**BuzzFeed News Accuracy Questionnaire**

* Total Sample Size: N = 3,000
* US 18+ General Population
* 50 / 50 Male / Female Mix
* Max 25-30% Non-Voters

**Screener**

1. Generally speaking, do you usually think of yourself as a Democrat, Republican, or Independent? [DWD1]
   1. Democrat
   2. Republican
   3. Independent
   4. Other (please specify)

**IF DEMOCRAT: Q1 CHOICE A**

1. Would you call yourself a strong Democrat or a not very strong Democrat? [DWD2]
   1. Strong Democrat
   2. Not very strong Democrat

**IF REPUBLICAN: Q1 CHOICE B**

1. Would you call yourself a strong Republican or a not very strong Republican? [DWD3]
   1. Strong Republican
   2. Not very strong Republican

**IF INDEPENDENT OR OTHER: Q1 CHOICE C OR D**

1. Do you think of yourself as closer to the Democratic Party or the Republican Party? [DWD4]
   1. Democratic Party
   2. Republican Party
   3. Neither
2. In talking to people about elections, we often find that people were not able to vote because they weren’t registered, they were sick, or they just didn’t have time. Which of the following best describes you: [DWD5]
   1. I did not vote in the election this November
   2. I thought about voting in the November election, but didn’t
   3. I usually vote, but didn’t vote in the November election
   4. I am sure I voted in the November election

**MAX OF 25-30% OF SAMPLE WHO SELECT options A-C**

**IF CHOICE D IN Q5**

1. Who did you vote for in the 2016 Presidential election? [DWD6]

*randomize choices*

* 1. Hillary Clinton
  2. Donald Trump
  3. Gary Johnson
  4. Jill Stein
  5. Other (please specify)

**News Exposure**

**EACH RESPONDENT WILL EVALUATE 6 HEADLINES FROM THE LIST BELOW FOR QUESTIONS 11 AND 12 (WILL BE SAME 6 HEADLINES FOR BOTH Q11 AND Q12)**

**ENSURE RESPONDENT SEES 3 OF A-E AND 3 OF F-K**

**ENSURE EQUAL SAMPLE SIZE FOR EACH HEADLINE**

1. Have you seen or heard about the following story in the past few weeks? **[insert headline]**
   1. Yes
   2. No
   3. Unsure

**ONLY SHOW HEADLINES AWARE OF – Q11 CHA**

1. To the best of your knowledge, how accurate is the claim in the following headline? **[insert headline]**

[LOOPDWD7\_DWD8\_A\_DWD7 - Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

LOOPDWD7\_DWD8\_B\_DWD7 - Donald Trump Sent His Own Plane to Transport 200 Stranded Marines

LOOPDWD7\_DWD8\_C\_DWD7 - FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder - Suicide

LOOPDWD7\_DWD8\_D\_DWD7 - Donald Trump Protester Speaks Out: "I Was Paid $3,500 to Protest Trump's Rally"

LOOPDWD7\_DWD8\_E\_DWD7 - FBI Director Comey Just Put a Trump Sign On His Front Lawn

LOOPDWD7\_DWD8\_F\_DWD7 - Melania Trump's Girl-on-Girl Photos From Racy Shoot Revealed

LOOPDWD7\_DWD8\_G\_DWD7 - Barbara Bush: "I don't know how women can vote" for Trump

LOOPDWD7\_DWD8\_H\_DWD7 - Donald Trump Says He'd 'Absolutely' Require Muslims to Register

LOOPDWD7\_DWD8\_I\_DWD7 - Trump: "I Will Protect Our LGBTQ Citizens"

LOOPDWD7\_DWD8\_J\_DWD7 - I Ran the C.I.A Now I'm Endorsing Hillary Clinton

LOOPDWD7\_DWD8\_K\_DWD7 - Donald Trump on Refusing Presidential Salary: "I'm not taking it"]

