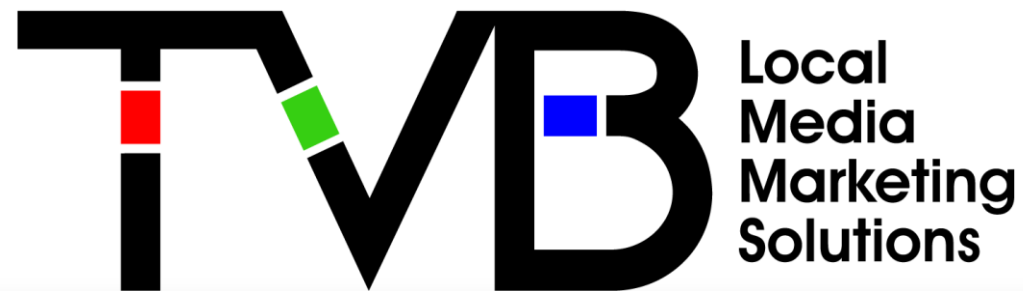


Coronavirus Media Usage Study Update

Political

September 2020



Methodology for Registered Voters

WHO:

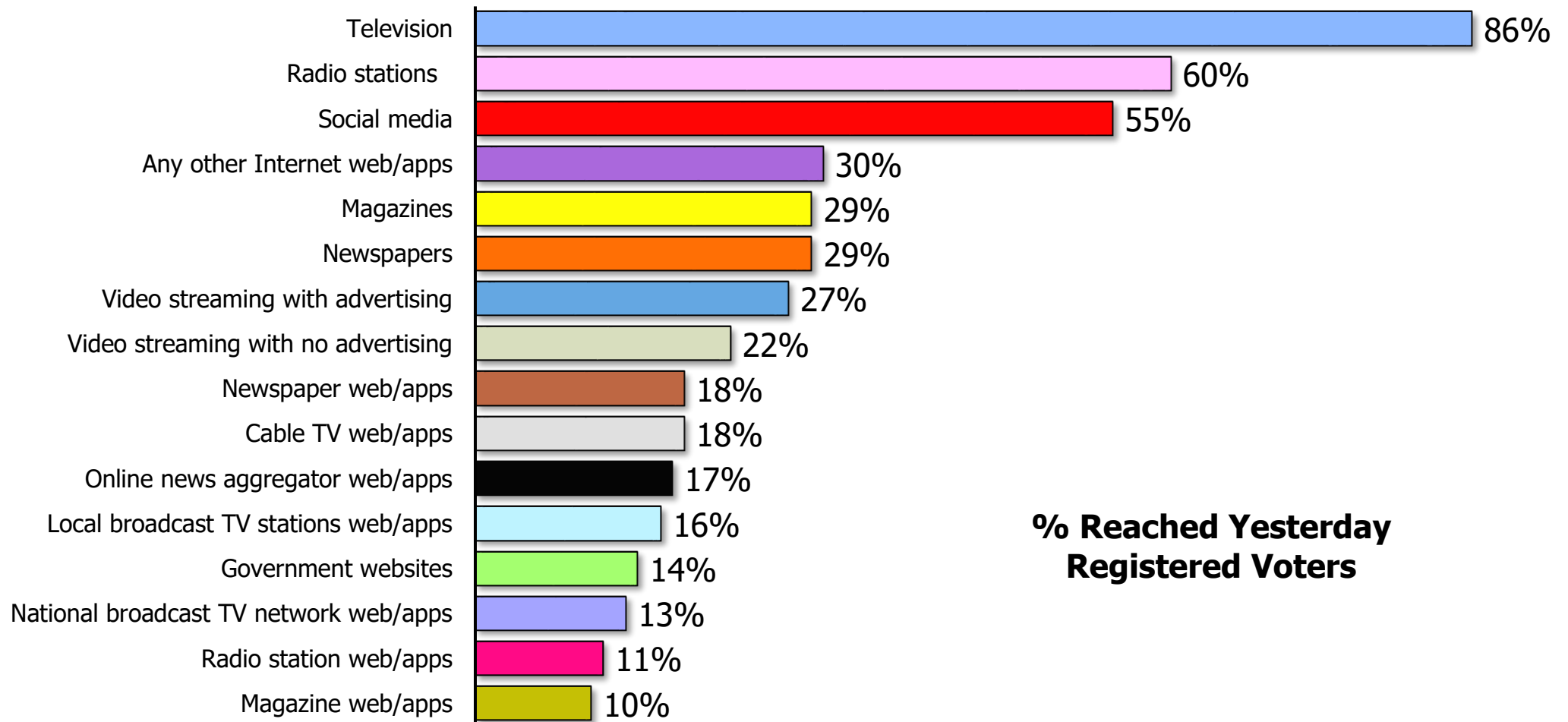
- The COVID-19 Study was national in scope. This section of the study focuses on the 4,476 registered voter respondents

