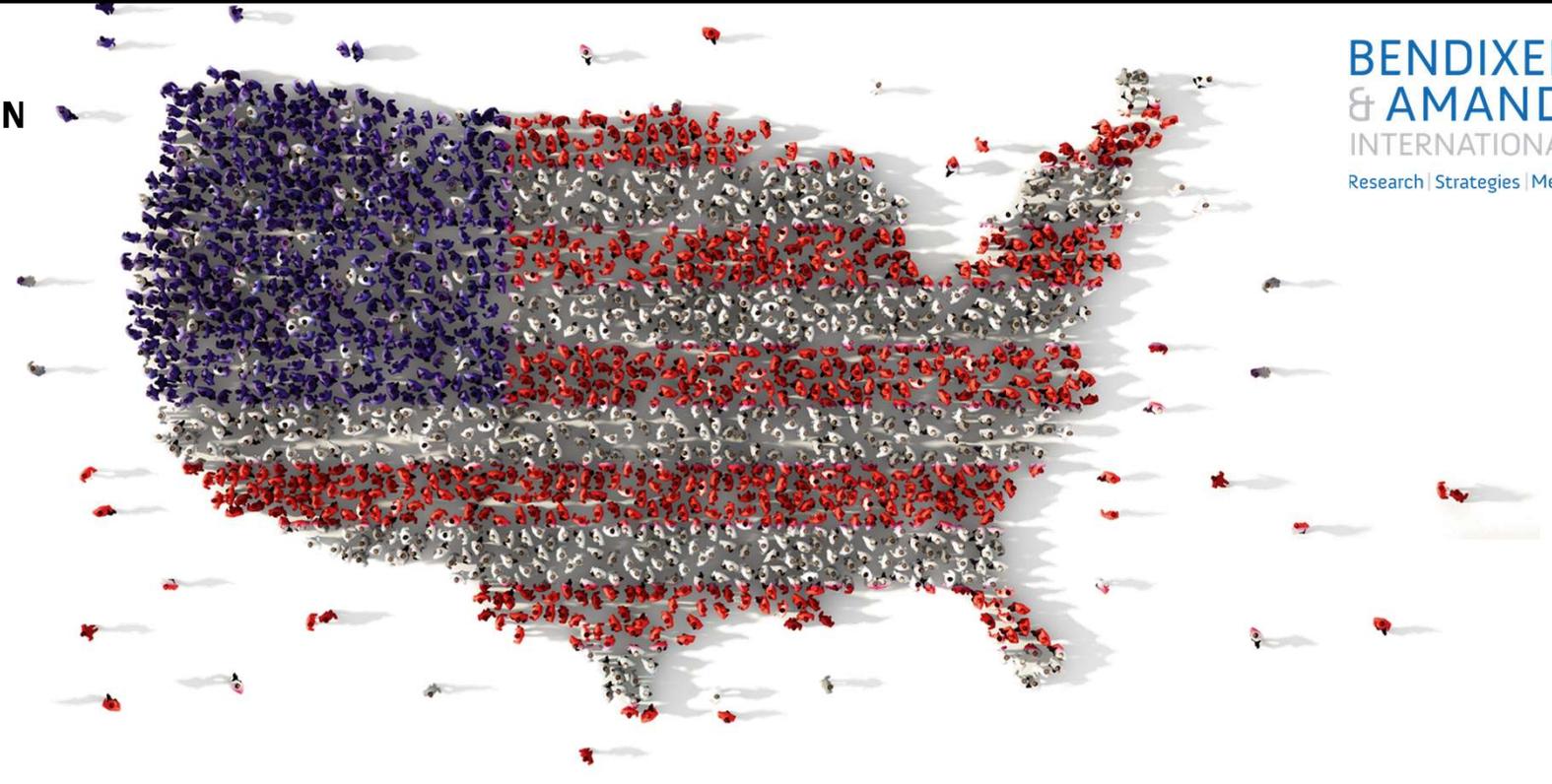




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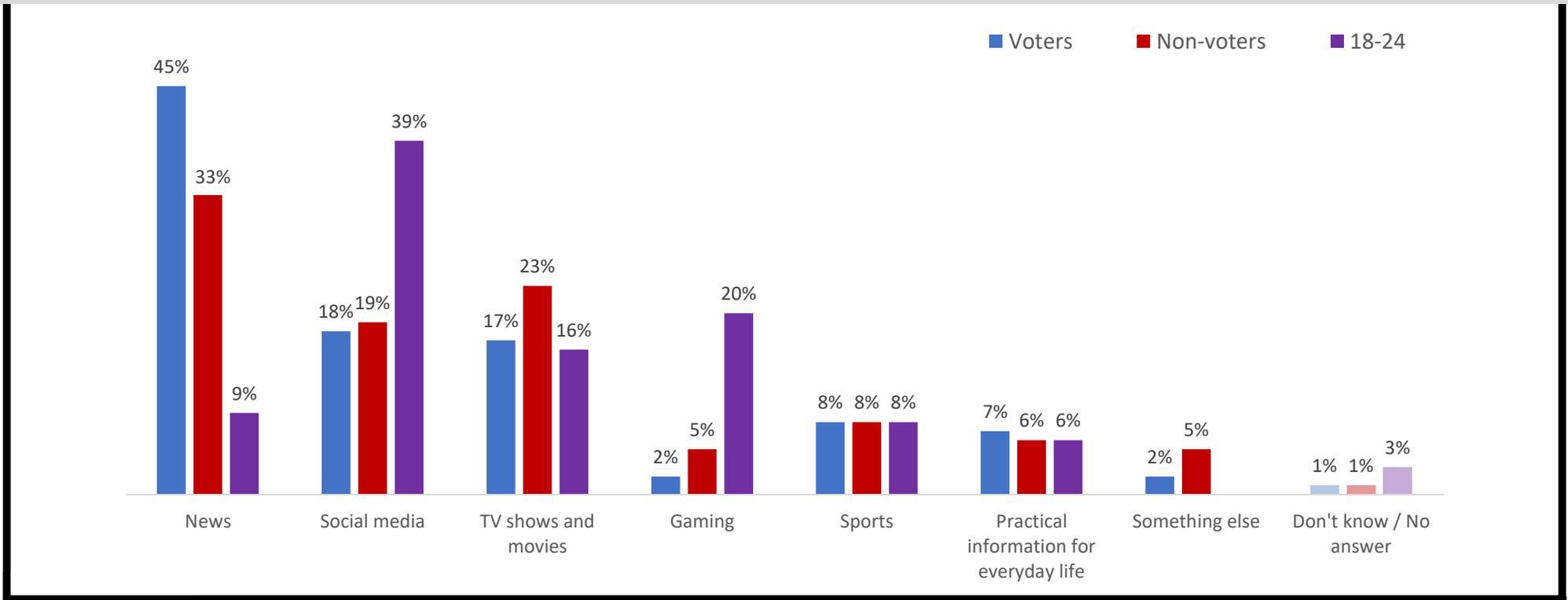


The 100 Million Project

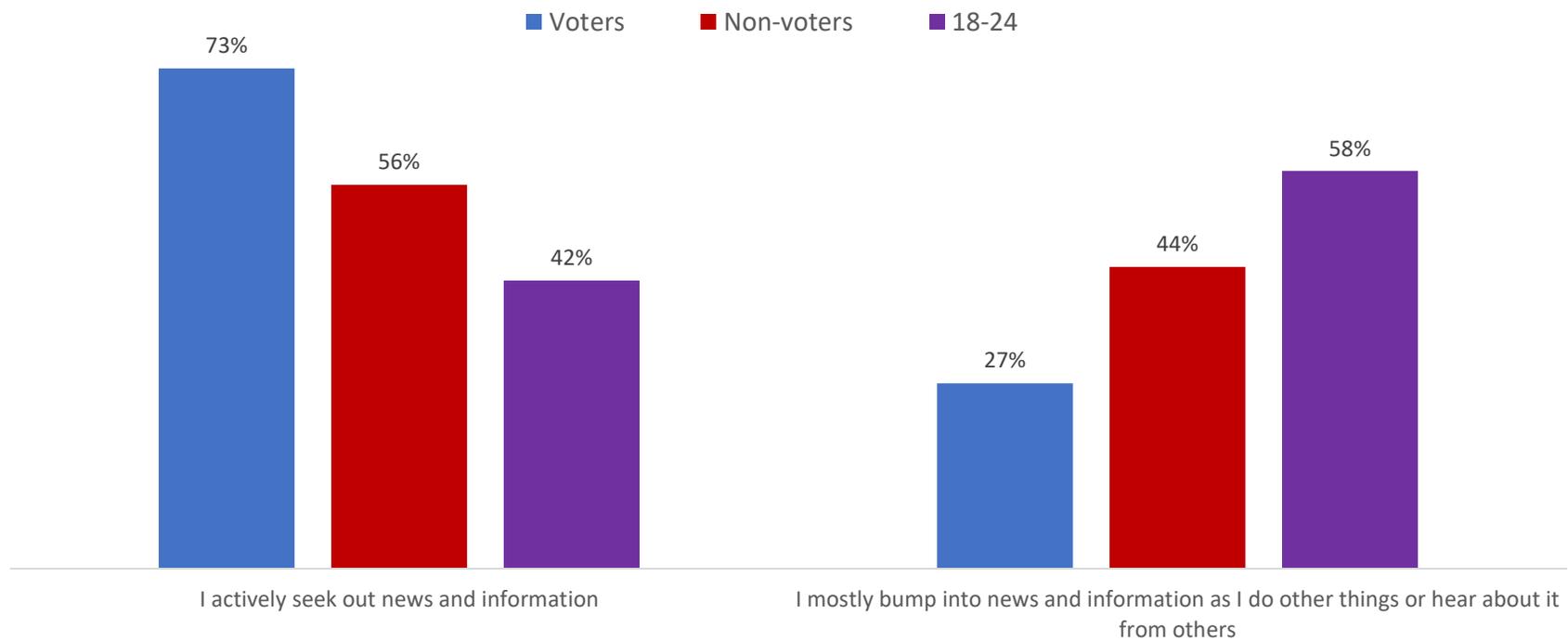
Full Topline Results

News and Information About Politics

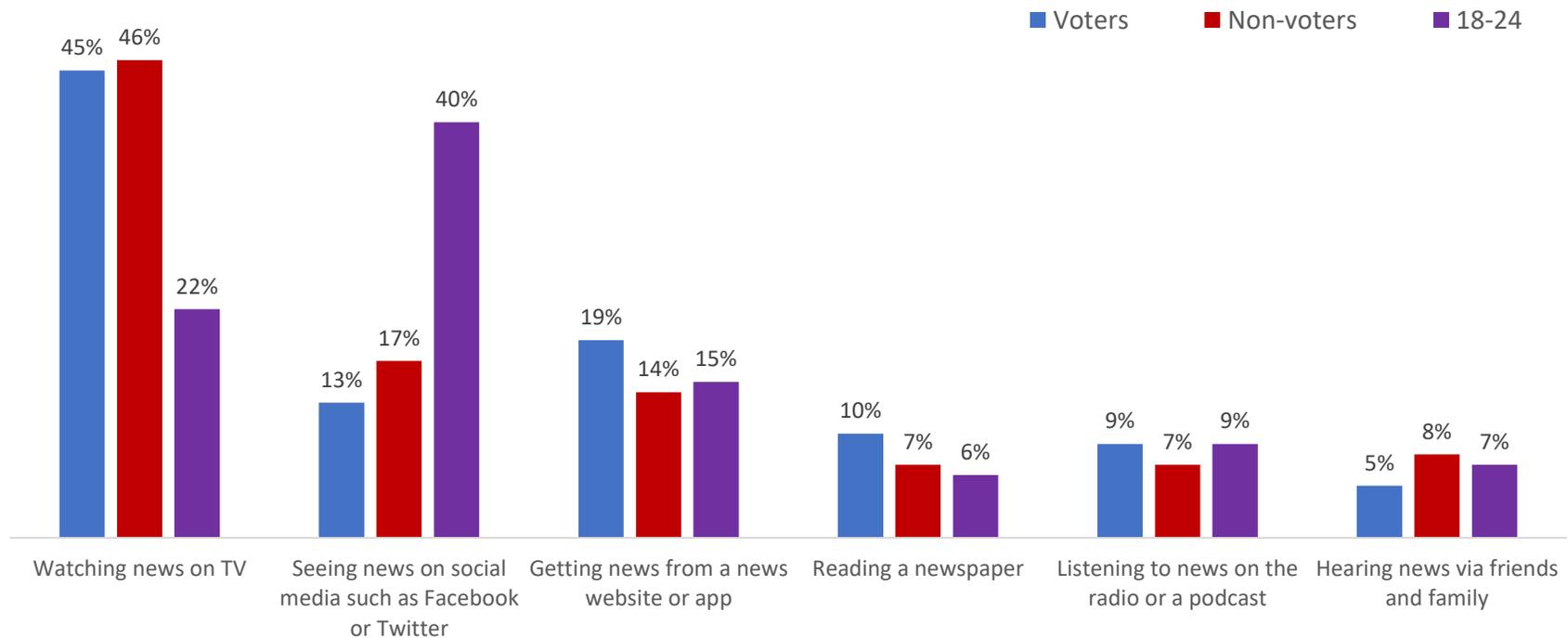
Think about all the ways that you access media and information in your typical day, both online and offline. Which of the following types of content would you say you consume THE MOST: news; sports; TV shows and movies; social media; gaming; practical information for everyday life like recipes, DIY, how-to, etc.; or something else?



Choose the statement that best describes you, even if it is not exactly right. “In general, I actively seek out news and information,” OR, “I mostly bump into news and information as I do other things or hear about it from others.”



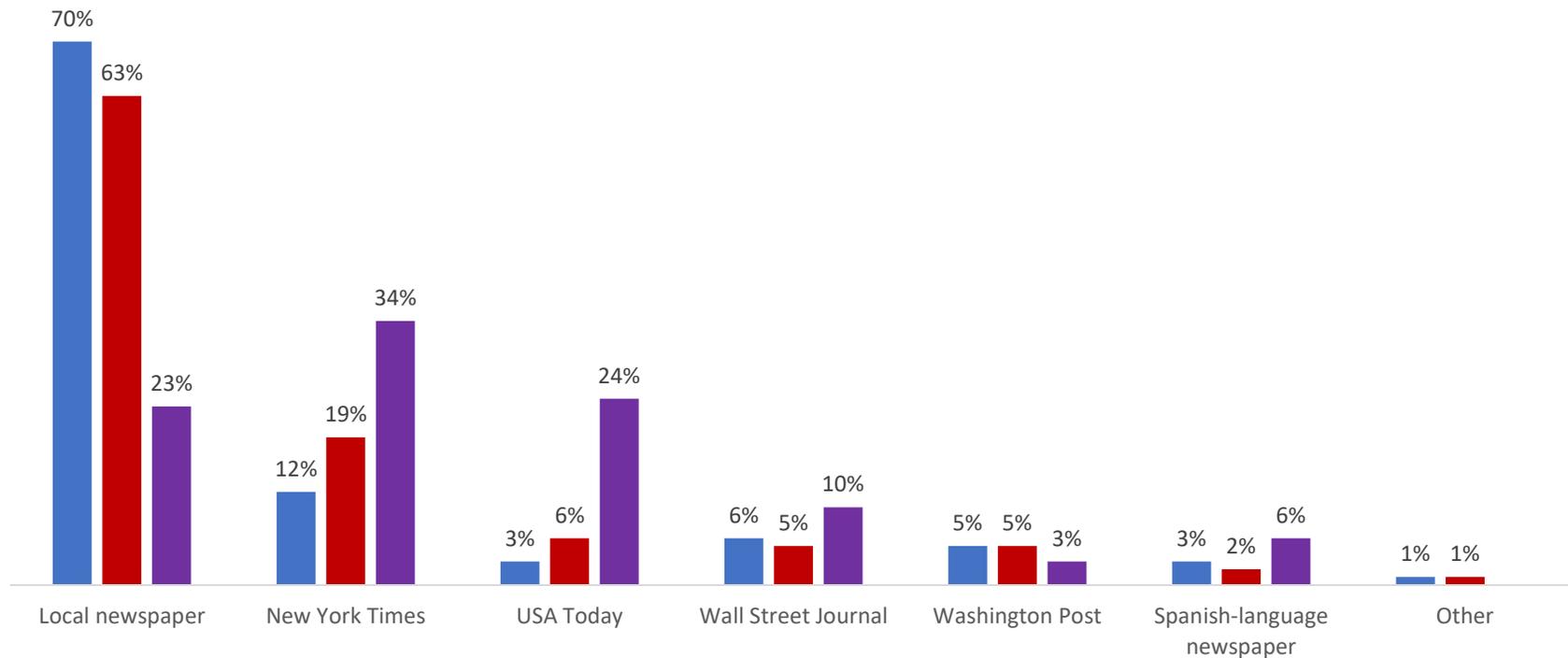
When you think of the past month, which of the following describes how you most often got news or information on current events?



Thinking of the past month, which newspaper was your most common source for news? Please be as specific as possible.

(Of those who indicated that newspapers are their primary source for news)

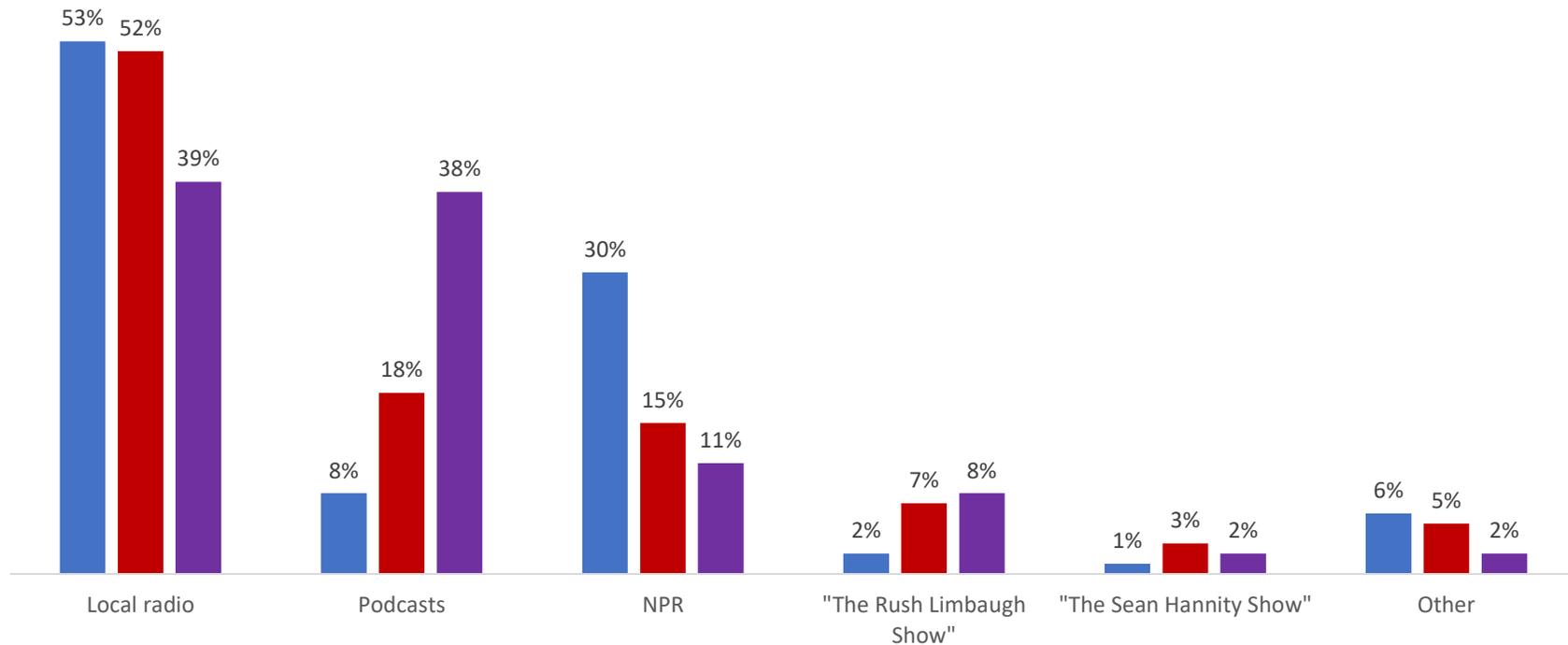
■ Voters ■ Non-voters ■ 18-24



Thinking of the past month, which radio or podcast was your most common source for news? Please be as specific as possible.

(Of those who indicated that radio/podcasts are their primary source for news)

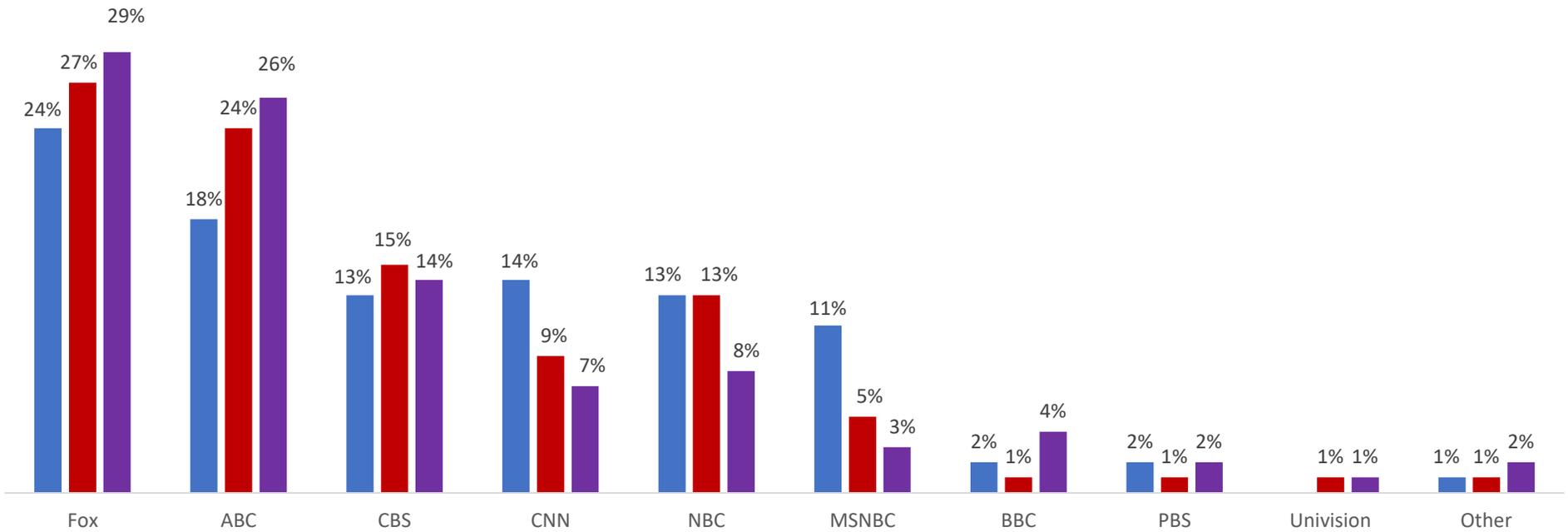
■ Voters ■ Non-voters ■ 18-24



Thinking of the past month, which TV news channel was your most common source for news? Please be as specific as possible.

(Of those who indicated that television is their primary source for news)

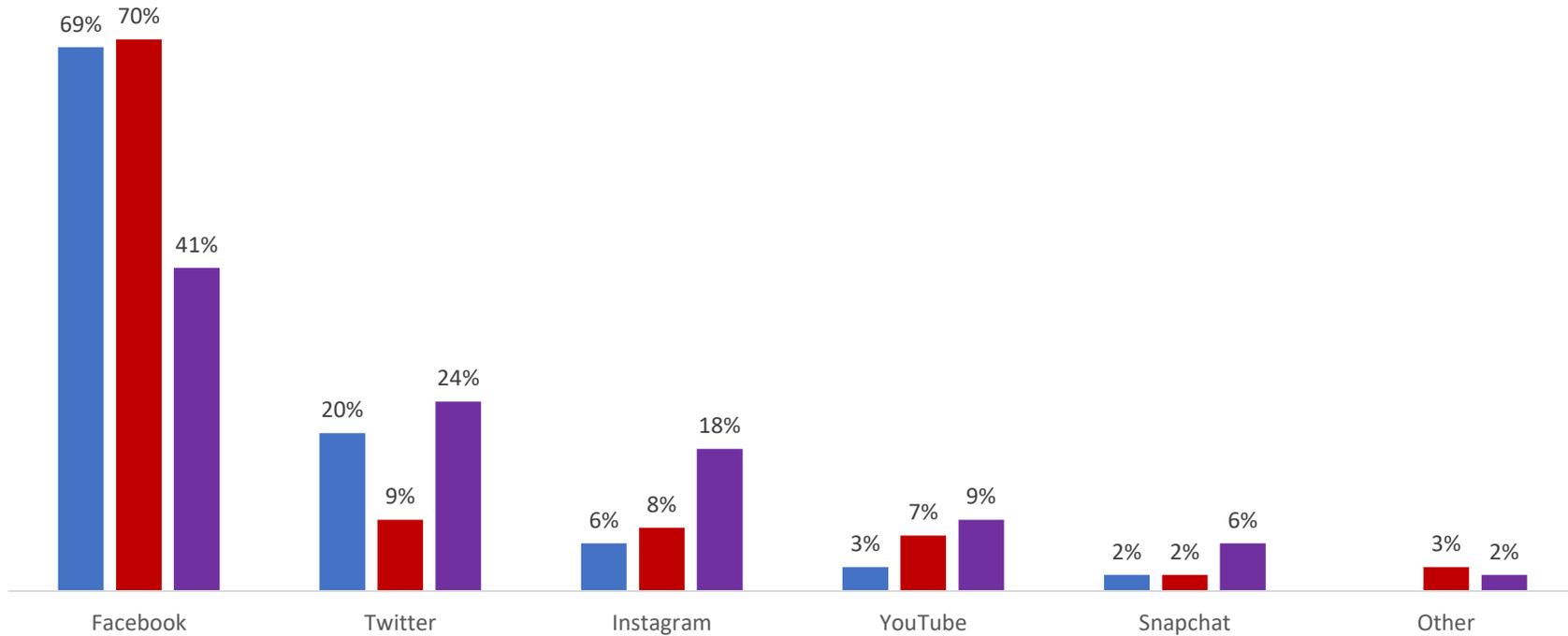
■ Voters ■ Non-voters ■ 18-24



Thinking of the past month, which social media platform was your most common source for news? Please be as specific as possible.

(Of those who indicated that social media is their primary source for news)

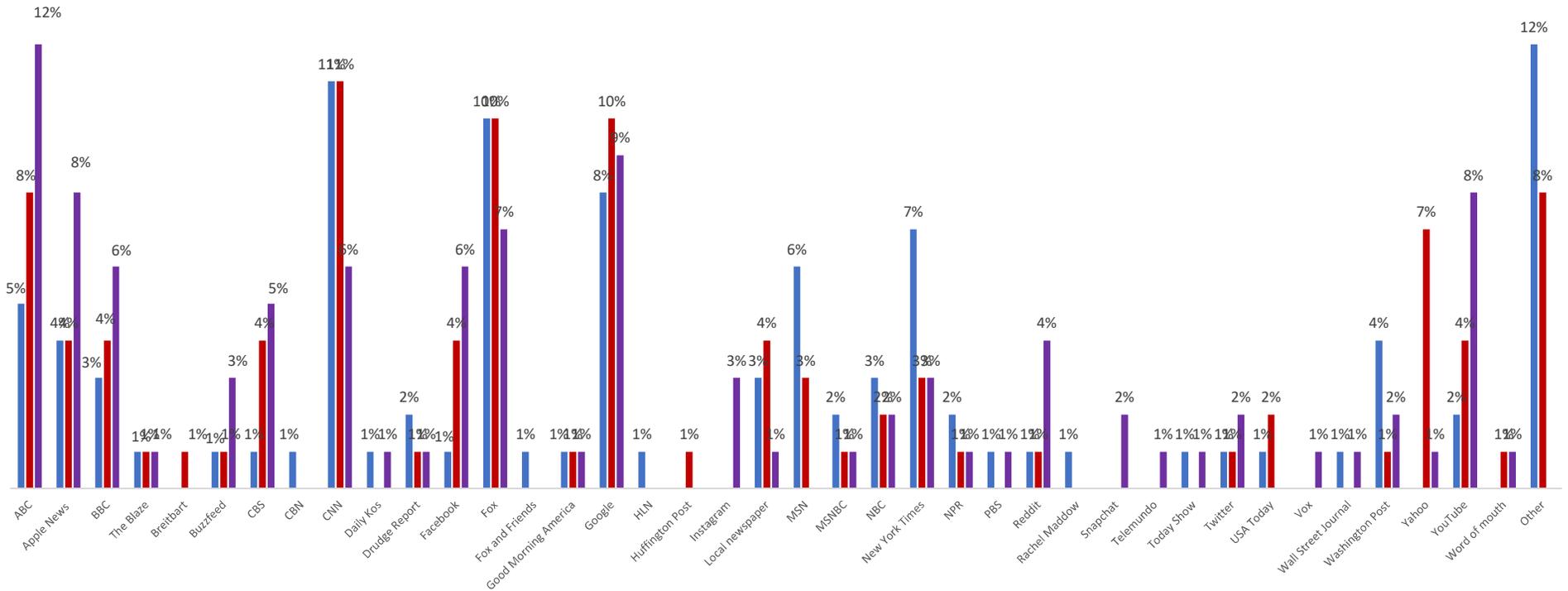
■ Voters ■ Non-voters ■ 18-24



Thinking of the past month, which news website or app was your most common source for news? Please be as specific as possible.

(Of those who indicated that a news website is their primary source for news)

■ Voters ■ Non-voters ■ 18-24



Thinking of the past month, which news website was your most common source for news? Please be as specific as possible.

(Of those who indicated that a news website is their primary source for news)

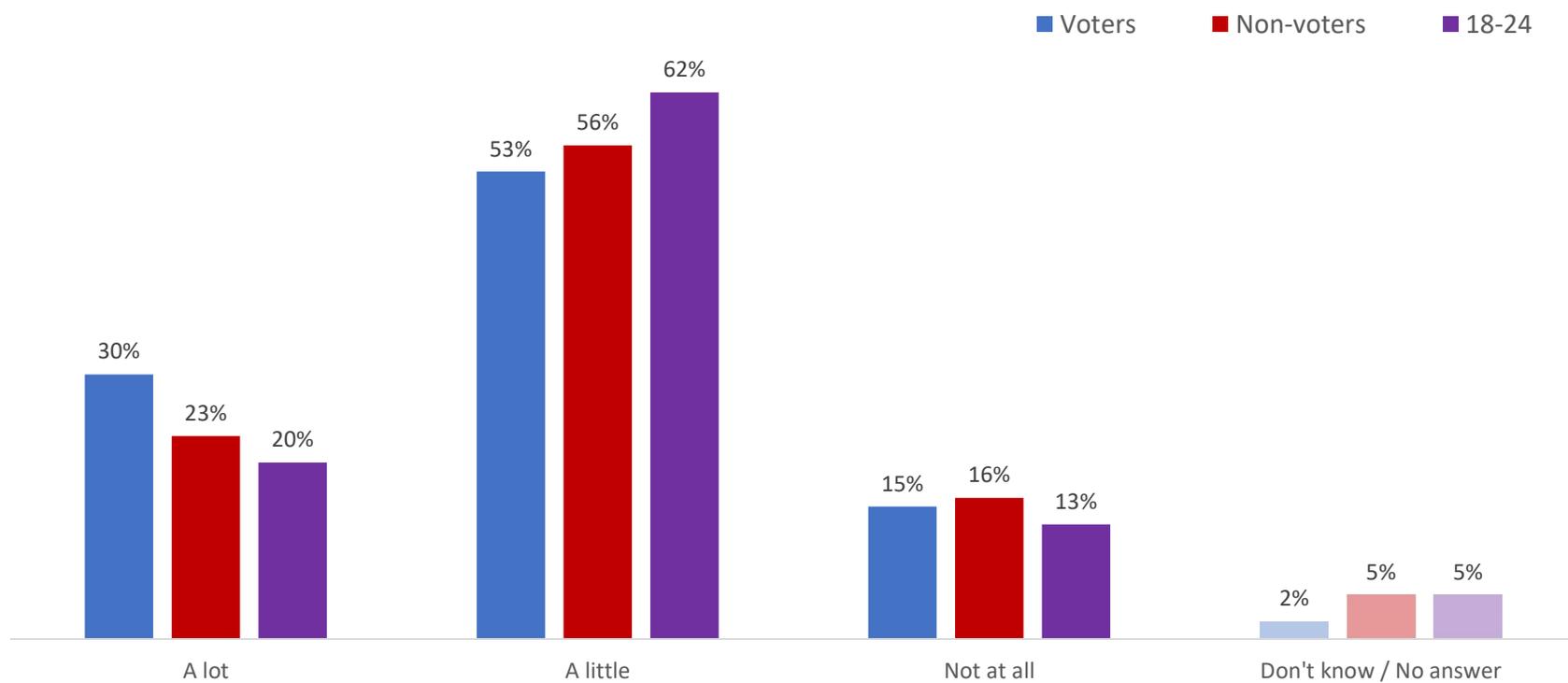
TOP RESPONSES

	Voters	Non-voters	Aged 18-24
CNN	11%	11%	6%
Fox	10%	10%	7%
Google	8%	9%	10%
ABC	5%	8%	12%
Apple News	4%	4%	8%
BBC	3%	4%	6%
New York Times	7%	7%	3%
YouTube	2%	4%	8%
Yahoo	-	7%	1%
Facebook	1%	4%	6%
MSN	6%	3%	-
CBS	1%	4%	5%
Washington Post	4%	1%	2%

On a scale of 1 to 10, with 1 being very unfavorable and 10 being very favorable, what is your overall opinion of the news media in the U.S. today?

	Mean
Voters	5.57
Non-voters	5.81
Aged 18-24	6.278

How much do you trust information that is reported in the media – a lot, a little or not at all?



