

Media, Technology and Local News Pre-Election Survey Knight Foundation/Gallup Web Survey 9

Results are based on interviews conducted via an Internet web survey September 24-October 5, 2020, with 1,552 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 24-Oct 5	26	48	21	5	*
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 24-Oct 5	49	36	11	3	--
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 24-Oct 5	13	48	33	6	*
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 24-Oct 5	8	21	15	22	33	<1
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

3. Next, when you hear the term “the news media,” what media outlets, organizations, or people come to mind?
[OPEN-ENDED]

	2020 Sep 24-Oct 5
CNN	68
Social media	32
MSNBC	28
The New York Times	18
Fox News	17
NBC News	17
ABC News	15
NPR/National Public Radio	10
CBS News	9
The Washington Post	8
Newspapers (non-specific)	7
Local television news (non-specific)	6
BBC/British Broadcasting Corporation	5
Television (non-specific)	3
AP/Associated Press	3
Radio (non-specific)	2
Network news (non-specific)	2
Internet (non-specific)	2
PBS/PBS News Hour	2
OXAN/One America News	1
The Wall Street Journal	1
MSN	1
Reuters	1
Local news (non-specific)	1
Facebook	1
Google	1
CNBC/CNBC News	1
The Los Angeles Times	1
Other	19
No opinion	<1

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

Recent trend	2020 Sep 24-Oct 5	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
FOX News	30	29	29	29	31	28	26	30	30	29
CNN	27	28	28	30	27	26	28	29	26	27
NPR/National Public Radio	15	12	12	11	11	12	16	11	15	19
The New York Times	15	12	13	11	11	12	11	12	10	11
Television (non-specific)	14	3	2	4	4	6	5	3	4	4
MSNBC	13	15	12	13	16	12	14	12	11	15
NBC News	10	8	11	9	11	12	10	10	13	8
ABC News	10	10	11	11	10	11	7	9	10	10
Local newspaper (non-specific)	10	12	14	12	17	19	18	17	15	14
The Washington Post	9	7	6	6	8	7	8	7	7	7
BBC/British Broadcasting Corporation	8	5	9	7	6	8	10	8	5	7
CBS News	6	7	9	7	9	7	8	8	9	8
Internet (non-specific)	6	10	6	8	9	11	13	11	12	14
Google	5	4	5	6	4	3	5	4	3	5
AP/Associated Press	4	4	2	1	1	1	2	2	2	3
OAN/One America News	3	3	3	1	2	2	1	2	2	2
The Wall Street Journal	3	3	2	3	3	3	1	2	2	2
PBS	3	2	2	4	4	2	3	1	3	2
Facebook	3	4	4	3	2	4	3	5	3	4
Yahoo	3	2	2	3	2	3	3	3	2	2
Reuters	3	2	1	2	2	1	2	1	2	2
Local radio (non-specific)	3	4	4	5	7	6	5	4	4	5
Twitter	2	4	2	2	2	2	3	2	2	2
Apple News	2	2	2	2	1	1	1	1	2	<1
Daily Wire	2	1	1	1	1	1	1	2	1	1
Local Fox Station	2	3	4	3	2	3	2	1	2	2
Rush Limbaugh	2	<1	1	1	1	1	1	1	1	2
Newsmax	2	1	1	1	1	1	--	--	--	<1
Breitbart	1	2	1	1	2	2	2	2	1	1
Local News program (non-specific)	1	14	7	10	11	13	12	18	16	16
Reddit	1	2	2	2	1	2	1	2	1	3
Local ABC Station	1	3	6	6	4	4	3	2	3	2
The Guardian	1	1	1	2	1	1	1	1	1	1
The Atlantic	1	1	1	1	<1	1	1	1	<1	<1
The Blaze	1	1	1	1	1	1	1	1	1	1
CNBC	1	<1	1	1	1	1	1	1	1	1
MSN	1	2	2	1	2	1	2	2	2	1
The Los Angeles Times	1	1	1	1	1	1	1	<1	1	1
The Young Turks	1	<1	1	<1	1	1	<1	1	1	<1
The Hill	1	<1	1	<1	1	1	<1	<1	<1	<1
Politico	1	1	1	1	1	1	1	1	1	<1
YouTube	1	2	2	2	1	1	1	2	2	1
Local NBC Station	1	2	7	6	3	5	3	2	3	4

