

Public Wise

Research & Education Fund

Battleground State Voters' Media Consumption Cross Tabulations

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Change Research

August 2022 Battleground State Poll

PENNSYLVANIA

Field Dates: August 20-31, 2022

Sample: 896 Adults

Margin of Error: ± 3.7

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

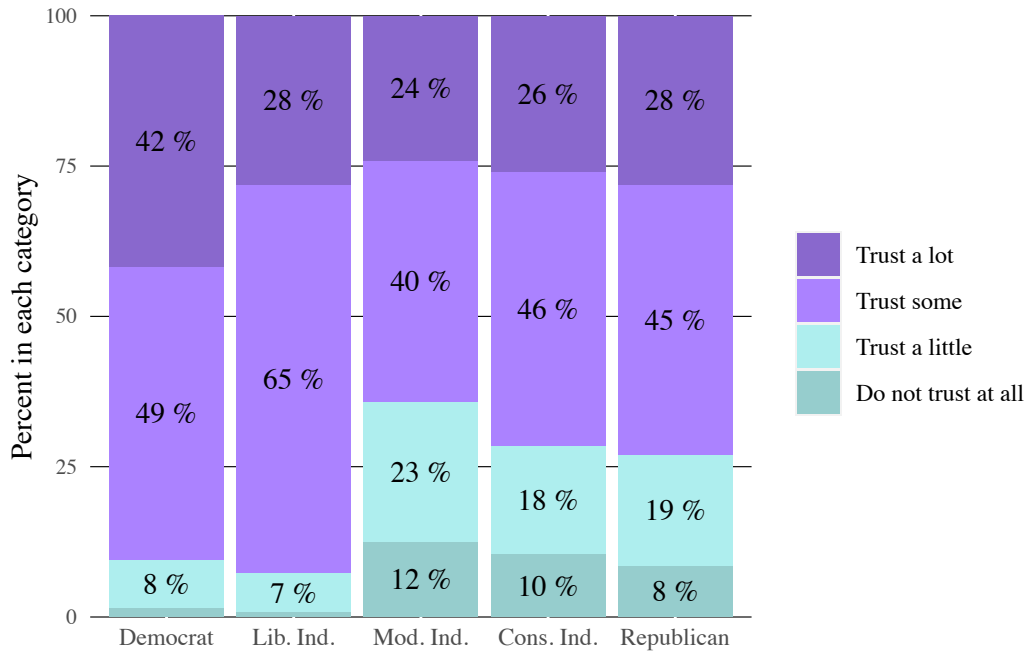
How much do you trust the sources where you tend to get your news?

	Trust a lot	Trust some	Trust a little	Do not trust at all
Total Sample	32	47	15	6
Partisan Ideology				
Democrat	42	49	8	1
Liberal Ind.	28	65	7	1
Moderate Ind.	24	40	23	12
Conservative Ind.	26	46	18	10
Republican	28	45	19	8
Likely Voter Score				
Highest	42	39	13	6
High	28	52	15	5
Lower	18	56	18	8
Find Jan 6 Hearings Credible				
Very credible	44	49	6	1
Somewhat credible	17	61	17	5
Not very credible	16	56	21	8
Not at all credible	32	37	19	11
Not sure	17	49	26	8
Attention Paid to Jan 6 Congressional Hearings				
A lot of attention	45	42	10	3
Some attention	27	55	15	4
A little attention	21	52	18	9
No attention	31	40	18	10
Accountability for Jan 6 Participants				
Very important	35	50	12	3
Somewhat important	24	51	16	9
Not too important	29	38	22	11
Not important	31	42	16	10
Not sure	24	42	24	10
Age Categories				
18-34	22	58	15	6
35-49	40	39	15	5
50-64	32	49	12	8
65+	34	44	16	6
(White) Education and Sex				
College Men	26	50	20	4
College Women	36	53	8	3
Non-College Men	25	47	18	10
Non-College Women	37	45	15	3

