Public Wise
Research & Education Fund

**Battleground State Voters' Media Consumption
Cross Tabulations**
Public Wise
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Change Research
August 2022 Battleground State Poll

MICHIGAN

Field Dates: August 20-31, 2022
Sample: 698 Adults
Margin of Error: ± 4.5

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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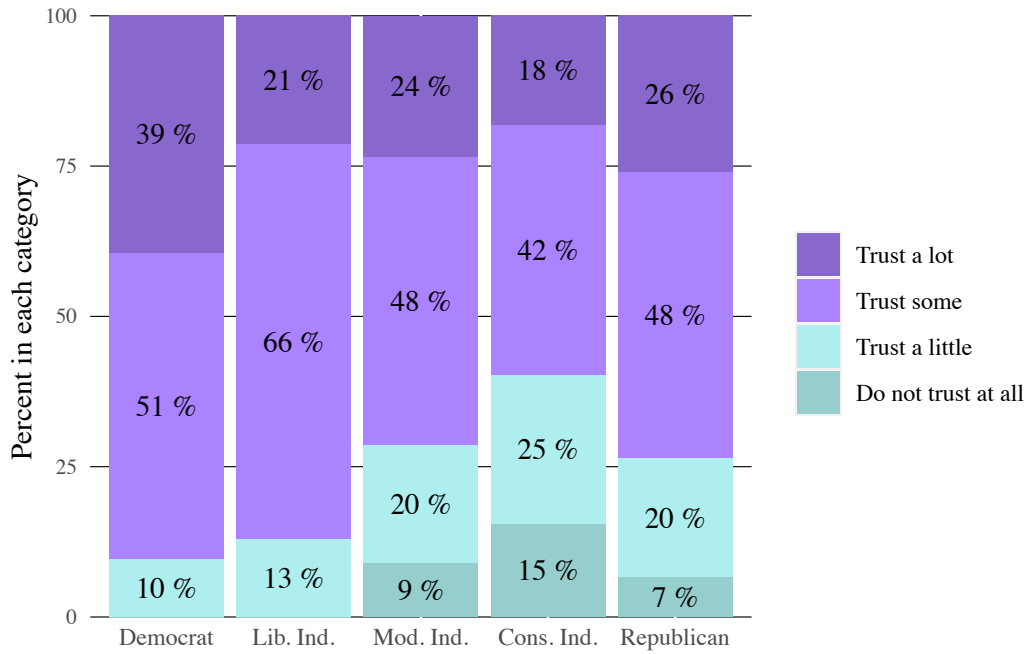
News Media Consumption Questions

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	50	17	5
Partisan Ideology				
Democrat	39	51	10	0
Liberal Ind.	21	66	13	0
Moderate Ind.	24	48	20	9
Conservative Ind.	18	42	25	15
Republican	26	48	20	7
Likely Voter Score				
Highest	39	41	15	5
High	23	58	16	4
Lower	21	54	19	6
Find Jan 6 Hearings Credible				
Very credible	38	52	9	1
Somewhat credible	14	68	14	3
Not very credible	25	51	20	4
Not at all credible	23	44	21	13
Not sure	19	44	33	5
Attention Paid to Jan 6 Congressional Hearings				
A lot of attention	40	45	11	4
Some attention	22	64	11	3
A little attention	21	46	25	8
No attention	25	42	27	7
Accountability for Jan 6 Participants				
Very important	32	55	12	2
Somewhat important	18	54	23	4
Not too important	19	37	33	12
Not important	29	34	23	14
Not sure	13	64	14	9
Age Categories				
18-34	26	53	16	6
35-49	25	48	22	5
50-64	31	49	14	6
65+	30	50	15	5
(White) Education and Sex				
College Men	26	53	17	4
College Women	39	46	12	3
Non-College Men	25	47	23	5
Non-College Women	29	50	16	5

How much do you trust the news media in general?

	Trust a lot	Trust some	Trust a little	Do not trust at all
Total Sample	8	36	27	29
Partisan Ideology				
Democrat	18	65	16	0
Liberal Ind.	4	44	42	9
Moderate Ind.	9	31	30	29
Conservative Ind.	0	8	32	59
Republican	1	16	29	54
Likely Voter Score				
Highest	12	32	19	38
High	7	42	26	26
Lower	5	35	40	20
Find Jan 6 Hearings Credible				
Very credible	18	59	20	2
Somewhat credible	1	60	33	6
Not very credible	0	19	49	32
Not at all credible	1	4	22	73
Not sure	5	31	38	26
Attention Paid to Jan 6 Congressional Hearings				
A lot of attention	18	48	20	13
Some attention	5	48	28	19
A little attention	2	21	36	41
No attention	2	15	29	54
Accountability for Jan 6 Participants				
Very important	13	51	27	9
Somewhat important	2	24	30	44
Not too important	3	9	36	53
Not important	0	6	23	72
Not sure	0	25	19	55
Age Categories				
18-34	5	32	37	27
35-49	4	33	26	37
50-64	11	37	25	27
65+	13	42	20	25
(White) Education and Sex				
College Men	5	31	24	41
College Women	16	54	15	15
Non-College Men	6	29	26	39
Non-College Women	7	38	32	23

