or advertisements to distinguish these from news reporting

- National news organizations (2)
  - Local news organizations (1)
- 



Q12H\_2 Give information you can use in your daily life

- National news organizations (2)
- Local news organizations (1)

End of Block: Block 12 - Q12A/Q12G Form 2

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Start of Block: Block 14 - Q14/Q14F

Q14 How much do you trust the coverage of each of the following topics by **national news organizations**?

-----

Q14A National politics and government

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q14B Public health and safety in the U.S.

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
-

Q14C Social and cultural issues like abortion, race relations, gun rights, and LGBT rights

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q14D Business and the economy in the U.S.

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q14E The environment and natural disasters

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
-

Q14F Schools and education in the U.S.

- A great deal (1)
- Quite a lot (2)
- Some (3)
- Very little (4)
- None (5)

End of Block: Block 14 - Q14/Q14F

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Start of Block: Block 13 - Q13/Q13F

Q13 How much do you trust the coverage of each of the following topics by **news organizations in your local area**?

-----

Q13A Local politics and government

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
-

Q13B Public health and safety in your local area

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q13C Social and cultural issues like abortion, race relations, gun rights, and LGBT rights

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q13D Business and the economy in your local area

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
-

Q13E The local environment and weather emergencies

- A great deal (1)
  - Quite a lot (2)
  - Some (3)
  - Very little (4)
  - None (5)
- 

Q13F Schools and education in your local area

- A great deal (1)
- Quite a lot (2)
- Some (3)
- Very little (4)
- None (5)

End of Block: Block 13 - Q13/Q13F

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Start of Block: Block 15 - Q15\_1/Q16\_2

*Display This Question:*

*If FORM = 1*

Q15\_1 Generally speaking, if you were to characterize the political leanings of news organizations in your local area, would you say they tend to be...?

- Extremely liberal (1)
  - Liberal (2)
  - Slightly liberal (3)
  - Moderate (4)
  - Slightly conservative (5)
  - Conservative (6)
  - Extremely conservative (7)
- 

*Display This Question:*

*If FORM = 1*

Q16\_1 Generally speaking, if you were to characterize the political leanings of the people who live in your local area, would you say they tend to be...?

- Extremely liberal (1)
  - Liberal (2)
  - Slightly liberal (3)
  - Moderate (4)
  - Slightly conservative (5)
  - Conservative (6)
  - Extremely conservative (7)
-

Display This Question:

If FORM = 2



Q15\_2 Generally speaking, if you were to characterize the political leanings of news organizations in your local area, would you say they tend to be...?

- Extremely conservative (7)
- Conservative (6)
- Slightly conservative (5)
- Moderate (4)
- Slightly liberal (3)
- Liberal (2)
- Extremely liberal (1)

---

Display This Question:

If FORM = 2



Q16\_2 Generally speaking, if you were to characterize the political leanings of the people who live in your local area, would you say they tend to be...?

- Extremely conservative (7)
- Conservative (6)
- Slightly conservative (5)
- Moderate (4)
- Slightly liberal (3)
- Liberal (2)
- Extremely liberal (1)

End of Block: Block 15 - Q15\_1/Q16\_2

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Start of Block: Block 16 - Experiment Description

*Display This Question:*

*If EXP\_GROUP = 1*

group\_1\_description **For the next part of the survey, we would like your opinion of a news story. Please read the entire article carefully. It has been taken from a national newspaper.**

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*Display This Question:*

*If EXP\_GROUP = 2*

group\_2\_description **For the next part of the survey, we would like your opinion of a news story. Please read the entire article carefully. It has been taken from a national newspaper.**

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*Display This Question:*

*If EXP\_GROUP = 3*

group\_3\_description **For the next part of the survey, we would like your opinion of a news story. Please read the entire article carefully. It has been taken from a newspaper in your local area.**

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*Display This Question:*

*If EXP\_GROUP = 4*

group\_4\_description **For the next part of the survey, we would like your opinion of a news story. Please read the entire article carefully. It has been taken from a local newspaper.**

End of Block: Block 16 - Experiment Description

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Start of Block: Block 17 - Experimental Manipulation

*Display This Question:*

*If EXP\_GROUP = 1*

### article\_group\_1 **A Glimmer of Hope in America's Opioid Crisis**

Duluth, MN -- Twelve hours into her 35th birthday last fall, Janelle and a friend found what they were looking for: heroin.

"The first shot of the day, it killed me," Janelle said. "I was dead for three minutes, and they got me back with Narcan."

Her friend called 911, and two police squad cars arrived within minutes. The officers administered three nasal shots of the overdose antidote, generically known as naloxone, to revive her.

Addiction to powerful painkillers sneaked up on Janelle, a mother of two from the Duluth area, who began taking the drugs legitimately for pain, but like millions of others, got caught up in the worst opioid epidemic in U.S. history.

There were a record-breaking 70,237 drug overdose deaths in 2017 and opioids were involved in 67.8% of them, according to the US Centers for Disease Control and Prevention (CDC).

