Key Trends on Media, Technology and Local News
Knight Foundation/Gallup Web Survey 8

Results are based on interviews conducted via an Internet web survey September 11-24, 2020, with 1,269 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 ±4 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
Local news					
2020 Sep 11-24	26	47	24	3	<1
2020 Apr 14-20	32	47	19	2	<1
2020 Mar 17-30	44	39	14	3	--
2019 Dec 3-15	22	46	27	5	--
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
National news					
2020 Sep 11-24	48	36	13	2	<1
2020 Apr 14-20	46	39	13	2	<1
2020 Mar 17-30	56	35	7	2	--
2019 Dec 3-15	43	41	14	2	<1
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

Q.1 continued on next page

Q.1 (ATTENTION TO NEWS) CONTINUED

	A great deal	A moderate amount	Not much	None at all	No answer
International news					
2020 Sep 11-24	12	51	31	5	<1
2020 Apr 14-20	19	52	26	4	<1
2020 Mar 17-30	32	48	17	2	<1
2019 Dec 3-15	15	53	27	4	<1
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
2020 Sep 11-24	7	23	16	22	31	<1
2020 Apr 14-20	12	25	15	21	27	--
2020 Mar 17-30	10	24	18	24	24	--
2019 Dec 3-15	10	23	16	25	25	1
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

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

Recent trend	2020 Sep 11-24	2020 Apr 14-20	2020 Mar 17-30	2019 Dec 3-15	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
FOX News	29	29	29	31	28	26	30	30	29	26
CNN	28	28	30	27	26	28	29	26	27	27
MSNBC	15	12	13	16	12	14	12	11	15	14
Local News program (non-specific)	14	7	10	11	13	12	18	16	16	12
NPR/National Public Radio	12	12	11	11	12	16	11	15	19	14
The New York Times	12	13	11	11	12	11	12	10	11	11
Local newspaper (non-specific)	12	14	12	17	19	18	17	15	14	14
ABC News	10	11	11	10	11	7	9	10	10	8
Internet (non-specific)	10	6	8	9	11	13	11	12	14	11
NBC News	8	11	9	11	12	10	10	13	8	11
The Washington Post	7	6	6	8	7	8	7	7	7	10
CBS News	7	9	7	9	7	8	8	9	8	7
BBC/British Broadcasting Corporation	5	9	7	6	8	10	8	5	7	11
Local radio (non-specific)	4	4	5	7	6	5	4	4	5	7
AP/Associated Press	4	2	1	1	1	2	2	2	3	3
Google	4	5	6	4	3	5	4	3	5	4
Twitter	4	2	2	2	2	3	2	2	2	1
Facebook	4	4	3	2	4	3	5	3	4	3
The Wall Street Journal	3	2	3	3	3	1	2	2	2	3
OAN/One America News	3	3	1	2	2	1	2	2	2	3
Local ABC Station	3	6	6	4	4	3	2	3	2	2
Local Fox Station	3	4	3	2	3	2	1	2	2	2
Television (non-specific)	3	2	4	4	6	5	3	4	4	2
Yahoo	2	2	3	2	3	3	3	2	2	3
Reuters	2	1	2	2	1	2	1	2	2	1
Local CBS Station	2	4	5	3	4	2	2	2	2	2
PBS	2	2	4	4	2	3	1	3	2	5
YouTube	2	2	2	1	1	1	2	2	1	1
MSN	2	2	1	2	1	2	2	2	1	2
Apple News	2	2	2	1	1	1	1	2	<1	<1
Local NBC Station	2	7	6	3	5	3	2	3	4	2
Reddit	2	2	2	1	2	1	2	1	3	1
Breitbart	2	1	1	2	2	2	2	1	1	1
The Atlantic	1	1	1	<1	1	1	1	<1	<1	<1
Newsmax	1	1	1	1	1	--	--	--	<1	<1
Daily Wire	1	1	1	1	1	1	2	1	1	1
The Guardian	1	1	2	1	1	1	1	1	1	1
Politico	1	1	1	1	1	1	1	1	<1	1
The Huffington Post	1	1	1	1	2	1	2	2	1	1
Word of mouth	1	2	1	1	1	1	1	1	1	1
The Blaze	1	1	1	1	1	1	1	1	1	1
Al Jazeera/Bodu Bala Sena	1	1	1	<1	1	1	<1	<1	1	1
Talk radio (non-specific)	1	1	2	2	1	2	2	2	2	1

