

# 08-19-19 Knight Foundation Panel 4

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survey\_description **During this survey, 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: Survey Start Block

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Start of Block: Block 1 - Q1a/Q1c

Q1\_description 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 - Q1a/Q1c

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Start of Block: Block 2 - Q2/Q3

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)

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Page Break

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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 2 - Q2/Q3

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Start of Block: Block 3 - Q4a/Q4j

Q4\_description How often, if at all, do you use each of the following sources to stay up-to-date on news?

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Q4a A **local** newspaper (in print, online, or on an app)

☐ Daily (1)

☐ Weekly (2)

☐ Monthly (3)

☐ Less than monthly (4)

☐ Never (5)

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Q4b A **local** television station (on television, online, or on an app)

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

Q4c A website or app produced by a **local** individual, group, or organization

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

Q4d A **local** radio station (on the radio, online, or on an app)

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

Q4e A **local** magazine (in print, online, or on an app)

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

Q4f A **national** newspaper (e.g. USA Today) (in print, online, or on an app)

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

Q4g A **national** television channel or program (e.g. ABC World News, CNN) (on television, online, or on an app)

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

Q4h A **national** radio program (e.g. NPR's Morning Edition) (on the radio, online, or on an app)

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

Q4i A **national** magazine (e.g. TIME magazine) (in print, online, or on an app)

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

Q4j 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 3 - Q4a/Q4j

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Start of Block: Block 3a - Q5

Q5 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 3a - Q5

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Start of Block: Block 4 - Q6/Q10

Q6 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)
-

Q7 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)

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Page Break





Q8 Which of the following comes closest to your view, even if neither is exactly right?

- ☐ Local and state news organizations are necessary for keeping me informed (1)
- ☐ National news organizations provide all the news I need to stay informed (2)

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Page Break



Q9 Which comes closer to your view?

- ☐ Local newspapers are vital and should be preserved even if they can't sustain themselves financially (1)
- ☐ A newspaper business is just like any other business that should be allowed to fail if it can't sustain itself financially (2)

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Page Break



Q10 Which comes closer to your view?

- ☐ Everyone in a local community should have access to local news, even if they don't pay for it (1)
- ☐ Local news should primarily be available to people willing to pay for it (2)

End of Block: Block 4 - Q6/Q10

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Start of Block: Block 5 - Q11a/Q11e

Q11\_description There are a variety of ways people pay to access the news. Which of the following payment methods have you **ever** used to access the news?

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Q11a **Micropayments:** readers or users are asked to pay \$1 or less to access a specific article

- ☐ Yes, have used (1)
- ☐ No, have not (2)
- 

Q11b **Day pass:** readers or users pay to access to news site for 1 day at a time

- ☐ Yes, have used (1)
- ☐ No, have not (2)
- 

Q11c **Membership:** recurring payment or contribution that includes special benefits for members such as access to exclusive content, special discounts, or access to VIP events

- ☐ Yes, have used (1)
- ☐ No, have not (2)
-

Q11d **Subscription:** A monthly or annual fee to access news, such as for newspaper delivery or access to an online news site

- ☐ Yes, have used (1)
  - ☐ No, have not (2)
- 

Q11e **Donation:** A gift of money to a news organization either on a one-time or recurring basis, such as during a pledge drive

- ☐ Yes, have used (1)
- ☐ No, have not (2)

End of Block: Block 5 - Q11a/Q11e

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Start of Block: Block 6 - Q12/Q14

Q12 Local newspapers and TV stations typically are owned by a company, family, or individual. Generally speaking, how much do you know about who owns different newspapers, tv, and radio stations in your local area?

- ☐ A great deal (1)
  - ☐ A moderate amount (2)
  - ☐ Not much (3)
  - ☐ Nothing at all (4)
-

Q13 How important is it, to you personally, that your local news organization be owned by a company, group or individual based in your local community?

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

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Q14 As you may know, most news organizations are for-profit companies, while some news organizations are nonprofit—tax-exempt organizations that are formed to provide ‘public benefit.’

Nonprofit news organizations typically raise money through donations, foundation grants, and other sources.