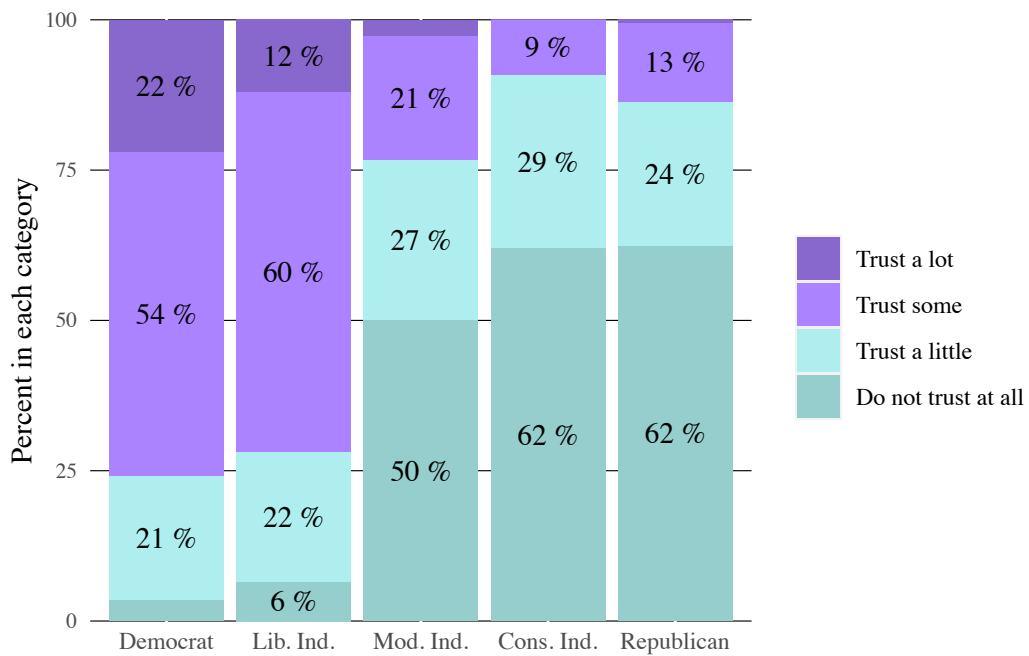
How much do you trust the news media in general?

	Trust a lot	Trust some	Trust a little	Do not trust at all
<hr/>				
Total Sample	9	33	23	35
<hr/>				
Partisan Ideology				
<hr/>				
Democrat	22	54	21	3
Liberal Ind.	12	60	22	6
Moderate Ind.	3	21	27	50
Conservative Ind.	0	9	29	62
Republican	1	13	24	62
<hr/>				
Likely Voter Score				
<hr/>				
Highest	12	27	19	42
High	8	40	21	30
Lower	7	33	34	26
<hr/>				
Find Jan 6 Hearings Credible				
<hr/>				
Very credible	23	58	17	2
Somewhat credible	2	45	39	13
Not very credible	0	15	34	51
Not at all credible	0	3	19	78
Not sure	4	33	36	28
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Attention Paid to Jan 6 Congressional Hearings				
<hr/>				
A lot of attention	19	46	16	18
Some attention	9	41	23	26
A little attention	2	21	36	41
No attention	1	10	24	65
<hr/>				
Accountability for Jan 6 Participants				
<hr/>				
Very important	16	52	22	10
Somewhat important	2	22	26	51
Not too important	1	6	31	62
Not important	0	4	20	76
Not sure	5	5	27	63
<hr/>				
Age Categories				
<hr/>				
18-34	9	40	30	22
35-49	9	32	20	39
50-64	9	27	22	42
65+	11	33	21	35
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(White) Education and Sex				
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College Men	11	28	29	31
College Women	10	43	21	27
Non-College Men	5	21	26	48
Non-College Women	9	35	21	35