■ **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

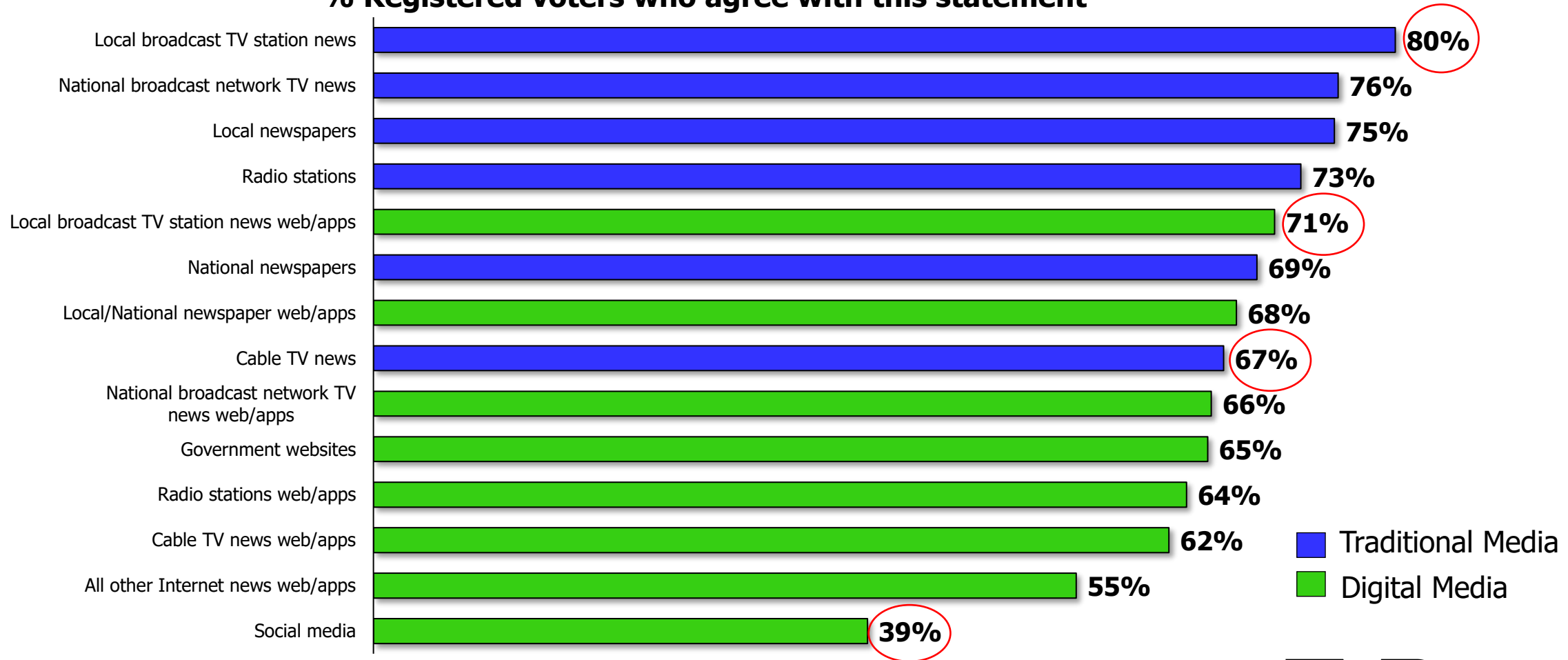
Television Is #1 For Reach Among Registered Voters