The Los Angeles Times	1	1	1	1	1	1	<1	1	1	1
The New York Post	1	<1	<1	1	1	<1	<1	<1	<1	<1
HLN/Headline News	1	<1	<1	<1	<1	1	<1	1	2	1
Univision	<1	<1	<1	<1	<1	--	--	<1	1	<1
The Hill	<1	1	<1	1	1	<1	<1	<1	<1	<1
The Drudge Report	<1	1	1	1	3	2	2	2	1	2
Rush Limbaugh	<1	1	1	1	1	1	1	1	2	1
USA Today	<1	1	1	1	2	2	1	1	1	2
CNBC	<1	1	1	1	1	1	1	1	1	<1
Chicago Tribune	<1	<1	<1	1	<1	<1	<1	<1	<1	<1
C-SPAN	<1	<1	<1	<1	<1	<1	1	1	<1	<1
The Skimm	<1	<1	<1	<1	1	<1	<1	<1	<1	1
Bloomberg News	<1	<1	1	1	<1	1	1	1	1	<1
Phone/Smartphone (non-specific)	<1	1	<1	<1	1	1	1	1	1	--
The Economist	<1	<1	1	<1	<1	1	1	1	<1	1
The Young Turks	<1	1	<1	1	1	<1	1	1	<1	--
The New Yorker	<1	<1	--	<1	<1	<1	<1	<1	--	1
Infowars	<1	<1	<1	<1	--	<1	<1	<1	<1	1
POTUS/Sirius XM	<1	<1	<1	<1	<1	<1	1	1	<1	1
Podcast (non-specific)	<1	1	<1	1	1	1	--	<1	2	1
Vice News	<1	1	<1	<1	<1	--	<1	<1	--	1
FiveThirtyEight/538.com	<1	<1	<1	<1	--	<1	<1	<1	1	<1
The Boston Globe	<1	<1	<1	<1	1	<1	<1	<1	<1	<1
RT/Russia Today	<1	<1	<1	<1	<1	<1	1	<1	1	<1
Magazine (non-specific)	<1	<1	<1	1	1	1	2	1	1	1
Other	23	13	10	9	8	10	8	11	17	18
No answer	1	1	1	1	1	2	1	2	3	3

Percentages total more than 100% due to multiple responses.

Responses with more than 1% mention are shown

TECH POLICY

4.   How concerned are you about each of the following issues? [RANDOM ORDER]

2020 Sep 11-24	Very concerned	Some-what concerned	Not very concerned	Not concerned at all	No answer
The spread of misinformation on the Internet	74	19	6	1	<1
The privacy of personal data online	59	35	6	<1	<1
Hate speech and other abusive or threatening language online	54	26	12	8	<1
The size and power of large news media companies	49	35	14	1	<1
Online foreign interference in U.S. elections	49	26	18	7	<1
The size and power of large technology companies	45	39	14	1	<1
Political ads on the Internet	33	32	25	10	<1
Workers losing their jobs because of technology and artificial intelligence (AI)	21	45	30	3	<1

FULL RESULTS AND TRENDS:

A. The size and power of large technology companies

	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	No answer
2020 Sep 11-24	45	39	14	1	<1
2019 Dec 3-15	50	35	13	2	<1

B. The size and power of large news media companies

	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	No answer
2020 Sep 11-24	49	35	14	1	<1
2019 Dec 3-15	56	31	11	2	<1

C. The privacy of personal data online

	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	No answer
2020 Sep 11-24	59	35	6	<1	<1
2019 Dec 3-15	68	26	6	1	<1