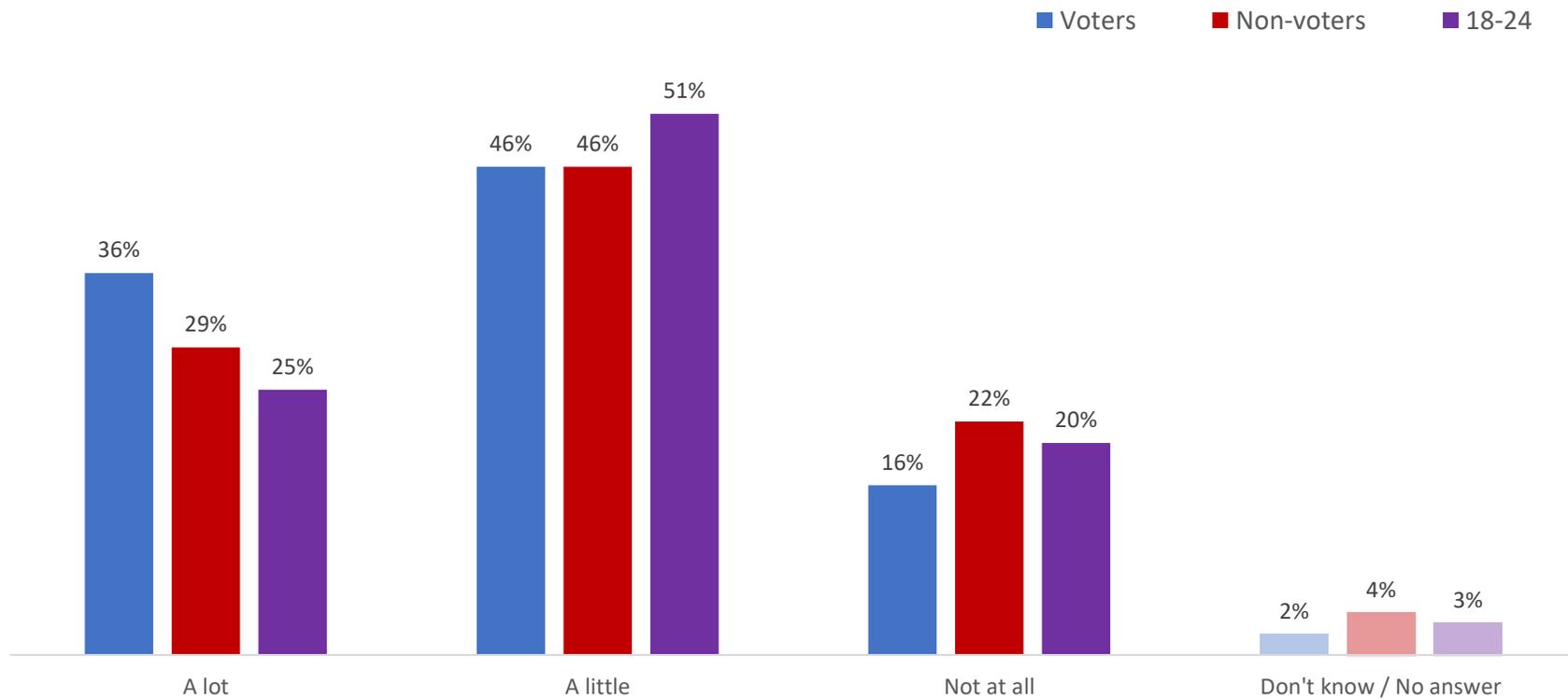
On a scale of 1 to 10, with 1 being very unbiased and 10 being very biased, to what extent do you see political bias in news coverage?

	Mean
Voters	7.359
Non-voters	7.219
Aged 18-24	7.355

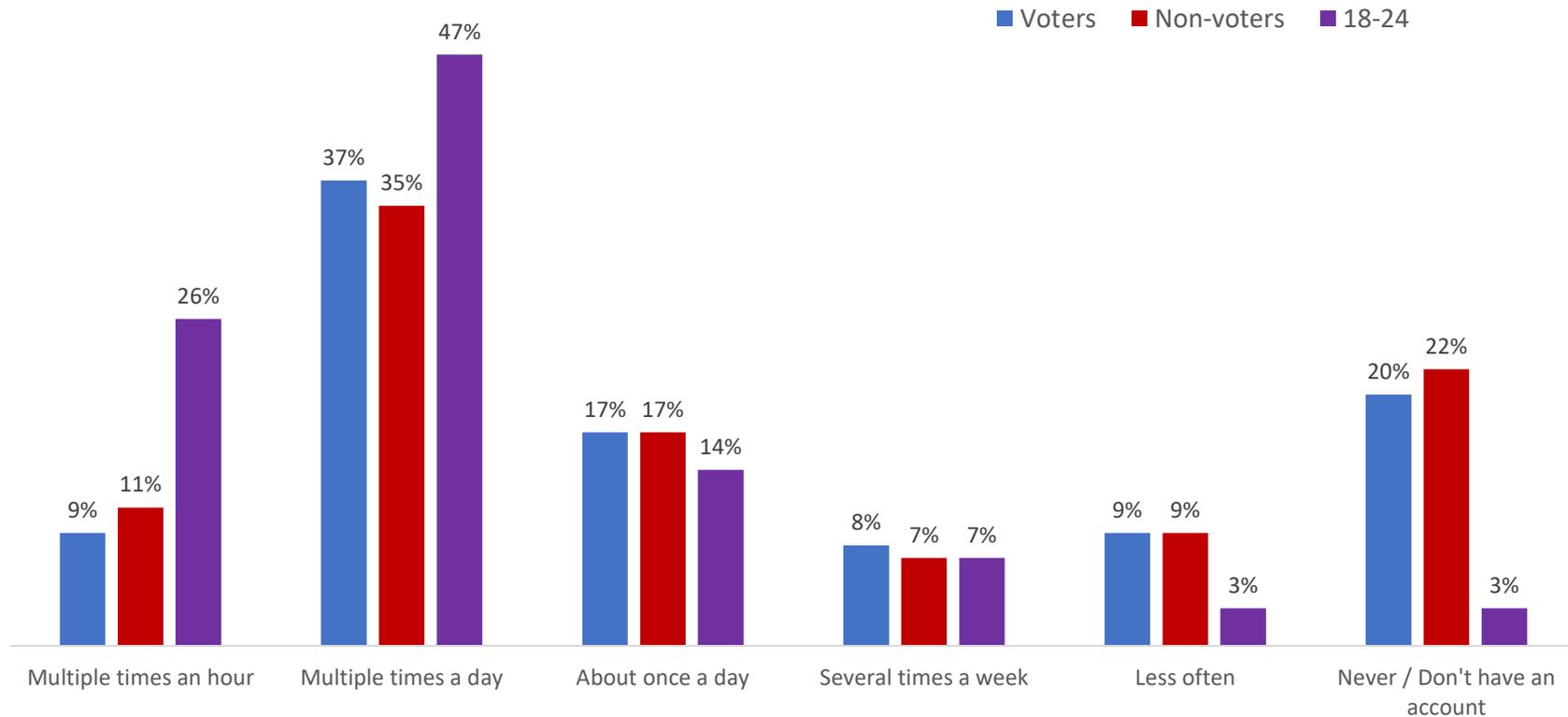
Please indicate which of these statements comes closer to how you personally feel. “Although there is some bias in the news media, there are enough sources of news to be able to sort out the facts,” OR, “There is so much bias in the news media that it’s often difficult to sort out the facts.”

	Voters	Non-voters	Aged 18-24
Although there is some bias in the news media, there are enough sources of news to be able to sort out the facts.	56%	51%	53%
There is so much bias in the news media that it’s often difficult to sort out the facts.	44%	49%	47%

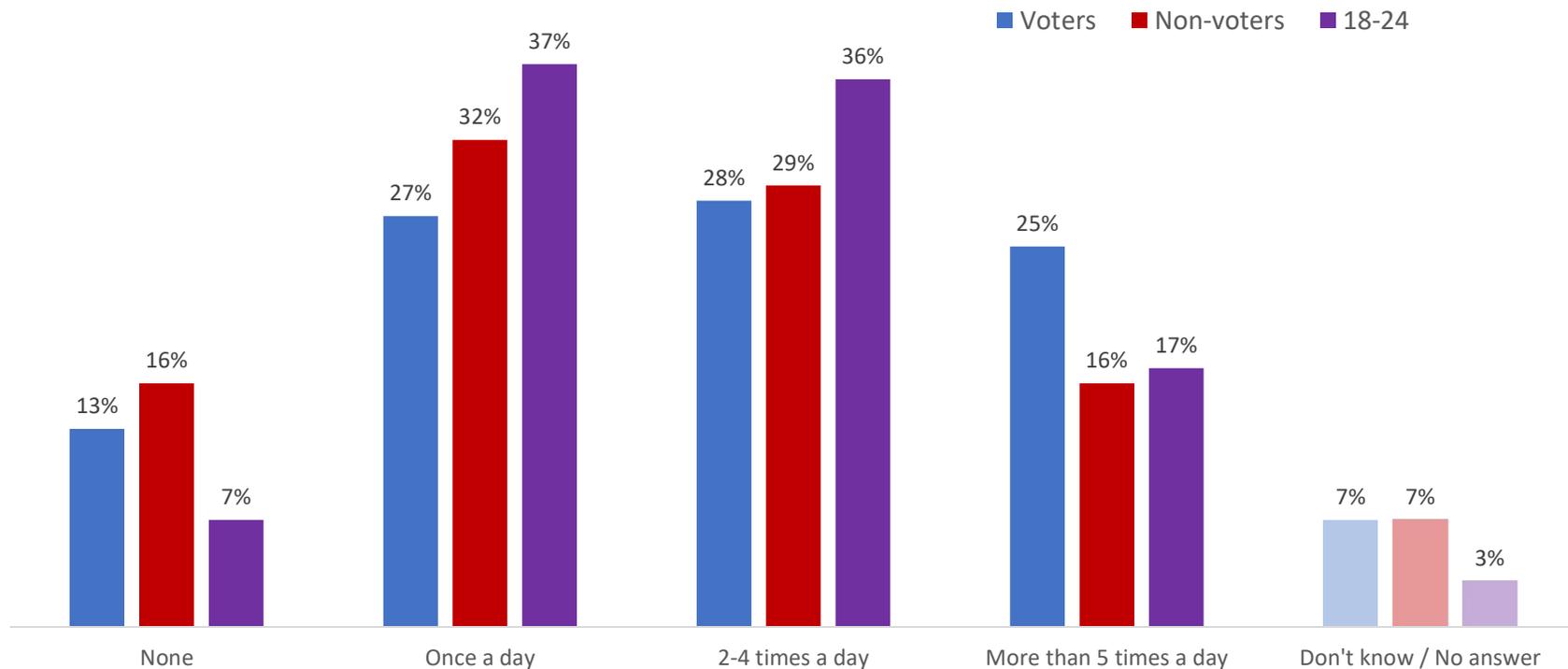
Thinking back to when you were growing up, how much was getting and discussing news a part of your family life?



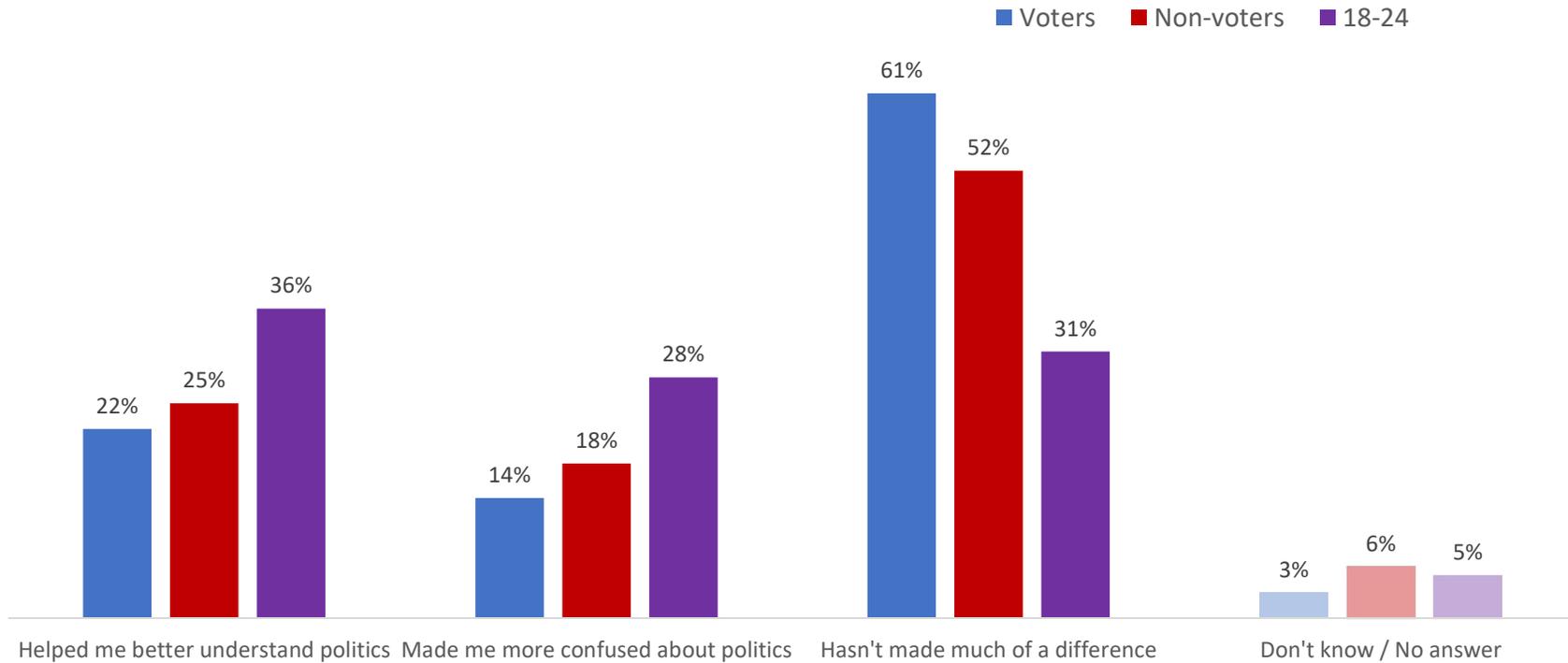
How often do you check a social media account such as Facebook, Twitter, Instagram or Snapchat?



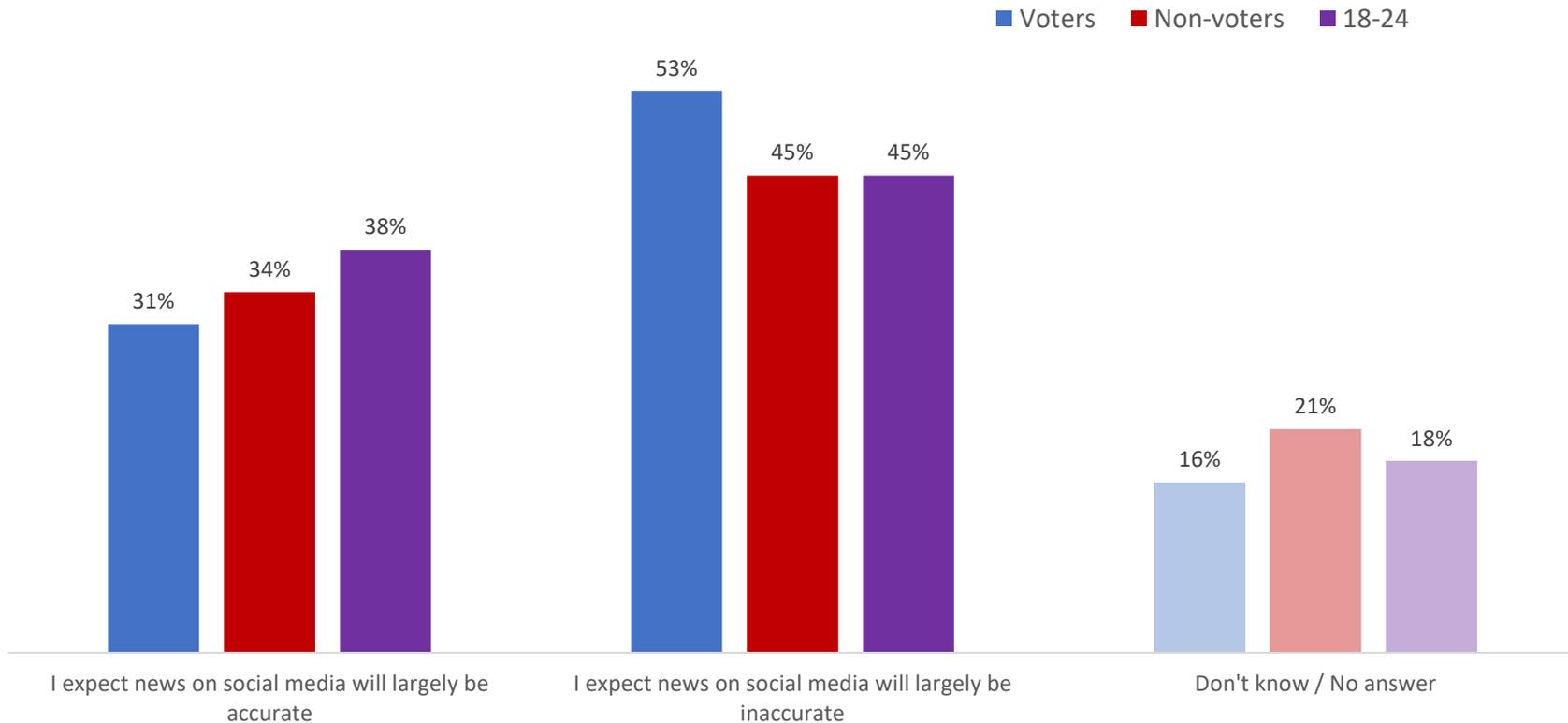
On a typical day when you use Facebook, Twitter or other social media websites, how often do you encounter political news?



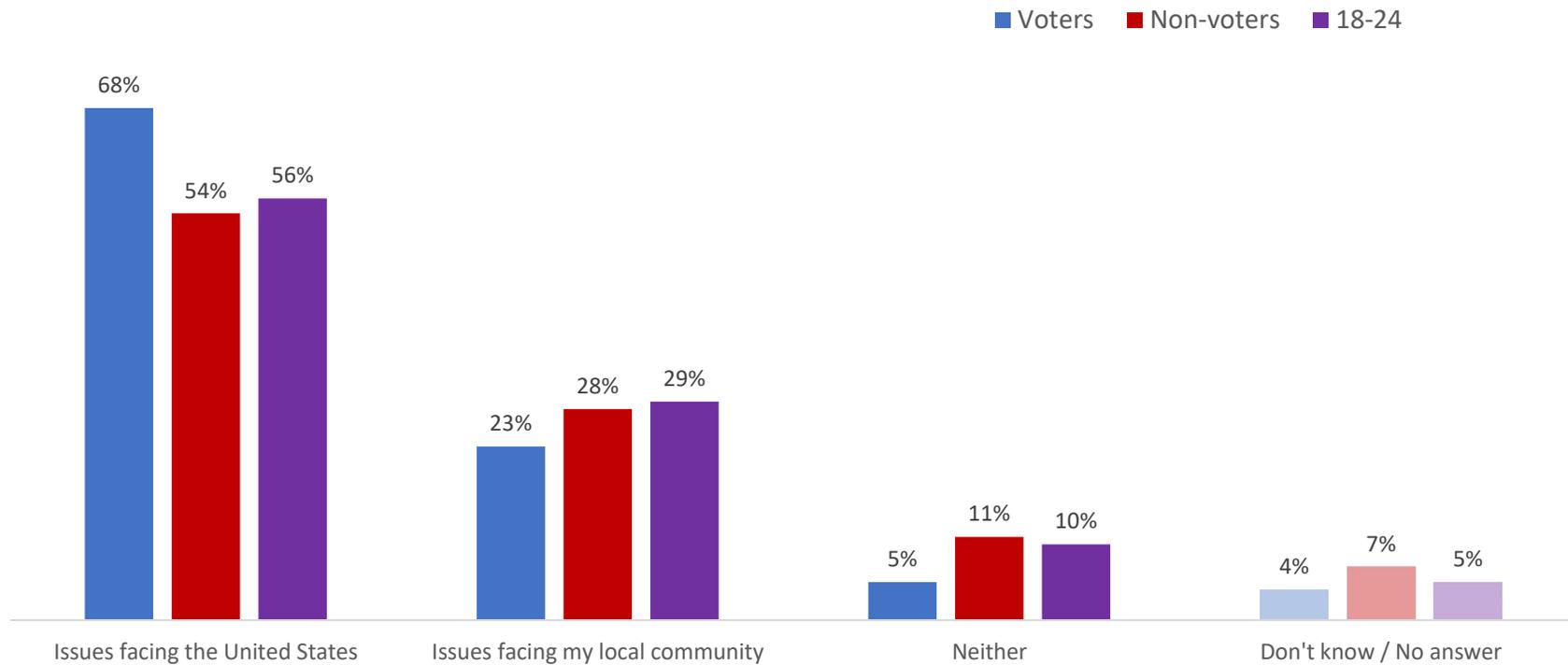
Overall would you say social media has helped you better understand politics, made you more confused about politics or not made much of a difference?



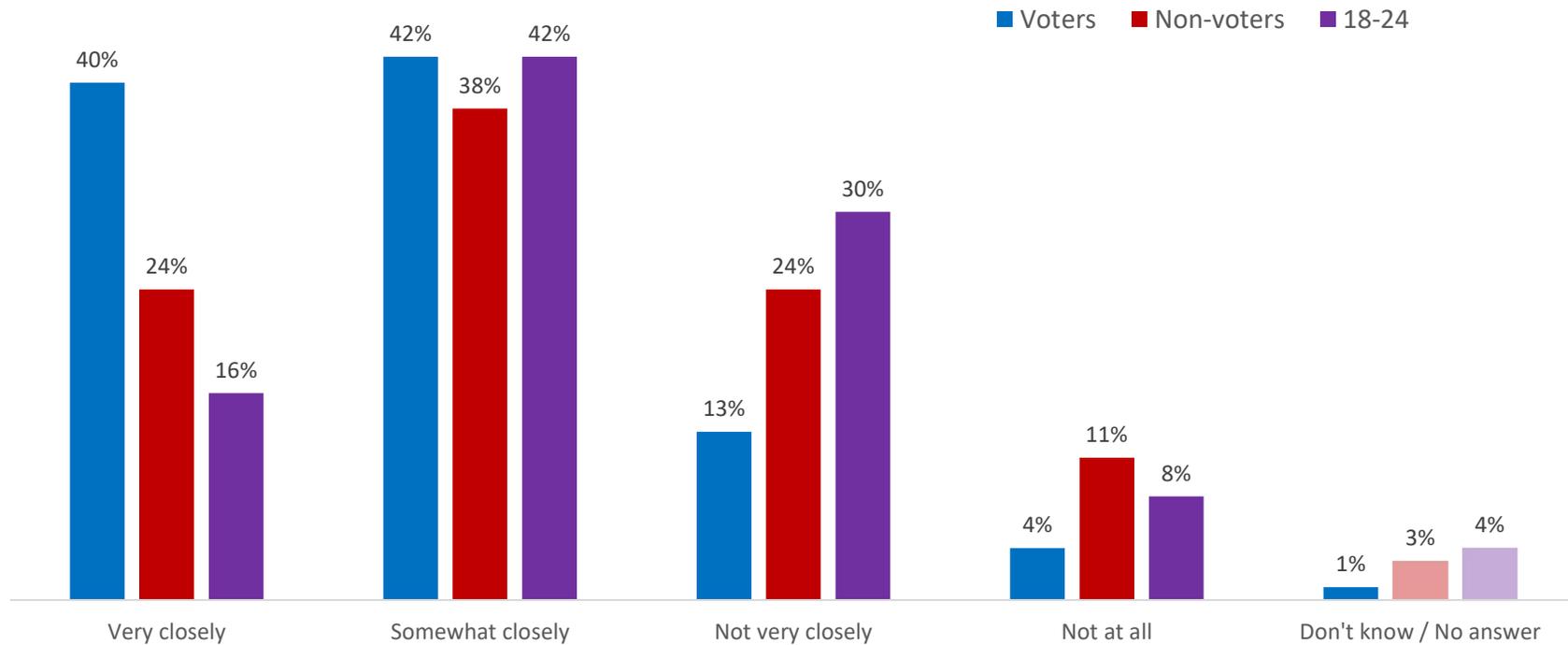
Which of the following best describes what you expect from news stories on social media?
“I expect news on social media will largely be accurate,” OR, “I expect news on social media will largely be inaccurate.”



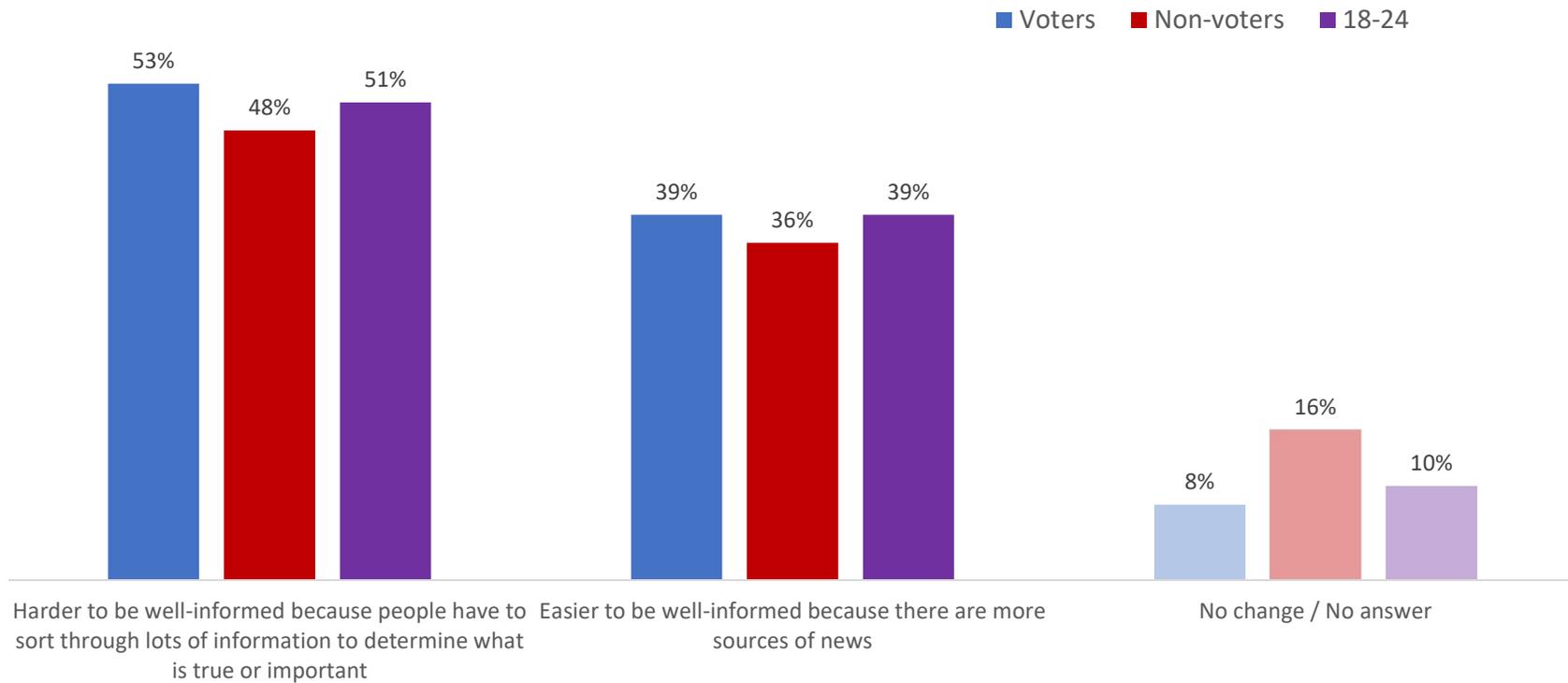
If you had to choose, which of the following would you say that you are most knowledgeable about – issues facing the United States or issues facing your local community?



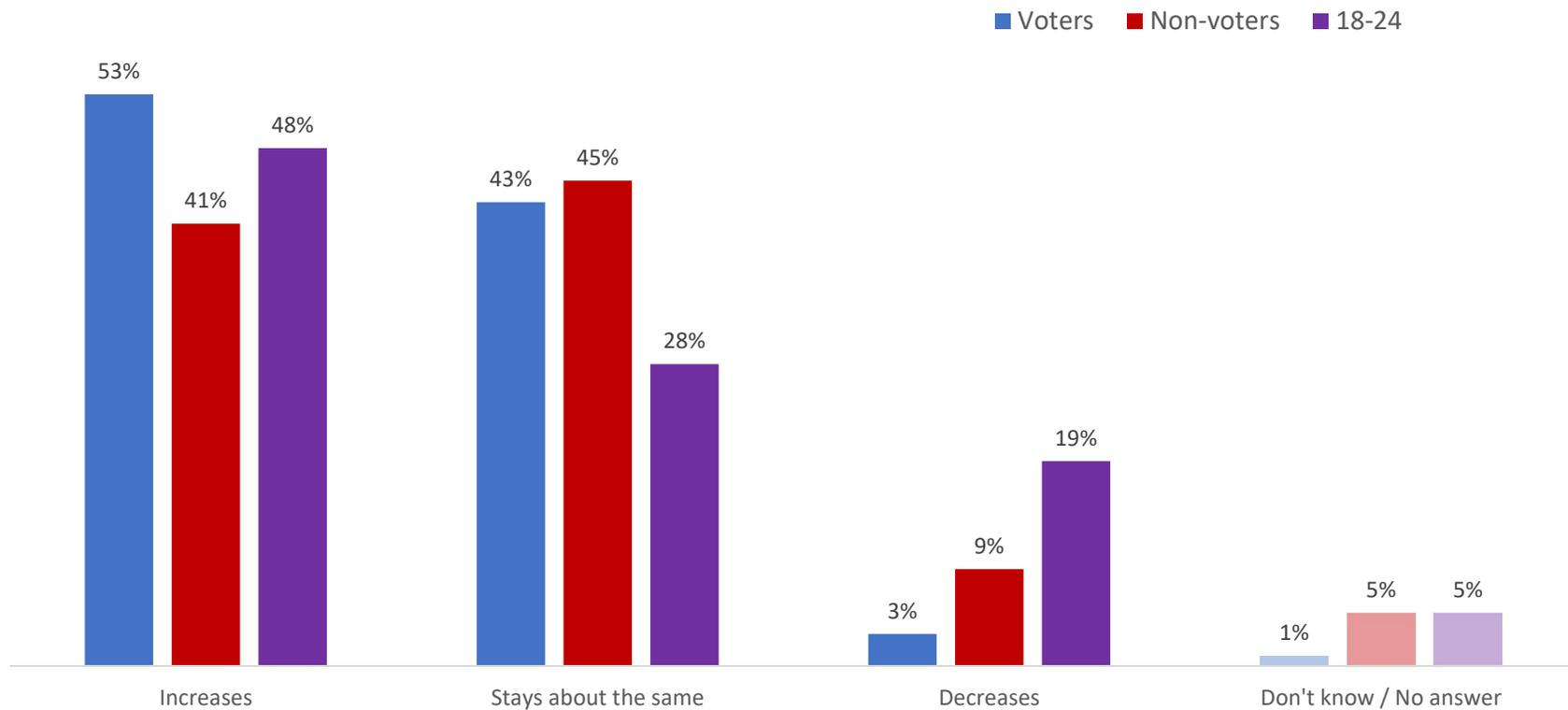
How closely do you currently follow news and information about politics – very closely, somewhat closely, not very closely or not at all?



Does the increase in information available today make it easier to be well-informed because there are more sources of news OR harder to be well-informed because people have to sort through lots of information to determine what is true or important?

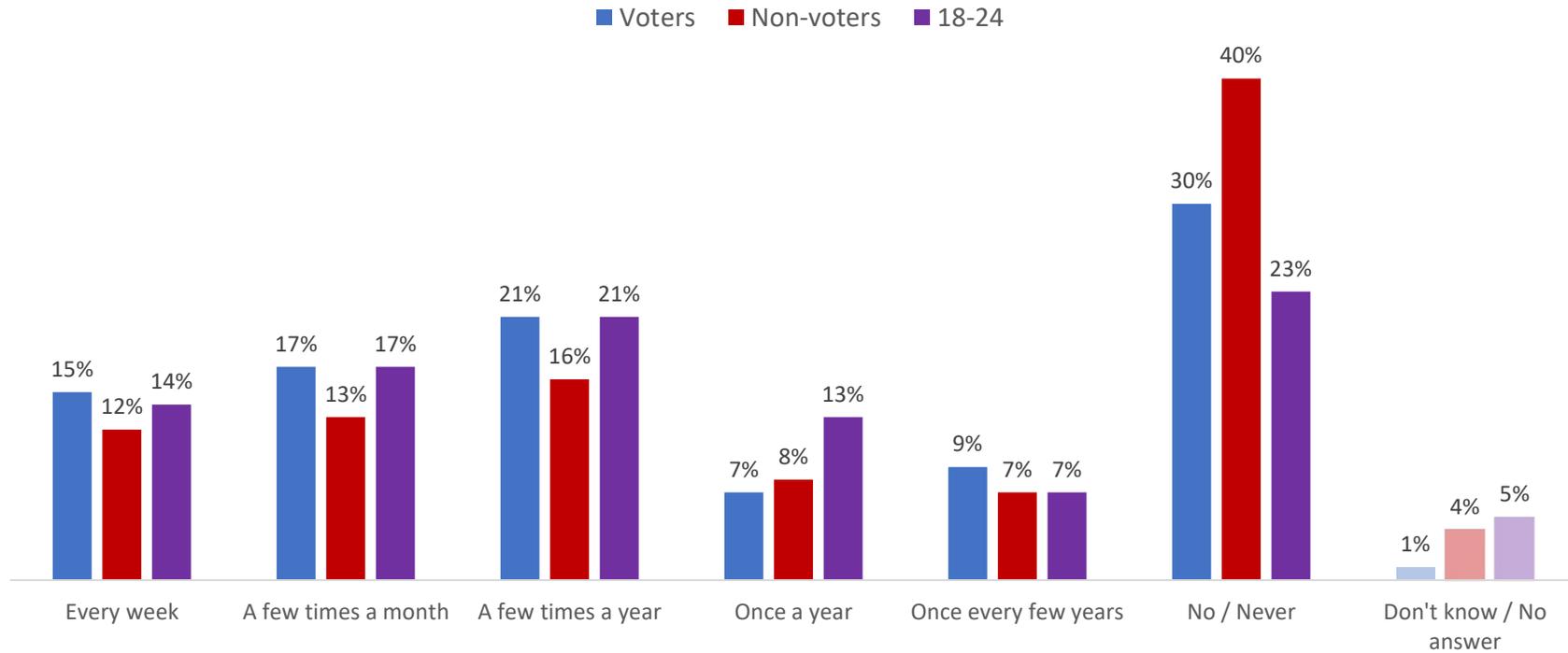


When there is an upcoming national election, would you say the amount of time you spend getting news increases, decreases or stays about the same?

