

Public Wise

Research & Education Fund

Battleground State Voters' Media Consumption Cross Tabulations

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Change Research

August 2022 Battleground State Poll

OHIO

Field Dates: August 20-31, 2022

Sample: 753 Adults

Margin of Error: ± 4.3

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

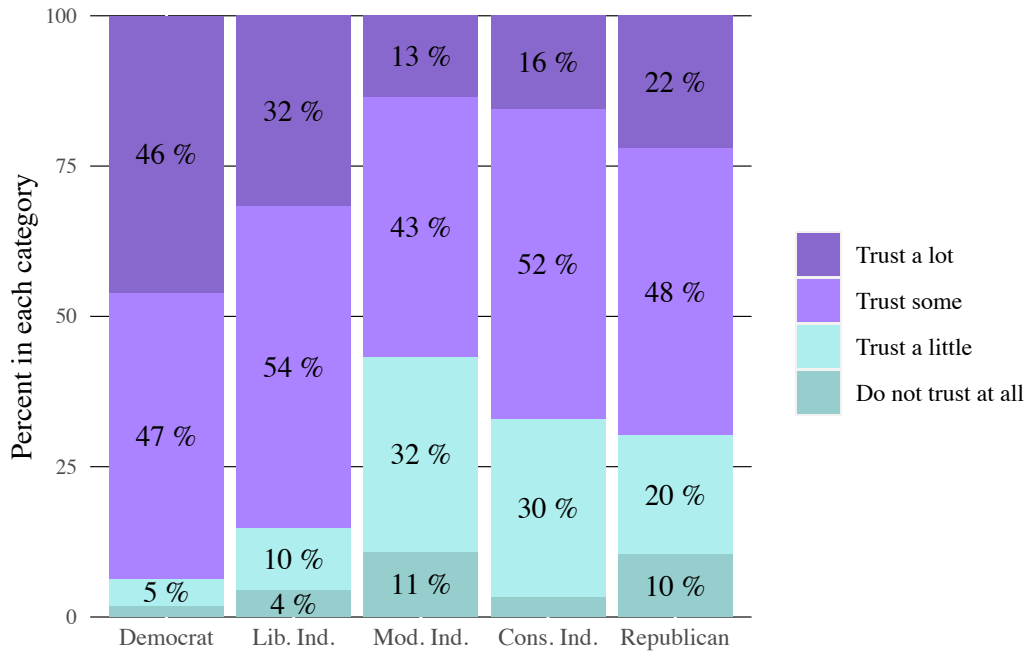
How much do you trust the sources where you tend to get your news?

	Trust a lot	Trust some	Trust a little	Do not trust at all
Total Sample	29	48	17	7
Partisan Ideology				
Democrat	46	47	5	2
Liberal Ind.	32	54	10	4
Moderate Ind.	13	43	32	11
Conservative Ind.	16	52	30	3
Republican	22	48	20	10
Likely Voter Score				
Highest	41	42	12	5
High	23	53	19	5
Lower	14	52	23	11
Find Jan 6 Hearings Credible				
Very credible	43	48	8	0
Somewhat credible	15	62	19	4
Not very credible	11	50	28	11
Not at all credible	26	41	21	11
Not sure	7	52	26	15
Attention Paid to Jan 6 Congressional Hearings				
A lot of attention	48	42	9	2
Some attention	18	61	16	5
A little attention	18	43	29	10
No attention	19	43	23	15
Accountability for Jan 6 Participants				
Very important	36	51	11	2
Somewhat important	16	50	19	16
Not too important	20	46	28	7
Not important	25	40	24	11
Not sure	11	30	22	37
Age Categories				
18-34	24	55	15	6
35-49	24	45	21	10
50-64	32	48	13	7
65+	34	43	20	4
(White) Education and Sex				
College Men	24	52	21	3
College Women	33	52	14	1
Non-College Men	26	41	24	8
Non-College Women	31	49	12	8

