

# Public Wise

Research & Education Fund

## Battleground State Voters' Media Consumption Cross Tabulations

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Change Research

August 2022 Battleground State Poll

### ARIZONA

**Field Dates:** August 20-31, 2022

**Sample:** 572 Adults

**Margin of Error:**  $\pm 4.9$

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.

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## News Media Consumption Questions

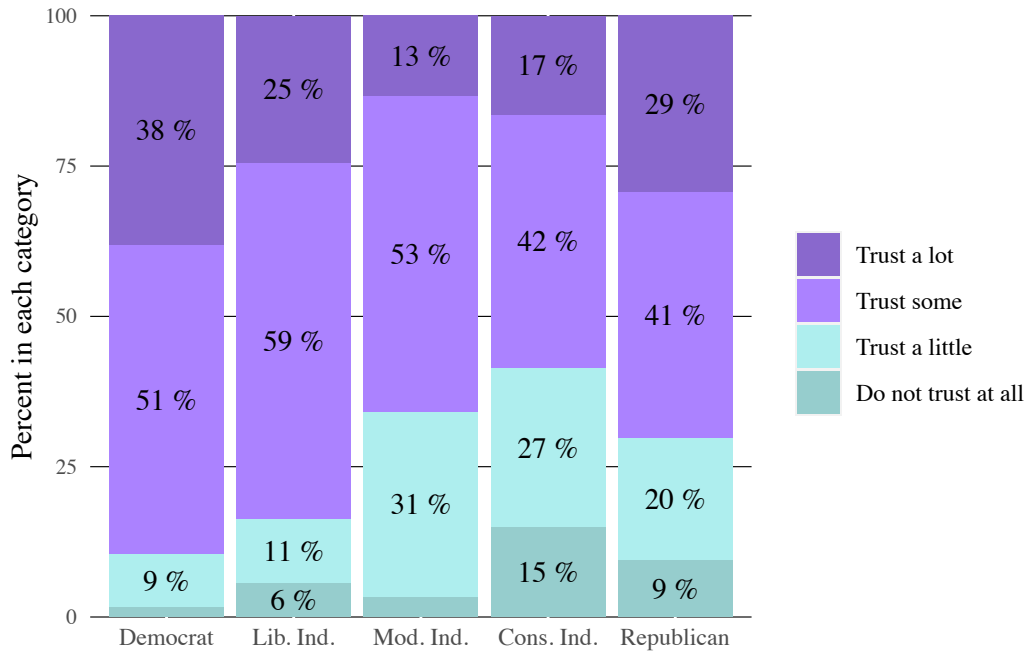
### How much do you trust the sources where you tend to get your news?

	Trust a lot	Trust some	Trust a little	Do not trust at all
Total Sample	28	48	17	6
Partisan Ideology				
Democrat	38	51	9	2
Liberal Ind.	25	59	11	6
Moderate Ind.	13	53	31	3
Conservative Ind.	17	42	27	15
Republican	29	41	20	9
Likely Voter Score				
Highest	38	44	13	6
High	26	50	19	5
Lower	15	55	23	8
Find Jan 6 Hearings Credible				
Very credible	39	55	4	1
Somewhat credible	14	48	35	3
Not very credible	14	57	21	8
Not at all credible	32	35	21	12
Not sure	5	54	34	8
Attention Paid to Jan 6 Congressional Hearings				
A lot of attention	44	48	7	2
Some attention	20	48	24	8
A little attention	12	55	27	6
No attention	28	43	18	11
Accountability for Jan 6 Participants				
Very important	31	53	12	4
Somewhat important	30	37	25	8
Not too important	19	39	29	12
Not important	31	42	22	5
Not sure	0	70	18	13
Age Categories				
18-34	21	54	20	6
35-49	23	50	20	8
50-64	33	47	16	4
65+	35	44	14	6
(White) Education and Sex				
College Men	28	51	11	10
College Women	29	55	14	2
Non-College Men	32	37	25	6
Non-College Women	19	58	17	5

