# Trust in Local Partisan-Leaning News
## Knight Foundation/Gallup Web Survey 2

*Results are based on interviews conducted via an Internet web survey June 24-July 11, 2019, with 1,384 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 ±4 percentage points at the 95% confidence level.*

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 |
|---|---|---|---|---|---|
| | | | | | |
| **National news** | | | | | |
| 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 | * |
| | | | | | |
| **Local news** | | | | | |
| 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 |
| | | | | | |
| **International news** | | | | | |
| 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 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. Please name the top 2-3 news sources you use. Be as specific as possible. [OPEN-ENDED]

| | 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 | 32 | 31 | 29 | 26 | 30 |
| CNN | 26 | 27 | 27 | 27 | 30 |
| Local newspaper (non-specific) | 20 | 14 | 14 | 14 | 12 |
| Local News program (non-specific) | 19 | 15 | 16 | 12 | 12 |
| MSNBC | 13 | 10 | 15 | 14 | 17 |
| The New York Times | 12 | 11 | 11 | 11 | 12 |
| NPR/National Public Radio | 12 | 17 | 19 | 14 | 18 |
| Internet (non-specific) | 11 | 13 | 14 | 11 | 6 |
| NBC News | 11 | 12 | 8 | 11 | 10 |
| ABC News | 10 | 11 | 10 | 8 | 11 |
| CBS News | 9 | 9 | 8 | 7 | 7 |
| BBC/British Broadcasting Corporation | 8 | 6 | 7 | 11 | 10 |
| The Washington Post | 8 | 7 | 7 | 10 | 11 |
| Local radio (non-specific) | 6 | 5 | 5 | 7 | 1 |
| Facebook | 4 | 3 | 4 | 3 | 3 |
| Television (non-specific) | 3 | 4 | 4 | 2 | 4 |
| Google | 3 | 4 | 5 | 4 | 3 |
| The Wall Street Journal | 3 | 2 | 2 | 3 | 3 |
| Local NBC Station | 3 | 2 | 4 | 2 | 1 |
| Yahoo | 3 | 2 | 2 | 3 | 2 |
| PBS | 3 | 3 | 2 | 5 | 3 |
| MSN | 2 | 2 | 1 | 2 | 2 |
| Bret Baier | 2 | 1 | 1 | 1 | 2 |
| The Drudge Report | 2 | 2 | 1 | 2 | 3 |
| Local ABC Station | 2 | 3 | 2 | 2 | 1 |
| OAN/One America News | 2 | 1 | 2 | 1 | 1 |
| Local CBS Station | 2 | 2 | 2 | 2 | 2 |
| The Huffington Post | 2 | 2 | 1 | 1 | 1 |
| Twitter | 2 | 2 | 2 | 1 | 2 |
| Talk radio (non-specific) | 2 | 2 | 2 | 1 | 1 |
| Reddit | 2 | 2 | 3 | 1 | 2 |
| YouTube | 1 | 2 | 1 | 1 | 1 |
| Magazine (non-specific) | 1 | 1 | 1 | 1 | 1 |
| AP/Associated Press | 1 | 2 | 3 | 3 | 1 |
| Apple News | 1 | 2 | <1 | <1 | 1 |
| Word of mouth | 1 | 2 | 1 | 1 | -- |
| Local Fox Station | 1 | 2 | 2 | 2 | 2 |
| USA Today | 1 | 1 | 1 | 2 | 1 |
| The Guardian | 1 | 1 | 1 | 1 | 1 |
| Reuters | 1 | 1 | 2 | 1 | 1 |
| Daily Wire | 1 | 1 | 1 | 1 | <1 |
| The Blaze | 1 | 1 | 1 | 1 | 1 |

