



# Americans' Views on the Media

## Ipsos Poll on Sentiment Towards American Media

**Washington, DC, August 7, 2018** - Even if they are not “fake news” or “the enemy of the people”, it is clear that the reputation of the news media is under siege. According to the General Social Survey, the number of Americans with some or a great deal of trust in the press has dropped 30 percentage points since the late 1970s. Ipsos recently conducted a survey with the American public to better understand how Americans currently view the press and public support for efforts to restrict journalism. While we found that the large majority of Americans support the concept of the 1<sup>st</sup> Amendment, there are worrying signs that freedom of the press might be conditional to many people.

First off, the good news. The large majority of Americans, 85%, agree that the “Freedom of the press is essential for American democracy.” Additionally, two-thirds (68%) say that “reporters should be protected from pressure from government or big business interests.” Majorities of both Democrats and Republicans agree with these two statements signaling deep support for the **concept** of freedom of the press.

Some of the limits of public support for freedom of the press are made stark with a quarter of Americans (26%) saying they agree “the president should have the authority to close news outlets engaged in bad behavior,” including a plurality of Republicans (43%). Likewise, most Americans (72%) think “it should be easier to sue reporters who knowingly publish false information.”

Unanimity starts to break down as we move grounded questions. While a plurality – 46% -- agree “most news outlets try their best to produce honest reporting”, there are very stark splits by the partisan identification of the respondent with most Democrats (68%) generally believing in the good intent of journalists, but comparatively few Republicans (29%). And when we ask questions with specific partisan cues, the political split is very wide. For instance, 80% of Republicans but only 23% of Democrats agree that “most news outlets have a liberal bias,” and 79% of Republicans but only 11% of Democrats agree, “the mainstream media treats President Trump unfairly. Returning to President Trump’s views on the press, almost a third of the American people (29%) agree with the idea that “the news media is the enemy of the American people,” including a plurality of Republicans (48%).

A final statistic is somewhat reassuring, only 13% of Americans agree that “President Trump should close down mainstream news outlets, like CNN, the Washington Post and the New York Times.” Here less than a quarter of Republicans (23%) agree along with fewer than one in ten Democrats (8%).

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1. Do you have a favorable or unfavorable opinion of the following?

Total favorable

	<b>Total (N = 1,003)</b>	<b>Republican (N = 363)</b>	<b>Democrat (N = 323)</b>	<b>Independent (N = 207)</b>
The Weather Channel	85%	88%	90%	82%
PBS	79	73	90	76
NBC News	64	46	87	60
ABC News	64	48	84	62
BBC	63	57	79	63
CBS News	63	49	85	62
USA Today	61	53	76	60
Wall Street Journal	60	54	75	57
ESPN	60	59	67	53
New York Times	56	33	83	55
Barack Obama	55	21	91	57
CNN	54	34	81	55
Washington Post	51	31	78	52
Associated Press	51	38	74	49
CNBC	49	36	70	47
Fox News	49	79	23	42
MSNBC	48	32	73	49
NPR	46	38	63	43
Huffington Post	46	31	68	43
News talk radio	44	51	46	43
Donald Trump	42	82	12	35
CSPAN	42	36	55	44
Reuters News	41	36	54	42
BuzzFeed News	40	32	53	38
Daily Beast	21	17	30	22
Breitbart	19	32	11	16

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Total unfavorable

	Total	Republican	Democrat	Independent
Donald Trump	52%	14%	86%	59%
Fox News	43	15	73	49
Barack Obama	40	75	7	37
CNN	35	58	13	34
MSNBC	35	55	13	33
Breitbart	34	20	51	40
CNBC	32	51	13	31
Huffington Post	30	44	15	36
Washington Post	29	50	10	28
New York Times	29	53	7	28
BuzzFeed News	29	35	24	30
News talk radio	28	24	29	32
NBC News	26	47	7	28
CSPAN	26	34	15	28
ABC News	26	45	7	25
Associated Press	26	41	7	28
CBS News	25	43	5	26
Daily Beast	24	29	21	23
ESPN	24	25	19	32
USA Today	22	29	13	24
NPR	22	31	10	26
Wall Street Journal	20	27	11	23
Reuters News	17	25	7	21
BBC	14	18	5	16
PBS	12	20	3	12
The Weather Channel	7	7	3	11

a. New York Times

	Total	Republican	Democrat	Independent
Very favorable	18%	9%	33%	15%
Somewhat favorable	20	11	31	19
Lean towards favorable	18	13	19	21
Lean towards unfavorable	10	17	4	7
Somewhat unfavorable	7	12	3	7
Very unfavorable	12	25	*	14
Don't know	15	14	9	17
<i>Favorable (net)</i>	56%	33%	83%	55%
<i>Unfavorable (net)</i>	29	53	7	28

