

Public Wise

Research & Education Fund

Battleground State Voters' Media Consumption Cross Tabulations

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Change Research

August 2022 Battleground State Poll

Battleground States:

Arizona, Georgia, Michigan, North Carolina, Ohio, Pennsylvania

Field Dates: August 20-31, 2022

Sample: 4,241 Adults

Change Research interviewed a total of 4,241 respondents across six battleground states via an online survey. Sample weights were conducted for each state separately based on the demographics of the registered voters in that state by gender, age, education, race/ethnicity, 2020 vote, and political region.

Research Team

Jessica Kalbfeld, PhD – Director of Research

Stephen Clermont – Director of Polling

jessie.kalbfeld@publicwise.org

stephen.clermont@change.org

Sara Moore, PhD – Deputy Director of Research

Ella Wind – Senior Research Associate

Carolyn Reyes, PhD – Senior Research Associate

sara.moore@publicwise.org

ella.wind@publicwise.org

carolyn.reyes@publicwise.org

News Media Consumption Questions

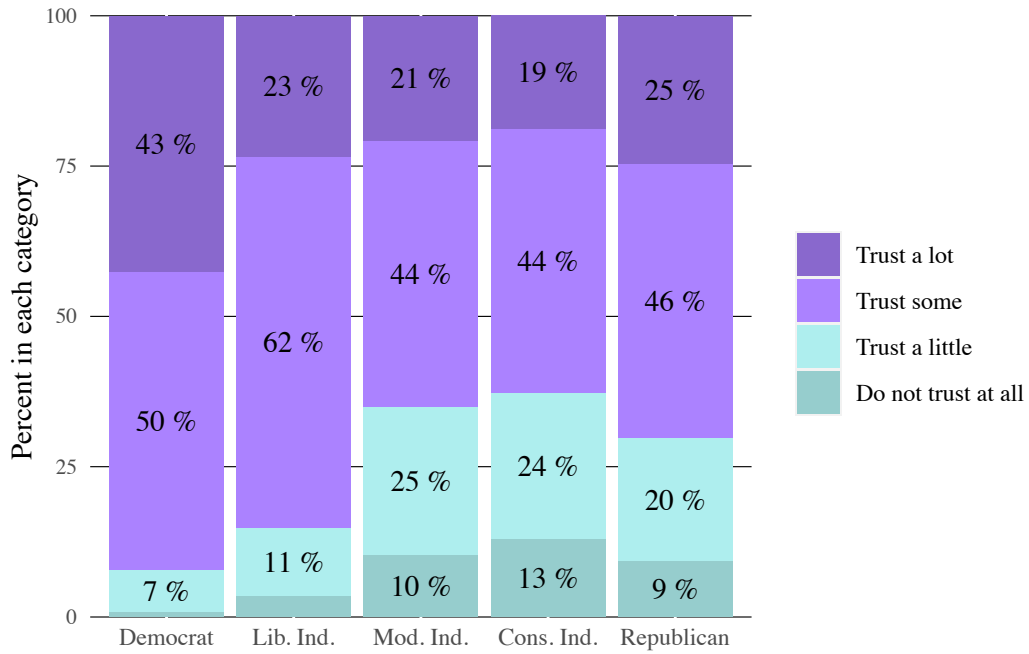
How much do you trust the sources where you tend to get your news?

	Trust a lot	Trust some	Trust a little	Do not trust at all
Total Sample	29	48	16	6
Partisan Ideology				
Democrat	43	50	7	1
Liberal Ind.	23	62	11	3
Moderate Ind.	21	44	25	10
Conservative Ind.	19	44	24	13
Republican	25	46	20	9
Likely Voter Score				
Highest	41	41	13	6
High	24	53	17	5
Lower	18	53	21	9
Find Jan 6 Hearings Credible				
Very credible	42	51	6	1
Somewhat credible	15	60	22	3
Not very credible	16	51	24	9
Not at all credible	27	40	21	13
Not sure	13	47	29	11
Attention Paid to Jan 6 Congressional Hearings				
A lot of attention	44	45	9	3
Some attention	22	57	16	5
A little attention	19	47	25	9
No attention	25	41	22	13
Accountability for Jan 6 Participants				
Very important	34	52	11	3
Somewhat important	19	49	23	9
Not too important	22	42	25	10
Not important	28	38	21	13
Not sure	14	50	19	17
Age Categories				
18-34	26	52	16	6
35-49	26	49	18	7
50-64	30	47	16	8
65+	35	45	15	5
(White) Education and Sex				
College Men	26	50	20	4
College Women	33	53	12	3
Non-College Men	26	43	22	10
Non-College Women	29	49	16	6

