

# 07-11-19 Knight Panel 3

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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

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

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Start of Block: Block 3 - Q3/Q4



Q3 Regardless of your opinion of the news media today, generally speaking, how important is the news media to our democracy?

- Critical (4)
- Very important (3)
- Somewhat important (2)
- Not that important (1)



Q4 How well is the news media supporting our democracy today?

- Very well (5)
- Well (4)
- Acceptably (3)
- Poorly (2)
- Very poorly (1)

End of Block: Block 3 - Q3/Q4

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Start of Block: Block 4 - Q5

Q5 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 4 - Q5

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Start of Block: Block 5 - Q6/Q8

Q6 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)
-

Q7 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)

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Page Break

Q8 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 5 - Q6/Q8

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Start of Block: Block 6 - Q9A/Q9F

Q9\_description **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...**

-----

Q9A Attended a community meeting such as school board or city council

- Yes (1)
  - No (2)
- 

Q9B Contacted a local official

- Yes (1)
  - No (2)
-

Q9C Volunteered with an organization, school, or project in your community

Yes (1)

No (2)

---

Q9D Attended a community event such as a parade, festival, or block party

Yes (1)

No (2)

---

Q9E Contributed money to charitable organizations within your community

Yes (1)

No (2)

---

Q9F Stayed informed about events in your community

Yes (1)

No (2)

End of Block: Block 6 - Q9A/Q9F

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Start of Block: Block 7a - Q10\_text

Q10\_next\_ques\_text 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 - Q10\_text

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Start of Block: Block 7 - Q10A/Q10F

Q10\_description **How often, if at all, do you use each of the following for staying up-to-date on news in your local area?**

---

Q10A A local newspaper (in print, online, or on an app)

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

Q10B A local television station (on television, online, or on an app)

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

Q10C A website or app produced by a local individual, group, or organization

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

Q10D A local radio station (on the radio, online, or on an app)

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

Q10E A local magazine (in print, online, or on an app)

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

Q10F Direct communication with people in your local area (outside of your 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 - Q10A/Q10F

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Start of Block: Block - Q11

Q11 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 - Q11

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Start of Block: Block 9 - Q12A-Q12E

Q12\_description **Do you think news organizations in your local area do an excellent, good, fair, or poor job at each of the following?**

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Q12A Educating people about what is going on in your local area

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

Q12B Providing factual local news reports

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

Q12C Making sure people in your area have the knowledge they need to be informed about public affairs

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

Q12D Highlighting the people or groups that make a difference in your local area

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

Q12E 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 - Q12A-Q12E

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Start of Block: Block 10 - Q13

Q13 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 - Q13

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Start of Block: Block 11 - Q14

Q14 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)

End of Block: Block 11 - Q14

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Start of Block: Block 12 - Q15/Q16

Q15 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)
-

Q16 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 (1)
- Somewhat well (2)
- Not too well (3)
- Not at all well (4)

End of Block: Block 12 - Q15/Q16

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Start of Block: Block 13 Q17A/Q17G

Q17\_description **Please tell me whether you have or have not ever done any of the following.**

**If any item doesn't apply to you, please choose "No, have not done."**

-----

Q17A Been personally interviewed by a local news reporter for a story

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

Q17B Seen someone else being interviewed by a local reporter

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

Q17C Seen a local news organization's van or truck driving around your local area

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

Q17D Shared your thoughts with a local news reporter through social media or in the comments section of a news organization's website

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

Q17E Called in to a local news radio talk show

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

Q17F Received a response from a reporter regarding a message you sent to them

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

Q17G Met someone in your community who works for a local news organization

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

End of Block: Block 13 Q17A/Q17G

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Start of Block: Block 14 - Q18/Q19

Q18 How often, if ever, do you see journalists interacting with their audience on social media about stories they reported?

- Frequently (1)
- Occasionally (2)
- Rarely (3)
- Never (4)
- Do not use social media (5)

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Page Break

Q19 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 (1)
- Bad idea (2)

End of Block: Block 14 - Q18/Q19

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Start of Block: Block 15 - Q20A/Q20F

Q20\_description **When it comes to journalists' use of social media, how much do you approve or disapprove of journalists doing each of the following?**

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Q20A Getting input from readers, viewers, or listeners on what stories to cover

- Strongly approve (1)
  - Approve (2)
  - Disapprove (3)
  - Strongly disapprove (4)
- 

Q20B Answering questions from readers, viewers, or listeners about recent stories they reported

- Strongly approve (1)
  - Approve (2)
  - Disapprove (3)
  - Strongly disapprove (4)
-

Q20C Sharing additional research or background information that went into their reporting

- Strongly approve (1)
  - Approve (2)
  - Disapprove (3)
  - Strongly disapprove (4)
- 

Q20D Correcting false or misleading statements made by politicians

- Strongly approve (1)
  - Approve (2)
  - Disapprove (3)
  - Strongly disapprove (4)
- 

Q20E Disputing interpretation of facts reported by other news outlets

- Strongly approve (1)
  - Approve (2)
  - Disapprove (3)
  - Strongly disapprove (4)
-

Q20F Sharing their personal views about the news of the day

- Strongly approve (1)
- Approve (2)
- Disapprove (3)
- Strongly disapprove (4)

End of Block: Block 15 - Q20A/Q20F

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Start of Block: Block 16 - Q21A/Q21D

Q21\_description **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?**

-----

Q21A Where local politicians stand on the key issues facing your community

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

Q21B The best ways to get involved to make a difference

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

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Q21C How to communicate your concerns to local officials

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

Q21D How other members of your community feel about their local government

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

End of Block: Block 16 - Q21A/Q21D

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Start of Block: Block 17 - Q22/Q23

Q22 In the past year, have you subscribed to, donated to, or paid for a membership to any local news organization?

