



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

Ipsos Poll Conducted for Reuters

Media Poll 2.28.2019

These are findings from an Ipsos poll conducted December 7-20, 2018 on behalf of Thomson Reuters. For the survey, a sample of roughly 4,214 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample includes 1,657 Democrats, 1,505 Republicans, and 585 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 2016 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, region, race/ethnicity and income.

Statistical margins of error are not applicable to online non-probability 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 1.7 percentage points for all respondents (see link below for more info on Ipsos online polling “Credibility Intervals”). 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=4,214 DEFF=1.5, adjusted Confidence Interval=3.2).

The poll also has a credibility interval plus or minus 2.7 percentage points for Democrats, plus or minus 2.9 percentage points for Republicans, and plus or minus 4.6 percentage points for Independents (see link below for more info on Ipsos online polling “Credibility Intervals”).

For more information about Ipsos online polling methodology, please go here <http://goo.gl/yJBkuf>

		All Americans	Democrat	Republican	Independent
TM1085Y16_1 - Would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in the people running this institution... Executive branch of the federal government?	A great deal of confidence	18%	11%	31%	12%
	Only some confidence	34%	28%	45%	31%
	Hardly any confidence at all	37%	53%	19%	43%
	Don't know	12%	8%	6%	14%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1085Y16_2 - Would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in the people running this institution... Congress?	A great deal of confidence	11%	11%	12%	7%
	Only some confidence	37%	40%	42%	30%
	Hardly any confidence at all	42%	42%	41%	52%
	Don't know	10%	7%	5%	11%
	Total	4214	1657	1505	585
TM1085Y16_3 - Would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in the people running this institution... The U.S. Supreme Court?	A great deal of confidence	23%	19%	34%	17%
	Only some confidence	44%	47%	47%	44%
	Hardly any confidence at all	22%	27%	13%	25%
	Don't know	11%	7%	5%	14%
	Total	4214	1657	1505	585
TM1085Y16_4 - Would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in the people running this institution... Press?	A great deal of confidence	16%	28%	9%	11%
	Only some confidence	28%	40%	19%	26%
	Hardly any confidence at all	46%	26%	66%	51%
	Don't know	10%	7%	5%	12%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1085Y16_5 - Would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in the people running this institution... Major companies?	A great deal of confidence	12%	11%	16%	10%
	Only some confidence	41%	39%	52%	33%
	Hardly any confidence at all	35%	42%	26%	43%
	Don't know	11%	8%	7%	14%
	Total	4214	1657	1505	585
TM1085Y16_6 - Would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in the people running this institution... Law enforcement?	A great deal of confidence	33%	24%	49%	29%
	Only some confidence	39%	47%	36%	38%
	Hardly any confidence at all	19%	23%	11%	23%
	Don't know	9%	6%	4%	9%
	Total	4214	1657	1505	585
TM1085Y16_7 - Would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in the people running this institution... Military?	A great deal of confidence	50%	41%	69%	46%
	Only some confidence	29%	39%	21%	28%
	Hardly any confidence at all	11%	14%	6%	14%
	Don't know	9%	7%	4%	11%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1085Y16_8 - Would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in the people running this institution... Universities and research organizations?	A great deal of confidence	29%	38%	23%	27%
	Only some confidence	39%	42%	40%	39%
	Hardly any confidence at all	21%	13%	30%	20%
	Don't know	11%	8%	7%	14%
	Total	4214	1657	1505	585
TM1349Y17 - Where do you get most of your news about current events and politics?	Television	40%	44%	42%	37%
	Print newspapers /magazines	6%	6%	7%	4%
	Online/internet	28%	27%	27%	33%
	Radio	5%	3%	6%	4%
