

**KNIGHT FOUNDATION/GALLUP  
PRE-ELECTION SURVEY**

**BASE QUESTIONS**

1. How much attention are you currently paying to each of the following? **[DISPLAY A-C IN RANDOM ORDER]**

- 1 A great deal
- 2 A moderate amount
- 3 Not much
- 4 None at all

- A. Local news
- B. National news
- C. International news

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

- 1 Very favorable
- 2 Somewhat favorable
- 3 Neutral
- 4 Somewhat unfavorable
- 5 Very unfavorable

**INSERT PAGE BREAK**

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

**INSERT PAGE BREAK**

4. Now, please name the top 2-3 news sources you use. Be as specific as possible. **[OPEN-ENDED] [DISPLAY THREE TEXT BOXES]**

**INSERT PAGE BREAK**

**ELECTION INFORMATION**

5. How confident are you that you have the information you need to make an informed decision about the following? **[DISPLAY A-E IN RANDOM ORDER]**
- 1 Very confident
  - 2 Moderately confident
  - 3 Not very confident
  - 4 Not confident at all
- 
- A. The presidential election
  - B. Elections for U.S. Congress (U.S. House of Representatives and/or U.S. Senate)
  - C. Elections for state office (State legislature and/or governor)
  - D. Elections for local offices (city and county offices)
  - E. Where and how to vote

**INSERT PAGE BREAK**

6. How closely have you been following news about the election this year?
- 1 Very closely
  - 2 Somewhat closely
  - 3 Not too closely
  - 4 Not at all
- 
7. Compared with the last presidential election in 2016, are you – **[FORM 1: DISPLAY 1-3; FORM 2: DISPLAY 3-1]**?
- 1 **[IF '1-3' OR BLANK IN Q.6, DISPLAY:]** Paying more attention this year
  - 2 Paying the same amount of attention
  - 3 Paying less attention this year

**INSERT PAGE BREAK**

8. How often, if at all, do you use each of the following for staying up to date on news about the upcoming elections? **[DISPLAY A-G IN RANDOM ORDER]**
- 1 Daily
  - 2 Weekly
  - 3 Less than weekly
  - 4 Never
- 
- A. A newspaper (in print, online, or on an app)
  - B. A television station (on television, online, or on an app)
  - C. Online-only news websites that produce their own journalism
  - D. A radio station (on the radio, online, or on an app)
  - E. A magazine (in print, online, or on an app)
  - F. Direct communication with people in your local area (outside of your household), including in person, on the phone, or online
  - G. A social media website or app

**INSERT PAGE BREAK**

**[IF '1-3' IN Q.8A, CONTINUE; OTHERWISE SKIP TO NOTE BEFORE Q.8-2]**

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

**INSERT PAGE BREAK**

**[IF '1-3' IN Q.8B, CONTINUE; OTHERWISE SKIP TO Q.9]**

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

**[IF '2-3' IN Q.8-2, CONTINUE; OTHERWISE SKIP TO Q.9]**

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

**INSERT PAGE BREAK**

9. In which format do you get **most** of your news about elections? **[DISPLAY 1-4 IN RANDOM ORDER]**
- 1 From a printed newspaper or magazine
  - 2 From television
  - 3 Online using a computer, smartphone, or app
  - 4 From a radio

**INSERT PAGE BREAK**

**MEDIA COVERAGE OF ELECTION**

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?
- 1 A great deal
  - 2 A fair amount
  - 3 Only a little
  - 4 None at all

**INSERT PAGE BREAK**

11. Overall, how would you rate the coverage of the 2020 elections from each of the following? **[DISPLAY A-G IN RANDOM ORDER, THEN DISPLAY H]**

- 1 Excellent
- 2 Good
- 3 Only fair
- 4 Poor

- A. National network TV news (ABC, NBC, CBS, PBS)
- B. National cable TV news (CNN, FOX, MSNBC)
- C. Local TV news in your area
- D. National newspapers (Wall Street Journal, New York Times, Washington Post, USA Today)
- E. Local newspapers in your area
- F. Major internet companies (Facebook, Twitter, Google)
- G. Radio
- H. The news source you use most often

**INSERT PAGE BREAK**

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

- 1 Excellent
- 2 Good
- 3 Only fair
- 4 Poor
- 5 Unsure

- A. National network TV news (ABC, NBC, CBS, PBS)
- B. National cable TV news (CNN, FOX, MSNBC)
- C. Local TV news in your area
- D. National newspapers (Wall Street Journal, New York Times, Washington Post, USA Today)
- E. Local newspapers in your area
- F. Major internet companies (Facebook, Twitter, Google)
- G. Radio
- H. The news source you use most often