- Yes (1)
  - No (2)
- 

Page Break

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Display This Question:

If Q22 = 2



Q23 Have you ever subscribed to, donated to, or paid for a membership to any local news organization?

Yes (1)

No (2)

End of Block: Block 17 - Q22/Q23

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Start of Block: Block 18 - Q24A/Q24D

Q24\_description **On a different topic, please indicate your level of agreement with each of the following statements.**

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Q24A One should always find ways to help others less fortunate than oneself.

Strongly agree (1)

Somewhat agree (2)

Neither agree nor disagree (3)

Somewhat disagree (4)

Strongly disagree (5)

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Q24B It is best to avoid getting too involved in taking care of other people's needs.

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

Q24C A person should always be concerned about the well-being of others.

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

Q24D People tend to pay more attention to the well-being of others than they should.

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

End of Block: Block 18 - Q24A/Q24D

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Start of Block: Block 19 - Q25A/Q25H

Q25\_description **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.**

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Q25A Caring

- Applies more to journalists from local news organizations (1)
  - Applies more to journalists from national news organizations (2)
  - Applies equally to both (3)
  - Applies to neither (4)
- 

Q25B Passionate

- Applies more to journalists from local news organizations (1)
  - Applies more to journalists from national news organizations (2)
  - Applies equally to both (3)
  - Applies to neither (4)
- 

Q25C Trustworthy

- Applies more to journalists from local news organizations (1)
- Applies more to journalists from national news organizations (2)
- Applies equally to both (3)
- Applies to neither (4)

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Q25D Professional

- Applies more to journalists from local news organizations (1)
  - Applies more to journalists from national news organizations (2)
  - Applies equally to both (3)
  - Applies to neither (4)
- 

Q25E Accurate

- Applies more to journalists from local news organizations (1)
  - Applies more to journalists from national news organizations (2)
  - Applies equally to both (3)
  - Applies to neither (4)
- 

Q25F Informed about subjects on which they report

- Applies more to journalists from local news organizations (1)
  - Applies more to journalists from national news organizations (2)
  - Applies equally to both (3)
  - Applies to neither (4)
-

Q25G Good communicators

- Applies more to journalists from local news organizations (1)
  - Applies more to journalists from national news organizations (2)
  - Applies equally to both (3)
  - Applies to neither (4)
- 

Q25H Neutral or unbiased

- Applies more to journalists from local news organizations (1)
- Applies more to journalists from national news organizations (2)
- Applies equally to both (3)
- Applies to neither (4)

End of Block: Block 19 - Q25A/Q25H

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Start of Block: Block 20 - Experimental Manipulation

*Display This Question:*

*If EXP\_GROUP != 1*

Exp\_introduction **Next, please read the following information about local journalism.**

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Q106 Timing  
First Click (1)  
Last Click (2)  
Page Submit (3)  
Click Count (4)

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*Display This Question:*

*If EXP\_GROUP = 2*

exp\_2 According to a prominent study, many American newspapers – especially local ones – are struggling. Newspaper advertising revenues declined from \$40 billion in 2006 to \$16.5 billion in 2017. The newspaper workforce fell from more than 74,000 to just over 39,000 between 2006 and 2017. Weekday circulation fell from 52 million Americans in 2006 to less than 31 million in 2017.

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*Display This Question:*

*If EXP\_GROUP = 3*

exp\_3 According to a prominent study, the following patterns have been observed in communities that have seen a reduction in local news reporters or that no longer have a local newspaper: Fewer residents vote in elections. Fewer people run for office, such as mayor, which means fewer choices for voters. Residents less likely to say they are well-informed about the issues and candidates in local elections.

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*Display This Question:*

*If EXP\_GROUP = 4*

exp\_4 According to a prominent study, many American newspapers – especially local ones – are struggling. Newspaper advertising revenues declined from \$49 billion in 2006 to \$16.5 billion in 2017. The newspaper workforce fell from more than 74,000 to just over 39,000 between 2006 and 2017. Weekday circulation fell from 52 million Americans in 2006 to less than 31 million in 2017.

According to another prominent study, the following patterns have been observed in communities that have seen a reduction in local news reporters or that no longer have a local newspaper: Fewer residents vote in elections. Fewer people run for office, such as mayor, which means fewer choices for voters. Residents are less likely to say they are well-informed about the issues and candidates in local elections.

Start of Block: Block 21 Q26/Q34



Q26 How important are news organizations in your local area to democracy?

