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Trust in Media, Institutions and Health Information for Metropolitan and Nonmetropolitan Nebraskans [Research Brief]

Rebecca J. Vogt

University of Nebraska-Lincoln, rvogt2@unl.edu

Heather Akin

University of Nebraska-Lincoln, heather.akin@unl.edu

Cheryl A. Burkhart-Kriesel

University of Nebraska-Lincoln, cburkhartkriesel1@unl.edu

Bradley Lubben

University of Nebraska-Lincoln, blubben2@unl.edu

L. J. McElravy

University of Nebraska-Lincoln, lj.mcelravy@unl.edu

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See next page for additional authors



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Authors

Rebecca J. Vogt, Heather Akin, Cheryl A. Burkhart-Kriesel, Bradley Lubben, L. J. McElravy, Timothy L. Meyer, and Steven A. Schulz

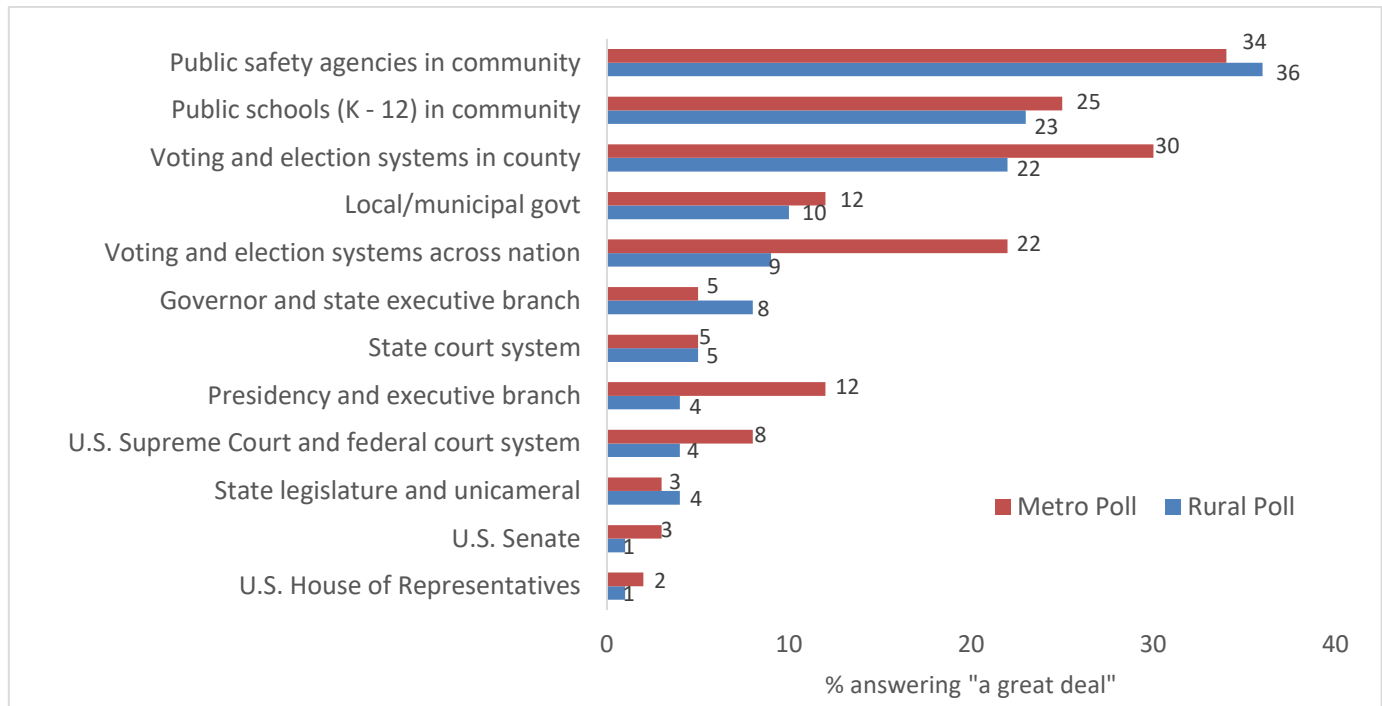
Nebraska Rural Poll Research Brief

Trust in Media, Institutions and Health Information for Metropolitan and Nonmetropolitan Nebraskans

Confidence in Institutions

Both the Nebraska Metro and Rural Polls asked respondents how much confidence they have in a list of 12 institutions.

