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 much, if at all, do you use each of the following approaches for staying up-to-date on the news?
   - Reading a newspaper (printed or online version) ............................................................
   - Visiting Internet-only news websites .................................................................
   - Watching television news programs that report the day's news ................................
   - Listening to news programs on the radio that report the day's news ............... 
   - Tuning in to TV or radio talk shows that provide commentary on the news .........
   - Getting news alerts on your smartphone ........................................................................
   - Seeing or reading links to news stories on Facebook® or other social media sites ....
   - Subscribing to a particular news source that sends you links to its top news stories for each day .................................................................
   - Using a website or app that organizes news links for you from a variety of sources, often called a news aggregator ..........................................................

2. How closely do you follow each of these different news topics?
   - News about political figures and events in Washington ...........................................
   - News about your state government ...........................................................................
   - News about issues affecting your local community ..............................................
   - International affairs .................................................................................................
   - Business and finance ..............................................................................................
   - Sports .......................................................................................................................

3. How knowledgeable would you rate yourself on each of the following types of issues?
   - Important issues facing the United States .........................................................
   - Important issues facing your local community .............................................

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Would you describe yourself as someone who has firm views on political issues, meaning your views don’t change much; or as someone who has flexible views, meaning your views change from time to time?

- Firm views
- Flexible views

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

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

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

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

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

Please indicate which of these statements comes closer to how you personally feel:

- Most news media are careful to separate fact from opinion
- Most news media don’t do a very good job of letting people know what is fact and what is opinion

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

Can you think of a news source that reports the news objectively?

- Yes
- No ➜ Skip to Question 11

Please enter the name of the source(s) in the box below.

How confident are you that you can tell when a news source is reporting factual news and when it is providing opinion or commentary on the news?

- Very confident
- Somewhat confident
- Not too confident
- Not confident at all

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
13. How well is the news media supporting our democracy today?
☐ Very well
☐ Well
☐ Acceptably
☐ Poorly
☐ Very poorly

14. How important is the role of the news media in accomplishing each of the following goals?

<table>
<thead>
<tr>
<th>Goal</th>
<th>Critical</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not that important</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Providing objective news reports</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Holding leaders in politics, business, and other institutions</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>accountable for their actions</td>
<td></td>
<td></td>
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<tr>
<td>c. Making sure Americans have the knowledge they need to be informed</td>
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<tr>
<td>about public affairs</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>d. Making residents feel connected to their community</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>e. Making residents feel connected to the U.S. as a whole</td>
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<td></td>
</tr>
</tbody>
</table>

15. How is the news media performing in each of these same areas?

<table>
<thead>
<tr>
<th>Goal</th>
<th>Very well</th>
<th>Well</th>
<th>Acceptably</th>
<th>Poorly</th>
<th>Very poorly</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Providing objective news reports</td>
<td></td>
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<td>b. Holding leaders in politics, business, and other institutions</td>
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<td>about public affairs</td>
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<td>e. Making residents feel connected to the U.S. as a whole</td>
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<td></td>
</tr>
</tbody>
</table>

16. How much confidence do you have that each of the following is providing news to their users that is mostly accurate and politically-balanced?

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>A fair amount</th>
<th>Only a little</th>
<th>None at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. National television network news</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Cable news</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>c. Major national newspapers</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>d. Your local newspaper</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Internet-only news websites</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. News aggregators -- apps or websites that gather and show news from many different news organizations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

17. Who do you think should have the main responsibility for making sure Americans receive an accurate and politically-balanced 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

Continue ⇒
18 How much of the news you read or watch comes from news organizations that are generally liberal in their point of view?
☐ All
☐ Most
☐ Some
☐ Only a little
☐ None

19 How much of the news you read or watch comes from news organizations that are generally conservative in their point of view?
☐ All
☐ Most
☐ Some
☐ Only a little
☐ None

20 What kind of an impact do you think each of the following has had on the news environment in the U.S. over the past 10 years?