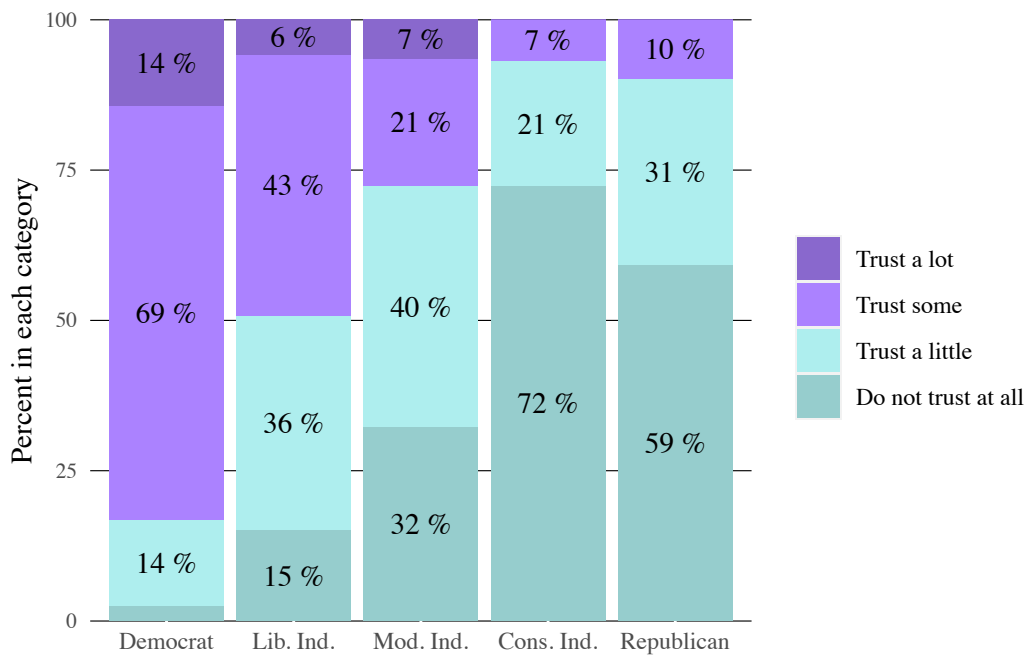
## How much do you trust the news media in general?

	Trust a lot	Trust some	Trust a little	Do not trust at all
<hr/>				
Total Sample	6	34	27	32
<hr/>				
Partisan Ideology				
<hr/>				
Democrat	14	69	14	2
Liberal Ind.	6	43	36	15
Moderate Ind.	7	21	40	32
Conservative Ind.	0	7	21	72
Republican	0	10	31	59
<hr/>				
Likely Voter Score				
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Highest	9	36	20	35
High	5	35	34	26
Lower	3	31	30	36
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Find Jan 6 Hearings Credible				
<hr/>				
Very credible	16	64	18	3
Somewhat credible	1	39	41	18
Not very credible	0	12	40	49
Not at all credible	0	3	23	74
Not sure	0	23	41	37
<hr/>				
Attention Paid to Jan 6 Congressional Hearings				
<hr/>				
A lot of attention	15	52	15	19
Some attention	3	30	34	32
A little attention	1	29	37	33
No attention	0	12	27	61
<hr/>				
Accountability for Jan 6 Participants				
<hr/>				
Very important	11	55	24	11
Somewhat important	0	6	38	56
Not too important	0	5	38	57
Not important	0	4	25	70
Not sure	0	19	15	66
<hr/>				
Age Categories				
<hr/>				
18-34	1	34	33	32
35-49	3	29	42	26
50-64	6	40	17	38
65+	14	34	20	33
<hr/>				
(White) Education and Sex				
<hr/>				
College Men	7	43	15	35
College Women	11	52	24	13
Non-College Men	3	19	34	44
Non-College Women	4	35	28	32