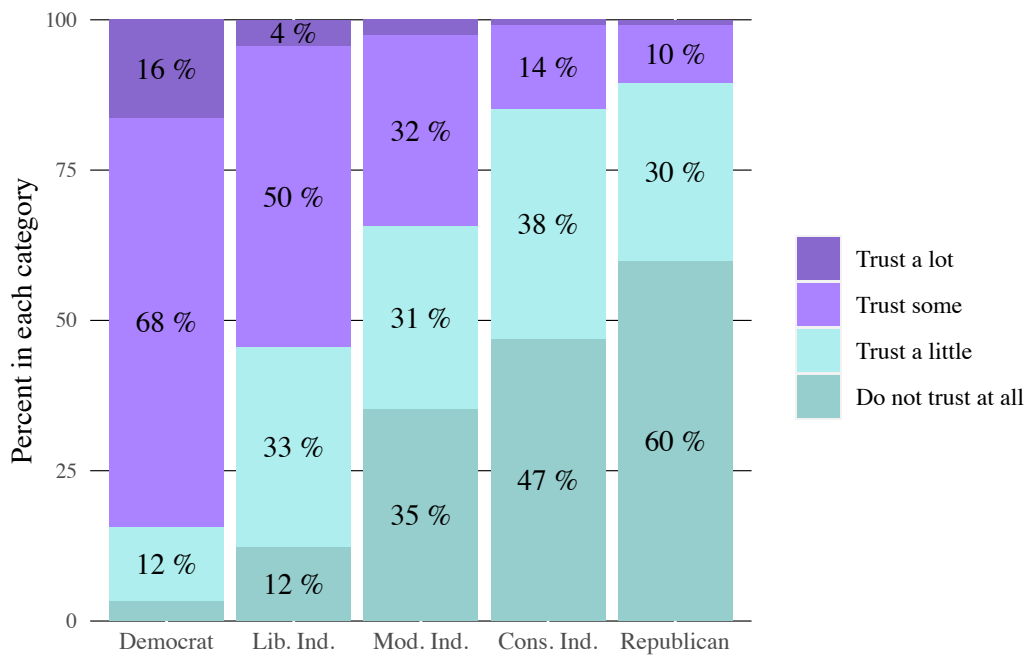
How much do you trust the news media in general?

	Trust a lot	Trust some	Trust a little	Do not trust at all
Total Sample	6	35	25	33
Partisan Ideology				
Democrat	16	68	12	3
Liberal Ind.	4	50	33	12
Moderate Ind.	3	32	31	35
Conservative Ind.	1	14	38	47
Republican	1	10	30	60
Likely Voter Score				
Highest	10	38	18	34
High	6	33	29	32
Lower	1	33	33	32
Find Jan 6 Hearings Credible				
Very credible	15	66	16	3
Somewhat credible	0	53	42	5
Not very credible	1	8	47	44
Not at all credible	0	6	20	74
Not sure	1	13	38	49
Attention Paid to Jan 6 Congressional Hearings				
A lot of attention	17	54	16	14
Some attention	2	43	27	28
A little attention	0	16	44	40
No attention	0	9	25	67
Accountability for Jan 6 Participants				
Very important	11	60	19	9
Somewhat important	2	11	48	40
Not too important	0	6	36	59
Not important	0	1	20	78
Not sure	0	6	25	69
Age Categories				
18-34	2	41	33	24
35-49	4	29	32	35
50-64	8	39	17	37
65+	11	32	21	36
(White) Education and Sex				
College Men	6	24	27	43
College Women	8	46	27	19
Non-College Men	3	24	29	45
Non-College Women	8	39	24	29