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b. Washington Post

	Total	Republican	Democrat	Independent
Very favorable	15%	6%	29%	12%
Somewhat favorable	18	10	27	22
Lean towards favorable	18	15	22	19
Lean towards unfavorable	11	15	6	10
Somewhat unfavorable	7	13	2	7
Very unfavorable	11	22	1	10
Don't know	19	19	13	20
<i>Favorable (net)</i>	51%	31%	78%	52%
<i>Unfavorable (net)</i>	29	50	10	28

c. Wall Street Journal

	Total	Republican	Democrat	Independent
Very favorable	16%	13%	22%	13%
Somewhat favorable	21	21	26	16
Lean towards favorable	24	20	27	28
Lean towards unfavorable	10	12	7	9
Somewhat unfavorable	6	9	2	7
Very unfavorable	4	6	1	8
Don't know	20	19	14	19
<i>Favorable (net)</i>	60%	54%	75%	57%
<i>Unfavorable (net)</i>	20	27	11	23

d. USA Today

	Total	Republican	Democrat	Independent
Very favorable	11%	8%	17%	6%
Somewhat favorable	23	20	28	26
Lean towards favorable	28	24	32	28
Lean towards unfavorable	11	13	8	11
Somewhat unfavorable	6	10	4	8
Very unfavorable	5	7	1	6
Don't know	17	18	11	16
<i>Favorable (net)</i>	61%	53%	76%	60%
<i>Unfavorable (net)</i>	22	29	13	24

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e. CNN

	Total	Republican	Democrat	Independent
Very favorable	16%	9%	26%	15%
Somewhat favorable	18	13	29	14
Lean towards favorable	20	12	26	26
Lean towards unfavorable	10	10	8	9
Somewhat unfavorable	7	9	3	7
Very unfavorable	19	39	1	19
Don't know	10	8	6	11
<i>Favorable (net)</i>	54%	34%	81%	55%
<i>Unfavorable (net)</i>	35	58	13	34

f. MSNBC

	Total	Republican	Democrat	Independent
Very favorable	12%	6%	24%	8%
Somewhat favorable	17	13	25	16
Lean towards favorable	20	13	24	24
Lean towards unfavorable	12	14	9	11
Somewhat unfavorable	8	12	3	9
Very unfavorable	14	29	1	14
Don't know	17	13	13	18
<i>Favorable (net)</i>	48%	32%	73%	49%
<i>Unfavorable (net)</i>	35	55	13	33

g. Fox News

	Total	Republican	Democrat	Independent
Very favorable	16%	30%	6%	12%
Somewhat favorable	18	29	9	16
Lean towards favorable	15	20	8	14
Lean towards unfavorable	12	9	12	15
Somewhat unfavorable	7	2	13	6
Very unfavorable	24	4	48	29
Don't know	8	6	4	8
<i>Favorable (net)</i>	49%	79%	23%	42%
<i>Unfavorable (net)</i>	43	15	73	49

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h. CNBC

	Total	Republican	Democrat	Independent
Very favorable	10%	7%	15%	10%
Somewhat favorable	17	13	25	14
Lean towards favorable	22	15	29	23
Lean towards unfavorable	14	18	10	11
Somewhat unfavorable	7	11	3	8
Very unfavorable	11	22	1	12
Don't know	19	14	17	22
<i>Favorable (net)</i>	49%	36%	70%	47%
<i>Unfavorable (net)</i>	32	51	13	31

i. ESPN

	Total	Republican	Democrat	Independent
Very favorable	19%	18%	21%	16%
Somewhat favorable	20	20	23	17
Lean towards favorable	21	21	23	19
Lean towards unfavorable	10	7	11	13
Somewhat unfavorable	7	7	5	9
Very unfavorable	7	10	2	11
Don't know	17	16	14	15
<i>Favorable (net)</i>	60%	59%	67%	53%
<i>Unfavorable (net)</i>	24	25	19	32

j. The Weather Channel

	Total	Republican	Democrat	Independent
Very favorable	33%	33%	37%	29%
Somewhat favorable	32	36	31	27
Lean towards favorable	21	19	21	25
Lean towards unfavorable	3	3	2	6
Somewhat unfavorable	2	2	1	2
Very unfavorable	2	2	1	3
Don't know	8	5	7	7
<i>Favorable (net)</i>	85%	88%	90%	82%
<i>Unfavorable (net)</i>	7	7	3	11