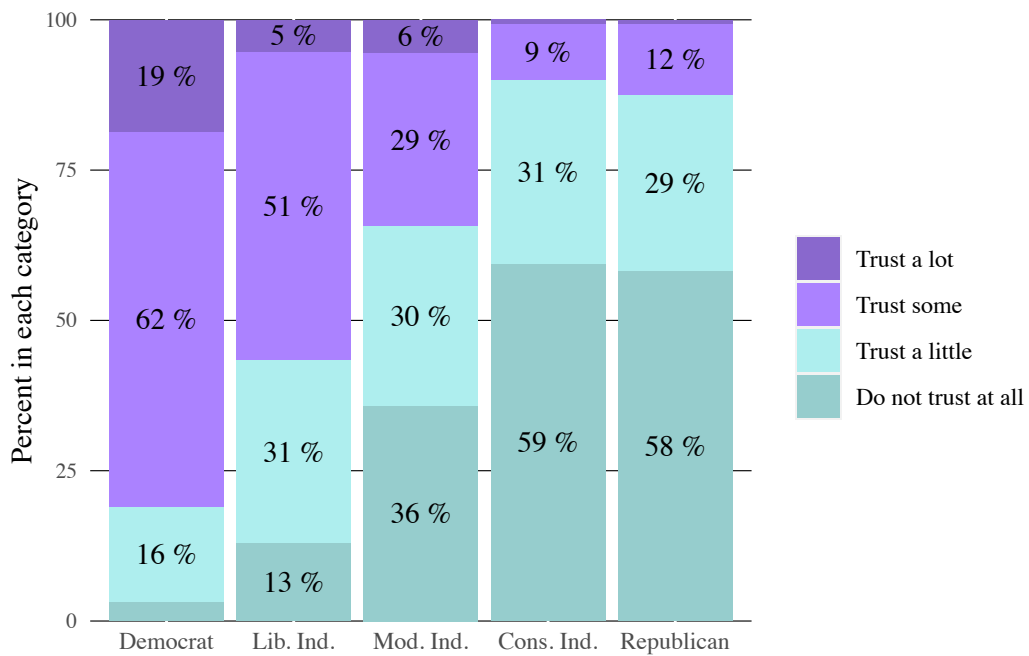
How much do you trust the news media in general?

	Trust a lot	Trust some	Trust a little	Do not trust at all
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Total Sample	8	35	25	32
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Partisan Ideology				
Democrat	19	62	16	3
Liberal Ind.	5	51	31	13
Moderate Ind.	6	29	30	36
Conservative Ind.	1	9	31	59
Republican	1	12	29	58
<hr/>				
Likely Voter Score				
Highest	12	33	18	38
High	6	38	26	30
Lower	4	34	35	27
<hr/>				
Find Jan 6 Hearings Credible				
Very credible	18	62	16	3
Somewhat credible	3	44	40	12
Not very credible	0	14	42	44
Not at all credible	0	5	20	75
Not sure	2	25	41	33
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Attention Paid to Jan 6 Congressional Hearings				
A lot of attention	18	50	17	15
Some attention	5	41	27	27
A little attention	1	22	37	40
No attention	1	11	27	61
<hr/>				
Accountability for Jan 6 Participants				
Very important	13	54	23	10
Somewhat important	1	15	37	47
Not too important	0	9	34	57
Not important	0	5	21	74
Not sure	1	16	25	59
<hr/>				
Age Categories				
18-34	5	36	32	27
35-49	6	32	28	34
50-64	8	35	21	36
65+	12	36	21	32
<hr/>				
(White) Education and Sex				
College Men	7	29	25	39
College Women	10	47	22	21
Non-College Men	4	21	27	47
Non-College Women	7	36	27	30

Responses to 'How much do you trust your news sources?'