| | | | | | |
|---|---|---|---|---|---|
| Social media (non-specific) | 1 | 1 | 1 | 1 | -- |
| News website (non-specific) | 1 | 2 | 2 | 1 | 3 |
| Phone/Smartphone (non-specific) | 1 | <1 | 1 | -- | -- |
| Bloomberg News | 1 | <1 | 1 | <1 | -- |
| Rush Limbaugh | 1 | 1 | 2 | 1 | <1 |
| Politico | 1 | 1 | <1 | 1 | 1 |
| The Economist | 1 | <1 | <1 | 1 | <1 |
| CNBC | 1 | 1 | 1 | <1 | 1 |
| The National Review | 1 | <1 | <1 | <1 | <1 |
| Social Network App (Flipboard, Feedly) | <1 | <1 | 1 | 1 | <1 |
| POTUS/Sirius XM | <1 | 1 | <1 | 1 | <1 |
| RT/Russia Today | <1 | <1 | 1 | <1 | 1 |
| C-SPAN | <1 | <1 | <1 | <1 | 1 |
| The Chicago Tribune | <1 | 1 | -- | -- | -- |
| The Los Angeles Times | <1 | <1 | 1 | 1 | 1 |
| Good Morning America | <1 | <1 | 2 | <1 | <1 |
| The Today Show | <1 | 1 | 1 | 1 | <1 |
| International/Foreign news (non-specific) | <1 | <1 | 1 | 1 | 2 |
| The New Yorker | <1 | <1 | -- | 1 | 1 |
| HLN/Headline News | <1 | <1 | 2 | 1 | 2 |
| World News | <1 | -- | 1 | 2 | 1 |
| The Young Turks | <1 | 1 | <1 | -- | 1 |
| The Skimm | <1 | 1 | <1 | 1 | 1 |
| The Atlantic | <1 | <1 | <1 | <1 | 1 |
| FiveThirtyEight/538.com | <1 | <1 | 1 | <1 | -- |
| Sean Hannity | <1 | <1 | <1 | 1 | <1 |
| Network news (non-specific) | <1 | <1 | <1 | 1 | <1 |
| Vice News | <1 | 1 | -- | 1 | 2 |
| Al Jazeera/Bodu Bala Sena | <1 | <1 | 1 | 1 | <1 |
| Philip DeFranco | <1 | -- | 1 | <1 | -- |
| Face the Nation | <1 | -- | 1 | -- | 2 |
| Infowars | <1 | <1 | <1 | 1 | 1 |
| Univision | -- | <1 | 1 | <1 | <1 |
| Podcast (non-specific) | -- | <1 | 2 | 1 | 1 |
| | | | | | |
| | | | | | |
| Other | 9 | 12 | 6 | 8 | 12 |
| | | | | | |
| No answer | <1 | 2 | 3 | 3 | 3 |

*Percentages total more than 100% due to multiple responses.*

*Responses with more than 1% mention are shown*

4. 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 June 24-July 11 | 51 | 49 | * |
| 2019 June 13-July 1 | 51 | 49 | * |

5. 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 June 24-July 11 | 65 | 35 | * |
| 2019 June 13-July 1 | 66 | 34 | * |

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

| | Very | Somewhat | Not very | Not at all | No answer |
|---|---|---|---|---|---|
| 2019 June 13-July 1 | 29 | 48 | 18 | 5 | * |
| 2019 June 13-July 1 | 27 | 48 | 20 | 4 | * |

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

**A. Local law enforcement in your area**

| | A great deal | Quite a lot | Some | Very little | None | No answer |
|---|---|---|---|---|---|---|
| | | | | | | |
| 2019 June 24-July 11 | 21 | 33 | 29 | 13 | 3 | * |
| 2019 June 13-July 1 | 21 | 37 | 30 | 9 | 4 | * |

**B. Local schools in your area**

| | A great deal | Quite a lot | Some | Very little | None | No answer |
|---|---|---|---|---|---|---|
| | | | | | | |
| 2019 June 24-July 11 | 14 | 32 | 38 | 12 | 5 | * |
| 2019 June 13-July 1 | 15 | 31 | 35 | 15 | 4 | 1 |

### C. Local courts in your area

|  | A great deal | Quite a lot | Some | Very little | None | No answer |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| 2019 June 24-July 11 | 9 | 31 | 42 | 13 | 5 | * |
| 2019 June 13-July 1 | 8 | 35 | 40 | 14 | 3 | * |

### D. Local churches, synagogues or mosques in your area

|  | A great deal | Quite a lot | Some | Very little | None | No answer |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| 2019 June 24-July 11 | 20 | 29 | 31 | 12 | 8 | * |
| 2019 June 13-July 1 | 20 | 28 | 31 | 12 | 8 | 1 |

