

Trust in Local News Knight Foundation/Gallup Web Survey I

Results are based on interviews conducted via an Internet web survey June 13-July 1, 2019, with 1,311 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 ± 3 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 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 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 13-July 1	18	56	22	4	*
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 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 13-July 1	2018 June 4-25	2018 May 21- June 4	2018 Feb 5-Mar 11
FOX News	31	29	26	30
CNN	27	27	27	30
NPR/National Public Radio	17	19	14	18
Local News program (non-specific)	15	16	12	12
Local newspaper (non-specific)	14	14	14	12
Internet (non-specific)	13	14	11	6
NBC News	12	8	11	10
ABC News	11	10	8	11
The New York Times	11	11	11	12
MSNBC	10	15	14	17
CBS News	9	8	7	7
The Washington Post	7	7	10	11
BBC/British Broadcasting Corporation	6	7	11	10
Local radio (non-specific)	5	5	7	1
Google	4	5	4	3
Television (non-specific)	4	4	2	4
Facebook	3	4	3	3
Local ABC Station	3	2	2	1
PBS	3	2	5	3
The Huffington Post	2	1	1	1
Twitter	2	2	1	2
Local NBC Station	2	4	2	1
The Drudge Report	2	1	2	3
Apple News	2	<1	<1	1
AP/Associated Press	2	3	3	1
The Wall Street Journal	2	2	3	3
YouTube	2	1	1	1
Local Fox Station	2	2	2	2
Word of mouth	2	1	1	--
MSN	2	1	2	2
Yahoo	2	2	3	2
Talk radio (non-specific)	2	2	1	1
Local CBS Station	2	2	2	2
News website (non-specific)	2	2	1	3
Reddit	2	3	1	2
Daily Wire	1	1	1	<1
Reuters	1	2	1	1
OAN/One America News	1	2	1	1
The Blaze	1	1	1	1
Social media (non-specific)	1	1	1	--
CNBC	1	1	<1	1
Bret Baier	1	1	1	2

POTUS/Sirius XM	1	<1	1	<1
Vice News	1	--	1	2
The Today Show	1	1	1	<1
Rush Limbaugh	1	2	1	<1
Magazine (non-specific)	1	1	1	1
The Guardian	1	1	1	1
USA Today	1	1	2	1
The Young Turks	1	<1	--	1
Politico	1	<1	1	1
The Skimm	1	<1	1	1
The Chicago Tribune	1	--	--	--
The Los Angeles Times	<1	1	1	1
Phone/Smartphone (non-specific)	<1	1	--	--
HLN/Headline News	<1	2	1	2
Bloomberg News	<1	1	<1	--
C-SPAN	<1	<1	<1	1
Al Jazeera/Bodu Bala Sena	<1	1	1	<1
RT/Russia Today	<1	1	<1	1
The Atlantic	<1	<1	<1	1
International/Foreign news (non-specific)	<1	1	1	2
The Economist	<1	<1	1	<1
The New Yorker	<1	--	1	1
Infowars	<1	<1	1	1
Sean Hannity	<1	<1	1	<1
Good Morning America	<1	2	<1	<1
FiveThirtyEight/538.com	<1	1	<1	--
Univision	<1	1	<1	<1
Podcast (non-specific)	<1	2	1	1
Social Network App (Flipboard, Feedly)	<1	1	1	<1
Network news (non-specific)	<1	<1	1	<1
Philip DeFranco	--	1	<1	--
World News	--	1	2	1
Face the Nation	--	1	--	2
Other	12	6	8	12
No answer	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 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 13-July 1	66	34	*

Q.6/6A split sampled

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

BASED ON – 657 – IN FORM A; ±5 PCT PTS

2019 June 13-July 1	A great deal	Quite a lot	Some	Very little	None	No answer
Local law enforcement	20	38	28	8	5	<1
Local schools	13	32	36	16	3	1
Local courts	8	34	42	14	2	<1
Local churches, synagogues or mosques	19	29	31	12	9	<1
Local businesses	16	49	30	3	1	<1
Local news organizations	8	30	41	16	4	<1
Local government	4	23	48	20	4	<1
Local libraries	40	35	17	4	2	2

6a. Thinking about some institutions that exist in cities and towns, how much confidence do you have in each of these institutions?

BASED ON – 654 – IN FORM B; ±5 PCT PTS

2019 June 13-July 1	A great deal	Quite a lot	Some	Very little	None	No answer
Local law enforcement in your area	21	35	32	9	3	--
Local schools in your area	16	31	35	14	4	1
Local courts in your area	9	35	39	13	4	<1
Local churches, synagogues or mosques in your area	20	28	30	13	7	1
Local businesses in your area	16	49	29	4	1	1
Local news organizations in your area	8	30	42	15	5	<1
Local government in your area	4	28	44	19	5	--
Local libraries in your area	37	35	22	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.

