

Public Wise

Research & Education Fund

Battleground State Voters' Media Consumption Cross Tabulations

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Change Research

August 2022 Battleground State Poll

NORTH CAROLINA

Field Dates: August 20-31, 2022

Sample: 648 Adults

Margin of Error: ± 4.6

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

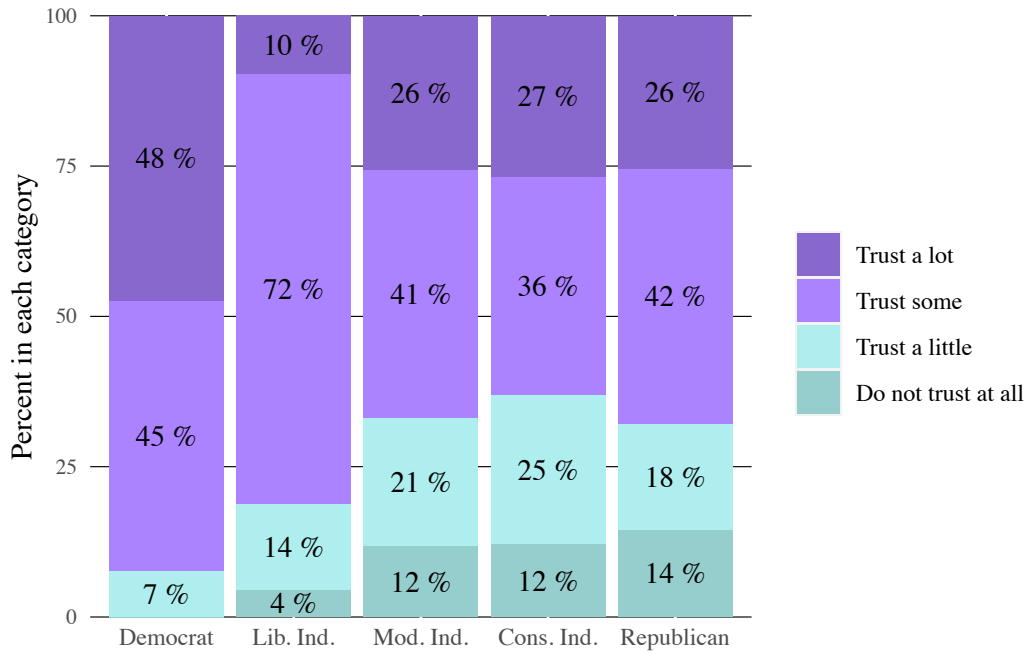
How much do you trust the sources where you tend to get your news?

	Trust a lot	Trust some	Trust a little	Do not trust at all
Total Sample	30	46	16	8
Partisan Ideology				
Democrat	48	45	7	0
Liberal Ind.	10	72	14	4
Moderate Ind.	26	41	21	12
Conservative Ind.	27	36	25	12
Republican	26	42	18	14
Likely Voter Score				
Highest	44	36	13	8
High	24	53	13	9
Lower	21	51	21	8
Find Jan 6 Hearings Credible				
Very credible	41	53	5	1
Somewhat credible	21	52	24	3
Not very credible	17	48	24	10
Not at all credible	32	33	18	17
Not sure	14	46	27	13
Attention Paid to Jan 6 Congressional Hearings				
A lot of attention	45	45	5	4
Some attention	21	51	22	6
A little attention	20	50	18	11
No attention	29	39	19	14
Accountability for Jan 6 Participants				
Very important	33	51	12	4
Somewhat important	18	55	18	9
Not too important	23	48	17	12
Not important	31	24	26	19
Not sure	30	47	14	9
Age Categories				
18-34	33	46	16	6
35-49	20	52	18	10
50-64	28	43	16	13
65+	38	46	13	4
(White) Education and Sex				
College Men	26	50	23	1
College Women	34	54	6	6
Non-College Men	22	43	21	13
Non-College Women	31	41	20	8

