

Appendix no. 1: Audience Survey Questions

Crooked Media audience and political participation

Crooked Media is an American media company established in 2016. The founders actively engage in political activism, along with punditry and commentary. The aim of this survey is to research the effect of Crooked Media's activism on its audiences.

This survey should take about 5 minutes to complete. Please, share honest answers. Your data will be used only for research academic purposes. If you wish to see the results of the survey, you can contact me. Thank you for your time.

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*Povinné pole

1. Are you eligible to vote in the United States? *

Označte jen jednu elipsu.

Yes

No

2. You are a resident of which American state? *

Označte jen jednu elipsu.

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey

- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming
- District of Columbia
- Jiné: _____

3. In Congressional / Senate / Presidential election, are you more likely to vote for

Označte jen jednu elipsu.

- Republican candidate
- Democratic candidate

4. How long have you been following Crooked's production? *

Označte jen jednu elipsu.

- Less than a year
- 1-2 years
- 3-4 years
- Since the beginning (2017)

5. How frequently do you consume Crooked's production? *

Označte jen jednu elipsu.

- Multiple times a week
- Once a week
- Once a month
- Only occasionally

6. Which of these selected Crooked podcasts do you follow? *

Zaškrtněte všechny platné možnosti.

- Pod Save America
- Pod Save the World
- Lovett or Leave It
- What a Day
- Keep It

7. Why do you follow Crooked Media? *

Zaškrtněte všechny platné možnosti.

- They offer insightful political commentary
- They represent my political views
- They offer an alternative to mainstream media
- They are not constrained by impartiality and neutrality
- They offer inspiring content
- Jiné: _____

8. Have you become more politically engaged after following Crooked Media? *

Označte jen jednu elipsu.

- Yes
- No

9. Which actions has Crooked Media inspired you to take? *

Zaškrtněte všechny platné možnosti.

- Donating money
- Getting involved in local politics
- Getting involved in organizing
- Joining a protest
- Contacting elected politicians on specific policy/issue
- Running for elected position
- Started voting
- Joining voter mobilisation
- Joining a fundraiser organised by Crooked Media
- Jiné: _____

10. Would you find it appropriate for traditional media like New York Times/Washington Post and similar to run fundraising and activist initiatives in the style of Crooked Media? *

Označte jen jednu elipsu.

- No
 Yes

11. What led to your decision for your previous answer?

12. Why not?

Zaškrtněte všechny platné možnosti.

- I was already politically involved
 I am not interested in being politically involved at all
 Jiné: _____