Gen Z Digital Media Usage and Trust

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In modern times, the issue of media trust and its impact on people's media use has taken on increased importance. The degree to which people trust the news media and how much it relates to their use of different types of media is not apparent, particularly among members of Gen Z. This research examines news media trust and its influence on media use on Gen Z. Specifically, this research examines media and information consumption among Gen Z for gathering political news and their level of trust among various digital channels. This was accomplished via an online survey of Gen Z college-aged students (N=99) enrolled at a private university in the northeastern United States. The longitudinal study was administered during two academic semesters, one during fall 2023 and the other in fall 2024 during the presidential election. The empirical findings supported the hypothesis that there is a significant difference between the level of media trust and political ideology. However, there was no significant difference in the average media trust value between Republicans and Democrats The study also found that as a person's media trust increased so did their weekly usage of various social media networks. Specifically, the findings also indicated that Facebook, Twitter, Pinterest, Snapchat, and TikTok usage frequency had a positive correlation with media trust

Keywords: Gen Z, media trust, digital media usage

INTRODUCTION

In today's media landscape, news consumption is described by the consumers' dependence on multiple platforms, which has led to the rapid increase of the availability of news sources on different platforms. (Lammikko, 2019). Only 25 years ago, people primarily accessed their news through three different sources, mainly television, radio and newspapers. The internet and digitalization technology has altered the news media industry with people today getting their news not only from TV, radio or print but also from online news sites, social media, podcasts and messaging apps, while mobile is the primary platform for news consumption (Nelson & Lei, 2017).

In modern times, the issue of media trust and its impact on people's media use has taken on increased importance. The degree to which people trust the news media and how much it relates to their use of different types of media is not apparent, particularly among members of Gen Z. Generation Z, which is generally defined as anyone born during or after the year 1997 through the year 2012, is the focus of this study (Dimock, 2019). Previous studies have found that members of Gen Z use sources other than

traditional media outlets for news and information since they have always had the internet as a tool to explore their world. (McKnight, 2018). Gen Z are highly adept at using new media and while they do spend large amounts of time consuming both new and traditional media they are not necessarily content producers (Panagiotou et al., 2022). Gen Z is part of a larger social media user population that has been theorized as the digital natives. Since they were born and raised in the digital age, digital natives spend most of their lives surrounded by and using computers, cell phones, video games and all the other gadgets and tools of the digital age (Prensky, 2001). Generation Z is different from previous generations by receiving news on social media more than on traditional media platforms (Murmuration, 2023).

Social networking sites (SNSs) have created a new dynamic of news, which is now personalized, portable and participatory (Purcell et al., 2010). As young people enhance their reliance on digital outlets for news and everyday information, it is important to understand how social media has changed news consumption, level of trust, and how young adults use different social networking sites for different news needs (Collins, 2019).

An urgent need is to understand the use of media by Gen Z. This research examines media and information consumption among Gen Z for gathering political news and their level of trust among various digital channels.

Media Usage and Gen Z

Gen Z, mainly because it is considered the genuinely digital generation since it was the first to be born in a fully developed technological environment, has been the subject of growing research interest. Generation Z are young people shaped by new communication technologies since they have never known a world without social networks and in which mobile connectivity is the norm (Perez-Escoda et al., 2021).

While Gen Z viewers are more likely to rely on digital media platforms and technologies for consuming news, an increasing area of literature provides compelling evidence that news consumption is not an important component of most people's online media habits (Stier et al., 2022). Mobile phone and social media have been found to be positively associated with time spent consuming news but the overall news consumption time trended downwards over time. Even though news consumption may be declining, overall time spent on the internet has been increasing (Ha, et al., 2018).

When Gen Z does access news, it tends to be sifted through social media. The 2020 Digital News Report indicates that younger people prefer digital media for news consumption to print and broadcast. The report also found that 38% of individuals in the 18- to 24-year-old age range identified social media as their main method of news consumption in the past week, compared to 26% for other age groups (Newman et al., 2020). Social media represents Gen Z's primary access to news with platforms such as TikTok and Instagram providing exposure to diverse perspectives. However, their reliance on these platforms raises concerns about misinformation, creating opportunities for brands to position themselves as trusted sources (Brito, 2024).

