

**Trust in Local Partisan-Leaning News**  
**Knight Foundation/Gallup Web Survey 4**

*Results are based on interviews conducted via an Internet web survey August 19 – September 3, 2019, with 1,302 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  $\pm 4$  percentage points at the 95% confidence level. All respondents to this survey had participated in a Gallup/Knight Foundation Trust in Media survey in 2018.*

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
<b>National news</b>					
2019 Aug 19-Sept 3	47	40	11	1	--
2019 July 11-22	44	43	12	2	<1
2019 June 24-July 11	43	41	14	2	<1
2019 June 13-July 1	42	42	13	3	<1
2018 June 4-25	46	38	13	2	1
2018 May 21-June 4	46	37	14	3	<1
2018 Feb 5-Mar 11	51	37	10	2	<1
<b>Local news</b>					
2019 Aug 19-Sept 3	23	49	35	3	--
2019 July 11-22	25	50	22	4	--
2019 June 24-July 11	27	46	24	3	<1
2019 June 13-July 1	25	47	24	4	<1
2018 June 4-25	24	50	23	3	--
2018 May 21-June 4	21	51	24	3	<1
2018 Feb 5-Mar 11	25	45	25	3	1
<b>International news</b>					
2019 Aug 19-Sept 3	21	53	23	3	<1
2019 July 11-22	17	54	26	4	<1
2019 June 24-July 11	21	50	25	4	<1
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	<1
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 Aug 19-Sept 3	8	24	15	27	26	<1
2019 July 11-22	10	26	16	24	24	<1
2019 June 24-July 11	8	23	14	26	30	<1
2019 June 13-July 1	10	23	15	25	26	<1
2018 June 4-25	8	23	14	27	28	--
2018 May 21-June 4	13	24	13	22	29	<1
2018 Feb 5-Mar 11	10	30	14	21	25	<1

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

	2019 Aug 19-Sept 3	2019 July 11-22	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	28	26	30	30	29	26	30
CNN	26	28	29	26	27	27	30
Local newspaper (non-specific)	19	18	17	15	14	14	12
Local News program (non-specific)	13	12	18	16	16	12	12
NPR/National Public Radio	12	16	11	15	19	14	18
NBC News	12	10	10	13	8	11	10
The New York Times	12	11	12	10	11	11	12
MSNBC	12	14	12	11	15	14	17
ABC News	11	7	9	10	10	8	11
Internet (non-specific)	11	13	11	12	14	11	6
BBC/British Broadcasting Corporation	8	10	8	5	7	11	10
CBS News	7	8	8	9	8	7	7
The Washington Post	7	8	7	7	7	10	11
Television (non-specific)	6	5	3	4	4	2	4
Local radio (non-specific)	6	5	4	4	5	7	1
Local NBC Station	5	3	2	3	4	2	1
Local CBS Station	4	2	2	2	2	2	2
Facebook	4	3	5	3	4	3	3
Local ABC Station	4	3	2	3	2	2	1
Google	3	5	4	3	5	4	3
Local Fox Station	3	2	1	2	2	2	2
The Drudge Report	3	2	2	2	1	2	3
Yahoo	3	3	3	2	2	3	2
The Wall Street Journal	3	1	2	2	2	3	3
USA Today	2	2	1	1	1	2	1
PBS	2	3	1	3	2	5	3