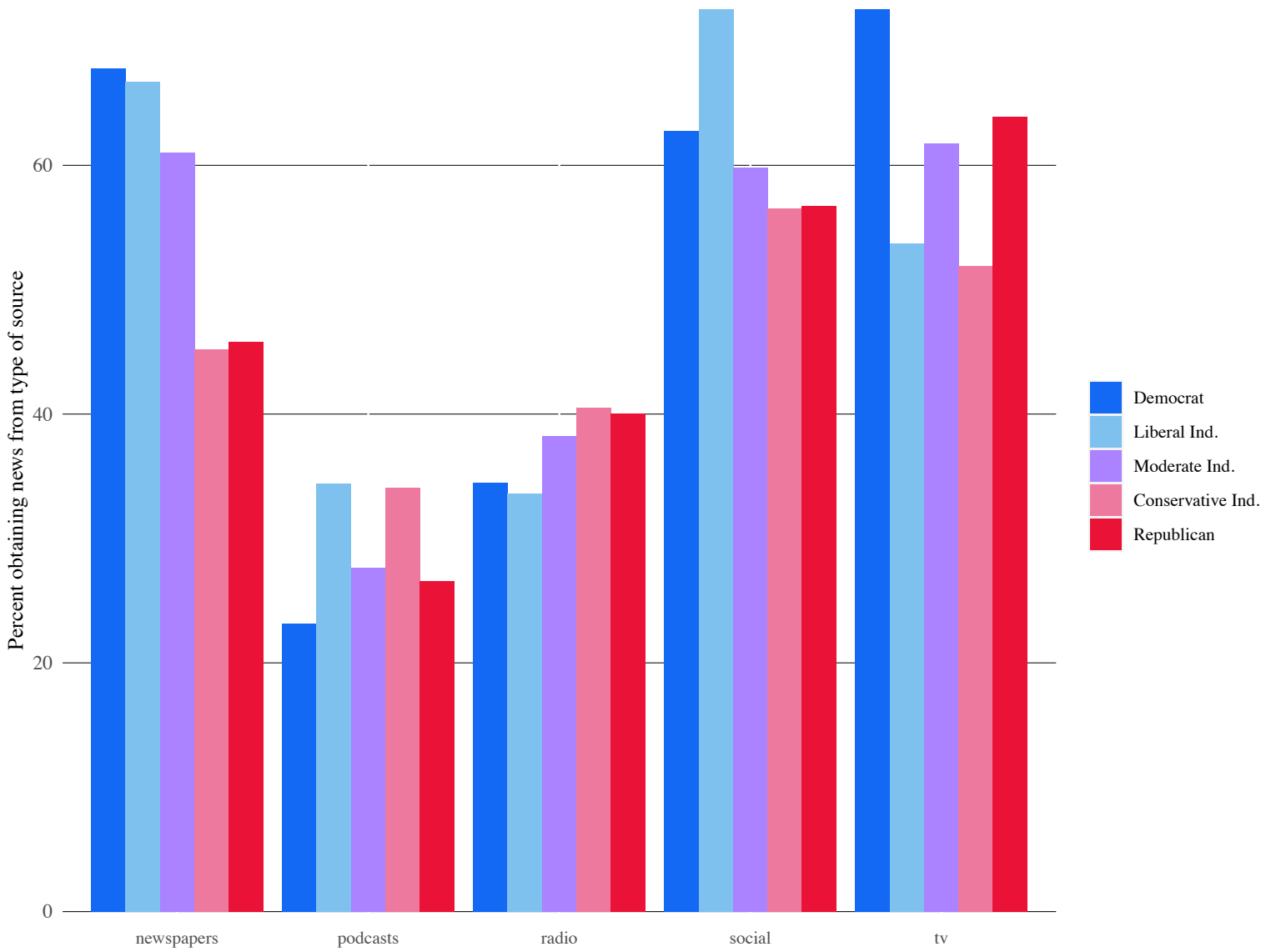
Responses to 'How much do you trust the media?'



What sources do you get the news from?

	newspapers	tv	social	radio	podcasts
Total Sample	57	63	60	37	26
Partisan Ideology					
Democrat	71	69	63	35	23
Liberal Ind.	67	52	74	32	30
Moderate Ind.	60	62	60	36	26
Conservative Ind.	44	57	57	40	32
Republican	46	64	56	39	26
Likely Voter Score					
Highest	60	71	55	41	30
High	58	62	64	36	25
Lower	51	53	65	32	21
Find Jan 6 Hearings Credible					
Very credible	72	68	60	35	23
Somewhat credible	61	69	68	32	23
Not very credible	52	65	59	45	30
Not at all credible	43	61	57	40	31
Not sure	51	47	70	26	16
Attention Paid to Jan 6 Congressional Hearings					
A lot of attention	68	76	54	38	27
Some attention	60	62	66	40	28
A little attention	51	58	65	36	21
No attention	42	51	57	31	26
Accountability for Jan 6 Participants					
Very important	67	66	62	34	23
Somewhat important	50	65	58	40	21
Not too important	52	65	56	42	30
Not important	41	54	58	40	34
Not sure	38	54	64	35	25
Age Categories					
18-34	59	45	74	31	34
35-49	58	56	65	44	35
50-64	53	69	53	42	23
65+	58	82	50	32	12
(White) Education and Sex					
College Men	65	66	60	41	29
College Women	72	65	57	39	27
Non-College Men	47	58	61	40	29
Non-College Women	53	66	62	31	21