Despite declining news use among younger populations, this should not be perceived as an indication of decreased interest in political issues (Parker et al., 2019). Gen Z comprises a new political generation that aligns more closely with left-leaning ideals and their sources of information and media of expression of political opinions are markedly different from the previous generations (Milkman, 2017). A Pew Research Center study 2015 found that Gen Z is much more likely to receive political news information from social media than Baby Boomers, despite having less interest in political issues (Mitchell et al., 2015). An analysis of multi-platform news use also implies that young adults often take advantage of a multi-platform news environment leading to greater political participation (Diehl et al., 2019). Since Gen Z is less likely to use traditional news media platforms and rely mostly on online sources, there is a need to determine if differences exist in the consumption of political news content across online platforms (Ray, 2023).

The status of information and knowledge has been transformed since social networks emerged at the beginning of the century resulting in a wider online environment enhanced by all users (Perez-Escoda, 2021). This new information environment has provided more freedom for communication and has presented a major problem in allowing people to spread misinformation without surveillance an information disorder that is difficult to manage and control (Stier et al., 2022). The impact of these information changes can be

highlighted from two different perspectives: (1) suggesting to democratic societies in terms of trust not only in politicians and institutions but also in media and journalism and (2) in terms of digital literacy necessities that have arisen from media literacy (Casero-Ripolles, 2020).

Media Trust and Gen Z

Trust is fundamentally defined as estimating how likely an individual or institution will fulfill one's expectations (Baier, 1986). Media trust connects to the media's performance at selecting topics and facts, the accuracy of depictions, and journalistic assessment (Kohring & Matthes, 2007). Media trust can relate to journalists, news organizations or the content and information (Brosius et al., 2022). Previous research studies have identified two factors related to media trust (1) the media itself and (2) characteristics of the media's audience (Tsfati & Ariely, 2014).

Previous studies have yielded different results with political interest found to be positively associated (Tsfati & Ariely, 2014) or not associated (Lee, 2010) with media trust. Other relevant studies have found news consumption, and particularly use of public broadcasting, TV, and newspapers, is positively associated with media trust (Schranz et al., 2018); internet use negatively associated with media trust (Tsfati & Ariely, 2014), and Republicans more distrustful of the media (Brenan, 2019)**.**

Citizens must find news about politics and current affairs credible and trustworthy from a democratic perspective (Coleman, 2012). A news source will be more effective when it is trusted in informing citizens about the relevant information needed to make political choices (Dahl, 1998). Trust in news includes numerous factors ranging from trust or credibility in sources, journalists, news outlets, to news organizations (Fisher, 2016). Social media news distribution introduces new factors that potentially influence people's credibility evaluations of news stories (Oeldorf-Hirsch & DeVoss, 2020).

The level of trust in news media differs between individuals. Different results have been found in previous studies in regards to what explains trust in the media. Some studies found that women trust the media more than men (Tsfati & Ariely, 2014), while another study concluded that men trust the media more (Gronke & Cook, 2007). Individuals who consume mainstream media trust the media more than others do and conservative political ideology is a negative predictor of media trust in the United States (Tsfati & Ariely, 2014). Trust in news also positively steers news consumption and individuals with low levels of trust to prefer non-mainstream news sources, such as blogs and social media (Fletcher & Park, 2017).

Media trust is declining in the United States. Gallup research, for example, has demonstrated that the share of the population expressing a great deal or a fair amount of 'trust and confidence' in 'the mass media' declined from 68 percent in 1968 to 32 percent in 2016 (Jones, 2018). Generation Z is the first generation to be radically affected by digitalization as deliberately false information (fake news) is in itself a source of permanent concern since it is extensively and rapidly distributed due to the strategy of inciting responses of indignation, fear, and surprise. (Perez-Escoda, 2021).

Gen Z members in the United States expressed low levels of trust in the news in a Gallup poll. The results indicated that 22% of Gen Z Democrats had great trust in the news compared to 8% of Republicans and 10% of Independents (Hrynowski & Marken, 2023). Trust is an important factor that determines media use for Generation Z. The number one trusted media source from the study is YouTube, while TikTok trails in fifth placec (Edelman 2021).

The amount of information has increased substantially with the increasing use of social media as a means to obtain current news. Not only has the amount of factual information increased, but also the amount of false information has increased with insufficiently verified reports, rumors, and fake news (i.e., intentionally misleading or fabricated news) (Nadarevic et al., 2020).

There is an urgent need to understand the online behavior of Gen Z. Although social media is the most effective way to reach Generation Z (Weise, 2019), each platform has its unique function and purpose for its users (Vogels et al.,,, 2022).