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



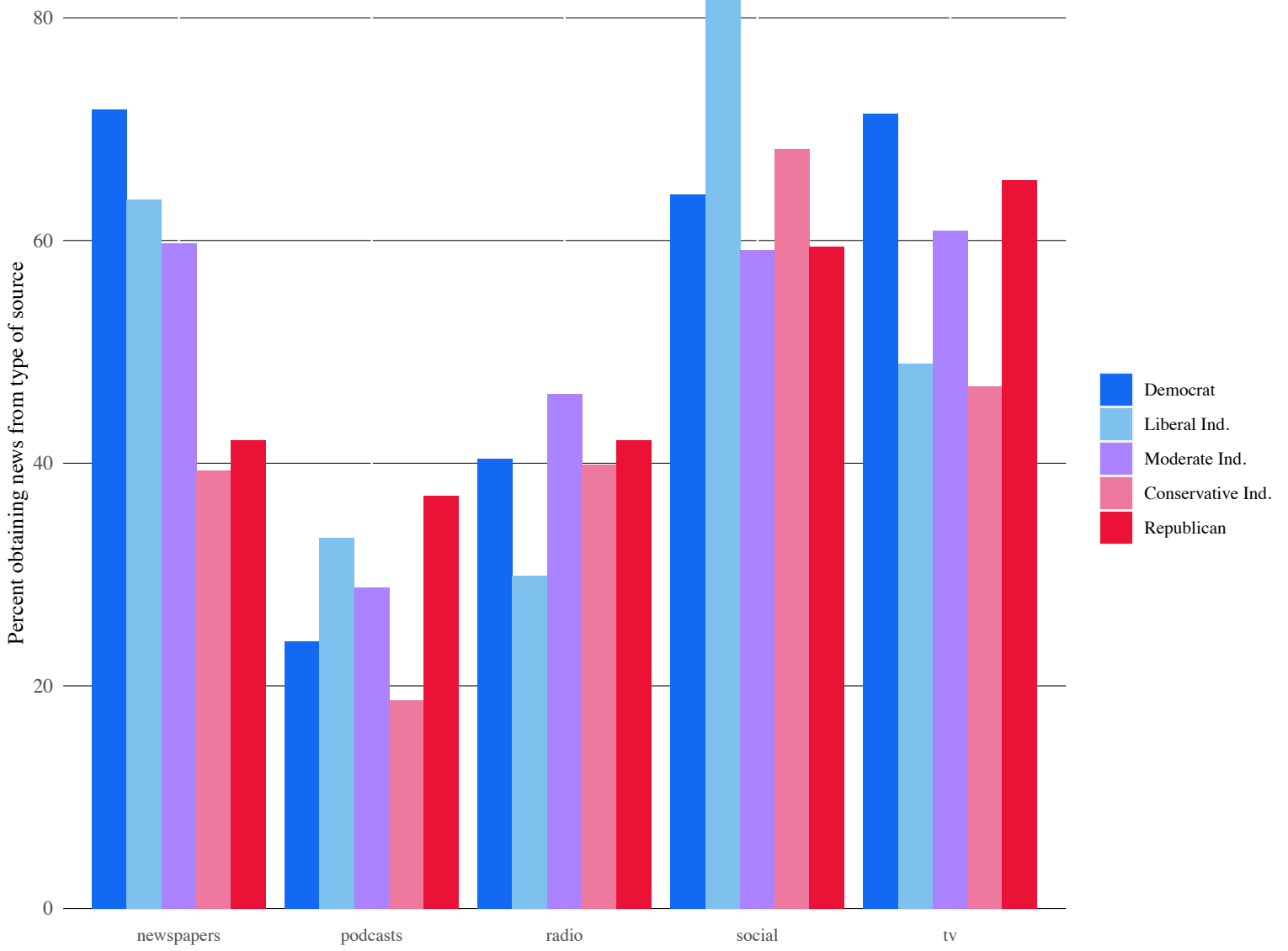
### Responses to 'How much do you trust the media?'



## What sources do you get the news from?

	newspapers	tv	social	radio	podcasts
Total Sample	58	64	64	40	28
Partisan Ideology					
Democrat	73	70	66	39	24
Liberal Ind.	61	54	90	29	22
Moderate Ind.	64	63	55	46	28
Conservative Ind.	42	49	66	38	21
Republican	46	64	58	42	36
Likely Voter Score					
Highest	59	76	62	43	28
High	64	60	64	43	27
Lower	47	46	69	28	31
Find Jan 6 Hearings Credible					
Very credible	74	69	63	36	22
Somewhat credible	51	64	69	42	22
Not very credible	62	69	69	38	39
Not at all credible	34	52	56	50	39
Not sure	56	59	83	25	19
Attention Paid to Jan 6 Congressional Hearings					
A lot of attention	70	81	61	42	31
Some attention	58	57	67	44	27
A little attention	54	59	74	30	15
No attention	37	43	58	35	40
Accountability for Jan 6 Participants					
Very important	69	66	65	36	23
Somewhat important	48	67	72	45	26
Not too important	53	73	53	44	25
Not important	37	48	69	51	53
Not sure	6	45	55	13	33
Age Categories					
18-34	52	43	81	28	43
35-49	62	49	72	54	33
50-64	57	73	60	49	31
65+	62	82	50	33	12
(White) Education and Sex					
College Men	69	67	57	38	21
College Women	79	75	57	40	24
Non-College Men	39	60	75	47	37
Non-College Women	56	56	63	33	27