But national opioid-related deaths may be on the decline. Complete data has yet to be released, but provisional data from the CDC show an overall 3.2% decline in overdose deaths from September 2017 through September 2018.

These initial numbers suggest a victory stemming from White House-led efforts to combat the crisis, such as the creation of a commission to provide recommendations to the federal government, the declaration of a national public health emergency, the signing of a sweeping

opioids package into law, and strong border security efforts.

However, many experts say the slight one-year decline doesn't constitute a concrete trend yet. And one point of concern for public health advocates is continued access to addiction treatment provided through the Affordable Care Act, which Trump wants to strike down.

As for Janelle, now sober for over a year, her focus is on hope at the individual level, the struggle for survival.

"I got a second chance at life," she said. "I absolutely love being sober. I get to spend quality time with my two girls and offer support to others in the Duluth area who are struggling with addiction."

If you or someone you know is affected by opioid addiction you can find resources at the Substance Abuse and Mental Health Administration 1-800-662-HELP (4357)

---

*Display This Question:*

*If EXP\_GROUP = 2*

## article\_group\_2 **A Glimmer of Hope in America's Opioid Crisis**

[\\${e://Field/CITY}](#), [\\${e://Field/STATE\\_NAME}](#) -- Twelve hours into her 35th birthday last fall, Janelle and a friend found what they were looking for: heroin.

"The first shot of the day, it killed me," Janelle said. "I was dead for three minutes, and they got me back with Narcan."

Her friend called 911, and two police squad cars arrived within minutes. The officers administered three nasal shots of the overdose antidote, generically known as naloxone, to revive her.

Addiction to powerful painkillers sneaked up on Janelle, a mother of two from the [\\${e://Field/CITY}](#) area, who began taking the drugs legitimately for pain, but like millions of others, got caught up in the worst opioid epidemic in U.S. history.

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"I got a second chance at life," she said. "I absolutely love being sober. I get to spend quality time with my two girls and offer support to others in the  $\{e://Field/CITY\}$  area who are struggling with addiction."

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---

*Display This Question:*

*If EXP\_GROUP = 3*

article\_group\_3

### **A Glimmer of Hope in America's Opioid Crisis**

$\{e://Field/CITY\}$ ,  $\{e://Field/STATE_NAME\}$  -- Twelve hours into her 35th birthday last fall, Janelle and a friend found what they were looking for: heroin.

"The first shot of the day, it killed me," Janelle said. "I was dead for three minutes, and they got me back with Narcan."

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Addiction to powerful painkillers sneaked up on Janelle, a mother of two from the  $\{e://Field/CITY\}$  area, who began taking the drugs legitimately for pain, but like millions of others, got caught up in the worst opioid epidemic in U.S. history.

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As for Janelle, now sober for over a year, her focus is on hope at the individual level, the struggle for survival.

"I got a second chance at life," she said. "I absolutely love being sober. I get to spend quality time with my two girls and offer support to others in the `{e://Field/CITY}` area who are struggling with addiction." *If you or someone you know is affected by opioid addiction you can find resources at the Substance Abuse and Mental Health Administration 1-800-662-HELP (4357)*

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*Display This Question:*

*If EXP\_GROUP = 4*

article\_group\_4

## **A Glimmer of Hope in America's Opioid Crisis**

Duluth, MN -- Twelve hours into her 35th birthday last fall, Janelle and a friend found what they were looking for: heroin.

"The first shot of the day, it killed me," Janelle said. "I was dead for three minutes, and they got me back with Narcan."

Her friend called 911, and two police squad cars arrived within minutes. The officers administered three nasal shots of the overdose antidote, generically known as naloxone, to revive her.

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However, many experts say the slight one-year decline doesn't constitute a concrete trend yet. And one point of concern for public health advocates is continued access to addiction treatment provided through the Affordable Care Act, which Trump wants to strike down.

As for Janelle, now sober for over a year, her focus is on hope at the individual level, the struggle for survival.

"I got a second chance at life," she said. "I absolutely love being sober. I get to spend quality time with my two girls and offer support to others in the Duluth area who are struggling with addiction." *If you or someone you know is affected by opioid addiction you can find resources at the Substance Abuse and Mental Health Administration 1-800-662-HELP (4357)*

End of Block: Block 17 - Experimental Manipulation

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Start of Block: Block 18 - Q17/Q18F

*Display This Question:*

*If EXP\_GROUP = 1*

*Or EXP\_GROUP = 2*

**Q17\_desc\_1\_2 Now we are going to ask you a few questions about this article from a national newspaper.**

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*Display This Question:*

*If EXP\_GROUP = 3*

Q17\_desc\_3 **Now we are going to ask you a few questions about this article from a newspaper in your local area.**

---

*Display This Question:*

*If EXP\_GROUP = 4*

Q17\_desc\_4 **Now we are going to ask you a few questions about this article from a local newspaper.**

---

Q17 Overall, how trustworthy do you find this news story?