**% Reached Yesterday
Registered Voters**

Local Broadcast TV News Assets Are #1 For Trust Among Registered Voters

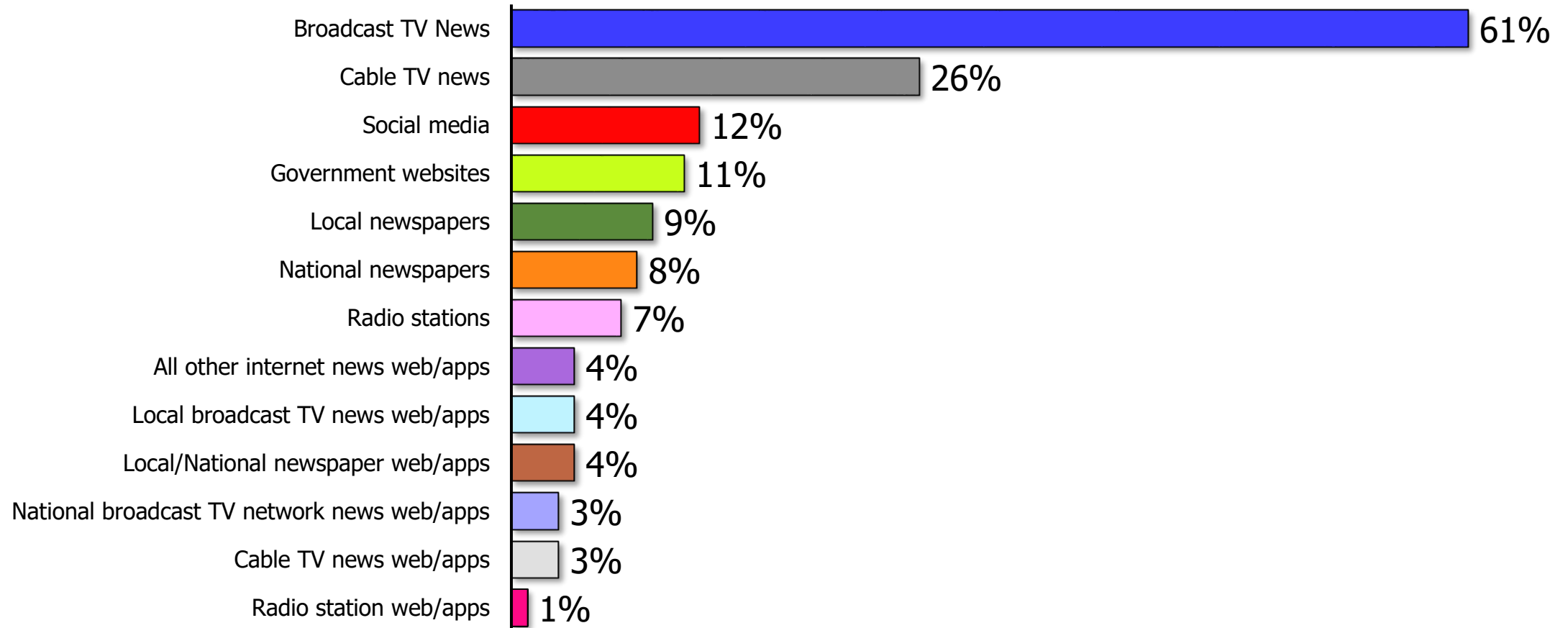
% Registered voters who agree with this statement



Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Registered voters N = 4476 hQ3x1 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



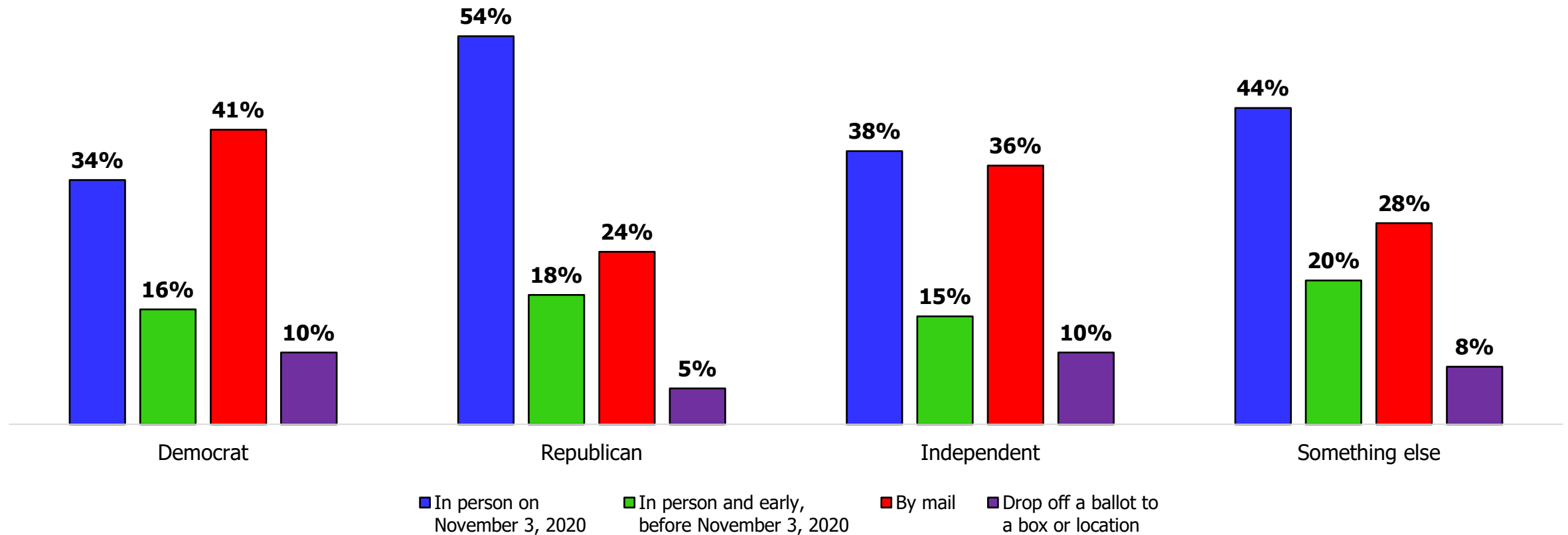
Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Registered voters N = 4476 Q2: Which source(s) do you feel gives you're the best information and updates on COVID-19 as it pertains to preventive procedures, business & school closures, business & school openings, cancellations, and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