13. Next, how would you rate each of the following news sources' coverage of **the top issue concerns of people like you?** [DISPLAY A-G IN RANDOM ORDER, THEN DISPLAY H]

- 1 Excellent
- 2 Good
- 3 Only fair
- 4 Poor
- 5 Unsure

- A. National network TV news (ABC, NBC, CBS, PBS)
- B. National cable TV news (CNN, FOX, MSNBC)
- C. Local TV news in your area
- D. National newspapers (Wall Street Journal, New York Times, Washington Post, USA Today)
- E. Local newspapers in your area
- F. Major internet companies (Facebook, Twitter, Google)
- G. Radio
- H. The news source you use most often

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)?** [DISPLAY A-G IN RANDOM ORDER, THEN DISPLAY H]

- 1 Excellent
- 2 Good
- 3 Only fair
- 4 Poor
- 5 Unsure

- A. National network TV news (ABC, NBC, CBS, PBS)
- B. National cable TV news (CNN, FOX, MSNBC)
- C. Local TV news in your area
- D. National newspapers (Wall Street Journal, New York Times, Washington Post, USA Today)
- E. Local newspapers in your area
- F. Major internet companies (Facebook, Twitter, Google)
- G. Radio
- H. The news source you use most often

## **ELECTION INFORMATION OVERLOAD**

15. Does the amount of information available about politics and elections today make it – **[FORM 1: READ 1-2; FORM 2: READ 2-1]**?
- 1 Easy to be well-informed because there are many sources of information that are easily accessed through digital technologies
  - 2 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
16. If you feel overwhelmed by the political and election information you get, what are you most likely to do? **[DISPLAY 1-4 IN RANDOM ORDER, THEN DISPLAY 5]**
- 1 Pick one or two sources you trust and only pay attention to those
  - 2 Try and consult a variety of sources to see where they agree on facts
  - 3 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
  - 5 Does not apply/Don't feel overwhelmed

### **INSERT PAGE BREAK**

17. Please indicate your level of agreement with the following statement.
- "I don't need to search for election news, it comes to me."
- 1 Strongly agree
  - 2 Agree
  - 3 Neither agree nor disagree
  - 4 Disagree
  - 5 Strongly disagree

### **INSERT PAGE BREAK**

## **SOCIAL MEDIA**

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

18. How
19. Generally speaking, how much influence do you think major internet companies have on voters' choices and actions in presidential elections?
- 1 A great deal
  - 2 A fair amount
  - 3 Only a little
  - 4 None at all
20. Overall, how are major internet companies doing in each of the following areas related to the 2020 elections? **[DISPLAY A-F IN RANDOM ORDER]**

- 1 Excellent
- 2 Good
- 3 Only fair
- 4 Poor

- A. Allowing people to express their opinions
- B. Preventing the spread of false or misleading information
- C. Helping voters understand key election issues
- D. Helping voters learn more about the candidates for public office
- E. Promoting civil discussions about the election
- F. Promoting citizen participation in the election (helping voters know how and where to register, vote, volunteer, or donate)

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?

- 1 Better
- 2 Worse
- 3 About the same

**INSERT PAGE BREAK**

**UNCERTAIN OUTCOME**

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

- 1 Immediately, on the evening of Election Day
- 2 One to three days after Election Day
- 3 About a week or two after Election Day
- 4 About a month after Election Day
- 5 Longer than that

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? **[FORM 1: DISPLAY 1-2; FORM 2: DISPLAY 2-1]?**

- 1 News organizations will wait to declare a winner and will agree on who the winner is once they are certain of the outcome
- 2 Some news organizations will declare Donald Trump the winner and other organizations will declare Joe Biden the winner

24. If the election outcome were in doubt, which of the following would you pay most attention to in order to know who won? **[DISPLAY 1-7 IN RANDOM ORDER]**

- 1 National network TV news
- 2 National newspapers
- 3 National cable TV television news
- 4 Online searches
- 5 The candidates themselves
- 6 Local TV news in your area
- 7 Local newspapers in your area

**INSERT PAGE BREAK**

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? **[DISPLAY A-F IN RANDOM ORDER]**

- 1 Do more to help voters understand who won
- 2 Do more to confuse voters about the outcome