7. 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]

2019 June 13-July 1	Daily	Weekly	Monthly	Less than monthly	Never	No answer
A local newspaper (in print, online or on an app)	25	24	10	19	22	*
A local television station (on television, online or on an app)	44	20	7	12	17	*
A website or app produced by a local individual, group or organization	22	21	8	18	31	*
A local radio station (on the radio, online or on an app)	37	17	7	16	22	*
A local magazine (in print, online or on an app)	4	12	17	26	42	*
Direct communication with people in your local area (outside of your own household), including in person, on the phone, or online	35	34	12	11	8	*

8. 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 13-July 1	21	57	21	*

9. 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 13-July 1	Excellent	Good	Fair	Poor	No answer
Educating people about what is going on in your local area	12	48	30	9	1
Providing factual local news reports	13	47	30	9	1
Making sure people in your local area have the knowledge they need to be informed about public affairs	9	44	33	13	1
Making people feel inspired or uplifted by others in your local area	8	39	37	16	1
Holding local leaders in politics, business, and other institutions accountable for their actions	8	32	37	23	1

Q.10/11 ROTATED

10. 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 13-July 1	8	23	30	27	12	*

11. 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 13-July 1	9	33	42	12	4	*

12. If you had to choose, do you generally have more trust in news organizations in your local area or national news organizations to...? [ITEMS DISPLAYED IN RANDOM ORDER; RESPONSE OPTIONS DISPLAYED IN RANDOM ORDER]

	Local news organizations	National news organizations	No answer
Get the facts right	59	39	2
Give enough attention to the most important issues	52	46	2
Report on different ways that problems can be solved	61	37	3
Give adequate attention to all sides of an issue	58	39	3
Present high quality, professional broadcasts, newspapers or websites	36	62	2
Report the news without bias	66	31	3
Clearly identify editorials, commentaries or advertisements to distinguish these from news reporting	64	34	2
Give information you can use in your daily life	79	19	2

Q.13/14 ROTATED

13. How much do you trust the coverage of each of the following topics by **news organizations in your local area**? [ITEMS DISPLAYED IN RANDOM ORDER]

2019 June 13-July 1	A great deal	Quite a lot	Some	Very little	None	No answer
Local politics and government	11	34	38	11	6	*
Public health and safety in your local area	16	42	31	8	3	1
Social and cultural issues like abortion, race relations, gun rights and LGBT rights	8	24	35	23	10	1
Business and the economy in your local area	11	40	39	8	2	*
The local environment and weather emergencies	34	41	18	5	2	*
Schools and education in your local area	14	38	33	11	3	1

14. How much do you trust the coverage of each of the following topics by **national news organizations**? [ITEMS DISPLAYED IN RANDOM ORDER]

2019 June 13-July 1	A great deal	Quite a lot	Some	Very little	None	No answer
National politics and government	15	21	26	21	18	*
Public health and safety in the U.S.	12	28	35	16	9	*
Social and cultural issues like abortion, race relations, gun rights and LGBT rights	11	22	28	20	18	1
Business and the economy in the U.S.	13	28	34	17	9	1
The environment and natural disasters	17	31	28	15	10	1
Schools and education in the U.S.	6	24	37	21	12	*

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]
16. 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]
23. (asked later in survey) How would you describe your political views?

	Local news organizations	People in your area	Own views
Extremely liberal	6	3	7
Liberal	17	14	19
Slightly liberal	16	11	12
Moderate	26	20	22
Slightly conservative	18	18	10
Conservative	12	26	22
Extremely conservative	4	7	7
No answer	1	1	1
NET: Liberal	39	28	38
NET: Conservative	34	51	39

Summary: Respondent ideology minus local media ideology

Local media much more liberal than respondent (4 through 6)	13
Local media more liberal than respondent (1 through 3)	26
Local media/Respondent have same ideology	24
Local media more conservative than respondent (-1 through -3)	30
Local media much more conservative than respondent (-4 through -6)	7
No opinion	1

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, INSERT: a newspaper in your local area / IF EXPERIMENT GROUP 4, INSERT: a local newspaper]**.

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]**.