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



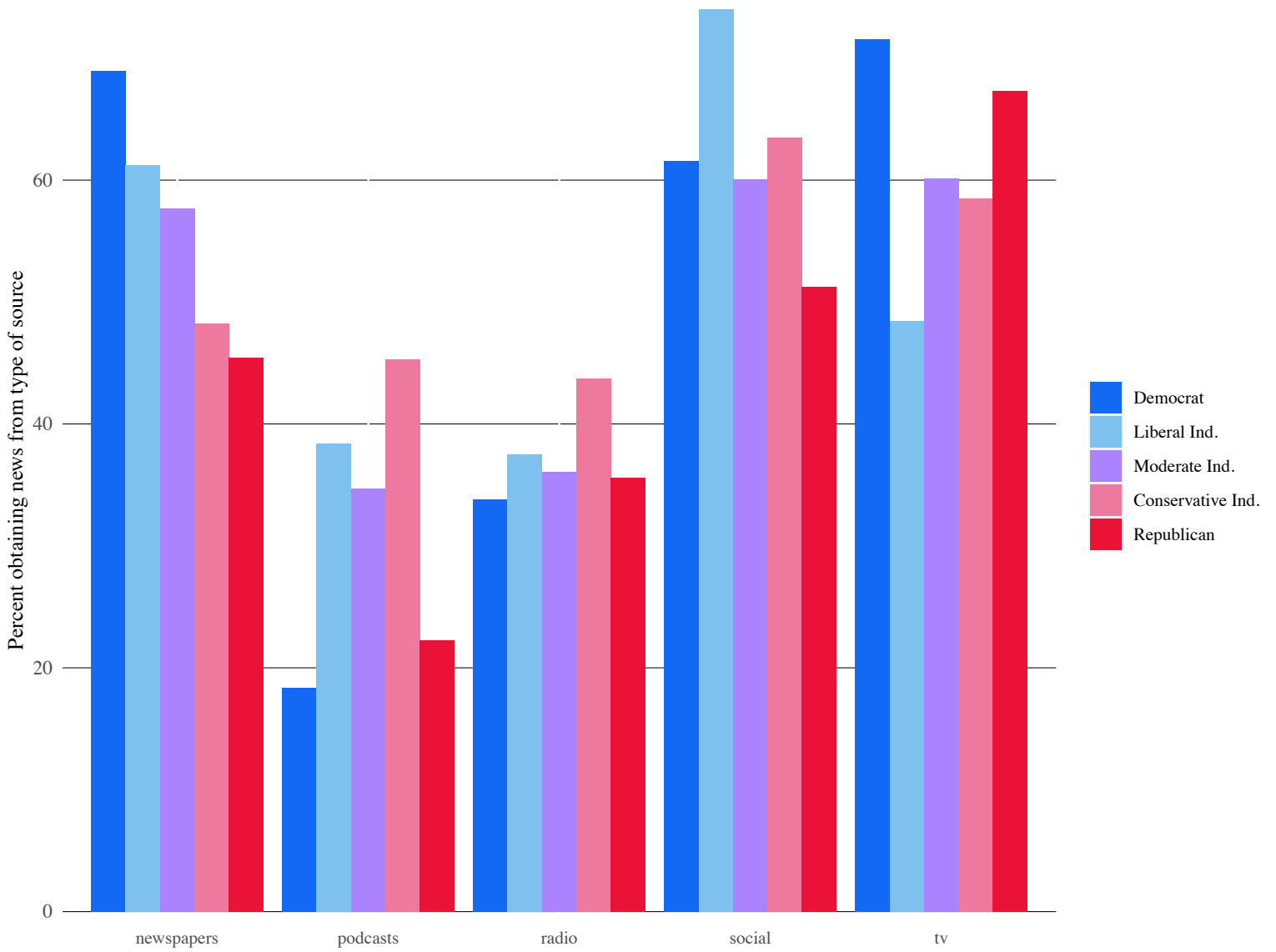
Responses to 'How much do you trust the media?'



What sources do you get the news from?

	newspapers	tv	social	radio	podcasts
Total Sample	57	64	58	35	26
Partisan Ideology					
Democrat	70	67	58	32	18
Liberal Ind.	65	39	78	33	41
Moderate Ind.	63	63	59	34	35
Conservative Ind.	46	60	65	46	43
Republican	44	67	52	35	23
Likely Voter Score					
Highest	59	72	54	39	31
High	54	57	59	33	25
Lower	58	55	64	29	18
Find Jan 6 Hearings Credible					
Very credible	75	64	56	36	22
Somewhat credible	62	75	70	25	26
Not very credible	54	73	53	50	23
Not at all credible	40	63	55	33	34
Not sure	47	38	68	28	21
Attention Paid to Jan 6 Congressional Hearings					
A lot of attention	69	76	50	36	25
Some attention	58	67	67	39	28
A little attention	54	53	63	34	26
No attention	42	49	52	27	25
Accountability for Jan 6 Participants					
Very important	69	64	58	34	22
Somewhat important	52	57	60	39	21
Not too important	39	72	53	31	35
Not important	45	63	60	37	35
Not sure	40	59	58	31	36
Age Categories					
18-34	64	42	78	28	29
35-49	65	56	60	42	40
50-64	48	65	51	36	27
65+	56	86	47	34	13
(White) Education and Sex					
College Men	69	70	58	42	29
College Women	71	63	57	37	29
Non-College Men	49	64	59	37	30
Non-College Women	49	60	57	27	20