* 1. Very accurate
  2. Somewhat accurate
  3. Not very accurate
  4. Not at all accurate
  5. Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement [LOOPDWD7\_DWD8\_A\_DWD8]
  6. Donald Trump Sent His Own Plane to Transport 200 Stranded Marines [LOOPDWD7\_DWD8\_B\_DWD8]
  7. FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder – Suicide [LOOPDWD7\_DWD8\_C\_DWD8]
  8. Donald Trump Protester Speaks Out: “I Was Paid $3,500 to Protest Trump’s Rally” [LOOPDWD7\_DWD8\_D\_DWD8]
  9. FBI Director Comey Just Put a Trump Sign On His Front Lawn [LOOPDWD7\_DWD8\_E\_DWD8]
  10. Melania Trump’s Girl-on-Girl Photos From Racy Shoot Revealed [LOOPDWD7\_DWD8\_F\_DWD8]
  11. Barbara Bush: “I don’t know how women can vote” for Trump [LOOPDWD7\_DWD8\_G\_DWD8]
  12. Donald Trump Says He’d ‘Absolutely’ Require Muslims to Register [LOOPDWD7\_DWD8\_H\_DWD8]
  13. Trump: “I Will Protect Our LGBTQ Citizens” [LOOPDWD7\_DWD8\_I\_DWD8]
  14. I Ran the C.I.A Now I’m Endorsing Hillary Clinton [LOOPDWD7\_DWD8\_J\_DWD8]
  15. Donald Trump on Refusing Presidential Salary: “I’m not taking it” [LOOPDWD7\_DWD8\_J\_DWD8]

**Social Media & News Engagement**

1. How frequently do you visit each of the following social media websites / apps?
   1. Multiple times a day
   2. Once a day
   3. A few times a week
   4. Once a week
   5. A few times a month
   6. Once a month
   7. Less than once a month
   8. I don’t use this social media platform

*randomize choices*

* + 1. Facebook [GRID\_DWD9\_1\_DWD9]
    2. Instagram [GRID\_DWD9\_2\_DWD9]
    3. Pinterest [GRID\_DWD9\_3\_DWD9]
    4. Snapchat [GRID\_DWD9\_4\_DWD9]
    5. Twitter [GRID\_DWD9\_5\_DWD9]
    6. YouTube [GRID\_DWD9\_6\_DWD9]

1. How frequently do you share **news** content you find online (this could be through social media, email, text, messenger, etc.)? [DWD10]
   1. Multiple times a day
   2. Once a day
   3. A few times a week
   4. Once a week
   5. A few times a month
   6. Once a month
   7. Less than once a month
   8. Rarely / never

[SPLIT GRID TO SHOW 7 ATTRIBUTES IN ONE QUESTION AND THE REMIAING 8 IN THE OTHER. MERGE RESPONSES TOGETHER AND MARK IN DATA] [Progressive Grid]

1. There are many ~~different~~ sources you could turn to in order to read the news and current events online. For each of the following, please indicate how major or minor of a source it is for you, personally, when reading news and current events online.
   1. Is a major source of news for me
   2. Is a minor source of news for me
   3. Is rarely a source of news for me
   4. Is never a source of news for me
   5. I’m not familiar with this news source

*randomize choices*

* + 1. BuzzFeed [GRID\_DWD11\_1\_DWD11]
    2. Huffington Post [GRID\_DWD11\_2\_DWD11]
    3. New York Times [GRID\_DWD11\_3\_DWD11]
    4. Facebook [GRID\_DWD11\_4\_DWD11]
    5. Twitter [GRID\_DWD11\_5\_DWD11]
    6. Snapchat [GRID\_DWD11\_6\_DWD11]
    7. VICE [GRID\_DWD11\_7\_DWD11]
    8. CNN [GRID\_DWD11\_8\_DWD11]
    9. Vox [GRID\_DWD11\_9\_DWD11]
    10. Business Insider [GRID\_DWD11\_10\_DWD11]
    11. Washington Post [GRID\_DWD11\_11\_DWD11]
    12. Google News [GRID\_DWD11\_12\_DWD11]
    13. Yahoo News [GRID\_DWD11\_13\_DWD11]
    14. Drudge Report [GRID\_DWD11\_14\_DWD11]
    15. Fox News [GRID\_DWD11\_15\_DWD11]