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

Percent in each category

| Democrat | Lib. Ind. | Mod. Ind. | Cons. Ind. | Republican |

- Trust a lot
- Trust some
- Trust a little
- Do not trust at all

Democrat: 39 %, 51 %, 10 %
Lib. Ind.: 21 %, 66 %, 13 %
Mod. Ind.: 24 %, 48 %, 20 %, 9 %
Cons. Ind.: 18 %, 42 %, 25 %, 15 %
Republican: 26 %, 48 %, 20 %, 7 %

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

Percent in each category

- Trust a lot
- Trust some
- Trust a little
- Do not trust at all

Democrat: 18 %, 65 %, 16 %
Lib. Ind.: 4 %, 44 %, 42 %, 9 %
Mod. Ind.: 9 %, 31 %, 30 %, 29 %
Cons. Ind.: 8 %, 32 %, 59 %
Republican: 16 %, 29 %, 54 %
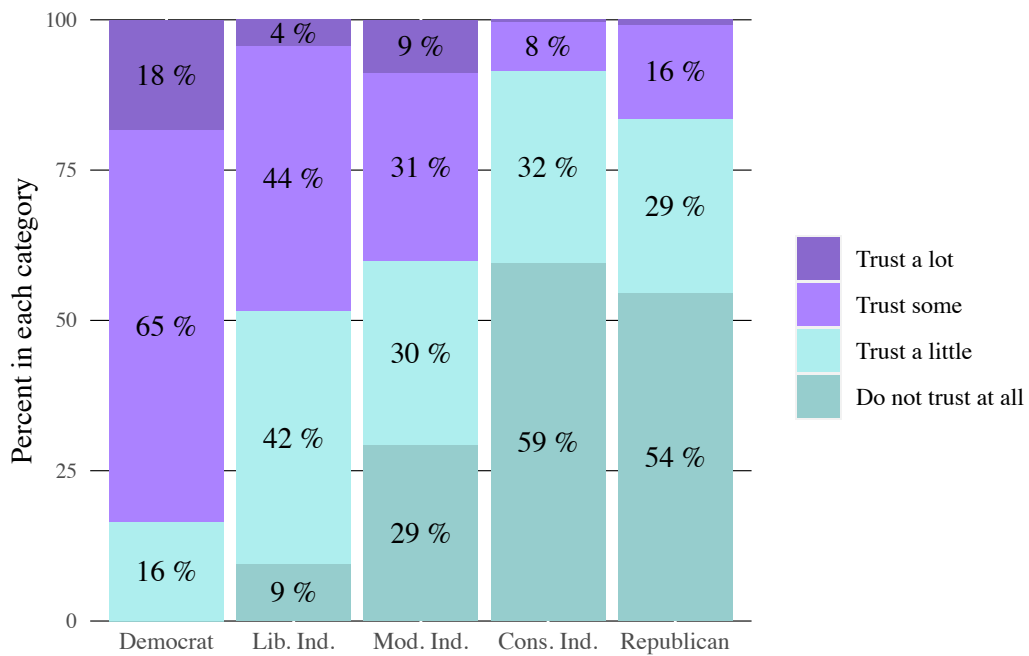
What sources do you get the news from?

	newspapers	tv	social	radio	podcasts
Total Sample	61	65	57	38	22
Partisan Ideology					
Democrat	71	70	58	38	19
Liberal Ind.	80	69	67	37	25
Moderate Ind.	61	60	53	39	22
Conservative Ind.	44	71	58	54	26
Republican	48	61	54	33	23
Likely Voter Score					
Highest	63	70	49	37	29
High	63	66	67	38	21
Lower	55	58	56	39	13
Find Jan 6 Hearings Credible					
Very credible	74	74	54	37	22
Somewhat credible	71	64	65	45	13
Not very credible	40	60	59	42	29
Not at all credible	50	60	54	36	25
Not sure	58	55	66	36	11
Attention Paid to Jan 6 Congressional Hearings					
A lot of attention	71	78	46	39	23
Some attention	62	59	62	39	25
A little attention	60	56	65	35	20
No attention	45	64	58	38	18
Accountability for Jan 6 Participants					
Very important	70	69	60	37	21
Somewhat important	49	75	61	48	23
Not too important	55	59	56	47	19
Not important	41	49	42	27	28
Not sure	56	72	72	45	16
Age Categories					
18-34	63	55	76	35	26
35-49	57	61	59	49	35
50-64	56	68	46	44	21
65+	67	76	48	26	9
(White) Education and Sex					
College Men	59	59	54	43	34
College Women	78	65	55	40	21
Non-College Men	58	60	60	39	24
Non-College Women	55	73	57	34	16