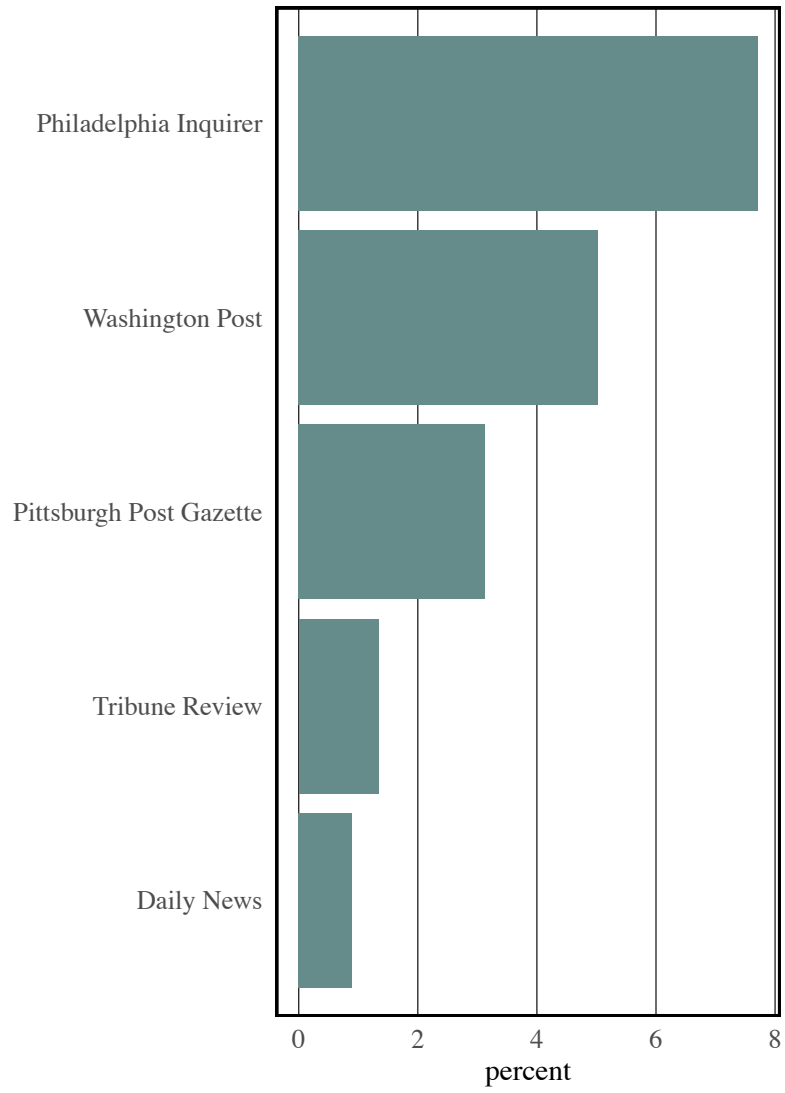
News Consumption by Party-Ideology



Newspaper Consumption

	Newspapers (overall)	New York Times	Breitbart	Wall Street Journal	Other Paper
Total Sample	57	47	8	32	74
Partisan Ideology					
Democrat	70	65	2	27	70
Liberal Ind.	65	59	5	28	79
Moderate Ind.	63	48	7	53	79
Conservative Ind.	46	42	27	55	68
Republican	44	18	15	24	77
Likely Voter Score					
Highest	59	42	12	31	77
High	54	48	2	30	74
Lower	58	55	9	37	69
Find Jan 6 Hearings Credible					
Very credible	75	62	3	29	75
Somewhat credible	62	56	3	50	71
Not very credible	54	22	11	35	76
Not at all credible	40	25	21	29	74
Not sure	47	33	11	26	69
Attention Paid to Jan 6 Congressional Hearings					
A lot of attention	69	59	8	31	76
Some attention	58	48	3	35	74
A little attention	54	38	13	30	75
No attention	42	23	18	31	70
Accountability for Jan 6 Participants					
Very important	69	59	5	31	72
Somewhat important	52	22	7	36	83
Not too important	39	18	15	29	80
Not important	45	37	21	35	73
Not sure	40	4	0	31	78
Age Categories					
18-34	64	63	9	40	61
35-49	65	51	5	37	77
50-64	48	41	9	28	74
65+	56	32	11	23	84
(White) Education and Sex					
College Men	69	47	10	45	75
College Women	71	59	8	37	75
Non-College Men	49	31	9	26	83
Non-College Women	49	49	7	21	65