- *There were only a few large differences between metropolitan and nonmetropolitan residents in the proportions having a great deal of confidence in various institutions.*
- *Residents of metropolitan counties are more likely to have a great deal of confidence in voting and election systems in their county, voting and election systems across the nation, the Presidency and executive branch, and the U.S. Supreme Court and the federal court system compared to residents of nonmetropolitan counties.*

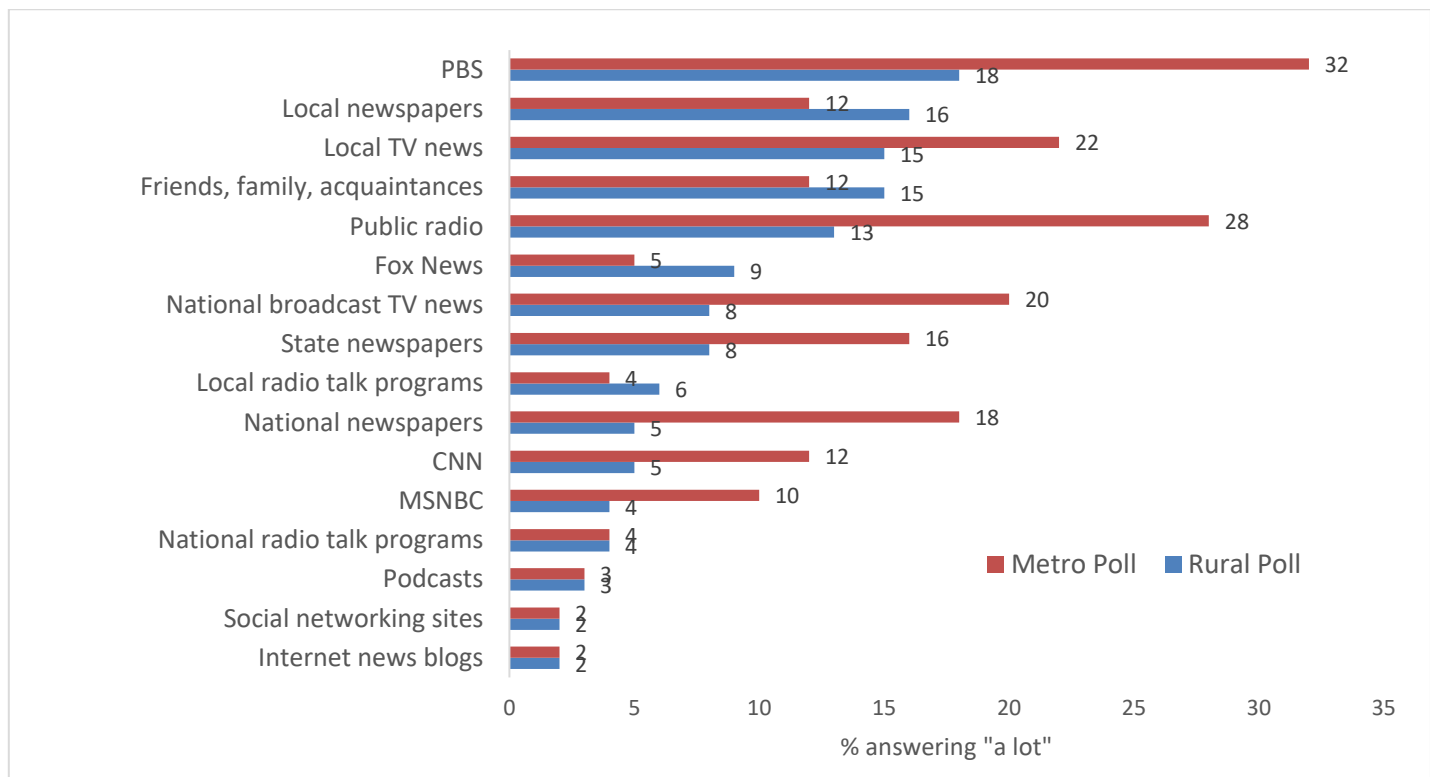


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Trust in Media

Respondents of both the Metro and Rural Polls were asked how much they trust 16 sources of information.