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



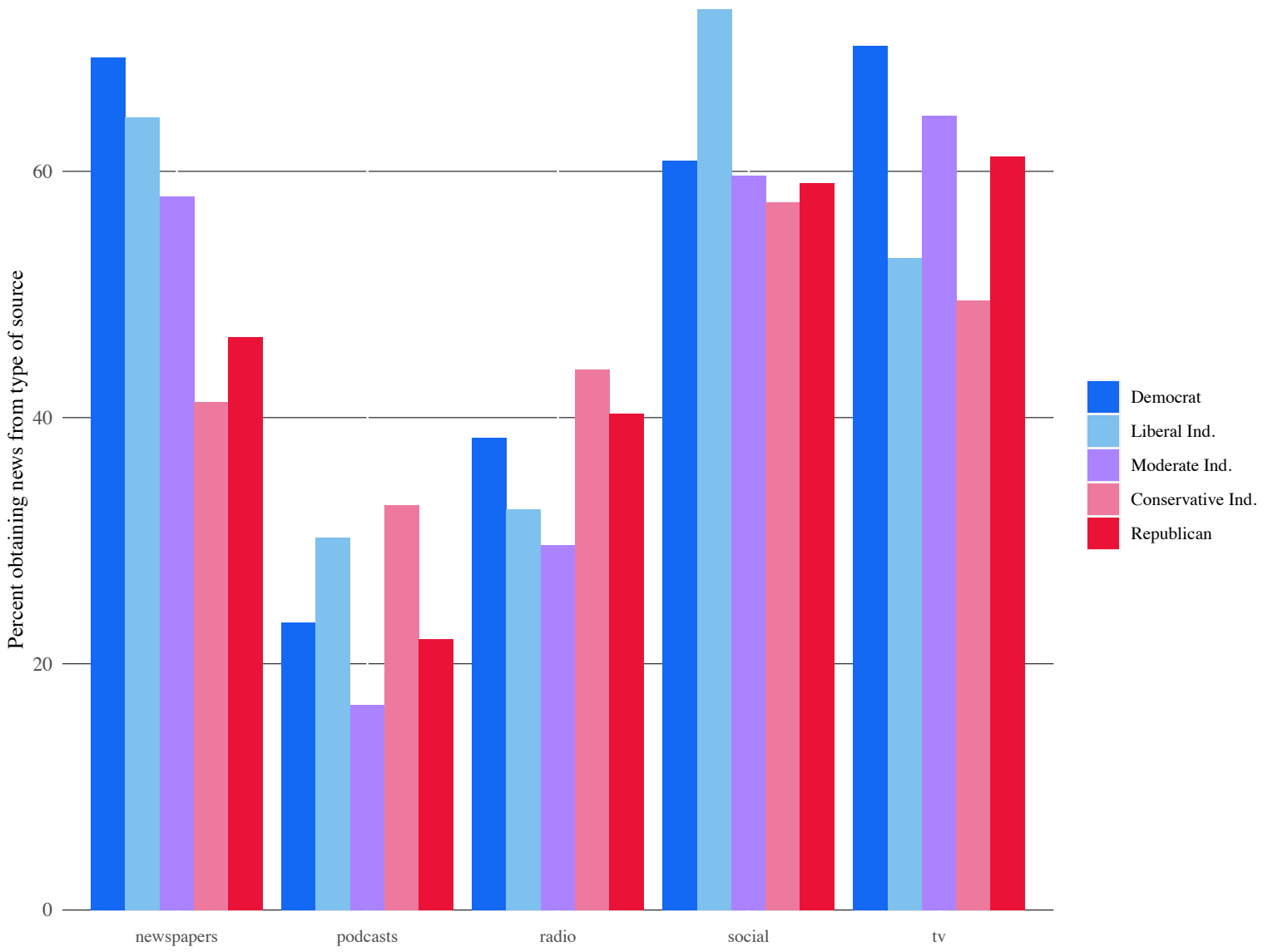
Responses to 'How much do you trust the media?'



What sources do you get the news from?

	newspapers	tv	social	radio	podcasts
Total Sample	56	63	62	37	23
Partisan Ideology					
Democrat	70	71	63	38	24
Liberal Ind.	64	51	73	31	29
Moderate Ind.	52	65	62	28	17
Conservative Ind.	41	51	58	39	34
Republican	48	61	59	40	22
Likely Voter Score					
Highest	60	72	57	42	26
High	60	63	63	37	21
Lower	45	48	69	28	23
Find Jan 6 Hearings Credible					
Very credible	69	69	63	36	22
Somewhat credible	53	67	70	30	21
Not very credible	49	63	65	41	32
Not at all credible	46	62	56	43	24
Not sure	48	35	66	17	16
Attention Paid to Jan 6 Congressional Hearings					
A lot of attention	67	76	58	40	25
Some attention	57	58	68	37	25
A little attention	45	63	63	44	17
No attention	46	47	59	25	23
Accountability for Jan 6 Participants					
Very important	63	67	64	35	22
Somewhat important	51	69	62	32	17
Not too important	55	59	56	43	27
Not important	41	49	59	38	29
Not sure	48	65	84	40	21
Age Categories					
18-34	56	40	78	32	31
35-49	54	57	70	39	32
50-64	55	68	50	41	22
65+	58	82	53	35	11
(White) Education and Sex					
College Men	70	64	63	41	26
College Women	67	64	57	39	25
Non-College Men	48	56	63	42	25
Non-College Women	51	68	63	29	20

