

GALLUP®

U.S. Public Views on the Media

Please ask the person age 18 or older, currently living in your household, who has the next birthday to fill out the survey.

SURVEY INSTRUCTIONS

Please carefully follow the steps below when completing this survey.

- Use only a blue or black ink pen that does not blot the paper
- Make solid marks inside the response boxes
- Do not make other marks on the survey

EXAMPLE

RIGHT WAY WRONG WAY



1 How often, if at all, do you use each of the following for staying up-to-date on news?

	Daily	Weekly	Monthly	Less than monthly	Never
a. A newspaper (in print, online, or on an app)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. A television station (on television, online, or on an app)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. A website or app produced by an individual, group, or organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. A radio station (on the radio, online, or on an app)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. A magazine (in print, online, or on an app)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Direct communication with people in your local area (outside of your household), including in person, on the phone, or online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 In which format do you get **most** of your news?

- From a printed newspaper or magazine
- From television
- Online using a computer, smartphone or app
- From a radio

3 In the box below, please write the name of the specific news source you use most often; this could be the name of a television channel or program, a newspaper, a website or app, a radio program, magazine or other source. Please be as specific as possible.

4 How much, if any, bias do you believe there is in the news source you use most often?

- A great deal
- A fair amount
- Only a little
- None at all

5 How closely do you follow each of these different news topics?

	Very closely	Somewhat closely	Not too closely	Not at all closely
a. News about political figures and events in Washington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. News about your state government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. News about issues affecting your local community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. International affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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6 How knowledgeable would you rate yourself on each of the following types of issues?	Highly knowledgeable ▼	Somewhat knowledgeable ▼	Not very knowledgeable ▼	Not knowledgeable at all ▼
a. Important issues facing the United States.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Important issues facing your local community.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Next, we have some questions about the news media, by which we mean news organizations that report on local, state or national news.

7 What is your overall opinion of the news media in the United States today?

- Very favorable
- Somewhat favorable
- Neutral
- Somewhat unfavorable
- Very unfavorable

8 To what extent do you see political bias in news coverage?

- A great deal
- A fair amount
- Not too much
- Not at all

9 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
- There is so much bias in the news media that it's often difficult to sort out the facts

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

- Critical
- Very important
- Somewhat important
- Not that important

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

- Very well
- Well
- Acceptably
- Poorly
- Very poorly

12 How important is the role of the news media in accomplishing each of the following goals?	Critical ▼	Very important ▼	Somewhat important ▼	Not that important ▼
a. Providing accurate and fair news reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Holding leaders in politics, business, and other institutions accountable for their actions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Making sure Americans have the knowledge they need to be informed about public affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Making residents feel connected to their community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Making residents feel connected to the U.S. as a whole.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Reflecting the diversity of the U.S. population.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13 How is the news media performing in each of these same areas?	Very well ▼	Well ▼	Acceptably ▼	Poorly ▼	Very poorly ▼
a. Providing objective news reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Holding leaders in politics, business, and other institutions accountable for their actions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Making sure Americans have the knowledge that they need to be informed about public affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Making residents feel connected to their community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Making residents feel connected to the U.S. as a whole.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Reflecting the diversity of the U.S. population.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14 Please indicate your level of agreement with the following statement. Democracy only works well when citizens are keeping up with the news.

- Strongly agree
- Agree
- Disagree
- Strongly disagree

15 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 at all confident about knowing each of the following:	Very confident ▼	Somewhat confident ▼	Not very confident ▼	Not at all confident ▼
a. Where local politicians stand on the key issues facing your community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The best ways to get involved to make a difference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. How to communicate your concerns to local officials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. How other members of your community feel about their local government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16 Who do you think should have the main responsibility for making sure Americans receive an accurate and fair picture of the news?