Al Jazeera/Bodu Bala Sena	1	1	1	1	<1	1	1	<1	<1	1
Word of mouth	1	1	2	1	1	1	1	1	1	1
USA Today	1	<1	1	1	1	2	2	1	1	1
The Huffington Post	1	1	1	1	1	2	1	2	2	1
Podcast (non-specific)	1	<1	1	<1	1	1	1	--	<1	2
Local CBS Station	1	2	4	5	3	4	2	2	2	2
Vice News	1	<1	1	<1	<1	<1	--	<1	<1	--
Talk radio (non-specific)	1	1	1	2	2	1	2	2	2	2
C-SPAN	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	1
Chicago Tribune	<1	<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
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
The Drudge Report	<1	<1	1	1	1	3	2	2	2	1
HLN/Headline News	<1	1	<1	<1	<1	<1	1	<1	1	2
Magazine (non-specific)	<1	<1	<1	<1	1	1	1	2	1	1
The New York Post	<1	1	<1	<1	1	1	<1	<1	<1	<1
The Skimm	<1	<1	<1	<1	<1	1	<1	<1	<1	<1
Univision	<1	<1	<1	<1	<1	<1	--	--	<1	1
POTUS/Sirius XM	<1	<1	<1	<1	<1	<1	<1	1	1	<1
The Economist	<1	<1	<1	1	<1	<1	1	1	1	<1
RT/Russia Today	--	<1	<1	<1	<1	<1	<1	1	<1	1
Other	25	23	13	10	9	8	10	8	11	17
No answer	1	1	1	1	1	1	2	1	2	3

Percentages total more than 100% due to multiple responses.

Responses with more than 1% mention are shown

5. How confident are you that you have the information you need to make an informed decision about the following?
[RANDOM ORDER]

2020 Sep 24-Oct 5	Very confident	Some-what confident	Not very confident	Not confident at all	No answer
Where and how to vote	79	15	5	1	<1
The presidential election	77	14	6	3	<1
Elections for U.S. Congress (U.S. House of Representatives and/or U.S. Senate)	53	31	13	3	<1
Elections for state office (State legislature and/or governor)	45	36	15	4	<1
Elections for local offices (city and county offices)	35	39	20	6	<1

6. How closely have you been following news about the election this year?

	Very Closely	Somewhat closely	Not too closely	Not at all	No answer
2020 Sep 24-Oct 5	59	28	10	2	<1

7. Compared with the last presidential election in 2016, are you – [ROTATED: paying more attention this year, paying the same amount of attention, paying less attention this year]?

	More	Same	Less	No answer
2020 Sep 24-Oct 5	39	47	14	<1

8. How often, if at all, do you use each of the following for staying up to date on news about the upcoming elections?
[RANDOM ORDER]

2020 Sep 24-Oct 5	Daily	Weekly	Less than weekly	Never	No answer
A newspaper (in print, online, or on an app)	32	20	21	28	<1
A television station (on television, online, or on an app)	49	20	18	13	<1
Online-only news websites that produce their own journalism	32	24	24	20	<1
A radio station (on the radio, online, or on an app)	30	17	23	30	<1
A magazine (in print, online, or on an app)	7	14	29	51	<1
Direct communication with people in your local area (outside of your household), including in person, on the phone, or online	20	30	30	20	<1
A social media website or app	42	15	15	28	<1

8-1. In terms of the newspapers (print, online, or an app) you use for election news, are those -- primarily local newspapers based in your community, primarily national newspapers, both about equally?