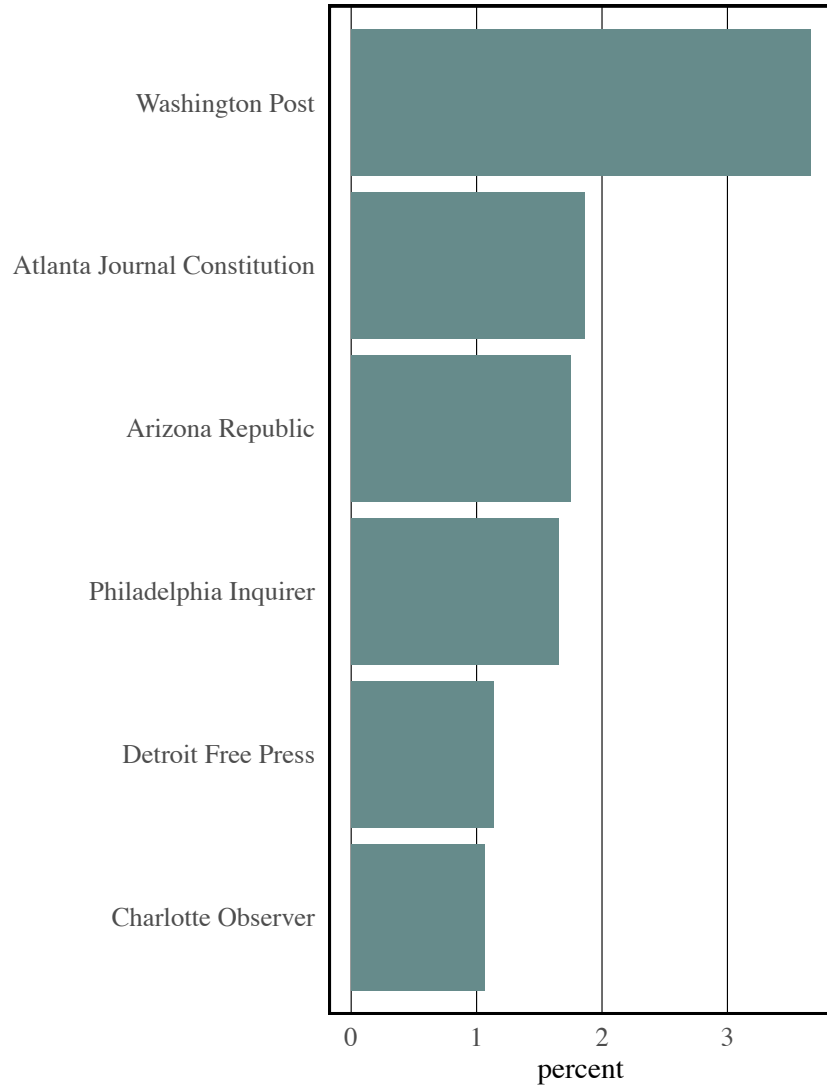
News Consumption by Party-Ideology



Newspaper Consumption

	Newspapers (overall)	New York Times	Breitbart	Wall Street Journal	Other Paper
Total Sample	57	46	11	34	73
Partisan Ideology					
Democrat	71	66	2	30	71
Liberal Ind.	67	62	7	43	69
Moderate Ind.	60	41	10	39	76
Conservative Ind.	44	34	27	45	77
Republican	46	23	19	31	76
Likely Voter Score					
Highest	60	46	13	34	75
High	58	47	9	34	71
Lower	51	47	9	35	72
Find Jan 6 Hearings Credible					
Very credible	72	62	3	32	74
Somewhat credible	61	64	7	52	64
Not very credible	52	27	14	33	77
Not at all credible	43	23	30	32	75
Not sure	51	33	6	31	70
Attention Paid to Jan 6 Congressional Hearings					
A lot of attention	68	57	7	34	75
Some attention	60	51	9	36	73
A little attention	51	32	14	32	72
No attention	42	24	19	32	72
Accountability for Jan 6 Participants					
Very important	67	59	5	36	71
Somewhat important	50	25	16	32	80
Not too important	52	24	17	30	78
Not important	41	27	31	34	72
Not sure	38	16	5	21	85
Age Categories					
18-34	59	62	9	44	61
35-49	58	48	13	38	75
50-64	53	40	13	35	76
65+	58	36	9	21	81
(White) Education and Sex					
College Men	65	43	11	40	70
College Women	72	58	6	37	74
Non-College Men	47	33	15	30	79
Non-College Women	53	50	11	31	70