D. Political ads on the internet

	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	No answer
2020 Sep 11-24	33	32	25	10	<1
2019 Dec 3-15	38	26	26	11	<1

E. Online foreign interference in U.S. elections

	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	No answer
2020 Sep 11-24	49	26	18	7	<1
2019 Dec 3-15	53	23	15	9	<1

F. The spread of misinformation on the internet

	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	No answer
2020 Sep 11-24	74	19	6	1	<1
2019 Dec 3-15	74	18	5	3	<1

G. Workers losing their jobs because of technology and artificial intelligence (AI)

	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	No answer
2020 Sep 11-24	21	45	30	3	<1
2019 Dec 3-15	30	42	22	6	<1

H. Hate speech and other abusive or threatening language online

	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	No answer
2020 Sep 11-24	54	26	12	8	<1
2019 Dec 3-15	56	21	15	7	<1

5.   How much of a role, if any, should the government have in addressing these issues? [RANDOM ORDER]

2020 Sep 11-24	A major role	A minor role	No role	No answer
Online foreign interference in U.S. elections	80	14	5	<1
The privacy of personal data online	67	25	7	<1
The spread of misinformation on the Internet	47	33	19	<1
The size and power of large technology companies	46	42	11	<1
Hate speech and other abusive or threatening language online	45	34	21	<1
The size and power of large news media companies	38	43	19	<1
Workers losing their jobs because of technology and artificial intelligence (AI)	38	41	21	--
Political ads on the Internet	33	39	27	1

FULL RESULTS AND TRENDS:

A. The size and power of large technology companies

	A major role	A minor role	No role	No answer
2020 Sep 11-24	46	42	11	<1
2019 Dec 3-15	47	39	13	<1

B. The size and power of large news media companies

	A major role	A minor role	No role	No answer
2020 Sep 11-24	38	43	19	<1
2019 Dec 3-15	39	42	19	<1

C. The privacy of personal data online

	A major role	A minor role	No role	No answer
2020 Sep 11-24	67	25	7	<1
2019 Dec 3-15	70	23	6	1

D. Political ads on the internet

	A major role	A minor role	No role	No answer
2020 Sep 11-24	33	39	27	1
2019 Dec 3-15	37	35	28	<1

E. Online foreign interference in U.S. elections

	A major role	A minor role	No role	No answer
2020 Sep 11-24	80	14	5	<1
2019 Dec 3-15	80	15	6	<1

F. The spread of misinformation on the internet

	A major role	A minor role	No role	No answer
2020 Sep 11-24	47	33	19	<1
2019 Dec 3-15	48	33	19	<1

G. Workers losing their jobs because of technology and artificial intelligence (AI)

	A major role	A minor role	No role	No answer
2020 Sep 11-24	38	41	21	--
2019 Dec 3-15	35	42	22	1

H. Hate speech and other abusive or threatening language online

	A major role	A minor role	No role	No answer
2020 Sep 11-24	45	34	21	<1
2019 Dec 3-15	45	33	22	<1

6. Do you think elected officials and political candidates are paying too much, the right amount, or too little attention to issues dealing with technology or technology companies?

	Too much	Right amount	Too little	No answer
2020 Sep 11-24	8	30	62	<1
2019 Dec 3-15	11	30	59	1

ONLINE CONTENT MODERATION

7. How much have you heard or read about each of the following? [RANDOM ORDER]

A. Attempts by the federal government to regulate how major internet companies operate in the U.S.

	A great deal	A fair amount	Only a little	None	No answer
2020 Sep 11-24	9	41	39	11	<1

B. Attempts by social media companies to deal with potentially harmful content that appears on their websites and apps

	A great deal	A fair amount	Only a little	None	No answer
2020 Sep 11-24	22	53	21	4	<1

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The next set of questions are about social media companies like Facebook and Twitter.

8. When it comes to removing content from their website and apps that some people consider harmful, do you think social media companies are -- [RESPONSED ROTATED]?