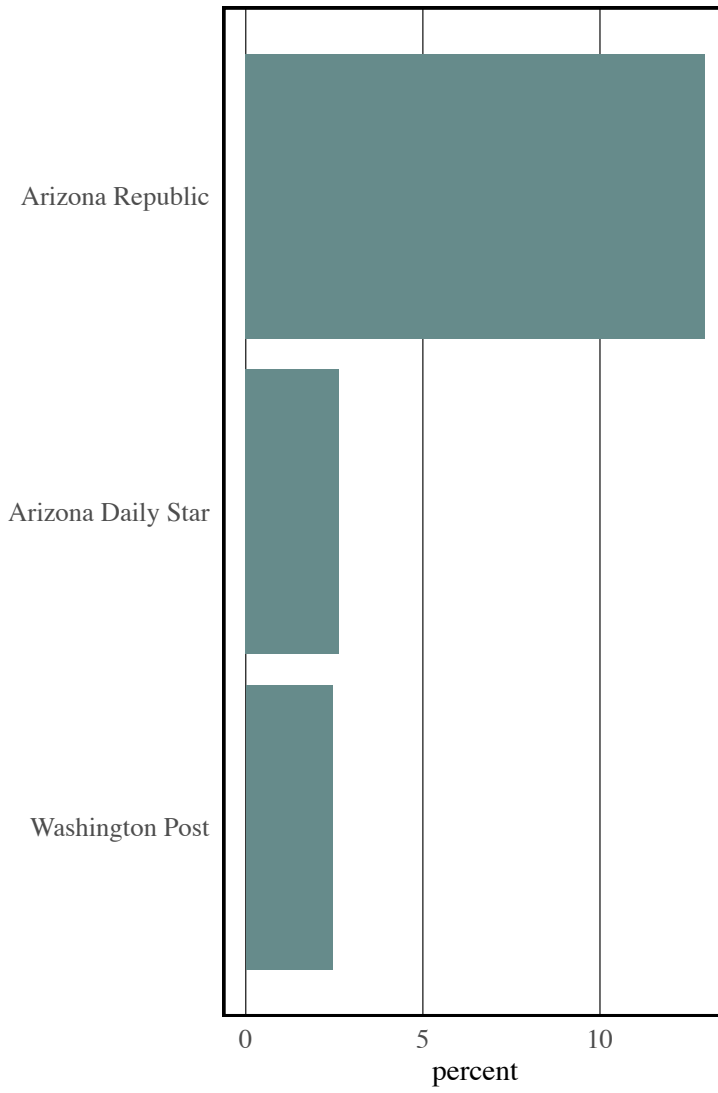
# News Consumption by Party-Ideology



## Newspaper Consumption

	Newspapers (overall)	New York Times	Breitbart	Wall Street Journal	Other Paper
Total Sample	58	52	10	40	75
Partisan Ideology					
Democrat	73	73	1	40	69
Liberal Ind.	61	57	5	61	67
Moderate Ind.	64	41	11	36	81
Conservative Ind.	42	36	15	53	92
Republican	46	30	23	31	81
Likely Voter Score					
Highest	59	55	8	46	82
High	64	50	14	32	74
Lower	47	50	6	43	61
Find Jan 6 Hearings Credible					
Very credible	74	67	3	44	75
Somewhat credible	51	72	4	51	53
Not very credible	62	16	9	20	90
Not at all credible	34	26	41	30	82
Not sure	56	42	7	59	63
Attention Paid to Jan 6 Congressional Hearings					
A lot of attention	70	59	8	42	80
Some attention	58	55	8	42	76
A little attention	54	48	15	42	65
No attention	37	20	16	25	70
Accountability for Jan 6 Participants					
Very important	69	66	4	47	72
Somewhat important	48	21	0	35	73
Not too important	53	2	26	11	86
Not important	37	35	37	30	84
Not sure	6	100	100	34	0
Age Categories					
18-34	52	63	9	60	67
35-49	62	63	13	37	74
50-64	57	45	15	45	77
65+	62	43	5	25	81
(White) Education and Sex					
College Men	69	45	7	31	77
College Women	79	65	3	43	75
Non-College Men	39	43	18	45	77
Non-College Women	56	49	15	40	73