- Critical (4)
  - Very important (3)
  - Somewhat important (2)
  - Not that important (1)
- 



Q27 More generally, how important are local news organizations in the U.S. to democracy?

- Critical (4)
  - Very important (3)
  - Somewhat important (2)
  - Not that important (1)
- 

Page Break

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Q28 How well do news organizations in your local area support democracy?

- Very well (5)
  - Well (4)
  - Acceptably (3)
  - Poorly (2)
  - Very poorly (1)
- 



Q29 More generally, how well do local news organizations in the U.S. support democracy?

- Very well (5)
  - Well (4)
  - Acceptably (3)
  - Poorly (2)
  - Very poorly (1)
- 

Page Break

Q30 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?

Major impact (1)

Minor impact (2)

No impact (3)

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Page Break

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Q31 Thinking again 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)
- 

Q32 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 financially?

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

Page Break

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Display This Question:

If Q22 = 2



Q33 **Within the next year**, how likely would you be to subscribe to, donate to, or pay for a membership to any local news organization?

- Very likely (4)
- Likely (3)
- Not likely (2)
- Not at all likely (1)

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Display This Question:

If Q22 = 1



Q34 **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?

- Very likely (4)
- Likely (3)
- Not likely (2)
- Not at all likely (1)

End of Block: Block 21 Q26/Q34

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Start of Block: Block 22 - Q35

Display This Question:

If EXP\_GROUP = 2



Q35\_2

**How much do you trust the accuracy of the following information:**

According to a prominent study, many American newspapers – especially local ones – are

struggling. Newspaper advertising revenues declined from \$40 billion in 2006 to \$16.5 billion in 2017. The newspaper workforce fell from more than 74,000 to just over 39,000 between 2006 and 2017. Weekday circulation fell from 52 million Americans in 2006 to less than 31 million in 2017

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

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*Display This Question:*

*If EXP\_GROUP = 3*

Q35\_3

**How much do you trust the accuracy of the following information:**

According to a prominent study, the following patterns have been observed in communities that have seen a reduction in local news reporters or that no longer have a local newspaper:

Fewer residents vote in elections      Fewer people run for office, such as mayor, which means fewer choices for voter      Residents are less likely to say they are well-informed about the issues and candidates in local elections

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

---

*Display This Question:*

*If EXP\_GROUP = 4*

Q35\_4

**How much do you trust the accuracy of the following information:**

According to a prominent study, many American newspapers – especially local ones – are struggling. Newspaper advertising revenues declined from \$49 billion in 2006 to \$16.5 billion in 2017. The newspaper workforce fell from more than 74,000 to just over 39,000 between 2006 and 2017. Weekday circulation fell from 52 million Americans in 2006 to less than 31 million in 2017. According to another prominent study, the following patterns have been observed in communities that have seen a reduction in local news reporters or that no longer have a local newspaper: Fewer residents vote in elections Fewer people run for office, such as mayor, which means fewer choices for voters Residents are less likely to say they are well-informed about the issues and candidates in local elections

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

End of Block: Block 22 - Q35

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Start of Block: Block 23 - Q36

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

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*Display This Question:*

*If FORM = 1*

Q36\_1 In politics, as of today, with which political party do you most closely affiliate?

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

---

*Display This Question:*

*If FORM = 2*



Q36\_2 In politics, as of today, with which political party do you most closely affiliate?

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

End of Block: Block 23 - Q36

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Start of Block: Block 24 - Q37

*Display This Question:*

*If Q36\_1 = 3*

*Or Q36\_1 = 4*

Q37\_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)

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*Display This Question:*

*If Q36\_2 = 3*

*Or Q36\_2 = 4*



Q37\_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 24 - Q37

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Start of Block: Block 25 - Q38

*Display This Question:*

*If FORM = 1*

Q38\_1 How would you describe your political views?

- Very conservative (1)
- Conservative (2)
- Moderate (3)
- Liberal (4)
- Very liberal (5)

---

*Display This Question:*

*If FORM = 2*



Q38\_2 How would you describe your political views?

- Very liberal (5)
- Liberal (4)
- Moderate (3)
- Conservative (2)
- Very conservative (1)

End of Block: Block 25 - Q38

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Start of Block: Block 26 Q39/END

Q39 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)

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Q40 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?

Yes (1)

No (2)

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Page Break



Q41 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 'Yes' below to be routed to a website that explores the “Expanding News Desert” at the end of the survey. Otherwise click 'No thanks'

Yes (1)

No thanks (2)

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JS

end\_survey For the purposes of this study, Gallup provided some information to respondents, but not to others, about the financial health of local newspapers. The purpose is to see whether that information influences the way people rate the importance of local media and how they rate the performance of the local media.

The information was obtained from the following websites.

<https://www.niemanlab.org/2019/04/when-local-newspapers-shrink-fewer-people-bother-to-run-for-mayor/>

<https://search.proquest.com/openview/81d8f26e4322e56ef51c10a3ecb4cc11/1?pq-origsite=gscholar&cbl=1818414>

End of Block: Block 26 Q39/END

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