

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

Ple	 ease carefully follow the steps below when completing this survey. Use only a blue or black ink pen that does not blot the paper 	RIGH	Γ WAY	WRON	NG WAY	
	 Make solid marks inside the response boxes 	→ D	, 7 1	Ļ	Ϋ́	
	 Do not make other marks on the survey 	· 12	Ŋ	4		
	ow much, if at all, do you use each of the following approaches for staying up-to-dethe 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 storie each day Using a website or app that organizes news links for you from a variety of source often called a news aggregator.	es for	deal ▼ . □ . □ . □ . □ . □ . □ . □ . □ . □ . □	A fair O amount 1		at a
2 Ho	ow closely do you follow each of these different news topics?	Very closely		nat Not to		
a.	News about political figures and events in Washington]
b.	News about your state government]
c.	News about issues affecting your local community]
d.	International affairs]
e.	Business and finance]
f.	Sports]
	ow knowledgeable would you rate yourself on each of knowledgeable knowledgeable following types of issues?		Not ve knowledg		Not owledgea at all	ble
a.	Important issues facing the United States	J				
b.	Important issues facing your local community	J				

EXAMPLE

4	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
	ext, we have some questions about the news media, by which we mean news organizations that report on local, ate or national news.
5	What is your overall opinion of the news media in the United States today? Very favorable Somewhat favorable Neutral Somewhat unfavorable Very unfavorable
6	To what extent do you see political bias in news coverage? ☐ A great deal ☐ A fair amount ☐ Not too much ☐ Not at all
7	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
8	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
9	Can you think of a news source that reports the news objectively? — ☐ Yes No → Skip to Question 11
∀ 1(
111	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
12	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

Ц	э но	w well is the news media supporting our democracy today?					
		Very well					
		Well					
		Acceptably					
		Poorly					
		Very poorly					
	L					newhat	Not that
1		w important is the role of the news media in accomplishing	Critical	Very impor	rtant imp	ortant	important
	eac	th of the following goals?	▼			▼	▼
	a. b.	Providing objective news reports Holding leaders in politics, business, and other institutions	Ш	Ш			Ш
	υ.	accountable for their actions					
	c.	Making sure Americans have the knowledge they need to be				_	
		informed about public affairs					
	d.	Making residents feel connected to their community					
	e.	Making residents feel connected to the U.S. as a whole					

1	5 Ho	w is the news media performing in each of these same areas?	Very well	Well	Acceptably	Poorly	Very poorly
1			,	Ť	Ť	\Box	Ť
	a. b.	Providing objective news reports	Ш	ш	Ш	Ш	ш
	0.	accountable for their actions	🔲				
	c.	Making sure Americans have the knowledge that they need to b					
	_	informed about public affairs					
	d.	Making residents feel connected to their community					
	e.	Making residents feel connected to the U.S. as a whole	Ц	Ш	Ш	Ш	Ш
					A fair	Only	a None at
1	_	w much confidence do you have that each of the following is pro	oviding news	S Al	ot amoun	t little	all
	10 1	heir users that is mostly accurate and politically-balanced?			,	_	_
	a.	National television network news		_			
	b.	Cable news		_	, L		
	c.	Major national newspapers		_			
	d.	Your local newspaper		_			
	e.	Internet-only news websites.			J L	Ш	Ш
	f.	News aggregators apps or websites that gather and show new different news organizations					
		-			_		<u> </u>
1		no do you think should have the main responsibility for making s itically-balanced picture of the news?	ure America	ıns receiv	e an accu	rate and	
	hor	•					
		News organizations, by virtue of how they report the news and		•			
	Ш	Americans themselves, by virtue of what news sources they use	and how ca	refully th	ey evalua	te the ne	ews
	1						