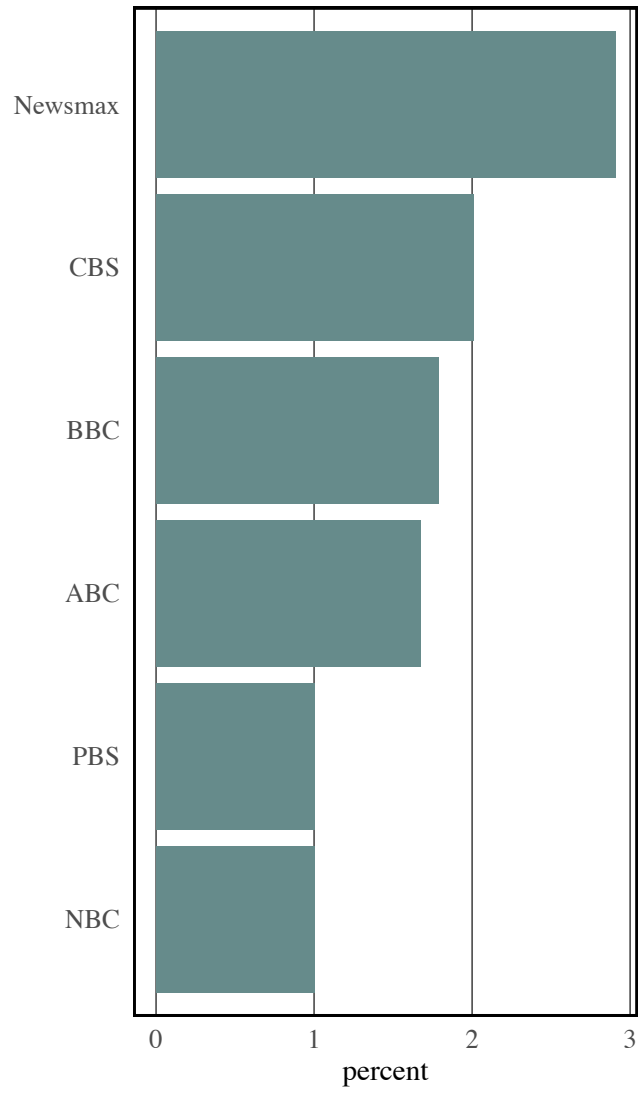
Open Ended Responses for Other Newspapers



Television News Consumption

	Television (overall)	CNN	Fox	MSNBC	OANN	Local
Total Sample	64	40	41	33	9	74
Partisan Ideology						
Democrat	67	60	8	57	2	75
Liberal Ind.	39	48	15	36	5	82
Moderate Ind.	63	42	48	36	14	82
Conservative Ind.	60	35	73	22	15	65
Republican	67	20	67	11	13	70
Likely Voter Score						
Highest	72	39	51	34	15	69
High	57	43	34	31	4	75
Lower	55	38	24	34	2	85
Find Jan 6 Hearings Credible						
Very credible	64	62	8	60	2	76
Somewhat credible	75	40	26	19	5	78
Not very credible	73	29	78	20	4	84
Not at all credible	63	19	69	12	24	63
Not sure	38	36	51	34	0	82
Attention Paid to Jan 6 Congressional Hearings						
A lot of attention	76	53	25	51	9	70
Some attention	67	42	33	32	5	84
A little attention	53	24	61	16	11	72
No attention	49	21	74	12	18	60
Accountability for Jan 6 Participants						
Very important	64	55	17	50	3	78
Somewhat important	57	29	60	14	8	71
Not too important	72	18	77	11	14	75
Not important	63	22	70	18	22	62
Not sure	59	26	49	9	27	67
Age Categories						
18-34	42	46	25	44	6	65
35-49	56	58	36	43	6	83
50-64	65	31	48	23	12	71
65+	86	34	45	31	10	74
(White) Education and Sex						
College Men	70	42	49	37	6	67
College Women	63	56	31	43	5	79
Non-College Men	64	29	51	26	9	75
Non-College Women	60	37	33	30	14	73