### E. Local businesses in your area

|  | A great deal | Quite a lot | Some | Very little | None | No answer |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| 2019 June 24-July 11 | 16 | 47 | 32 | 4 | 1 | * |
| 2019 June 13-July 1 | 16 | 49 | 30 | 3 | 1 | * |

### F. Local news organizations in your area

|  | A great deal | Quite a lot | Some | Very little | None | No answer |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| 2019 June 24-July 11 | 8 | 28 | 45 | 16 | 3 | * |
| 2019 June 13-July 1 | 8 | 30 | 42 | 15 | 5 | * |

### G. Local government in your area

|  | A great deal | Quite a lot | Some | Very little | None | No answer |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| 2019 June 24-July 11 | 6 | 22 | 48 | 19 | 6 | * |
| 2019 June 13-July 1 | 4 | 26 | 46 | 20 | 5 | * |

### H. Local libraries in your area

|  | A great deal | Quite a lot | Some | Very little | None | No answer |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| 2019 June 24-July 11 | 36 | 36 | 20 | 6 | 2 | * |
| 2019 June 13-July 1 | 39 | 35 | 19 | 4 | 2 | 1 |

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.*

8. 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 | Month-ly | Less than monthly | Never | No answer |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| 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 | Month-ly | Less than monthly | Never | No answer |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| 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 | Month-ly | Less than monthly | Never | No answer |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| 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 | Month-ly | Less than monthly | Never | No answer |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| 2019 June 24-July 11 | 37 | 19 | 7 | 15 | 22 | * |
| 2019 June 13-July 1 | 37 | 17 | 7 | 16 | 22 | * |

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

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

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

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

10. 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 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 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 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 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 June 24-July 11 | 9 | 30 | 35 | 26 | 1 |
| 2019 June 13-July 1 | 8 | 32 | 37 | 23 | 1 |

11. 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]

| 2019 June 24-July 11 | Excel-lent | Good | Fair | Poor | Don't Know/ No answer | Excel-lent/ Good |
|---|---|---|---|---|---|---|
| | | | | | | |
| Weather | 35 | 42 | 13 | 3 | 6 | 77 |
| Local sports teams | 32 | 37 | 14 | 2 | 14 | 69 |
| Local entertainment, arts, culture and events | 20 | 43 | 24 | 6 | 8 | 63 |
| Crime and public safety | 15 | 43 | 26 | 10 | 6 | 58 |
| Traffic and public transportation | 14 | 38 | 27 | 11 | 9 | 52 |
| Local lifestyle topics such as health, food, exercise, or parenting | 11 | 38 | 30 | 8 | 13 | 49 |
| Plans for public works projects or business development in your local area | 10 | 37 | 31 | 14 | 8 | 47 |
| Your local economy and business climate | 8 | 38 | 34 | 13 | 7 | 46 |
| Your local government and politics | 8 | 37 | 32 | 17 | 6 | 45 |
| The local real estate and housing market | 9 | 32 | 30 | 12 | 16 | 41 |
| K-12 education in your local area | 9 | 30 | 34 | 14 | 13 | 39 |
| The local environment and pollution | 6 | 28 | 31 | 25 | 10 | 34 |
| Social and cultural issues like abortion, race relations, gun rights, and LGBT rights | 8 | 24 | 31 | 25 | 13 | 32 |
| Drug addiction | 5 | 24 | 30 | 26 | 15 | 29 |

12. *(Asked of those who say local media are doing a fair or poor job covering each topic):* Do you think news organizations in your local area are doing a [fair/poor] job covering [topic] because:

| 2019 June 24-July 11 | They don't give the topic enough attention | They give the topic enough attention but do not cover it well | No answer |
|---|---|---|---|
| | | | |
| Traffic and public transportation (n=511) | 51 | 47 | 2 |
| Weather (n=210) | 29 | 67 | 4 |
| Local sports teams (n=198) | 41 | 54 | 5 |
| Your local economy and business climate (n=615) | 54 | 44 | 2 |
| Plans for public works projects or business development in your local area (n=602) | 54 | 44 | 2 |
| K-12 education in your local area (n=642) | 64 | 34 | 2 |
| Local entertainment, arts, culture and events (n=401) | 50 | 47 | 3 |
| Local lifestyle topics such as health, food, exercise, or parenting (n=516) | 51 | 47 | 3 |
| Crime and public safety (n=485) | 45 | 53 | 2 |
| Your local government and politics (n=643) | 36 | 62 | 2 |
| The local real estate and housing market (n=555) | 61 | 37 | 2 |
| Social and cultural issues like abortion, race relations, gun rights, and LGBT rights (n=754) | 50 | 48 | 2 |
| The local environment and pollution (n=735) | 64 | 34 | 2 |
| Drug addiction (n=747) | 65 | 34 | 2 |