This research examines media and information consumption among Gen Z for gathering political news and their level of trust among various digital channels. The study is organized around the following research questions based on the literature review:

RO1: What social media sources do members of Gen Z use for gathering political news?

RO2: Does the level of trust differ by social media sources and political ideology among members of Gen Z?

Based upon the literature review and research questions, the following hypotheses will be tested in this study:

H1: There is a significant difference between the level of media trust and political ideology

H2: There is a positive relationship between social media platform usage and trust

METHODOLOGY

This study uses survey data distributed to undergraduate students at a private college in the northeastern part of the United States. A descriptive exploratory study is presented on a convenience sample of 99 young students from Generation Z aged 18 to 22. Data collection was performed with an adapted questionnaire provided in the Appendix.

The survey was distributed via an emailed link to undergraduate students. The data was downloaded from Qualtrics and transferred to Excel. Descriptive statistics were conducted to determine the demographic characteristics among the sample. Consistent with the study's purpose, the survey contained three main parts: 1) digital media usage for news 2) digital media source trust and 3) demographics. Survey instrumentation consisted of prior scales used by existing studies, most of which are measured as interval-level scales, such as Likert scales.

Measures

All measures were adapted from previous research, with some amendments to fit our research context. **Media trust** was measured as the average agreement score with the following five items, originally developed by the Reuters Institute (Newman et al., 2015), ranging from 1 (strongly disagree) to 5 (strongly agree):

1. "I think you can trust the news most of the time"
2. "I think you can trust news organizations most of the time"
3. "I think you can trust journalists most of the time"
4. "The news media are independent from undue political or government influence most of the time"
5. "The news media are independent from undue business or commercial influence most of the time"

Media usage was measured from the 2021 Digital News report survey. Descriptive statistics examined the main survey measures' frequencies, means, and standard deviations. A total of 113 surveys were collected and a few that were over 90% not completed were removed resulting in 99 completed surveys for analysis. Exploratory descriptive analysis were completed with the following demographic variables results:

1) The average age of respondents was 21.5 years old.
2) 86.9% (86/99) of the sample are classified as Gen Z.
3) 50.5% (50/99) of the sample indicated they were female.
4) 41.4% (41/99) of the sample indicated they were male.
5) 82.8% (82/99) of the sample indicated they were white.

This research focuses on the Gen Z population and the analysis uses a reduced set of 86 Gen Z responses Exploratory descriptive analysis were completed with the following demographic variables results:

1) The average age of our respondents was 20.7 years old.
2) 54.7% (47/86) of the sample indicated they were female.

3) 44.2% (38/86) of the sample indicated they were male.
4) 89.5% (77/86) of the sample indicated they were white.
5) 29.1% stated they were Republican, 20.9% stated they were Democrat and 43% stated they were Independent when asked the question about their general political point of view.
6) 24.4% stated they are slightly liberal, 32.6% stated they are neutral and 30.2% stated they are slightly conservative when asked the question to describe their political view.

There is an increase in the percentage of females and white respondents when the sample is restricted to the Gen Z population. All of the results in this study are derived from the 86 survey responses that are aligned to the Gen Z population.

RESULTS

H1: There is a significant difference between the level of media trust and political ideology.

Since media trust is an important part to the first research question, the media trust latent variable was created by averaging the values for the five questions that seek to measure this variable (Newman et al., 2015). To ensure the data was reliable Cronbach's alpha was generated resulting in a value of 0.80. This value is in the good range for Cronbach's alpha and lends credence to the data as reliable.

With the media trust variable established as being reliable, it was used to examine the first hypothesis. Table 1 displays ANOVA test results that was generated utilizing the media trust variable against Gen Z's political affiliation.

TABLE 1
MEDIA TRUST BY POLITICAL AFFILIATION

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Republican	25	65.6	2.624	0.62107
Democrat	18	48.8	2.71111	0.39634
Independent	37	82.5	2.22973	0.49492

ANOVA

Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	3.7692	2	1.8846	3.67744	0.02983	3.11537
Within Groups	39.4607	77	0.51248			
Total	43.2299	79				

The findings indicate that at a 5% level of significance there is a significant difference between the average media trust value and Gen Z's political affiliation. By running a follow up ANOVA on just Republican and Democrat it was found that there is no significant difference in the average media trust value (Fstat = 0.15 and p-value = 0.70). This allows a conclusion that on average the Republican and Democrat Gen Z students were slightly more trusting of the media than their corresponding Independent Gen Z students.