- News organizations, by virtue of how they report the news and what stories they cover
- Americans themselves, by virtue of what news sources they use and how carefully they evaluate the news

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- 17** Does the increase in information available today make it...
- Easier to be well-informed because there are more sources of news that are easily accessed through newer technologies
 - Harder to be well-informed because people have to sort through lots of information to determine what is true or important

- | 18 How much, if at all, do each of the following aspects of the news environment today contribute to making you feel overwhelmed by information? | A great deal
▼ | A fair amount
▼ | Not much
▼ | Not at all
▼ |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| a. An increased number of news organizations reporting the news..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. The pace or speed of news reporting – the 24-hour news cycle | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Technological advances that give you access to news wherever you are..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. News and non-news items mixed together on social media and Internet sites | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- 19** When you feel overwhelmed by the information you get, what are you **most** likely to do? *Please mark only one.*
- Pick one or two sources you trust and only pay attention to those
 - Try and consult a variety of sources to see where they agree on facts
 - Rely on friends, family or others to help you sort out what you need to know
 - Stop paying attention to news altogether

- | 20 Would you say each of the following is a major problem, a minor problem, or not a problem with news coverage today? | A major problem
▼ | A minor problem
▼ | Not a problem
▼ |
|---|--------------------------|--------------------------|--------------------------|
| a. Too much bias in the reporting of news stories that are supposed to be objective | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Too much bias in the selection of what stories news organizations cover or don't cover | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Owners of news outlets attempting to influence the way stories are reported..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Not enough investigative journalism to uncover important facts..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. News organizations reporting information they think is accurate but turns out to be inaccurate | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. News organizations being too dramatic or too sensational in order to attract more readers or viewers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. The spread of inaccurate information on the Internet..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. Increasing numbers of news sources reporting from a particular point of view (such as conservative or liberal) rather than being neutral | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. News organizations not adequately representing the views and experiences of certain subgroups in society..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- 21** Which concerns you more:
- The news that you get might be biased
 - The news most other people are getting might be biased

- 22** Which do you think is a bigger problem for the U.S.:
- People paying attention to the news, but only from sources that support rather than challenge their own views
 - People not paying attention to any news

23 Which one of the following concerns you **most** when you come across a news report you think might be inaccurate: *Please mark only one.*

- That the facts might be made up entirely by the reporter
- That the facts are wrong because the reporter made errors in his or her work
- That the facts are correct, but the reporter is misrepresenting them

24 Next we have a question about journalists and their background characteristics, such as their gender, age, race and so on. Do you think news organizations should or should not try and hire reporters with different backgrounds to increase the diversity of their reporting staffs?

- Should
- Should not → *Skip to Question 26*

25 Which **one** of the following is the area in which news organizations **most** need to hire different types of reporters to increase the diversity of their reporting staffs? *Please mark only one.*

- Gender
- Race or ethnicity
- Age
- Income or social class
- Political views

26 Which comes closer to your view about the way the press should be able to cover presidents and presidential administrations:

- Reporters should have regular access to White House officials, even when they ask challenging or aggressive questions of those officials
- The White House should feel free to ban members of the press if they believe their reporting is not fair to the administration

27 When it comes to covering presidential election campaigns, do you think the news media gives too much, the right amount, or too little coverage to each of the following?

	Too much ▼	Right amount ▼	Too little ▼
a. Public opinion polls, including who is leading in the race	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The issues that matter most to voters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Major campaign events, such as debates or conventions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. The policy positions of the candidates and political parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. The candidates' qualifications for office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Controversial statements or actions from a candidate's past	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

28 Overall, how often do you get **news** about important current events in the U.S. and the world from each of the following websites or apps?