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 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 June 24-July 11 | 9 | 34 | 40 | 15 | 2 | * |
| 2019 June 13-July 1 | 9 | 33 | 42 | 12 | 4 | * |

15. Generally speaking, if you were to characterize the political leanings of news organizations in your local area, would you say they tend to be…? [RESPONSE OPTIONS ROTATED]

| | 2019 June 24-July 11 | 2019 June 13-July 1 |
|---|---|---|
| | | |
| Extremely liberal | 11 | 4 |
| Liberal | 19 | 12 |
| Slightly liberal | 16 | 18 |
| Moderate | 24 | 26 |
| Slightly conservative | 14 | 16 |
| Conservative | 13 | 17 |
| Extremely conservative | 2 | 6 |
| No answer | 1 | 1 |

16. Compared to five years ago, has coverage from news organizations in your local area – [RESPONSE OPTIONS ROTATED]

| | Moved in a more liberal direction | Moved in a more conservative direction | Stayed about the same | No answer |
|---|---|---|---|---|
| | | | | |
| 2019 June 24-July 11 | 37 | 11 | 51 | 1 |

17. 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…? [RESPONSE OPTIONS ROTATED]

|  | 2019 June 24-July 11 | 2019 June 13-July 1 |
|---|---|---|
|  |  |  |
| Extremely liberal | 6 | 3 |
| Liberal | 14 | 14 |
| Slightly liberal | 11 | 11 |
| Moderate | 19 | 20 |
| Slightly conservative | 16 | 18 |
| Conservative | 27 | 26 |
| Extremely conservative | 7 | 7 |
| No answer | * | 1 |

**Summary: Comparison of Political Leanings**

|  | 2019 June 24-July 1 | | | 2019 June 13-July 1 | | |
|---|---|---|---|---|---|---|
|  | Local news organizations | People in your area | Own views | Local news organizations | People in your area | Own views |
|  |  |  |  |  |  |  |
| Extremely liberal | 11 | 5 | 8 | 6 | 3 | 7 |
| Liberal | 19 | 14 | 19 | 17 | 14 | 19 |
| Slightly liberal | 16 | 11 | 11 | 16 | 11 | 12 |
| Moderate | 24 | 19 | 21 | 26 | 20 | 22 |
| Slightly conservative | 14 | 16 | 12 | 18 | 18 | 10 |
| Conservative | 13 | 27 | 22 | 12 | 26 | 22 |
| Extremely conservative | 2 | 7 | 6 | 4 | 7 | 7 |
| No answer | 1 | * | 1 | 1 | 1 | 1 |
|  |  |  |  |  |  |  |
| NET: Liberal | 46 | 30 | 38 | 39 | 28 | 38 |
| NET: Conservative | 29 | 50 | 40 | 34 | 51 | 39 |

**Summary:  Respondent ideology minus local media ideology**

|  | 2019 June 24-July 1 | 2019 June 13-July 1 |
|---|---|---|
| Local media much more liberal than respondent (4 through 6) | 17 | 13 |
| Local media more liberal than respondent (1 through 3) | 23 | 26 |
| Local media/Respondent have same ideology | 25 | 24 |
| Local media more conservative than respondent (-1 through -3) | 27 | 30 |
| Local media much more conservative than respondent (-4 through -6) | 7 | 7 |
| No opinion | 2 | 1 |

18. We'd like you to think about the news coverage you see from news organizations in your local area. Roughly what percentage of this news is about things happening in your local area, and what percentage is about things happening outside your local area, such as in the rest of the country or the world?