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k. ABC News

	Total	Republican	Democrat	Independent
Very favorable	17%	12%	24%	19%
Somewhat favorable	24	16	33	27
Lean towards favorable	22	20	27	17
Lean towards unfavorable	11	16	5	11
Somewhat unfavorable	7	11	2	8
Very unfavorable	8	17	*	5
Don't know	11	7	9	13
<i>Favorable (net)</i>	64%	48%	84%	62%
<i>Unfavorable (net)</i>	26	45	7	25

l. CBS News

	Total	Republican	Democrat	Independent
Very favorable	15%	11%	22%	13%
Somewhat favorable	23	16	33	23
Lean towards favorable	26	22	30	26
Lean towards unfavorable	10	15	3	10
Somewhat unfavorable	7	11	1	8
Very unfavorable	8	16	1	8
Don't know	12	8	9	12
<i>Favorable (net)</i>	63%	49%	85%	62%
<i>Unfavorable (net)</i>	25	43	5	26

m. NBC News

	Total	Republican	Democrat	Independent
Very favorable	17%	10%	27%	15%
Somewhat favorable	22	14	32	24
Lean towards favorable	25	21	28	21
Lean towards unfavorable	10	16	4	8
Somewhat unfavorable	7	12	1	8
Very unfavorable	10	18	2	11
Don't know	10	8	6	12
<i>Favorable (net)</i>	64%	46%	87%	60%
<i>Unfavorable (net)</i>	26	47	7	28

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n. CSPAN

	Total	Republican	Democrat	Independent
Very favorable	8%	6%	11%	9%
Somewhat favorable	16	13	23	13
Lean towards favorable	19	17	21	22
Lean towards unfavorable	12	14	9	12
Somewhat unfavorable	6	8	4	6
Very unfavorable	8	12	2	10
Don't know	32	30	30	28
<i>Favorable (net)</i>	42%	36%	55%	44%
<i>Unfavorable (net)</i>	26	34	15	28

o. NPR

	Total	Republican	Democrat	Independent
Very favorable	18%	7%	34%	19%
Somewhat favorable	13	15	15	12
Lean towards favorable	15	17	14	13
Lean towards unfavorable	9	14	5	9
Somewhat unfavorable	6	8	3	7
Very unfavorable	6	9	2	9
Don't know	32	31	27	31
<i>Favorable (net)</i>	46%	38%	63%	43%
<i>Unfavorable (net)</i>	22	31	10	26

p. PBS

	Total	Republican	Democrat	Independent
Very favorable	35%	24%	51%	37%
Somewhat favorable	22	23	20	19
Lean towards favorable	22	25	19	20
Lean towards unfavorable	5	9	1	4
Somewhat unfavorable	3	4	1	6
Very unfavorable	4	7	1	2
Don't know	10	8	6	12
<i>Favorable (net)</i>	79%	73%	90%	76%
<i>Unfavorable (net)</i>	12	20	3	12

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q. News talk radio

	Total	Republican	Democrat	Independent
Very favorable	8%	9%	10%	9%
Somewhat favorable	15	18	14	15
Lean towards favorable	21	24	23	19
Lean towards unfavorable	13	12	12	18
Somewhat unfavorable	8	8	6	8
Very unfavorable	7	5	11	6
Don't know	27	25	24	25
<i>Favorable (net)</i>	44%	51%	46%	43%
<i>Unfavorable (net)</i>	28	24	29	32

r. Daily Beast

	Total	Republican	Democrat	Independent
Very favorable	5%	4%	8%	3%
Somewhat favorable	6	4	10	8
Lean towards favorable	9	8	12	12
Lean towards unfavorable	10	11	11	10
Somewhat unfavorable	8	9	8	6
Very unfavorable	6	10	2	7
Don't know	55	54	50	54
<i>Favorable (net)</i>	21%	17%	30%	22%
<i>Unfavorable (net)</i>	24	29	21	23

s. Huffington Post

	Total	Republican	Democrat	Independent
Very favorable	10%	5%	19%	7%
Somewhat favorable	16	13	22	16
Lean towards favorable	19	13	27	20
Lean towards unfavorable	12	14	11	16
Somewhat unfavorable	7	9	3	9
Very unfavorable	10	21	1	11
Don't know	25	26	16	22
<i>Favorable (net)</i>	46%	31%	68%	43%
<i>Unfavorable (net)</i>	30	44	15	36