	Mobile News apps	5%	5%	5%	4%
	Social media (Twitter, Facebook)	12%	12%	10%	13%
	Other	1%	1%	1%	1%
	None of the above	3%	2%	3%	3%
	Total	4214	1657	1505	585
TM1350Y17 - Of the choices listed below, which is your main source of television news about current events and politics?	FOX News	22%	10%	38%	16%
	CNN	15%	24%	9%	9%
	MSNBC	6%	11%	3%	4%
	ABC	11%	13%	9%	11%
	CBS	10%	10%	9%	13%
	NBC	11%	12%	11%	10%
	Public Television	6%	6%	4%	9%
	Other	7%	5%	6%	11%
	None of the above	13%	9%	12%	16%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1578Y18_1 - Please indicate whether you personally trust most of the reporting from the news organization... The New York Times.	Trust most of their reporting	43%	64%	27%	43%
	Do not trust most of their reporting	29%	13%	48%	28%
	Don't know	28%	23%	25%	30%
	Total	4214	1657	1505	585
TM1578Y18_2 - Please indicate whether you personally trust most of the reporting from the news organization... The Washington Post.	Trust most of their reporting	41%	61%	26%	37%
	Do not trust most of their reporting	28%	15%	45%	28%
	Don't know	31%	25%	29%	35%
	Total	4214	1657	1505	585
TM1578Y18_3 - Please indicate whether you personally trust most of the reporting from the news organization... The Wall Street Journal.	Trust most of their reporting	44%	56%	37%	42%
	Do not trust most of their reporting	25%	16%	35%	25%
	Don't know	32%	28%	28%	33%
	Total	4214	1657	1505	585
TM1578Y18_4 - Please indicate whether you personally trust most of the reporting from the news organization... Reuters News.	Trust most of their reporting	27%	37%	24%	25%
	Do not trust most of their reporting	24%	14%	33%	25%
	Don't know	49%	49%	43%	50%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1578Y18_5 - Please indicate whether you personally trust most of the reporting from the news organization... Associated Press.	Trust most of their reporting	39%	56%	29%	34%
	Do not trust most of their reporting	28%	16%	42%	27%
	Don't know	33%	28%	28%	39%
	Total	4214	1657	1505	585
TM1578Y18_6 - Please indicate whether you personally trust most of the reporting from the news organization... The Los Angeles Times.	Trust most of their reporting	26%	40%	16%	25%
	Do not trust most of their reporting	29%	15%	45%	28%
	Don't know	45%	45%	39%	48%
	Total	4214	1657	1505	585
TM1578Y18_7 - Please indicate whether you personally trust most of the reporting from the news organization... The Dallas Morning News.	Trust most of their reporting	14%	17%	12%	11%
	Do not trust most of their reporting	24%	16%	33%	26%
	Don't know	62%	67%	55%	64%
	Total	4214	1657	1505	585
TM1578Y18_8 - Please indicate whether you personally trust most of the reporting from the news organization... NBC.	Trust most of their reporting	50%	67%	37%	46%
	Do not trust most of their reporting	29%	15%	46%	25%
	Don't know	22%	18%	17%	29%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1578Y18_9 - Please indicate whether you personally trust most of the reporting from the news organization... ABC.	Trust most of their reporting	50%	66%	38%	46%
	Do not trust most of their reporting	29%	16%	46%	26%
	Don't know	21%	18%	16%	28%
	Total	4214	1657	1505	585
TM1578Y18_10 - Please indicate whether you personally trust most of the reporting from the news organization... CBS.	Trust most of their reporting	50%	66%	37%	49%
	Do not trust most of their reporting	29%	16%	47%	26%
	Don't know	21%	18%	16%	25%
	Total	4214	1657	1505	585
TM1578Y18_11 - Please indicate whether you personally trust most of the reporting from the news organization... PBS.	Trust most of their reporting	48%	62%	38%	46%
	Do not trust most of their reporting	22%	12%	34%	21%
	Don't know	30%	25%	28%	33%
	Total	4214	1657	1505	585
TM1578Y18_12 - Please indicate whether you personally trust most of the reporting from the news organization... NPR.	Trust most of their reporting	30%	42%	25%	29%
	Do not trust most of their reporting	26%	17%	37%	25%
	Don't know	44%	42%	39%	46%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1578Y18_13 - Please indicate whether you personally trust most of the reporting from the news organization... CNN.	Trust most of their reporting	44%	66%	26%	39%