	Too tough	About right	Not tough enough	No answer
2020 Sep 11-24	26	21	52	1
2020 Mar 17-30	21	25	54	1

9. Who would you prefer to decide what can and cannot appear on social media websites and apps -- [RESPONSES ROTATED]?

	2020 Sep 11-24	2020 Mar 17-30
Independent boards that review decisions made by social media companies	47	46
Social media companies themselves	18	18
The federal government	5	4
None of these	29	32
No answer	<1	<1

10. How concerned are you that increased steps by major internet companies to exclude certain news items they see as problematic would do each of the following? [RANDOM ORDER]

2020 Sep 11-24	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	No answer
Restrict the expression of certain points of view	52	28	16	5	<1
Increase the influence of certain news organizations over others	50	33	13	3	<1
Give people a biased picture of the news	62	25	10	3	<1
Increase the influence of news that benefits the company and their preferred points of view	57	31	9	2	<1

FULL RESULTS AND TRENDS:

A. Restrict the expression of certain points of view

	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	No answer
2020 Sep 11-24	52	28	16	5	<1
2018 May 28-Jun 4	53	29	10	3	5

Q.10 (CONTENT MODERATION CONCERNS) CONTINUED

B. Increase the influence of certain news organizations over others

	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	No answer
2020 Sep 11-24	50	33	13	3	<1
2018 May 28-Jun 4	51	30	11	2	5

C. Give people a biased picture of the news

	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	No answer
2020 Sep 11-24	62	25	10	3	<1
2018 May 28-Jun 4	63	23	6	2	5

D. Increase the influence of news that benefits the company and their preferred points of view

	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	No answer
2020 Sep 11-24	57	31	9	2	<1
2018 May 28-Jun 4	54	29	9	3	6

11.   Which statement comes closer to your view about social media – [RANDOM ORDER]?

	2020 Sep 11-24	2019 Dec 3-15
People should be able to freely express their views on social media, including views that are offensive	56	65
People should be restricted in what they can say on social media by societal norms or standards of what is fair or appropriate	44	35
No answer	<1	1

POLITICAL ADS ON THE INTERNET

12. *(Asked of a half sample)* Which one of the following approaches to displaying political advertisements on the internet do you favor most?

   ASKED OF – 633 – NATIONAL ADULTS; ±5 PCT PTS

	2020 Sep 11-24	2019 Dec 3-15
Online political campaign ads should not be regulated because they are a form of free speech	18	16
Websites should be required to disclose who paid for a political campaign ad, how much it cost and who the ad is aimed at	57	59
Websites should not show any political ads in the final month of an election campaign	7	4
No political campaign ads should be shown on Internet websites at any time	18	20
No answer	<1	1

12A. *(Asked of a half sample)* Which one of the following approaches to displaying political advertisements on the internet do you favor most?

   ASKED OF – 636 – NATIONAL ADULTS; ±5 PCT PTS

	2020 Sep 11-24
Online political campaign ads should not be regulated because they are a form of free speech	20
Websites should be required to disclose who paid for a political campaign ad, how much it cost and who the ad is aimed at	55
Websites should not show any political ads in the final week of an election campaign	6
No political campaign ads should be shown on Internet websites at any time	19
No answer	<1

13. Suppose a political candidate's campaign wants to buy an online ad to reach certain voters. What information about its individual users should an internet company be able to use in deciding who should see the ad? [RESPONSES ROTATED]

	2020 Sep 11-24	2019 Dec 3-15
No information – the ad should be shown to anyone who uses the website of app without regard to their background characteristics	68	72
Limited, broad information, such as a person's gender, age or zip code	21	20
Any available information, including specific information such as a person's interests, frequently visited websites, and search topics	10	7
No answer	1	*

14.	What should a major internet company do if a candidate wants to publish each of the following types of ads on its website or app? [RANDOM ORDER]