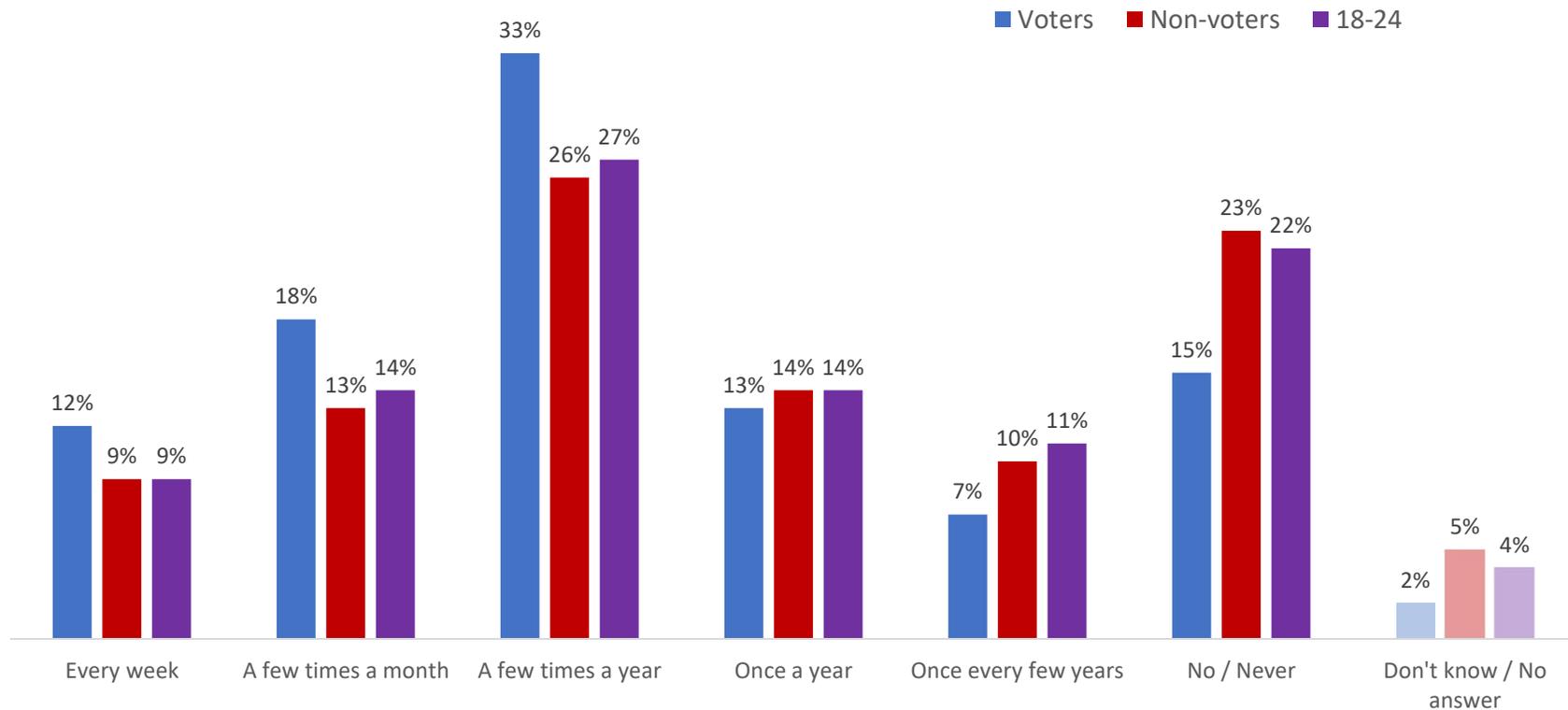


Measures of Civic Engagement

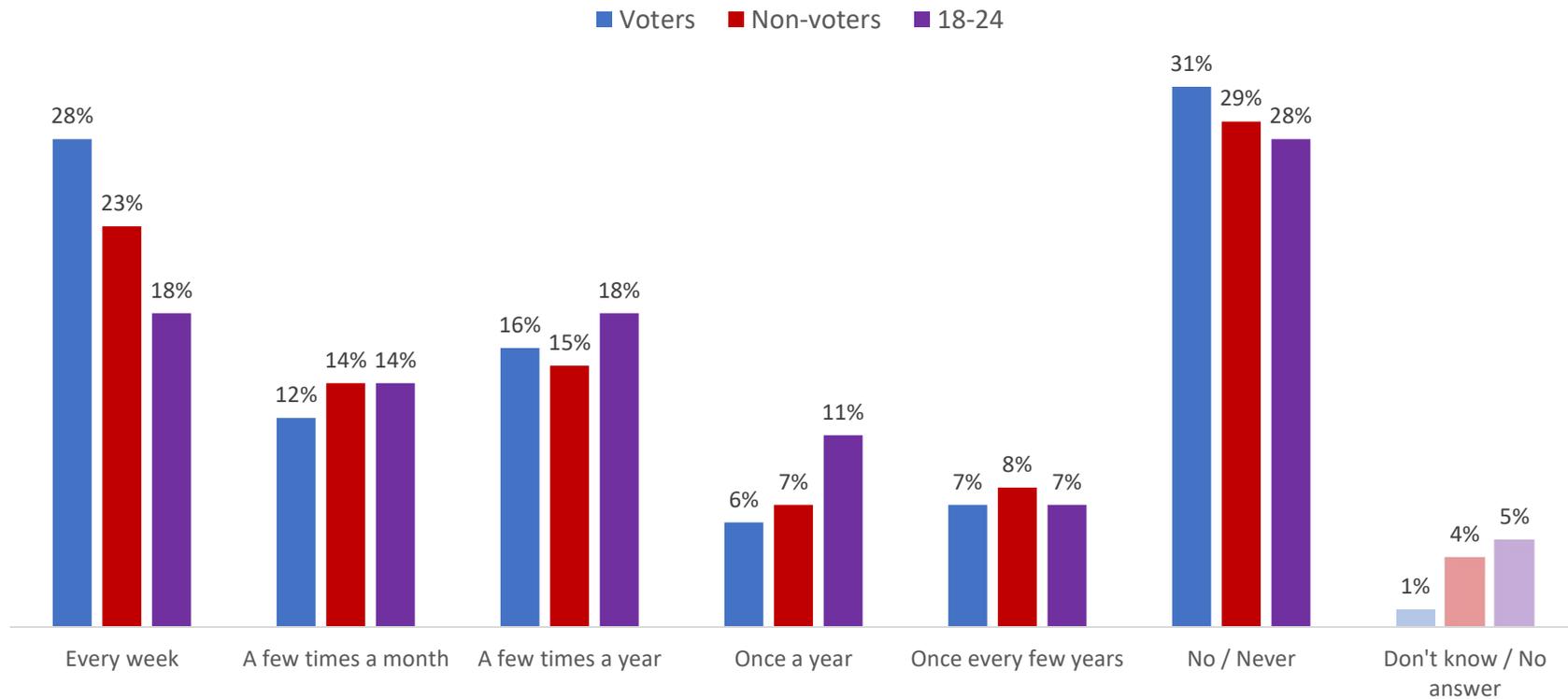
How frequently do you volunteer with an organization in your community such as a nonprofit, religious group, school group, service club or some other type of organization – every week, a few times a month, a few times a year, once a year, once every few years or never?



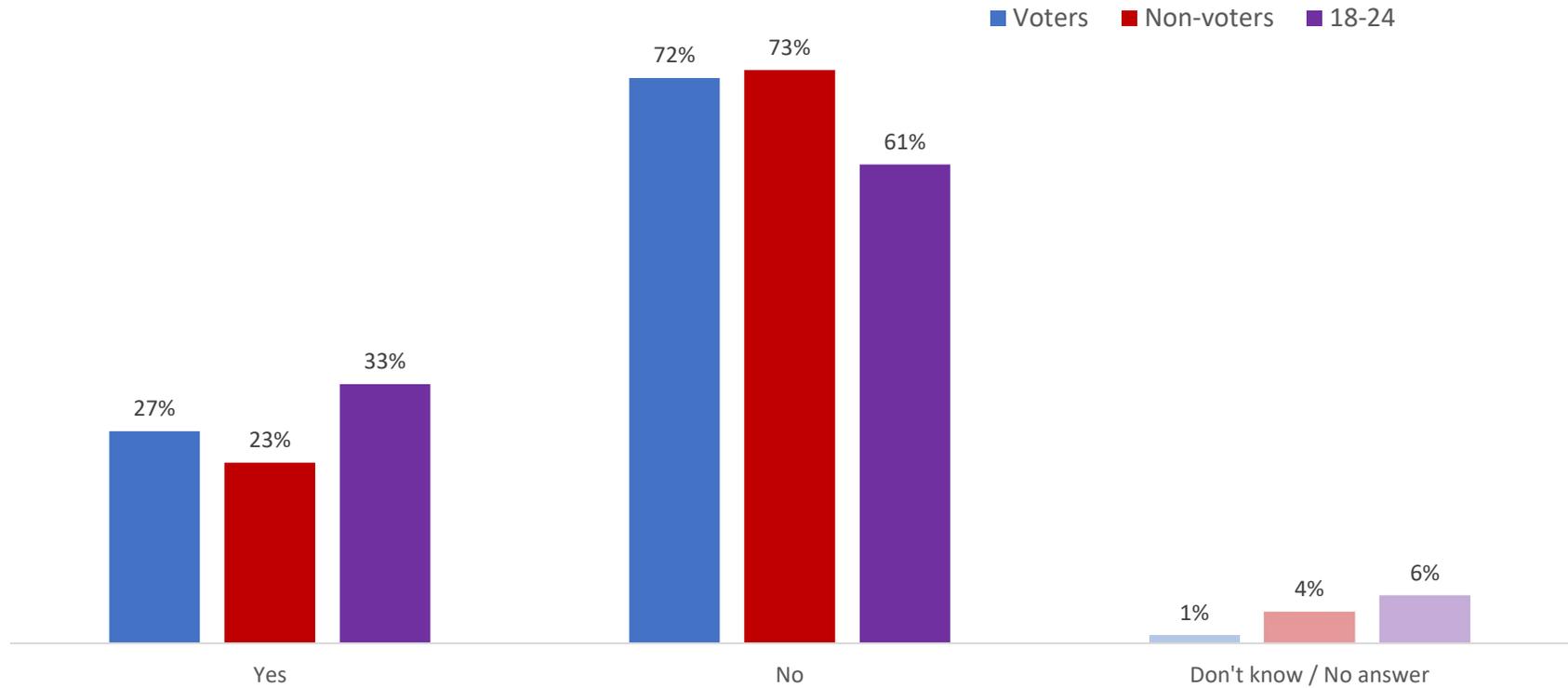
How frequently do you contribute money to any charitable organization – every week, a few times a month, a few times a year, once a year, once every few years or never?



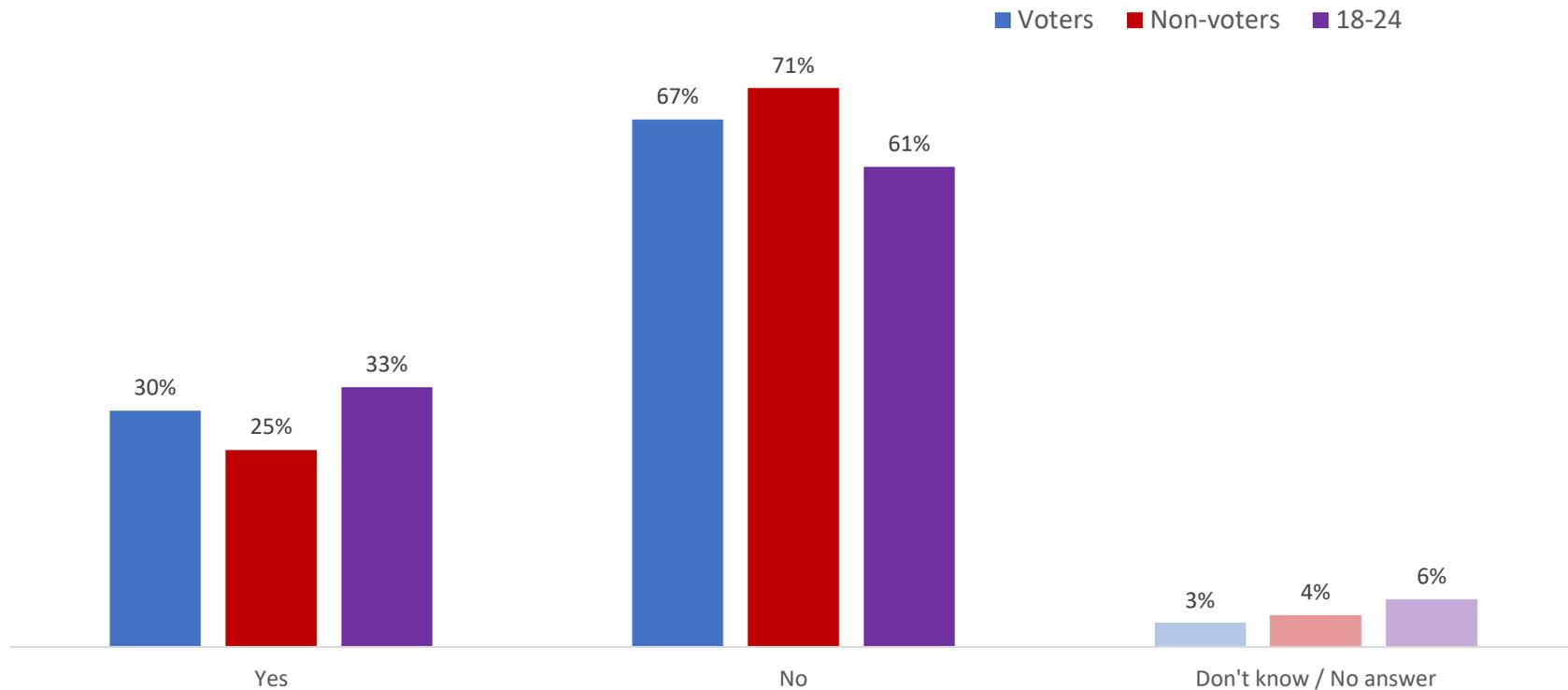
How frequently do you attend religious services – every week, a few times a year, once a year, once every few years or never?



Do you currently participate in any sort of organized community group that meets regularly, such as a professional association, club, meet-up, etc.?

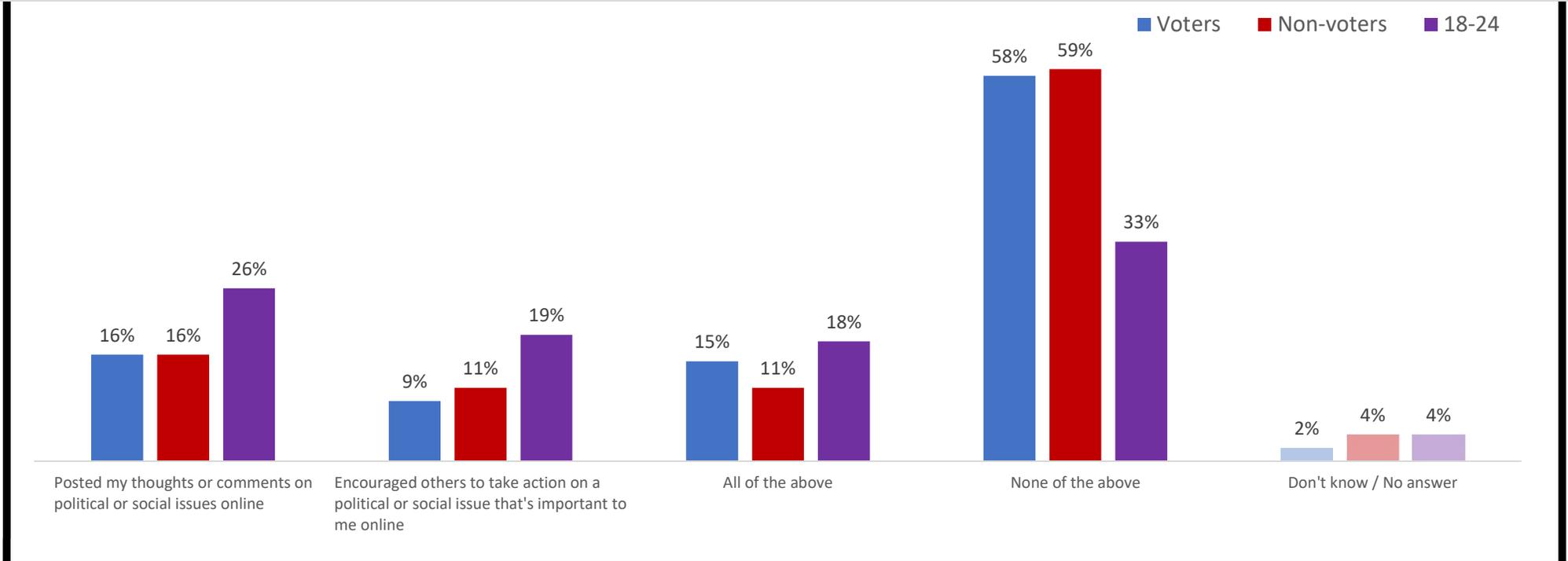


In the last 12 months, have you collaborated with others to help solve a problem affecting your local city or neighborhood?



In the last 12 months, have you done any of the following?

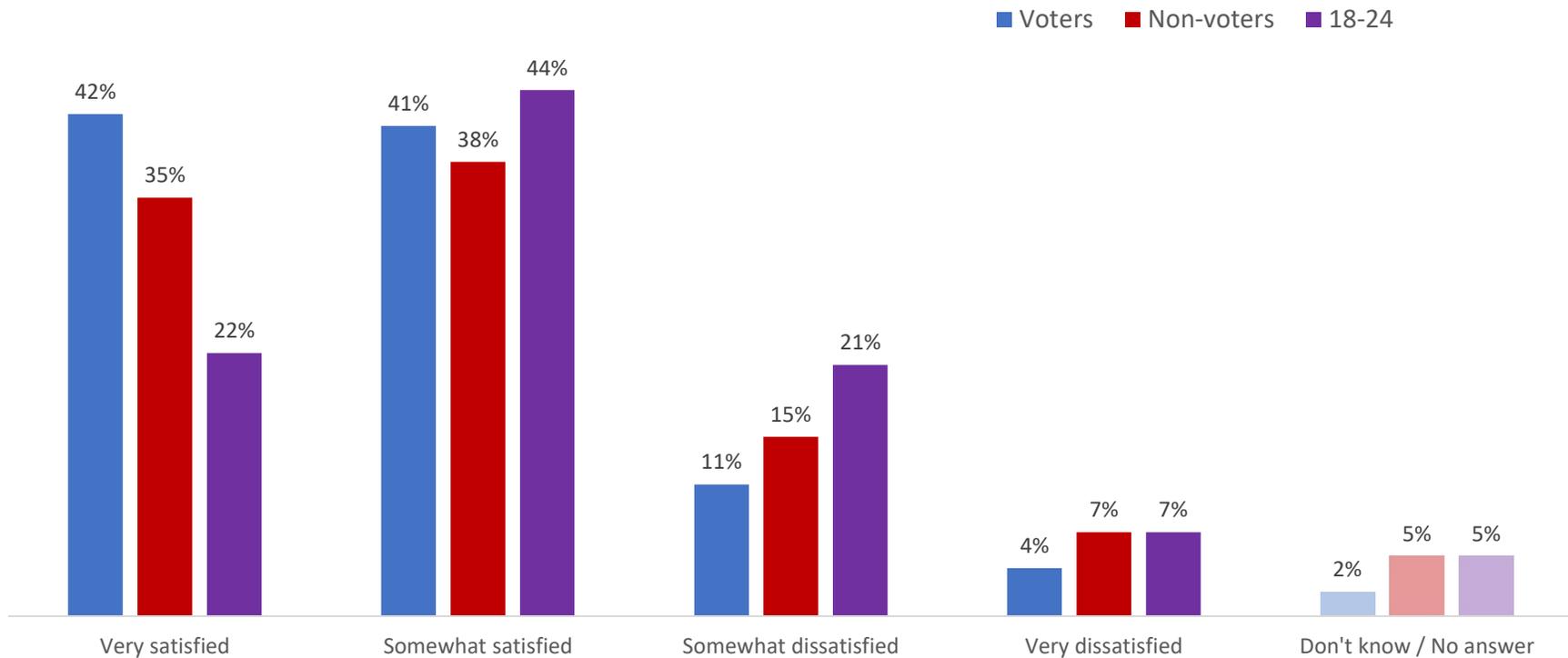
- a) Posted your thoughts or comments on political or social issues online
- b) Encouraged others to take action on a political or social issue that is important to you online
- c) All of the above
- d) None of the above
- e) Don't know / No answer



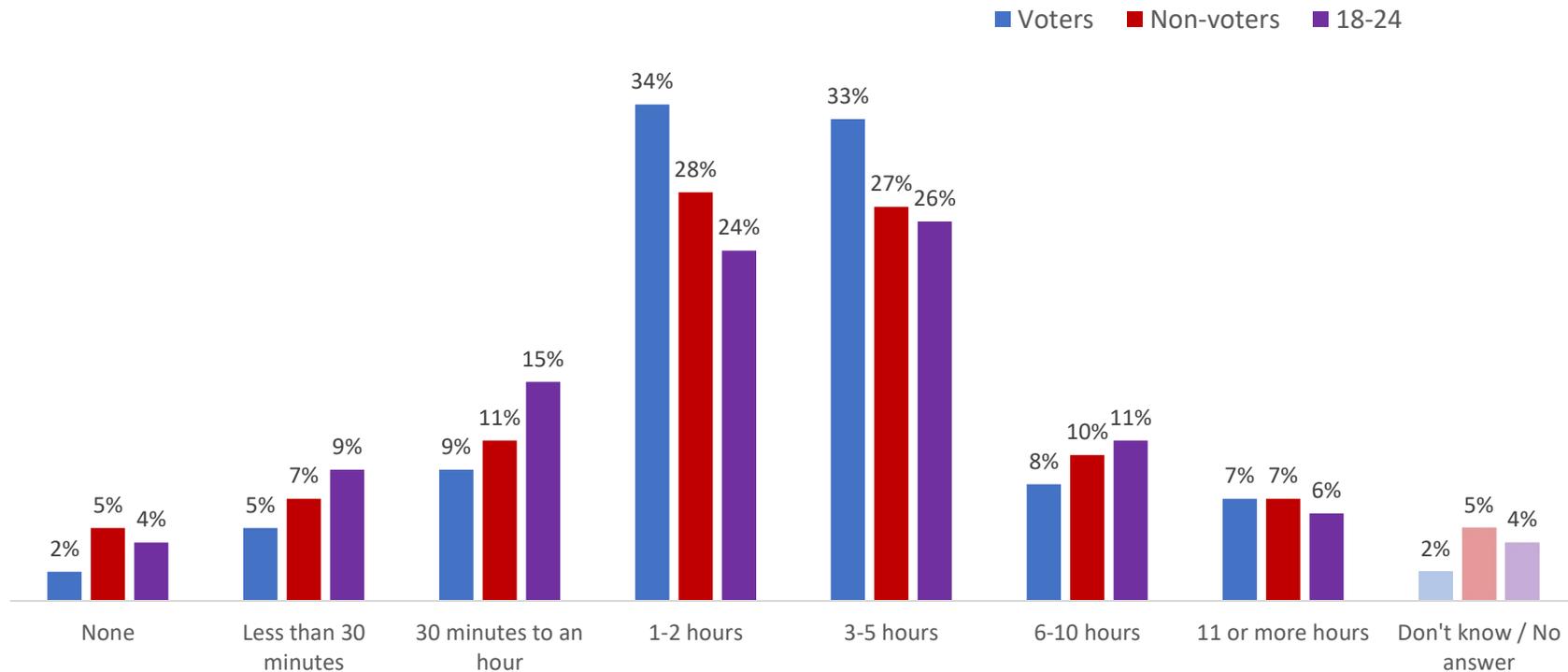
On a scale of 1 to 10, with 1 being not very satisfied and 10 being very satisfied, how satisfied are you overall with your local city as a place to live?

	Mean
Voters	7.42
Non-voters	7.128
Aged 18-24	6.88

In general, are you satisfied or dissatisfied with the way things are going in your personal life at this time?

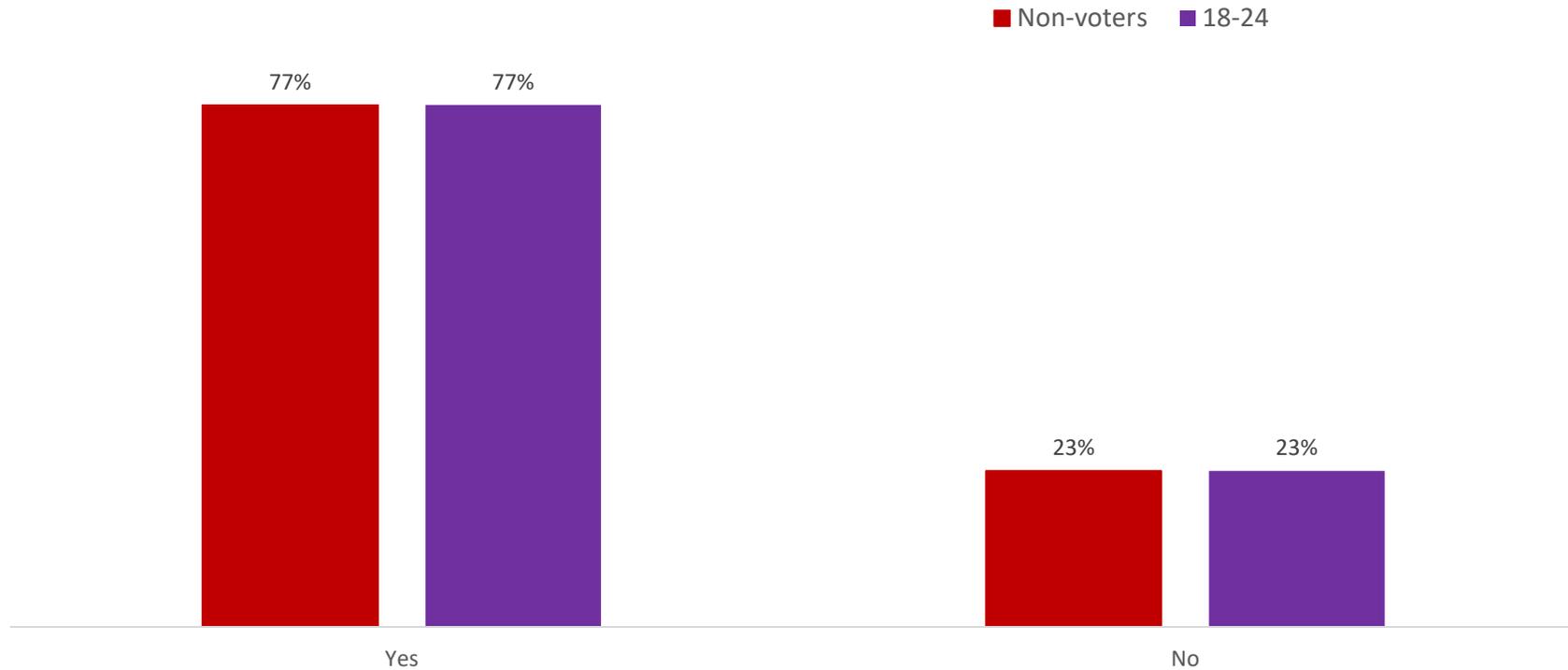


In a typical day, how many hours do you generally find to pursue personal interests and activities outside of your work, family and other obligations? This might include things like watching TV, a hobby, meeting up with friends, reading, etc.

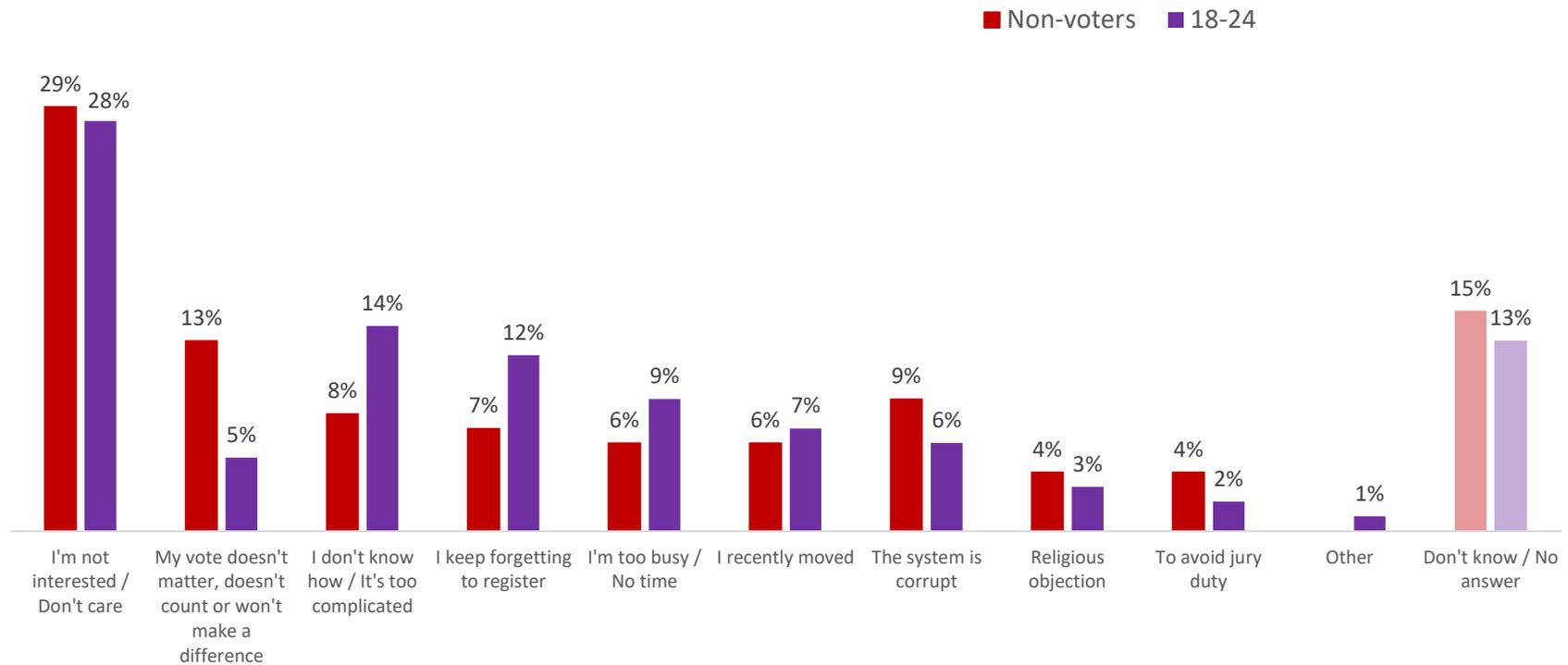


Voter Registration History

Are you currently registered to vote?



Why aren't you currently registered to vote?