OAN/One America News	2	1	2	2	2	1	1
The Huffington Post	2	1	2	2	1	1	1
Twitter	2	3	2	2	2	1	2
Bret Baier	2	2	2	1	1	1	2
Reddit	2	1	2	1	3	1	2
YouTube	1	1	2	2	1	1	1
Word of mouth	1	1	1	1	1	1	--
AP/Associated Press	1	2	2	2	3	3	1
Daily Wire	1	1	2	1	1	1	<1
Magazine (non-specific)	1	1	2	1	1	1	1
News website (non-specific)	1	2	2	1	2	1	3
Apple News	1	1	1	2	<1	<1	1
Politico	1	1	1	1	<1	1	1
The Blaze	1	1	1	1	1	1	1
Reuters	1	2	1	2	2	1	1
MSN	1	2	2	2	1	2	2
Al Jazeera/Bodu Bala Sena	1	1	<1	<1	1	1	<1
The Los Angeles Times	1	1	<1	1	1	1	1
Rush Limbaugh	1	1	1	1	2	1	<1
The Young Turks	1	<1	1	1	<1	--	1
Newsmax	1	--	--	--	<1	<1	<1
CNBC	1	1	1	1	1	<1	1
Good Morning America	1	1	<1	<1	2	<1	<1
The Atlantic	1	1	1	<1	<1	<1	1
Podcast (non-specific)	1	1	--	<1	2	1	1
International/Foreign news (non-specific)	1	<1	<1	1	1	1	2
The Hill	1	<1	<1	<1	<1	<1	<1
Talk radio (non-specific)	1	2	2	2	2	1	1
Network news (non-specific)	1	<1	<1	<1	<1	1	<1
The New York Post	1	<1	<1	<1	<1	<1	<1
The Skimm	1	<1	<1	<1	<1	1	1
The Guardian	1	1	1	1	1	1	1
Phone/Smartphone (non-specific)	1	1	1	1	1	--	--
The Boston Globe	1	<1	<1	<1	<1	<1	<1
C-SPAN	<1	<1	1	1	<1	<1	1
Social media (non-specific)	<1	1	1	1	1	1	--
POTUS/Sirius XM	<1	<1	1	1	<1	1	<1
Univision	<1	--	--	<1	1	<1	<1
RT/Russia Today	<1	<1	1	<1	1	<1	1
The Today Show	<1	1	<1	1	1	1	<1
The New Yorker	<1	<1	<1	<1	--	1	1
Sean Hannity	<1	<1	<1	<1	<1	1	<1
Bloomberg News	<1	1	1	1	1	<1	--
The Economist	<1	1	1	1	<1	1	<1
HLN/Headline News	<1	1	<1	1	2	1	2

Vice News	<1	--	<1	<1	--	1	2
Face the Nation	<1	--	<1	--	1	--	2
World News	<1	<1	<1	--	1	2	1
Social Network App (Flipboard, Feedly)	<1	<1	<1	<1	1	1	<1
FiveThirtyEight/538.com	--	<1	<1	<1	1	<1	--
Infowars	--	<1	<1	<1	<1	1	1
Philip DeFranco	--	--	<1	--	1	<1	--
Other	4	6	5	7	6	8	12
No answer	1	2	1	2	3	3	3

Percentages total more than 100% due to multiple responses.

Responses with more than 1% mention are shown

4. 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	Monthly	Less than monthly	Never	No answer
2019 Aug 19-Sept 3	20	26	10	18	24	<1
2019 July 11-22	24	29	8	19	21	<1
2019 June 24-July 11	22	25	10	21	23	<1
2019 June 13-July 1	25	24	10	19	22	<1

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

	Daily	Weekly	Monthly	Less than monthly	Never	No answer
2019 Aug 19-Sept 3	42	20	8	13	18	<1
2019 July 11-22	46	18	7	13	16	--
2019 June 24-July 11	42	18	7	12	20	<1
2019 June 13-July 1	44	20	7	12	17	<1

**Q.4 (NEWS SOURCES USE) CONTINUED****C. A website or app produced by a local individual, group or organization**

	Daily	Weekly	Monthly	Less than monthly	Never	No answer
2019 Aug 19-Sept 3	20	20	8	19	34	<1
2019 July 11-22	23	19	12	19	27	<1
2019 June 24-July 11	21	19	10	21	29	<1
2019 June 13-July 1	22	21	8	18	31	<1

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

	Daily	Weekly	Monthly	Less than monthly	Never	No answer
2019 Aug 19-Sept 3	35	18	7	18	22	<1
2019 July 11-22	39	18	7	14	22	<1
2019 June 24-July 11	37	19	7	15	22	<1
2019 June 13-July 1	37	17	7	16	22	<1

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

	Daily	Weekly	Monthly	Less than monthly	Never	No answer
2019 Aug 19-Sept 3	4	10	12	26	48	<1
2019 July 11-22	5	11	19	26	40	<1
2019 June 24-July 11	4	11	15	27	44	<1
2019 June 13-July 1	4	12	17	26	42	<1

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

	Daily	Weekly	Monthly	Less than monthly	Never	No answer
2019 Aug 19-Sept 3	20	13	9	21	38	<1

**Q.4 (NEWS SOURCES USE) CONTINUED**

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

	Daily	Weekly	Monthly	Less than monthly	Never	No answer
2019 Aug 19-Sept 3	48	20	7	11	13	<1