- A. National network TV news (ABC, NBC, CBS, PBS)
- B. National cable TV news (CNN, FOX, MSNBC)
- C. Local TV news in your area
- D. National newspapers (Wall Street Journal, New York Times, Washington Post, USA Today)
- E. Local newspapers in your area
- F. Major internet companies (Facebook, Twitter, Google)

**INSERT PAGE BREAK**

**AUDIENCE AND BIAS**

26. Do you think most journalists working at each of the following types of organizations would rather see the same presidential candidate win, or do you think the journalists working at each type of organization differ in who they want to see win? **[DISPLAY A-G IN RANDOM ORDER, THEN DISPLAY H]**

- 1 Most want the same candidate to win
- 2 Differ in who they want to win
- 3 Unsure

- A. National network TV news (ABC, NBC, CBS, PBS)
- B. National cable TV news (CNN, FOX, MSNBC)
- C. Local TV news in your area
- D. National newspapers (Wall Street Journal, New York Times, Washington Post, USA Today)
- E. Local newspapers in your area
- F. Major internet companies (Facebook, Twitter, Google)
- G. Radio
- H. The news source you use most often

**INSERT PAGE BREAK**

**[IF '1' IN Q.26H, DISPLAY Q.27-28; OTHERWISE SKIP TONOTE BEFORE Q29]**

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?

- 1 Yes, it bothers me
- 2 No, it does not

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

- 1 Donald Trump



- 2 Joe Biden
- 3 Unsure

**INSERT PAGE BREAK**

**VIEWS OF THE OTHER SIDE**

**ROTATE Q.29-30 AND 31-32 IN PAIRS**

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

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

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree

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.

\_\_\_ \_\_\_ \_\_\_

**INSERT PAGE BREAK**

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

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

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree

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.

\_\_\_ \_\_\_ \_\_\_

**INSERT PAGE BREAK**

33. How often do you use each of the following? **[DISPLAY A-D IN RANDOM ORDER]**?

- 1 Daily
- 2 A few times a week
- 3 A few times a month
- 4 Rarely
- 5 Never

- A. Facebook
- B. Google
- C. Twitter
- D. YouTube

**[IF '1-4' TO ANYL IN Q33A-D, DISPLAY Q.34]**

**INSERT PAGE BREAK**

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?

- 1 A great deal
- 2 A fair amount
- 3 Not much
- 4 None at all

**INSERT PAGE BREAK**

**DEMOGRAPHICS**

35. In politics, as of today, with which political party do you most closely affiliate? **[Programmer: If FORM 1: DISPLAY 1-2-3-4; IF FORM 2: DISPLAY 2-1-3-4]**

- 1 Republican
- 2 Democrat
- 3 Independent
- 4 Other party

**INSERT PAGE BREAK**

36. **[If Q35 = 3-4, INDEPENDENTS ONLY]** As of today, do you lean more to the Democratic Party or the Republican Party? **[Programmer: If FORM 1: DISPLAY 1-2-3; IF FORM 2: DISPLAY 2-1-3]**

- 1 Democratic Party
- 2 Republican Party
- 3 Neither/Other

**INSERT PAGE BREAK**

37. How would you describe your political views? **[Programmer: If FORM 1: DISPLAY 1-7; IF FORM 2: DISPLAY 7-1]**

- 1 Extremely liberal
- 2 Liberal
- 3 Slightly liberal
- 4 Moderate
- 5 Slightly conservative
- 6 Conservative
- 7 Extremely conservative

38. Which best describes the area where you live?

- 1 A rural area or on a farm
  - 2 A small town or village
  - 3 A large city
  - 4 A suburb of a large city
-

**END - Read:** Thank you for taking this Gallup panel survey.

**[END OF SURVEY]**

**DO NOT DISPLAY ON SCREEN:** Copyright Standards

This document contains proprietary research, copyrighted materials and literary property of Gallup, Inc. It is for the guidance of your organization only and is not to be copied, quoted, published or divulged to others outside your organization. All of Gallup, Inc.'s content is protected by copyright. Neither the client nor the participants shall copy, modify, resell, reuse or distribute the program materials beyond the scope of what is agreed upon in writing by Gallup, Inc. Any violation of this Agreement shall be considered a breach of contract and misuse of Gallup, Inc.'s intellectual property.

This document is of great value to Gallup, Inc. Accordingly, international and domestic laws and penalties guaranteeing patent, copyright, trademark and trade secret protection safeguard the ideas, concepts and recommendations related within this document.

No changes may be made to this document without the express written permission of Gallup, Inc.

Gallup® is a trademark of Gallup, Inc. All rights reserved. All other trademarks and copyrights are property of their respective owners.