	Primarily local	Primarily national	Both about equally	Do not use	No answer
2020 Sep 24-Oct 5	24	26	23	28	<1

8-2. In terms of the television stations (on television, online, or an app) you use for election news, are those -- primarily local television news organizations based in your community, primarily national television news organizations, both about equally?

	Primarily local	Primarily national	Both about equally	Do not use	No answer
2020 Sep 24-Oct 5	15	39	32	13	1

8-3. In terms of the national television news stations (on television, online, or an app) you use for election news, are those -- primarily network television news stations (ABC, CBS, NBC, PBS), primarily cable television news stations (CNN, FOX, MSNBC), both about equally?

	Primarily network	Primarily cable	Both about equally	Do not use	No answer
2020 Sep 24-Oct 5	14	31	25	28	2

9. In which format do you get **most** of your news about elections? [RANDOM ORDER]

	2020 Sep 24-Oct 5
From a printed newspaper or magazine	3
From television	30
Online using a computer, smartphone, or app	58
From a radio	8
No answer	1

10. Now thinking about news outlets that specialize in covering national politics, how much influence do you think these outlets have on voters' choices and actions in presidential elections?

	A great deal	A fair amount	Only a little	None at all	No answer
2020 Sep 24-Oct 5	43	45	9	2	<1

11. Overall, how would you rate the coverage of the 2020 elections from each of the following? [RANDOM ORDER]

2020 Sep 24-Oct 5	Excellent	Good	Only fair	Poor	No answer
National network TV news (ABC, NBC, CBS, PBS)	15	36	21	27	1
National cable TV news (CNN, FOX, MSNBC)	13	35	27	24	1
Local TV news in your area	7	42	35	14	3
National newspapers (Wall Street Journal, New York Times, Washington Post, USA Today)	21	34	18	24	3
Local newspapers in your area	6	38	33	19	4
Major internet companies (Facebook, Twitter, Google)	3	18	32	46	2
Radio	14	37	31	13	5
The news source you use most often	31	52	14	3	<1

12. Next, how would you rate each of the following news sources' coverage of **the accuracy of statements and proposals made by candidates**? [RANDOM ORDER]

2020 Sep 24-Oct 5	Excellent	Good	Only fair	Poor	Unsure	No answer
National network TV news (ABC, NBC, CBS, PBS)	13	31	20	31	5	<1
National cable TV news (CNN, FOX, MSNBC)	9	23	28	36	4	1
Local TV news in your area	6	34	28	17	13	1
National newspapers (Wall Street Journal, New York Times, Washington Post, USA Today)	17	28	16	29	9	1
Local newspapers in your area	6	31	26	18	18	1
Major internet companies (Facebook, Twitter, Google)	2	11	24	54	9	1
Radio	11	32	22	13	20	2
The news source you use most often	30	45	18	5	2	<1

13. Next, how would you rate each of the following news sources' coverage of **the top issue concerns of people like you**? [RANDOM ORDER]

2020 Sep 24-Oct 5	Excellent	Good	Only fair	Poor	Unsure	No answer
National network TV news (ABC, NBC, CBS, PBS)	9	31	23	32	5	1
National cable TV news (CNN, FOX, MSNBC)	8	27	27	32	5	1
Local TV news in your area	6	32	31	18	11	1
National newspapers (Wall Street Journal, New York Times, Washington Post, USA Today)	14	27	20	29	9	1
Local newspapers in your area	6	29	29	20	16	1
Major internet companies (Facebook, Twitter, Google)	3	13	23	51	9	1
Radio	10	30	23	15	21	1
The news source you use most often	26	47	17	6	2	<1

14. Next, how would you rate each of the following news sources' coverage of **the voting process (for both citizens voting in elections and local election officials overseeing elections)**? [RANDOM ORDER]

2020 Sep 24-Oct 5	Excellent	Good	Only fair	Poor	Unsure	No answer
National network TV news (ABC, NBC, CBS, PBS)	9	31	21	27	11	1
National cable TV news (CNN, FOX, MSNBC)	8	27	25	28	11	1
Local TV news in your area	10	34	23	16	16	1
National newspapers (Wall Street Journal, New York Times, Washington Post, USA Today)	11	27	19	26	16	2
Local newspapers in your area	10	33	21	16	18	2
Major internet companies (Facebook, Twitter, Google)	5	19	21	42	13	1
Radio	9	29	21	14	26	1
The news source you use most often	24	44	17	8	6	1