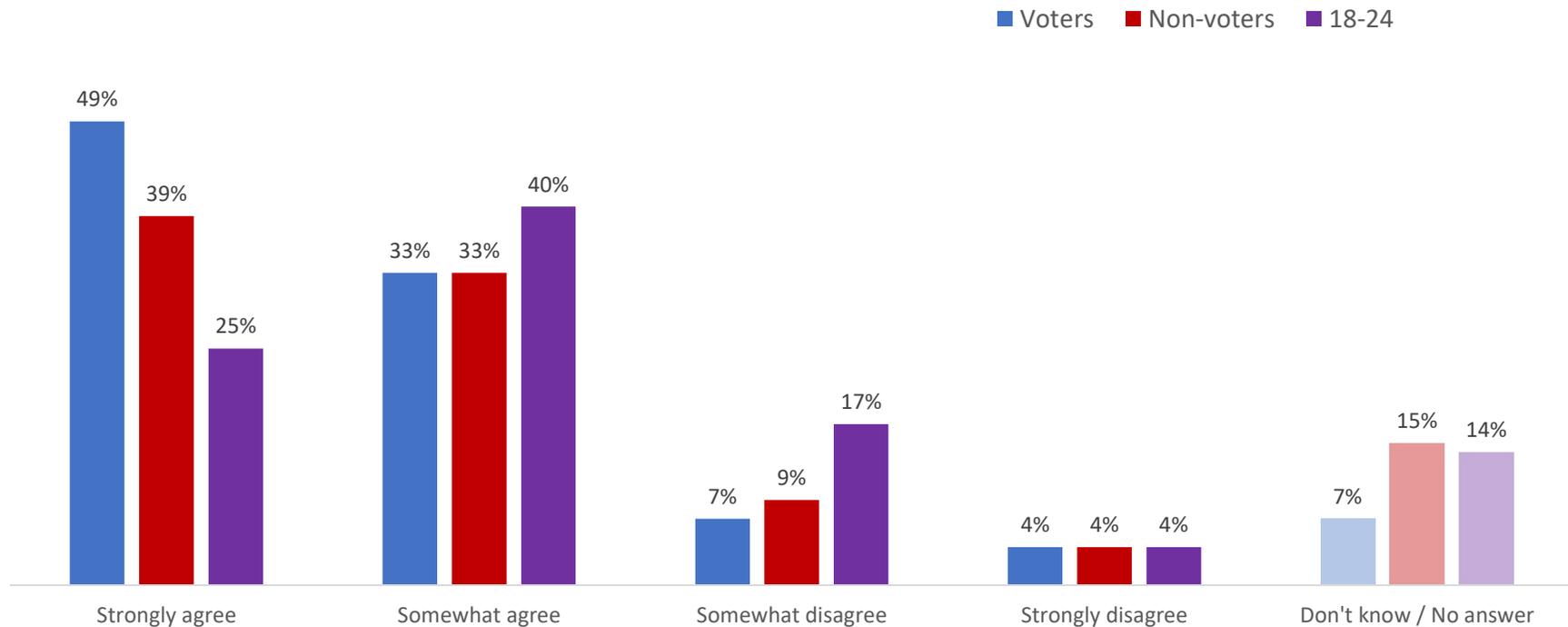


Voting

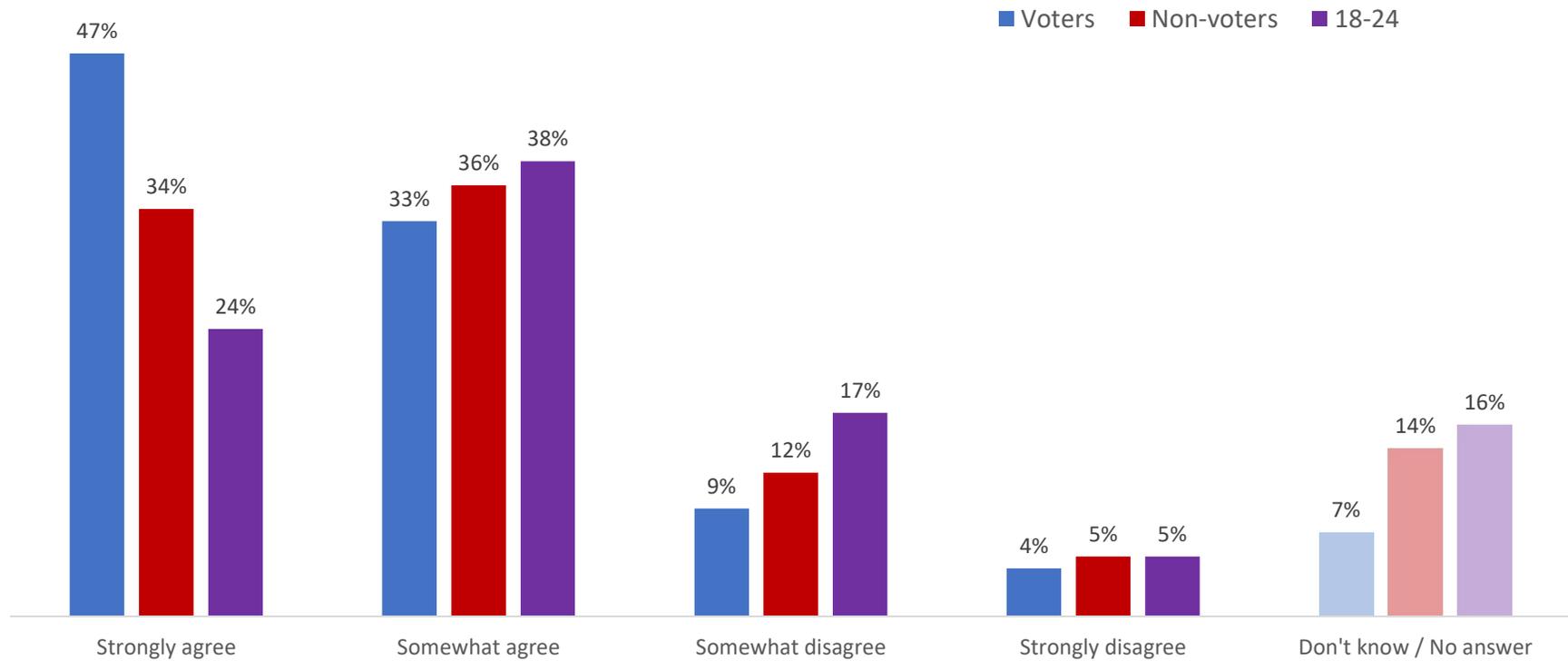
On a scale of 0-10, where 0 means you have absolutely no interest and 10 means that you are extremely interested, what number would you say corresponds to your level of interest in politics?

	Mean
Voters	7.65
Non-voters	7.21
Aged 18-24	6.101

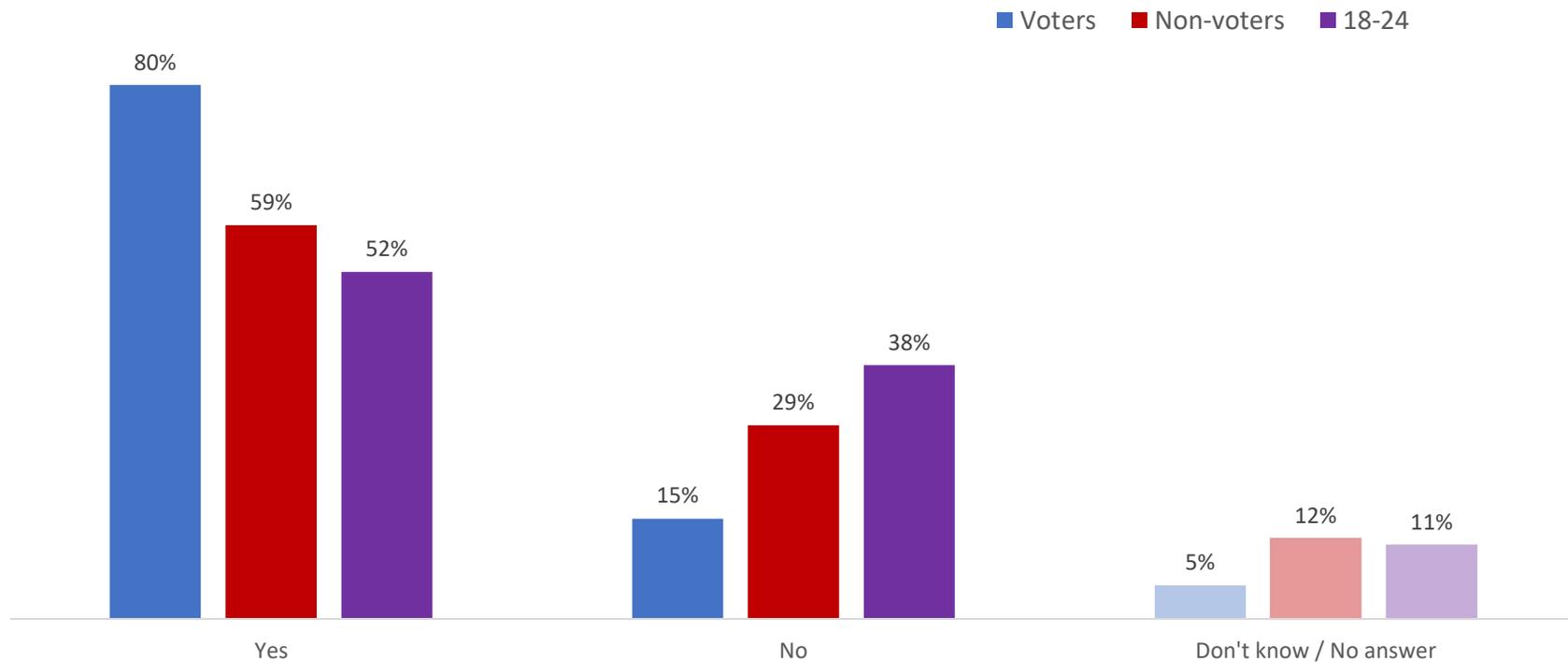
Do you agree or disagree with the idea that moneyed special interests have greater influence over elections than voters?



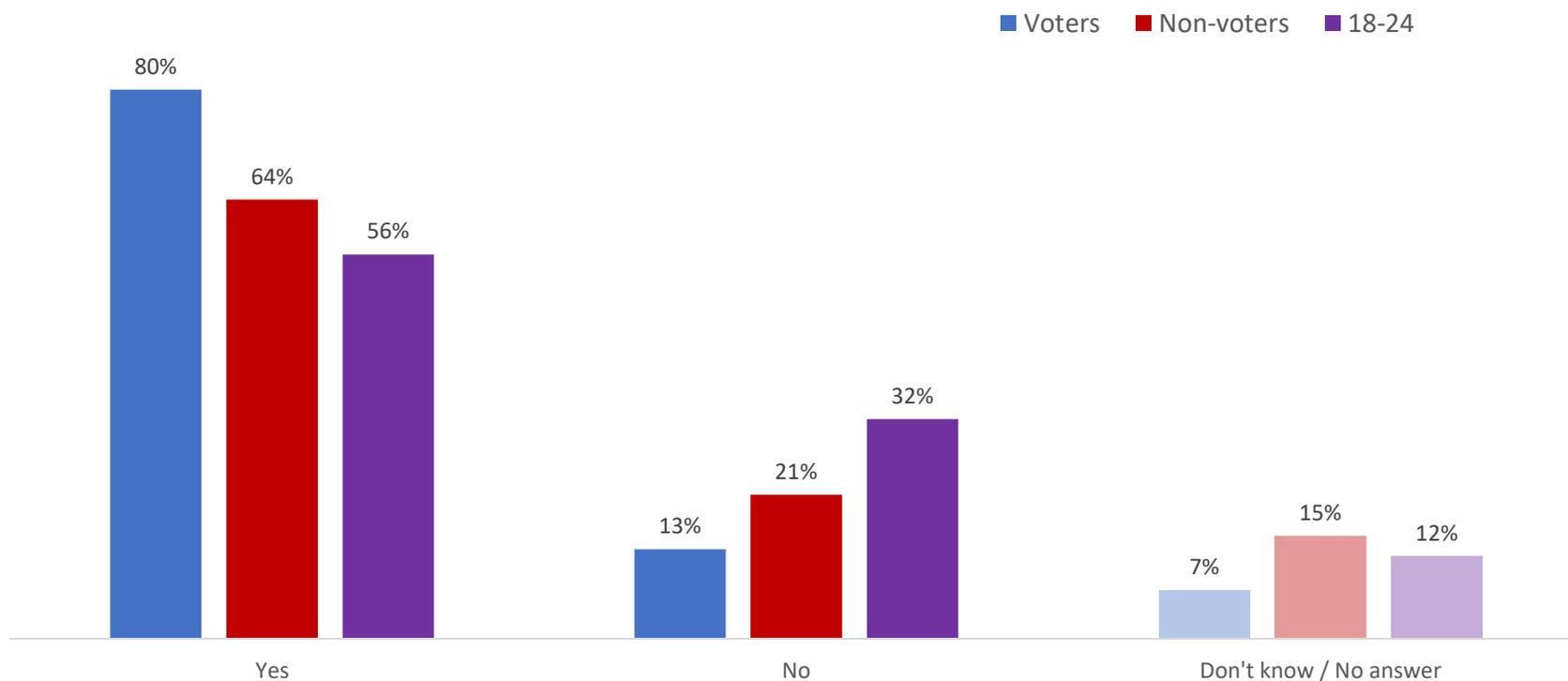
Do you agree or disagree with the idea that special interest groups have greater influence over elections than voters?



When national elections are coming up, do you typically feel that you have enough information about candidates and issues to decide who to vote for?

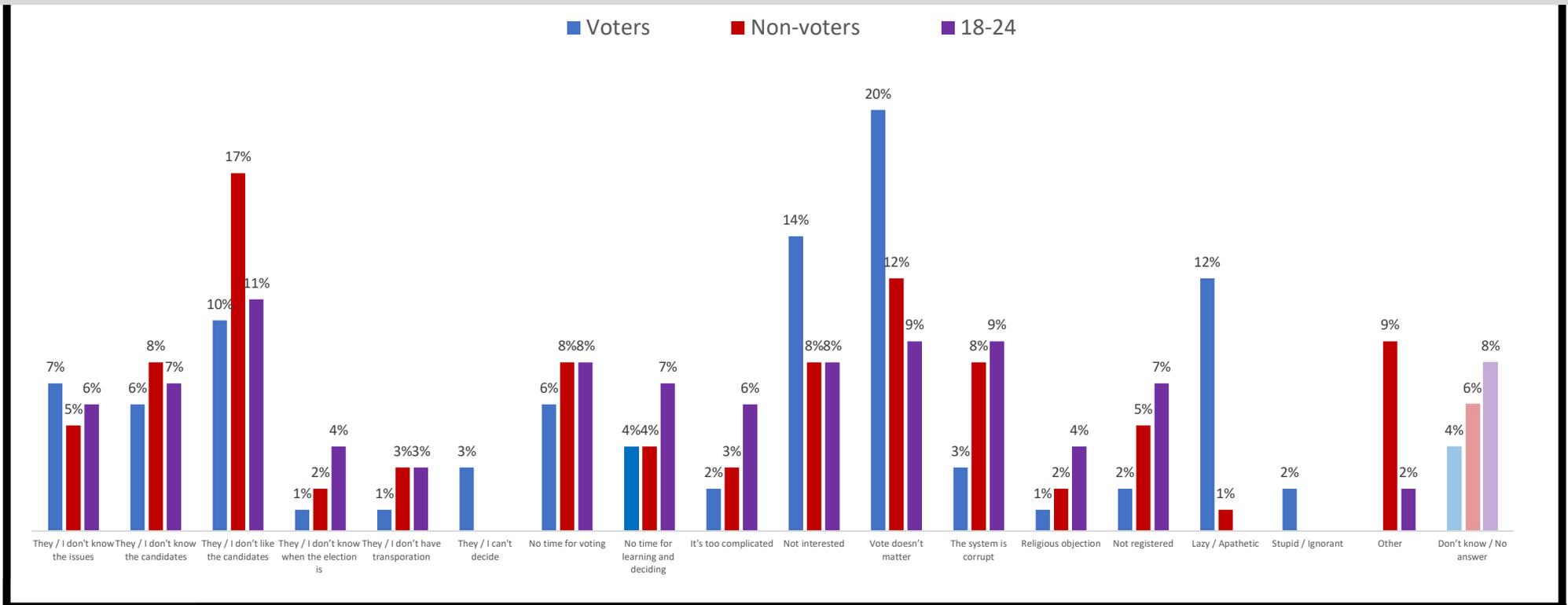


Would you say that the majority of the people you know regularly vote in most national elections?

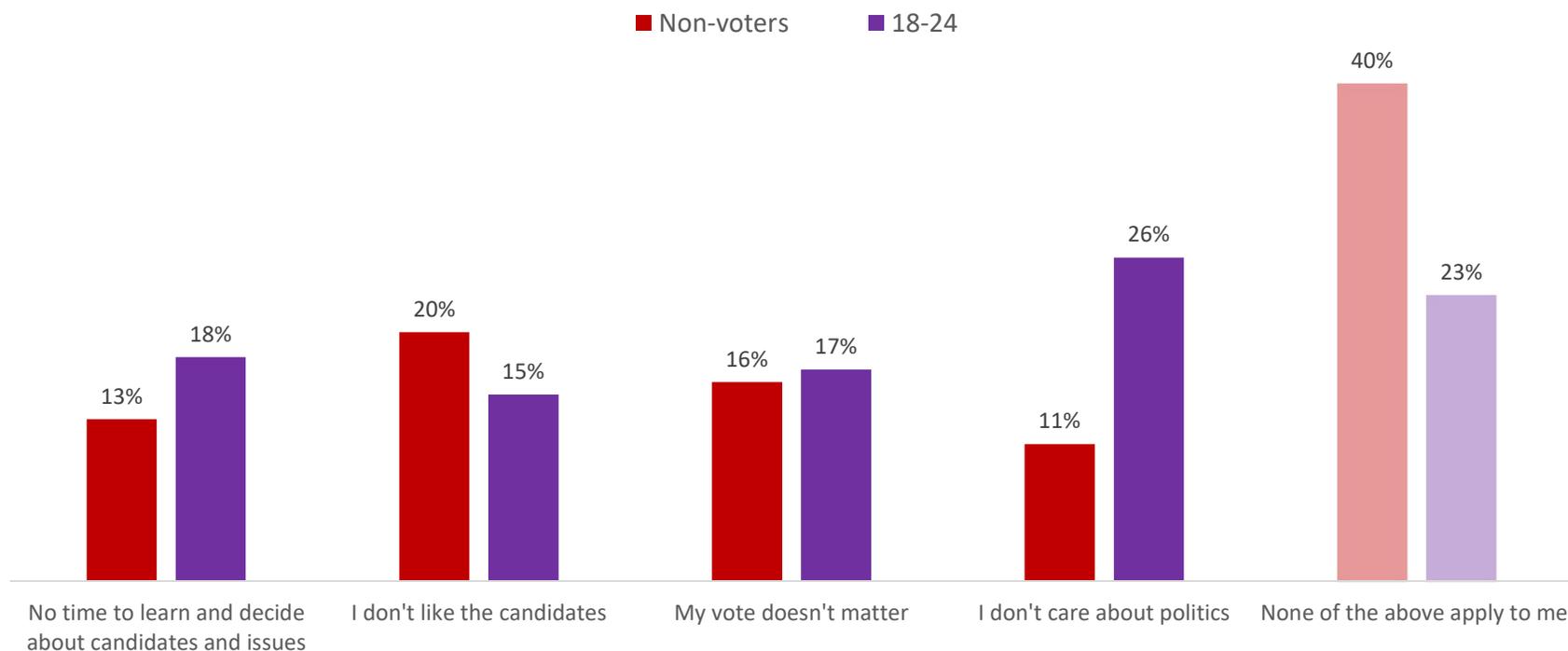


The vast majority of eligible citizens do not vote in every national election.

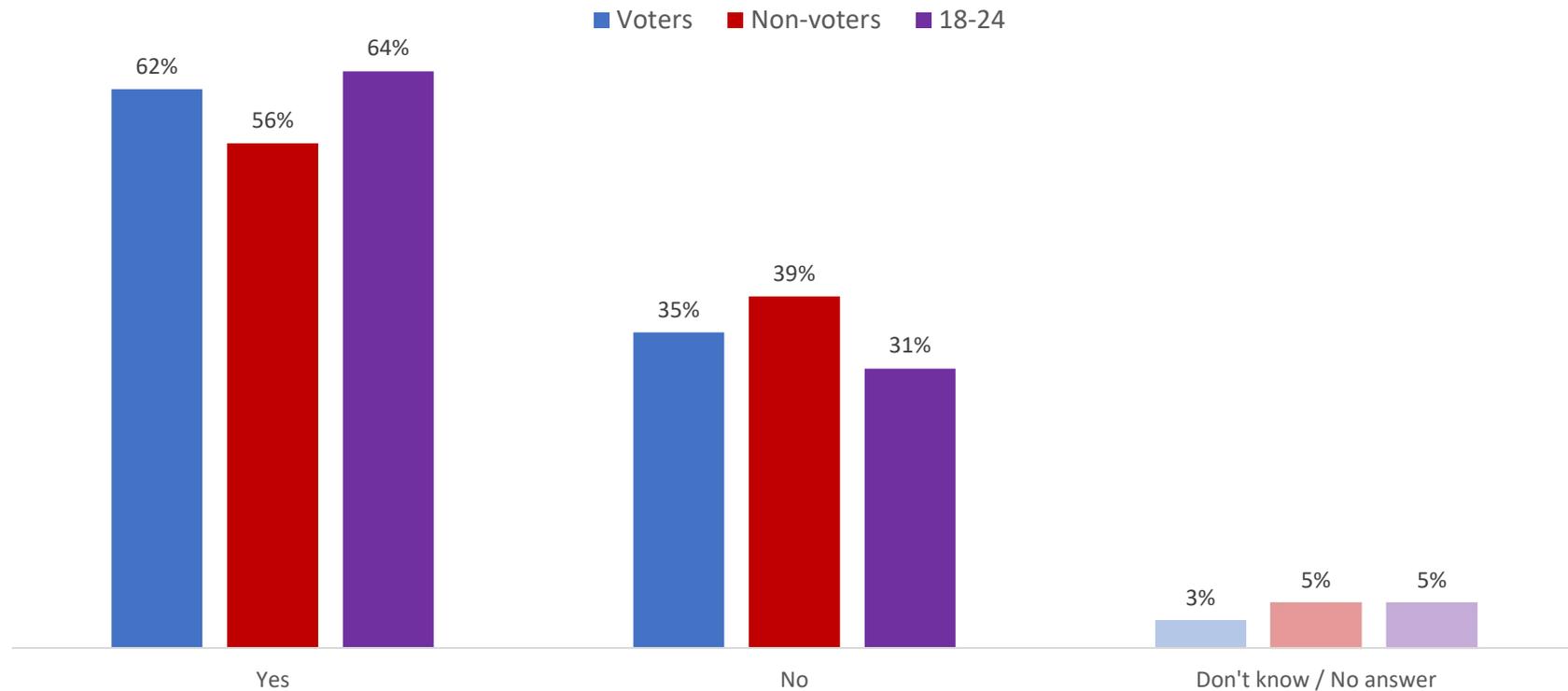
- **FOR VOTERS:** As someone who votes frequently, why do you think other people don't vote?
- **FOR NON-VOTERS:** When you don't vote, what would you say is your main reason for not voting?



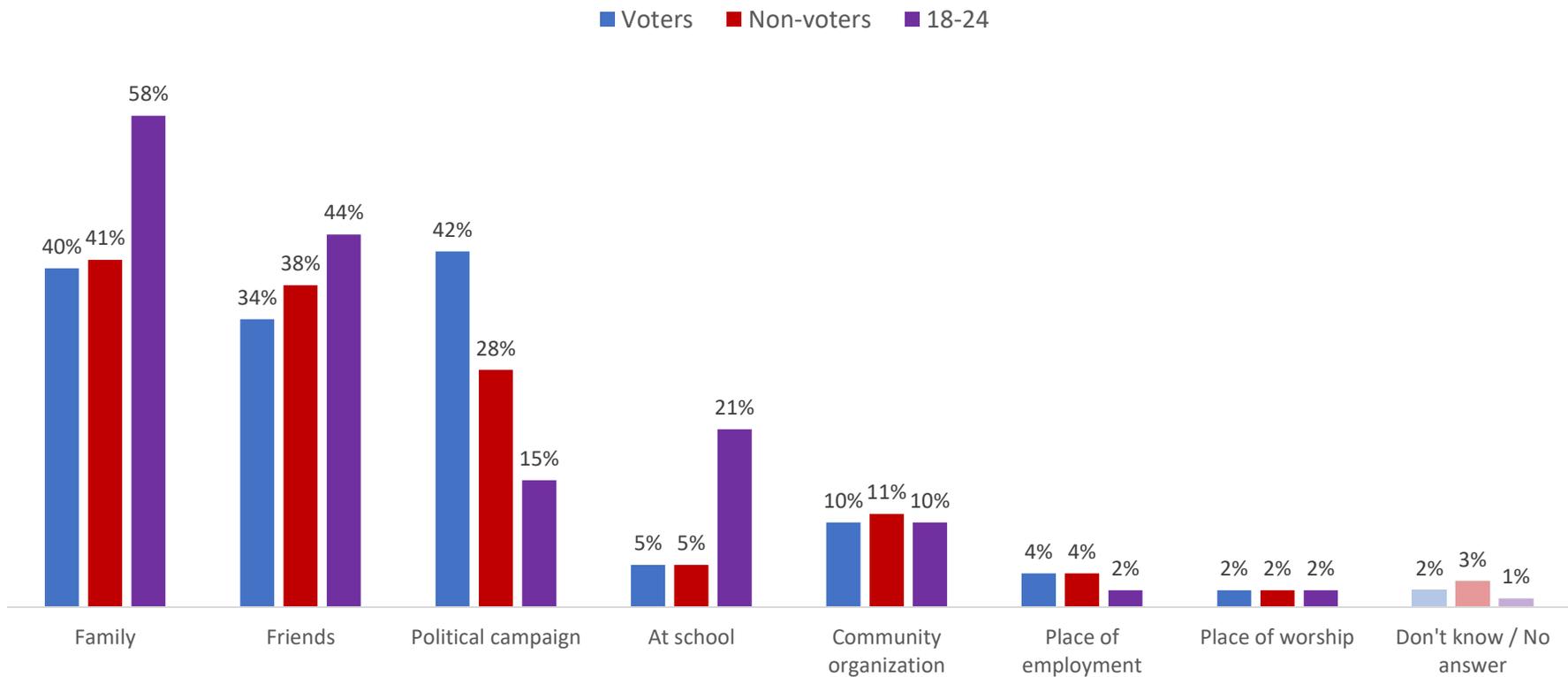
Of the following options, which do you think has the most to do with your decision not to vote?



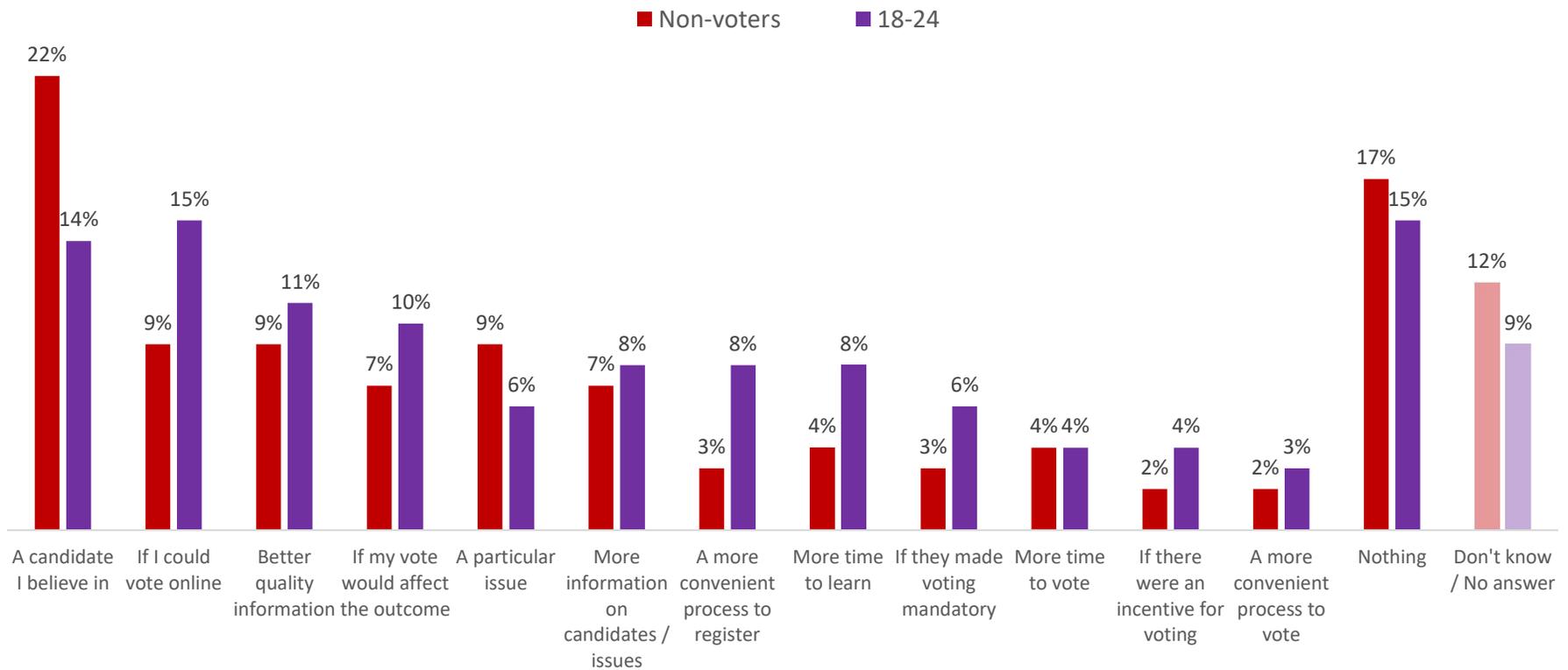
At any point in your life, has anyone ever asked you to vote?



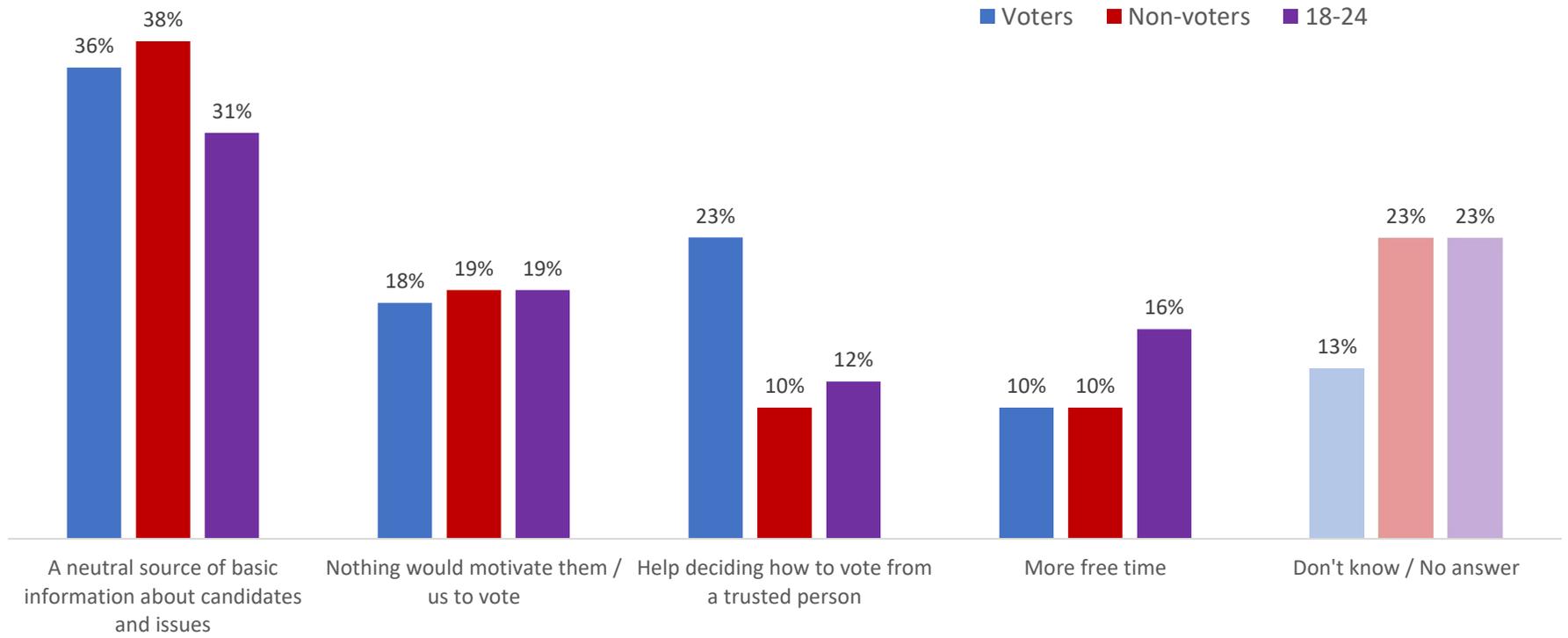
If you have been asked to vote, by whom?



What, if anything, could motivate you to vote in more elections?



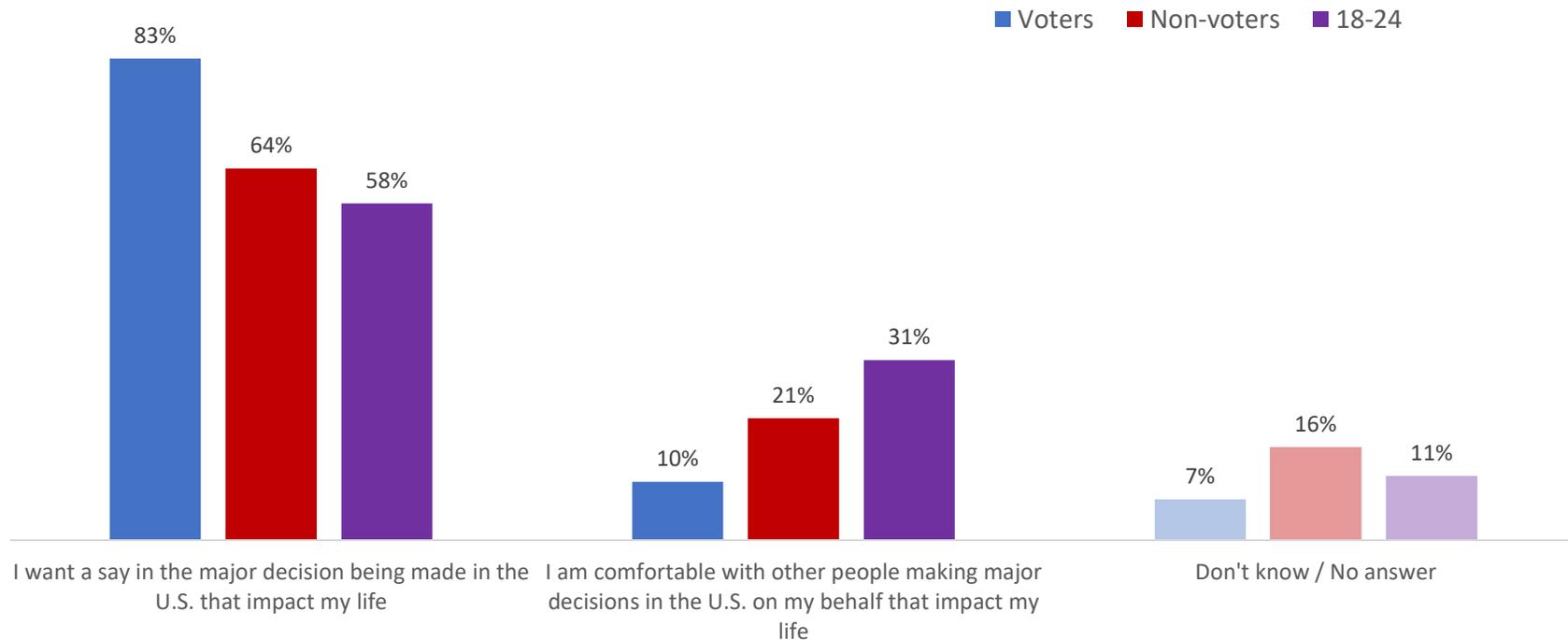
Which of the following do you think would be most likely to motivate non-voters to vote in the future?



On a scale of 0-10, where 0 means it has no impact and 10 means it has an extreme impact, to what degree do you think the decisions made by the president and other elected officials in Washington impact your life?