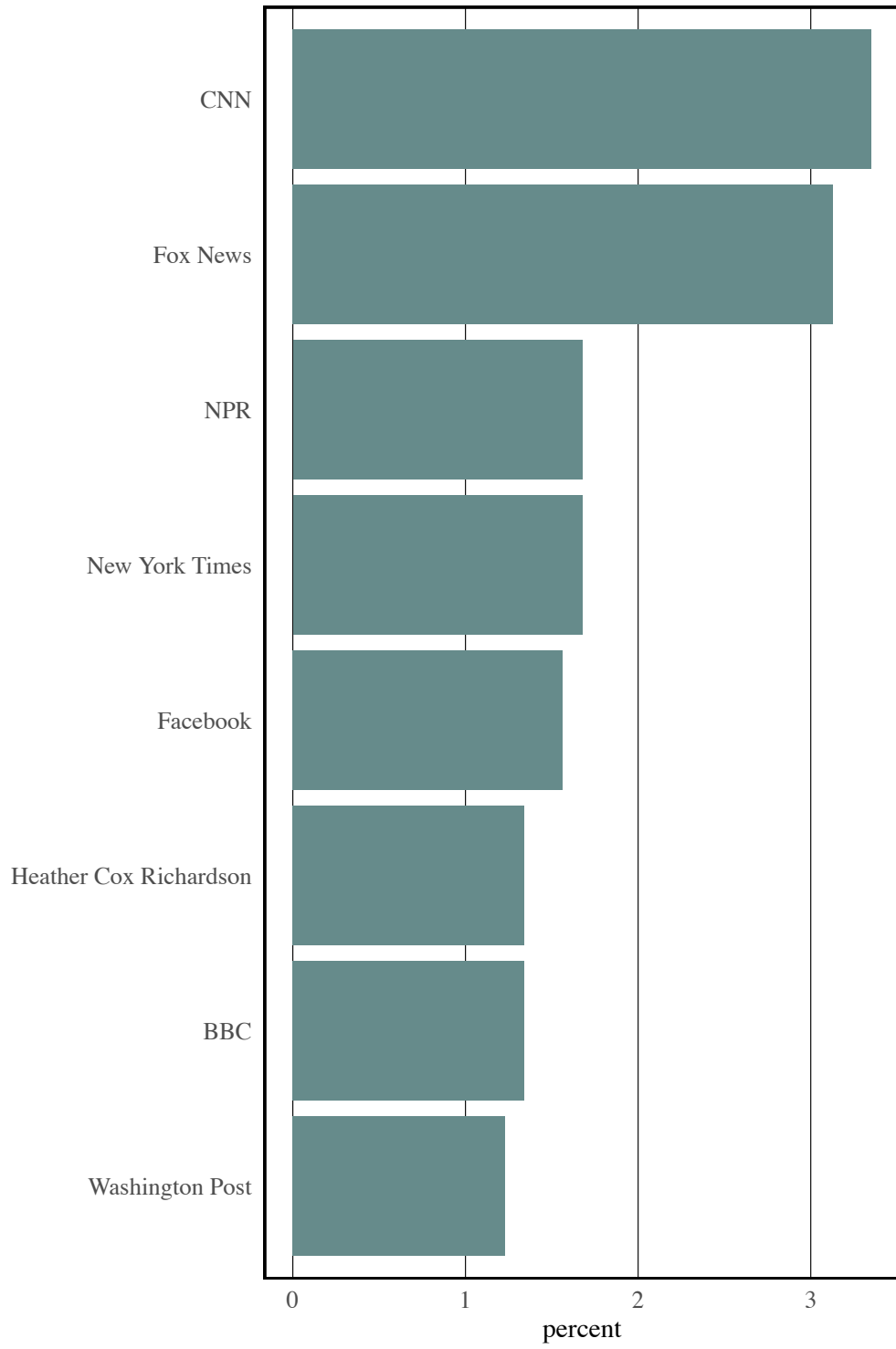
Open Ended Responses for TV News



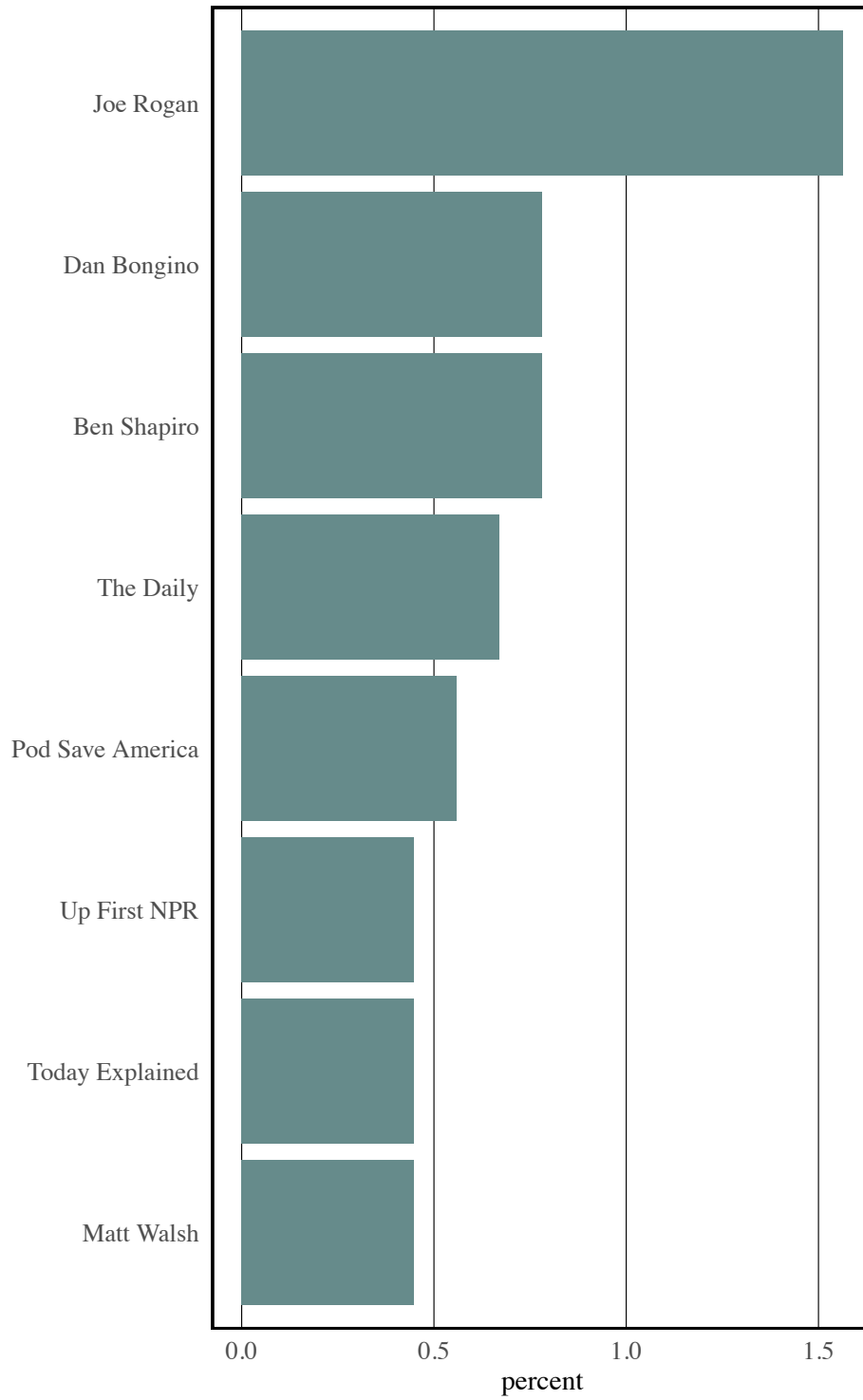
Social Media News Consumption

	Social Media (overall)	Instagram	Facebook	Tiktok	Snapchat	Youtube
Total Sample	58	31	78	13	6	42
Partisan Ideology						
Democrat	58	42	67	17	9	41
Liberal Ind.	78	37	50	19	5	40
Moderate Ind.	59	32	77	16	2	58
Conservative Ind.	65	22	92	3	13	49
Republican	52	19	94	8	3	34
Likely Voter Score						
Highest	54	26	86	9	4	40
High	59	31	76	19	3	39
Lower	64	41	65	12	11	47
Find Jan 6 Hearings Credible						
Very credible	56	30	73	14	4	39
Somewhat credible	70	41	52	22	15	54
Not very credible	53	13	97	5	6	24
Not at all credible	55	26	91	9	4	49
Not sure	68	52	65	18	5	34
Attention Paid to Jan 6 Congressional Hearings						
A lot of attention	50	24	79	15	8	43
Some attention	67	39	78	15	6	42
A little attention	63	28	73	11	3	39
No attention	52	30	81	9	4	41
Accountability for Jan 6 Participants						
Very important	58	36	68	17	7	44
Somewhat important	60	31	87	7	8	27
Not too important	53	20	90	5	0	40
Not important	60	26	89	9	6	51
Not sure	58	24	74	20	0	16
Age Categories						
18-34	78	53	49	20	12	51
35-49	60	30	90	16	7	44
50-64	51	16	91	4	0	35
65+	47	18	91	10	2	33
(White) Education and Sex						
College Men	58	27	86	11	11	40
College Women	57	23	74	17	5	34
Non-College Men	59	27	80	7	2	49
Non-College Women	57	43	73	17	6	41