ELECTION INFORMATION OVERLOAD

15. Does the amount of information available about politics and elections today make it – [ROTATED: easy to be well-informed because there are many sources of information that are easily accessed through digital technologies, hard to be well-informed because there are many sources of information that need to be sorted through to determine what is true or important]?

	2020 Sep 24-Oct 5
Easy to be well-informed	32
Hard to be well-informed	68
No answer	<1

16. If you feel overwhelmed by the political and election information you get, what are you most likely to do? [RANDOM ORDER]

	2020 Sep 24-Oct 5
Pick one or two sources you trust and only pay attention to those	22
Try and consult a variety of sources to see where they agree on facts	26
Rely on friends, family, or others to help you sort out what you need to know	4
Take a break from election and political news	27
Does not apply/Don't feel overwhelmed	20
No answer	<1

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

“I don’t need to search for election news, it comes to me.”

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	No answer
2020 Sep 24-Oct 5	19	34	24	15	8	1

SOCIAL MEDIA

The next set of questions are about major internet companies such as Facebook, Google, and Twitter.

18. NOT ASKED

19. Generally speaking, how much influence do you think major internet companies have on voters’ choices and actions in presidential elections?

	A great deal	A fair amount	Only a little	None at all	No answer
2020 Sep 24-Oct 5	50	36	10	4	1

20. Overall, how are major internet companies doing in each of the following areas related to the 2020 elections?
[RANDOM ORDER]

2020 Sep 24-Oct 5	Excel- lent	Good	Only fair	Poor	No answer
Allowing people to express their opinions	15	33	21	29	1
Preventing the spread of false or misleading information	1	6	21	71	1
Helping voters understand key election issues	2	14	34	48	1
Helping voters learn more about the candidates for public office	3	17	35	44	2
Promoting civil discussions about the election	1	12	27	57	2
Promoting citizen participation in the election (helping voters know how and where to register, vote, volunteer, or donate)	12	36	29	20	2

21. Compared with the 2016 elections, do you think major internet companies’ handling of election-related information has been better, worse, or about the same?

	Better	Worse	About the same	No answer
2020 Sep 24-Oct 5	10	50	39	1

UNCERTAIN OUTCOME

22. How long do you think it will take before the winner of the presidential election is known?

	2020 Sep 24-Oct 5
Immediately, on the evening of Election Day	21
One to three days after Election Day	25
About a week or two after Election Day	26
About a month after Election Day	17
Longer than that	11
No answer	<1

23. Which do you think is more likely to occur if the election outcome is close and it is not immediately clear who won the election – [ROTATED: news organizations will wait to declare a winner and will agree on who the winner is once they are certain of the outcome, some news organizations will declare Donald Trump the winner and other organizations will declare Joe Biden the winner]?

	2020 Sep 24-Oct 5
Will wait to declare winner/Agree on who winner is	25
Some will declare Trump the winner and some will declare Biden the winner	75
No answer	1

24. If the election outcome were in doubt, which of the following would you pay most attention to in order to know who won? [RANDOM ORDER]

	2020 Sep 24-Oct 5
National network TV news	25
National newspapers	15
National cable TV news	24
Online searches	19
The candidates themselves	10
Local TV news in your area	6
Local newspapers in your area	1
No answer	1

25. If the winner of the presidential election is not known right away, do you think each of the following news sources will do more to help voters understand when and how we will know the winner and who it is, or do more to confuse voters about the outcome? [RANDOM ORDER]

2020 Sep 24-Oct 5	Do more to help voters understand	Do more to confuse voters	No answer
National network TV news (ABC, NBC, CBS, PBS)	54	45	1
National cable TV news (CNN, FOX, MSNBC)	30	68	1
Local TV news in your area	60	38	2
National newspapers (Wall Street Journal, New York Times, Washington Post, USA Today)	54	45	2
Local newspapers in your area	59	39	3
Major internet companies (Facebook, Twitter, Google)	15	84	1

AUDIENCE AND BIAS

26. Do you think most journalists working at the news source you use most often would rather see the same presidential candidate win, or do you think the journalists working at that organization differ in who they want to see win?
27. Does it bother you that the journalists at the news source you rely on most would rather see the same presidential candidate win, or not?