There is a significant difference in the average trust in media if focusing on the variable of political affiliation. The secondary question one could pose is does this difference also pertain to the political view of a Gen Z student. Please note that 21, 28, and 26 students state they were slightly liberal, neutral and slightly conservative corresponding when asked about their political views. Using these three categories

one last ANOVA test (Fstat = 0.08, p-value=0.93) was generated and found there was no significant difference in the average media trust among Gen Z students who had political views in the range of slightly liberal (2.32 average trust), neutral (2.49 average trust), and slightly conservative (2.41 average trust).

Survey question 8, "How much do you trust the following news sources?" was compared to the media trust variable and this is preseted in Table 2. A Fisher's test for a 3x3 contingency table was needed to be generated since the cell size assumption of the Chi-Square test failed. At a 5% level of significance the only significant relationship discovered was with media trust and Fox News. The results indicated that roughly 50% of Republicans and Independents occasionally or sometimes trust Fox News and that Democrats 61% of the time never or rarely trusted Fox News.

TABLE 2
MEDIA TRUST OF VARIOUS NEWS SOURCES

Media	Fisher	Conclusion at 5%
CNN	0.28	DNR
Fox	0.01	Reject
NY Times	0.72	DNR
WSJ	0.76	DNR
NBC	0.62	DNR
ABC	0.42	DNR
CBS	0.3	DNR
Wash Post	0.37	DNR
NY Post	0.53	DNR
MSNBC	0.13	DNR
NPR	0.28	DNR

H2: *There is a positive relationship between social media platform usage and trust*

This hypothesis was tested using media trust as a latent variable and its relationship to the results of survey questions 9,10 and 11:

Q9 *Please indicate the frequency you use the following news sources.*

Q10 *How often do you use the following social networks in your everyday life?*

Q11 *How often do you use the following in your everyday life for news and information that comes from a news professional such as a journalist?*

Table 3 below displays results of the statistical analysis for H2 using the Spearman correlation, P(one tail) = one tail hypothesis test for the Spearman correlation coefficient, and the Pearson correlation coefficient.

TABLE 3

Q9 and Media Trust			
Sources	Spearman	P(one tail)	Pearson
Radio, Only news sites, Network news, Cable news, Other	NS	xx	xx
Social Media			
Podcasts			
Networks			

Q10 and Media Trust			
Social Networks			
LinkedIn, Instagram, YouTube	NS	xx	xx
Facebook	0.3	0.01***	0.32
Twitter	0.2	0.07*	0.17
Pinterest	0.23	0.05**	0.19
Snapchat	0.19	0.08*	0.15
TikTok	0.36	0.003***	0.35
Q10 and Media Trust			
Social Networks			
Facebook, LinkedIn, Instagram, Pinterest, Snapchat, YouTube	NS	xx	xx
Twitter	0.21	0.06*	0.13
TikTok	0.29	0.02**	0.25

H2a: Frequency of usage for news sources and a positive relationship with media trust.

To examine the relationship of news source usage and media trust the Spearman and Pearson correlation coefficients were used along with related hypothesis tests. It was found that Social media network usage had a positive correlation with media trust. This means that as a person's media trust increased so did their weekly usage of various social media networks. The findings also indicated that podcasts had a negative correlation which is an interesting result, for as a person's media trust increased their usage of podcasts decreased.

Q10: How often do you use the following social networks in your everyday life?

H2b: Frequency of usage of social networks and a positive relationship with media trust.

To examine the relationship of news source frequency usage and media trust the Spearman and Pearson correlation coefficients were used along with related hypothesis tests. The findings indicate that Facebook, Twitter, Pinterest, Snapchat and TikTok usage frequency had a positive correlation with media trust. This means that as a person's media trust increased so did their weekly usage of these respective social media platforms.

Q11: How often do you use the following in your everyday life for news and information that comes from a news professional such as a journalist?

H2c: Frequency of usage of social media for news and a positive relationship with media trust.

The Spearman and Pearson correlation coefficients and related hypothesis tests were used to examine the relationship between news source usage and media trust. The results indictae that Twitter and TikTok had a positive correlation with media trust. This means that as a person's media trust increased so did their weekly usage of Twitter and TikTok for news usage.