News Consumption by Party–Ideology

Percent obtaining news from type of source

Legend:
- Democrat
- Liberal Ind.
- Moderate Ind.
- Conservative Ind.
- Republican

Categories: newspapers, podcasts, radio, social, tv
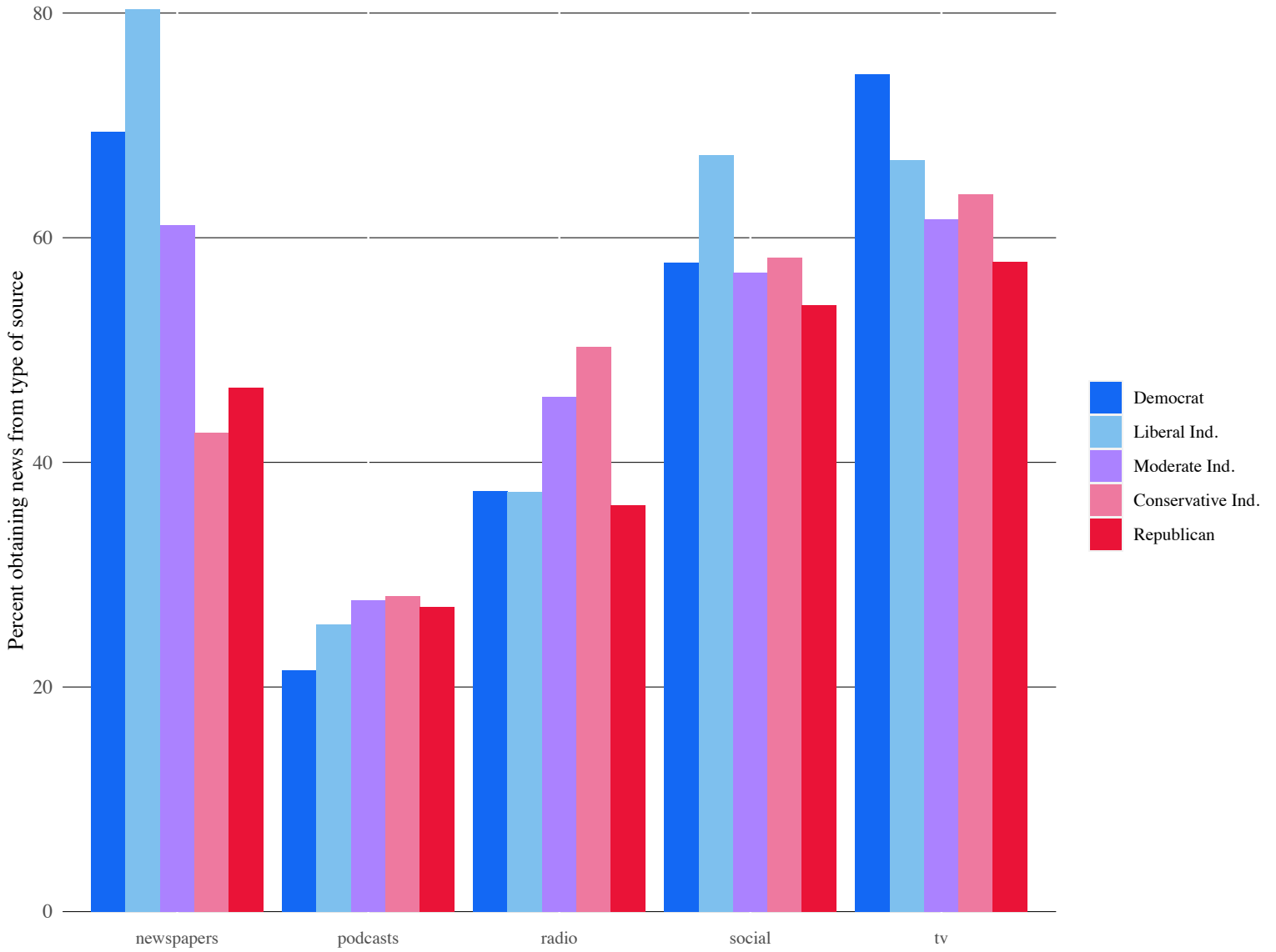
Newspaper Consumption