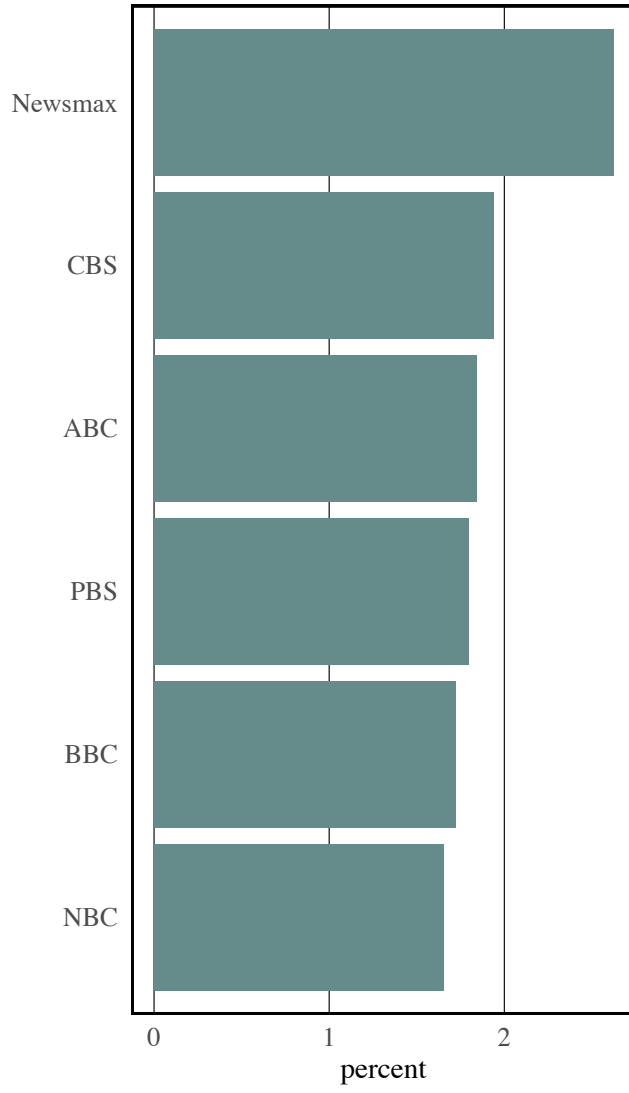
Open Ended Responses for Other Newspapers



Television News Consumption

	Television (overall)	CNN	Fox	MSNBC	OANN	Local
Total Sample	63	41	45	33	9	76
Partisan Ideology						
Democrat	69	65	11	59	1	76
Liberal Ind.	52	56	20	50	3	80
Moderate Ind.	62	45	44	38	10	86
Conservative Ind.	57	19	71	13	16	72
Republican	64	19	73	10	15	70
Likely Voter Score						
Highest	71	41	50	37	14	71
High	62	40	42	30	6	78
Lower	53	39	36	29	4	83
Find Jan 6 Hearings Credible						
Very credible	68	64	12	59	1	78
Somewhat credible	69	50	36	27	3	83
Not very credible	65	26	73	15	11	80
Not at all credible	61	14	76	11	22	66
Not sure	47	34	50	25	4	80
Attention Paid to Jan 6 Congressional Hearings						
A lot of attention	76	57	25	52	6	76
Some attention	62	41	47	31	8	80
A little attention	58	24	56	14	8	77
No attention	51	19	74	14	19	65
Accountability for Jan 6 Participants						
Very important	66	56	24	49	3	80
Somewhat important	65	23	67	12	14	69
Not too important	65	19	77	13	15	75
Not important	54	20	74	15	21	66
Not sure	54	21	55	6	17	81
Age Categories						
18-34	45	55	40	37	7	75
35-49	56	46	46	36	12	84
50-64	69	34	46	29	11	74
65+	82	35	45	33	7	73
(White) Education and Sex						
College Men	66	44	56	32	8	71
College Women	65	52	30	42	5	75
Non-College Men	58	33	55	28	13	74
Non-College Women	66	39	39	32	9	79