Main Sources of News on Social Media

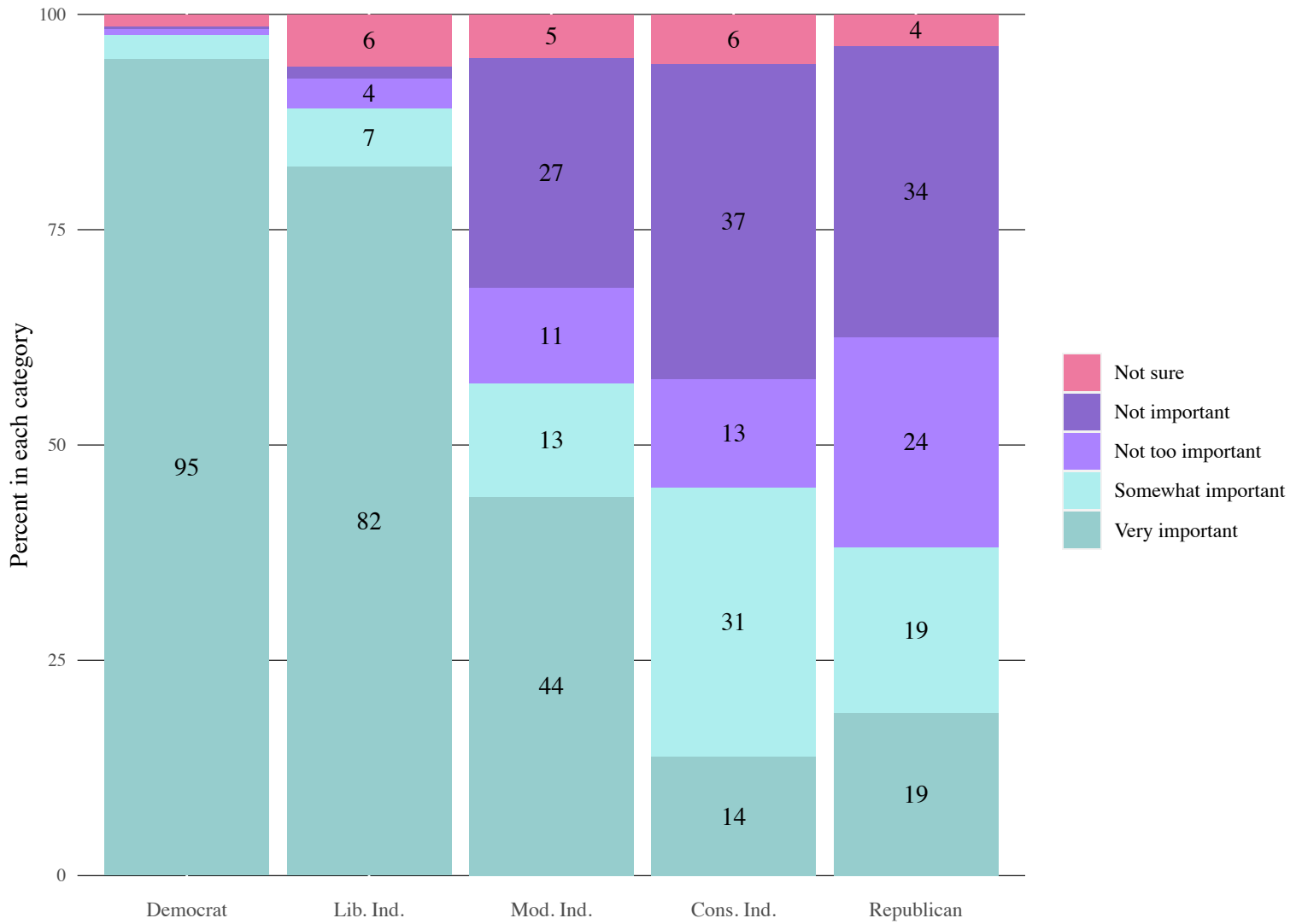


Open Ended Responses for Podcasts



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	55	12	11	18	3
Reads Newspaper					
Yes	65	11	8	14	2
No	41	14	16	25	5
Watches TV news					
Yes	58	11	12	17	3
No	50	14	9	22	5
Gets news from social media					
Yes	57	12	10	18	3
No	52	12	12	19	4
Listens to news podcasts					
Yes	46	11	15	23	5
No	58	12	10	17	3
Gets news from radio					
Yes	55	13	10	19	3
No	55	11	12	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	30	18	20
Reads Newspaper				
Yes	38	31	16	15
No	23	30	20	27
Watches TV news				
Yes	37	32	15	16
No	20	27	24	29
Gets news from social media				
Yes	29	35	18	18
No	35	24	17	24
Listens to news podcasts				
Yes	30	32	17	21
No	32	30	18	20
Gets news from radio				
Yes	34	33	16	17
No	30	29	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	39	10	10	31	10
<hr/>					
Reads Newspaper					
Yes	50	11	9	22	7
No	24	9	12	43	12
<hr/>					
Watches TV news					
Yes	42	12	11	30	5
No	34	7	9	34	17
<hr/>					
Gets news from social media					
Yes	40	12	9	28	11
No	38	7	12	35	8
<hr/>					
Listens to news podcasts					
Yes	33	10	10	39	8
No	41	10	10	28	10
<hr/>					
Gets news from radio					
Yes	41	9	13	31	6
No	38	11	9	31	11

Support January 6 Committee by News Source Consumption

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure
<hr/>					
Total Sample	47	6	10	34	3
<hr/>					
Reads Newspaper					
Yes	58	6	10	24	2
No	33	7	9	47	4
<hr/>					
Watches TV news					
Yes	49	7	10	32	2
No	44	5	8	38	6
<hr/>					
Gets news from social media					
Yes	50	7	9	31	4
No	43	6	11	38	3
<hr/>					
Listens to news podcasts					
Yes	40	4	12	42	2
No	49	7	9	31	4
<hr/>					
Gets news from radio					
Yes	49	4	14	31	2
No	46	7	7	36	4