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t. Breitbart

	Total	Republican	Democrat	Independent
Very favorable	5%	10%	3%	3%
Somewhat favorable	6	10	4	6
Lean towards favorable	7	12	3	7
Lean towards unfavorable	8	9	5	11
Somewhat unfavorable	6	5	6	9
Very unfavorable	20	6	40	20
Don't know	47	48	38	44
<i>Favorable (net)</i>	19%	32%	11%	16%
<i>Unfavorable (net)</i>	34	20	51	40

u. BuzzFeed News

	Total	Republican	Democrat	Independent
Very favorable	7%	5%	11%	4%
Somewhat favorable	14	10	18	15
Lean towards favorable	20	17	25	19
Lean towards unfavorable	14	14	15	17
Somewhat unfavorable	7	9	7	6
Very unfavorable	7	11	3	7
Don't know	31	33	23	32
<i>Favorable (net)</i>	40%	32%	53%	38%
<i>Unfavorable (net)</i>	29	35	24	30

v. Associated Press

	Total	Republican	Democrat	Independent
Very favorable	14%	6%	26%	14%
Somewhat favorable	18	11	27	20
Lean towards favorable	19	21	21	15
Lean towards unfavorable	12	19	5	14
Somewhat unfavorable	7	11	2	7
Very unfavorable	6	11	1	7
Don't know	24	21	19	23
<i>Favorable (net)</i>	51%	38%	74%	49%
<i>Unfavorable (net)</i>	26	41	7	28

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w. Reuters News

	Total	Republican	Democrat	Independent
Very favorable	9%	4%	16%	10%
Somewhat favorable	13	12	18	12
Lean towards favorable	19	20	20	20
Lean towards unfavorable	8	12	3	10
Somewhat unfavorable	5	6	2	6
Very unfavorable	4	7	1	5
Don't know	42	39	39	37
<i>Favorable (net)</i>	41%	36%	54%	42%
<i>Unfavorable (net)</i>	17	25	7	21

x. BBC

	Total	Republican	Democrat	Independent
Very favorable	21%	13%	35%	18%
Somewhat favorable	21	17	23	25
Lean towards favorable	22	27	21	21
Lean towards unfavorable	8	10	3	6
Somewhat unfavorable	3	4	1	5
Very unfavorable	3	5	1	5
Don't know	22	24	16	21
<i>Favorable (net)</i>	63%	57%	79%	63%
<i>Unfavorable (net)</i>	14	18	5	16

y. Donald Trump

	Total	Republican	Democrat	Independent
Very favorable	20%	47%	3%	11%
Somewhat favorable	14	24	6	13
Lean towards favorable	8	11	4	12
Lean towards unfavorable	7	5	6	8
Somewhat unfavorable	6	3	8	7
Very unfavorable	40	7	72	44
Don't know	6	4	2	6
<i>Favorable (net)</i>	42%	82%	12%	35%
<i>Unfavorable (net)</i>	52	14	86	59

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z. Barack Obama

	Total	Republican	Democrat	Independent
Very favorable	31%	8%	63%	30%
Somewhat favorable	14	8	21	13
Lean towards favorable	9	6	8	14
Lean towards unfavorable	8	12	4	6
Somewhat unfavorable	7	13	1	9
Very unfavorable	25	50	2	23
Don't know	6	4	2	6
<i>Favorable (net)</i>	55%	21%	91%	57%
<i>Unfavorable (net)</i>	40	75	7	37

2. Which of the following do you generally consider to be trustworthy or untrustworthy?

Total trustworthy

	Total	Republican	Democrat	Independent
The Weather Channel	91%	91%	95%	91%
PBS	79	70	93	75
BBC	74	63	91	71
ESPN	73	66	86	68
Wall Street Journal	70	59	86	70
CBS News	69	49	93	67
USA Today	68	54	85	66
ABC News	68	47	91	70
NBC News	68	47	89	68
New York Times	63	38	90	63
Washington Post	60	38	87	59
CNBC	60	43	85	55
Associated Press	60	41	84	60
CNN	59	34	88	55
CSPAN	59	47	79	60
Barack Obama	57	22	93	59
MSNBC	56	35	83	54
NPR	54	43	74	52
News talk radio	53	55	56	53
Huffington Post	51	33	76	48
Reuters News	51	42	68	51
Fox News	50	77	25	40
BuzzFeed News	43	35	58	35
Donald Trump	40	77	11	33
Daily Beast	30	24	42	27
Breitbart	26	36	19	24