	Newspapers (overall)	New York Times	Breitbart	Wall Street Journal	Other Paper
Total Sample	61	44	10	31	76
Partisan Ideology					
Democrat	71	63	0	31	74
Liberal Ind.	80	58	4	40	81
Moderate Ind.	61	29	6	16	78
Conservative Ind.	44	26	43	52	71
Republican	48	23	23	34	74
Likely Voter Score					
Highest	63	46	19	33	70
High	63	49	6	36	81
Lower	55	31	1	21	76
Find Jan 6 Hearings Credible					
Very credible	74	56	0	27	77
Somewhat credible	71	67	0	50	77
Not very credible	40	33	24	39	72
Not at all credible	50	17	33	30	74
Not sure	58	33	2	30	75
Attention Paid to Jan 6 Congressional Hearings					
A lot of attention	71	57	7	33	73
Some attention	62	51	7	34	79
A little attention	60	31	11	32	72
No attention	45	15	24	22	79
Accountability for Jan 6 Participants					
Very important	70	55	4	32	74
Somewhat important	49	23	31	29	89
Not too important	55	12	14	31	82
Not important	41	17	33	30	64
Not sure	56	10	10	10	100
Age Categories					
18-34	63	55	5	48	67
35-49	57	45	14	27	80
50-64	56	35	16	35	76
65+	67	39	8	18	80
(White) Education and Sex					
College Men	59	39	18	44	67
College Women	78	61	4	39	77
Non-College Men	58	31	18	29	72
Non-College Women	55	44	4	22	81

Open Ended Responses for Other Newspapers
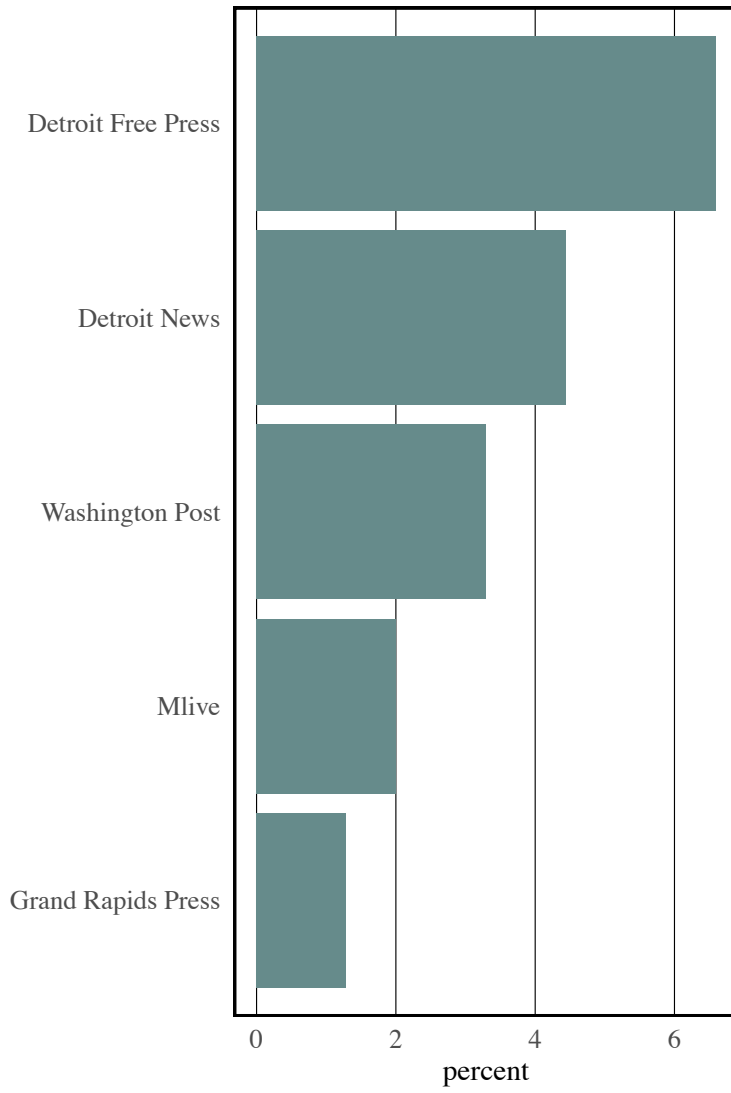
Television News Consumption