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

Newspaper Type	All	National			Local		
Story setting	All	All	Duluth	Respondent area	All	Duluth	Respondent area
1 / Very trustworthy	5	4	5	3	5	7	4
2 / Trustworthy	41	39	34	43	43	41	44
3 / Neither trustworthy nor untrustworthy	43	44	47	42	41	41	40
4 / Not very trustworthy	9	9	9	10	9	8	10
5 / Not trustworthy at all	2	3	4	2	1	1	1
No answer	1	1	2	1	2	3	*
Mean rating	2.62	2.68	2.73	2.64	2.57	2.53	2.60

18. Thinking about the content of this story, please indicate your level of agreement with each of the following statements. [ITEMS DISPLAYED IN RANDOM ORDER]

A. The information reported could be verified

Newspaper Type	All	National			Local		
Story setting	All	All	Duluth	Respondent area	All	Duluth	Respondent area
1 / Strongly agree	8	8	9	8	8	8	8
2 / Agree	49	47	47	47	51	54	49
3 / Neither agree nor disagree	27	27	26	28	28	26	30
4 / Disagree	12	14	15	13	10	10	10
5 / Strongly disagree	2	3	3	2	2	1	2
No answer	1	1	2	1	1	3	*
Mean rating	2.5	2.55	2.55	2.54	2.45	2.42	2.48

B. The report recounts the facts truthfully.

Newspaper Type	All	National			Local		
Story setting	All	All	Duluth	Respondent area	All	Duluth	Respondent area
1 / Strongly agree	5	6	5	7	4	3	6
2 / Agree	37	34	33	36	39	39	40
3 / Neither agree nor disagree	48	48	49	47	47	50	45
4 / Disagree	8	10	11	9	6	5	8
5 / Strongly disagree	1	2	1	2	1	1	1
No answer	1	1	2	1	2	3	1
Mean rating	2.63	2.66	2.71	2.62	2.59	2.60	2.58

C. The article is not biased politically.

Newspaper Type	All	National			Local		
Story setting	All	All	Duluth	Respondent area	All	Duluth	Respondent area
1 / Strongly agree	6	5	5	4	7	5	8
2 / Agree	28	31	29	32	26	25	26
3 / Neither agree nor disagree	29	27	24	31	31	32	29
4 / Disagree	29	30	34	27	28	26	29
5 / Strongly disagree	7	6	8	5	8	8	7
No answer	1	1	2	1	2	3	*
Mean rating	3.03	3.03	3.10	2.97	3.04	3.07	3.01

D. The reporter cares about opioid victims like Janelle.

Newspaper Type	All	National			Local		
Story setting	All	All	Duluth	Respondent area	All	Duluth	Respondent area
1 / Strongly agree	5	5	4	6	5	5	5
2 / Agree	42	41	41	41	42	43	42
3 / Neither agree nor disagree	43	44	45	43	42	40	44
4 / Disagree	8	7	7	8	8	8	8
5 / Strongly disagree	1	1	0	2	1	0	1
No answer	1	1	2	1	2	3	*
Mean rating	2.57	2.58	2.57	2.58	2.55	2.54	2.57

E. The article includes different points of view.

Newspaper Type	All	National			Local		
Story setting	All	All	Duluth	Respondent area	All	Duluth	Respondent area
1 / Strongly agree	4	4	5	3	4	4	4
2 / Agree	35	34	32	36	37	39	34
3 / Neither agree nor disagree	31	31	30	33	31	31	31
4 / Disagree	24	25	25	25	22	21	24
5 / Strongly disagree	4	4	5	3	4	3	6
No answer	2	2	2	1	2	3	1
Mean rating	2.88	2.91	2.93	2.89	2.85	2.78	2.93

F. The article is relevant to me personally.

Newspaper Type	All	National			Local		
Story setting	All	All	Duluth	Respondent area	All	Duluth	Respondent area
1 / Strongly agree	4	4	4	4	3	4	2
2 / Agree	15	14	13	25	17	13	19
3 / Neither agree nor disagree	30	32	34	30	30	27	30
4 / Disagree	29	32	26	37	33	23	29
5 / Strongly disagree	21	17	22	13	16	31	20
No answer	1	1	2	1	1	3	*
Mean rating	3.5	3.45	3.50	3.40	3.55	3.65	3.45

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

Newspaper Type	All	National			Local		
Story setting	All	All	Duluth	Respondent area	All	Duluth	Respondent area
1 / A minor challenge	10	10	10	10	13	15	7
2 / A major challenge	51	52	51	53	50	49	52
3 / A national emergency	38	37	38	36	37	37	41
No answer			1	2		2	*

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

Newspaper Type	All	National			Local		
Story setting	All	All	Duluth	Respondent area	All	Duluth	Respondent area
A national newspaper	30	45	52	39	13	13	13
A newspaper in your local area / A local newspaper	67	51	44	57	84	84	84
No answer	3	4	4	3	3	4	3

21. 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	27	48	20	4	*

22-24. Demographics/Not reported

25. 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		
Story setting	All	All	Duluth	Respondent area	All	Duluth	Respondent area
Yes	54	56	57	54	51	48	55
No	46	44	43	45	49	53	45
No answer	*	1	1	*	*	*	*