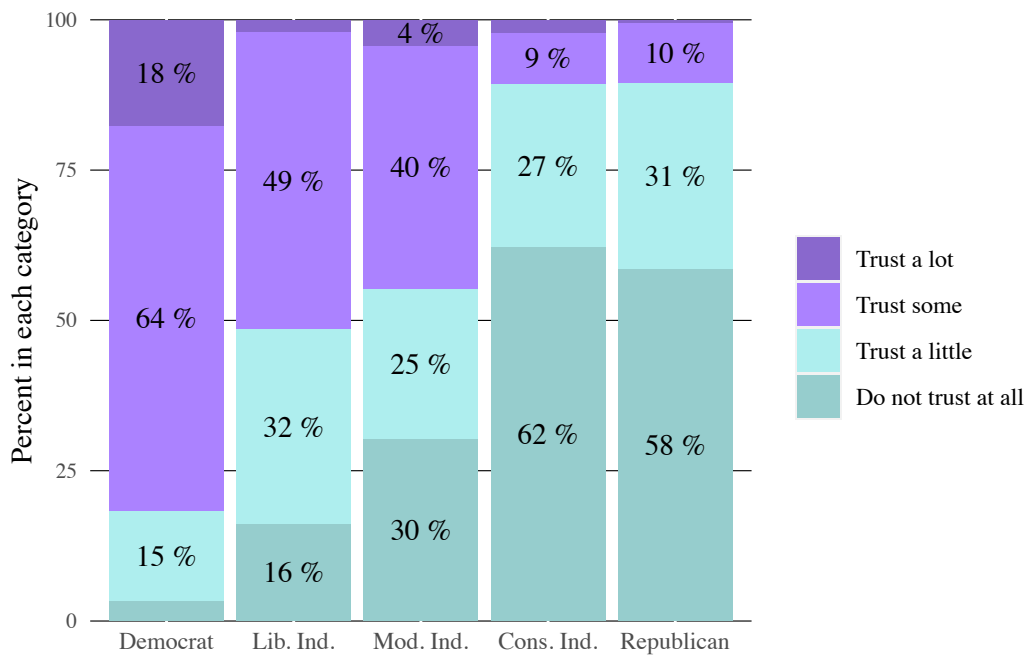
How much do you trust the news media in general?

	Trust a lot	Trust some	Trust a little	Do not trust at all
Total Sample	7	36	25	33
Partisan Ideology				
Democrat	18	64	15	3
Liberal Ind.	2	49	32	16
Moderate Ind.	4	40	25	30
Conservative Ind.	2	9	27	62
Republican	1	10	31	58
Likely Voter Score				
Highest	12	32	13	44
High	5	37	26	32
Lower	3	39	37	21
Find Jan 6 Hearings Credible				
Very credible	15	68	14	4
Somewhat credible	8	32	45	16
Not very credible	0	11	40	49
Not at all credible	1	7	17	75
Not sure	0	31	44	25
Attention Paid to Jan 6 Congressional Hearings				
A lot of attention	16	54	16	13
Some attention	4	40	25	31
A little attention	3	27	32	39
No attention	0	11	31	58
Accountability for Jan 6 Participants				
Very important	11	53	23	13
Somewhat important	2	11	36	51
Not too important	0	13	30	57
Not important	0	6	18	76
Not sure	0	31	37	32
Age Categories				
18-34	5	30	35	30
35-49	4	40	24	32
50-64	6	38	18	38
65+	12	37	21	31
(White) Education and Sex				
College Men	2	21	32	44
College Women	12	49	16	22
Non-College Men	2	16	28	54
Non-College Women	7	36	30	27