DISCUSSION AND CONCLUSION

There is an urgent need to understand Gen Z members as they are known as digital natives and reliant on social networks (Francis & Hoefel, 2018).This study set out to investigate media and information consumption among Gen Z for gathering political news and their level of trust among various digital channels. The empirical findings supported the hypothesis that there is a significant difference between the

level of media trust and political ideology. However, there was no significant difference in the average media trust value between Republicans and Democrats. On average the Republican and Democrat Gen Z students were slightly more trusting of the media than their corresponding Independent Gen Z students. These results differ from previous studies of Gen Z. Findings from a gallup study indicated that 22% of Gen Z Democrats had great trust in the news compared to 8% of Republicans and 10% of Independents (Hrynowski & Marken, 2023). Findings from a Pew Research Center study indicate that 40 percent of Republicans in general have become less trusting of national news organizations in recent years compared to 78 percent of Democrats (Eddy, 2024).

Hypothesis 2 was supported with findings that as a person's media trust increased so did their weekly usage of various social media networks. Specifically, the findings also indicated that Facebook, Twitter, Pinterest, Snapchat and TikTok usage frequency had a positive correlation with media trust. The most popular social media platforms for Gen Z according to the 2024 Social Media Content Strategy Report is Instagram at 91% and another 86% on TikTok, The same report found that Gen Z are also most likely to use TikTok and Instagram for staying up to date on the news (Smith, 2024).

LIMITATIONS AND FUTURE RESEARCH

This study is subject to a few limitations. A convenience sample selection of students in business courses is not representative of the whole college population. Students enrolled in courses instructed by the authors and their colleagues formed the sample and should be expanded to the entire institution.

In addition, the study used only university students, which indicates a certain level of education and wealth and may not represent the Gen Z population. Only one college was used in this study, a private liberal arts institution located in the northeastern United Unites. Based on these limitations, the extent to which the results presented here are applicable to other colleges and Gen Z overall is unclear.

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APPENDIX: GEN Z DIGITAL MEDIA USAGE AND TRUST SURVEY

Gen Z Digital Media Usage and Trust-Tell Me What You Think!

You have been invited to participate in this survey conducted by Professor Michael Pepe. The purpose of this survey is to gain an understanding of what sources Generation Z uses for news and their trust in various media. Your participation in this study is voluntary and you may choose to discontinue your participation at any time. Your responses and participation are anonymous and will be reported in aggregate form. I estimate it will take about 10-12 minutes to complete this survey. If you have questions about the survey, please contact Professor Pepe at mpepe@siena.edu.

Thank you very much for your time

Professor Pepe

QUALTRICS SURVEY

MEDIA TRUST

Q1 I think you can trust the news most of the time

◯ Strongly disagree (1)

◯ Somewhat disagree (2)

◯ Neither agree nor disagree (3)

◯ Somewhat agree (4)

◯ Strongly agree (5)

Q2 I think you can trust news organizations most of the time

◯ Strongly disagree (1)

◯ Somewhat disagree (2)

◯ Neither agree nor disagree (3)

◯ Somewhat agree (4)

◯ Strongly agree (5)

Q3 I think you can trust journalists most of the time

◯ Strongly disagree (1)

◯ Somewhat disagree (2)

◯ Neither agree nor disagree (3)

◯ Somewhat agree (4)

◯ Strongly agree (5)

Q4 The news media are independent from undue political or government influence most of the time

◯ Strongly disagree (1)

◯ Somewhat disagree (2)

◯ Neither agree nor disagree (3)

◯ Somewhat agree (4)

◯ Strongly agree (5)

Q5 The news media are independent from undue business or commercial influence most of the time

○ Strongly disagree (1)

○ Somewhat disagree (2)

○ Neither agree nor disagree (3)

○ Somewhat agree (4)

○ Strongly agree (5)

MEDIA ACCOUNTABILITY

Q6 Do you think Media sources are biased towards any political parties?

○ Yes, toward Democrats (1)

○ Yes, toward Republicans (2)

○ Not biased toward anyone (3)

○ Do not know (4)

Q7 How honest do you think media has been for the following?

	Extremely dishonest (1)	Somewhat dishonest (2)	Neutral (3)	Somewhat honest (4)	Extremely honest (5)
News reporting for Democrats (1)	○	○	○	○	○
News reporting for Republicans (2)	○	○	○	○	○

Q8 How much do you trust the following news sources?