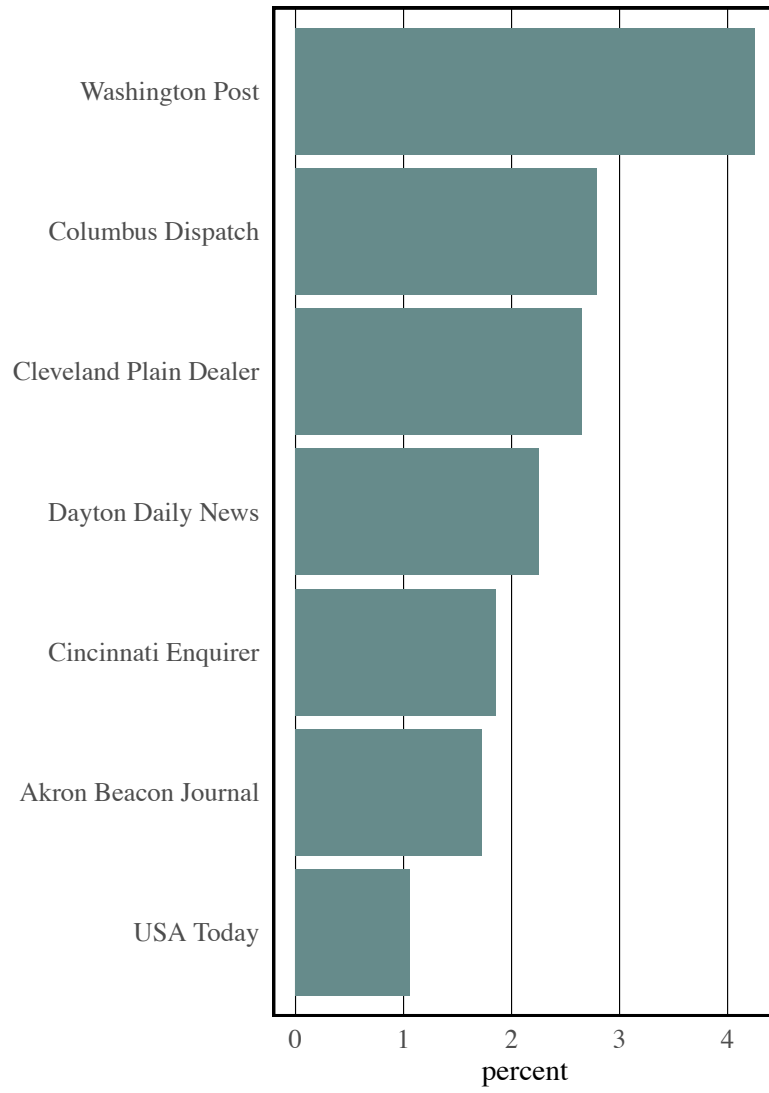
News Consumption by Party-Ideology



Newspaper Consumption

	Newspapers (overall)	New York Times	Breitbart	Wall Street Journal	Other Paper
Total Sample	56	41	13	30	75
Partisan Ideology					
Democrat	70	58	3	21	78
Liberal Ind.	64	77	11	52	56
Moderate Ind.	52	38	16	36	79
Conservative Ind.	41	45	42	43	62
Republican	48	11	20	29	78
Likely Voter Score					
Highest	60	42	15	29	78
High	60	40	8	30	68
Lower	45	43	17	32	79
Find Jan 6 Hearings Credible					
Very credible	69	59	4	27	77
Somewhat credible	53	41	17	43	86
Not very credible	49	22	23	38	77
Not at all credible	46	12	29	29	70
Not sure	48	47	6	25	65
Attention Paid to Jan 6 Congressional Hearings					
A lot of attention	67	48	8	23	83
Some attention	57	52	13	34	65
A little attention	45	17	20	37	81
No attention	46	26	24	34	67
Accountability for Jan 6 Participants					
Very important	63	56	6	30	75
Somewhat important	51	14	15	29	82
Not too important	55	32	25	37	67
Not important	41	13	36	29	71
Not sure	48	15	0	0	100
Age Categories					
18-34	56	58	12	38	63
35-49	54	44	13	38	71
50-64	55	35	15	28	81
65+	58	31	13	19	84
(White) Education and Sex					
College Men	70	37	10	37	74
College Women	67	46	10	26	72
Non-College Men	48	33	13	27	79
Non-College Women	51	49	18	32	74

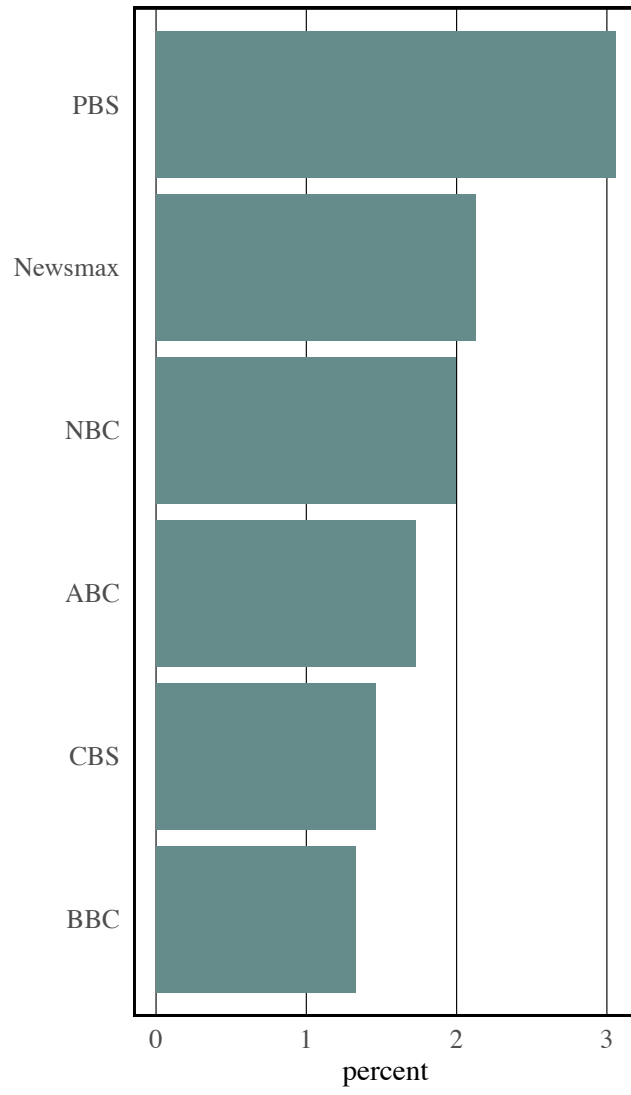
Open Ended Responses for Other Newspapers