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



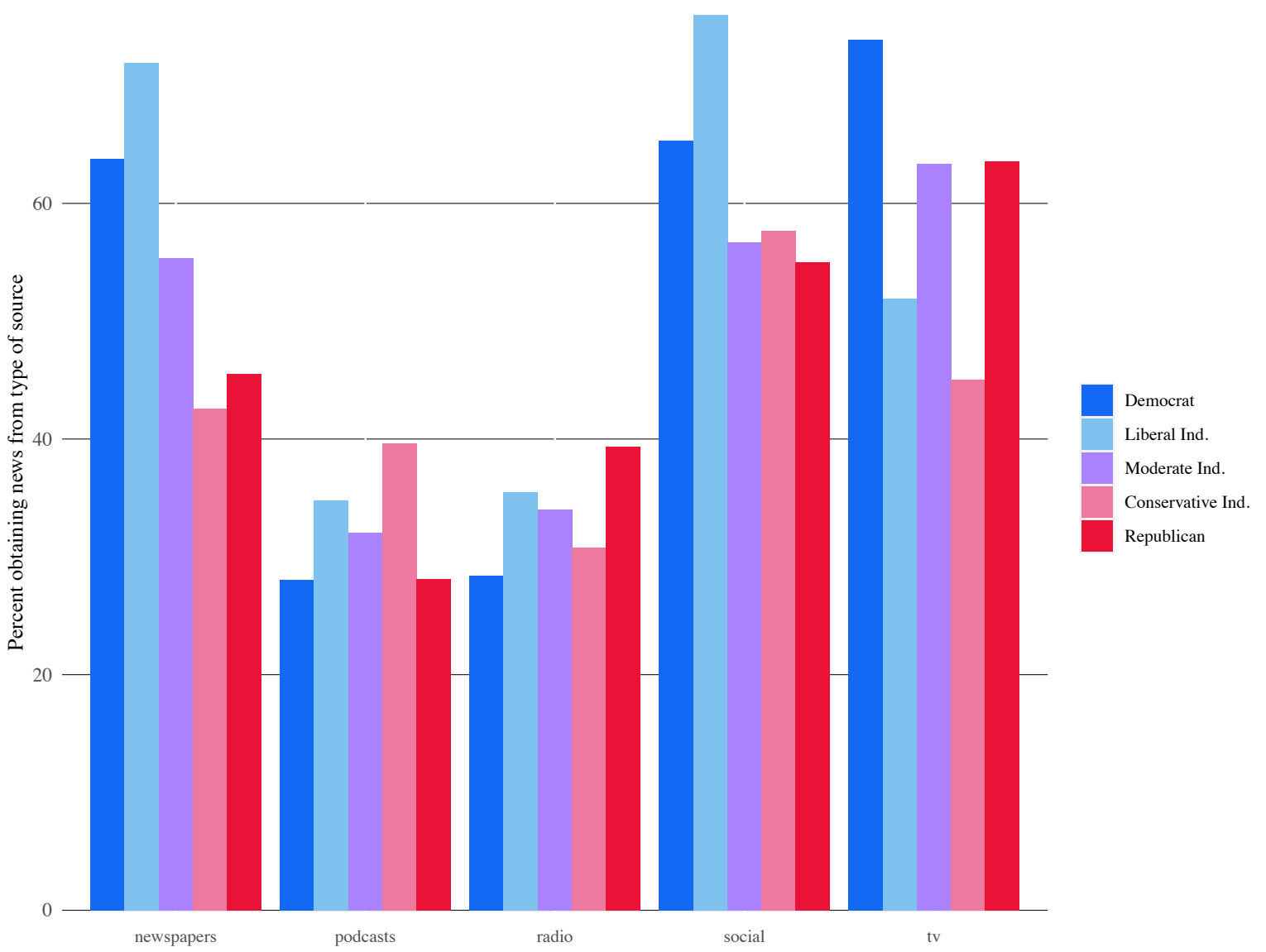
Responses to 'How much do you trust the media?'



What sources do you get the news from?

	newspapers	tv	social	radio	podcasts
Total Sample	54	63	62	33	29
Partisan Ideology					
Democrat	67	72	72	30	26
Liberal Ind.	71	49	70	29	35
Moderate Ind.	53	62	61	30	30
Conservative Ind.	38	59	58	30	29
Republican	44	62	54	39	28
Likely Voter Score					
Highest	61	66	50	40	32
High	53	66	69	34	33
Lower	45	53	67	24	21
Find Jan 6 Hearings Credible					
Very credible	68	66	62	30	30
Somewhat credible	51	67	76	18	24
Not very credible	60	63	55	42	31
Not at all credible	39	59	58	38	34
Not sure	46	60	71	28	13
Attention Paid to Jan 6 Congressional Hearings					
A lot of attention	67	75	52	31	29
Some attention	59	64	69	38	31
A little attention	46	60	63	32	23
No attention	37	50	61	30	31
Accountability for Jan 6 Participants					
Very important	63	66	68	31	27
Somewhat important	42	68	49	37	24
Not too important	56	57	56	34	36
Not important	37	53	56	37	30
Not sure	31	54	69	36	44
Age Categories					
18-34	52	36	66	24	41
35-49	58	57	65	46	38
50-64	53	78	60	36	17
65+	52	83	57	31	18
(White) Education and Sex					
College Men	56	64	67	46	38
College Women	65	65	58	41	32
Non-College Men	45	53	55	33	28
Non-College Women	53	69	68	23	24