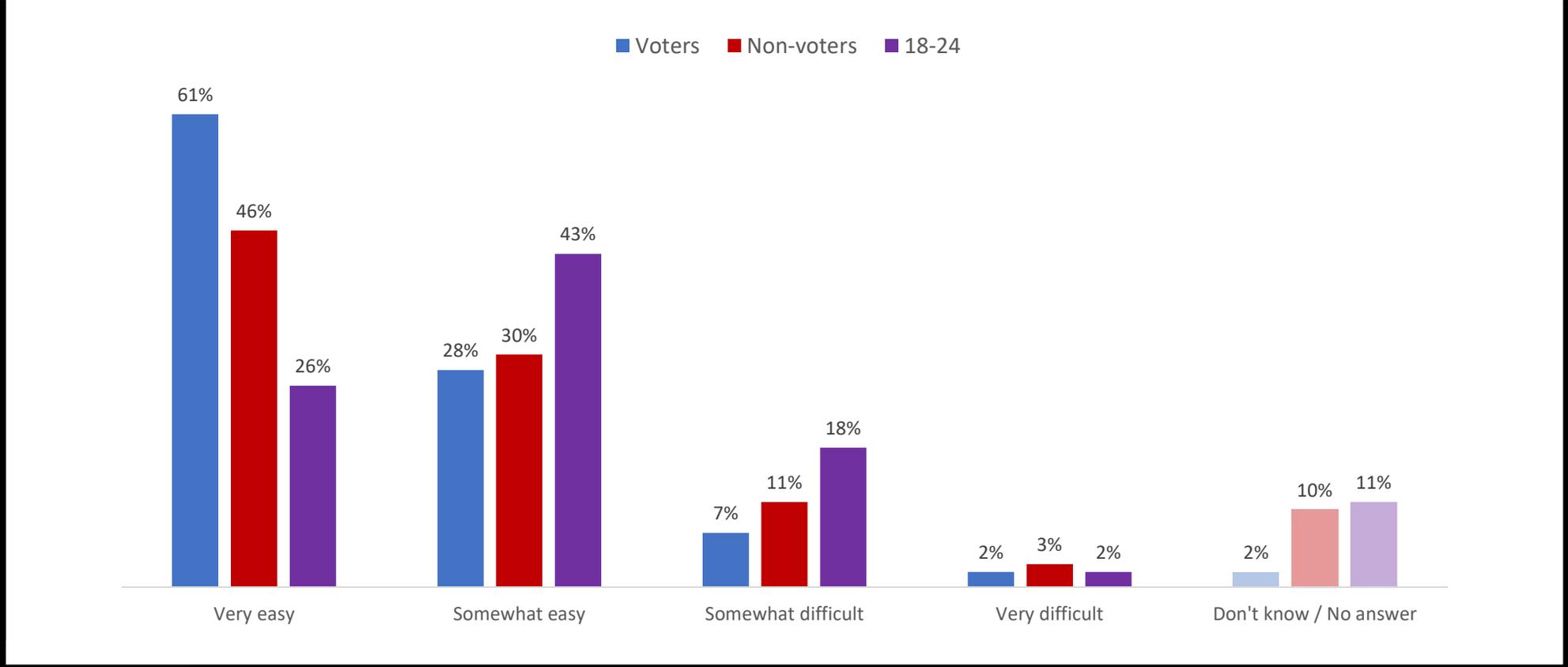
	Mean
Voters	8.14
Non-voters	6.99
Aged 18-24	7.161

Choose the statement that most closely reflects your personal opinion: “I want a say in the major decisions being made in the U.S. that impact my life,” OR, “I am comfortable with other people making major decisions in the U.S. on my behalf that impact my life.”

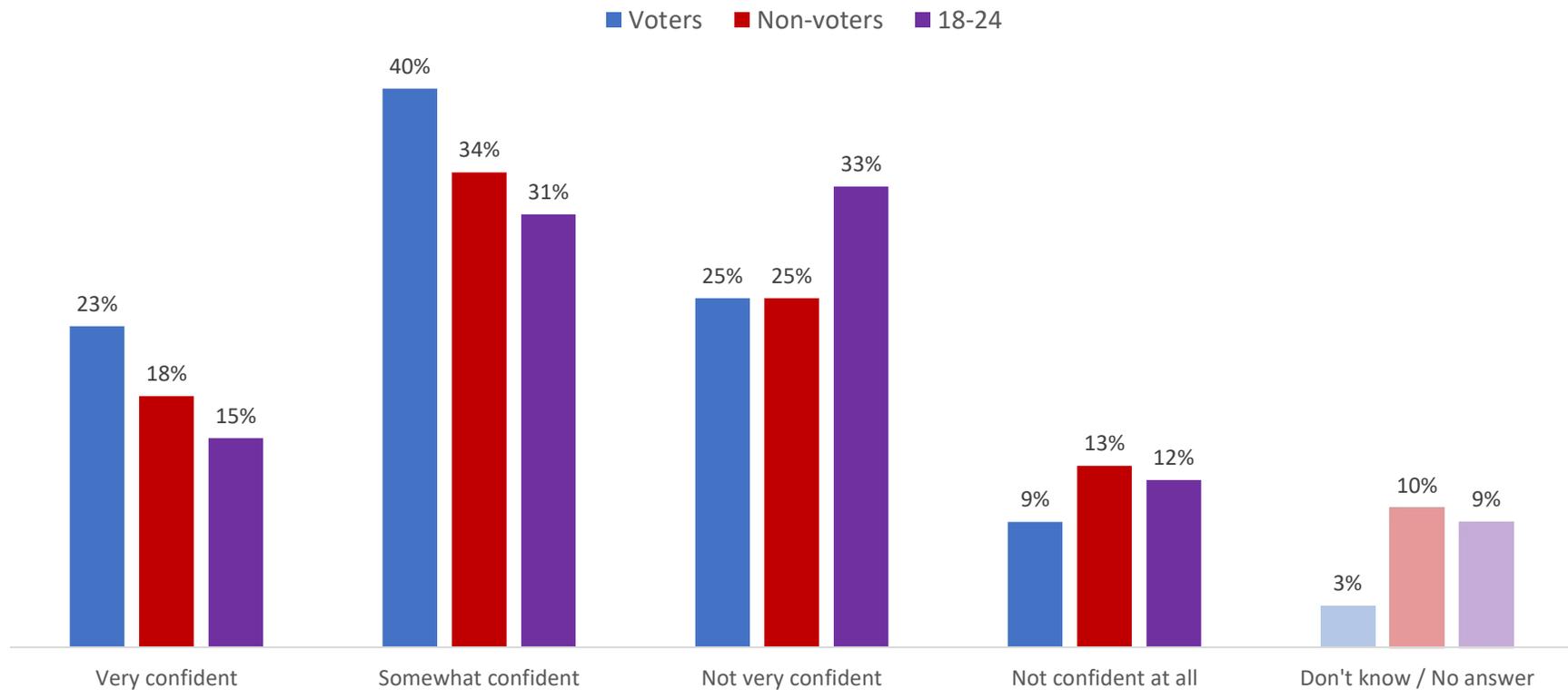


Trust in the Electoral System

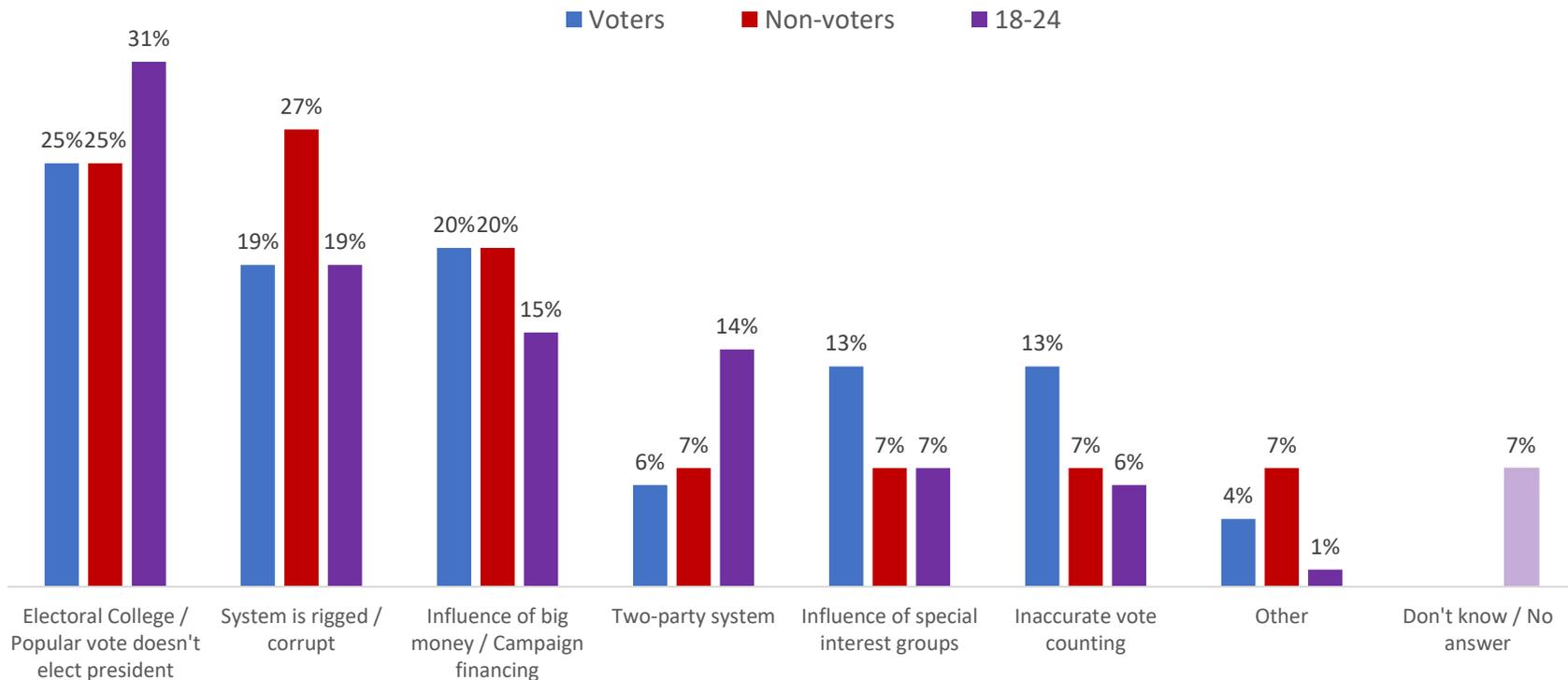
Do you believe that the actual process of voting is easy or difficult in [YOUR STATE]?



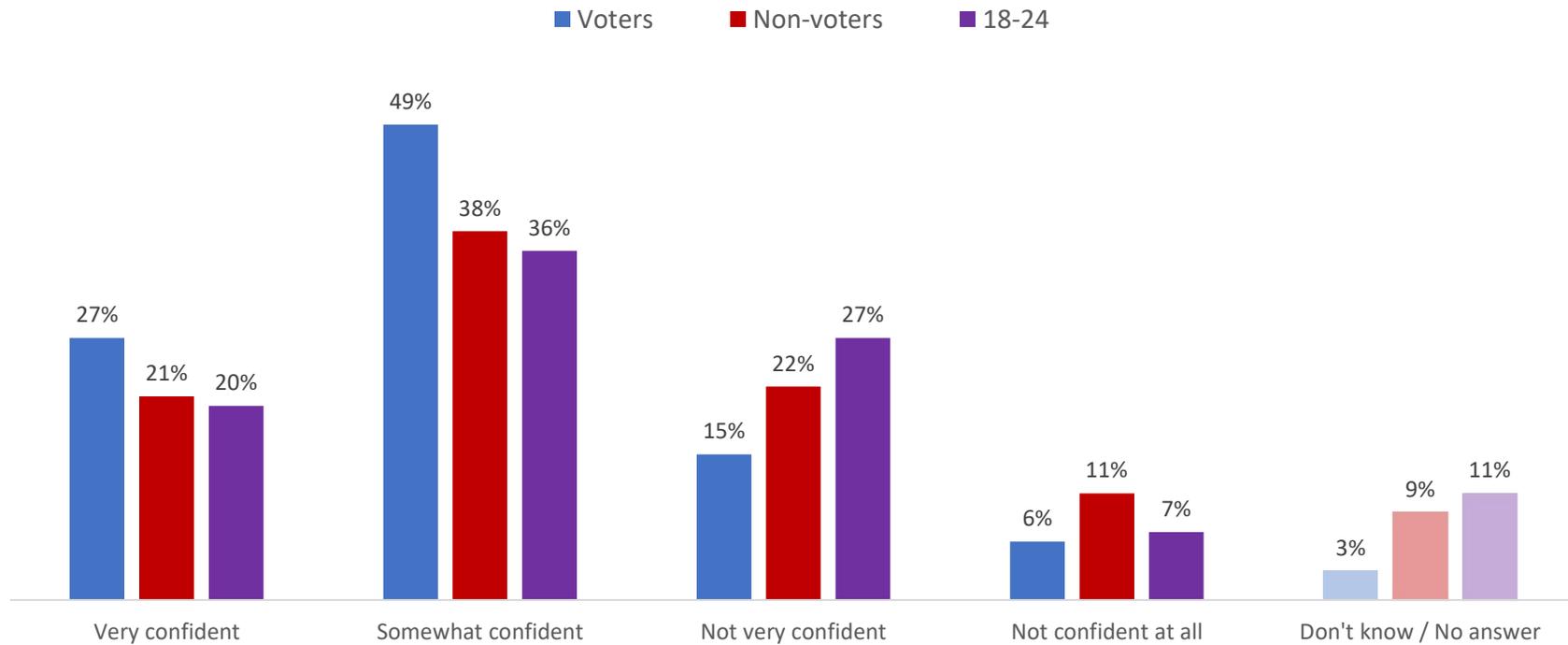
How confident are you that the results of an election represent the will of the people?



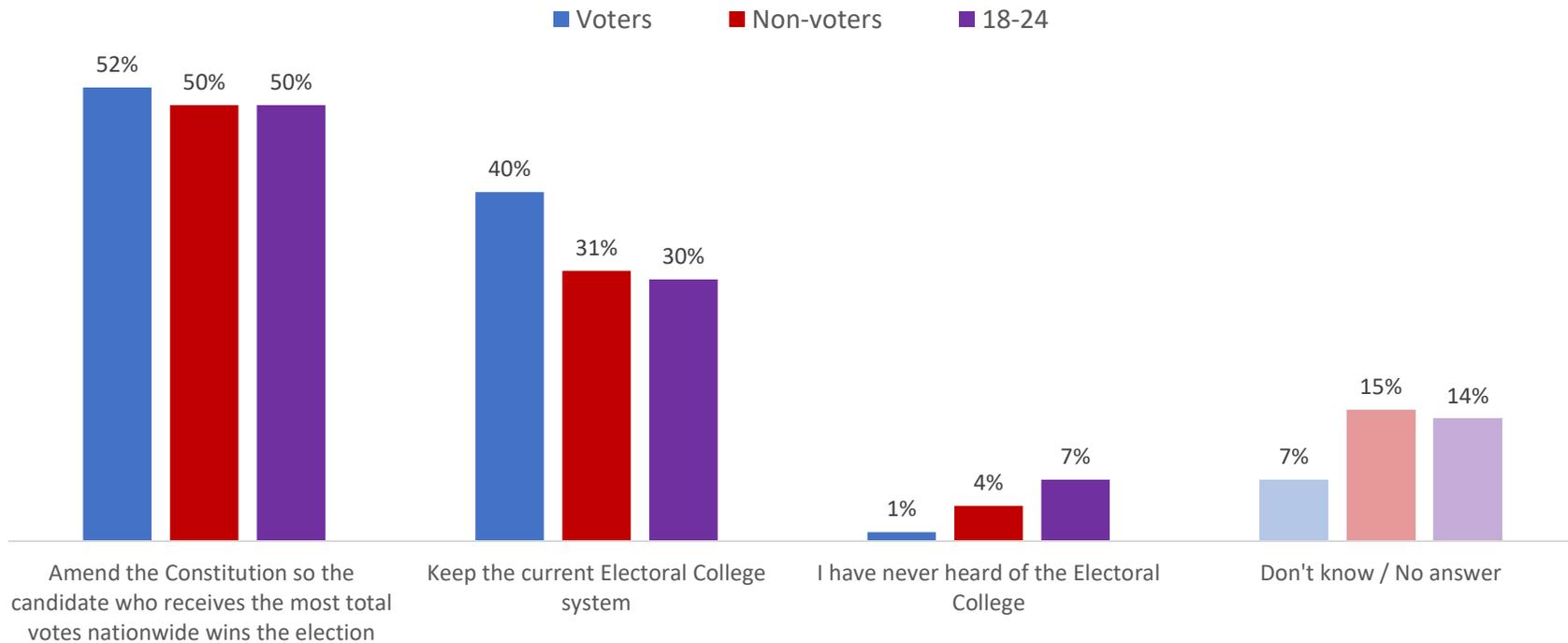
Why do you lack confidence in the electoral system?



What would you say is your level of confidence that the results of elections are counted fully and reported accurately?

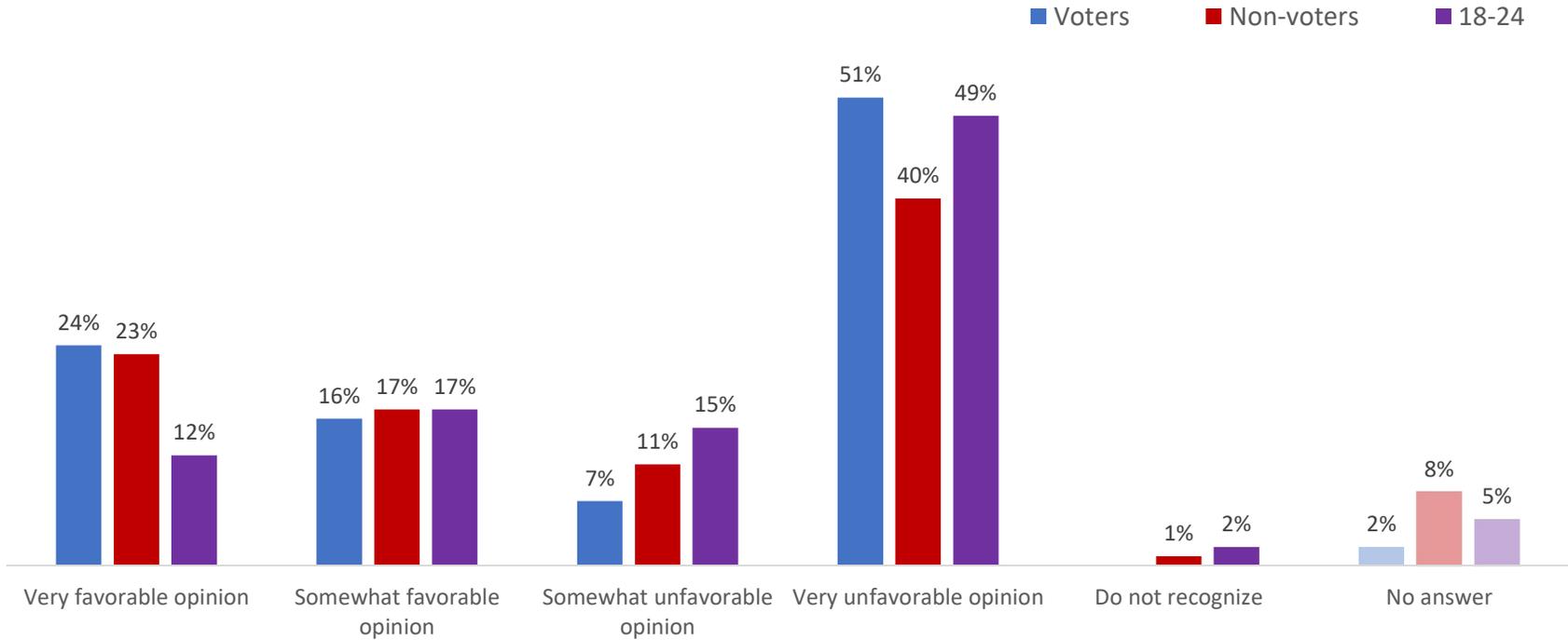


Thinking for a moment about the way in which the president is elected in this country, which would you prefer – to amend the Constitution so the candidate who receives the most total votes nationwide wins the election, or to keep the current system in which a candidate who wins the most votes in the Electoral College wins the election?

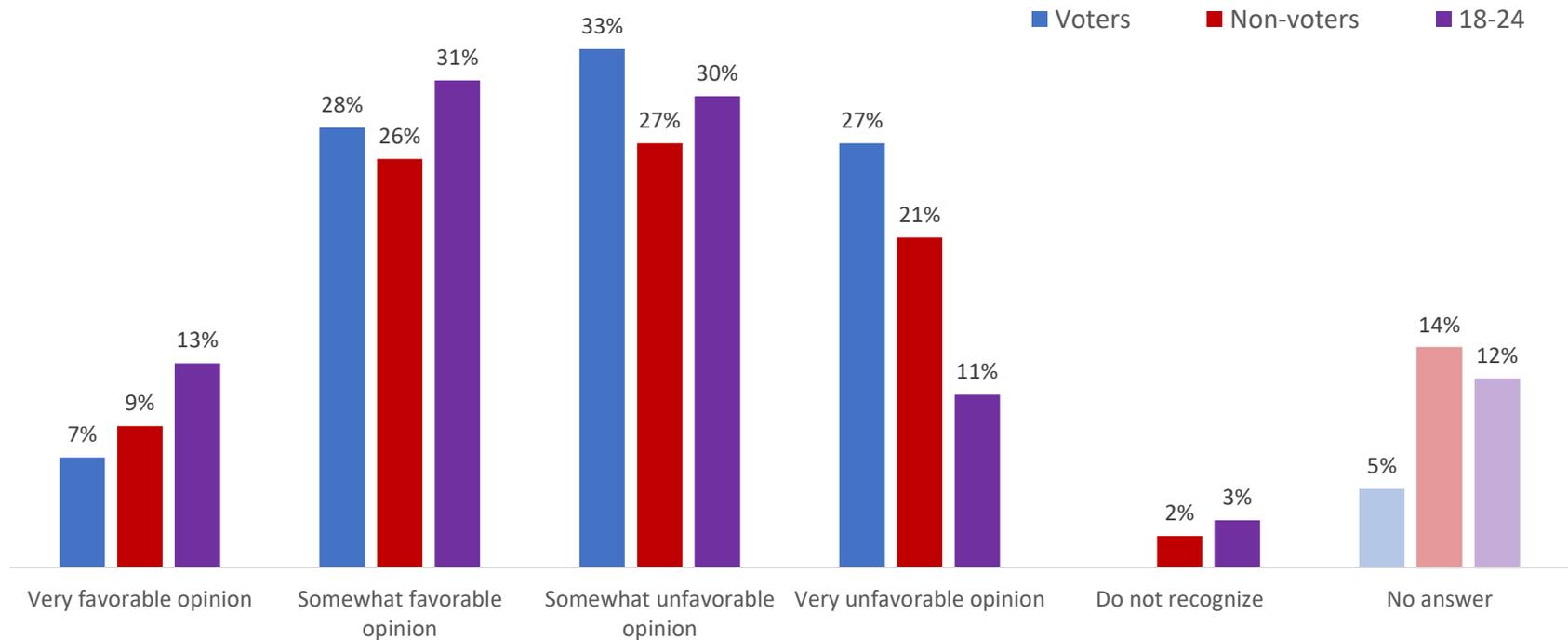


Favorability Ratings

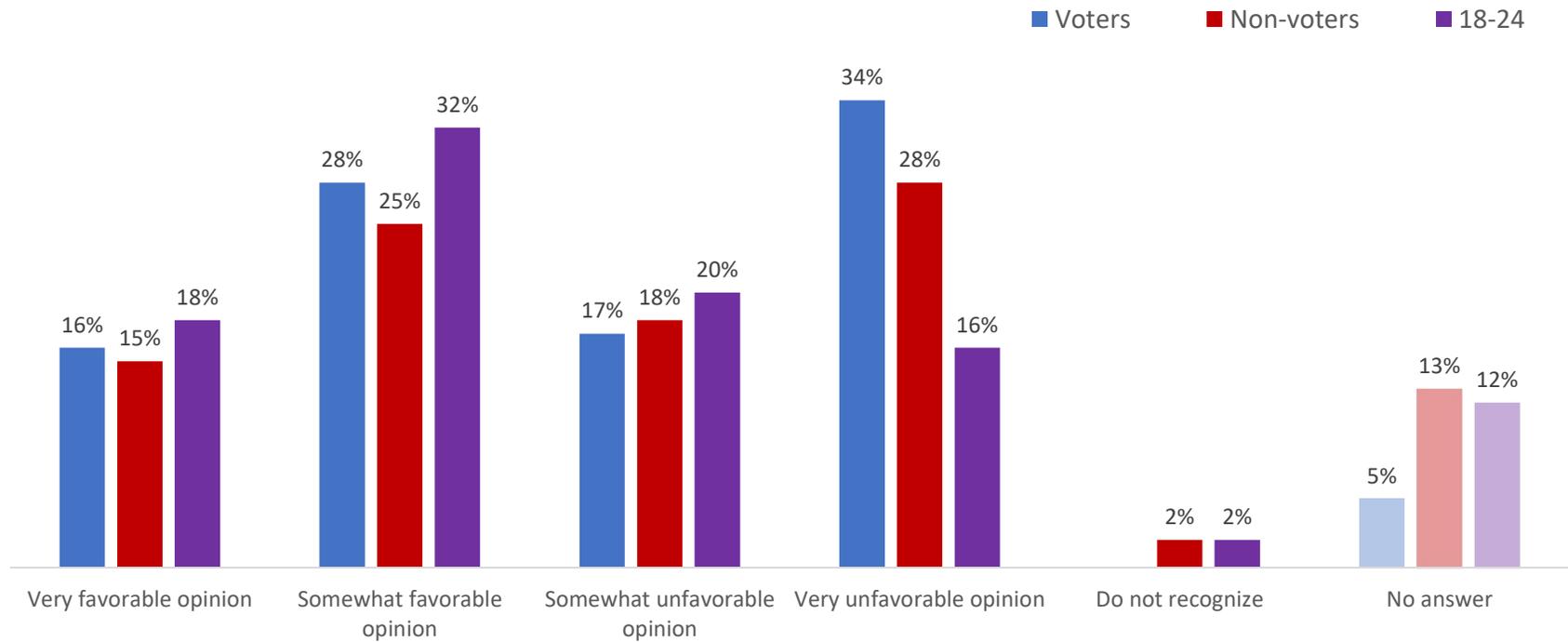
President Donald Trump



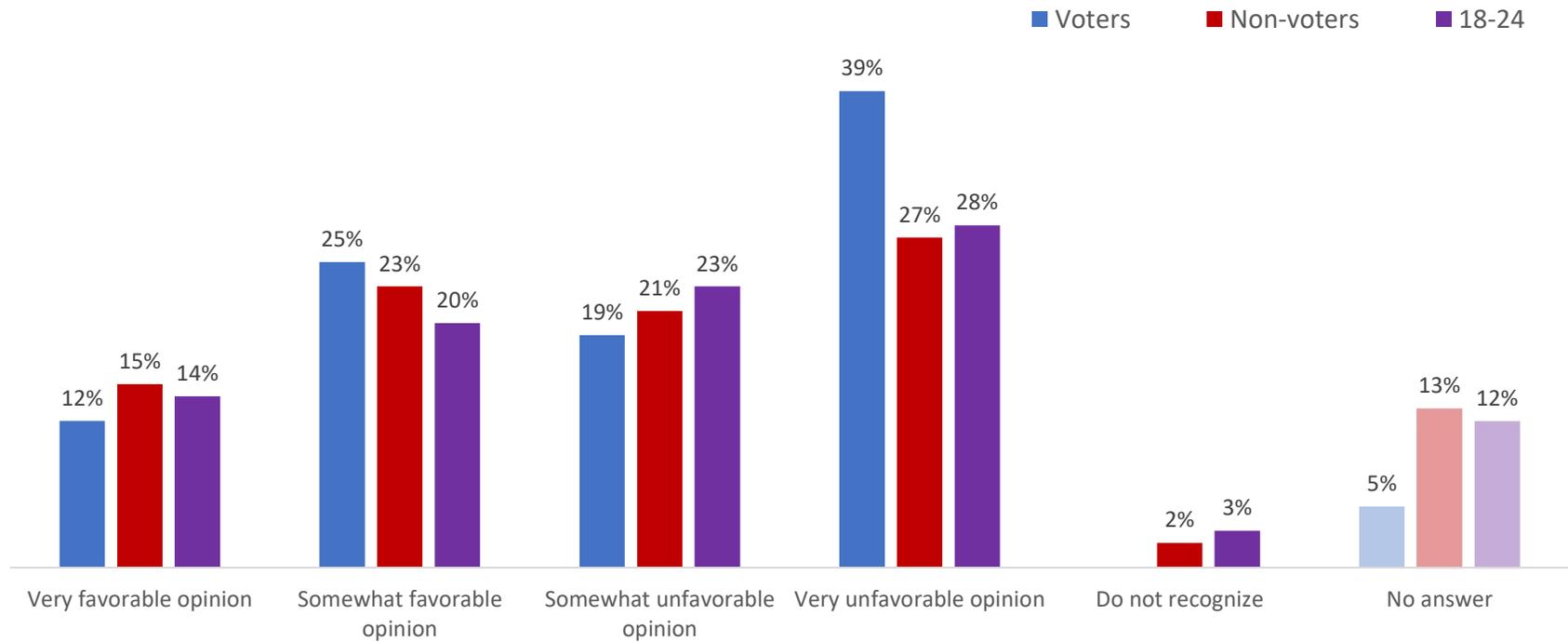
The United States Congress



The Democratic Party

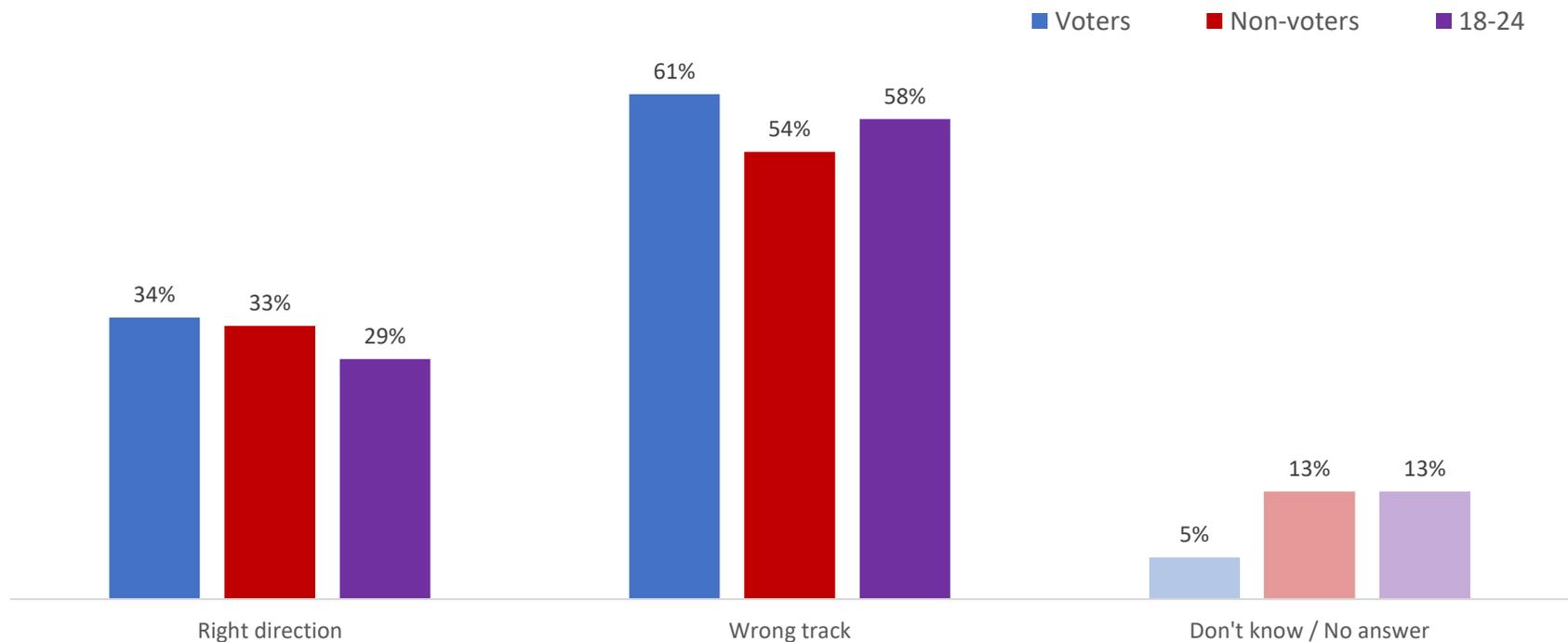


The Republican Party

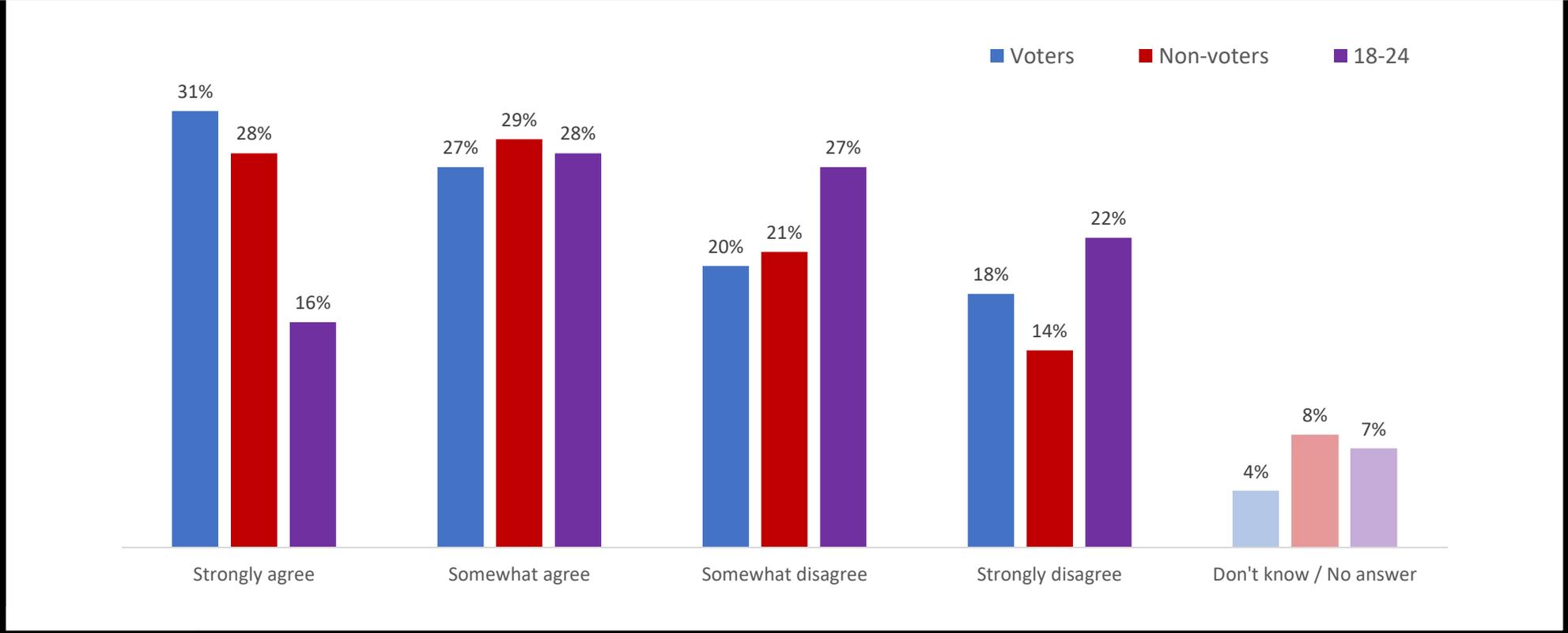


Perspective on National Politics

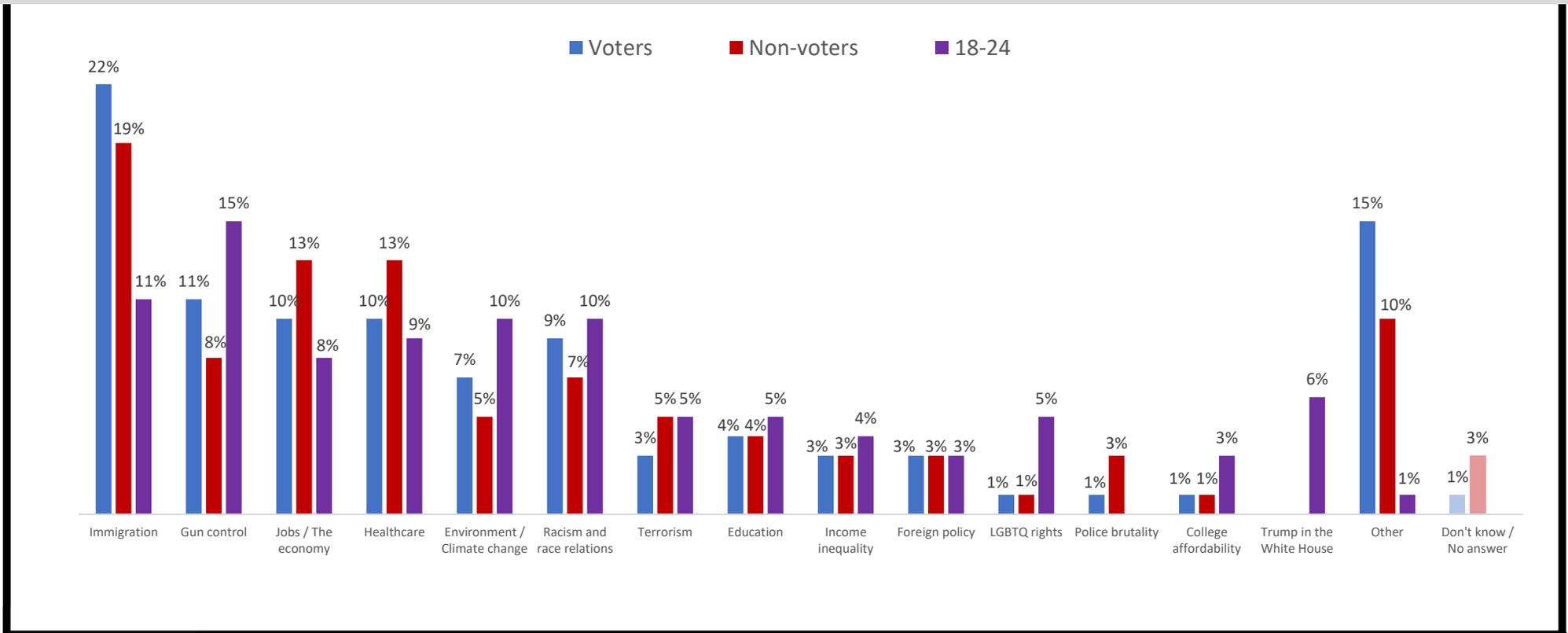
Do you think things in this country are generally going in the right direction, or do you feel things have gotten on the wrong track?