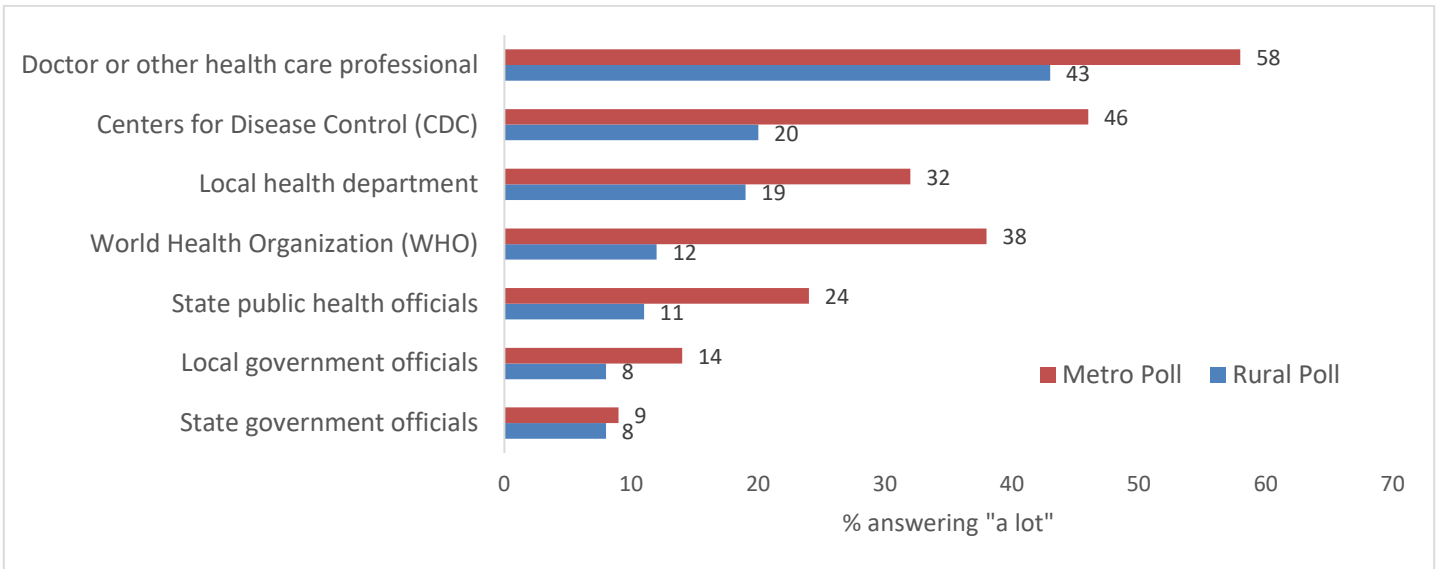
- *Metropolitan residents are more likely to place a lot of trust in one-half of the media sources listed.*
- *Metropolitan residents are more likely than nonmetropolitan residents to say they trust the following sources a lot: PBS, local TV news, public radio, national broadcast TV news, state newspapers, national newspapers, CNN, and MSNBC.*
- *Nonmetropolitan residents are more likely than metropolitan residents to say they trust both local newspapers and Fox News a lot.*