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Total untrustworthy

	Total	Republican	Democrat	Independent
Breitbart	74%	64%	81%	76%
Daily Beast	70	76	58	73
Donald Trump	60	23	89	67
BuzzFeed News	57	65	42	65
Fox News	50	23	75	60
Huffington Post	49	67	24	52
Reuters News	49	58	32	49
News talk radio	47	45	44	47
NPR	46	57	26	48
MSNBC	44	65	17	46
Barack Obama	43	78	7	41
CNN	41	66	12	45
CSPAN	41	53	21	40
Washington Post	40	62	13	41
CNBC	40	57	15	45
Associated Press	40	59	16	40
New York Times	37	62	10	37
USA Today	32	46	15	34
ABC News	32	53	9	30
NBC News	32	53	11	32
CBS News	31	51	7	33
Wall Street Journal	30	41	14	30
ESPN	27	34	14	32
BBC	26	37	9	29
PBS	21	30	7	25
The Weather Channel	9	9	5	9

a. New York Times

	Total	Republican	Democrat	Independent
Trustworthy	63%	38%	90%	63%
Untrustworthy	37	62	10	37

b. Washington Post

	Total	Republican	Democrat	Independent
Trustworthy	60%	38%	87%	59%
Untrustworthy	40	62	13	41

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c. Wall Street Journal

	Total	Republican	Democrat	Independent
Trustworthy	70%	59%	86%	70%
Untrustworthy	30	41	14	30

d. USA Today

	Total	Republican	Democrat	Independent
Trustworthy	68%	54%	85%	66%
Untrustworthy	32	46	15	34

e. CNN

	Total	Republican	Democrat	Independent
Trustworthy	59%	34%	88%	55%
Untrustworthy	41	66	12	45

f. MSNBC

	Total	Republican	Democrat	Independent
Trustworthy	56%	35%	83%	54%
Untrustworthy	44	65	17	46

g. Fox News

	Total	Republican	Democrat	Independent
Trustworthy	50%	77%	25%	40%
Untrustworthy	50	23	75	60

h. CNBC

	Total	Republican	Democrat	Independent
Trustworthy	60%	43%	85%	55%
Untrustworthy	40	57	15	45

i. ESPN

	Total	Republican	Democrat	Independent
Trustworthy	73%	66%	86%	68%
Untrustworthy	27	34	14	32

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j. The Weather Channel

	Total	Republican	Democrat	Independent
Trustworthy	91%	91%	95%	91%
Untrustworthy	9	9	5	9

k. ABC News

	Total	Republican	Democrat	Independent
Trustworthy	68%	47%	91%	70%
Untrustworthy	32	53	9	30

l. CBS News

	Total	Republican	Democrat	Independent
Trustworthy	69%	49%	93%	67%
Untrustworthy	31	51	7	33

m. NBC News

	Total	Republican	Democrat	Independent
Trustworthy	68%	47%	89%	68%
Untrustworthy	32	53	11	32

n. CSPAN

	Total	Republican	Democrat	Independent
Trustworthy	59%	47%	79%	60%
Untrustworthy	41	53	21	40

o. NPR

	Total	Republican	Democrat	Independent
Trustworthy	54%	43%	74%	52%
Untrustworthy	46	57	26	48

p. PBS

	Total	Republican	Democrat	Independent
Trustworthy	79%	70%	93%	75%
Untrustworthy	21	30	7	25

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q. News talk radio

	Total	Republican	Democrat	Independent
Trustworthy	53%	55%	56%	53%
Untrustworthy	47	45	44	47

r. Daily Beast

	Total	Republican	Democrat	Independent
Trustworthy	30%	24%	42%	27%
Untrustworthy	70	76	58	73

s. Huffington Post

	Total	Republican	Democrat	Independent
Trustworthy	51%	33%	76%	48%
Untrustworthy	49	67	24	52

t. Breitbart

	Total	Republican	Democrat	Independent
Trustworthy	26%	36%	19%	24%
Untrustworthy	74	64	81	76

u. BuzzFeed News

	Total	Republican	Democrat	Independent
Trustworthy	43%	35%	58%	35%
Untrustworthy	57	65	42	65

v. Associated Press

	Total	Republican	Democrat	Independent
Trustworthy	60%	41%	84%	60%
Untrustworthy	40	59	16	40

w. Reuters News

	Total	Republican	Democrat	Independent
Trustworthy	51%	42%	68%	51%
Untrustworthy	49	58	32	49

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x. BBC

	Total	Republican	Democrat	Independent
Trustworthy	74%	63%	91%	71%
Untrustworthy	26	37	9	29

y. Donald Trump

	Total	Republican	Democrat	Independent
Trustworthy	40%	77%	11%	33%
Untrustworthy	60	23	89	67

z. Barack Obama

	Total	Republican	Democrat	Independent
Trustworthy	57%	22%	93%	59%
Untrustworthy	43	78	7	41