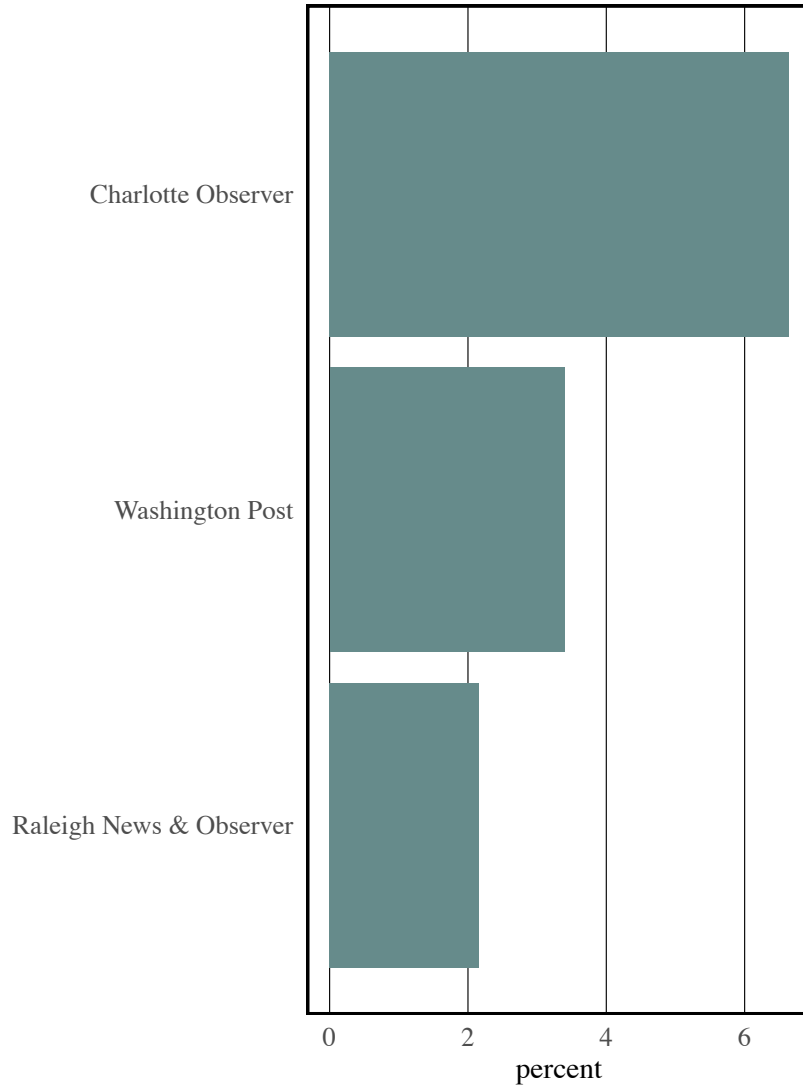
News Consumption by Party-Ideology



Newspaper Consumption

	Newspapers (overall)	New York Times	Breitbart	Wall Street Journal	Other Paper
Total Sample	54	44	9	38	73
Partisan Ideology					
Democrat	67	62	2	34	72
Liberal Ind.	71	56	12	37	66
Moderate Ind.	53	44	6	56	61
Conservative Ind.	38	23	11	25	96
Republican	44	26	15	35	80
Likely Voter Score					
Highest	61	45	8	36	79
High	53	41	11	40	68
Lower	45	47	8	39	72
Find Jan 6 Hearings Credible					
Very credible	68	62	2	39	71
Somewhat credible	51	58	14	51	66
Not very credible	60	30	5	33	79
Not at all credible	39	27	25	37	77
Not sure	46	30	4	36	66
Attention Paid to Jan 6 Congressional Hearings					
A lot of attention	67	56	5	42	71
Some attention	59	46	10	33	78
A little attention	46	25	16	37	72
No attention	37	34	9	43	68
Accountability for Jan 6 Participants					
Very important	63	54	6	40	71
Somewhat important	42	26	14	28	81
Not too important	56	30	0	38	88
Not important	37	27	34	34	64
Not sure	31	31	0	53	69
Age Categories					
18-34	52	56	4	41	69
35-49	58	45	18	46	75
50-64	53	42	11	47	74
65+	52	33	4	18	75
(White) Education and Sex					
College Men	56	42	7	50	64
College Women	65	52	5	37	74
Non-College Men	45	33	12	30	80
Non-College Women	53	48	10	39	72