	Do not trust most of their reporting	36%	17%	59%	36%
	Don't know	20%	17%	15%	26%
	Total	4214	1657	1505	585
TM1578Y18_14 - Please indicate whether you personally trust most of the reporting from the news organization... ESPN.	Trust most of their reporting	40%	49%	35%	34%
	Do not trust most of their reporting	25%	18%	34%	24%
	Don't know	35%	33%	30%	42%
	Total	4214	1657	1505	585
TM1578Y18_15 - Please indicate whether you personally trust most of the reporting from the news organization... TMZ.	Trust most of their reporting	18%	23%	15%	17%
	Do not trust most of their reporting	42%	40%	46%	43%
	Don't know	40%	37%	39%	40%
	Total	4214	1657	1505	585
TM1578Y18_16 - Please indicate whether you personally trust most of the reporting from the news organization... Comedy Central, specifically 'The Daily Show'.	Trust most of their reporting	20%	34%	10%	17%
	Do not trust most of their reporting	39%	26%	56%	38%
	Don't know	41%	41%	34%	45%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1578Y18_17 - Please indicate whether you personally trust most of the reporting from the news organization... HBO, specifically Vice News.	Trust most of their reporting	17%	26%	12%	12%
	Do not trust most of their reporting	28%	17%	39%	32%
	Don't know	55%	57%	49%	56%
	Total	4214	1657	1505	585
TM1578Y18_18 - Please indicate whether you personally trust most of the reporting from the news organization... Yahoo! News.	Trust most of their reporting	28%	36%	23%	24%
	Do not trust most of their reporting	30%	22%	40%	31%
	Don't know	42%	43%	37%	44%
	Total	4214	1657	1505	585
TM1578Y18_19 - Please indicate whether you personally trust most of the reporting from the news organization... Huffington Post.	Trust most of their reporting	31%	46%	20%	27%
	Do not trust most of their reporting	30%	17%	44%	31%
	Don't know	39%	37%	36%	42%
	Total	4214	1657	1505	585
TM1578Y18_20 - Please indicate whether you personally trust most of the reporting from the news organization... MSNBC.	Trust most of their reporting	38%	56%	24%	30%
	Do not trust most of their reporting	33%	17%	52%	33%
	Don't know	29%	26%	24%	36%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1578Y18_21 - Please indicate whether you personally trust most of the reporting from the news organization... Fox News.	Trust most of their reporting	41%	31%	58%	33%
	Do not trust most of their reporting	41%	55%	30%	45%
	Don't know	17%	14%	12%	23%
	Total	4214	1657	1505	585
TM1578Y18_22 - Please indicate whether you personally trust most of the reporting from the news organization... The National Enquirer.	Trust most of their reporting	12%	15%	12%	11%
	Do not trust most of their reporting	57%	57%	64%	54%
	Don't know	31%	29%	24%	35%
	Total	4214	1657	1505	585
TM1578Y18_23 - Please indicate whether you personally trust most of the reporting from the news organization... Pod Save America Podcast.	Trust most of their reporting	10%	14%	8%	8%
	Do not trust most of their reporting	23%	18%	28%	25%
	Don't know	66%	68%	63%	67%
	Total	4214	1657	1505	585
TM1578Y18_24 - Please indicate whether you personally trust most of the reporting from the news organization... Stay Tuned with Preet Podcast.	Trust most of their reporting	9%	11%	8%	6%
	Do not trust most of their reporting	23%	17%	29%	24%
	Don't know	68%	72%	63%	69%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1578Y18_25 - Please indicate whether you personally trust most of the reporting from the news organization... Daily Kos.	Trust most of their reporting	11%	16%	8%	6%
	Do not trust most of their reporting	25%	18%	32%	26%
	Don't know	65%	67%	60%	67%
	Total	4214	1657	1505	585
TM1578Y18_26 - Please indicate whether you personally trust most of the reporting from the news organization... Alex Jones' InfoWars.	Trust most of their reporting	9%	9%	11%	8%
	Do not trust most of their reporting	34%	36%	34%	31%
	Don't know	57%	55%	55%	61%
	Total	4214	1657	1505	585
TM1578Y18_27 - Please indicate whether you personally trust most of the reporting from the news organization... The Rush Limbaugh Show.	Trust most of their reporting	20%	12%	36%	12%