3. Do you agree or disagree with the following statements?

Total agree

	Total	Republican	Democrat	Independent
Freedom of the press is essential for American democracy.	85%	83	93	84
Reporters should be protected from pressure from government or big business interests.	68%	57	85	69
Most news outlets try their best to produce honest reporting.	46%	29	68	46
Freedom of speech is one of the values that makes America great.	88%	89	93	88
It should be easier to sue reporters who knowingly publish false information.	72%	85	63	67
The president should have the authority to close news outlets engaged in bad behavior.	26%	43	12	21

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Total disagree

	Total	Republican	Democrat	Independent
Freedom of the press is essential for American democracy.	4%	5	1	4
Reporters should be protected from pressure from government or big business interests.	10%	18	4	8
Most news outlets try their best to produce honest reporting.	35%	56	15	31
Freedom of speech is one of the values that makes America great.	4%	4	2	4
It should be easier to sue reporters who knowingly publish false information.	9%	4	14	7
The president should have the authority to close news outlets engaged in bad behavior.	53%	36	74	55

a. Freedom of the press is essential for American democracy.

	Total	Republican	Democrat	Independent
Strongly agree	57%	50%	74%	59%
Somewhat agree	27	33	19	25
Neither agree nor disagree	10	11	6	11
Somewhat disagree	2	3	*	2
Strongly disagree	1	1	1	2
Don't know	2	2	-	1
<i>Agree (net)</i>	85%	83%	93%	84%
<i>Disagree (net)</i>	4	5	1	4

b. Reporters should be protected from pressure from government or big business interests.

	Total	Republican	Democrat	Independent
Strongly agree	41%	22%	60%	48%
Somewhat agree	28	35	25	22
Neither agree nor disagree	17	21	8	20
Somewhat disagree	6	10	3	3
Strongly disagree	5	7	1	5
Don't know	4	4	3	3
<i>Agree (net)</i>	68%	57%	85%	69%
<i>Disagree (net)</i>	10	18	4	8

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c. Most news outlets try their best to produce honest reporting.

	Total	Republican	Democrat	Independent
Strongly agree	19%	8%	35%	18%
Somewhat agree	27	21	34	28
Neither agree nor disagree	17	14	15	22
Somewhat disagree	18	25	12	12
Strongly disagree	17	31	3	19
Don't know	2	1	2	1
<i>Agree (net)</i>	46%	29%	68%	46%
<i>Disagree (net)</i>	35	56	15	31

d. Freedom of speech is one of the values that makes America great.

	Total	Republican	Democrat	Independent
Strongly agree	65%	65%	74%	62%
Somewhat agree	23	24	18	26
Neither agree nor disagree	7	6	5	7
Somewhat disagree	2	3	1	1
Strongly disagree	1	1	1	3
Don't know	1	1	1	1
<i>Agree (net)</i>	88%	89%	93%	88%
<i>Disagree (net)</i>	4	4	2	4

e. It should be easier to sue reporters who knowingly publish false information.

	Total	Republican	Democrat	Independent
Strongly agree	40%	50%	31%	39%
Somewhat agree	32	34	32	28
Neither agree nor disagree	16	10	19	23
Somewhat disagree	4	2	6	4
Strongly disagree	4	2	8	3
Don't know	3	2	4	4
<i>Agree (net)</i>	72%	85%	63%	67%
<i>Disagree (net)</i>	9	4	14	7

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f. The president should have the authority to close news outlets engaged in bad behavior.

	Total	Republican	Democrat	Independent
Strongly agree	13%	23%	7%	7%
Somewhat agree	13	20	5	14
Neither agree nor disagree	17	18	12	19
Somewhat disagree	14	18	10	15
Strongly disagree	39	18	64	40
Don't know	4	3	2	5
<i>Agree (net)</i>	26%	43%	12%	21%
<i>Disagree (net)</i>	53	36	74	55

4. When you hear the term “mainstream media”, what is the first word that comes to your mind?

*[Awaiting open-end coding]*

5. Do you agree or disagree with the following statements?

Total agree

	Total	Republican	Democrat	Independent
News and reporters are necessary to keep the Trump administration honest.	57%	39	83	57
Reporters should be shielded from prosecution by the Trump administration.	47%	25	75	50
Most news outlets have a liberal bias.	48%	80	23	47
The mainstream media treats President Trump unfairly.	43%	79	11	41
The news media is the enemy of the American people.	29%	48	12	26
President Trump should close down mainstream news outlets, like CNN, the Washington Post, and The New York Times.	13%	23	8	10

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Total disagree

	Total	Republican	Democrat	Independent
News and reporters are necessary to keep the Trump administration honest.	20%	35	4	18
Reporters should be shielded from prosecution by the Trump administration.	25%	44	9	22
Most news outlets have a liberal bias.	19%	5	35	19
The mainstream media treats President Trump unfairly.	39%	9	75	36
The news media is the enemy of the American people.	48%	28	74	50
President Trump should close down mainstream news outlets, like CNN, the Washington Post, and The New York Times.	66%	49	86	71

a. News and reporters are necessary to keep the Trump administration honest.