20. What percentage of the news from news organizations in your local area would you prefer to be about things happening in your local area, and what percentage would you prefer to be about things happening outside your local area?

| 2019 June 24-July 11 | Current situation (Q18) | Preference (Q20) |
|---|---|---|
| | | |
| 0%-24% local, 76%-100% non-local | 7 | 2 |
| 25%-49% local, 51%-75% non-local | 16 | 8 |
| 50% local/50% non-local | 13 | 27 |
| 51%-75% local/25%-49% non-local | 37 | 38 |
| 76%-100% local/0%-24% non-local | 21 | 22 |
| No answer | 5 | 3 |
| | | |
| Mean percentage local | 59 | 63 |
| Median percentage local | 60 | 60 |

19. Compared to five years ago, do news organizations in your local area cover – [RESPONSE OPTIONS ROTATED]

| | 2019 June 24-July 11 |
|---|---|
| | |
| More stories about things happening in your local area and fewer stories about things happening outside your local area | 19 |
| More stories about things happening outside your local area and fewer stories about things happening in your local area | 24 |
| There has been no change | 56 |

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 **[IF EXPERIMENT GROUP 1 OR 2, INSERT:** a national newspaper / **IF EXPERIMENT GROUP 3 or 4, INSERT:** a newspaper in your local area].

Now we are going to ask you a few questions about this article from a **[IF EXPERIMENT GROUP 1 OR 2, INSERT:** a national newspaper / **IF EXPERIMENT GROUP 3, INSERT:** a newspaper in your local area / **IF EXPERIMENT GROUP 4, INSERT:** a local newspaper].**

21. Overall, how trustworthy do you find this news story?

| Newspaper Type | All | National | | | Local | | |
|---|---|---|---|---|---|---|---|
| Political lean | All | All | Left lean | Right lean | All | Left lean | Right lean |
| | | | | | | | |
| 1 / Very trustworthy | 6 | 4 | 5 | 4 | 7 | 11 | 4 |
| 2 / Trustworthy | 32 | 29 | 30 | 27 | 35 | 34 | 35 |
| 3 / Neither trustworthy nor untrustworthy | 37 | 40 | 33 | 47 | 34 | 35 | 34 |
| 4 / Not very trustworthy | 19 | 20 | 22 | 18 | 18 | 14 | 22 |
| 5 / Not trustworthy at all | 6 | 7 | 10 | 5 | 5 | 7 | 4 |
| No answer | * | * | * | 1 | * | * | * |
| | | | | | | | |
| Mean rating (all respondents) | 2.9 | 3.0 | 3.0 | 2.9 | 2.8 | 2.7 | 2.9 |
| Mean rating (Democrats) | 2.7 | 2.7 | 2.3 | 3.2 | 2.6 | 2.0 | 3.1 |
| Mean rating (Republicans) | 2.9 | 3.0 | 3.6 | 2.6 | 2.8 | 3.3 | 2.4 |
| Mean rating (independents) | 3.1 | 3.3 | 3.3 | 3.2 | 3.0 | 3.0 | 3.0 |
| Mean rating (Democrats/Democratic leaners | 2.8 | 2.8 | 2.4 | 3.2 | 2.7 | 2.2 | 3.2 |
| Mean rating (Republicans/Republican leaners) | 3.0 | 3.1 | 3.8 | 2.6 | 2.9 | 3.4 | 2.4 |

22. How would you rate the content of this story in terms of the following [ITEMS DISPLAYED IN RANDOM ORDER]

### A. The information reported could be verified

| Newspaper Type | All | National | | | Local | | |
|---|---|---|---|---|---|---|---|
| Political lean | All | All | Left lean | Right lean | All | Left lean | Right lean |
| | | | | | | | |
| 1 / Strongly agree | 9 | 8 | 10 | 7 | 10 | 12 | 8 |
| 2 / Agree | 44 | 43 | 41 | 46 | 44 | 45 | 43 |
| 3 / Neither agree nor disagree | 29 | 29 | 29 | 29 | 28 | 24 | 42 |
| 4 / Disagree | 15 | 15 | 17 | 14 | 14 | 14 | 15 |
| 5 / Strongly disagree | 3 | 3 | 3 | 4 | 3 | 4 | 2 |
| No answer | 1 | 1 | 2 | 1 | 1 | 1 | * |
| | | | | | | | |
| Mean rating (all respondents) | 2.6 | 2.6 | 2.6 | 2.6 | 2.6 | 2.5 | 2.6 |
| Mean rating (Democrats/Democratic leaners | 2.5 | 2.5 | 2.3 | 2.8 | 2.4 | 2.0 | 2.8 |
| Mean rating (Republicans/Republican leaners) | 2.6 | 2.7 | 3.0 | 2.3 | 2.6 | 3.0 | 2.3 |