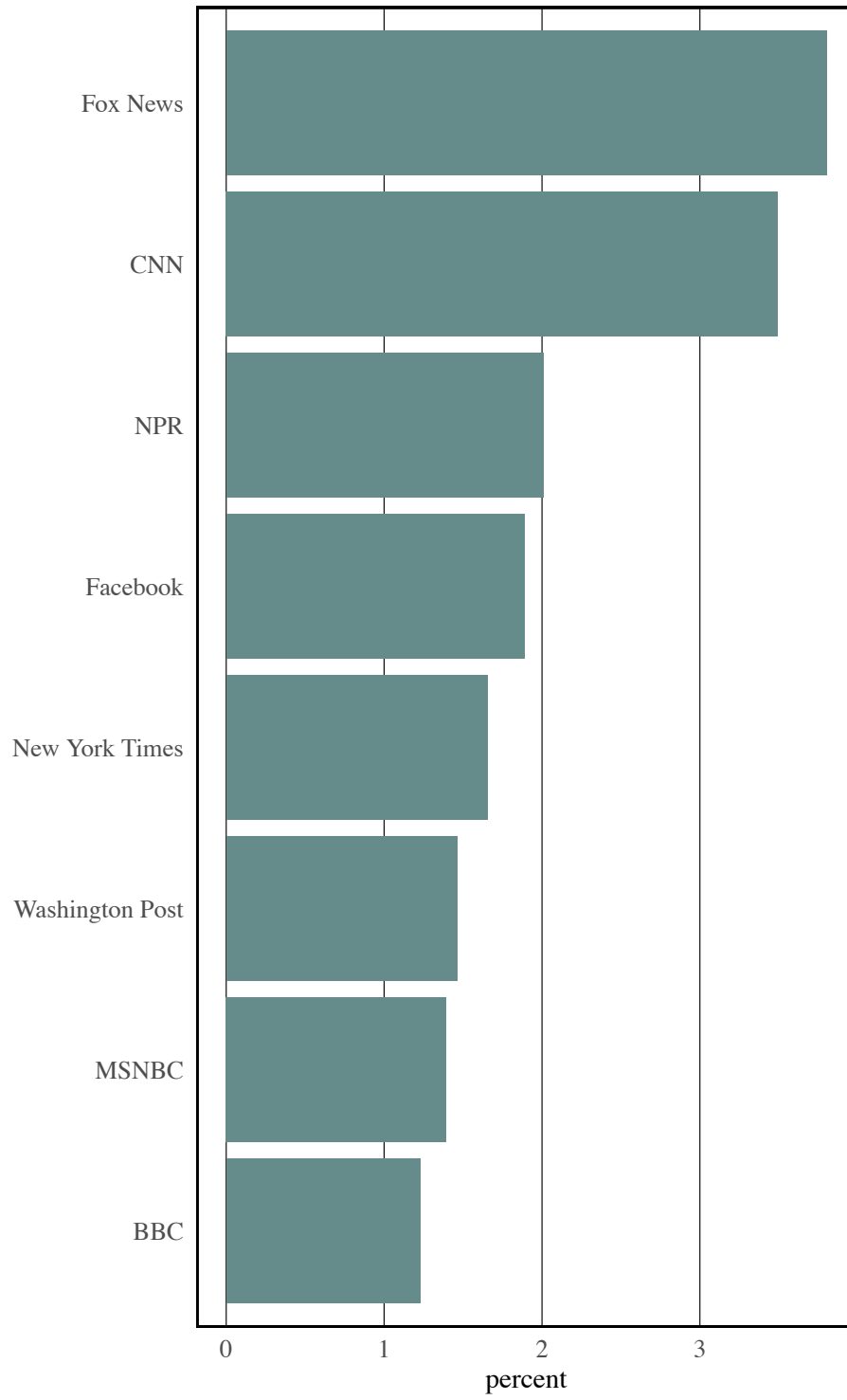
Open Ended Responses for TV News



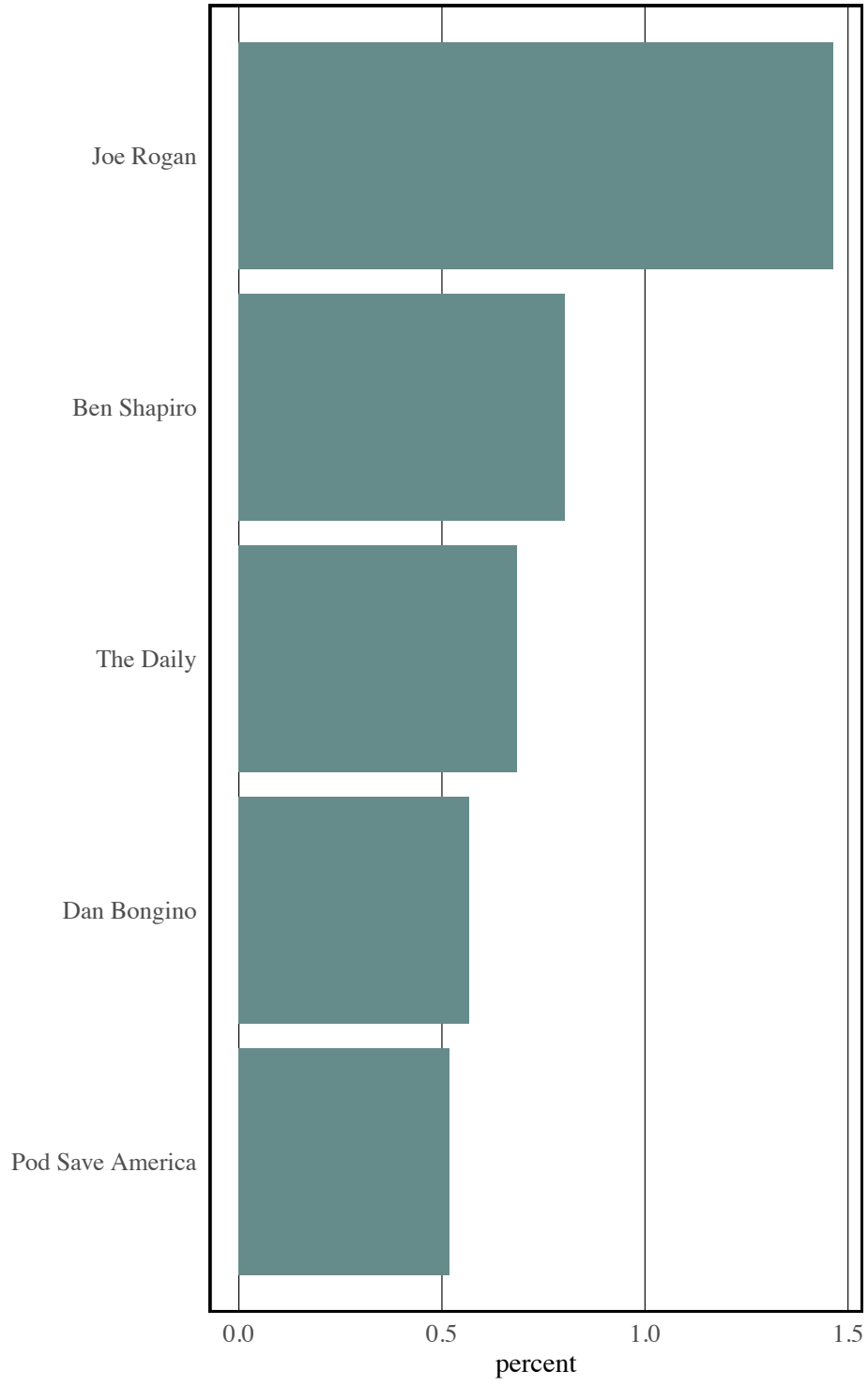
Social Media News Consumption

	Social Media (overall)	Instagram	Facebook	Tiktok	Snapchat	Youtube
Total Sample	60	30	81	18	5	45
Partisan Ideology						
Democrat	63	36	76	21	6	41
Liberal Ind.	74	39	70	29	8	52
Moderate Ind.	60	28	84	20	6	52
Conservative Ind.	57	19	86	5	6	45
Republican	56	24	86	13	3	42
Likely Voter Score						
Highest	55	26	83	13	4	44
High	64	28	83	18	4	43
Lower	65	38	75	24	9	48
Find Jan 6 Hearings Credible						
Very credible	60	31	77	20	6	42
Somewhat credible	68	44	70	27	13	45
Not very credible	59	19	85	13	3	49
Not at all credible	57	26	87	12	4	47
Not sure	70	37	82	23	4	40
Attention Paid to Jan 6 Congressional Hearings						
A lot of attention	54	27	80	17	8	44
Some attention	66	34	81	21	5	45
A little attention	65	28	80	16	4	42
No attention	57	29	84	14	3	46
Accountability for Jan 6 Participants						
Very important	62	33	78	21	6	43
Somewhat important	58	25	87	10	4	44
Not too important	56	20	86	10	2	49
Not important	58	29	82	15	7	46
Not sure	64	29	82	27	5	46
Age Categories						
18-34	74	51	63	29	12	56
35-49	65	24	88	20	4	45
50-64	53	21	89	11	1	40
65+	50	15	92	5	1	32
(White) Education and Sex						
College Men	60	27	82	9	4	48
College Women	57	31	82	16	3	36
Non-College Men	61	27	82	14	6	49
Non-College Women	62	33	79	26	6	44