A. An ad targeting supporters of an opposing candidate or cause that provides them the wrong election date

	Allow the ad to run	Allow the ad to run but warn users it may contain false information	Refuse to run the ad	No answer
2020 Sep 11-24	7	14	80	<1
2019 Dec 3-15	5	15	81	*

B. An ad which says a politician voted for a policy he or she did not vote for

	Allow the ad to run	Allow the ad to run but warn users it may contain false information	Refuse to run the ad	No answer
2020 Sep 11-24	11	22	66	<1
2019 Dec 3-15	10	28	62	*

C. An ad that misrepresents a candidate's position on an issue by providing some accurate facts or details but leaving out others

	Allow the ad to run	Allow the ad to run but warn users it may contain false information	Refuse to run the ad	No answer
2020 Sep 11-24	14	40	46	<1
2019 Dec 3-15	15	40	45	*

LOCAL NEWS

15.	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
2020 Sep 11-24	14	41	36	8	1
2019 Aug 19-Sept 3	7	46	39	8	1
2019 July 11-22	9	49	34	6	2

16.	Which of the following comes closer to your view, even if neither is exactly right: [RESPONSES ROTATED]

	2020 Sep 11-24	2019 Aug 19-Sep 3
Local and state news organizations are necessary for keeping me informed	81	76
National news organizations provide all the news I need to stay informed	18	23
No answer	1	1

17. Which comes closer to your view? [RESPONSES ROTATED]

	2020 Sep 11-24	2020 Apr 14-20	2019 Aug 19-Sept 3
Local newspapers are vital and should be preserved even if they can't sustain themselves financially	46	48	47
A newspaper business is just like any other business that should be allowed to fail if it can't sustain itself financially	54	52	52
No answer	1	1	1

18. Which comes closer to your view? [RESPONSES ROTATED]

2019 Aug 19-Sept 3	2020 Sep 11-24	2019 Aug 19-Sept 3
Everyone in a local community should have access to local news, even if they don't pay for it	85	86
Local news should primarily be available to people willing to pay for it	14	13
No answer	1	1

MEDIA COVERAGE OF THE ELECTION

19. 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? [RANDOM ORDER]

2020 Sep 11-24	Too much	Right amount	Too little	No answer
Public opinion polls, including who is leading in the race	51	40	9	<1
Controversial statements or actions from a candidate's past	42	35	23	1
Major campaign events, such as debates or conventions	23	58	18	1
The fairness of the voting process and election outcome	13	33	54	<1
The candidates' qualifications for office	9	29	62	1
The policy positions of the candidates and political parties	8	27	64	1
The issues that matter most to voters	6	29	64	<1

20.   How confident are you that each of the following will provide accurate information during the election campaign this year? [RANDOM ORDER]

A. National news media

	Very confident	Somewhat confident	Not very confident	Not confident at all	No answer
2020 Sep 11-24	8	37	26	28	<1

B. News media in your local area

	Very confident	Somewhat confident	Not very confident	Not confident at all	No answer
2020 Sep 11-24	14	53	21	12	--

C. Major internet companies like Google, Facebook, and Twitter

	Very confident	Somewhat confident	Not very confident	Not confident at all	No answer
2020 Sep 11-24	2	18	40	40	<1

MISINFORMATION

The next set of questions are about misinformation in news reporting.

By **misinformation** we mean:

Stories are made up or cannot be verified as accurate, but are presented to readers as if they are accurate.

21.   If you had to estimate, what percentage of the news that you see *on television, in newspapers, or hear on the radio* do you think is misinformation?