In the Upcoming General Election, How Do You Plan To Vote?

Voting method	% Registered voters
In person on November 3, 2020	41%
By mail	34%
In person and early before November 3, 2020	16%
Drop off a ballot to a box or location	8%

In the Upcoming General Election, How Do You Plan To Vote?

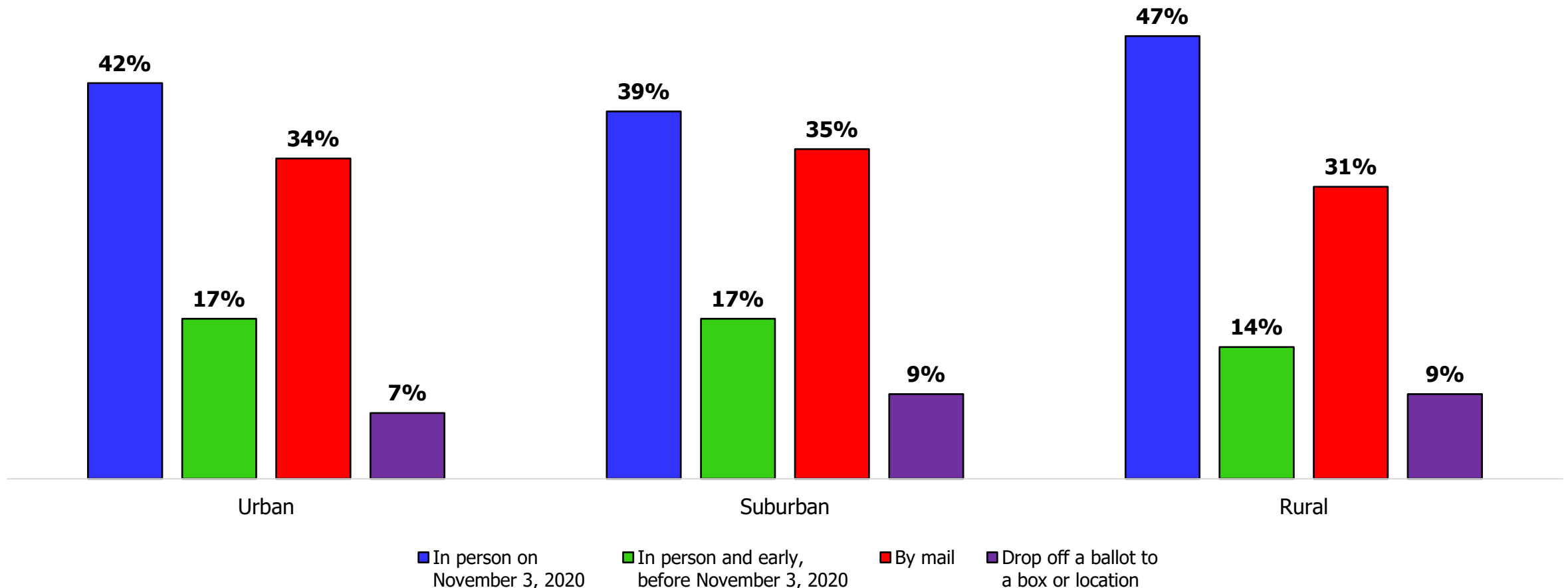
Registered voters by political affiliation



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



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?

Voting method	% Hispanic registered voters
In person on November 3, 2020	38%
By mail	38%
In person and early before November 3, 2020	16%
Drop off a ballot to a box or location	8%

In the Upcoming General Election, How Do You Plan To Vote?

Voting method	%African American registered voters
In person on November 3, 2020	40%
By mail	33%
In person and early before November 3, 2020	19%
Drop off a ballot to a box or location	8%