	Frequently ▼	Occasionally ▼	Rarely ▼	Never ▼
a. Google®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Facebook®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Twitter®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. YouTube®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Apple News®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Instagram®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Continue ⇨

29 Do you think major internet companies like Google®, Facebook®, Twitter®, and others that show news about current events should:

- Put more emphasis on finding ways to exclude false information or hateful expression on their websites or apps
- Put more emphasis on allowing people to express themselves freely and avoiding censorship

30 If a major internet company like Google®, Facebook®, or Twitter®, suspects that a posting on their platform was made by a person or organization from another country that was trying to influence the 2020 U.S. presidential election outcome, should the internet company:

- Remove the posting, even if they are not certain it came from a foreign actor
- Leave the posting up until they can confirm it came from a foreign actor

31 Please say whether you agree or disagree with the following statements:

	Agree	Neither agree nor disagree	Disagree
a. People like me don't have any say about what the government does	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I think I'm better informed about politics and government than most people.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. If a person doesn't care how an election comes out, then that person shouldn't vote in it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

- Very
- Somewhat
- Not very
- Not at all

33 Which **one** of the following statements comes **closest** to your view of news organizations that you personally distrust: *Please mark only one.*

- They are trying to ruin the country
- They are trying to persuade people to adopt a certain viewpoint
- They are trying to report news accurately and fairly but are not able to do so

34 Which **one** of the following statements comes **closest** to your view? *Please mark only one.*

- The news media is under attack politically, and those attacks are justified
- The news media is under attack politically, but those attacks are not justified
- The news media is not under attack politically

35 How much blame does the news media deserve for political divisions in this country?

- A great deal
- A moderate amount
- Not much
- None at all

36 How much do you think the news media could do to heal political divisions in this country?

- A great deal
- A moderate amount
- Not much
- Nothing at all

The following questions are for statistical purposes only.

37 What is your gender?

- Male
- Female

38 Please enter your age in years.

39 What is the highest level of school you have completed, or the highest degree you have received?

- Less than a high school diploma (Grades 1 through 11 or no schooling)
- High school graduate (Grade 12 with diploma or GED certificate)
- Technical, trade, vocational or business school or program after high school
- Some college – college, university or community college -- but no degree
- Two year associate degree from a college, university, or community college
- Four year bachelor's degree from a college or university (e.g., BS, BA, AB)
- Some postgraduate or professional schooling after graduating college, but no postgraduate degree (e.g. some graduate school)
- Postgraduate or professional degree, including master's, doctorate, medical or law degree (e.g., MA, MS, PhD, MD, JD)

40 Are you of Hispanic, Latino, or Spanish origin -- such as Mexican, Puerto Rican, Cuban, or other Spanish origin?

- Yes
- No

41 Which of the following describes your race. *Please mark all that apply.*

- White
- Black or African American
- Asian
- American Indian or Alaskan Native
- Native Hawaiian or Pacific Islander

42 Including yourself, how many adults, 18 years of age or older, live in this household?

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

- Republican → *Skip to Question 45*
- Democrat → *Skip to Question 45*
- Independent
- Other party

44 As of today, do you lean more to the Democratic Party or the Republican Party?

- Democratic Party
- Republican Party
- Neither/Other

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45 How would you describe your political views?

- Very conservative
- Conservative
- Moderate
- Liberal
- Very liberal

46 How often would you say you vote in each of the following types of elections?

	Always ▼	Nearly always ▼	Some of the time ▼	Seldom ▼	Never ▼
a. Federal elections (U.S. president and Congress)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. State elections (governor, state legislature, ballot proposals)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Local elections (mayor, city council, school board, ballot proposals)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

47 Please select the category that corresponds to your annual household income before taxes?

- Less than \$20,000 per year
- \$20,000-\$29,999 per year
- \$30,000-\$39,999 per year
- \$40,000-\$49,999 per year
- \$50,000-\$74,999 per year
- \$75,000-\$99,999 per year
- \$100,000-\$149,999 per year
- \$150,000-\$249,999 per year
- \$250,000-\$499,999 per year
- \$500,000 or more per year

48 If you had to choose, would you describe the area you live in as a...?

- Big city
- Small city
- Suburb of a big city
- Suburb of a small city
- Town
- Rural area

That completes the survey.

Please return your survey in the postage-paid return envelope provided. Thank you!!