



# QUESTION & RESPONSE CODES

## Custom questions

In general, how would you describe your views on most political issues? Are you:

Response	Column Label
Very conservative	A1
Conservative	A2
Moderate	A3
Liberal	A4
Very liberal	A5

In general, how much trust do you have in the press when it comes to reporting the news fully, accurately and fairly?

Response	Column Label
Great deal	A6
Fair amount	A7
Not very much	A8
None at all	A9
Great deal	A6

Which of these news outlets do you trust when it comes to reporting the news fully, accurately and fairly?

Response	Column Label
The New York Times	A10
The Wall Street Journal	A11
USA TODAY	A12
The Washington Post	A13
Fox News	A14
Breitbart	A15
CNN	A16
BuzzFeed News	A17
Huffington Post	A18
Time	A19
U.S. News & World Report	A20
Other	A21

Do you currently pay for access to any online news source (including online versions of print magazines, newspapers, and other publications)?

Response	Column Label
Yes	A22
No	A23

How would your impression of an online news article change if you could easily access the data behind the claims in the article?

Response	Column Label
Decrease trust	A24
Increase trust	A25
No change	A26

Do you approve or disapprove of the way Donald Trump is handling his job as president?

Response	Column Label
Strongly approve	A27
Somewhat approve	A28
Somewhat disapprove	A29
Strongly disapprove	A30

## SurveyMonkey Audience Questions (standard)

What is your age?

Response	Column Label
18 - 29	A31
30 - 44	A32
45 - 59	A33
60+	A34

What is your gender?

Response	Column Label
Female	A35
Male	A36

How much total combined money did all members of your HOUSEHOLD earn last year?

Response	Column Label
\$0 to \$9,999	A37
\$10,000 to \$24,999	A38
\$25,000 to \$49,999	A39
\$50,000 to \$74,999	A40
\$75,000 to \$99,999	A41
\$100,000 to \$124,999	A42
\$125,000 to \$149,999	A43
\$150,000 to \$174,999	A44
\$175,000 to \$199,999	A45
\$200,000 and up	A46
Prefer not to answer	A47

US Region

Response	Column Label
New England	A48
Middle Atlantic	A49

East North Central	A50
West North Central	A51
South Atlantic	A52
East South Central	A53
West South Central	A54
Mountain	A55
Pacific	A56

## Device

Response	Column Label
iOS Phone / Tablet	A57
Android Phone / Tablet	A58
Other Phone / Tablet	A59
Windows Desktop / Laptop	A60
MacOS Desktop / Laptop	A61
Other Phone / Tablet	A62