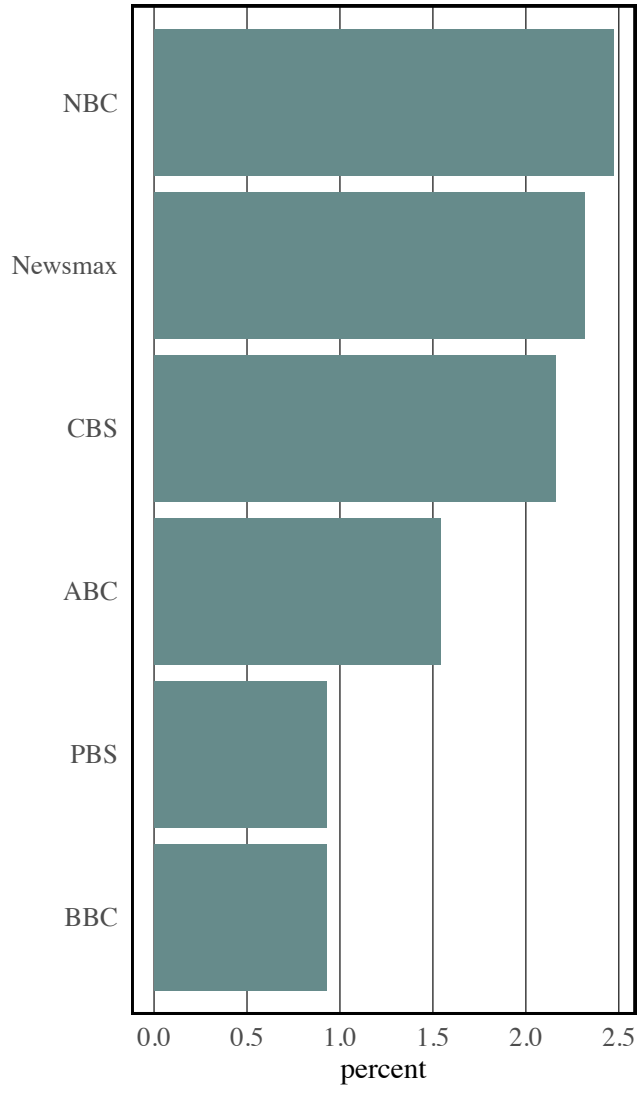
Open Ended Responses for Other Newspapers



Television News Consumption

	Television (overall)	CNN	Fox	MSNBC	OANN	Local
Total Sample	63	38	51	29	6	77
Partisan Ideology						
Democrat	72	64	11	52	0	76
Liberal Ind.	49	62	28	51	0	81
Moderate Ind.	62	40	45	38	0	85
Conservative Ind.	59	15	84	6	16	76
Republican	62	19	77	8	12	72
Likely Voter Score						
Highest	66	38	58	34	8	69
High	66	39	50	25	6	81
Lower	53	36	40	27	2	82
Find Jan 6 Hearings Credible						
Very credible	66	60	13	56	0	78
Somewhat credible	67	63	28	35	0	91
Not very credible	63	30	78	15	4	83
Not at all credible	59	8	81	6	15	67
Not sure	60	42	56	26	9	74
Attention Paid to Jan 6 Congressional Hearings						
A lot of attention	75	54	25	51	3	81
Some attention	64	38	54	20	2	77
A little attention	60	31	56	21	5	79
No attention	50	18	81	16	18	67
Accountability for Jan 6 Participants						
Very important	66	54	27	46	2	82
Somewhat important	68	16	80	10	13	60
Not too important	57	16	85	7	5	72
Not important	53	19	78	5	13	75
Not sure	54	19	74	1	15	85
Age Categories						
18-34	36	56	38	30	4	71
35-49	57	41	51	33	6	83
50-64	78	38	47	30	7	76
65+	83	27	59	24	6	76
(White) Education and Sex						
College Men	64	40	71	22	6	77
College Women	65	47	30	36	3	74
Non-College Men	53	27	69	19	11	74
Non-College Women	69	40	40	35	4	80

