Methodology for Registered Voters

WHO:
- The COVID-19 Study was national in scope. This section of the study focuses on the 4,476 registered voter respondents

HOW:
- Interviews were collected via opt-in online survey. The median completion time of the survey was about 4 minutes

WHEN: Interviews took place September 17-24, 2020
Television Is #1 For Reach Among Registered Voters

- Television: 86%
- Radio stations: 60%
- Social media: 55%
- Any other Internet web/apps: 30%
- Magazines: 29%
- Newspapers: 29%
- Video streaming with advertising: 27%
- Video streaming with no advertising: 22%
- Newspaper web/apps: 18%
- Cable TV web/apps: 18%
- Online news aggregator web/apps: 17%
- Local broadcast TV stations web/apps: 16%
- Government websites: 14%
- National broadcast TV network web/apps: 13%
- Radio station web/apps: 11%
- Magazine web/apps: 10%

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 P18+ N = 4476
Q: Did you see/hear this source in the last 24 hours? (digital media comprised of computer/tablet/smartphone) Television (broadcast & cable)
Local Broadcast TV News Assets Are #1 For Trust Among Registered Voters

% Registered voters who agree with this statement

- Local broadcast TV station news: 80%
- National broadcast network TV news: 76%
- Local newspapers: 75%
- Radio stations: 73%
- Local broadcast TV station news web/apps: 71%
- National newspapers: 69%
- Local/National newspaper web/apps: 68%
- Cable TV news: 67%
- National broadcast network TV news web/apps: 66%
- Government websites: 66%
- Radio stations web/apps: 65%
- Cable TV news web/apps: 64%
- All other Internet news web/apps: 62%
- Social media: 55%

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Registered voters N = 4476

Please indicate the extent to which you agree with this statement, “I trust the news I see/hear on this media source.”

Top two boxes shown (agree strongly & agree somewhat)
Which Source Do You Feel Gives You The Best Information & Updates On COVID-19?

% Registered voters

- Broadcast TV News: 61%
- Cable TV News: 26%
- Social media: 12%
- Government websites: 11%
- Local newspapers: 9%
- National newspapers: 8%
- Radio stations: 7%
- All other internet news web/apps: 4%
- Local broadcast TV news web/apps: 4%
- Local/National newspaper web/apps: 4%
- National broadcast TV network news web/apps: 3%
- Cable TV news web/apps: 3%
- Radio station web/apps: 1%

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Registered voters N = 4476 Q2: Which source(s) do you feel gives you the best information and updates on COVID-19 as it pertains to preventive procedures, business & school closures, business & school openings, cancellations, and local regulations? (Respondents could make up to two choices)
In the Upcoming General Election, How Do You Plan To Vote?

<table>
<thead>
<tr>
<th>Voting method</th>
<th>% Registered voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>In person on November 3, 2020</td>
<td>41%</td>
</tr>
<tr>
<td>By mail</td>
<td>34%</td>
</tr>
<tr>
<td>In person and early before November 3, 2020</td>
<td>16%</td>
</tr>
<tr>
<td>Drop off a ballot to a box or location</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Registered voters  N = 4476  Q8: In the upcoming general election, how do you plan to vote?
In the Upcoming General Election, How Do You Plan To Vote?

Registered voters by political affiliation

<table>
<thead>
<tr>
<th>Political Affiliation</th>
<th>In person on November 3, 2020</th>
<th>In person and early, before November 3, 2020</th>
<th>By mail</th>
<th>Drop off a ballot to a box or location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>34%</td>
<td>16%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Republican</td>
<td>54%</td>
<td>18%</td>
<td>24%</td>
<td>5%</td>
</tr>
<tr>
<td>Independent</td>
<td>38%</td>
<td>15%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Something else</td>
<td>44%</td>
<td>20%</td>
<td>28%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Registered voters N = 4476 Q8: In the upcoming general election, how do you plan to vote?
In the Upcoming General Election, How Do You Plan To Vote?

Registered voters by geography

<table>
<thead>
<tr>
<th></th>
<th>In person on November 3, 2020</th>
<th>In person and early, before November 3, 2020</th>
<th>By mail</th>
<th>Drop off a ballot to a box or location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>42%</td>
<td>34%</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>Suburban</td>
<td>39%</td>
<td>35%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>Rural</td>
<td>47%</td>
<td></td>
<td>14%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Urban N = 1428; Suburban N = 2144; Rural N = 743; Q8: In the upcoming general election, how do you plan to vote?
In the Upcoming General Election, How Do You Plan To Vote?

<table>
<thead>
<tr>
<th>Voting method</th>
<th>% Hispanic registered voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>In person on November 3, 2020</td>
<td>38%</td>
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<tr>
<td>By mail</td>
<td>38%</td>
</tr>
<tr>
<td>In person and early before November 3, 2020</td>
<td>16%</td>
</tr>
<tr>
<td>Drop off a ballot to a box or location</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Hispanic registered voters N = 623  Q8: In the upcoming general election, how do you plan to vote?
In the Upcoming General Election, How Do You Plan To Vote?

<table>
<thead>
<tr>
<th>Voting method</th>
<th>%African American registered voters</th>
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</thead>
<tbody>
<tr>
<td>In person on November 3, 2020</td>
<td>40%</td>
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<tr>
<td>By mail</td>
<td>33%</td>
</tr>
<tr>
<td>In person and early before November 3, 2020</td>
<td>19%</td>
</tr>
<tr>
<td>Drop off a ballot to a box or location</td>
<td>8%</td>
</tr>
</tbody>
</table>