Health Information

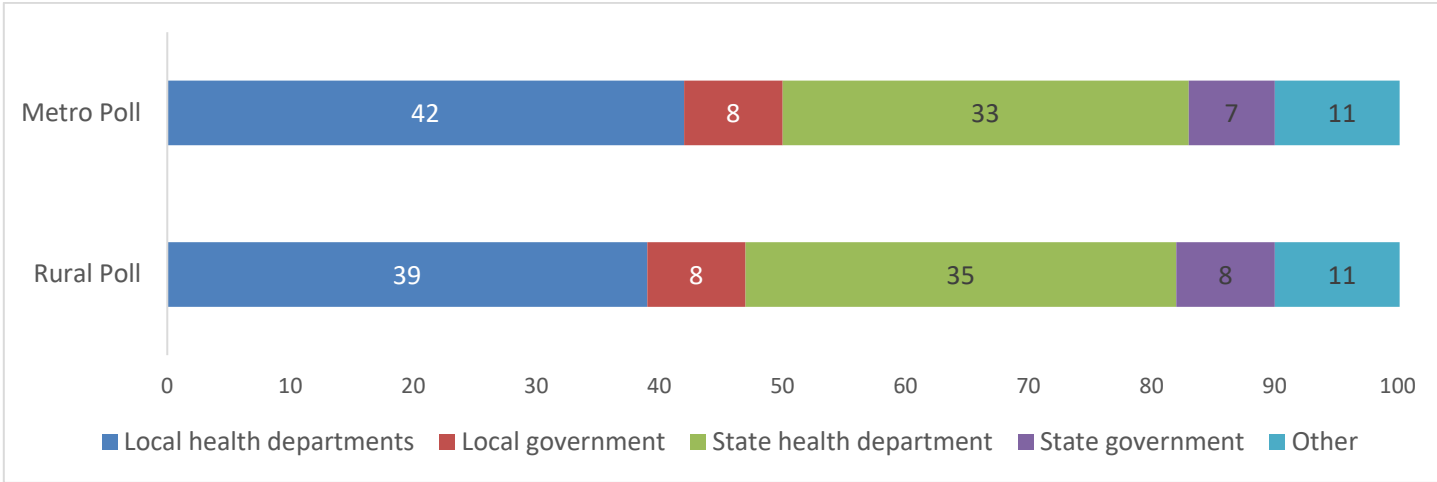
Respondents of both polls were asked some questions about health information. They were first given a list of sources and asked how much they trust each to provide reliable information on the coronavirus.

- *Metropolitan residents are more likely than nonmetropolitan residents to trust most of the information sources listed a lot.*
- *Metropolitan residents are more likely than nonmetropolitan residents to trust the following sources a lot to provide reliable information on the coronavirus: their doctor or other health care professional, the U.S. Centers for Disease Control (CDC), their local health department, the World Health Organization (WHO), state public health officials and local government officials.*



Respondents of both polls were asked which entity should be the primary authority for public health decisions – like implementing directed health measures – during a public health emergency.

- *Nonmetropolitan and metropolitan residents have similar views on which entity should be the primary authority for public health decisions during a public health emergency.*

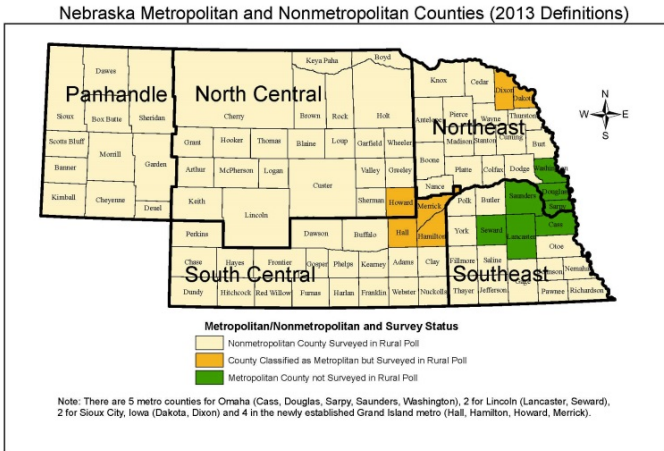


Methodology

The Nebraska Rural Poll sampled residents from non-metropolitan counties and regional trade centers in the state.

The Nebraska Metro Poll sampled the seven counties that comprise the Lincoln and Omaha metropolitan areas.

Both polls sent 4 mailings regarding or containing the surveys in the spring of 2021 and had an online response option.



Source: 2013 Metropolitan and Micropolitan Definitions, Office of Management and Budget, released 2-28-13
 Prepared by: David Drozd, Center for Public Affairs Research, University of Nebraska at Omaha - August 11, 2014