- Very trustworthy (1)
  - Trustworthy (2)
  - Neither trustworthy nor untrustworthy (3)
  - Not very trustworthy (4)
  - Not trustworthy at all (5)
- 

Q18 **Thinking about the content of this story, please indicate your level of agreement with each of the following statements.**

---

Q18A The information reported could be verified.

- Strongly agree (1)
  - Agree (2)
  - Neither agree nor disagree (3)
  - Disagree (4)
  - Strongly disagree (5)
- 

Q18B The report recounts the facts truthfully.

- Strongly agree (1)
  - Agree (2)
  - Neither agree nor disagree (3)
  - Disagree (4)
  - Strongly disagree (5)
- 

Q18C The article is not biased politically.

- Strongly agree (1)
  - Agree (2)
  - Neither agree nor disagree (3)
  - Disagree (4)
  - Strongly disagree (5)
-

Q18D The reporter cares about opioid victims like Janelle.

- Strongly agree (1)
  - Agree (2)
  - Neither agree nor disagree (3)
  - Disagree (4)
  - Strongly disagree (5)
- 

Q18E The article includes different points of view.

- Strongly agree (1)
  - Agree (2)
  - Neither agree nor disagree (3)
  - Disagree (4)
  - Strongly disagree (5)
- 

Q18F The article is relevant to me personally.

- Strongly agree (1)
- Agree (2)
- Neither agree nor disagree (3)
- Disagree (4)
- Strongly disagree (5)

End of Block: Block 18 - Q17/Q18F

---

Start of Block: Block 19 - Q19

Q19 Which phrase best captures your view about the challenge opioids pose to American society?

- A minor challenge (1)
- A major challenge (2)
- A national emergency (3)

End of Block: Block 19 - Q19

---

Start of Block: Block 20 - Q20

*Display This Question:*

*If EXP\_GROUP != 3*

Q20A Do you recall whether the news story you read came from...?

- A national newspaper (1)
- A local newspaper (2)

-----  
*Display This Question:*

*If EXP\_GROUP = 3*

Q20B Do you recall whether the news story you read came from...?

- A national newspaper (1)
- A newspaper in your local area (2)

End of Block: Block 20 - Q20

---

Start of Block: Block 22 - Q22

block\_description **Finally, just a few questions about your background.**

-----

*Display This Question:*

*If FORM = 1*



Q22\_1 In politics, as of today, with which political party do you most closely affiliate?

- Republican (1)
- Democrat (2)
- Independent (3)
- Other party (4)

---

*Display This Question:*

*If FORM = 2*



Q22\_2 In politics, as of today, with which political party do you most closely affiliate?

- Democrat (2)
- Republican (1)
- Independent (3)
- Other party (4)

End of Block: Block 22 - Q22

---

Start of Block: Block 23

*Display This Question:*

*If FORM = 1*

*And If*

*Q22\_1 = 3*

*Or Q22\_1 = 4*

*Or Q22\_2 = 3*

*Or Q22\_2 = 4*

Q22A\_1 As of today, do you lean more to the Democratic Party or the Republican Party?

- Democratic Party (1)
- Republican Party (2)
- Neither/Other (3)

---

*Display This Question:*

*If FORM = 2*

*And If*

*Q22\_1 = 3*

*Or Q22\_1 = 4*

*Or Q22\_2 = 3*

*Or Q22\_2 = 4*



Q22A\_2 As of today, do you lean more to the Democratic Party or the Republican Party?

- Republican Party (2)
- Democratic Party (1)
- Neither/Other (3)

**End of Block: Block 23**

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**Start of Block: Block 24 - Q23**

*Display This Question:*

*If FORM = 1*



Q23\_1 How would you describe your political views?

- Extremely liberal (1)
- Liberal (2)
- Slightly liberal (3)
- Moderate (4)
- Slightly conservative (5)
- Conservative (6)
- Extremely conservative (7)

---

*Display This Question:*

*If FORM = 2*



Q23\_2 How would you describe your political views?

- Extremely conservative (7)
- Conservative (6)
- Slightly conservative (5)
- Moderate (4)
- Slightly liberal (3)
- Liberal (2)
- Extremely liberal (1)

Q24 Which best describes the area where you live?

- A rural area or on a farm (1)
- A small town or village (2)
- A large city (3)
- A suburb of a large city (4)

End of Block: Block 24 - Q23

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Start of Block: Block 25 - Q25

Q25 Finally, would you like to donate the money you received for taking this survey to ShatterProof, a nonprofit organization dedicated to ending the devastation addiction causes families?

- Yes (1)
- No thank you (2)

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Page Break

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End of Block: Block 25 - Q25

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Start of Block: Ending Statement

final\_desc\_1 For the purposes of this study, Gallup created a composite article using existing news stories, in order to understand the factors that influence people's trust in news sources, including whether they are from a national news organization or local news organization, and the location of the story. We did vary whether the news organization came from Duluth, MN or from your local area, and whether it came from a local newspaper or a national newspaper.

The original articles included real information researched by real journalists. In other words, this was not a real news story but used real information compiled from multiple news stories. If you would like to read the original news stories, you can find them below.

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final\_desc\_2

End of Block: Ending Statement

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