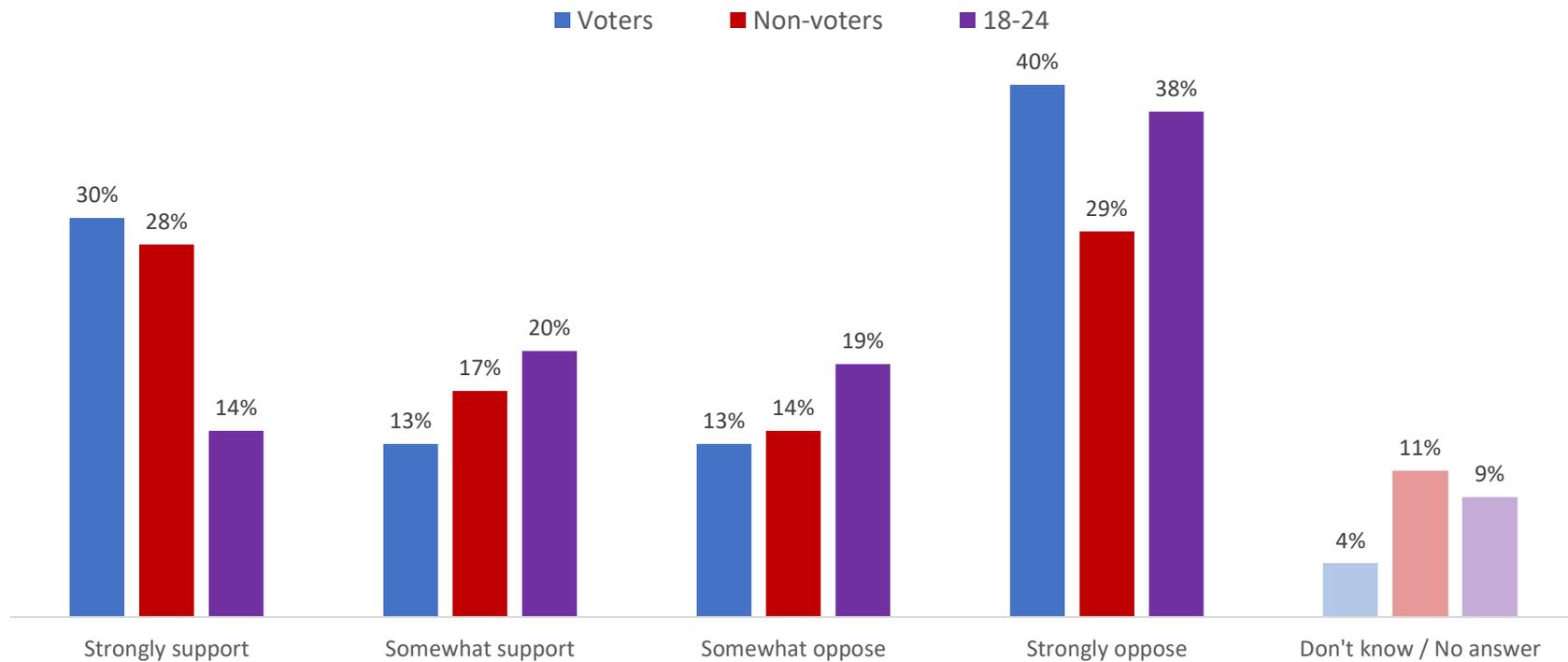
Do you agree or disagree with the following statement – “I am proud of the United States of America right now.”



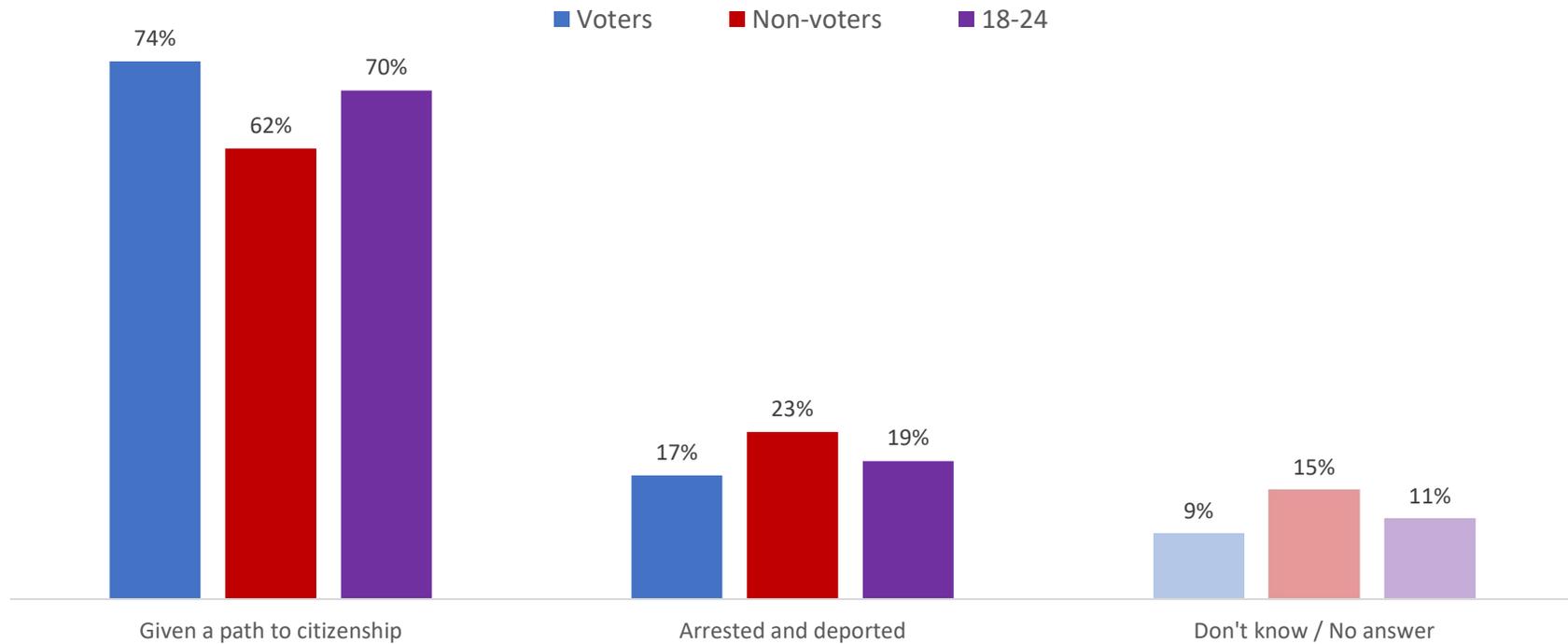
What do you believe is the MOST important issue currently facing the United States today?



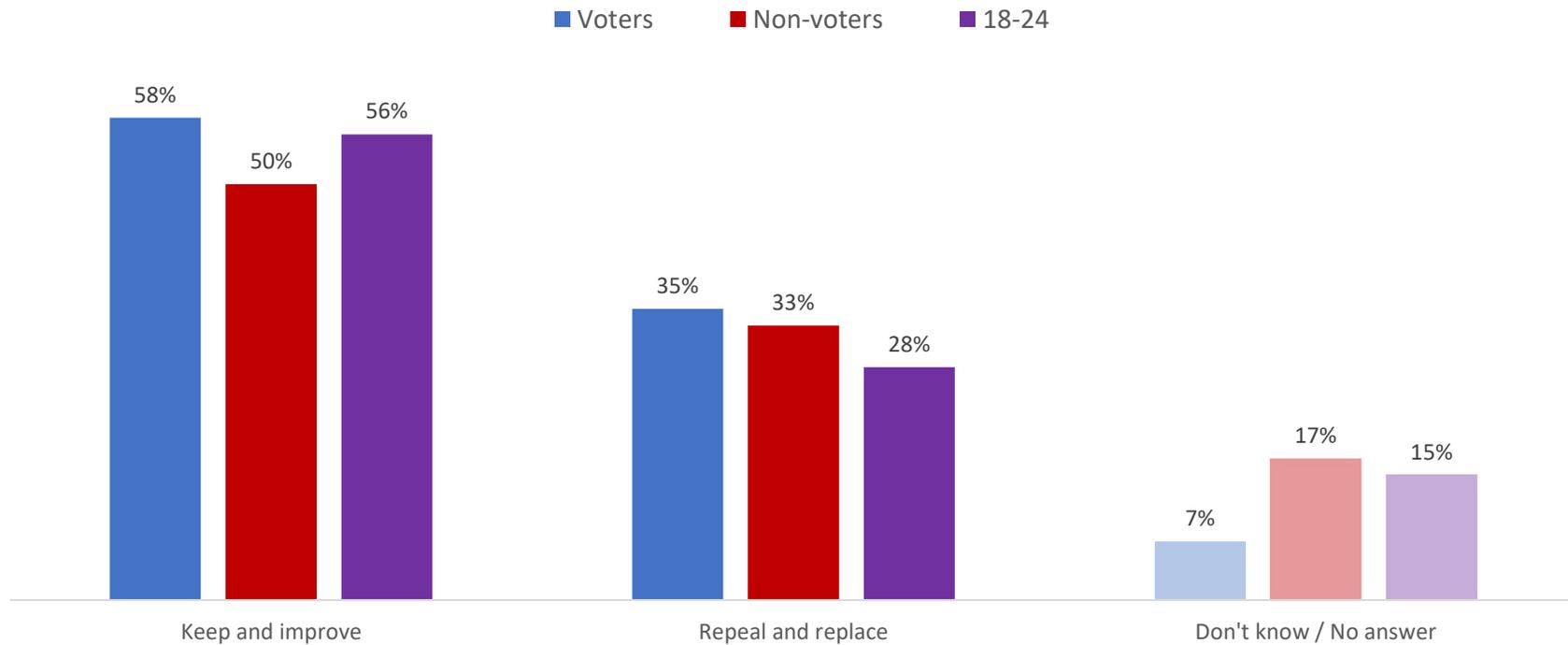
Do you support or oppose the construction of a wall along the entirety of the southern border with Mexico?



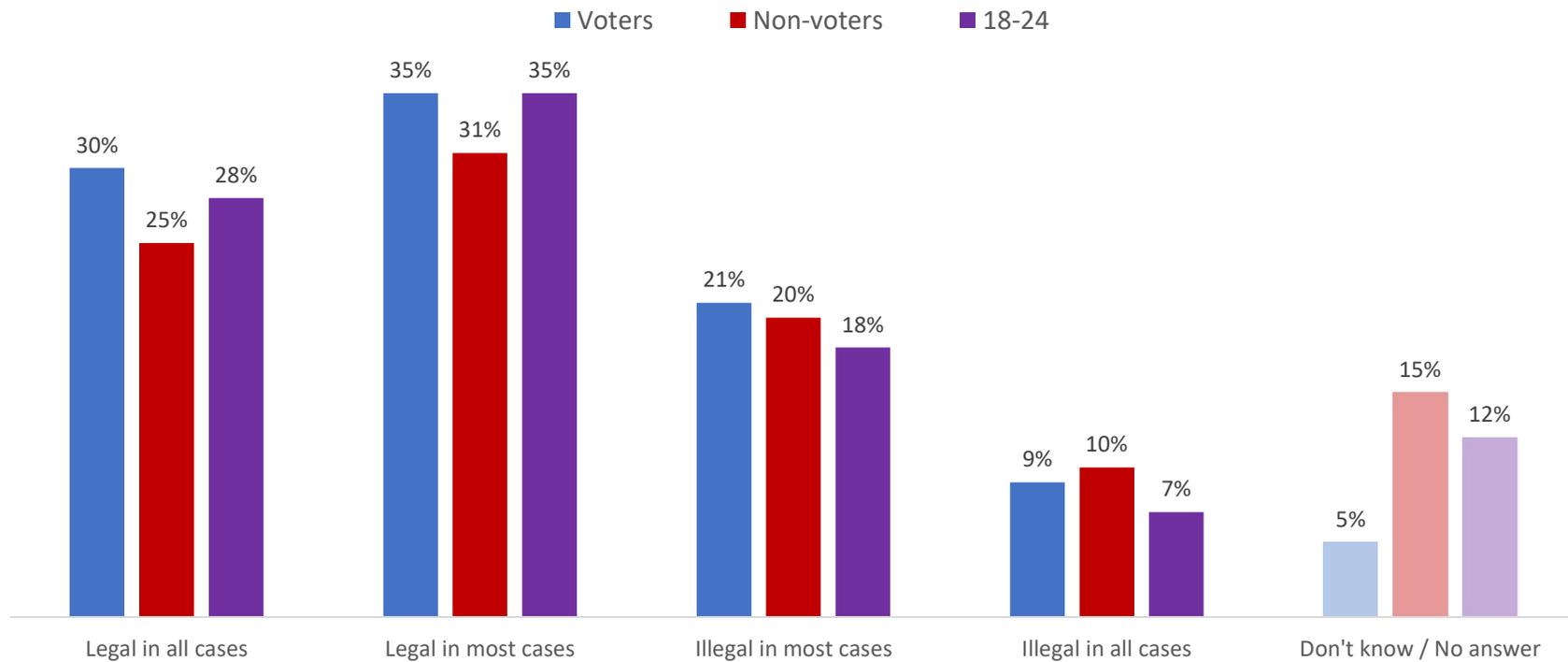
Do you think that undocumented immigrants currently living in the United States who work, pay taxes and have no criminal record should be given a path to American citizenship, or do you think that all undocumented immigrants should be arrested and deported back to their native countries?



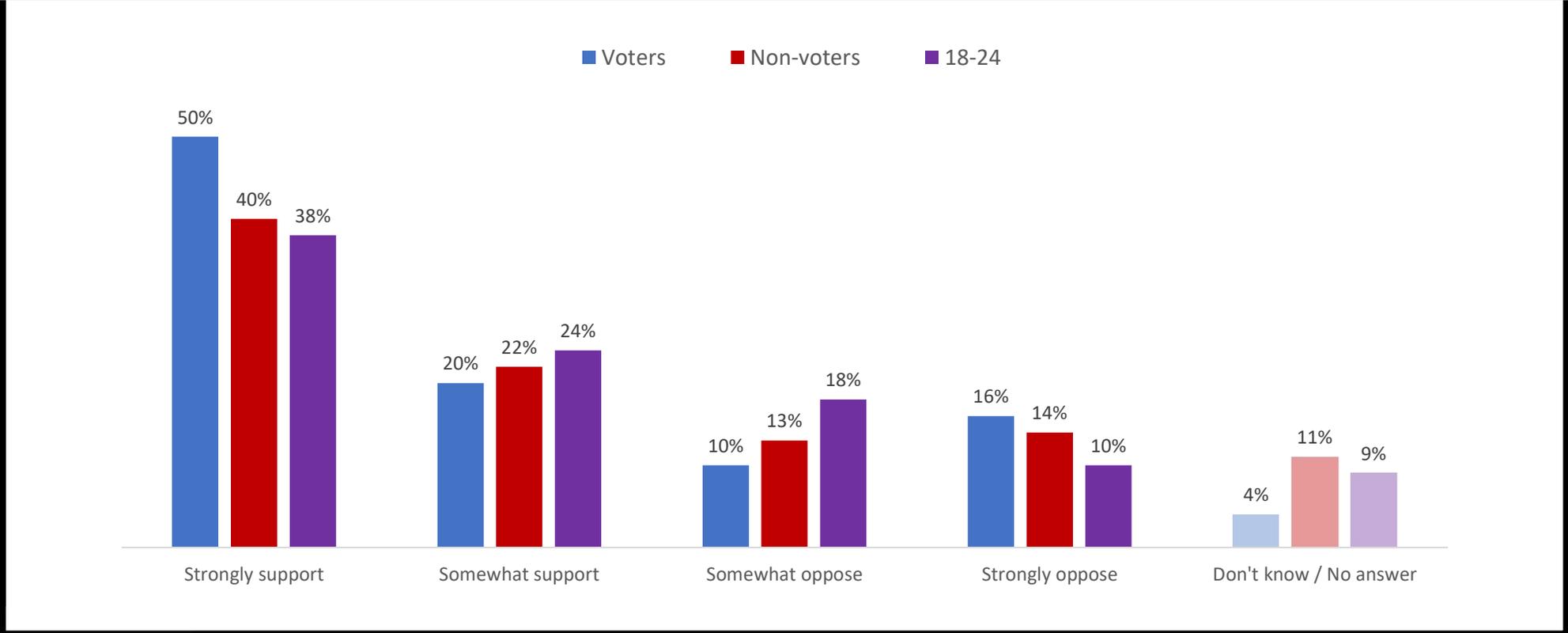
Do you think that Congress should repeal the Affordable Care Act, also known as Obamacare, and replace it with something else, or should they keep the Affordable Care Act and work to improve it?



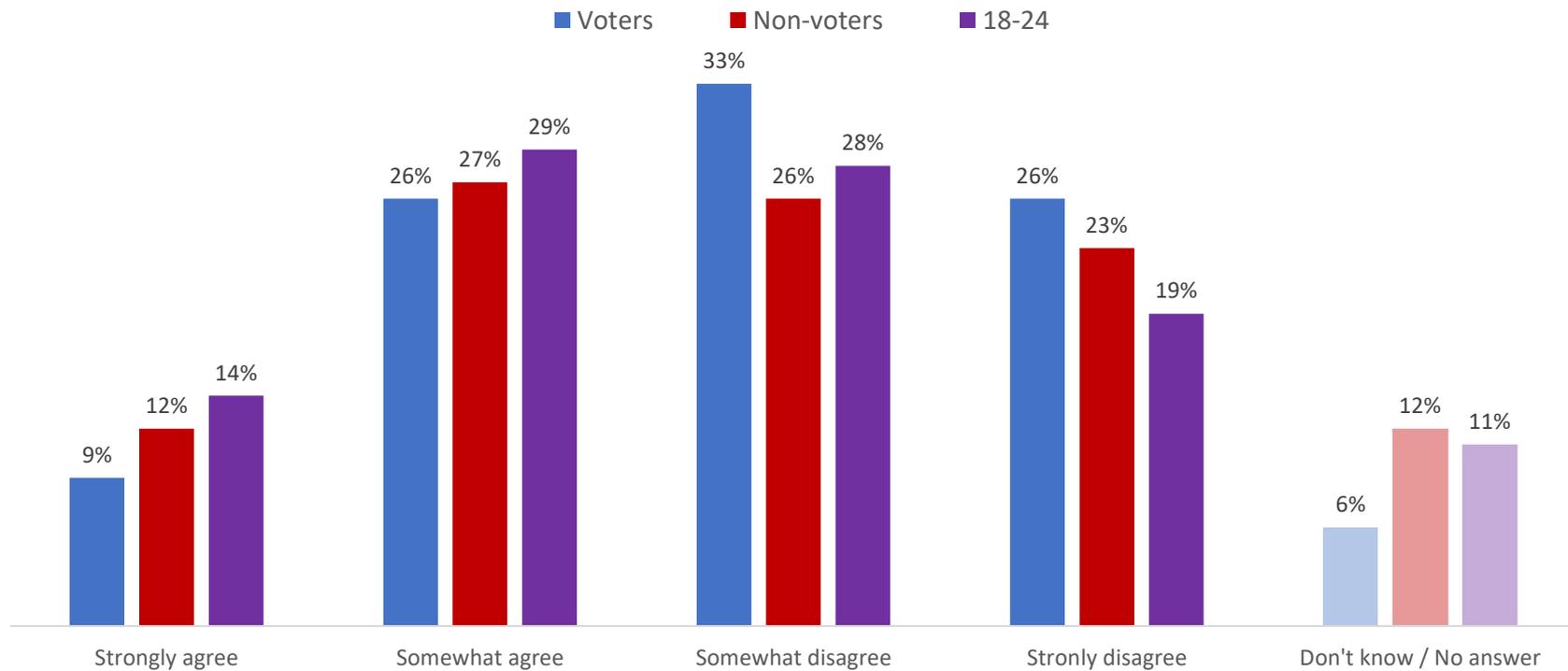
In your opinion, do you believe that abortion should be legal in all cases, legal in most cases, illegal in most cases or illegal in all cases?



Do you support or oppose stricter gun laws in the United States?

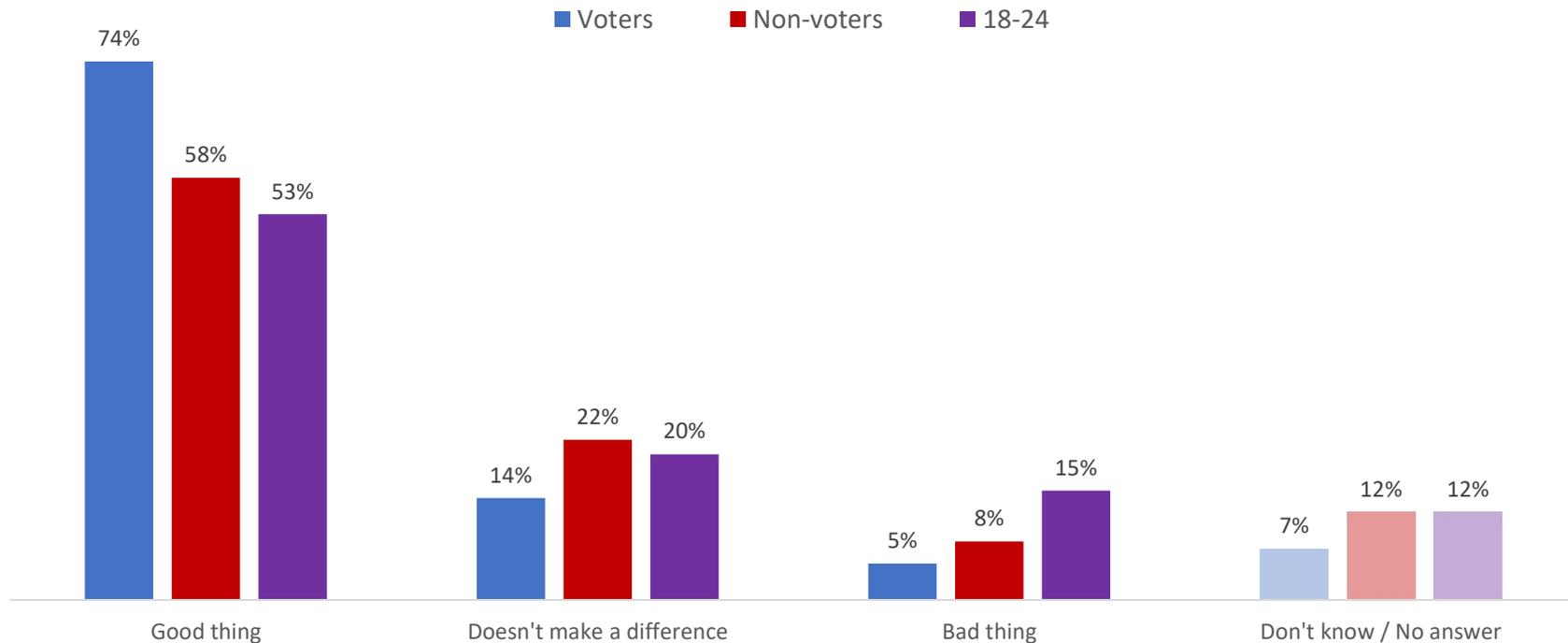


Do you agree or disagree with the following statement: “The federal government works to improve the lives of people like me.”

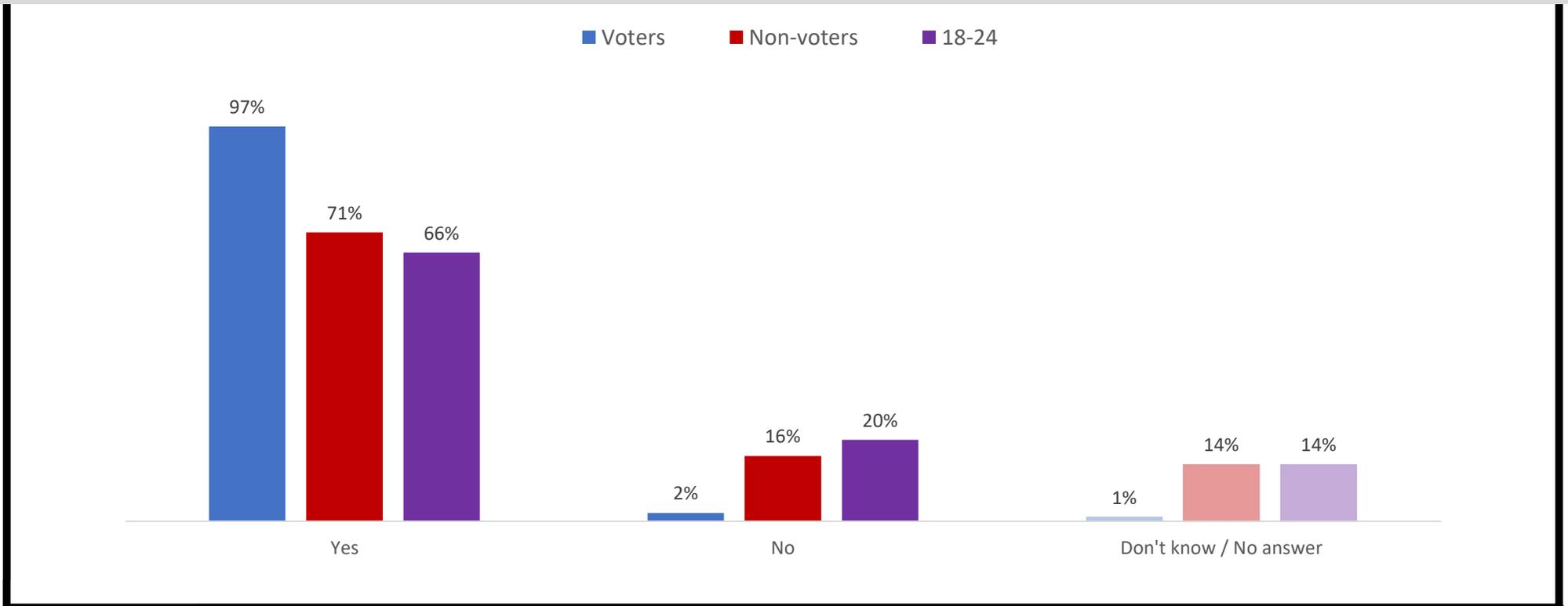


2020 and Beyond

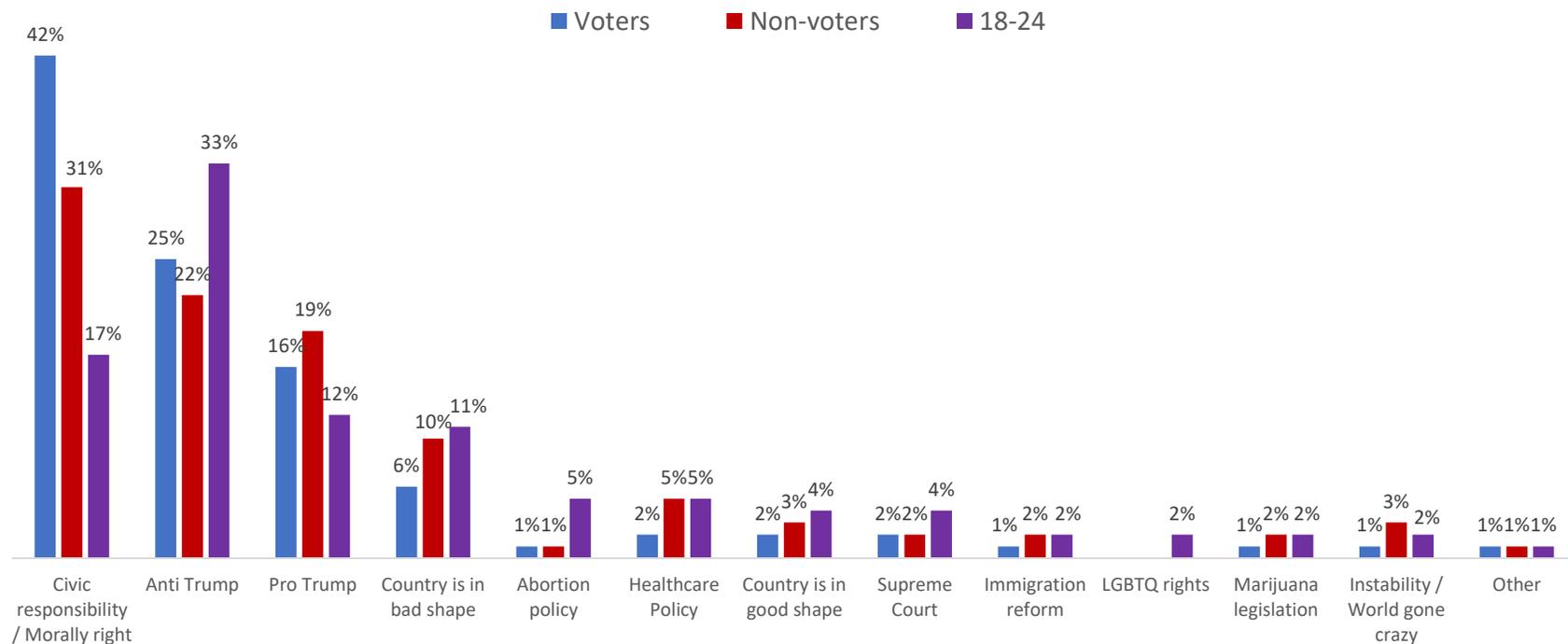
In the most recent presidential election in 2016, more than 100 million eligible American citizens did not vote. Do you think that having more Americans voting in elections would be a good thing, a bad thing or doesn't make a difference for the country?