<table>
<thead>
<tr>
<th>Impact</th>
<th>Very positive</th>
<th>Somewhat positive</th>
<th>Somewhat negative</th>
<th>Very negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Social media sites like Facebook® and Twitter®</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>b. Videos shot by regular people and then shared with news organizations or posted online</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>c. The Internet</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>d. News aggregators – apps or websites that gather and show news from many different news organizations</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>e. Cable news</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>f. Political leaders from all parties using social media to communicate directly with the public</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

21 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

22 Do you think each of the following is a major problem, a minor problem, or not a problem in the U.S. today?

<table>
<thead>
<tr>
<th>Problem</th>
<th>A major problem</th>
<th>A minor problem</th>
<th>Not a problem</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. People only choosing news sources that have the same views as their own</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>b. People only associating with other people who have the same views as their own</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

23 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 ➔ Skip to text before Question 26
24 Do you share news stories mostly with people who have views similar to your own or mostly with people whose views differ from your own?
☐ Similar views
☐ Different views

25 How often do you share news stories with people for each of the following reasons? [Frequently ▼ Occasionally ▼ Rarely ▼ Never ▼]
   a. Because you think they will agree with and like the article ..................
   b. Because you think it may help to persuade them to change their point of view ..........................................................

The next set of questions focus on the major websites that people use for getting information, as well as other online activities.

26 Here is a list of some of the major websites. Please indicate how often you, personally, use each one, either by visiting the website or using its mobile app. [Frequently ▼ Occasionally ▼ Rarely ▼ Never ▼]
   a. Facebook® .................................................................
   b. Google® ........................................................................
   c. Yahoo® ...........................................................................
   d. Apple® ............................................................................
   e. MSN® ...............................................................................

27 Overall, how often do you get news from these types of major websites? [Frequently ▼ Occasionally ▼ Rarely ▼ Never ▼]
☐ Frequently
☐ Occasionally
☐ Rarely
☐ Never

28 Which of the following statements comes closer to how you feel about regulating the methods these types of major websites use to show news items?
☐ There should be rules or regulations on the methods these major websites use to determine what news content they provide to individual users of their sites
☐ These websites should be free to provide users with news content using whatever methods they choose

29 As you may know, it’s possible that the methods these major websites use for selecting the news stories they show to individual users may exclude certain kinds of stories depending on what the user has read in the past. How much of a problem do you consider this for our democracy?
☐ A major problem
☐ A minor problem
☐ Not a problem at all

Continue ⇧
Would you say each of the following is a major problem, a minor problem, or not a problem with news coverage today?

- Too much bias in the reporting of news stories that are supposed to be objective
- Too much bias in the selection of what stories news organizations cover or don’t cover
- Owners of news outlets attempting to influence the way stories are reported
- Not enough investigative journalism to uncover important facts
- News organizations reporting information they think is accurate but turns out to be inaccurate
- News organizations being too dramatic or too sensational in order to attract more readers or viewers
- The spread of inaccurate information on the Internet
- Increasing numbers of news sources reporting from a particular point of view (such as conservative or liberal) rather than being neutral

You may have heard the term “fake news,” which refers to inaccurate information presented as an objective news story and designed to deceive people in some way. How often do you think each of the following situations represents “fake news?”

- News organizations slanting their stories to promote a certain point of view
- People knowingly portraying false information as if it were true
- Accurate news stories casting a politician or political group in a negative light
- Journalists reporting stories before they check all their facts and sources to be sure they are accurate

How much of a threat do you believe “fake news” is to our democracy?

- A very serious threat
- A somewhat serious threat
- Not much of a threat

About how much time do you spend on the Internet each day, not counting any time spent on the Internet for your job?

- Less than an hour
- One to less than three hours
- Three to less than five hours
- Five hours or more

How frequently do you check your Facebook account?

- Multiple times a day
- About once a day
- Several times a week
- Less often
- Do not have a Facebook account
The following questions are for statistical purposes only.

35 What is your gender?
- [ ] Male
- [ ] Female

36 Please enter your age in years.

37 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)

38 Are you of Hispanic, Latino, or Spanish origin -- such as Mexican, Puerto Rican, Cuban, or other Spanish origin?
- [ ] Yes
- [ ] No

39 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

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

41 In politics, as of today, with which political party do you most closely affiliate?
- [ ] Republican ➔ Skip to Question 43
- [ ] Democrat ➔ Skip to Question 43
- [ ] Independent ➔ Continue to Question 42
- [ ] Other party ➔ Continue to Question 42

Continue ➔
42 As of today, do you lean more to the Democratic Party or the Republican Party?
- Democratic Party
- Republican Party
- Neither/Other

43 How would you describe your political views?
- Very conservative
- Conservative
- Moderate
- Liberal
- Very liberal

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

<table>
<thead>
<tr>
<th>Type of Election</th>
<th>Always</th>
<th>Nearly always</th>
<th>Some of the time</th>
<th>Seldom</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Federal elections (U.S. president and Congress)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. State elections (governor, state legislature, ballot proposals)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Local elections (mayor, city council, school board, ballot proposals)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

45 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

46 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!!