	Do not trust most of their reporting	42%	55%	30%	44%
	Don't know	38%	33%	33%	44%
	Total	4214	1657	1505	585
TM1578Y18_28 - Please indicate whether you personally trust most of the reporting from the news organization... Billoreilly.com.	Trust most of their reporting	15%	11%	24%	12%
	Do not trust most of their reporting	35%	41%	31%	34%
	Don't know	50%	48%	45%	54%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1578Y18_29 - Please indicate whether you personally trust most of the reporting from the news organization... The Rachel Maddow Show.	Trust most of their reporting	19%	34%	8%	10%
	Do not trust most of their reporting	33%	20%	49%	35%
	Don't know	48%	45%	43%	55%
	Total	4214	1657	1505	585
TM1580Y18 - An anonymous source is someone who is interviewed by a reporter and does not want to be named publicly in the article the reporter writes. When a news story uses an anonymous source for an important news event, are you... ?	More likely to believe the story	12%	14%	11%	9%
	Less likely to believe the story	41%	32%	56%	41%
	Makes no difference	36%	44%	25%	40%
	Don't Know	11%	10%	9%	10%
	Total	4214	1657	1505	585
TM1577Y18_1 - Please indicate whether you consider the organization... The New York Times to be a mainstream news organization or not.	Mainstream media	70%	78%	70%	68%
	Not mainstream media	13%	10%	17%	14%
	Don't know	17%	13%	14%	18%
	Total	4214	1657	1505	585
TM1577Y18_2 - Please indicate whether you consider the organization... The Washington Post to be a mainstream news organization or not.	Mainstream media	66%	74%	66%	65%
	Not mainstream media	15%	12%	19%	14%
	Don't know	19%	14%	15%	21%
	Total	4214	1657	1505	585
TM1577Y18_3 - Please indicate whether you consider the organization... The Wall Street Journal to be a mainstream news organization or not.	Mainstream media	66%	73%	67%	66%
	Not mainstream media	15%	12%	19%	14%
	Don't know	19%	15%	14%	20%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1577Y18_4 - Please indicate whether you consider the organization... Reuters News to be a mainstream news organization or not.	Mainstream media	39%	43%	43%	35%
	Not mainstream media	25%	23%	28%	25%
	Don't know	36%	34%	29%	40%
	Total	4214	1657	1505	585
TM1577Y18_5 - Please indicate whether you consider the organization... Associated Press to be a mainstream news organization or not.	Mainstream media	60%	67%	66%	55%
	Not mainstream media	17%	15%	18%	19%
	Don't know	22%	19%	15%	26%
	Total	4214	1657	1505	585
TM1577Y18_6 - Please indicate whether you consider the organization... The Los Angeles Times to be a mainstream news organization or not.	Mainstream media	55%	63%	55%	51%
	Not mainstream media	19%	15%	24%	21%
	Don't know	25%	22%	21%	28%
	Total	4214	1657	1505	585
TM1577Y18_7 - Please indicate whether you consider the organization... The Dallas Morning News to be a mainstream news organization or not.	Mainstream media	31%	35%	33%	30%
	Not mainstream media	29%	27%	32%	28%
	Don't know	40%	38%	35%	42%
	Total	4214	1657	1505	585
TM1577Y18_8 - Please indicate whether you consider the organization... NBC to be a mainstream news organization or not.	Mainstream media	75%	80%	78%	74%
	Not mainstream media	11%	9%	13%	11%
	Don't know	15%	11%	9%	16%
	Total	4214	1657	1505	585
TM1577Y18_9 - Please indicate whether you consider the organization... ABC to be a mainstream news organization or not.	Mainstream media	75%	80%	78%	73%
	Not mainstream media	11%	10%	14%	11%
	Don't know	14%	11%	9%	16%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1577Y18_10 - Please indicate whether you consider the organization... CBS to be a mainstream news organization or not.	Mainstream media	76%	82%	77%	77%
	Not mainstream media	11%	8%	14%	7%
	Don't know	14%	10%	9%	16%
	Total	4214	1657	1505	585
TM1577Y18_11 - Please indicate whether you consider the organization... PBS to be a mainstream news organization or not.	Mainstream media	51%	59%	50%	48%
	Not mainstream media	27%	23%	32%	27%
	Don't know	22%	19%	18%	25%
	Total	4214	1657	1505	585