Television News Consumption

	Television (overall)	CNN	Fox	MSNBC	OANN	Local
Total Sample	63	44	41	34	9	73
Partisan Ideology						
Democrat	71	72	11	65	2	72
Liberal Ind.	51	50	15	41	10	82
Moderate Ind.	65	60	49	38	12	84
Conservative Ind.	51	16	59	16	15	70
Republican	61	15	67	7	12	67
Likely Voter Score						
Highest	72	44	46	40	13	68
High	63	43	39	31	6	74
Lower	48	45	31	25	4	80
Find Jan 6 Hearings Credible						
Very credible	69	69	13	62	3	74
Somewhat credible	67	43	37	20	7	89
Not very credible	63	26	61	18	16	81
Not at all credible	62	14	75	7	17	59
Not sure	35	36	41	14	0	82
Attention Paid to Jan 6 Congressional Hearings						
A lot of attention	76	62	20	54	5	74
Some attention	58	47	49	34	10	75
A little attention	63	15	47	7	9	79
No attention	47	20	77	9	17	59
Accountability for Jan 6 Participants						
Very important	67	60	19	52	4	77
Somewhat important	69	27	61	14	16	74
Not too important	59	25	72	12	19	61
Not important	49	18	71	12	14	67
Not sure	65	21	57	8	0	59
Age Categories						
18-34	40	65	36	32	10	66
35-49	57	50	44	38	17	84
50-64	68	36	39	32	8	70
65+	82	36	42	35	5	70
(White) Education and Sex						
College Men	64	48	65	31	10	66
College Women	64	44	26	33	8	68
Non-College Men	56	39	52	35	11	74
Non-College Women	68	45	28	36	7	77