	Never (1)	Rarely (2)	Occasionally (3)	Sometimes (4)	Frequently (5)	No opinion (6)
CNN (1)	○	○	○	○	○	○
Fox (2)	○	○	○	○	○	○
New York Times (3)	○	○	○	○	○	○
Wall Street Journal (4)	○	○	○	○	○	○
NBC (5)	○	○	○	○	○	○
ABC (6)	○	○	○	○	○	○
CBS (7)	○	○	○	○	○	○

Washington Post (8)	○	○	○	○	○	○
New York Post (9)	○	○	○	○	○	○
MSNBC (10)	○	○	○	○	○	○
NPR (11)	○	○	○	○	○	○

Q9 Please indicate the frequency you use the following news sources

	Never (1)	1-2 days per week (2)	3-4 days per week (3)	5-6 days per week (4)	Daily (5)
Social Media (1)	○	○	○	○	○
Radio (2)	○	○	○	○	○
Only news sites (3)	○	○	○	○	○
Podcasts (4)	○	○	○	○	○
Network news (5)	○	○	○	○	○
Cable news networks (6)	○	○	○	○	○
Networks (7)	○	○	○	○	○
Other (8)	○	○	○	○	○

Q10 How often do you use the following social networks in your everyday life?

	Never (1)	1-2 days per week (2)	3-4 days per week (3)	5-6 days per week (4)	Daily (5)
Facebook (1)	○	○	○	○	○
Twitter (2)	○	○	○	○	○
LinkedIn (3)	○	○	○	○	○
Instagram (4)	○	○	○	○	○
Pinterest (5)	○	○	○	○	○
Snapchat (6)	○	○	○	○	○
TikTok (7)	○	○	○	○	○
YouTube (8)	○	○	○	○	○

Q11 How often do you use the following in your everyday life for news and information that comes from a news professional such as a journalist?

	Never (1)	1-2 days per week (2)	3-4 days per week (3)	5-6 days per week (4)	Daily (5)
Facebook (1)	○	○	○	○	○
Twitter (2)	○	○	○	○	○
LinkedIn (3)	○	○	○	○	○
Instagram (4)	○	○	○	○	○
Pinterest (5)	○	○	○	○	○
Snapchat (6)	○	○	○	○	○
TikTok (7)	○	○	○	○	○
YouTube (8)	○	○	○	○	○

Q12 How much do you trust the news published on the following social networks?

	Extremely untrustworthy (1)	Moderately untrustworthy (2)	Neither trustworthy nor untrustworthy (3)	Slightly trustworthy (4)	Extremely trustworthy (5)	No opinion (6)
Facebook (1)	○	○	○	○	○	○
Twitter (2)	○	○	○	○	○	○
LinkedIn (3)	○	○	○	○	○	○
Instagram (4)	○	○	○	○	○	○
Pinterest (5)	○	○	○	○	○	○
Snapchat (6)	○	○	○	○	○	○
TikTok (7)	○	○	○	○	○	○

Q13 On a typical day, do you:

	Very Unlikely (1)	Unlikely (2)	Neutral (3)	Likely (4)	Very likely (5)
Share a news story via social media? (1)	○	○	○	○	○
Follow a news organization/journalist on a social networking site? (2)	○	○	○	○	○
Get Twitter updates from a news organization/journalist? (3)	○	○	○	○	○
"Like" a news story on Facebook? (4)	○	○	○	○	○
"Retweet" a news story via Twitter? (5)	○	○	○	○	○
Recommend a news story via social media? (6)	○	○	○	○	○
Forward a news story you saw on social media? (7)	○	○	○	○	○

Q14 Generally speaking, do you usually think of yourself as a Republican, a Democrat, an independent, or something else?

○ Republican (1)

○ Democrat (2)

○ Independent (3)

○ Something else (4)

Q15 How would you describe your political view?"

○ Very Liberal (1)

○ Slightly Liberal (2)

○ Neutral (3)

○ Slightly Conservative (4)

○ Very Conservative (5)

○ Prefer not to say (6)

Q16 How interested, if at all, would you say you are in politics?

◯ Not at all interested (1)

◯ Not very interested (2)

◯ Somewhat interested (3)

◯ Very interested (4)

◯ Extremely interested (5)

◯ Do not know (6)

Q17 Choose one or more races that you consider yourself to be

◯ White or Caucasian (1)

◯ Black or African American (2)

◯ American Indian/Native American or Alaska Native (3)

◯ Asian (4)

◯ Native Hawaiian or Other Pacific Islander (5)

◯ Other (6)

◯ Prefer not to say (7)

Q18 What is your gender?

◯ Female (1)

◯ Male (2)

◯ Non-binary / third gender (3)

◯ Prefer not to say (4)

Q19 What is your age?

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