TM1577Y18_12 - Please indicate whether you consider the organization... NPR to be a mainstream news organization or not.	Mainstream media	40%	45%	41%	38%
	Not mainstream media	25%	24%	29%	26%
	Don't know	35%	31%	30%	37%
	Total	4214	1657	1505	585
TM1577Y18_13 - Please indicate whether you consider the organization... CNN to be a mainstream news organization or not.	Mainstream media	73%	81%	72%	72%
	Not mainstream media	12%	9%	18%	11%
	Don't know	14%	10%	10%	17%
	Total	4214	1657	1505	585
TM1577Y18_14 - Please indicate whether you consider the organization... ESPN to be a mainstream news organization or not.	Mainstream media	50%	55%	47%	51%
	Not mainstream media	27%	25%	34%	23%
	Don't know	23%	20%	19%	26%
	Total	4214	1657	1505	585
TM1577Y18_15 - Please indicate whether you consider the organization... TMZ to be a mainstream news organization or not.	Mainstream media	28%	31%	25%	26%
	Not mainstream media	44%	45%	47%	43%
	Don't know	29%	24%	27%	31%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1577Y18_16 - Please indicate whether you consider the organization... Comedy Central, specifically 'The Daily Show' to be a mainstream news organization or not.	Mainstream media	24%	29%	21%	25%
	Not mainstream media	47%	46%	55%	44%
	Don't know	28%	25%	23%	31%
	Total	4214	1657	1505	585
TM1577Y18_17 - Please indicate whether you consider the organization... HBO, specifically Vice News to be a mainstream news organization or not.	Mainstream media	22%	25%	22%	19%
	Not mainstream media	40%	39%	46%	41%
	Don't know	37%	36%	32%	40%
	Total	4214	1657	1505	585
TM1577Y18_18 - Please indicate whether you consider the organization... Yahoo! News to be a mainstream news organization or not.	Mainstream media	38%	43%	37%	38%
	Not mainstream media	33%	32%	39%	32%
	Don't know	28%	25%	24%	30%
	Total	4214	1657	1505	585
TM1577Y18_19 - Please indicate whether you consider the organization... Huffington Post to be a mainstream news organization or not.	Mainstream media	46%	54%	45%	42%
	Not mainstream media	26%	22%	33%	27%
	Don't know	28%	23%	22%	31%
	Total	4214	1657	1505	585
TM1577Y18_20 - Please indicate whether you consider the organization... MSNBC to be a mainstream news organization or not.	Mainstream media	65%	72%	67%	61%
	Not mainstream media	16%	13%	19%	16%
	Don't know	19%	15%	13%	23%
	Total	4214	1657	1505	585
TM1577Y18_21 - Please indicate whether you consider the organization... Fox News to be a mainstream news organization or not.	Mainstream media	66%	64%	72%	68%
	Not mainstream media	20%	24%	19%	16%
	Don't know	14%	11%	9%	16%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1577Y18_22 - Please indicate whether you consider the organization... The National Enquirer to be a mainstream news organization or not.	Mainstream media	23%	25%	24%	23%
	Not mainstream media	52%	54%	57%	50%
	Don't know	25%	21%	19%	27%
	Total	4214	1657	1505	585
TM1577Y18_23 - Please indicate whether you consider the organization... Pod Save America Podcast to be a mainstream news organization or not.	Mainstream media	13%	14%	12%	14%
	Not mainstream media	39%	40%	43%	38%
	Don't know	48%	46%	45%	49%
	Total	4214	1657	1505	585
TM1577Y18_24 - Please indicate whether you consider the organization... Stay Tuned with Preet Podcast to be a mainstream news organization or not.	Mainstream media	12%	13%	13%	12%
	Not mainstream media	38%	38%	43%	38%
	Don't know	49%	50%	44%	50%
	Total	4214	1657	1505	585
TM1577Y18_25 - Please indicate whether you consider the organization... Daily Kos to be a mainstream news organization or not.	Mainstream media	13%	14%	12%	13%
	Not mainstream media	37%	37%	41%	33%
	Don't know	50%	49%	47%	54%
	Total	4214	1657	1505	585
TM1577Y18_26 - Please indicate whether you consider the organization... Alex Jones' InfoWars to be a mainstream news organization or not.	Mainstream media	12%	13%	12%	11%
	Not mainstream media	44%	48%	46%	43%
	Don't know	44%	39%	42%	46%
	Total	4214	1657	1505	585
TM1577Y18_27 - Please indicate whether you consider the organization... The Rush Limbaugh Show to be a mainstream news organization or not.	Mainstream media	24%	22%	30%	23%
	Not mainstream media	47%	52%	49%	44%