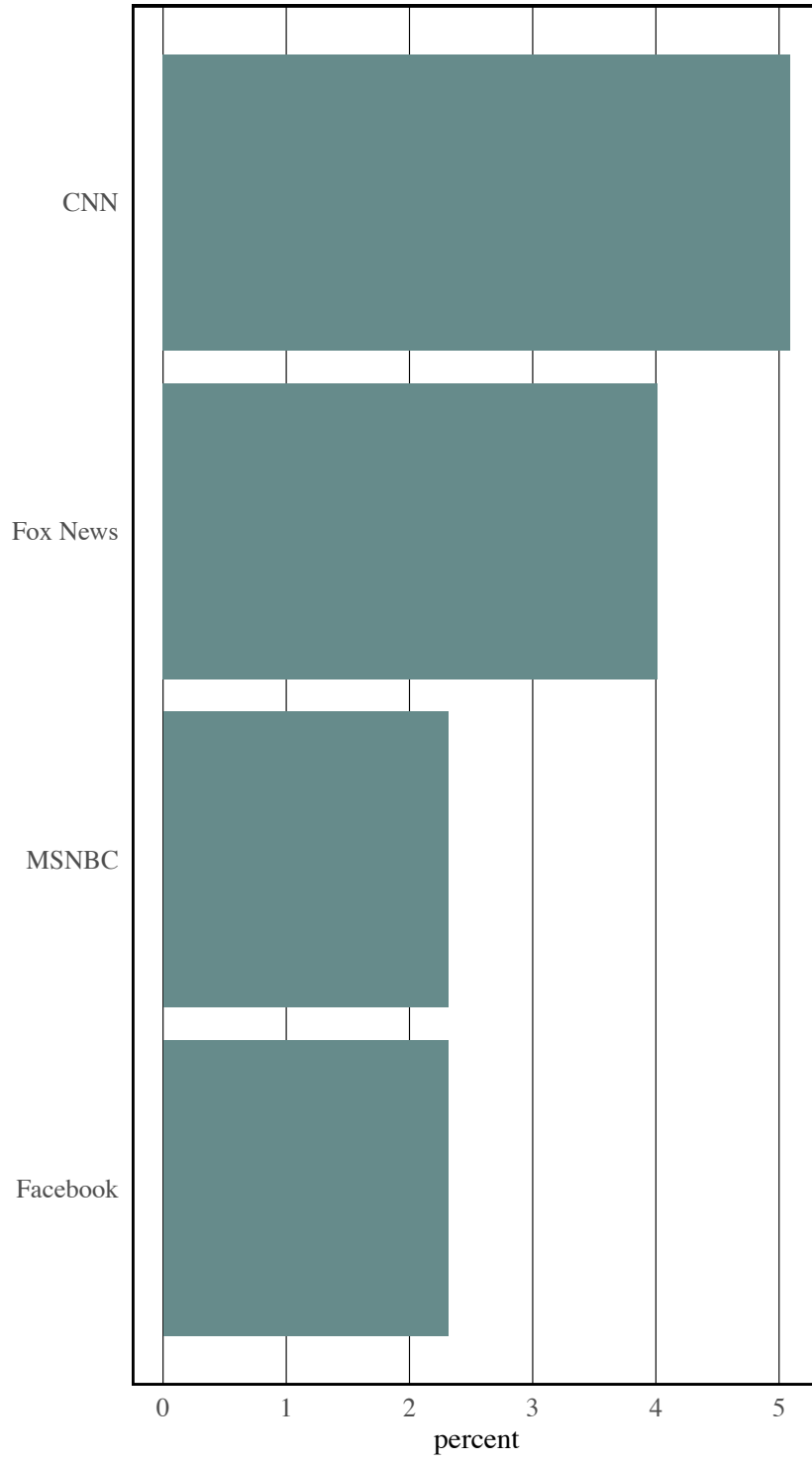
Open Ended Responses for TV News



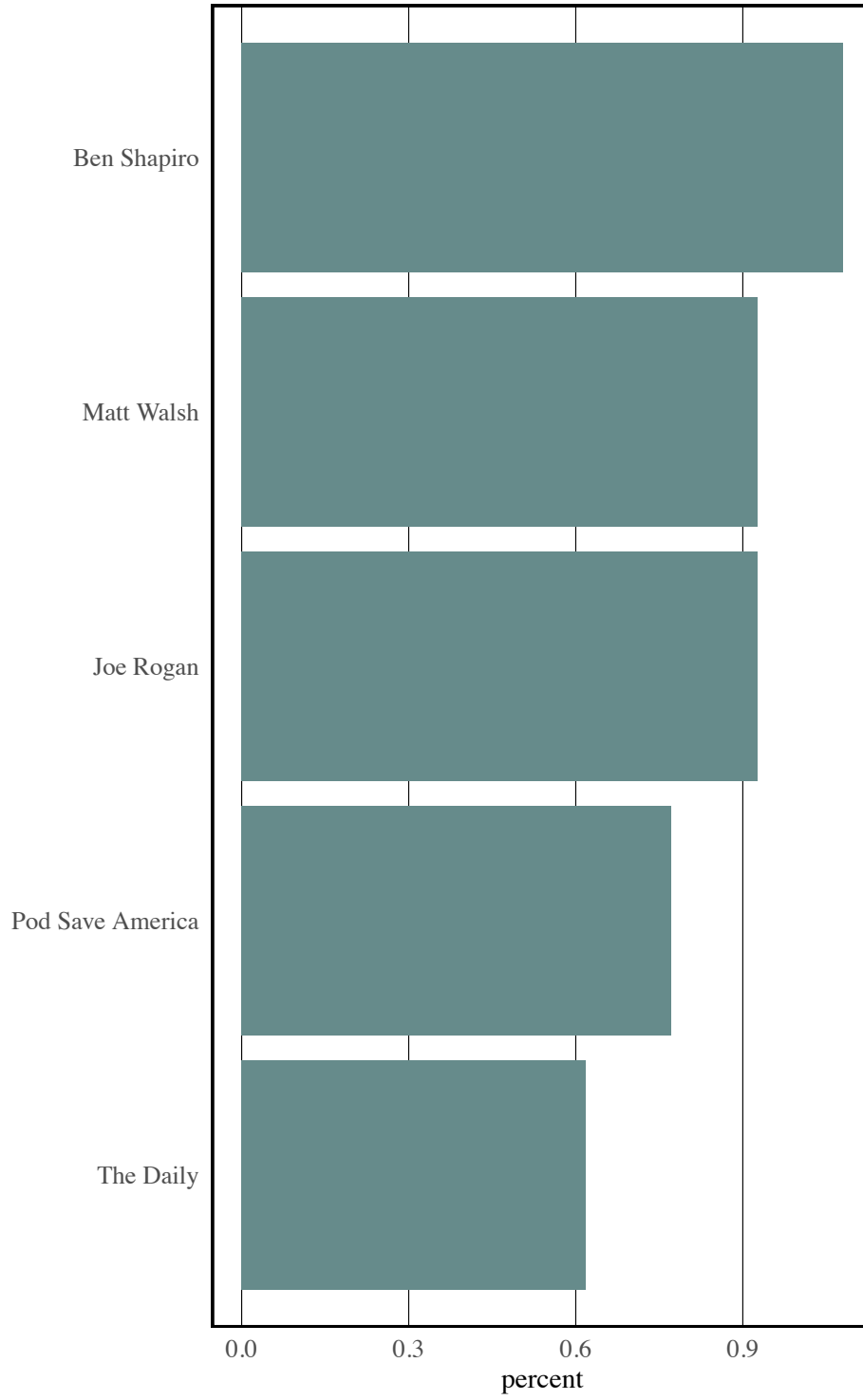
Social Media News Consumption

	Social Media (overall)	Instagram	Facebook	Tiktok	Snapchat	Youtube
Total Sample	62	28	83	20	3	47
Partisan Ideology						
Democrat	72	33	80	25	4	44
Liberal Ind.	70	26	64	28	7	44
Moderate Ind.	61	19	89	27	5	61
Conservative Ind.	58	30	82	18	4	33
Republican	54	29	91	8	0	48
Likely Voter Score						
Highest	50	26	85	6	0	47
High	69	23	90	21	4	46
Lower	67	38	72	30	6	50
Find Jan 6 Hearings Credible						
Very credible	62	27	76	21	5	42
Somewhat credible	76	30	75	35	5	41
Not very credible	55	11	89	11	0	61
Not at all credible	58	31	91	13	1	42
Not sure	71	48	81	30	7	60
Attention Paid to Jan 6 Congressional Hearings						
A lot of attention	52	23	81	16	5	37
Some attention	69	31	82	25	1	56
A little attention	63	14	84	17	4	32
No attention	61	39	86	17	5	53
Accountability for Jan 6 Participants						
Very important	68	28	79	24	4	44
Somewhat important	49	26	97	9	0	61
Not too important	56	25	91	10	0	54
Not important	56	27	89	17	3	45
Not sure	69	46	71	23	14	51
Age Categories						
18-34	66	45	63	33	9	59
35-49	65	24	89	22	0	47
50-64	60	26	92	12	2	47
65+	57	12	94	7	0	32
(White) Education and Sex						
College Men	67	26	81	7	0	58
College Women	58	29	88	22	0	43
Non-College Men	55	32	83	20	5	50
Non-College Women	68	26	82	24	5	42