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

	Daily	Weekly	Monthly	Less than monthly	Never	No answer
2019 Aug 19-Sept 3	27	18	7	15	34	<1

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

	Daily	Weekly	Monthly	Less than monthly	Never	No answer
2019 Aug 19-Sept 3	4	10	13	26	46	<1

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

	Daily	Weekly	Monthly	Less than monthly	Never	No answer
2019 Aug 19-Sept 3	33	31	12	14	10	<1
2019 July 11-22	35	31	11	14	9	<1
2019 June 24-July 11	36	32	10	14	8	<1
2019 June 13-July 1	35	34	12	11	8	<1

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

	Very informed	Informed	Not very informed	No answer
2019 Aug 19-Sept 3	21	60	19	<1
2019 July 11-22	17	64	19	--
2019 June 24-July 11	18	63	18	<1
2019 June 13-July 1	21	57	21	<1

6. 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 Aug 19-Sept 3	8	21	31	29	10	<1
2019 July 11-22	8	25	33	24	10	<1
2019 June 24-July 11	8	22	30	29	11	<1
2019 June 13-July 1	8	23	30	27	12	<1

7. 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 Aug 19-Sept 3	10	39	35	13	3	<1
2019 July 11-22	9	40	38	9	3	2
2019 June 24-July 11	9	34	40	15	2	<1
2019 June 13-July 1	9	33	42	12	4	<1

8. Which of the following comes closest to your view, even if neither is exactly right? [RESPONSE OPTIONS ROTATED]

2019 Aug 19-Sept 3	
Local and state news organizations are necessary for keeping me informed	76
National news organizations provide all the news I need to stay informed	23
No answer	1

9. Which comes closer to your view? [RESPONSE OPTIONS ROTATED]

2019 Aug 19-Sept 3	
Local newspapers are vital and should be preserved even if they can't sustain themselves financially	47
A newspaper business is just like any other business that should be allowed to fail if it can't sustain itself financially	52
No answer	1

10. Which comes closer to your view? [RESPONSE OPTIONS ROTATED]

2019 Aug 19-Sept 3	
Everyone in a local community should have access to local news, even if they don't pay for it	86
Local news should primarily be available to people willing to pay for it	13
No answer	1

11. 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? [ITEMS DISPLAYED IN RANDOM ORDER]

2019 Aug 19-Sept 3	Yes, have used	No, have not	No answer
<b>Subscription:</b> A monthly or annual fee to access news, such as for newspaper delivery or access to an online news site	57	43	<1
<b>Donation:</b> A gift of money to a news organization either on a one-time or recurring basis, such as during a pledge drive	28	72	<1
<b>Membership:</b> recurring payment or contribution that includes special benefits for members such as access to exclusive content, special discounts, or access to VIP events	22	77	<1
<b>Day pass:</b> readers or users pay to access to news site for 1 day at a time	6	93	1
<b>Micropayments:</b> readers or users are asked to pay \$1 or less to access a specific article	5	95	<1

12. 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	A moderate amount	Not much	Nothing at all	No answer
2019 Aug 19-Sept 3	4	26	41	29	<1



13. 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	Somewhat important	Not very important	Not at all important	No answer
2019 Aug 19-Sept 3	21	44	25	10	<1

14. 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	No	Don’t know	No answer
2019 Aug 19-Sept 3	38	25	37	<1

15. **(Asked of those who have ever donated to a news organization)** In the **past year**, have you donated money or not donated money to each of the following: [ITEMS A-B DISPLAYED IN RANDOM ORDER, ITEM C DISPLAYED LAST]

2019 Aug 19-Sept 3	Have donated	Have not donated	No answer
<b>A. Public television (A local PBS television station, for example)</b>			
Have ever donated ^	31	69	--
<i>All U.S. adults</i>	9	91	<1
<b>B. Public radio (A local NPR radio station, for example)</b>			
Have ever donated^	41	59	<1
<i>All U.S. adults</i>	11	88	<1
<b>C. Other non-profit journalism</b>			
Have ever donated ^	34	66	<1
<i>All U.S. adults</i>	9	90	<1

^ Based on 408 U.S. adults who have ever donated to a news organization; ±6 pct. pts.