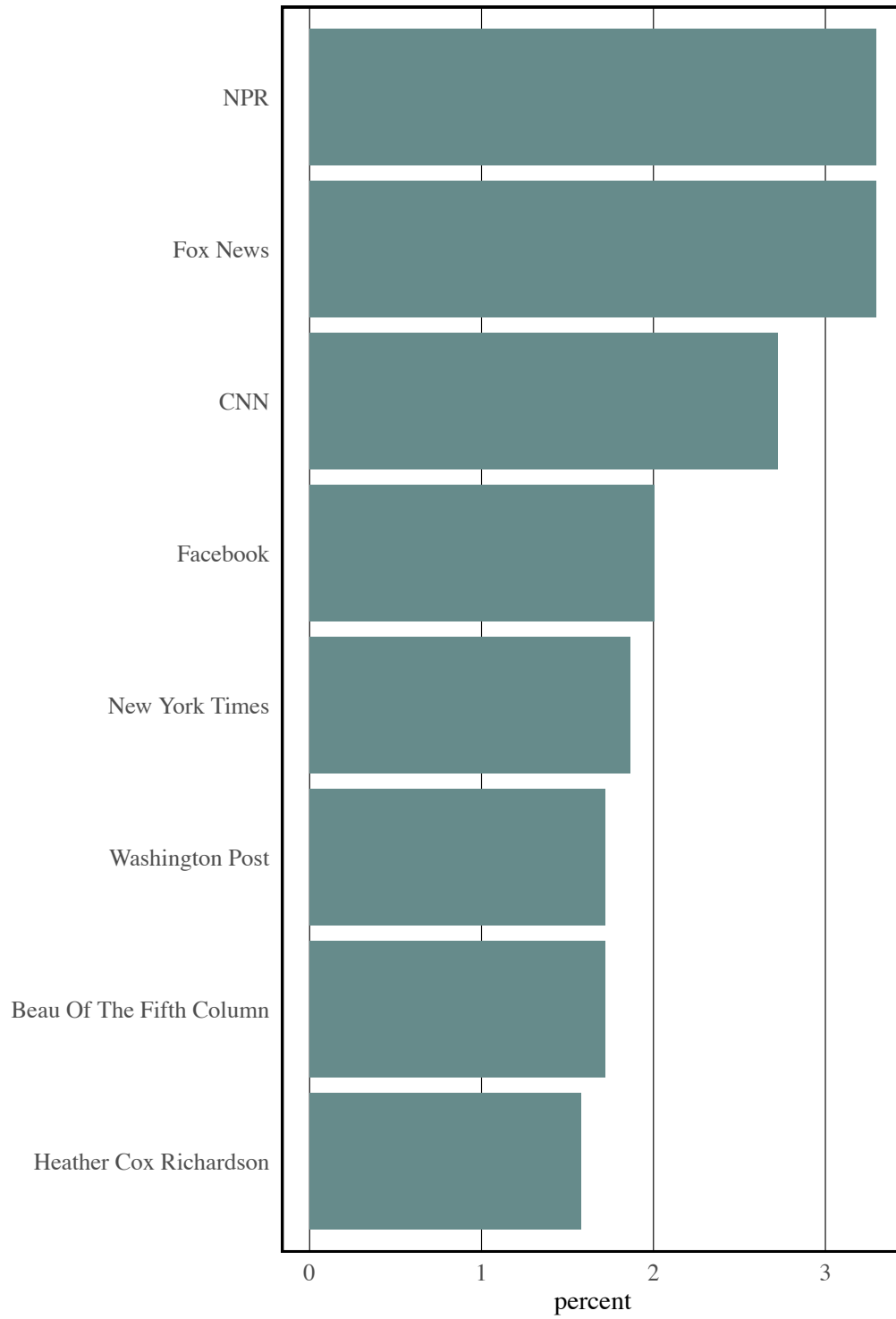|	Television (overall)	CNN	Fox	MSNBC	OANN	Local
Total Sample	65	40	40	34	9	80
Partisan Ideology						
Democrat	70	56	9	54	0	82
Liberal Ind.	69	57	26	57	1	83
Moderate Ind.	60	38	25	34	9	92
Conservative Ind.	71	18	76	11	15	68
Republican	61	24	77	10	20	74
Likely Voter Score						
Highest	70	42	44	44	17	75
High	66	37	39	30	4	87
Lower	58	40	34	22	2	80
Find Jan 6 Hearings Credible						
Very credible	74	55	12	56	1	84
Somewhat credible	64	47	23	21	0	91
Not very credible	60	31	68	10	11	84
Not at all credible	60	16	79	12	29	72
Not sure	55	32	45	30	3	75
Attention Paid to Jan 6 Congressional Hearings						
A lot of attention	78	55	23	52	4	79
Some attention	59	41	35	37	8	89
A little attention	56	22	50	7	9	83
No attention	64	24	69	18	20	70
Accountability for Jan 6 Participants						
Very important	69	49	23	45	4	82
Somewhat important	75	25	69	10	15	80
Not too important	59	20	71	13	21	84
Not important	49	22	84	19	24	62
Not sure	72	21	13	3	7	100
Age Categories						
18-34	55	56	43	38	7	82
35-49	61	37	41	28	13	87
50-64	68	29	40	23	12	83
65+	76	40	38	44	6	72
(White) Education and Sex						
College Men	59	44	56	29	18	78
College Women	65	51	19	47	5	80
Non-College Men	60	31	52	25	15	78
Non-College Women	73	38	36	36	4	83