	Don't know	29%	26%	22%	33%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1577Y18_28 - Please indicate whether you consider the organization... Billoreilly.com to be a mainstream news organization or not.	Mainstream media	19%	19%	22%	18%
	Not mainstream media	43%	46%	47%	40%
	Don't know	37%	34%	31%	41%
	Total	4214	1657	1505	585
TM1577Y18_29 - Please indicate whether you consider the organization... The Rachel Maddow Show to be a mainstream news organization or not.	Mainstream media	27%	36%	22%	24%
	Not mainstream media	38%	34%	46%	38%
	Don't know	35%	30%	32%	38%
	Total	4214	1657	1505	585
TM1581Y18_1 - When the mainstream media covers the news, how often do you think reporters... Write the article before learning the facts of the event?	Very often	27%	18%	41%	25%
	Sometimes	41%	42%	39%	46%
	Almost never	16%	23%	9%	13%
	Never	8%	10%	5%	8%
	Don't Know	8%	7%	5%	8%
	Total	4214	1657	1505	585
TM1581Y18_2 - When the mainstream media covers the news, how often do you think reporters... Double-check basic facts with multiple sources?	Very often	26%	40%	15%	26%
	Sometimes	38%	39%	38%	36%
	Almost never	20%	12%	28%	21%
	Never	9%	4%	13%	9%
	Don't Know	7%	5%	5%	9%
	Total	4214	1657	1505	585
TM1581Y18_3 - When the mainstream media covers the news, how often do you think reporters... Get paid by their sources?	Very often	25%	22%	31%	25%
	Sometimes	35%	32%	39%	34%
	Almost never	12%	16%	9%	14%
	Never	11%	16%	5%	9%
	Don't Know	17%	14%	16%	18%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1581Y18_4 - When the mainstream media covers the news, how often do you think reporters... Share important sources with members of other news organizations?	Very often	17%	21%	15%	16%
	Sometimes	37%	40%	36%	32%
	Almost never	24%	21%	28%	28%
	Never	11%	9%	13%	11%
	Don't Know	11%	9%	9%	13%
	Total	4214	1657	1505	585
TM1581Y18_5 - When the mainstream media covers the news, how often do you think reporters... Report on facts regardless of their personal opinions?	Very often	30%	45%	20%	25%
	Sometimes	38%	37%	35%	45%
	Almost never	17%	10%	26%	17%
	Never	9%	4%	15%	8%
	Don't Know	6%	5%	4%	5%
	Total	4214	1657	1505	585
TMEPDIM6_5 - Do you agree or disagree with the statement... The mainstream media is more interested in making money than telling the truth?	Strongly agree	31%	17%	48%	28%
	Somewhat agree	28%	26%	29%	29%
	Neither agree nor disagree	18%	21%	11%	24%
	Somewhat disagree	10%	16%	6%	8%
	Strongly disagree	9%	17%	3%	6%
	Don't know	5%	3%	3%	5%
	Total	4214	1657	1505	585
TMEPDIM6_6 - Do you agree or disagree with the statement... The mainstream media's reporting helps to keep government accountable?	Strongly agree	20%	32%	12%	14%
	Somewhat agree	27%	34%	22%	29%
	Neither agree nor disagree	19%	15%	18%	24%
	Somewhat disagree	14%	9%	20%	14%
	Strongly disagree	14%	6%	24%	14%
	Don't know	5%	3%	3%	4%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

TM1579Y18 - Generally speaking, would you say mainstream media organizations report major political news in a way that mostly favors... ?	Democrats	38%	24%	65%	30%
	Republicans	12%	14%	14%	7%
	Independents	3%	3%	2%	6%
	Neither party – they do not have a partisan bias	27%	42%	10%	31%
	Don't Know	20%	17%	9%	26%
	Total	4214	1657	1505	585



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ , i.e., $Y|\theta \sim \text{Bin}(n, \theta)$, where n is the size of our sample. In this setting, Y counts the number of “yes”, or “1”, observed in the sample, so that the sample mean (\bar{y}) is a natural estimate of the true population proportion θ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian ¹ statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one’s knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ($\pi(\theta|y) \sim \beta(y+a, n-y+b)$), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on $\pi(\theta|y)$. Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that $a=1$ and $b=1$ and $y=n/2$. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \pm \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect $1+L=1.3$ to account for complex weighting²

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2