As far as you know, are any of the news sources you use **non-profit**?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Don't know (3)

End of Block: Block 6 - Q12/Q14

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Start of Block: Block 7 - Q15a/Q15c

Q15\_description In the **past year**, have you donated money or not donated money to each of the following:

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Q15a Public television (A local PBS television station, for example)

- ☐ I have donated (1)
- ☐ I have not donated (2)

-----

Q15b Public radio (A local NPR radio station, for example)

- ☐ I have donated (1)
- ☐ I have not donated (2)

-----

Q15c Other non-profit journalism

- ☐ I have donated (1)
- ☐ I have not donated (2)

End of Block: Block 7 - Q15a/Q15c

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Start of Block: Block 8 - Q16a/Q16c

*Display This Question:*

*If Q15a = 1*

*Or Q15b = 1*

*And If*

*Q15c != 1*

Q16a And why do you donate to your local public media? **Please select your top reason for donating.**

- ☐ It makes me feel good to support a valuable information resource (1)
- ☐ I regularly watch or listen to the content (2)
- ☐ It provides information I can't get anywhere else (3)

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*Display This Question:*

*If Q15a != 1*

*And Q15b != 1*

*And Q15c = 1*

Q16b And why do you donate to non-profit journalism? **Please select your top reason for donating.**

- ☐ It makes me feel good to support a valuable information resource (1)
  - ☐ I regularly watch or listen to the content (2)
  - ☐ It provides information I can't get anywhere else (3)
-

*Display This Question:*

*If Q15a = 1*

*Or Q15b = 1*

*And If*

*Q15c = 1*

Q16c And why do you donate to your local public media or other non-profit journalism? **Please select your top reason for donating.**

- ☐ It makes me feel good to support a valuable information resource (1)
- ☐ I regularly watch or listen to the content (2)
- ☐ It provides information I can't get anywhere else (3)

End of Block: Block 8 - Q16a/Q16c

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Start of Block: Block 9 - Q17

Q17 Do you **currently** pay a monthly or annual subscription fee to any news source [such as a newspaper, website or magazine]?

- ☐ Yes (1)
- ☐ No (2)

End of Block: Block 9 - Q17

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Start of Block: Block 10 - Q18





Q18 Please indicate to which of the following sources you subscribe, donate, or regularly pay to access the news.

- ☐ A **local** newspaper (in print, online or on an app) (1)
- ☐ A website or app produced by a **local** individual, group or organization (2)
- ☐ A **local** radio station (on the radio, online or on an app) (3)
- ☐ A magazine (in print, online or on an app) (4)
- ☐ A **national** newspaper (in print, online or on an app) (5)
- ☐ A **national** television station (on television, online or on an app) (6)
- ☐ A website or app produced by a **national** individual, group or organization (7)
- ☐ A **national** radio station (on the radio, online or on an app) (8)

End of Block: Block 10 - Q18

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Start of Block: Block 11 - Q19



Q19 Why do you subscribe, donate, or regularly pay to access the news? **Please select up to 3.**

- ☐ I want to stay informed on issues that matter to me (1)
- ☐ To support journalism (2)
- ☐ To access the information i need (3)
- ☐ To find places to go and things to do (4)
- ☐ Covers stories about my community (5)
- ☐ Advocates for important social and political issues I care about (6)
- ☐ Is cheaper to access than other sources of news (7)
- ☐ Is politically neutral (8)
- ☐ Provides information I can't get anywhere else (9)
- ☐ Gives me 'inside information' on breaking news stories before they happen or are made public (10)

End of Block: Block 11 - Q19

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Start of Block: Block 12 - Q20



Q20\_description In the past 5 years have you **stopped paying a subscription, donation or membership for** any of the following?

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Q20a A **local** newspaper (in print, online or on an app)

- ☐ Yes, have (1)
- ☐ No, have not (2)
- 

Q20b A **local** television station (on television, online, or on an app)

- ☐ Yes, have (1)
- ☐ No, have not (2)
- 

Q20c A website or app produced by a **local** individual, group or organization

- ☐ Yes, have (1)
- ☐ No, have not (2)
- 

Q20d A local radio station (on the radio, online or on an app)

- ☐ Yes, have (1)
- ☐ No, have not (2)
- 

Q20e A **national** newspaper (in print, online or on an app)

- ☐ Yes, have (1)
- ☐ No, have not (2)
-

Q20f A **national** television station (on television, online or on an app)

- ☐ Yes, have (1)
- ☐ No, have not (2)
- 

Q20g A website or app produced by a **national** individual, group or organization

- ☐ Yes, have (1)
- ☐ No, have not (2)
- 

Q20h A **national** radio station (on the radio, online or on an app)

- ☐ Yes, have (1)
- ☐ No, have not (2)
- 

Q20i A magazine (in print, online or on an app)

- ☐ Yes, have (1)
- ☐ No, have not (2)

End of Block: Block 12 - Q20

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Start of Block: Block 13 - Q21/Q22

Q21 Which of the following would make you more likely to pay a **membership** or make a **recurring contribution to a news organization**? Please select all that apply.