	2020 Sep 24-Oct 5
Most journalists want same candidate to win	46
<i>(Bothers me)</i>	<i>(13)</i>
<i>(Does not bother me)</i>	<i>(32)</i>
<i>(No answer)</i>	<i>(1)</i>
Differ in who they want to win	34
Unsure	19
No answer	1

28. Which candidate do you think journalists at the news source you rely on most would rather see win?

	2020 Sep 24-Oct 5
Most journalists want same candidate to win	46
<i>(Want Donald Trump to win)</i>	<i>(13)</i>
<i>(Want Joe Biden to win)</i>	<i>(30)</i>
<i>(Unsure who they want to win)</i>	<i>(2)</i>
<i>(No answer)</i>	<i>(1)</i>
Differ in who they want to win	34
Unsure	19
No answer	1

VIEWS OF THE OTHER SIDE

Q.29-30 AND 31-32 ROTATED IN PAIRS

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

Democratic Party elected officials are destroying America as we know it.

2020 Sep 24-Oct 5	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	No answer
National adults	29	11	13	17	29	1
Democrats	2	2	9	28	58	<1
Independents	23	18	24	18	17	<1
Republicans	73	17	6	1	3	4

30. We will ask the same question to 100 randomly selected Republican Party voters. How many out of 100 Republican voters would you guess will strongly agree or agree that “Democratic Party elected officials are destroying America as we know it”?

Please enter a number between 0 and 100 below.

2020 Sep 24-Oct 5	National adults	Democrats	Independents	Republicans
0%-25%	3	4	3	3
26%-50%	8	11	9	3
51%-75%	16	22	17	8
76%-100%	71	62	70	85
No answer	1	1	1	1
Mean	82.7	78.4	82.6	88.8
Median	90	85	90	95

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

Republican Party elected officials are destroying America as we know it.

2020 Sep 24-Oct 5	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	No answer
National adults	35	16	11	11	25	1
Democrats	66	22	7	4	1	<1
Independents	29	20	20	12	18	1
Republicans	1	5	8	18	66	2

32. We will ask the same question to 100 randomly selected Democratic Party voters. How many out of 100 Democratic voters would you guess will strongly agree or agree that “Republican Party elected officials are destroying America as we know it”?

Please enter a number between 0 and 100 below.

2020 Sep 24-Oct 5	National adults	Democrats	Independents	Republicans
0%-25%	4	2	4	6
26%-50%	7	5	9	7
51%-75%	17	18	17	14
76%-100%	72	74	69	72
No answer	2	1	1	1
Mean	82.9	84.2	81.7	82.7
Median	90	90	90	95

33. 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 24-Oct 5	47	17	5	9	22	<1
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 24-Oct 5	65	19	5	6	4	<1
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 24-Oct 5	15	9	6	13	57	<1
2020 Sep 11-24	17	7	6	15	55	1
2020 Mar 17-30	12	8	7	17	56	<1

D. YouTube

	Daily	A few times a week	A few times a month	Rarely	Never	No answer
2020 Sep 24-Oct 5	32	28	16	17	7	<1
2020 Sep 11-24	31	29	17	16	7	1
2020 Mar 17-30	31	27	20	17	5	<1

34. How much attention do you pay to election or political items that you see on major internet websites or apps like Facebook, Google, Twitter, or YouTube?

	A great deal	A fair amount	Only a little	None at all	No answer
2020 Sep 24-Oct 5	9	30	37	21	2