Main Sources of News on Social Media

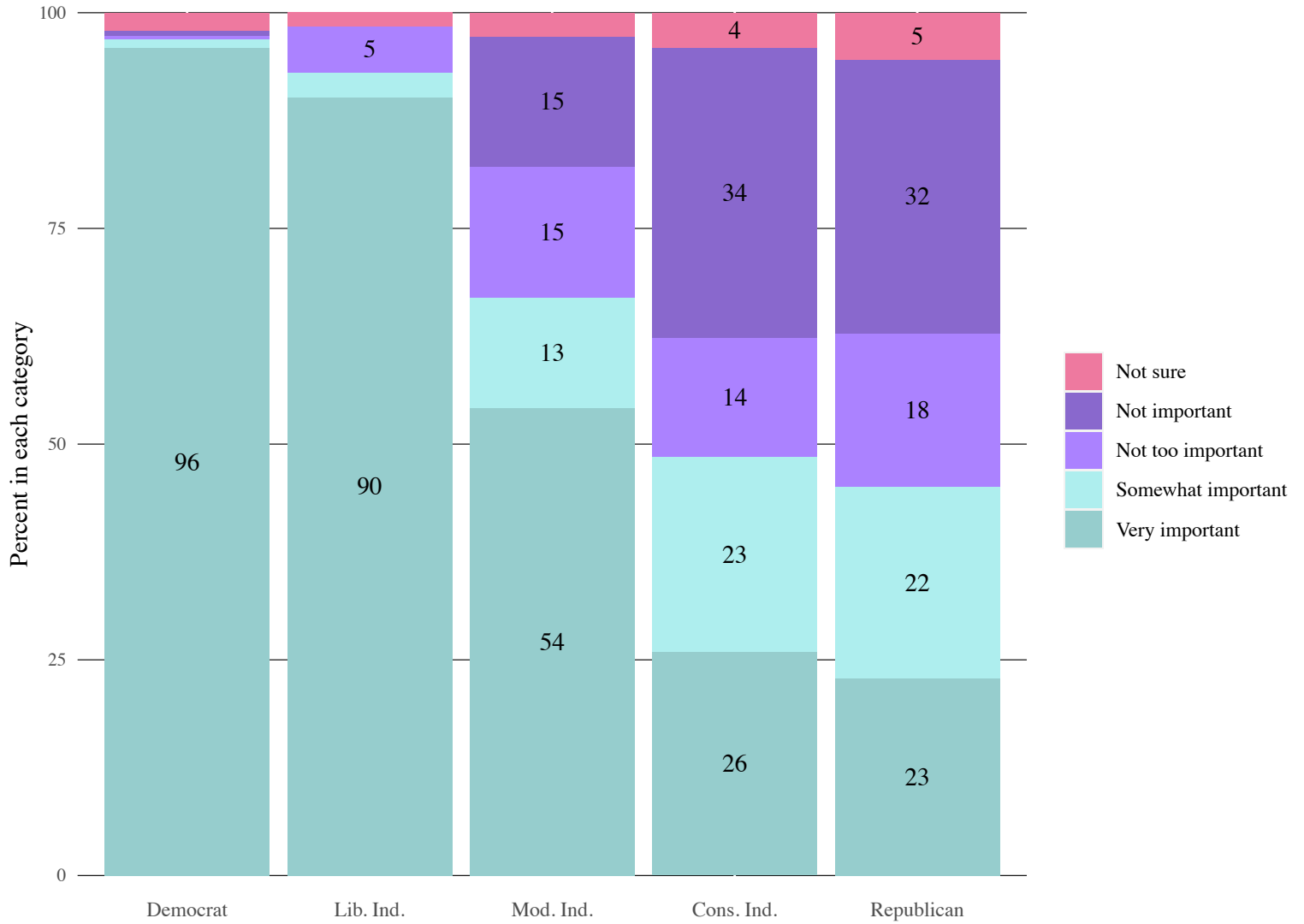


Open Ended Responses for Podcasts



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	12	10	16	4
Reads Newspaper					
Yes	67	11	10	10	2
No	49	13	11	22	5
Watches TV news					
Yes	65	12	9	12	2
No	49	12	13	22	5
Gets news from social media					
Yes	63	10	9	14	3
No	53	14	11	18	3
Listens to news podcasts					
Yes	57	12	10	16	4
No	60	12	10	16	3
Gets news from radio					
Yes	57	13	10	17	3
No	60	11	10	15	3

Attention Paid to January 6 Committee by News Source Consumption

	A lot of attention	Some attention	A little attention	No attention
Total Sample	29	31	18	22
Reads Newspaper				
Yes	34	35	15	16
No	25	27	21	27
Watches TV news				
Yes	37	32	15	17
No	18	30	23	28
Gets news from social media				
Yes	26	36	18	21
No	36	24	18	21
Listens to news podcasts				
Yes	29	36	14	21
No	30	29	19	21
Gets news from radio				
Yes	26	40	15	19
No	32	27	19	22

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	38	9	16	25	11
<hr/>					
Reads Newspaper					
Yes	46	8	17	18	11
No	30	10	14	35	11
<hr/>					
Watches TV news					
Yes	44	8	14	24	10
No	29	11	18	29	13
<hr/>					
Gets news from social media					
Yes	38	11	14	24	13
No	39	6	18	28	8
<hr/>					
Listens to news podcasts					
Yes	39	10	17	27	6
No	38	9	15	25	13
<hr/>					
Gets news from radio					
Yes	38	6	18	30	8
No	39	11	14	24	13

Support January 6 Committee by News Source Consumption

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure
Total Sample	46	9	8	31	6
Reads Newspaper					
Yes	53	9	6	25	7
No	37	9	11	39	4
Watches TV news					
Yes	51	8	8	28	5
No	37	11	8	36	7
Gets news from social media					
Yes	49	10	7	29	6
No	42	8	11	35	5
Listens to news podcasts					
Yes	45	11	9	33	3
No	46	8	8	30	7
Gets news from radio					
Yes	44	8	8	37	4
No	47	9	9	28	6