Open Ended Responses for TV News
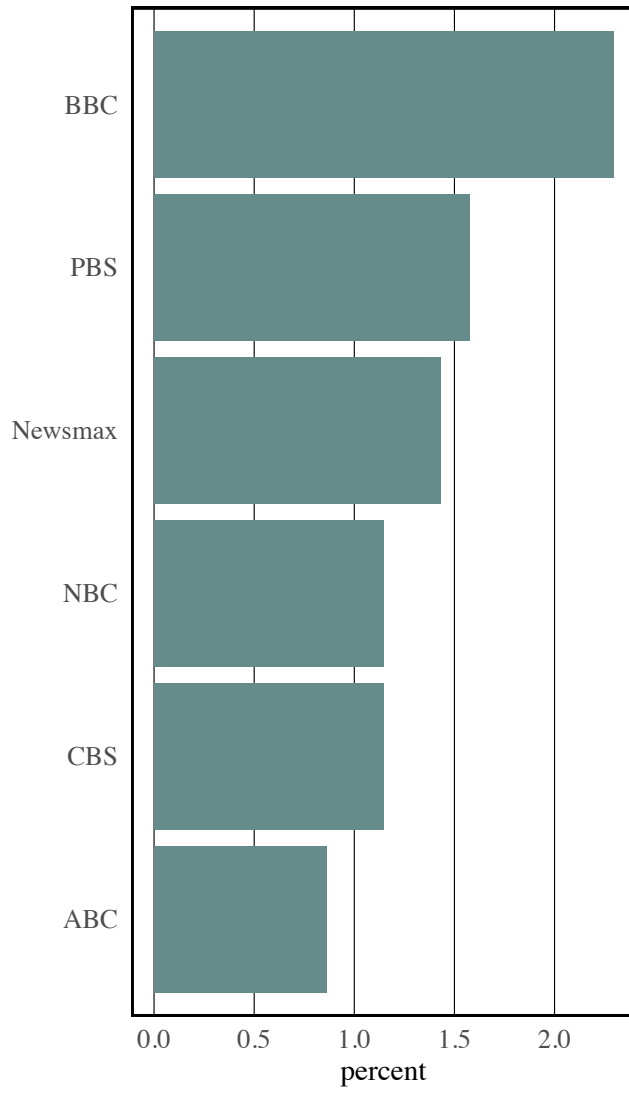
Social Media News Consumption

	Social Media (overall)	Instagram	Facebook	Tiktok	Snapchat	Youtube
Total Sample	57	27	89	16	5	40
Partisan Ideology						
Democrat	58	31	91	24	6	36
Liberal Ind.	67	31	90	19	11	43
Moderate Ind.	53	25	85	12	3	38
Conservative Ind.	58	11	96	5	6	47
Republican	54	27	88	13	2	43
Likely Voter Score						
Highest	49	19	82	10	4	41
High	67	30	93	14	3	43
Lower	56	31	93	29	8	34
Find Jan 6 Hearings Credible						
Very credible	54	22	87	19	6	34
Somewhat credible	65	43	80	22	11	29
Not very credible	59	36	89	11	5	63
Not at all credible	54	24	92	13	1	45
Not sure	66	23	99	18	5	29
Attention Paid to Jan 6 Congressional Hearings						
A lot of attention	46	22	85	15	7	42
Some attention	62	32	91	20	2	36
A little attention	65	33	92	22	8	43
No attention	58	18	87	5	3	43
Accountability for Jan 6 Participants						
Very important	60	27	89	19	6	39
Somewhat important	61	31	85	10	3	60
Not too important	56	21	95	4	5	45
Not important	42	28	90	19	0	26
Not sure	72	22	79	13	0	30
Age Categories						
18-34	76	37	87	23	5	42
35-49	59	29	90	25	5	51
50-64	46	17	93	14	4	41
65+	48	19	88	0	4	26
(White) Education and Sex						
College Men	54	23	88	6	5	53
College Women	55	32	86	10	6	27
Non-College Men	60	22	89	14	2	42
Non-College Women	57	30	91	25	7	39