### Open Ended Responses for Other Newspapers

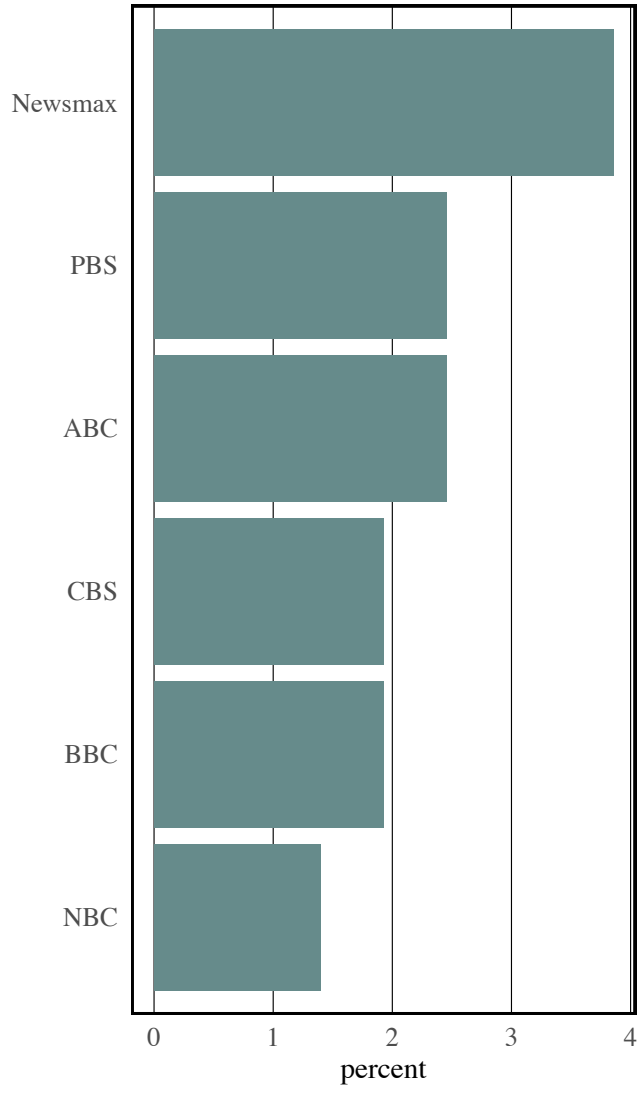




## Television News Consumption

	Television (overall)	CNN	Fox	MSNBC	OANN	Local
Total Sample	64	46	44	41	11	79
Partisan Ideology						
Democrat	70	72	15	63	0	84
Liberal Ind.	54	73	15	66	0	76
Moderate Ind.	63	41	39	45	17	89
Conservative Ind.	49	3	53	9	15	88
Republican	64	22	80	15	22	69
Likely Voter Score						
Highest	76	49	49	43	11	77
High	60	46	38	41	10	79
Lower	46	37	38	32	11	85
Find Jan 6 Hearings Credible						
Very credible	69	74	17	68	0	81
Somewhat credible	64	47	37	28	6	82
Not very credible	69	18	83	12	29	68
Not at all credible	52	11	71	16	24	72
Not sure	59	24	67	18	15	95
Attention Paid to Jan 6 Congressional Hearings						
A lot of attention	81	66	28	57	4	81
Some attention	57	34	56	31	16	77
A little attention	59	32	50	23	10	83
No attention	43	8	68	19	29	69
Accountability for Jan 6 Participants						
Very important	66	66	27	57	3	83
Somewhat important	67	14	56	3	19	57
Not too important	73	10	78	18	21	81
Not important	48	16	71	16	28	66
Not sure	45	13	82	13	53	100
Age Categories						
18-34	43	52	44	46	16	82
35-49	49	53	38	48	11	90
50-64	73	49	48	41	13	73
65+	82	39	42	36	8	77
(White) Education and Sex						
College Men	67	51	51	48	4	78
College Women	75	59	24	52	5	85
Non-College Men	60	39	52	38	18	74
Non-College Women	56	35	50	27	14	78