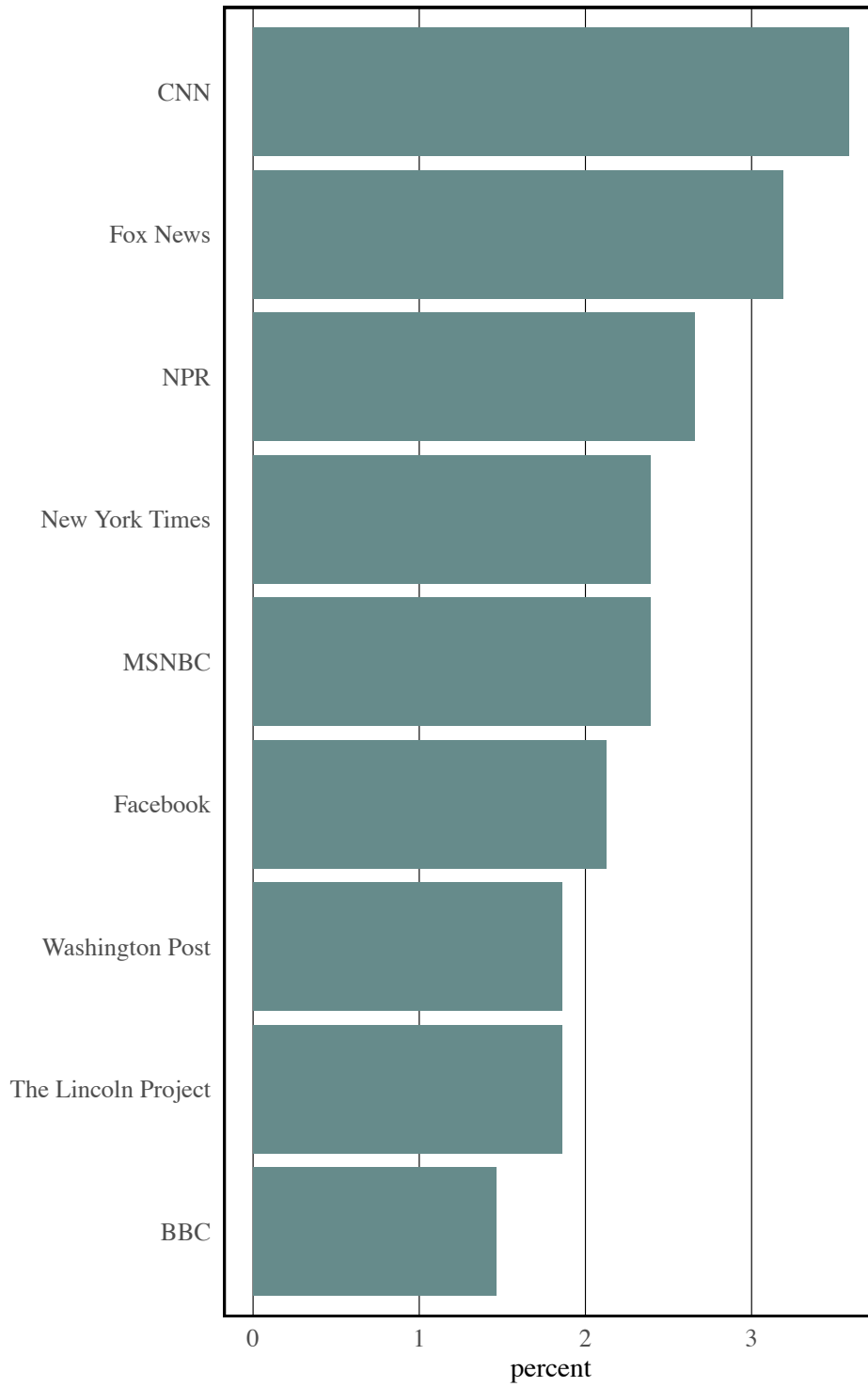
Open Ended Responses for TV News



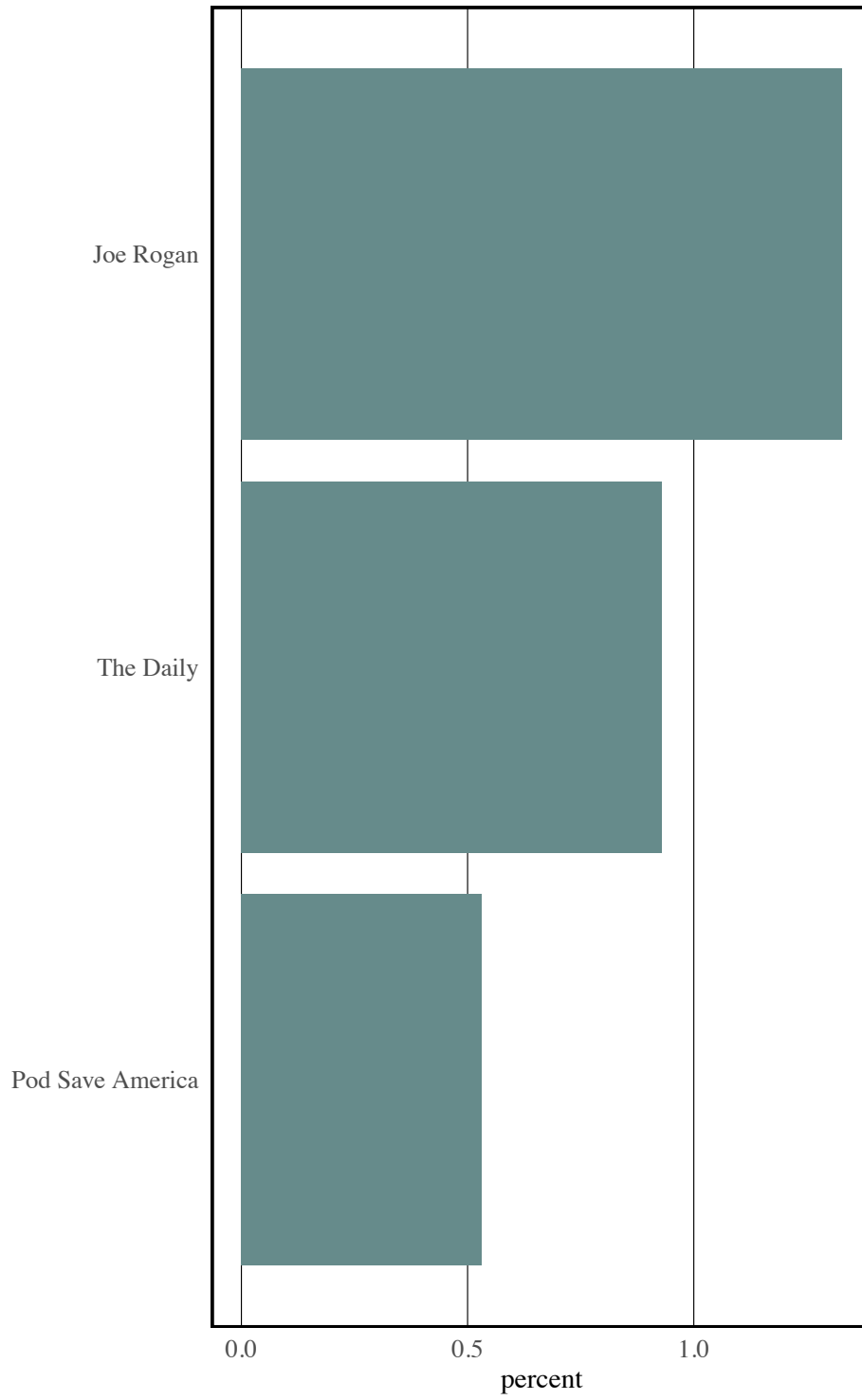
Social Media News Consumption

	Social Media (overall)	Instagram	Facebook	Tiktok	Snapchat	Youtube
Total Sample	62	25	80	18	5	47
Partisan Ideology						
Democrat	63	31	75	20	6	38
Liberal Ind.	73	54	74	39	16	69
Moderate Ind.	62	25	83	23	11	51
Conservative Ind.	58	0	88	0	0	47
Republican	59	18	83	13	1	45
Likely Voter Score						
Highest	57	24	83	16	3	45
High	63	19	78	19	2	38
Lower	69	34	78	22	12	57
Find Jan 6 Hearings Credible						
Very credible	63	35	77	25	7	44
Somewhat credible	70	36	83	11	10	46
Not very credible	65	9	81	14	3	52
Not at all credible	56	19	83	10	4	48
Not sure	66	19	79	25	4	46
Attention Paid to Jan 6 Congressional Hearings						
A lot of attention	58	25	84	18	6	43
Some attention	68	33	75	21	8	48
A little attention	63	18	77	9	3	54
No attention	59	20	83	22	2	44
Accountability for Jan 6 Participants						
Very important	64	33	78	21	6	44
Somewhat important	62	8	90	8	2	35
Not too important	56	19	84	15	6	63
Not important	59	23	72	17	4	50
Not sure	84	9	89	31	9	51
Age Categories						
18-34	78	47	61	26	12	67
35-49	70	19	85	27	6	36
50-64	50	15	85	11	0	40
65+	53	12	95	4	1	36
(White) Education and Sex						
College Men	63	24	78	7	4	61
College Women	57	36	88	21	4	39
Non-College Men	63	20	79	12	7	44
Non-College Women	63	26	77	30	5	46

