

Demographics and Background

Do you describe yourself as a man, a woman or in some other way?

- Man
- Woman
- Some other way

Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican, or Cuban?

- Yes
- No

What is your race or origin? Check all that apply.

- White
- Black or African American
- Asian or Asian American
- American Indian or Alaska Native
- Native Hawaiian or other Pacific Islander
- Some other race or origin _____

What is the highest level of school you have completed or the highest degree you have received?

- Some high school
- High school degree or equivalent
- Some college
- 2-year college degree
- 4-year college degree
- Post-graduate degree

In what zip code do you live?

Last year, that is in [prior year], what was your total family income from all sources, before taxes?

- Less than \$30,000
- \$30,000 to less than \$40,000
- \$40,000 to less than \$50,000
- \$50,000 to less than \$60,000
- \$60,000 to less than \$70,000
- \$70,000 to less than \$80,000
- \$80,000 to less than \$90,000
- \$90,000 to less than \$100,000
- \$100,000 or more

Are you the parent or guardian of any children under the age of 18?

- Yes
- No

Do you think of yourself as...

- Gay or lesbian
- Straight, that is, not gay or lesbian
- Bisexual
- Something else
- Don't know

Familiarity with News Outlet and News Habits

How much would you say you follow the news?

- All or most of the time
- Some of the time
- Only now and then
- Hardly ever

How often do you get news from the following? Often, sometimes, rarely, or never?

- Television
- Radio
- Print publications
- News websites or apps
- Social media, such as Facebook or Instagram
- Search engines
- Podcasts

How often would you say you get news and information from the following sources? Often, sometimes, rarely, or never?

- [Name of sponsoring news outlet]
- [Other news outlet 1]
- [Other news outlet 2]
- [Other news outlet 3]
- [Other news outlet 4]
- [Other news outlet 5]
- [Etc...]

How much trust would you say you have in the information from the following news outlets? A lot, some, not too much, none at all, don't know?

- [Name of sponsoring news outlet]
- [Other news outlet 1]
- [Other news outlet 2]
- [Other news outlet 3]
- [Other news outlet 4]
- [Other news outlet 5]
- [Etc...]

How well do you think these news outlets address the most important issues facing the state of Michigan? Very well, somewhat well, not too well, not well at all, don't know?

- [Name of sponsoring news outlet]
- [Other news outlet 1]
- [Other news outlet 2]
- [Other news outlet 3]
- [Other news outlet 4]
- [Other news outlet 5]
- [Etc...]

How well do you think these news outlets address the most important issues facing your community? Very well, somewhat well, not too well, not well at all, don't know?

- [Name of sponsoring news outlet]
- [Other news outlet 1]
- [Other news outlet 2]
- [Other news outlet 3]
- [Other news outlet 4]
- [Other news outlet 5]
- [Etc...]

When it comes to news and information about your [state/community], which of the following best describes your view?

- I prefer news sources that are objective and nonpartisan
- I prefer news sources that align with my political views
- I prefer news sources that challenge my political views

How important would you say it is for news outlets [in your state/community] to cover the following topics? Very important, somewhat important, not too important, not important at all, don't know?

- [Topic 1]
- [Topic 2]
- [Topic 3]
- [Topic 4]
- [Etc.]

Now we'd like to ask you about some stories that have been in the news in the last year. How much have you heard about the following issues? A lot, some, not too much, none at all?

- [Short description of story 1]
- [Short description of story 2]
- [Short description of story 3]
- [Short description of story 4]
- [Short description of story 5]
- [Etc.]

Information Levels and Civic Knowledge

How well informed do you feel about issues facing [state/community]?

- Very well informed
- Somewhat well informed
- Not too well informed
- Not informed at all
- Don't know

How often do politics and government in [state/community] seem so complicated that you can't really understand what's going on?

- Always
- Most of the time
- About half the time
- Some of the time
- Never
- Don't know

Tell us if you agree or disagree with the following statement: People like me don't have any say about what the government in [state/community] does.

- Agree strongly
- Agree somewhat
- Neither agree nor disagree
- Disagree somewhat
- Disagree strongly
- Don't know

Do you happen to know the name of the person who is [choose a state/local elected office – for instance, state House representative, mayor, lieutenant governor, etc.]? Type your answer in the box below.

- Yes _____
- Don't know

When you have questions about issues facing [state/community], do you feel like you have a trusted source of news and information you can turn to?

- Yes
- No
- Don't know

[Asked of respondents who answer "Yes" to the previous question]

What source of news and information is that?

[The following questions about the sponsoring news outlet would be asked only of respondents who said earlier in the survey they got news from the outlet "Often" or "Sometimes"]

Earlier, you said that you get news and information from [sponsoring news outlet]. When you get news from [sponsoring news outlet] how do you usually read it?

- Response options would reflect methods of distribution (e.g., web site, newsletter, social media, print publication, etc.)

How often would you say you share news and articles from [sponsoring news outlet] with other people, such as families, friends, or acquaintances?

- Often
- Sometimes
- Rarely
- Never

Can you think of a [sponsoring news outlet] story that has made an impact on you?

- Yes
- No

[If “Yes” to previous question] What was that story about?

How did that story affect you? For instance, did it cause you to behave differently or take some kind of action?

Civic Engagement

Now we'd like to ask you some questions about politics and your involvement in the community. In the last year, which of the following have you done? Check all that apply.

- Voted in a state or local election
- Attended a state or local political meeting
- Signed a letter or petition about an issue in your local community
- Used social media to communicate about politics in your local community
- Contacted a member of state or local government
- Volunteered or participated in community service in your local community
- Donated to a state or local political campaign
- Volunteered for a state or local political campaign
- Donated to a local organization

Have you ever thought about running for political office?

- I have already run for elective office
- Yes, I have seriously considered running for office
- Yes, running for office has crossed my mind
- No, I have not thought about running for office

Which of these statements best describes you?

- You are absolutely certain that you are registered to vote at your current address
- You are probably registered, but there is a chance your registration has lapsed
- You are NOT registered to vote at your current address
- Don't know

Thinking about the November 2024 presidential election, how likely is it that you will vote?

- Extremely likely
- Somewhat likely
- Somewhat unlikely
- Extremely unlikely
- Don't know

Generally speaking, do you usually think of yourself as a Republican, a Democrat, an independent, or what?

- Republican
- Democrat
- Independent
- Other party

In general, how would you describe your own political viewpoint?

- Very liberal
- Liberal
- Moderate
- Conservative
- Very conservative