- ☐ Special content (1)
- ☐ Discounts on other purchases (2)
- ☐ Events (3)
- ☐ Access to journalists (4)
- ☐ Access to news updates first (5)
- ☐ Gifts or "swag" (6)

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Page Break

Q22 Which comes closest to your view of the local newspaper(s) in your community?

- ☐ One of the most important symbols of civic pride in your community (1)
- ☐ An important symbol of civic pride, but not one of the most important (2)
- ☐ Not an important symbol of civic pride (3)
- ☐ Does not apply/No local newspaper (4)

End of Block: Block 13 - Q21/Q22

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Start of Block: Block 14 - Q23a/Q23f

Q23\_description Do you think private or government institutions should or should not guarantee a certain level of funding for each of the following?

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Q23a Local churches, synagogues, or mosques in your area

- ☐ Should be (1)
  - ☐ Should not be (2)
- 

Q23b Local news organizations in your area

- ☐ Should be (1)
  - ☐ Should not be (2)
- 

Q23c Local charities in your area

- ☐ Should be (1)
- ☐ Should not be (2)

---

Q23d Local libraries

- ☐ Should be (1)
- ☐ Should not be (2)

---

Q23e Local parks, pools, or recreational facilities

- ☐ Should be (1)
- ☐ Should not be (2)

---

Q23f Local museums, theaters, and other cultural and arts centers

- ☐ Should be (1)
- ☐ Should not be (2)

End of Block: Block 14 - Q23a/Q23f

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Start of Block: Block 15 - Q24/Q26

Q24 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 (1)
  - ☐ Somewhat well (2)
  - ☐ Not too well (3)
  - ☐ Not at all well (4)
-

*Display This Question:*

*If FORM = 1*

Q25 If you knew a local newspaper in your area was failing, how likely would you be to subscribe or otherwise give money to help keep it from shutting down?

- ☐ Very likely (1)
- ☐ Somewhat likely (2)
- ☐ Not too likely (3)
- ☐ Not likely at all (4)

---

*Display This Question:*

*If FORM = 2*

Q26 If a failing newspaper was the only newspaper in your local area, how likely would you be to subscribe or otherwise give money to help keep it from shutting down?

- ☐ Very likely (1)
- ☐ Somewhat likely (2)
- ☐ Not too likely (3)
- ☐ Not likely at all (4)

End of Block: Block 15 - Q24/Q26

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Start of Block: Block 16 Q27a/Q27g

Q27\_description **Thinking now about how various institutions can help support news organizations...**

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Q27\_description Do you favor or oppose **local** news organizations receiving financial support from each of the following?

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Q27a The federal government (through federal tax revenue)

☐ Favor (1)

☐ Oppose (2)

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Q27b Local governments (through local tax revenue)

☐ Favor (1)

☐ Oppose (2)

---

Q27c Philanthropic organizations (through donations and grants)

☐ Favor (1)

☐ Oppose (2)

---

Q27d Local residents (through subscriptions, donations, and grants)

☐ Favor (1)

☐ Oppose (2)

---

Q27e Technology companies (through donations, grants, and paying more for content they display in their apps and on their websites)

☐ Favor (1)

☐ Oppose (2)

---

Q27f An individual investor, such as a business owner

- ☐ Favor (1)
- ☐ Oppose (2)

End of Block: Block 16 Q27a/Q27g

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Start of Block: Block 17 Q28a/Q28f

*Display This Question:*

*If Q27a = 1*

*Or Q27b = 1*

*Or Q27c = 1*

*Or Q27d = 1*

*Or Q27e = 1*

*Or Q27f = 1*

Q28\_description **Thinking now about how various institutions can help support news organizations...**

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*Display This Question:*

*If Q27a = 1*

*Or Q27b = 1*

Q28a Please indicate whether each of the following is a major reason why you support **local** news organizations receiving funding from the government.

- ☐ Would ensure fair coverage of issues I care about (1)
- ☐ Provides a check on my local government (2)
- ☐ Creates a sense of community (3)
- ☐ Preserves community history (4)
- ☐ Provides an affordable way for members of the community to stay informed (5)
- ☐ Reflects my views on important social and political issues (6)

---

*Display This Question:*

*If Q27c = 1*

Q28c Please indicate whether each of the following is a major reason why you support **local** news organizations receiving funding from philanthropic organizations.