### B. The report recounts the facts truthfully.

| Newspaper Type | All | National | | | Local | | |
|---|---|---|---|---|---|---|---|
| Political lean | All | All | Left lean | Right lean | All | Left lean | Right lean |
| | | | | | | | |
| 1 / Strongly agree | 5 | 5 | 7 | 3 | 5 | 6 | 4 |
| 2 / Agree | 32 | 29 | 28 | 31 | 34 | 36 | 32 |
| 3 / Neither agree nor disagree | 40 | 40 | 38 | 43 | 39 | 36 | 41 |
| 4 / Disagree | 18 | 19 | 22 | 15 | 18 | 16 | 20 |
| 5 / Strongly disagree | 5 | 5 | 4 | 6 | 4 | 5 | 3 |
| No answer | 1 | 1 | 2 | 1 | * | * | 1 |
| | | | | | | | |
| Mean rating | 2.9 | 2.9 | 2.9 | 2.9 | 2.8 | 2.8 | 2.9 |
| Mean rating (Democrats/Democratic leaners | 2.8 | 2.7 | 2.3 | 3.2 | 2.8 | 2.4 | 3.2 |
| Mean rating (Republicans/Republican leaners) | 2.9 | 3.0 | 3.5 | 2.6 | 2.8 | 3.3 | 2.4 |

**C.   The article is neutral from a political perspective.**

| Newspaper Type | All | National | | | Local | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Political lean** | All | All | Left lean | Right lean | All | Left lean | Right lean |
| | | | | | | | |
| 1 / Strongly agree | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 2 / Agree | 18 | 17 | 15 | 19 | 19 | 16 | 22 |
| 3 / Neither agree nor disagree | 21 | 19 | 15 | 23 | 23 | 18 | 28 |
| 4 / Disagree | 32 | 33 | 31 | 35 | 32 | 37 | 27 |
| 5 / Strongly disagree | 24 | 25 | 32 | 17 | 22 | 26 | 18 |
| No answer | 1 | 1 | 2 | 1 | 1 | * | 1 |
| | | | | | | | |
| Mean rating | 3.5 | 3.6 | 3.7 | 3.4 | 3.5 | 3.7 | 3.3 |
| Mean rating (Democrats/Democratic leaners | 3.5 | 3.5 | 3.1 | 3.8 | 3.5 | 3.1 | 3.9 |
| Mean rating (Republicans/Republican leaners) | 3.6 | 3.7 | 4.5 | 3.1 | 3.4 | 4.3 | 2.6 |

**D.   The reporter cares about opioid victims like Janelle.**

| Newspaper Type | All | National | | | Local | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Political lean** | All | All | Left lean | Right lean | All | Left lean | Right lean |
| | | | | | | | |
| 1 / Strongly agree | 8 | 10 | 11 | 9 | 6 | 8 | 5 |
| 2 / Agree | 36 | 34 | 31 | 37 | 38 | 40 | 37 |
| 3 / Neither agree nor disagree | 40 | 39 | 38 | 40 | 41 | 36 | 45 |
| 4 / Disagree | 11 | 10 | 11 | 10 | 12 | 13 | 11 |
| 5 / Strongly disagree | 4 | 6 | 8 | 3 | 3 | 3 | 2 |
| No answer | 1 | 1 | 1 | 1 | * | * | * |
| | | | | | | | |
| Mean rating | 2.7 | 2.7 | 2.8 | 2.6 | 2.7 | 2.6 | 2.7 |
| Mean rating (Democrats/Democratic leaners | 2.5 | 2.5 | 2.3 | 2.7 | 2.6 | 2.4 | 2.8 |
| Mean rating (Republicans/Republican leaners) | 2.8 | 2.8 | 3.3 | 2.5 | 2.7 | 3.0 | 2.5 |