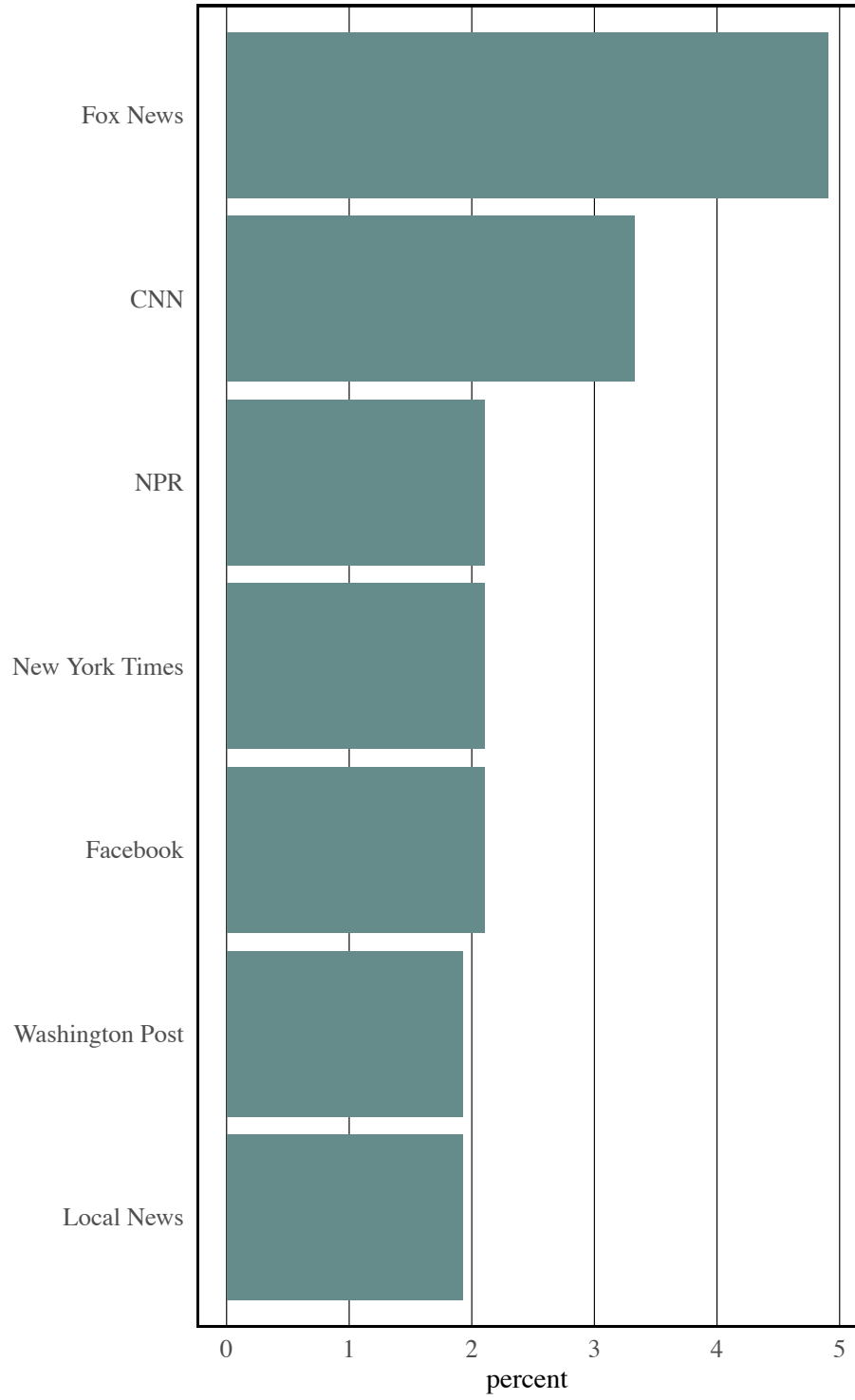
### Open Ended Responses for TV News



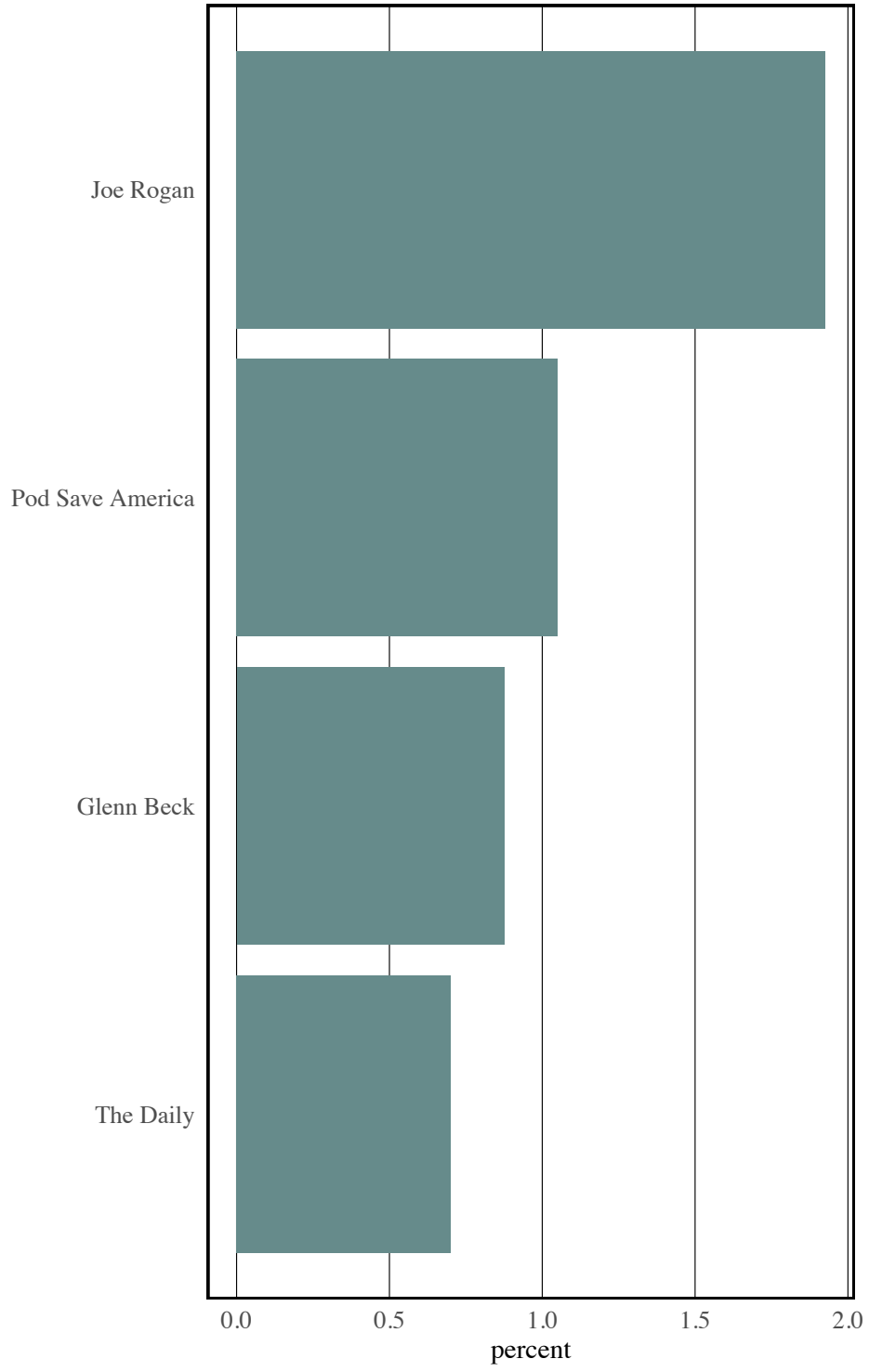
## Social Media News Consumption

	Social Media (overall)	Instagram	Facebook	Tiktok	Snapchat	Youtube
Total Sample	64	36	77	17	4	52
Partisan Ideology						
Democrat	66	36	77	18	3	46
Liberal Ind.	90	43	77	30	5	69
Moderate Ind.	55	45	92	21	1	60
Conservative Ind.	66	35	75	0	11	54
Republican	58	27	72	13	5	46
Likely Voter Score						
Highest	62	29	81	17	0	47
High	64	29	81	9	9	54
Lower	69	54	66	31	4	58
Find Jan 6 Hearings Credible						
Very credible	63	31	81	14	2	54
Somewhat credible	69	47	61	45	14	56
Not very credible	69	34	73	9	0	51
Not at all credible	56	27	75	5	8	55
Not sure	83	59	92	37	1	38
Attention Paid to Jan 6 Congressional Hearings						
A lot of attention	61	23	77	13	7	52
Some attention	67	41	85	23	6	48
A little attention	74	44	70	23	1	55
No attention	58	41	69	9	0	61
Accountability for Jan 6 Participants						
Very important	65	37	82	23	3	49
Somewhat important	72	40	59	13	8	73
Not too important	53	21	79	0	0	36
Not important	69	35	66	6	11	65
Not sure	55	63	77	40	3	50
Age Categories						
18-34	81	67	57	36	13	75
35-49	72	24	81	16	0	59
50-64	60	25	90	8	0	33
65+	50	13	89	4	0	34
(White) Education and Sex						
College Men	57	21	78	11	1	35
College Women	57	36	74	9	0	46
Non-College Men	75	33	80	19	9	66
Non-College Women	63	46	75	25	4	49