- ☐ Would ensure fair coverage of issues I care about (1)
- ☐ Provides a check on my local government (2)
- ☐ Creates a sense of community (3)
- ☐ Preserves community history (4)
- ☐ Provides an affordable way for members of the community to stay informed (5)
- ☐ Reflects my views on important social and political issues (6)

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*Display This Question:*

*If Q27d = 1*

Q28d Please indicate whether each of the following is a major reason why you support **local** news organizations receiving funding from local residents.

- ☐ Would ensure fair coverage of issues I care about (1)
- ☐ Provides a check on my local government (2)
- ☐ Creates a sense of community (3)
- ☐ Preserves community history (4)
- ☐ Provides an affordable way for members of the community to stay informed (5)
- ☐ Reflects my views on important social and political issues (6)

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*Display This Question:*

*If Q27e = 1*

Q28e Please indicate whether each of the following is a major reason why you support **local** news organizations receiving funding from technology companies.

- ☐ Would ensure fair coverage of issues I care about (1)
- ☐ Provides a check on my local government (2)
- ☐ Creates a sense of community (3)
- ☐ Preserves community history (4)
- ☐ Provides an affordable way for members of the community to stay informed (5)
- ☐ Reflects my views on important social and political issues (6)

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*Display This Question:*

*If Q27f = 1*

Q28f Please indicate whether each of the following is a major reason why you support **local** news organizations receiving funding from individual investors.

- ☐ Would ensure fair coverage of issues I care about (1)
- ☐ Provides a check on my local government (2)
- ☐ Creates a sense of community (3)
- ☐ Preserves community history (4)
- ☐ Provides an affordable way for members of the community to stay informed (5)
- ☐ Reflects my views on important social and political issues (6)

End of Block: Block 17 Q28a/Q28f

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Start of Block: Block 18 - Q29



Q29 If you had to choose, which source of funding do you think would be **most** likely to introduce bias in the news?

- ☐ Federal government (1)
- ☐ Local governments (2)
- ☐ Philanthropic organizations (3)
- ☐ Local residents (4)
- ☐ Technology companies (5)
- ☐ An individual investor, such as a business owner (6)

End of Block: Block 18 - Q29

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Start of Block: Block 27 - Q30



Q30\_description If you could donate a small portion of your tax bill to go to the news, which of the following would you give it to? Please select all that apply.



Q30a Local or national news organizations

☐

Local news organizations (1)

☐

National news organizations (2)



Q30b Conservative leaning, politically neutral, or liberal leaning news organizations

☐

Conservative leaning news organizations (1)

☐

Politically neutral news organizations (2)

☐

Liberal leaning news organizations (4)



Q30c A newspaper, television station, or radio station

☐

Newspaper (1)

☐

Television (2)

☐

Radio (4)

End of Block: Block 27 - Q30

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Start of Block: Block 20 - Q32/Q33

Q32 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)
- 

Q33 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 20 - Q32/Q33

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Start of Block: Block 19 - Q31

*Display This Question:*

*If FORM = 1*

Q31a 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 = 2*



Q31b 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)

End of Block: Block 19 - Q31

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Start of Block: Block 21 - Q34a/Q34f

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

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Page Break

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Q34\_description In the past year, did you do any of the following?

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Q34a Attend a community meeting such as school board or city council

☐ Yes (1)

☐ No (2)

---

Q34b Contact a local official

☐ Yes (1)

☐ No (2)

---

Q34c Volunteer with an organization, school, or project in your community

☐ Yes (1)

☐ No (2)

---

Q34d Attend a community event such as a parade, festival, or block party

☐ Yes (1)

☐ No (2)

---

Q34e Contribute money to charitable organizations within your community

- ☐ Yes (1)
- ☐ No (2)
- 

Q34f Stay informed about about events in your community

- ☐ Yes (1)
- ☐ No (2)

End of Block: Block 21 - Q34a/Q34f

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Start of Block: Block 22 - Q35

*Display This Question:*

*If FORM = 1*

Q35a 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*



Q35b 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 - Q35

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Start of Block: Block 23 - Q36

*Display This Question:*

*If Q35a = 3*

*Or Q35a = 4*

Q36a 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 Q35b = 3*

*Or Q35b = 4*



Q36b 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 - Q36

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Start of Block: Block 24 - Q37

Display This Question:

If FORM = 1

Q37a 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)

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Display This Question:

If FORM = 2



Q37b 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)

End of Block: Block 24 - Q37

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Start of Block: Block 25 - Q38

Q38 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\_survey

**Thank you for taking this Gallup Panel survey!**

End of Block: Block 25 - Q38

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