	Total	Republican	Democrat	Independent
Strongly agree	36%	13%	65%	39%
Somewhat agree	21	27	19	17
Neither agree nor disagree	20	22	11	24
Somewhat disagree	10	18	4	8
Strongly disagree	9	17	*	10
Don't know	3	3	1	2
<i>Agree (net)</i>	57%	39%	83%	57%
<i>Disagree (net)</i>	20	35	4	18

b. Reporters should be shielded from prosecution by the Trump administration.

	Total	Republican	Democrat	Independent
Strongly agree	33%	12%	59%	35%
Somewhat agree	14	13	16	15
Neither agree nor disagree	23	28	13	25
Somewhat disagree	13	22	4	13
Strongly disagree	13	22	5	10
Don't know	4	4	3	3
<i>Agree (net)</i>	47%	25%	75%	50%
<i>Disagree (net)</i>	25	44	9	22

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c. Most news outlets have a liberal bias.

	Total	Republican	Democrat	Independent
Strongly agree	28%	54%	7%	28%
Somewhat agree	20	26	16	19
Neither agree nor disagree	29	13	39	32
Somewhat disagree	10	2	18	9
Strongly disagree	9	3	16	10
Don't know	5	2	4	3
<i>Agree (net)</i>	48%	80%	23%	47%
<i>Disagree (net)</i>	19	5	35	19

d. The mainstream media treats President Trump unfairly.

	Total	Republican	Democrat	Independent
Strongly agree	28%	57%	6%	24%
Somewhat agree	15	22	6	17
Neither agree nor disagree	15	9	13	21
Somewhat disagree	10	3	18	8
Strongly disagree	29	5	58	27
Don't know	2	3	1	2
<i>Agree (net)</i>	43%	79%	11%	41%
<i>Disagree (net)</i>	39	9	75	36

e. The news media is the enemy of the American people.

	Total	Republican	Democrat	Independent
Strongly agree	12%	18%	5%	13%
Somewhat agree	17	30	7	13
Neither agree nor disagree	21	22	13	23
Somewhat disagree	13	16	11	11
Strongly disagree	35	12	62	39
Don't know	2	2	1	1
<i>Agree (net)</i>	29%	48%	12%	26%
<i>Disagree (net)</i>	48	28	74	50

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- f. President Trump should close down mainstream news outlets, like CNN, the Washington Post, and The New York Times.

	Total	Republican	Democrat	Independent
Strongly agree	6%	11%	4%	5%
Somewhat agree	7	12	4	5
Neither agree nor disagree	17	26	5	15
Somewhat disagree	13	18	6	14
Strongly disagree	53	31	80	57
Don't know	3	2	1	4
<i>Agree (net)</i>	13%	23%	8%	10%
<i>Disagree (net)</i>	66	49	86	71

6. Do you agree or disagree with the following statements?

Total agree

	Total	Republican	Democrat	Independent
When jobs are scarce, employers should prioritize hiring people of this country over immigrants	61%	82	41	64
America needs a strong leader to take the country back from the rich and powerful	67%	62	74	67
The American economy is rigged to advantage the rich and powerful	64%	46	82	68
Traditional parties and politicians don't care about people like me	70%	71	64	79
The mainstream media is more interested in making money than telling the truth	59%	84	33	58
I am proud to be an American	80%	94	73	73

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Total disagree

	Total	Republican	Democrat	Independent
When jobs are scarce, employers should prioritize hiring people of this country over immigrants	12%	5	21	12
America needs a strong leader to take the country back from the rich and powerful	11%	16	8	10
The American economy is rigged to advantage the rich and powerful	16%	29	6	15
Traditional parties and politicians don't care about people like me	10%	13	11	7
The mainstream media is more interested in making money than telling the truth	21%	6	44	18
I am proud to be an American	7%	2	11	9

a. When jobs are scarce, employers should prioritize hiring people of this country over immigrants

	Total	Republican	Democrat	Independent
Strongly agree	38%	57%	22%	34%
Somewhat agree	23	24	18	30
Neither agree nor disagree	24	12	36	23
Somewhat disagree	7	4	12	7
Strongly disagree	6	1	10	5
Don't know	2	1	2	1
Agree (net)	61%	82%	41%	64%
Disagree (net)	12	5	21	12

b. America needs a strong leader to take the country back from the rich and powerful