18	vie	w much of the news you read or watch comes from news organizations that a w? All Most Some Only a little None	re general	ly liberal i	n their p	ooint of
19		w much of the news you read or watch comes from news organizations that a nt of view? All Most Some Only a little None	re general	ly conserv	ative in t	their
2(Wh	at kind of an impact do you think each of the following has had on the vs environment in the U.S. over the past 10 years?	Very S positive	Somewhat Som	omewhat negative	Very negative
	a. b.	Social media sites like Facebook® and Twitter®				
	c. d.	The Internet News aggregators – apps or websites that gather and show news from many different news organizations				
	e. f.	Cable news Political leaders from all parties using social media to communicate directly with the public				
21		es the increase in information available today make it Easier to be well-informed because there are more sources of news that are extechnologies	easily acce	essed throu	ıgh newe	er
		Harder to be well-informed because people have to sort through lots of inforimportant	mation to	determine	what is	true or
22		you think each of the following is a major problem, a minor problem, or not blem in the U.S. today?	a		A minor problem	Not a problem
	a. b.	People only choosing news sources that have the same views as their own People only associating with other people who have the same views as their				
23		w often do you share news stories you've seen online with other people, such owers? Frequently	as friends	s, family, o	or social	media
		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	🗆			
	ne next set of questions focus on the major websites that people use for aline activities.	r getting info	ormation, as	well as of	ther
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®	🗆	Ш	Ш	Ш
27	Overall, how often do you get news from these types of major websites?	?			
	Frequently				
	Occasionally				
	Rarely				
	☐ Never				
28	Which of the following statements comes closer to how you feel about r websites use to show news items?				
	There should be rules or regulations on the methods these major we they provide to individual users of their sites	bsites use to	determine wl	nat news c	ontent
	These websites should be free to provide users with news content us	sing whatever	methods the	ey choose	
29	As you may know, it's possible that the methods these major websites us to individual users may exclude certain kinds of stories depending on who fa problem do you consider this for our democracy? A major problem		-	-	
	☐ A minor problem				
	Not a problem at all				
	•				
				Co	ntinue ⇒

30		Would you say each of the following is a major problem, a minor problem, or not a roblem with news coverage today?		A minor problem	Not a problem
	a.	. Too much bias in the reporting of news stories that are supposed to be objective			
	b.	. Too much bias in the selection of what stories news organizations cover or don't cover			
	c.	Owners of news outlets attempting to influence the way stories are reported			
	d e.	News organizations reporting information they think is accurate but turns out to be			
	f.	News organizations being too dramatic or too sensational in order to attract more readers or viewers			
	g				
	h				
3.	p	You may have heard the term "fake news," which refers to inaccurate information resented as an objective news story and designed to deceive people in some way. Iow often do you think each of the following situations represents "fake news?"	Always	Sometime	s Never
	a.	News organizations slanting their stories to promote a certain point of view			
	b.	People knowingly portraying false information as if it were true			
	c. d				
3′	2 H	low 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			
3.		about how much time do you spend on the Internet each day, not counting any time spent ob?	on the Int	ernet for	your
	Γ	Less than an hour			
		One to less than three hours			
		Three to less than five hours			
		Five hours or more			
34	_ 1 H	low 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			
	_				
- 1					

Tł	ne 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?
T	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 \rightarrow Skip to Question 43
	$\Box \text{ Democrat} \Rightarrow Skip \text{ to Question 43}$
	☐ Independent → Continue to Question 42
	☐ Other party → Continue to Question 42
	— one party s comme to guession 12
	Continue ⇒

42	2 As	of today, do you lean more to the Democratic Party or the Republica	ın Party?				
		Democratic Party					
		Republican Party					
		Neither/Other					
4	3 Ho	w would you describe your political views?					
		Very conservative					
		Conservative					
		Moderate					
		Liberal					
		Very liberal					
4		w often would you say you vote in each of the following types elections?	Always	Nearly always	Some of the time	Seldom V	Never
	a.	Federal elections (U.S. president and Congress)					
	b.	State elections (governor, state legislature, ballot proposals)					
	c.	Local elections (mayor, city council, school board, ballot proposals)	П	П		П	
	_						
4	5 Ple	ase select the category that corresponds to your annual household in	come bef	fore taxe	es?		
		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					
4	6 If y	you had to choose, would you describe the area you live in as a?					
		Big city					
		Small city					
	Ц	Suburb of a big city					
		Suburb of a small city					
		Town					
	Ш	Rural area					
		That completes the survey					

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

01 English (US) Barcode