Main Sources of News on Social Media

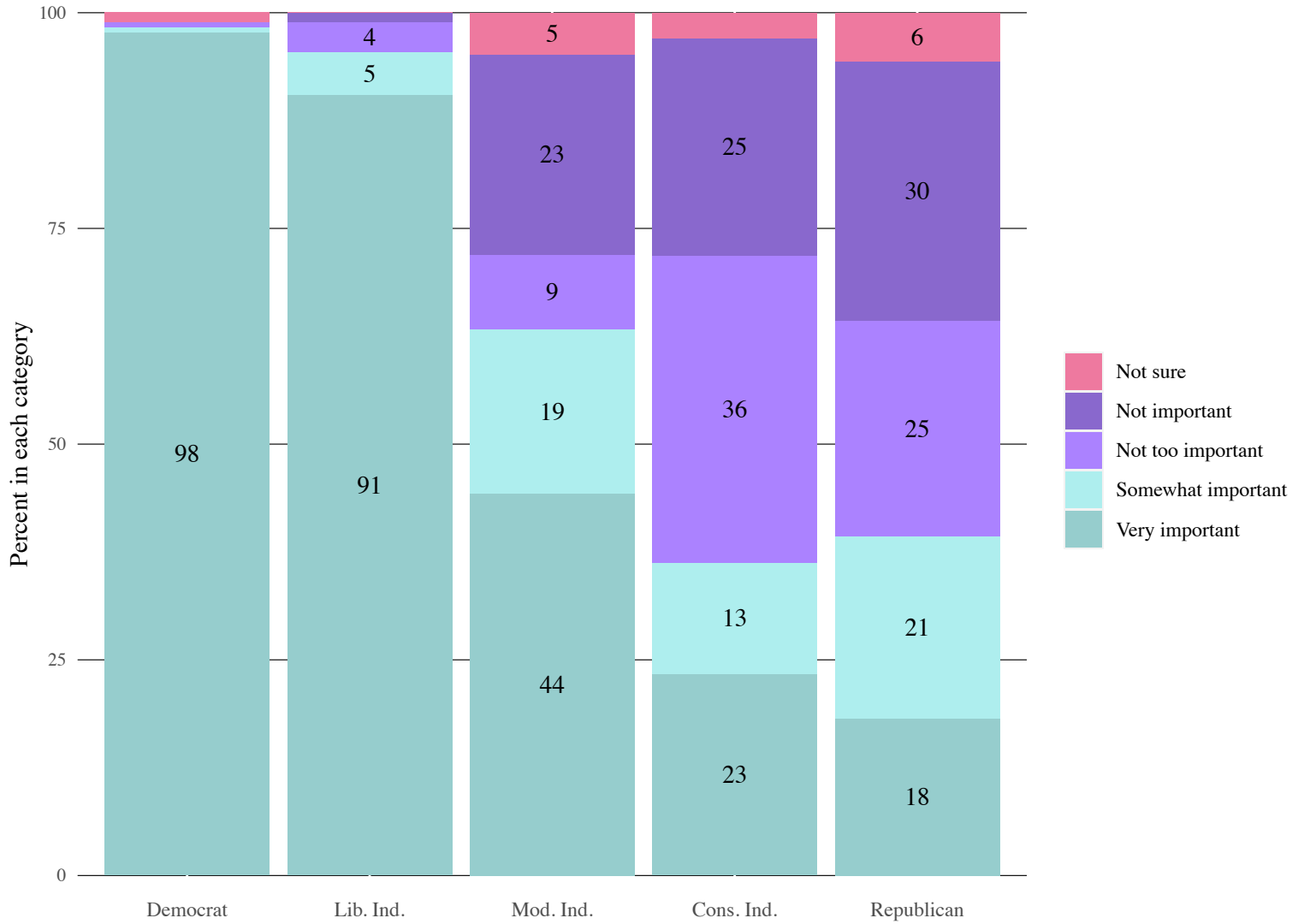


Open Ended Responses for Podcasts



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
<hr/>					
Total Sample	54	12	14	17	3
<hr/>					
Reads Newspaper					
Yes	60	11	13	13	3
No	45	14	16	22	4
<hr/>					
Watches TV news					
Yes	58	13	13	13	4
No	47	12	16	23	3
<hr/>					
Gets news from social media					
Yes	55	13	13	15	4
No	51	12	16	19	2
<hr/>					
Listens to news podcasts					
Yes	52	9	16	20	3
No	54	13	13	16	3
<hr/>					
Gets news from radio					
Yes	52	11	16	19	3
No	55	13	13	16	3

Attention Paid to January 6 Committee by News Source Consumption

	A lot of attention	Some attention	A little attention	No attention
Total Sample	34	30	16	21
Reads Newspaper				
Yes	39	31	13	17
No	28	27	19	26
Watches TV news				
Yes	42	28	16	15
No	21	32	16	30
Gets news from social media				
Yes	33	31	16	19
No	35	26	15	23
Listens to news podcasts				
Yes	36	31	13	20
No	34	29	17	21
Gets news from radio				
Yes	36	29	20	15
No	33	29	13	24

Find January 6 Committee Credible by News Source Consumption

	Very credible	Somewhat credible	Not very credible	Not at all credible	Not sure
Total Sample	41	7	14	29	8
Reads Newspaper					
Yes	50	6	13	23	7
No	29	8	17	36	9
Watches TV news					
Yes	45	8	15	27	5
No	34	6	14	32	14
Gets news from social media					
Yes	41	8	16	26	9
No	41	5	13	34	7
Listens to news podcasts					
Yes	38	6	20	29	7
No	42	8	13	29	9
Gets news from radio					
Yes	40	5	16	34	4
No	42	8	14	26	11

Support January 6 Committee by News Source Consumption

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure
Total Sample	45	7	9	36	4
Reads Newspaper					
Yes	52	9	9	29	2
No	35	5	9	45	6
Watches TV news					
Yes	48	8	9	32	2
No	38	6	9	42	6
Gets news from social media					
Yes	46	7	9	33	4
No	41	7	9	40	3
Listens to news podcasts					
Yes	43	8	8	39	3
No	45	7	9	35	4
Gets news from radio					
Yes	43	5	9	41	2
No	45	8	9	33	5