	2020 Sep 11-24	2018 Feb 5-Mar 11
0-25 percent	34	42
26-50 percent	34	35
51-75 percent	16	9
76 percent or more	14	12
No answer	3	1
Mean	43.2	39.2
Median	40	35

22.   If you had to estimate, what percentage of the news that you see on *social media* do you think is misinformation?

	2020 Sep 11-24	2018 Feb 5-Mar 11
0-25 percent	9	10
26-50 percent	33	26
51-75 percent	29	25
76 percent or more	26	36
No answer	3	3
Mean	61.1	65.4
Median	60	75

23.   Next, please say whether you turn to any of the following when you are uncertain about facts you hear in news stories. [RANDOM ORDER]

2020 Sep 11-24	Yes, turn to	No, do not turn to
The news sources you use most often	83	16
Internet web searches, such as on Google or Yahoo	68	32
Independent fact-checking websites	64	36
News sources that report news from a different perspective than your own	58	41
Friends or family who follow the news	50	50

Q.23 continued on next page

FULL RESULTS AND TRENDS:

A. Independent fact-checking websites

	Yes, turn to	No, do not turn to	No answer
2020 Sep 11-24	64	36	<1
2018 Feb 5-Mar 11	65	34	2

B. The news sources you use most often

	Yes, turn to	No, do not turn to	No answer
2020 Sep 11-24	83	16	<1
2018 Feb 5-Mar 11	83	16	1

C. News sources that report news from a different perspective than your own

	Yes, turn to	No, do not turn to	No answer
2020 Sep 11-24	58	41	<1
2018 Feb 5-Mar 11	58	39	2

D. Internet web searches, such as on Google or Yahoo

	Yes, turn to	No, do not turn to	No answer
2020 Sep 11-24	68	32	<1
2018 Feb 5-Mar 11	78	21	1

E. Friends or family who follow the news

	Yes, turn to	No, do not turn to	No answer
2020 Sep 11-24	50	50	<1
2018 Feb 5-Mar 11	54	45	1

24. Can you name any organizations or websites whose main focus is fact checking news stories?

Please list your responses in the boxes below.

	2020 Sep 11-24	2018 Feb 5-Mar 11
Snopes	30	32
PolitiFact	16	21
Fact Check	13	16
CNN	5	3
The Washington Post	4	3
ABC	4	--
NPR/National Public Radio	4	2
Politico	3	2
Website/Internet (non-specific)	3	11
AP	3	
MSNBC	3	1
Wikipedia	2	1
FOX News	2	3
The New York Times	2	1
Google	2	3
ProPublica	1	1
BBC/British Broadcasting Corporation	1	1
NBC	1	1
Reuters	1	1
PBS	1	1
Real Clear Politics	1	1
Breitbart	1	--
Fact Checker	1	1
CBS	1	--
Wall Street Journal	1	--
Bing	1	--
Media Matters	1	--
Daily Wire	1	--
Yahoo	<1	1
Al-Jazeera	<1	1
The Drudge Report	<1	1
Infowars	--	1
Other	14	7
None/DK	4	4
No answer	36	39

17

The next set of questions are about major internet companies, like Facebook, Twitter, Google, Yahoo, or Instagram.

25.   Do you think major internet companies do -- or do not -- have an obligation to alert their users when they are certain a story being shared on their platforms (websites or apps) is misinformation?

	Yes	No	No answer
2020 Sep 11-24	79	21	<1
2018 Feb 5-Mar 11	76	24	*

26.   How much would it concern you if major internet companies failed to alert users that a particular made-up story was misinformation?

	A great deal	A fair amount	Not much	Not at all	No answer
2020 Sep 11-24	54	23	15	7	<1
2018 Feb 5-Mar 11	46	30	15	9	<1

27.   How much would it concern you if major internet companies incorrectly labeled an accurate story as misinformation?

	A great deal	A fair amount	Not much	Not at all	No answer
2020 Sep 11-24	76	18	4	2	<1
2018 Feb 5-Mar 11	72	22	3	3	--

As you may know, major internet companies are taking or considering taking steps to limit the spread of misinformation on their platforms (their websites or apps).