Main Sources of News on Social Media

Open Ended Responses for Podcasts

Joe Rogan

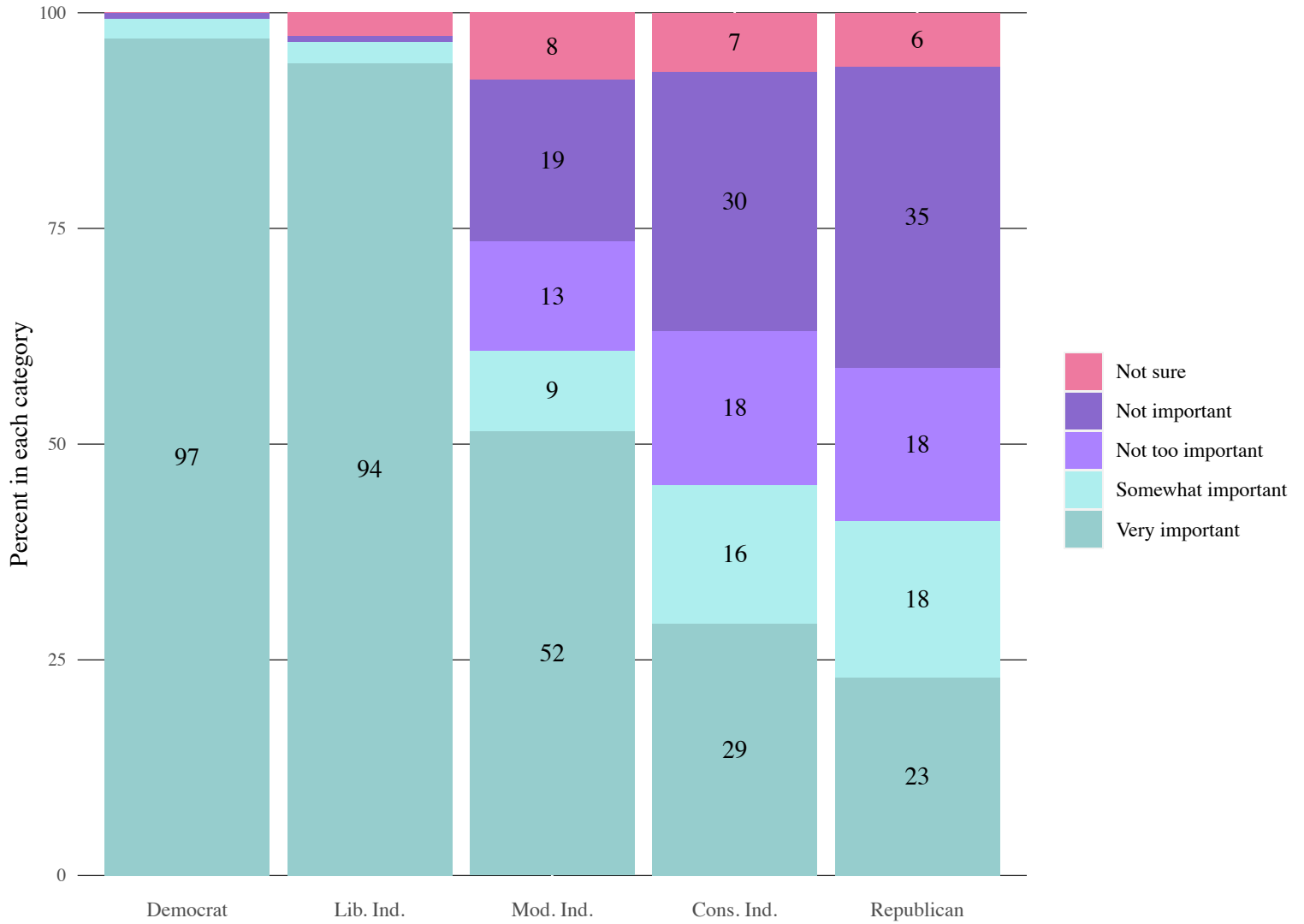Ben Shapiro

Up First NPR

Dan Bongino

Trevor Noah

Louder With Crowder

percent
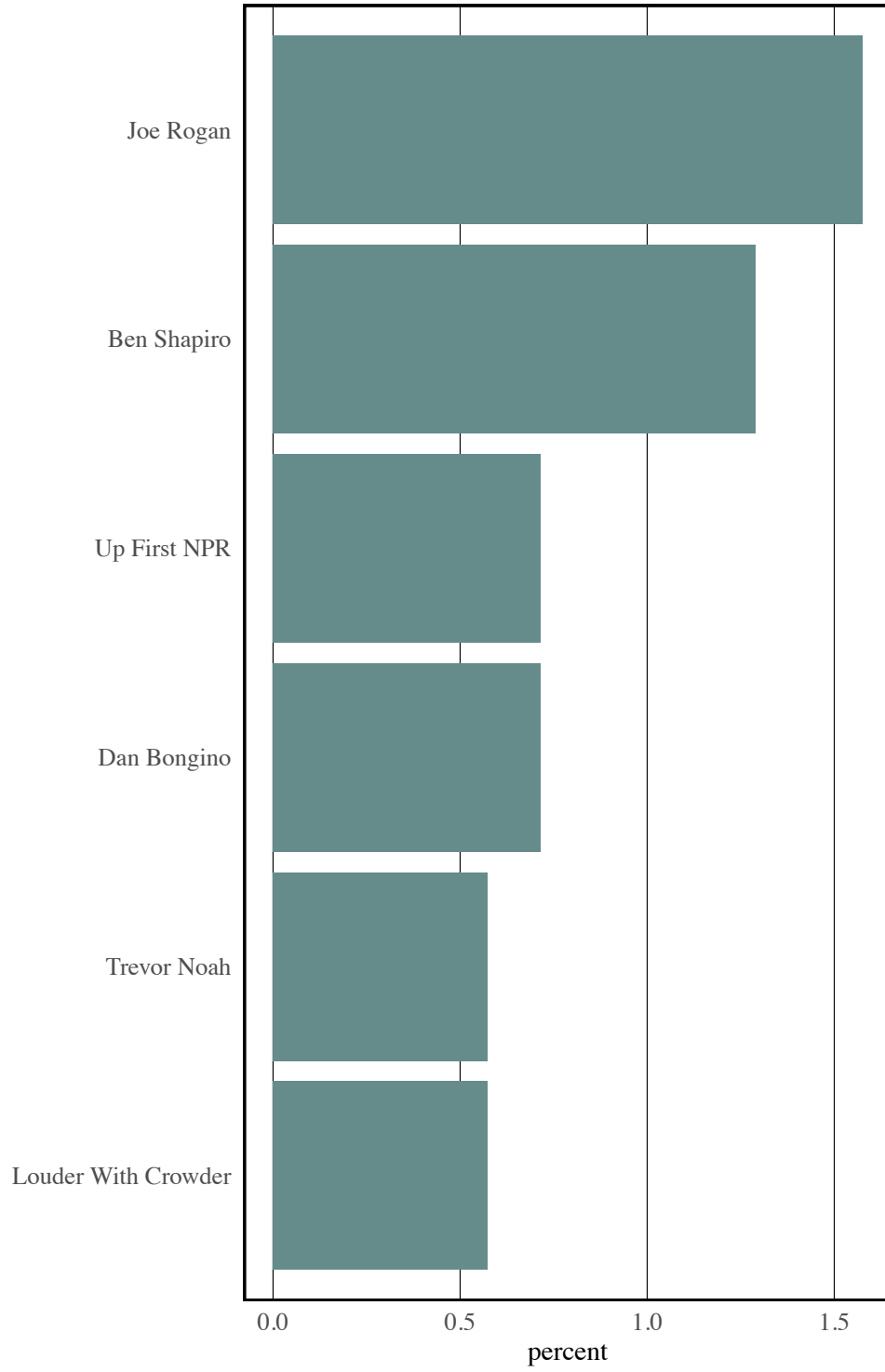
Relationships with Jan 6 Views

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	60	9	9	17	4
Reads Newspaper					
Yes	69	7	10	10	4
No	47	13	9	25	5
Watches TV news					
Yes	64	11	9	12	4
No	53	6	11	25	5
Gets news from social media					
Yes	62	11	10	12	5
No	58	8	9	22	3
Listens to news podcasts					
Yes	57	9	9	22	3
No	61	10	10	14	5
Gets news from radio					
Yes	58	12	12	13	4
No	62	8	8	18	4

Attention Paid to January 6 Committee by News Source Consumption

	A lot of attention	Some attention	A little attention	No attention
Total Sample	31	29	19	20
Reads Newspaper				
Yes	36	30	19	15
No	25	28	21	27
Watches TV news				
Yes	38	27	17	18
No	21	33	24	22
Gets news from social media				
Yes	24	32	23	21
No	42	25	15	18
Listens to news podcasts				
Yes	27	32	20	22
No	34	28	20	19
Gets news from radio				
Yes	32	29	21	19
No	32	29	19	20

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	8	12	29	11
Reads Newspaper					
Yes	50	9	9	22	10
No	25	7	17	38	12
Watches TV news					
Yes	46	8	11	25	9
No	29	8	14	34	14
Gets news from social media					
Yes	37	9	14	27	14
No	45	7	11	31	7
Listens to news podcasts					
Yes	37	5	18	33	8
No	41	9	11	27	12
Gets news from radio					
Yes	38	9	15	28	10
No	41	8	11	28	12

Support January 6 Committee by News Source Consumption

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure
Total Sample	49	7	10	30	4
Reads Newspaper					
Yes	59	8	9	22	3
No	35	6	11	43	6
Watches TV news					
Yes	54	6	11	26	3
No	40	9	8	38	6
Gets news from social media					
Yes	48	9	11	28	4
No	51	4	8	33	5
Listens to news podcasts					
Yes	42	9	9	37	3
No	51	6	10	28	4
Gets news from radio					
Yes	46	9	9	31	5
No	51	6	10	30	4