**E.   The article includes different points of view.**

| Newspaper Type | All | National | | | Local | | |
|---|---|---|---|---|---|---|---|
| **Political lean** | All | All | Left lean | Right lean | All | Left lean | Right lean |
| | | | | | | | |
| 1 / Strongly agree | 2 | 2 | 3 | 1 | 2 | 2 | 1 |
| 2 / Agree | 25 | 23 | 31 | 14 | 27 | 40 | 15 |
| 3 / Neither agree nor disagree | 28 | 27 | 22 | 31 | 29 | 20 | 38 |
| 4 / Disagree | 31 | 33 | 27 | 39 | 30 | 25 | 34 |
| 5 / Strongly disagree | 13 | 14 | 15 | 14 | 12 | 14 | 10 |
| No answer | 1 | 2 | 2 | 1 | * | * | 1 |
| | | | | | | | |
| Mean rating | 3.3 | 3.3 | 3.2 | 3.5 | 3.2 | 3.1 | 3.4 |
| Mean rating (Democrats/Democratic leaners | 3.2 | 3.2 | 2.7 | 3.7 | 3.1 | 2.6 | 3.6 |
| Mean rating (Republicans/Republican leaners) | 3.4 | 3.5 | 3.7 | 3.2 | 3.4 | 3.7 | 3.2 |

**F.   The article is relevant to me personally.**

| Newspaper Type | All | National | | | Local | | |
|---|---|---|---|---|---|---|---|
| **Political lean** | All | All | Left lean | Right lean | All | Left lean | Right lean |
| | | | | | | | |
| 1 / Strongly agree | 4 | 3 | 4 | 2 | 5 | 6 | 4 |
| 2 / Agree | 16 | 16 | 17 | 16 | 16 | 17 | 15 |
| 3 / Neither agree nor disagree | 32 | 35 | 34 | 35 | 29 | 27 | 31 |
| 4 / Disagree | 25 | 24 | 24 | 24 | 26 | 26 | 27 |
| 5 / Strongly disagree | 23 | 22 | 21 | 23 | 23 | 24 | 22 |
| No answer | 1 | 1 | * | 1 | * | * | * |
| | | | | | | | |
| Mean rating | 3.5 | 3.5 | 3.4 | 3.5 | 3.5 | 3.5 | 3.5 |
| Mean rating (Democrats/Democratic leaners | 3.3 | 3.3 | 3.1 | 3.6 | 3.3 | 3.1 | 3.4 |
| Mean rating (Republicans/Republican leaners) | 3.6 | 3.5 | 3.7 | 3.3 | 3.6 | 3.7 | 3.5 |

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

| | A minor challenge | A major challenge | A national emergency | No answer |
|---|---|---|---|---|
| | | | | |
| 2019 June 13-July 1 | 9 | 54 | 37 | <1 |

24. How much credit does the Trump administration deserve for the decline in opioid-related deaths?

| Newspaper Type | All | National | | | Local | | |
|---|---|---|---|---|---|---|---|
| Political lean | All | All | Left lean | Right lean | All | Left lean | Right lean |
| | | | | | | | |
| 1 / A lot | 17 | 18 | 14 | 23 | 15 | 10 | 20 |
| 2 / Some | 25 | 27 | 24 | 30 | 23 | 22 | 24 |
| 3 / A little | 20 | 19 | 14 | 23 | 22 | 19 | 25 |
| 4 / None | 37 | 35 | 48 | 22 | 39 | 48 | 30 |
| No answer | 1 | 1 | * | 1 | 1 | 1 | 1 |
| | | | | | | | |
| Mean rating | 2.8 | 2.7 | 3.0 | 2.5 | 2.8 | 3.1 | 2.7 |

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

| Newspaper Type | All | National | | | Local | | |
|---|---|---|---|---|---|---|---|
| Political lean | All | All | Left lean | Right lean | All | Left lean | Right lean |
| | | | | | | | |
| 1 / A great deal | 5 | 5 | 6 | 4 | 5 | 5 | 5 |
| 2 / Quite a lot | 22 | 22 | 23 | 20 | 23 | 25 | 22 |
| 3 / Some | 32 | 31 | 27 | 35 | 33 | 33 | 33 |
| 4 / Very little | 29 | 31 | 31 | 32 | 27 | 25 | 29 |
| 5 / None | 11 | 10 | 13 | 7 | 12 | 12 | 11 |
| No answer | * | 1 | * | 1 | * | * | * |
| | | | | | | | |
| Mean rating | 3.2 | 3.2 | 3.2 | 3.2 | 3.2 | 3.1 | 3.2 |