28.   How effective do you think each of the following methods would be in limiting the spread of misinformation on major internet companies' platforms? [RANDOM ORDER]

A. Showing readers ratings of a news organization's trustworthiness whenever a news story from that organization appears

	Very effective	Somewhat effective	Not that effective	Not effective at all	No answer
2020 Sep 11-24	22	42	22	13	1
2018 Feb 5-Mar 11	25	45	20	9	1

B. Giving greater prominence in "news feeds" or "trending" lists to stories from organizations with higher trustworthiness ratings

	Very effective	Somewhat effective	Not that effective	Not effective at all	No answer
2020 Sep 11-24	25	46	17	12	1
2018 Feb 5-Mar 11	29	51	13	6	1

C. Showing readers links to additional stories on the topic from other news organizations

	Very effective	Somewhat effective	Not that effective	Not effective at all	No answer
2020 Sep 11-24	24	48	19	7	1
2018 Feb 5-Mar 11	30	51	14	4	1

Q.28 (EFFECTIVENESS OF ANTI-MISINFORMATION EFFORTS) CONTINUED

D. Showing readers a warning label that indicates a post contains inaccurate information (and provides links to factual information on the subject)

	Very effective	Somewhat effective	Not that effective	Not effective at all	No answer
2020 Sep 11-24	33	39	16	10	1

E. Preventing readers from liking, sharing, or replying to social media posts that violate the social media company's rules

	Very effective	Somewhat effective	Not that effective	Not effective at all	No answer
2020 Sep 11-24	28	30	22	19	1

29.   If a major internet company identifies a certain post as containing misinformation, how likely are you to believe that it actually does contain misinformation?

	Very likely	Likely	Unlikely	Very unlikely	No answer
2020 Sep 11-24	20	49	20	10	1

30.   How worried are you about each of the following? [RANDOM ORDER]

A. Being fooled by false or misleading information that someone shared with me

	Very worried	Moderately worried	Not very worried	Not worried at all	No answer
2020 Sep 11-24	14	35	36	14	1

B. I might share false or misleading information with someone before realizing it was wrong

	Very worried	Moderately worried	Not very worried	Not worried at all	No answer
2020 Sep 11-24	14	29	37	20	<1

C. I might miss hearing an important viewpoint because it was censored for being misinformation

	Very worried	Moderately worried	Not very worried	Not worried at all	No answer
2020 Sep 11-24	20	32	32	15	1

D. I might share misinformation that ends up harming someone else

	Very worried	Moderately worried	Not very worried	Not worried at all	No answer
2020 Sep 11-24	17	21	35	27	1

31.   Do you think misinformation poses a greater threat, a similar threat, or a smaller threat to the U.S. than it did a year ago?

	Greater threat	Similar threat	Smaller threat	No answer
2020 Sep 11-24	73	24	2	1

32. Are you taking any different steps now than you used to in order to avoid sharing misinformation with other people, or are you taking the same approach you always have?

2020 Sep 11-24	Taking different steps	Taking the same approach as always	No answer
National adults	38	61	1
Those who share online news stories (N=1,071; ±4 PCT PTS)	40	60	1

33. *(Asked of those taking different steps to avoid sharing misinformation)* What specifically are you doing differently?

BASED ON – 491 – NATIONAL ADULTS TAKING DIFFERENT STEPS TO AVOID SHARING MISINFORMATION; ±6 PCT PTS

	2020 Sep 11-24
Fact checking/research/verification (non-specific)	40
Check multiple sources	15
Do not share anything	14
Limited/Careful sharing	11
Consider the source/reputation	11
Avoiding social media/deleted Facebook	11
Check things before sharing	8
Read more viewpoints/news sources closely	7
Utilizing reliable sources/avoid certain news organization	7
Think for myself	5
More skeptical/don't believe everything I read/hear	4
Asking close friends/family/other people	4
Use fact-checking sites	4
Use Google/internet	3
Rarely share anything political/avoid dealing with politics	2
Listening/reading far less/tuning out/turning off channel	2
Do not post anything	2
Get direct information/direct from source	2
Listening carefully/listen with bias/listening to more sources	2
Use only sources I trust	1
Other	10
None/DK	2
No answer	14