16. **(Asked of those who have donated to a public or non-profit news organization in the past year)** And why do you donate [A] to your local public media/[B] to non-profit journalism/ [C]to your local public media or other non-profit journalism? **Please select your top reason for donating.**

2019 Aug 19-Sept 3 ^	
I regularly watch or listen to the content	53
It makes me feel good to support a valuable information resource	31
It provides information I can't get anywhere else	16
No answer	<1

^ Based on 294 U.S. adults who donated to a public or non-profit news organization in the past year;  $\pm 7$  pct. pts.

17. **(Asked of those who have ever subscribed to a news source)** Do you **currently** pay a monthly or annual subscription fee to any news source [such as a newspaper, website or magazine]?

2019 Aug 19-Sept 3	Yes	No	No answer
Ever subscribed ^	53	47	1
All U.S. adults	30	69	1

^ Based on 867 U.S. adults who have ever subscribed to news source;  $\pm 4$  pct. pts.

18. **(Asked of those who subscribe or donate to a news source)** Please indicate to which of the following sources you subscribe, donate, or regularly pay to access the news. **Select all that apply.** [ITEMS DISPLAYED IN RANDOM ORDER]

2019 Aug 19-Sept 3 ^	
A <b>local</b> newspaper (in print, online or on an app)	54
A <b>national</b> newspaper (in print, online or on an app)	30
A magazine (in print, online or on an app)	27
A website or app produced by a <b>national</b> individual, group or organization	19
A <b>national</b> radio station (on the radio, online or on an app)	18
A <b>local</b> radio station (on the radio, online or on an app)	17
A <b>national</b> television station (on television, online or on an app)	16
A website or app produced by a <b>local</b> individual, group or organization	6
No answer to any option	5

Percentages total more than 100% due to multiple responses

^ Based on 640 U.S. adults who have subscribe or donate to a news source;  $\pm 5$  pct. pts.

19. **(Asked of those who subscribe or donate to a news source)** Why do you subscribe, donate, or regularly pay to access the news? **Please select up to 3.** [ITEMS DISPLAYED IN RANDOM ORDER]

2019 Aug 19-Sept 3 ^	
I want to stay informed on issues that matter to me	67
Covers stories about my community	36
To access the information I need	35
To support journalism	32
Provides information I can't get anywhere else	25
Advocates for important social and political issues I care about	20
Is politically neutral	19
To find places to go and things to do	10
Gives me 'inside information' on breaking news stories before they happen or are made public	6
Is cheaper to access than other sources of news	3
No answer to any option	2

Percentages total more than 100% due to multiple responses

^ Based on 640 U.S. adults who have subscribe or donate to a news source; ±5 pct. pts.

20. In the past 5 years have you **stopped paying a subscription, donation or membership for** any of the following? [ITEMS DISPLAYED IN RANDOM ORDER]

2019 Aug 19-Sept 3	Yes, have	No, have not	No answer
A magazine (in print, online or on an app)	25	73	2
A <b>local</b> newspaper (in print, online or on an app)	22	76	1
A <b>national</b> newspaper (in print, online or on an app)	10	88	2
A <b>national</b> television station (on television, online or on an app)	9	89	2
A website or app produced by a <b>national</b> individual, group or organization	8	90	2
A <b>local</b> television station (on television, online, or on an app)	6	92	2
A website or app produced by a <b>local</b> individual, group or organization	6	92	2
A local radio station (on the radio, online or on an app)	5	93	2
A <b>national</b> radio station (on the radio, online or on an app)	5	93	2

21. 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.**

2019 Aug 19-Sept 3	
Special content	42
Discounts on other purchases	30
Access to news updates first	25
Events	22
Access to journalists	19
Gifts or “swag”	19
No answer to any option	18

Percentages total more than 100% due to multiple responses

22. Which comes closest to your view of the local newspaper(s) in your community –

2019 Aug 19-Sept 3	
One of the most important symbols of civic pride in your community	15
An important symbol of civic pride, but not one of the most important	44
Not an important symbol of civic pride	31
Does not apply/No local newspaper	8
No answer	1

23. Do you think private or government institutions should or should not guarantee a certain level of funding for each of the following? [ITEMS DISPLAYED IN RANDOM ORDER]

2019 Aug 19-Sept 3	Should be	Should not be	No answer
Local parks, pools, or recreational facilities	90	9	1
Local libraries	89	11	<1
Local museums, theaters, and other cultural and arts centers	77	22	1
Local charities in your area	51	49	<1
Local news organizations in your area	42	58	<1
Local churches, synagogues, or mosques in your area	13	86	<1

24. 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	Somewhat well	Not too well	Not well at all	No answer
2019 Aug 19-Sept 3	7	46	39	8	1
2019 July 11-22	9	49	34	6	2

25. **(Asked of a half sample)** 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	Somewhat likely	Not too likely	Not likely at all	No answer
2019 Aug 19-Sept 3 ^	6	36	29	27	1

^ Based on 647 U.S. adults in Form 1;  $\pm 5$  pct. pts.