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

| Newspaper Type | All | National | | | Local | | |
| Political lean | All | All | Left lean | Right lean | All | Left lean | Right lean |
| | | | | | | | |
| 1 / A great deal | 6 | 6 | 7 | 4 | 5 | 7 | 4 |
| 2 / Quite a lot | 32 | 32 | 32 | 32 | 32 | 31 | 34 |
| 3 / Some | 45 | 45 | 45 | 45 | 46 | 46 | 46 |
| 4 / Very little | 13 | 14 | 11 | 16 | 13 | 13 | 13 |
| 5 / None | 3 | 3 | 3 | 3 | 2 | 2 | 2 |
| No answer | 1 | 1 | 2 | 1 | 1 | 1 | 1 |
| | | | | | | | |
| Mean rating | 2.8 | 2.8 | 2.7 | 2.8 | 2.7 | 2.7 | 2.8 |

Next, we have a few more questions on news media organizations.

27. If a large company that owned local news organizations in many different cities were to purchase your favorite local news organization, how concerned would you be that – [ITEMS READ IN RANDOM ORDER]?

| 2019 June 24-July 11 | Very | Some-what | Not very | Not at all | No answer |
| --- | --- | --- | --- | --- | --- |
| | | | | | |
| The political views of the owners would influence the fairness of news coverage | 66 | 26 | 5 | 3 | 1 |
| The owners would spend less money than the previous owners on news gathering and reporting | 33 | 40 | 19 | 7 | 1 |
| The owners would include more news that is not unique to your local area | 35 | 42 | 17 | 6 | 1 |

28. Which of the following would concern you most if a large company that owned local news organizations in many different cities were to purchase your favorite local news organization?

| | 2019 June 24-July 11 |
| --- | --- |
| | |
| The political views of the owners would influence the fairness of news coverage | 75 |
| The owners would spend less money than the previous owners on news gathering and reporting | 10 |
| The owners would include more news that is not unique to your local area | 14 |
| No answer | 1 |

29. Is there anything else that might concern you if a large company that owned local news organizations in many different cities were to purchase your favorite local news organization?

| | 2019 June 24- July 11 |
|---|---|
| | |
| Lack of objectivity/Would not address both sides/Politically biased | 30 |
| Local coverage will decline | 18 |
| More manipulative/Unfair censorship/Propaganda | 18 |
| Loss of journalistic integrity/Less factual coverage/Lack of trust | 16 |
| Homogenization of narrative/Repeat stories/Narrow perspectives | 13 |
| Already has happened/Bad outcome | 12 |
| Large corporation revenue/Ratings outweigh adequate coverage | 7 |
| Consolidation of industry/Competition eliminated | 6 |
| People not familiar with local area reporting news | 6 |
| Cuts in staff | 6 |
| Decreased quality | 5 |
| Less investigative reporting | 4 |
| Should be locally owned | 4 |
| Closing news outlets/Effect on local economy | 4 |
| Positive comment/Would improve the news | 3 |
| Increase in sensationalism | 2 |
| More ads/Higher cost | 2 |
| Scripted news | 2 |
| Erosion of freedom of the press | 2 |
| | |
| Other | 4 |
| | |
| No answer | 10 |

30-32. Demographics/Not reported

33. 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?

| Newspaper Type | All | National | | | Local | | |
|---|---|---|---|---|---|---|---|
| **Political lean** | All | All | Left lean | Right lean | All | Left lean | Right lean |
| | | | | | | | |
| Yes | 54 | 55 | 56 | 54 | 53 | 49 | 57 |
| No | 45 | 44 | 43 | 45 | 46 | 51 | 43 |
| No answer | 1 | 1 | 1 | 1 | * | * | * |
| | | | | | | | |
| Democrats/Democratic leaners | 57 | 59 | 64 | 54 | 54 | 55 | 54 |
| Republicans/Republican leaners | 53 | 50 | 44 | 55 | 57 | 48 | 64 |