### Main Sources of News on Social Media

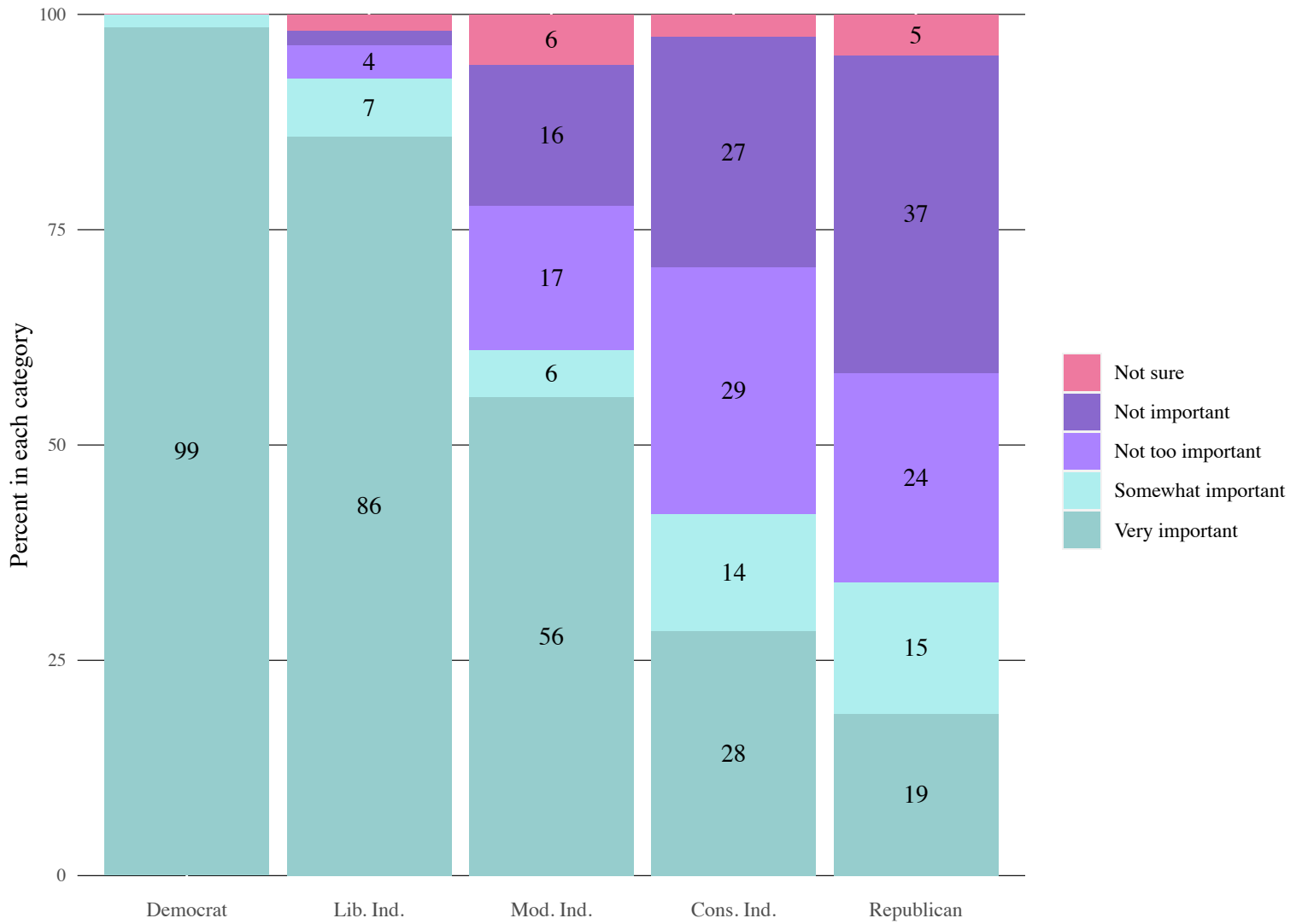


# Open Ended Responses for Podcasts



# 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	59	8	13	17	3
Reads Newspaper					
Yes	70	7	12	11	1
No	43	10	15	25	6
Watches TV news					
Yes	62	8	14	13	3
No	52	9	12	23	4
Gets news from social media					
Yes	59	8	11	18	3
No	58	8	16	14	3
Listens to news podcasts					
Yes	49	8	10	30	3
No	63	8	14	11	3
Gets news from radio					
Yes	55	9	17	18	1
No	61	8	11	16	5

## Attention Paid to January 6 Committee by News Source Consumption

	A lot of attention	Some attention	A little attention	No attention
Total Sample	35	31	17	17
Reads Newspaper				
Yes	41	32	17	10
No	27	29	18	27
Watches TV news				
Yes	44	29	13	13
No	19	34	23	24
Gets news from social media				
Yes	33	33	18	17
No	39	27	16	17
Listens to news podcasts				
Yes	39	31	9	21
No	33	31	20	16
Gets news from radio				
Yes	38	32	15	15
No	33	30	18	19



## Find January 6 Committee Credible by News Source Consumption

	Very credible	Somewhat credible	Not very credible	Not at all credible	Not sure
Total Sample	40	12	13	27	9
Reads Newspaper					
Yes	53	10	13	17	8
No	25	14	13	39	10
Watches TV news					
Yes	44	12	14	22	8
No	34	11	11	34	10
Gets news from social media					
Yes	39	13	13	24	11
No	44	10	11	31	4
Listens to news podcasts					
Yes	34	8	14	38	5
No	44	13	12	22	10
Gets news from radio					
Yes	36	11	12	33	7
No	44	12	13	22	10

## Support January 6 Committee by News Source Consumption

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure
Total Sample	51	6	10	30	4
Reads Newspaper					
Yes	63	6	8	21	1
No	35	5	13	40	6
Watches TV news					
Yes	54	6	10	28	3
No	46	6	11	32	5
Gets news from social media					
Yes	50	8	9	29	4
No	52	3	13	30	3
Listens to news podcasts					
Yes	44	6	9	38	3
No	54	6	11	26	4
Gets news from radio					
Yes	46	5	11	36	1
No	54	6	10	25	5