	Total	Republican	Democrat	Independent
Strongly agree	42%	39%	47%	44%
Somewhat agree	25	22	28	23
Neither agree nor disagree	20	20	16	22
Somewhat disagree	7	10	6	6
Strongly disagree	4	6	2	4
Don't know	3	2	2	1
Agree (net)	67%	62%	74%	67%
Disagree (net)	11	16	8	10

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c. The American economy is rigged to advantage the rich and powerful

	Total	Republican	Democrat	Independent
Strongly agree	34%	16%	49%	43%
Somewhat agree	30	29	33	25
Neither agree nor disagree	18	24	12	17
Somewhat disagree	9	14	5	8
Strongly disagree	7	14	1	7
Don't know	1	2	*	1
Agree (net)	64%	46%	82%	68%
Disagree (net)	16	29	6	15

d. Traditional parties and politicians don't care about people like me

	Total	Republican	Democrat	Independent
Strongly agree	33%	31%	28%	43%
Somewhat agree	37	41	36	35
Neither agree nor disagree	18	14	24	13
Somewhat disagree	8	11	8	5
Strongly disagree	2	2	3	1
Don't know	2	2	1	2
Agree (net)	70%	71%	64%	79%
Disagree (net)	10	13	11	7

e. The mainstream media is more interested in making money than telling the truth

	Total	Republican	Democrat	Independent
Strongly agree	35%	54%	14%	40%
Somewhat agree	24	31	19	18
Neither agree nor disagree	18	8	20	23
Somewhat disagree	11	4	24	8
Strongly disagree	10	2	19	10
Don't know	2	2	3	*
Agree (net)	59%	84%	33%	58%
Disagree (net)	21	6	44	18

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f. I am proud to be an American

	Total	Republican	Democrat	Independent
Strongly agree	59%	81%	44%	52%
Somewhat agree	21	13	29	21
Neither agree nor disagree	11	3	15	17
Somewhat disagree	5	1	8	5
Strongly disagree	2	1	3	4
Don't know	1	1	1	*
Agree (net)	80%	94%	73%	73%
Disagree (net)	7	2	11	9

7. How do you get most of your news? (Select all that apply)

	Total	Republican	Democrat	Independent
Online/internet	60%	62%	63%	54%
Television	57	62	60	52
Social media (Twitter, Facebook)	29	29	32	20
Radio	25	29	22	27
Print newspapers/magazines	25	24	31	24
Mobile News apps	19	15	25	13
None of the above	4	4	2	6

8. Of the choices listed below, which is your main source of television news? (Select one)

	Total	Republican	Democrat	Independent
FOX News	21%	43%	4%	14%
ABC	12	8	14	14
CNN	11	8	20	7
CBS	10	8	12	8
NBC	9	6	13	9
MSNBC	5	2	11	4
Public Television	3	3	3	4
NPR	3	1	4	6
Other	8	7	6	10
None of the above	17	13	13	23

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9. How would you describe the area in which you live?

	Total	Republican	Democrat	Independent
Rural	24%	27%	17%	25%
Suburban	53	56	52	53
Urban	23	16	32	22

10. Thinking about politics and government, do you consider yourself...?

	Total	Republican	Democrat	Independent
Very conservative	12%	27%	1%	8%
Moderately conservative	20	41	6	16
Lean conservative	13	18	7	14
Lean liberal	14	5	23	21
Moderately liberal	13	4	28	10
Very liberal	12	2	29	6
Don't know/Refuse	16	3	4	25
Conservative (Net)	45	86	15	37
Liberal (Net)	39	11	81	38

11. With which political party do you most identify?

	Total	Republican	Democrat	Independent
Strong Democrat	13%	-	41%	-
Moderate Democrat	10	-	32	-
Lean Democrat	9	-	28	-
Lean Republican	9	25	-	-
Moderate Republican	13	35	-	-
Strong Republican	15	40	-	-
Independent	20	-	-	100
Other	3	-	-	-
Don't know/Refuse	8	-	-	-
Democrat (Net)	33%	-	100%	-
Independent (Net)	20	-	-	100
Republican (Net)	36	100	-	-

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## About the Study

These are findings from an Ipsos poll conducted August 3-6, 2018. For the survey, a sample of roughly 1,003 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample includes 323 Democrats, 363 Republicans, and 207 Independents.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2013 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ( $n=1,000$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 5$  percentage points).

The poll also has a credibility interval plus or minus 6.2 percentage points for Democrats, plus or minus 5.9 percentage points for Republicans, and plus or minus 7.8 percentage points for Independents.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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## About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. Through our media partnerships, Ipsos Public Affairs is a leading source of intelligent information for businesses and professionals in the U.S., Canada, the UK, and internationally. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

## About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

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