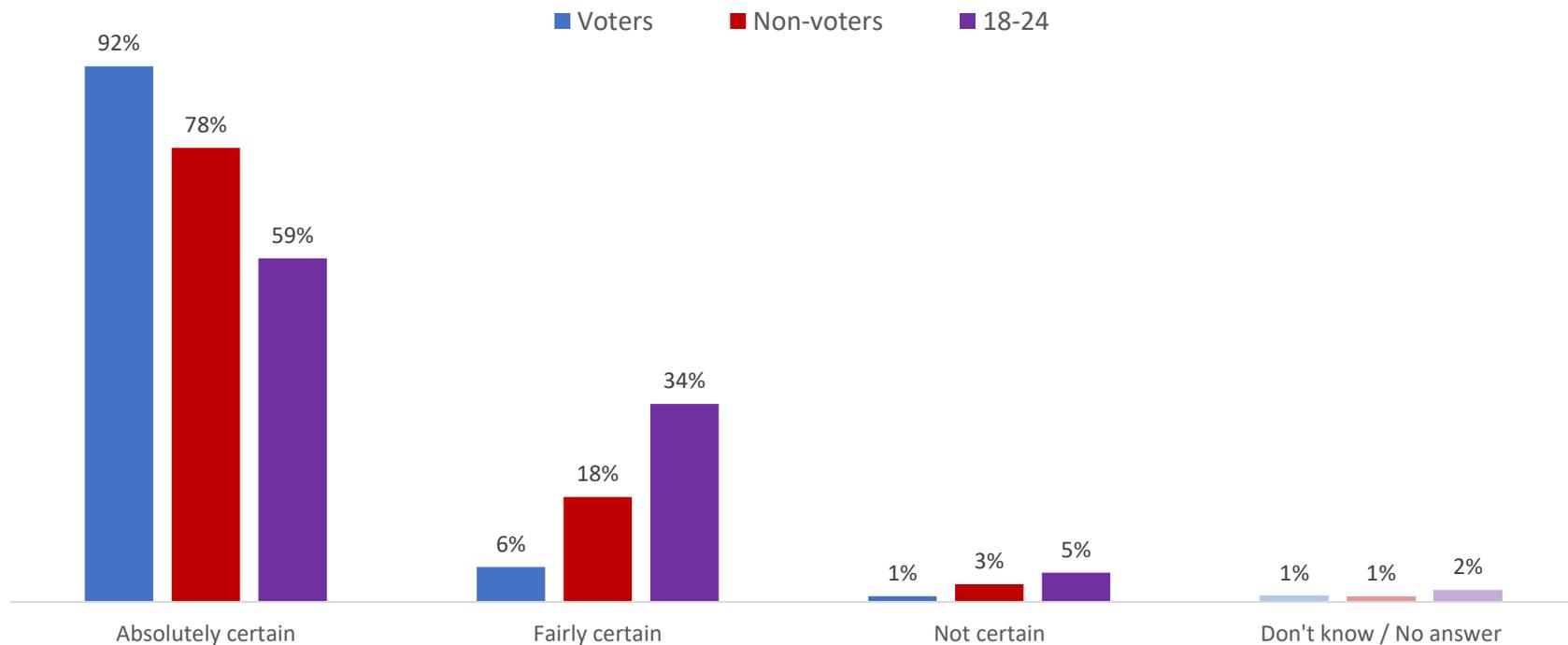
On November 3, 2020 there will be an election for president, members of the United States Senate, House of Representatives and other state and local offices. Do you plan to vote in the November 2020 elections?



If you will be voting, why?

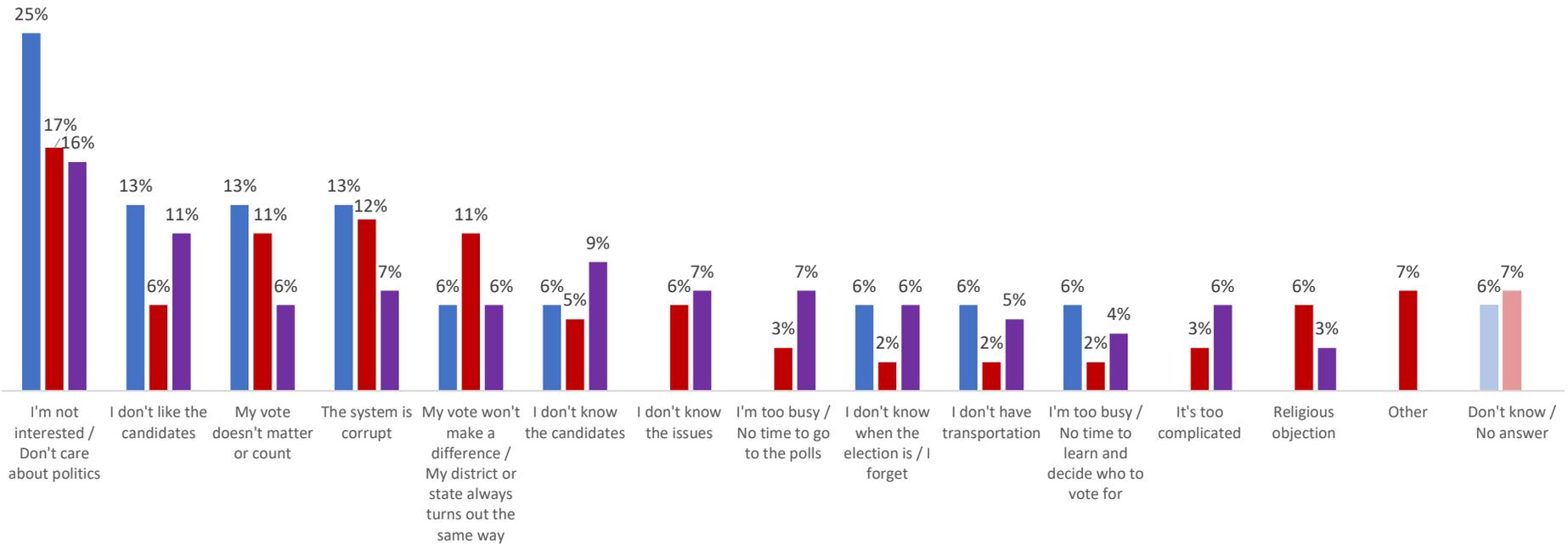


How would you describe your level of certainty that you will vote in November of 2020 – absolutely certain, fairly certain or not certain?

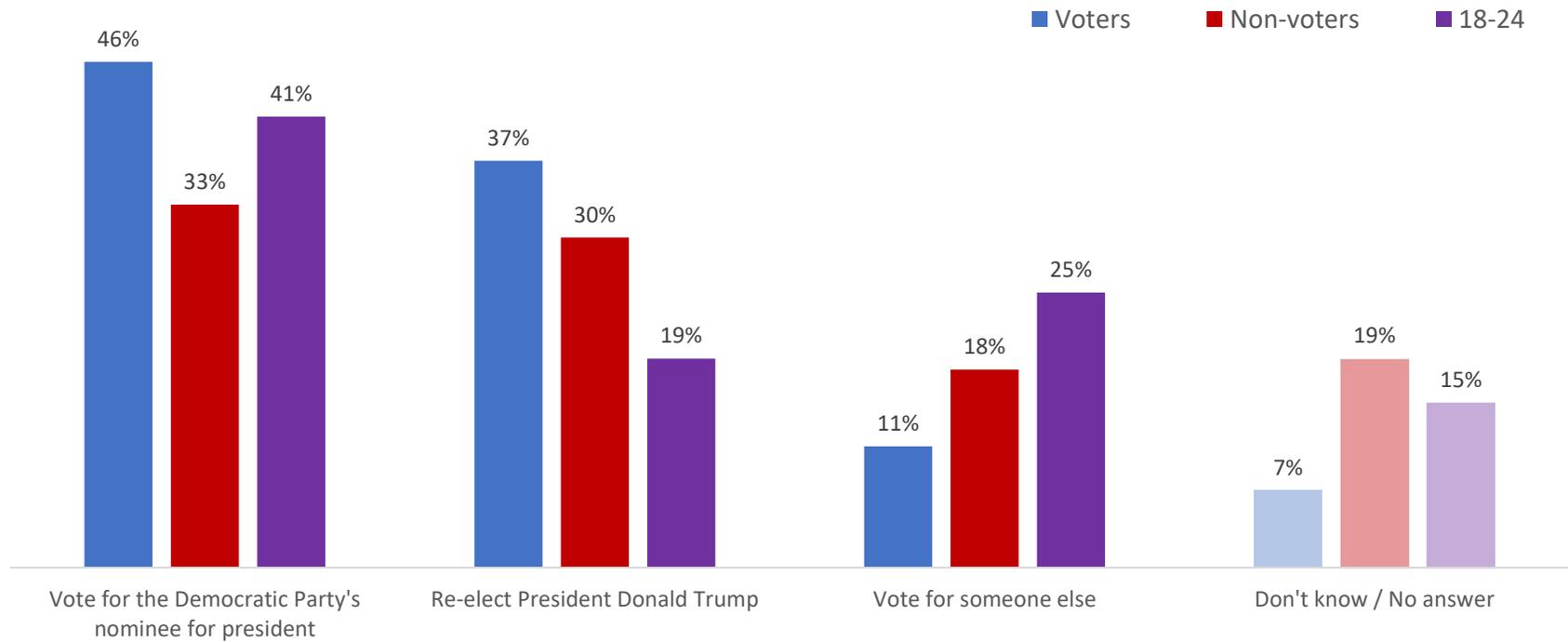


If no, why not?

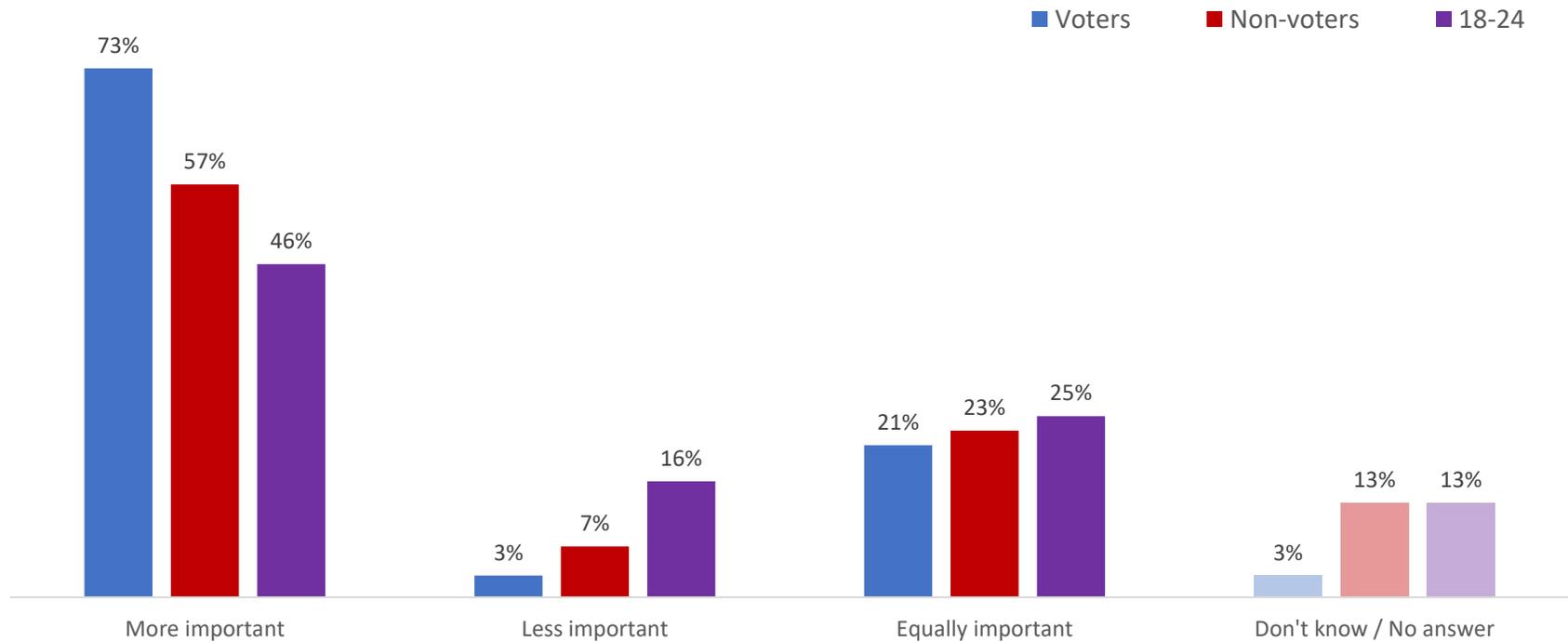
■ Voters ■ Non-voters ■ 18-24



Regardless of whether you plan to vote in November of 2020, if you had to determine who would be president for the next four years, would you be more likely to vote to re-elect President Donald Trump, vote for the Democratic Party's nominee for president or vote for someone else?

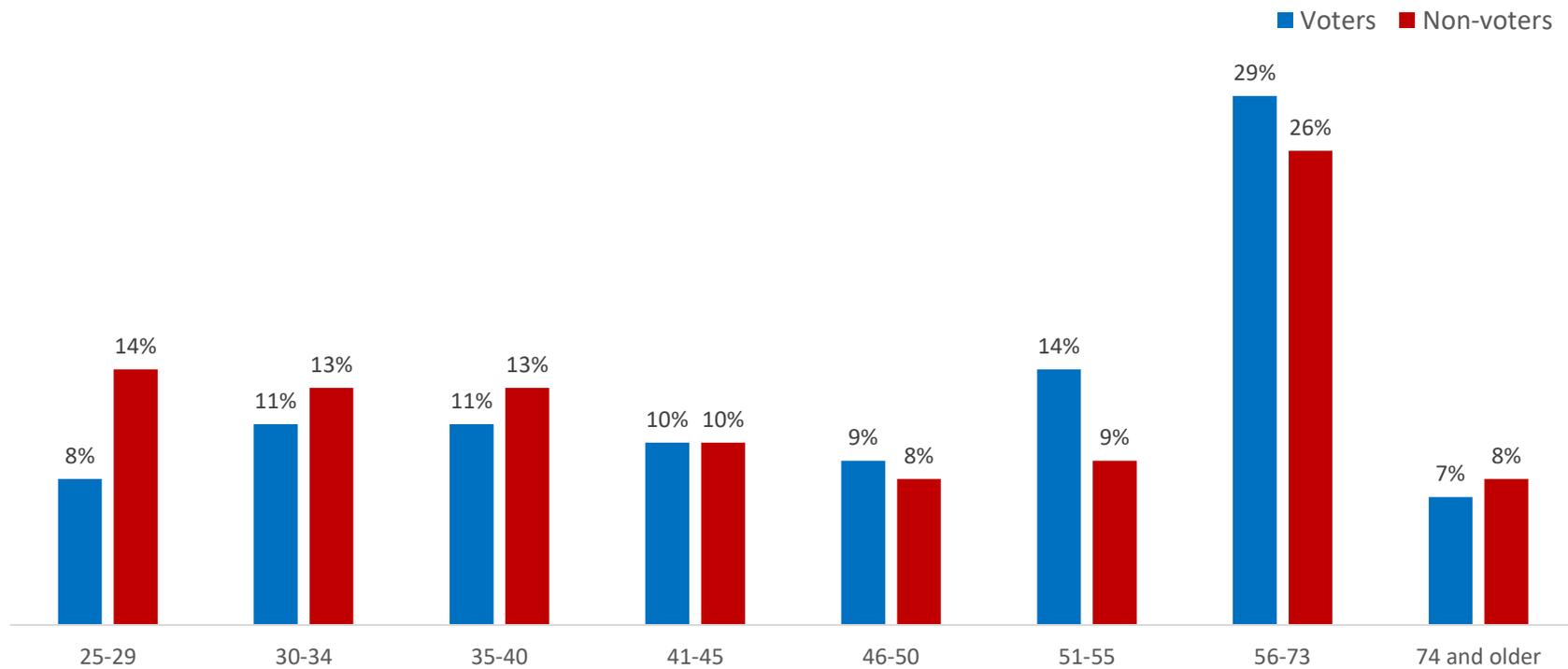


Do you see the upcoming 2020 presidential elections as more important, less important or of equal importance for the country compared to previous presidential elections in your lifetime?

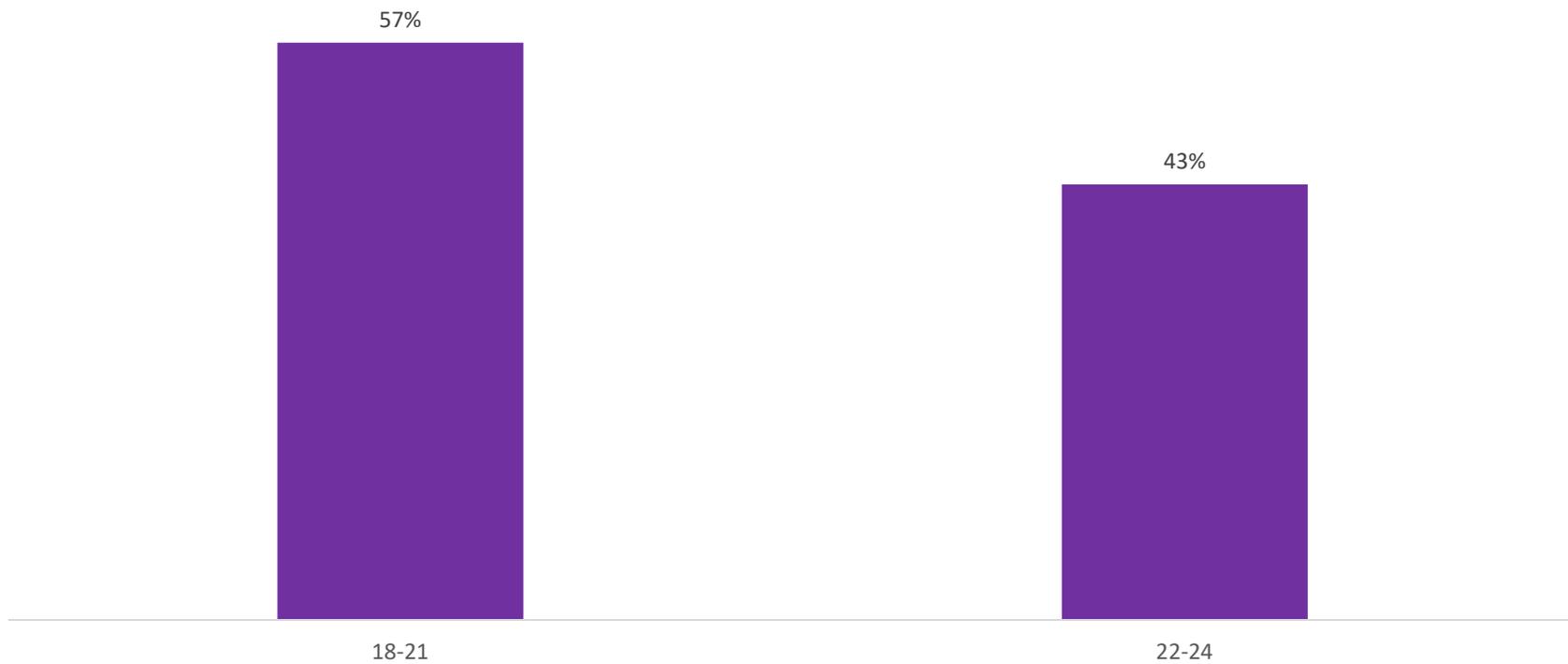


Demographics

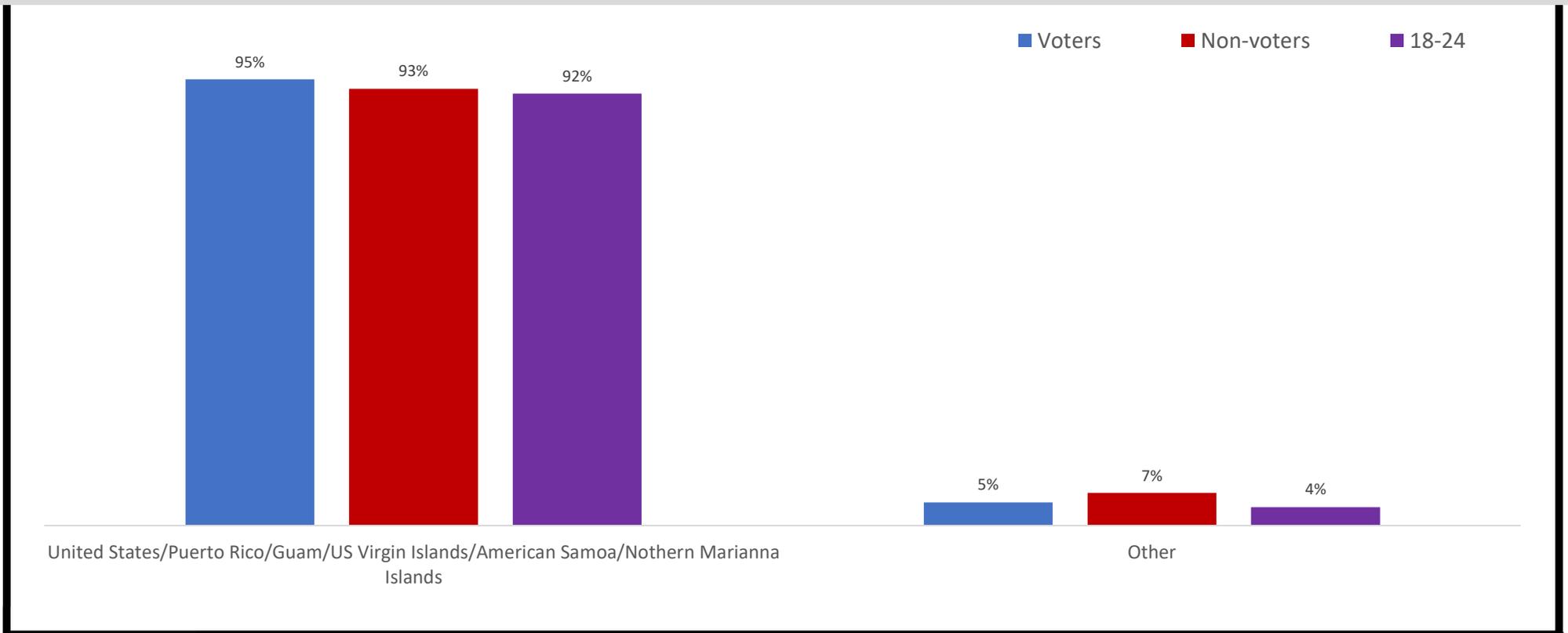
Age (Voters and Non-voters)



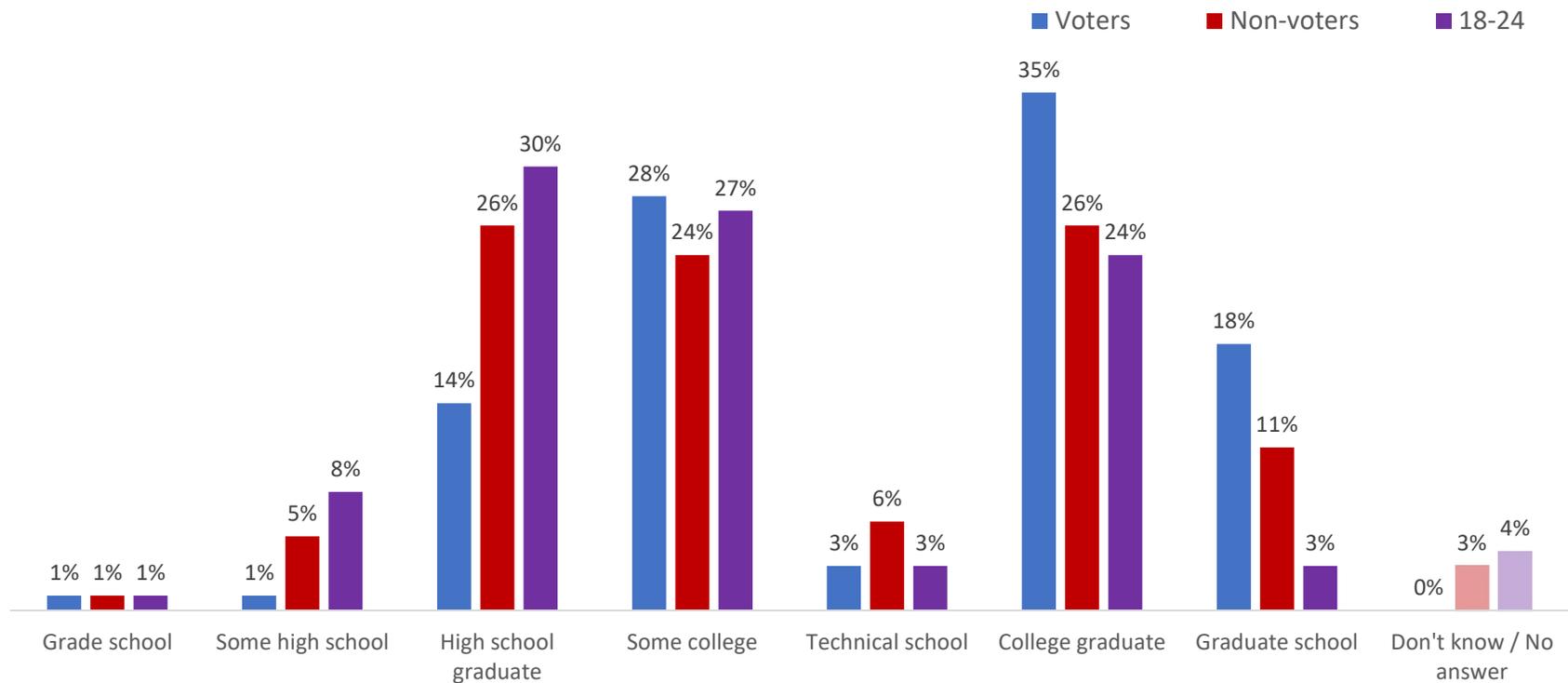
Age (18-24)



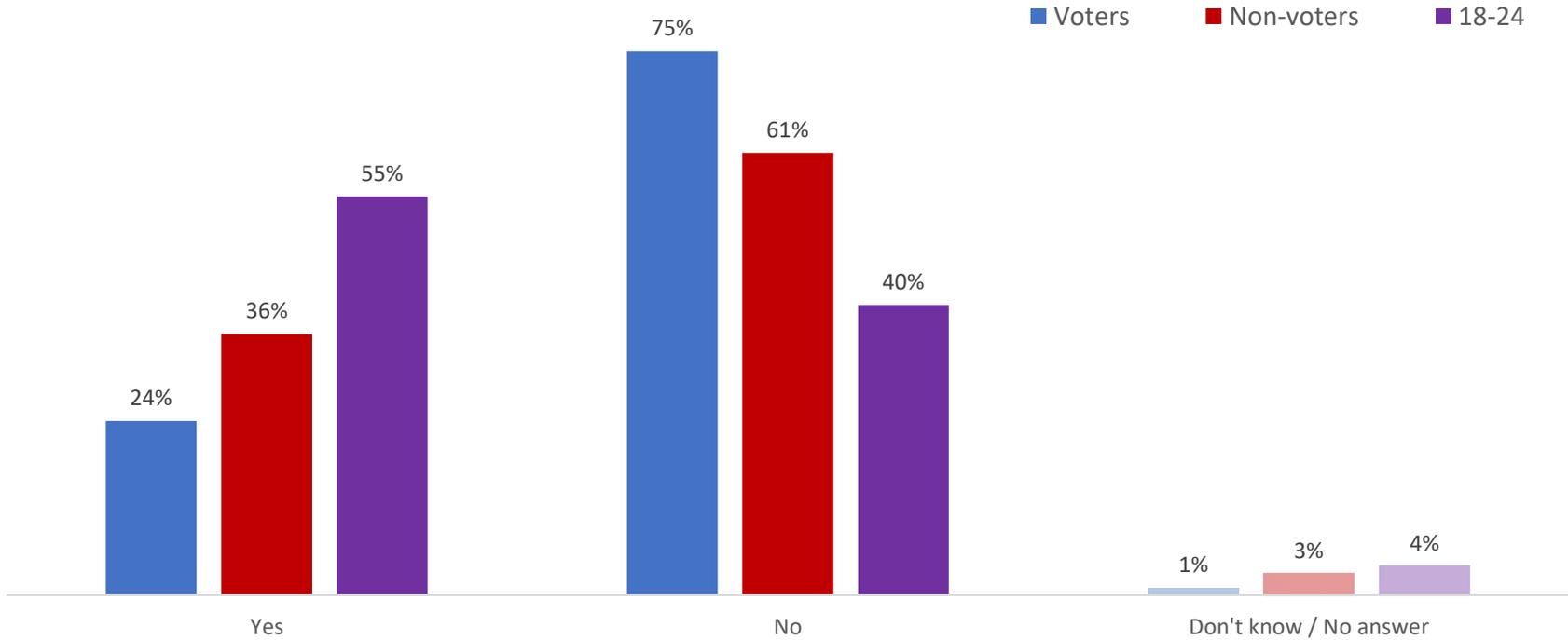
In what country were you born?



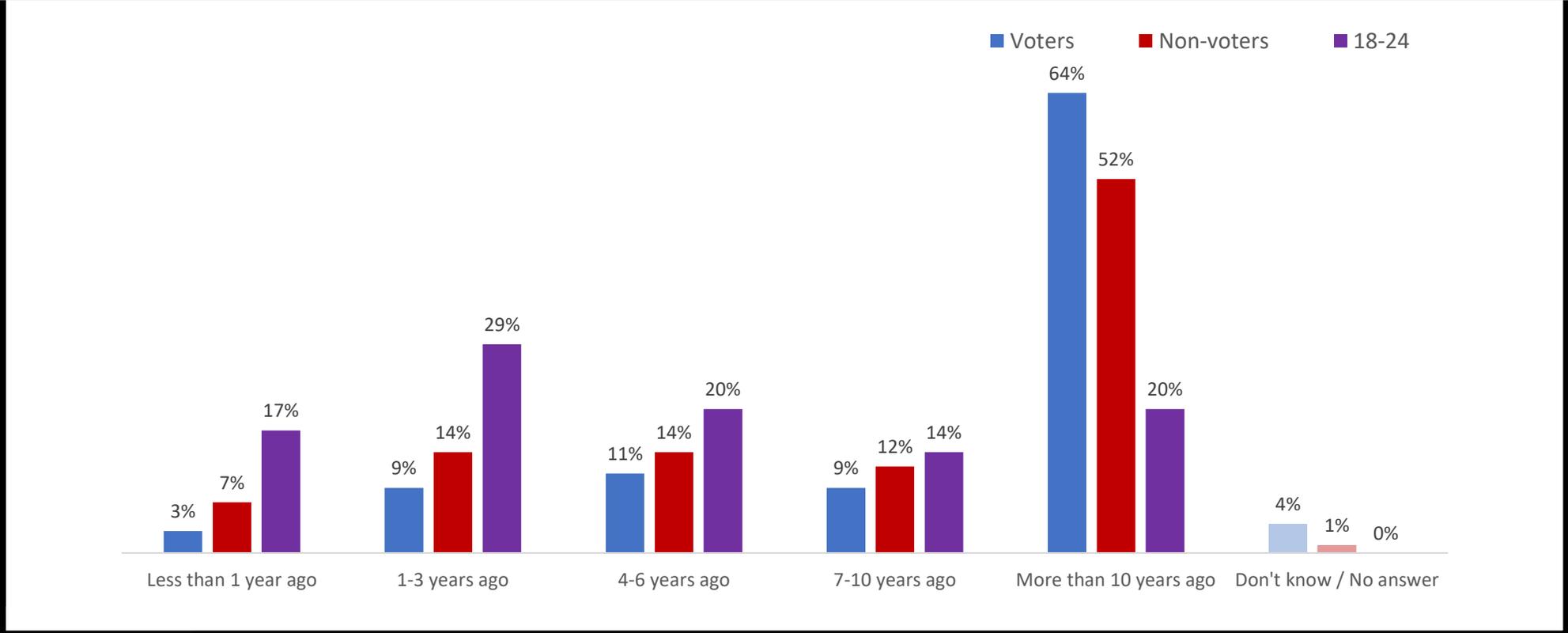
What is the highest level of education you completed?



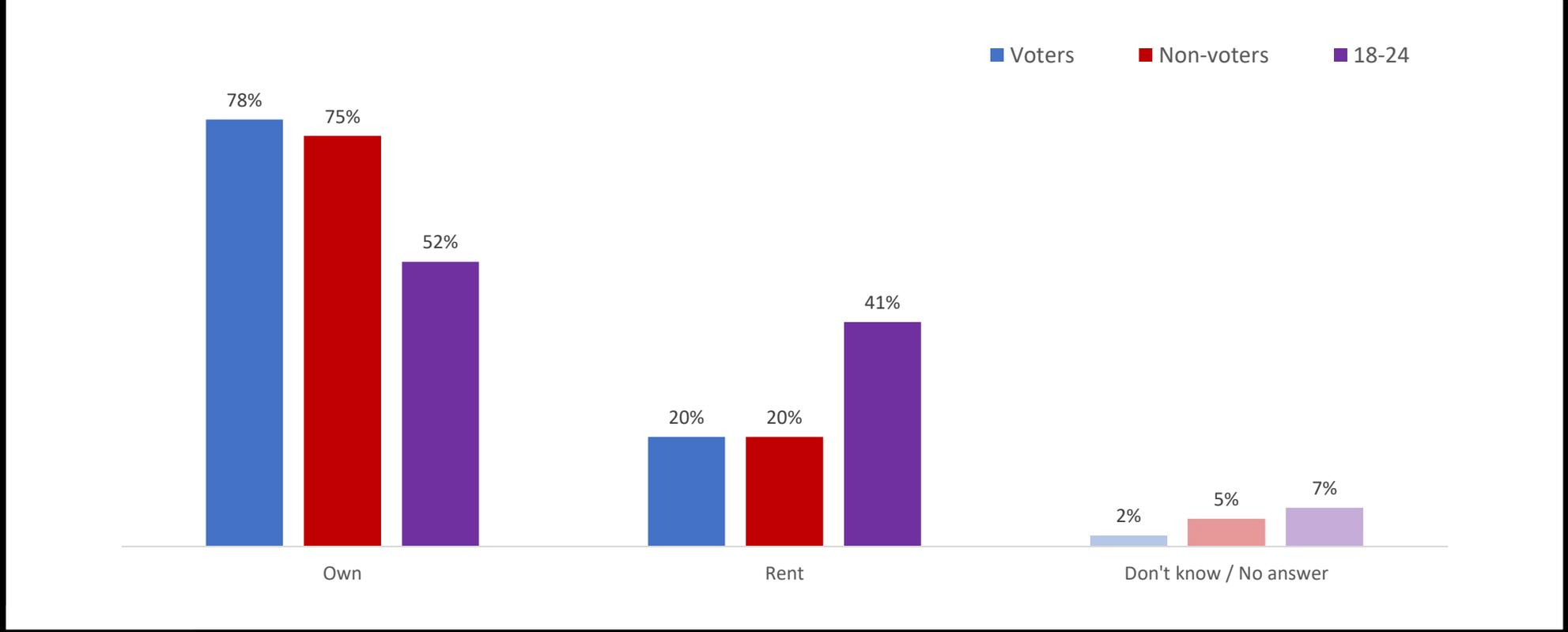
Have you lived in [CURRENT CITY] since you were born?