Main Sources of News on Social Media

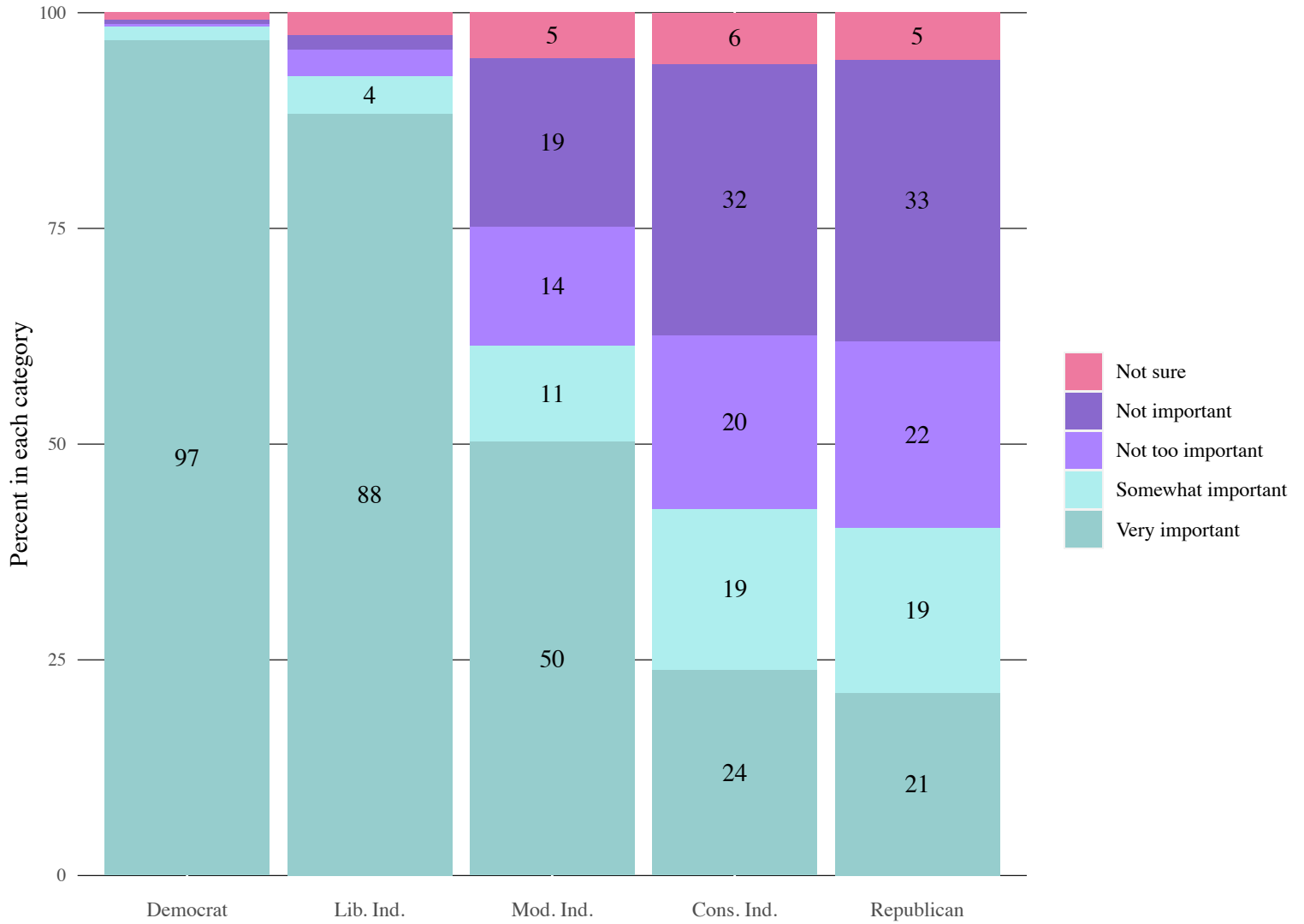


Open Ended Responses for Podcasts



Relationships with Jan 6 Views

January 6 Accountability by Party-ID



Importance of Accountability for January 6 by News Source Consumption

	Very important	Somewhat important	Not too important	Not important	Not sure
Total Sample	57	11	11	17	4
Reads Newspaper					
Yes	66	9	10	12	3
No	46	12	13	23	5
Watches TV news					
Yes	62	11	11	14	3
No	50	11	12	22	5
Gets news from social media					
Yes	59	10	11	16	4
No	55	11	12	18	3
Listens to news podcasts					
Yes	54	9	12	21	3
No	59	11	11	15	4
Gets news from radio					
Yes	54	12	13	18	3
No	59	10	11	16	4

Attention Paid to January 6 Committee by News Source Consumption

	A lot of attention	Some attention	A little attention	No attention
Total Sample	33	30	18	19
Reads Newspaper				
Yes	38	32	16	15
No	26	28	21	25
Watches TV news				
Yes	40	29	16	15
No	21	31	22	26
Gets news from social media				
Yes	30	33	19	18
No	38	25	17	21
Listens to news podcasts				
Yes	33	33	15	19
No	33	29	19	19
Gets news from radio				
Yes	33	32	18	16
No	33	28	18	21

Find January 6 Committee Credible by News Source Consumption

	Very credible	Somewhat credible	Not very credible	Not at all credible	Not sure
<hr/>					
Total Sample	40	9	13	28	10
<hr/>					
Reads Newspaper					
Yes	49	10	12	21	9
No	28	9	15	37	11
<hr/>					
Watches TV news					
Yes	44	10	13	26	7
No	33	8	14	32	14
<hr/>					
Gets news from social media					
Yes	39	11	13	26	11
No	41	7	14	31	7
<hr/>					
Listens to news podcasts					
Yes	37	8	15	33	7
No	41	10	12	26	11
<hr/>					
Gets news from radio					
Yes	38	8	16	31	7
No	41	10	12	26	11

Support January 6 Committee by News Source Consumption

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure
Total Sample	47	7	10	32	4
Reads Newspaper					
Yes	56	7	9	24	3
No	35	7	10	43	5
Watches TV news					
Yes	51	7	10	29	3
No	41	7	9	37	6
Gets news from social media					
Yes	49	8	9	30	4
No	45	6	11	35	4
Listens to news podcasts					
Yes	43	7	10	36	3
No	49	7	9	30	5
Gets news from radio					
Yes	45	6	11	35	3
No	49	7	9	30	5