26. **(Asked of a half sample)** 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	Somewhat likely	Not too likely	Not likely at all	No answer
2019 Aug 19-Sept 3 ^	13	33	32	21	<1

^ Based on 655 U.S. adults in Form 2;  $\pm 5$  pct. pts.

27. Do you favor or oppose **local** news organizations receiving financial support from each of the following? [ITEMS DISPLAYED IN RANDOM ORDER]

2019 Aug 19-Sept 3	Favor	Oppose	No answer
Local residents (through subscriptions, donations, and grants)	89	9	1
Philanthropic organizations (through donations and grants)	76	22	2
An individual investor, such as a business owner	63	36	1
Technology companies (through donations, grants, and paying more for content they display in their apps and on their websites)	58	40	1
Local governments (through local tax revenue)	39	60	2
The federal government (through federal tax revenue)	32	66	2

28. **(Asked of those who favor local news organizations receiving funding from various institutions)** Thinking now about how various institutions can help support news organizations...

Please indicate whether each of the following is a major reason why you support **local** news organizations receiving funding from... [ITEMS DISPLAYED IN RANDOM ORDER]

2019 Aug 19-Sept 3	The government ^	Philanthropic Orgs #	Local residents *	Tech Companies †	Individual Investors ‡
Provides an affordable way for members of the community to stay informed	67	66	60	73	65
Would ensure fair coverage of issues I care	42	37	49	28	27
Provides a check on my local government	40	40	48	33	37
Preserves community history	35	37	38	24	28
Creates a sense of community	34	43	57	26	35
Reflects my views on important social and political issues	11	9	10	8	8
No answer to every option	4	4	4	5	6

Percentages total more than 100% due to multiple responses

^ Based on 350 who favor the government funding local news organizations; ±7 pct. pts.

# Based on 988 who favor philanthropic organizations funding local news organization; ±4 pct. pts.

\* Based on 1,163 who favor local residents funding local news organization; ±4 pct. pts.

† Based on 733 who favor technology companies funding local news organization; ±5 pct. pts.

‡ Based on 834 who favor individual investors funding local news organization; ±4 pct. pts.

29. If you had to choose, which source of funding do you think would be **most** likely to introduce bias in the news? [ITEMS DISPLAYED IN RANDOM ORDER]

2019 Aug 19-Sept 3	
An individual investor, such as a business owner	43
Federal government	25
Technology companies	13
Local governments	11
Philanthropic organizations	5
Local residents	4
No answer	1

30. 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. [ITEMS A-C DISPLAYED IN RANDOM ORDER]

2019 Aug 19-Sept 3	
<b>A. Local or national news organizations</b>	
Local news organization	76
National news organization	28
<b>B. Conservative leaning, politically neutral, or liberal leaning news organizations</b>	
Conservative leaning news organization	18
Politically neutral news organization	73
Liberal leaning news organization	14
<b>C. A newspaper, television station, or radio station</b>	
A newspaper	45
A television station	38
A radio station	35

Percentages total more than 100% due to multiple responses

31. 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	2019 Aug 19-Sept 3
Extremely liberal	11	4	8
Liberal	19	12	17
Slightly liberal	16	18	17
Moderate	24	26	25
Slightly conservative	14	16	15
Conservative	13	17	14
Extremely conservative	2	6	4
No answer	1	1	1

32. 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 Aug 19-Sept 3	44	54	1
2019 July 11-22	53	47	<1
2019 June 24-July 11	51	49	<1
2019 June 13-July 1	51	49	<1

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

	Very attached	Somewhat attached	Not very attached	Not at all attached	No answer
2019 Aug 19-Sept 3	23	54	17	5	1
2019 July 11-22	24	55	18	3	<1
2019 June 13-July 1	29	48	18	5	<1
2019 June 13-July 1	27	48	20	4	<1