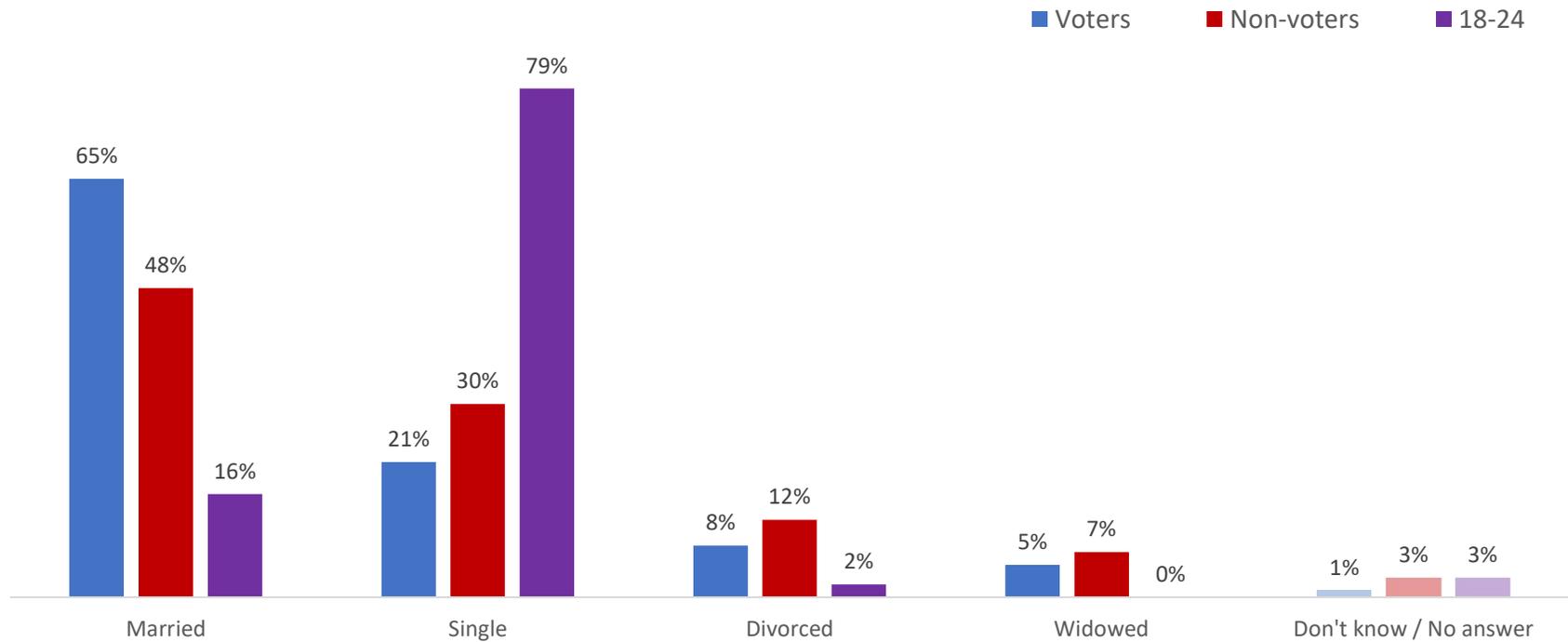
How many years ago did you move to [CURRENT CITY]?



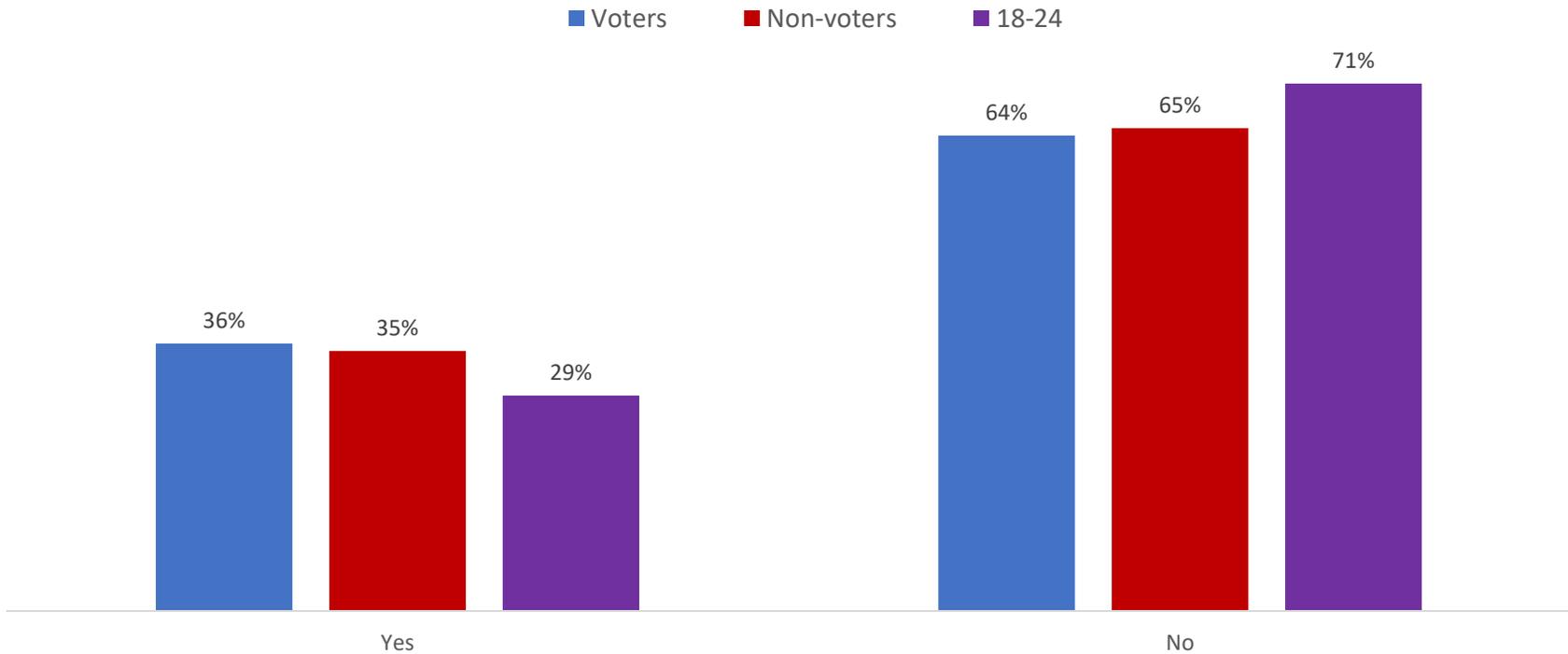
Do you own or rent your current residence?



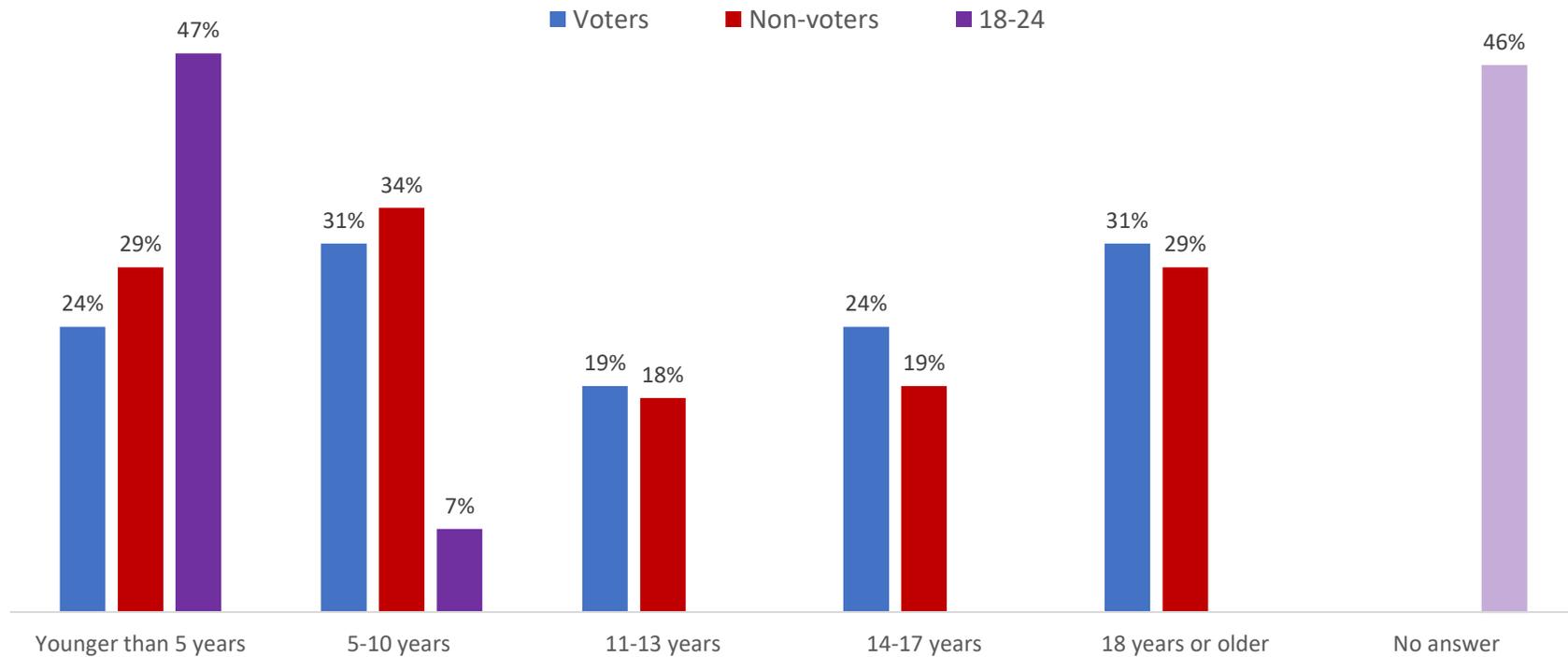
What is your current marital status?



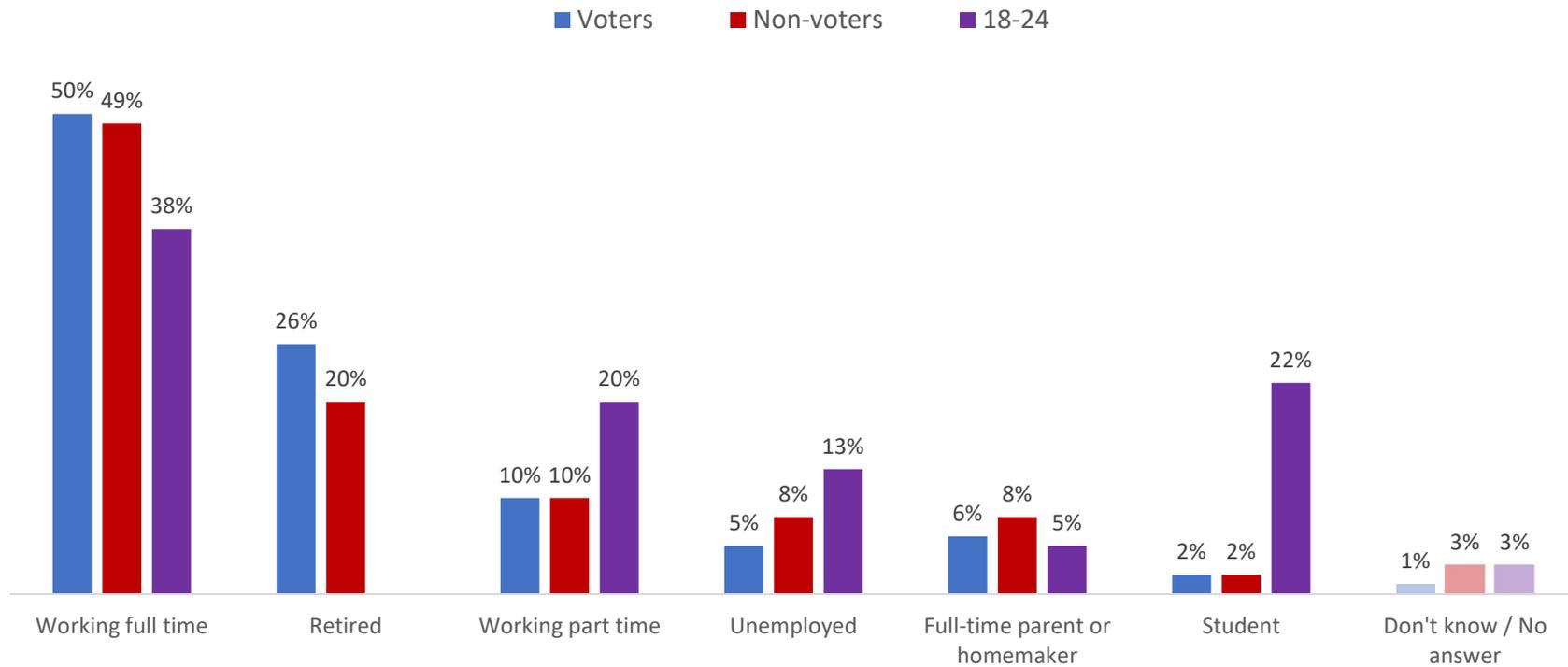
Do you have any children currently living at home with you?



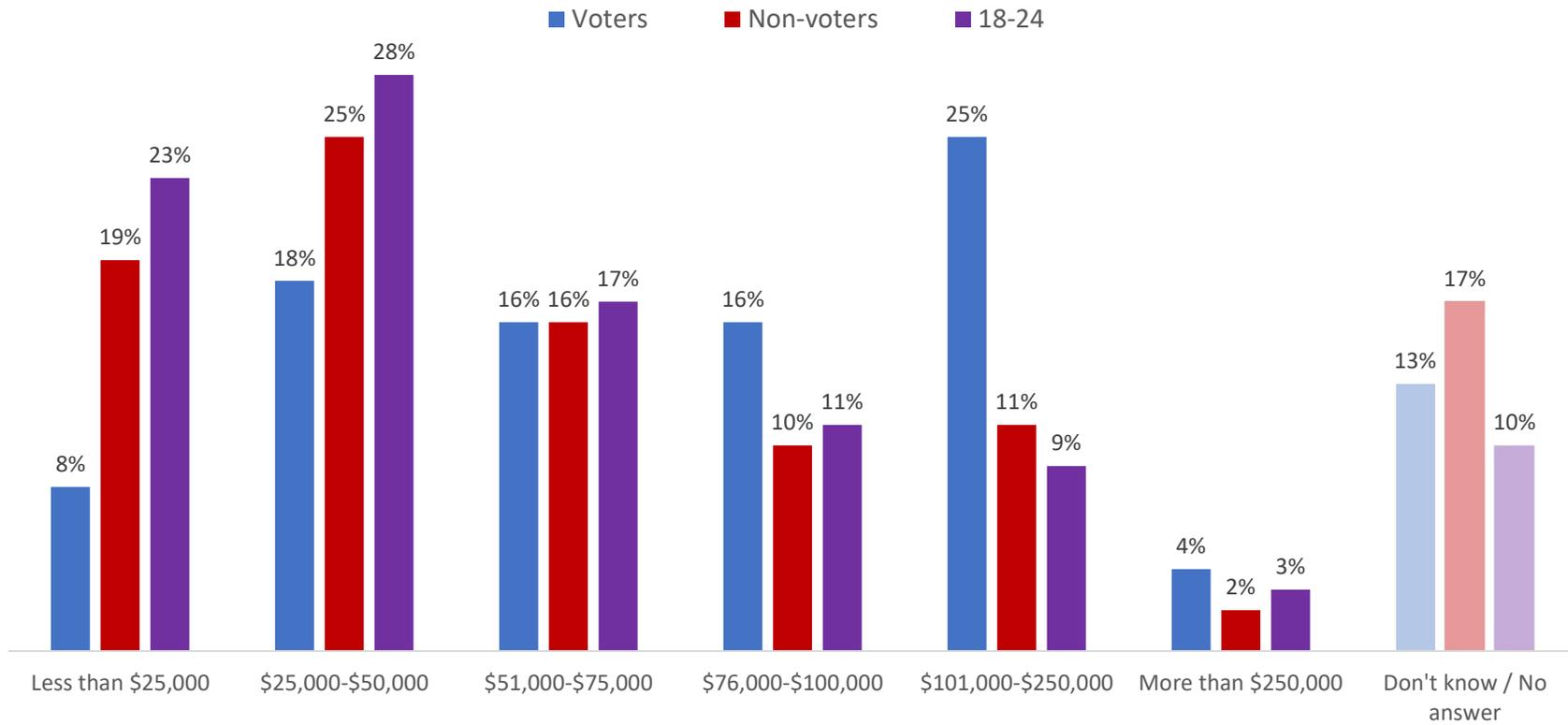
What are the ages of any children living at home with you?



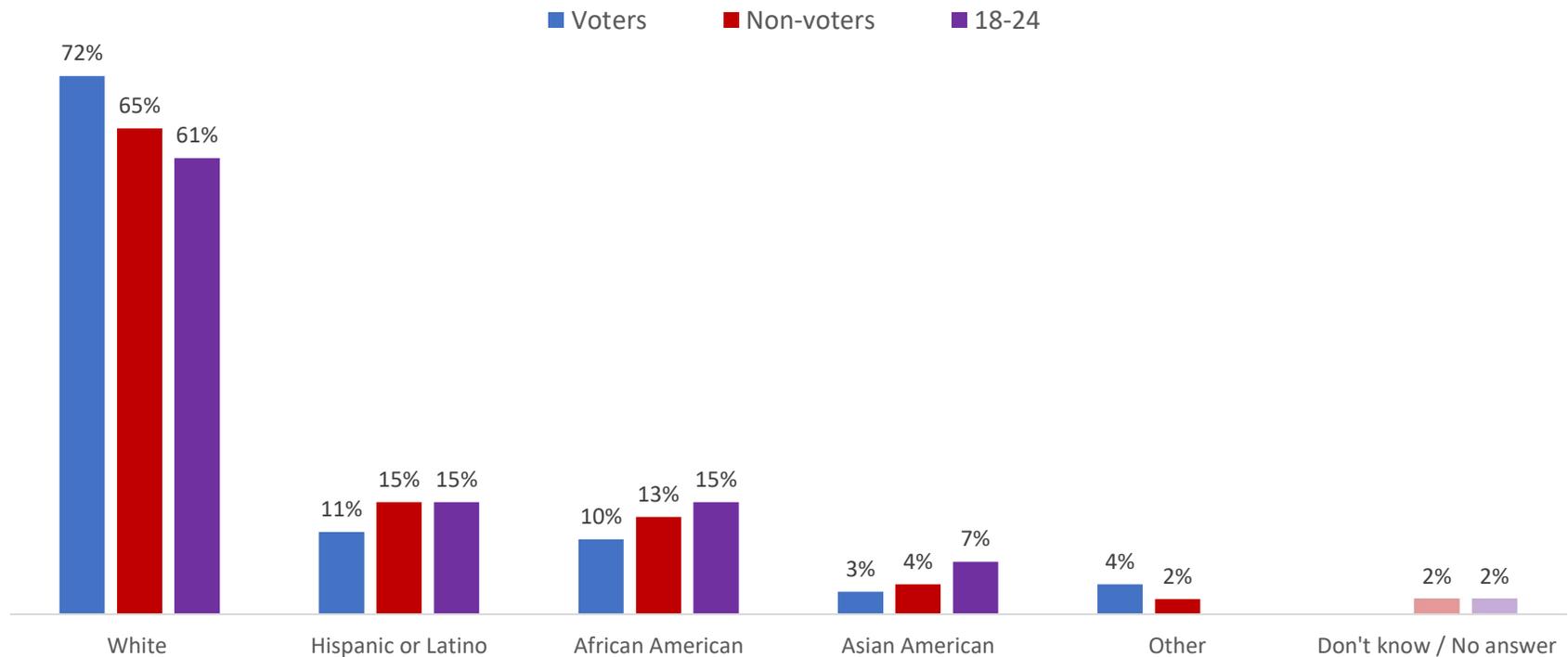
What is your current employment status?



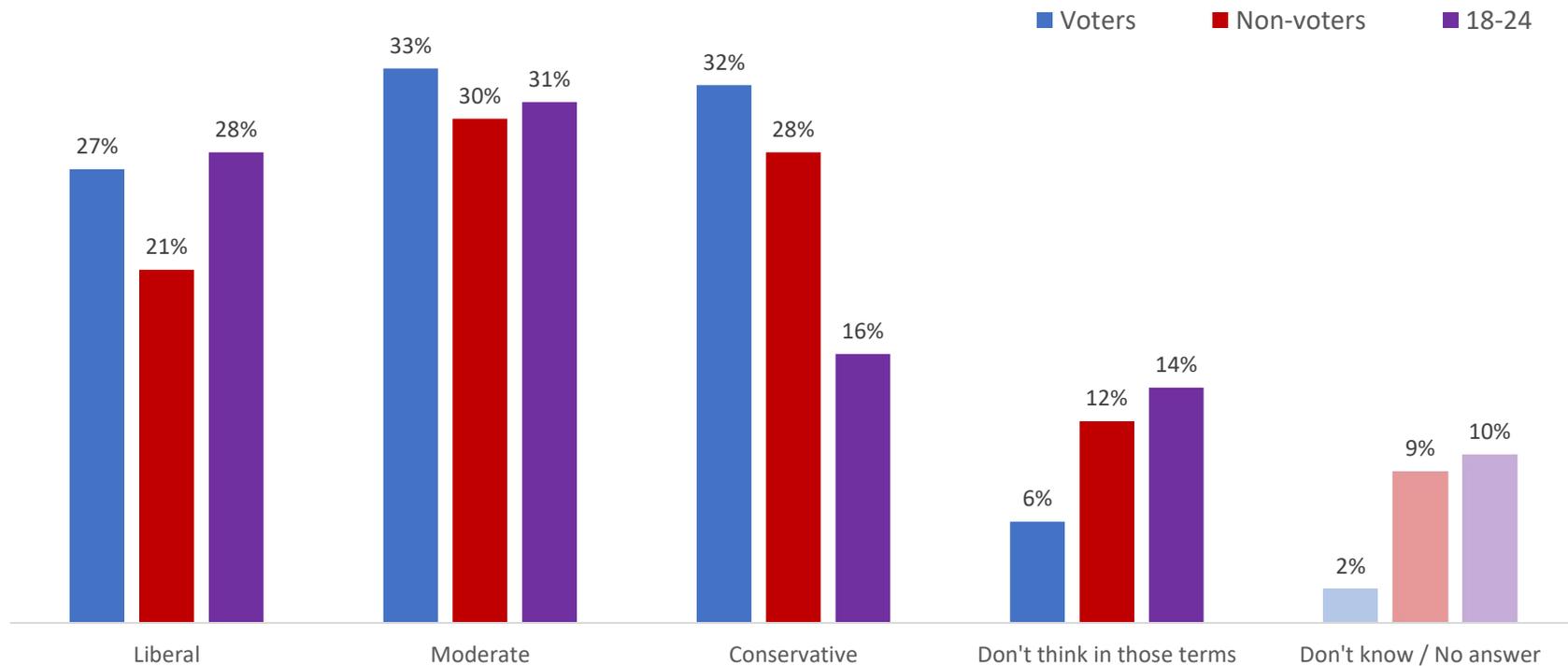
What is your total annual household income before taxes?



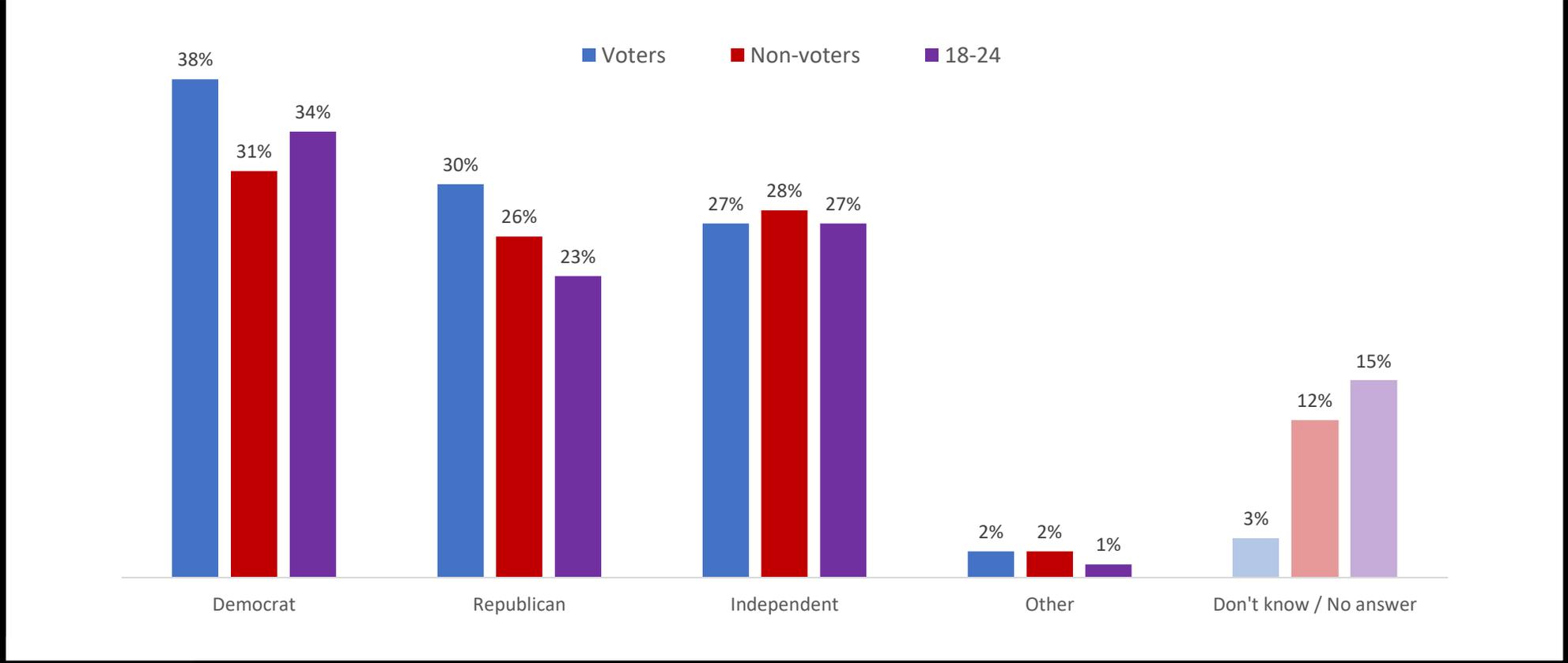
The media generally classifies people as white, Hispanic or Latino, African American, Asian American or other. What do you consider yourself?



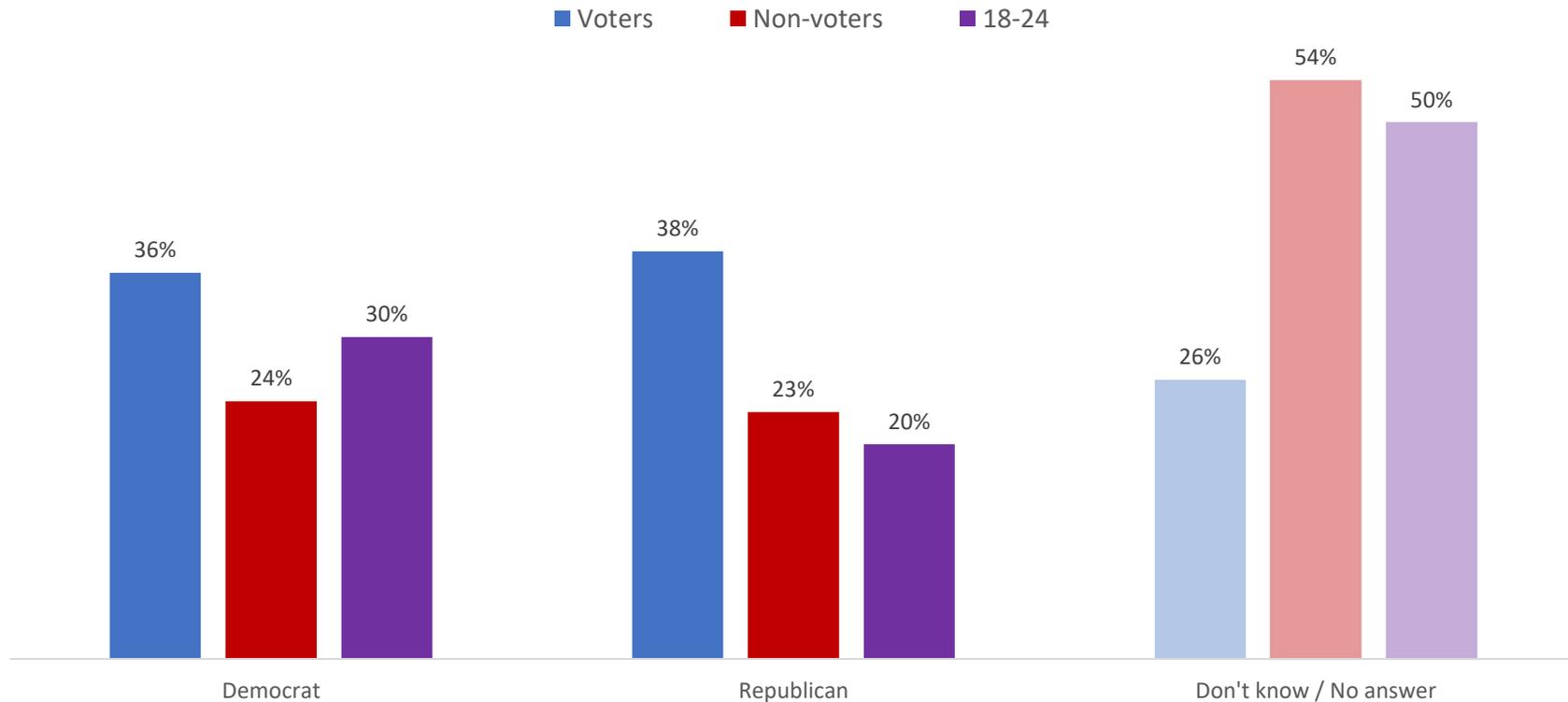
Would you say your views on most political matters are more liberal, moderate or conservative?



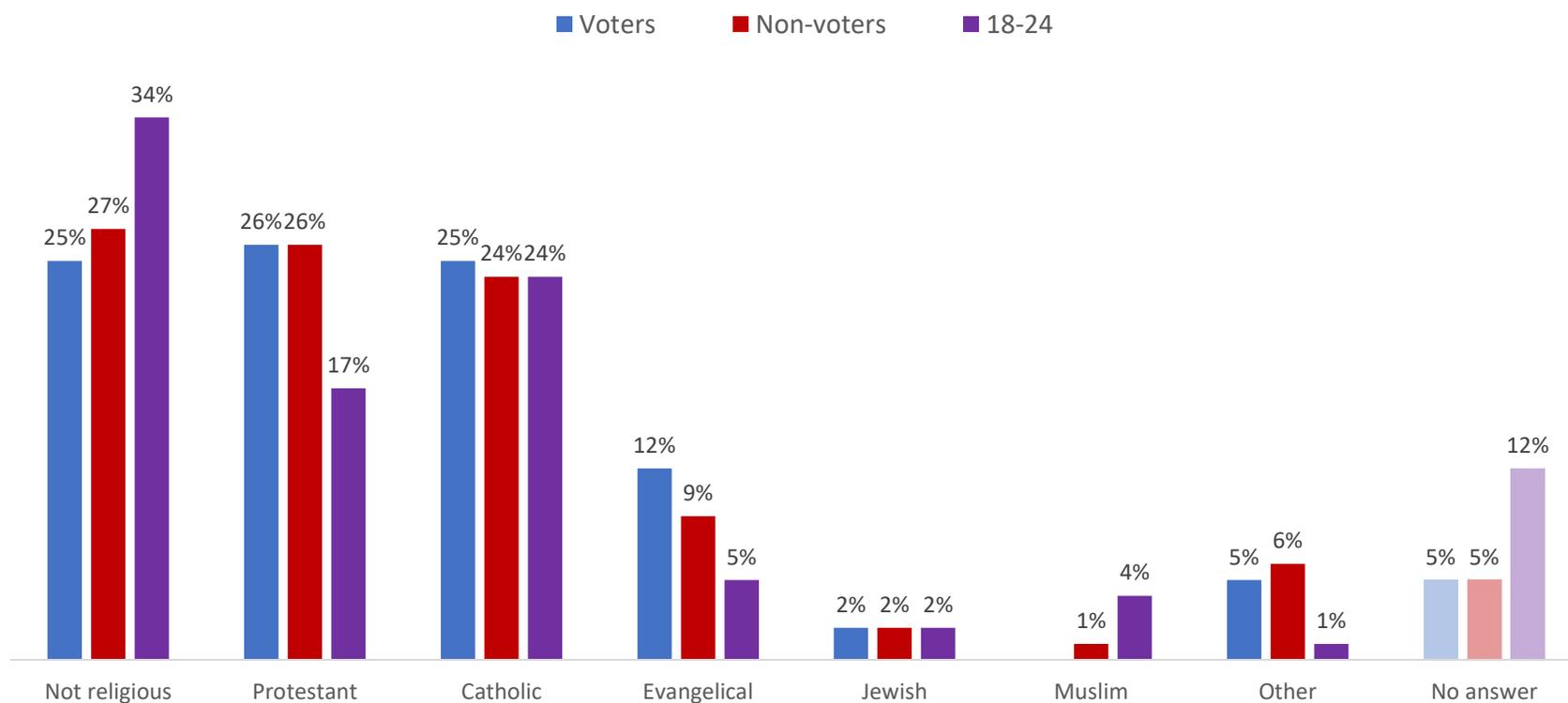
Do you consider yourself a Democrat, a Republican, Independent or other party?



If Independent, which party do you lean toward? Democrat or Republican?



What is your religious affiliation?



Gender