34. How much misinformation about recent U.S. news topics such as the election, protests and community violence, and the coronavirus pandemic do you think each of the following is spreading? [RANDOM ORDER]

2020 Sep 11-24	A great deal	A fair amount	A little	None	No answer
Donald Trump	58	11	20	9	1
Social media websites and apps	54	36	8	1	<1
Republican leaders in Congress	43	28	23	5	1
Cable TV news	38	41	18	2	1
National network news on TV	37	30	28	4	1
Foreign governments	36	40	20	3	1
Democratic leaders in Congress	36	22	32	9	1
Joe Biden	30	19	31	19	1
Major newspapers	29	27	38	6	<1
State elected officials like governors	25	40	30	4	1
Government agencies like the Centers for Disease Control (CDC) and World Health Organization (WHO)	19	23	35	22	<1
My extended family, friends, co-workers, and childhood acquaintances	13	32	42	12	1
My closest friends and immediate family members	6	25	44	24	1

35. How concerned are you that misinformation on social media will sway the outcome of the 2020 presidential election?

	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	No answer
2020 Sep 11-24	48	33	14	5	1

36. If a social media company wanted to make changes to their rules about what can or cannot be posted on their websites and apps, should they do that --?

	Before the November election	After the November election	Not make any changes to their rules	No answer
2020 Sep 11-24	64	16	19	1

37. Please indicate your level of agreement with the following statement.

"It is ok for people to spread misinformation if it helps a candidate I support get elected."

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No answer
2020 Sep 11-24	1	2	7	90	1

KNOWLEDGE OF COVID-19

38. The death rate for the seasonal flu is around 0.1%. That means roughly one person dies from the seasonal flu for every 1,000 people who get it.

From what you know or have read, or just your best guess, is the death rate from Coronavirus (COVID-19) — [RESPONSES ROTATED]?

	2020 Sep 11-24	2020 Apr 14-20	2020 Mar 17-30
Less than the seasonal flu	18	18	29
About the same	19	15	11
Greater than the seasonal flu	63	67	60
No answer	<1	<1	1

39. Do you think the official death toll statistics in the U.S. from COVID-19 in the U.S. [RESPONSES ROTATED]?

	2020 Sep 11-24	2020 Apr 14-20
Overstate the actual number of COVID-19 related deaths	41	26
Accurately state the number of COVID-19 related deaths	20	25
Understate the actual number of COVID-19 related deaths	39	48
No answer	<1	1

40. How often do you use each of the following? [RANDOM ORDER]

A. Facebook

	Daily	A few times a week	A few times a month	Rarely	Never	No answer
2020 Sep 11-24	49	12	6	12	20	<1
2020 Mar 17-30	50	14	7	10	19	<1

B. Google

	Daily	A few times a week	A few times a month	Rarely	Never	No answer
2020 Sep 11-24	65	20	7	7	2	<1
2020 Mar 17-30	68	17	7	6	2	<1

C. Twitter

	Daily	A few times a week	A few times a month	Rarely	Never	No answer
2020 Sep 11-24	17	7	6	15	55	1
2020 Mar 17-30	12	8	7	17	56	<1

Q.28 (SOCIAL MEDIA USAGE) CONTINUED

D. YouTube

	Daily	A few times a week	A few times a month	Rarely	Never	No answer
2020 Sep 11-24	31	29	17	16	7	1
2020 Mar 17-30	31	27	20	17	5	<1

E. Instagram

	Daily	A few times a week	A few times a month	Rarely	Never	No answer
2020 Sep 11-24	21	10	7	12	50	<1
2020 Mar 17-30	20	10	8	12	50	<1

F. SnapChat

	Daily	A few times a week	A few times a month	Rarely	Never	No answer
2020 Sep 11-24	7	4	3	9	76	1
2020 Mar 17-30	7	6	4	10	73	<1

41. How often do you share news stories you've seen online with other people, such as friends, family, or social media followers?

	Frequently	Occasionally	Rarely	Never	No answer
2020 Sep 11-24	17	32	36	15	1