


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 1

Q1. How often do you visit news sites, watch television news, or read the newspaper?

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gender		Political party affiliation									
		Male	Female	Strong Republican	Not Strong Republican	Leans Republican	Undecided/I independent/ Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent
	A	B	C	o	p	q	r	s	t	u	v	w	x
Base Unweighted	2034	1033	1001	340	240	337	56	373	255	396	1024	917	56
Base Weighted	2000	960	1040	309	216	316	61	377	258	414	1049	841	61
Daily	1209	605	604	200	122	184	29	208	152	286	647	506	29
	60.44	63.03	58.05	64.7	56.33	58.29	47.6	55.26	58.89	69.23	61.67	60.14	47.6
		C		rs						pqrst	x		
Weekly	372	163	209	41	44	62	16	78	46	74	199	147	16
	18.58	16.99	20.05	13.32	20.16	19.63	25.48	20.79	17.91	17.99	18.98	17.45	25.48
					o	o	o	o					
Monthly	100	44	56	16	18	15	3	19	13	14	46	50	3
	5	4.58	5.39	5.34	8.32	4.86	4.26	5.14	5.02	3.35	4.4	5.93	4.26
					u								
Almost never	310	143	167	50	31	53	14	68	47	39	154	133	14
	15.5	14.87	16.09	16.05	14.25	16.75	22.66	17.96	18.18	9.43	14.65	15.85	22.66
				u		u	u	u	u				
Refused	9	5	4	2	2	1	0	3	0	0	3	5	0
	0.47	0.53	0.42	0.59	0.94	0.47	0	0.85	0	0	0.3	0.63	0
Total mentions	2000	960	1040	309	216	316	61	377	258	414	1049	841	61
	100	100	100	100	100	100	100	100	100	100	100	100	100
Back to Top													

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U/V/W/X/Y/Z/a/b - c/d/e/f/g - h/i - j/k/l/m/n - o/p/q/r/s/t/u - v/w/x
Overlap formulae used.



[Back to Contents](#)

IPSO5 - USPA - Newey Media Attributes

Table 2

Q2. Do you agree or disagree with the following statements?

Summary - Top 2 box

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level							PPETHN: Race/Ethnicity							Political party affiliation									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/Independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent		
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj		
Base Unweighted	2004	1033	1001	175	343	518	485	567	464	364	498	724	488	54	495	396	172	523	259	95	1473	175	108	215	63	340	240	337	56	373	255	395	1024	817	86		
Base Weighted	2000	960	1040	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	216	316	61	377	258	414	1049	841	61		
My preferred news outlets generally report on political issues fairly.	1144	567	578	97	184	290	248	327	289	217	223	434	270	72	383	215	92	222	122	38	731	146	52	184	31	185	107	134	22	222	146	300	669	426	22		
	57	59	56	45	48	47	55	61	69	60	56	57	56	54	57	55	55	57	65	59	57	61	54	58	49	50	49	43	25	59	57	72	64	51	35		
						DE	DEF			OR																											
Newspapers generally report on political issues fairly.	848	420	428	76	151	227	199	227	194	166	180	304	198	60	272	152	68	157	101	37	498	137	48	149	17	53	79	84	20	190	128	271	589	216	20		
	42	44	43	35	40	38	45	43	46	46	45	40	41	45	41	39	41	41	54	57	39	57	50	46	26	17	37	27	33	50	50	66	56	26	33		
						DE		DE													imn	in	in			oa					ooor	ooorst					
Broadcast news channels generally report on political issues fairly.	812	390	421	75	129	202	184	230	195	171	150	295	196	55	284	144	64	140	93	31	459	137	40	157	18	43	71	83	20	187	130	260	577	197	20		
	41	41	41	34	33	34	41	43	46	47	38	99	41	42	43	37	38	35	49	48	36	57	41	49	28	14	33	26	32	50	50	61	55	23	32		
						EF	EF	DEF		OR											im	in	in			oa				o	o	ooor	ooorst				
Online news websites generally report on political issues fairly.	642	292	351	68	108	176	153	177	136	120	116	247	160	49	241	111	49	106	64	22	360	103	34	133	13	63	52	56	19	144	99	194	436	171	19		
	32	30	34	31	28	29	34	33	32	33	29	32	33	37	36	28	29	27	34	34	28	43	35	41	20	20	24	18	32	30	30	47	42	20	32		
															oa						im	in	in			oa	ooor										
Cable news channels generally report on political issues fairly.	620	299	321	72	101	173	134	165	148	135	99	245	141	49	227	120	46	99	64	16	338	109	30	129	14	47	50	54	16	135	101	198	434	150	16		
	31	31	31	33	26	29	30	31	35	38	25	32	29	37	34	31	27	25	34	24	26	46	31	40	22	15	23	17	28	35	39	48	41	18	26		
						EF		OS		Q											im		in			oa	ooor	ooorst									
News streaming services generally report on political issues fairly.	610	300	310	72	112	184	144	167	116	107	121	234	148	49	214	115	44	102	67	20	332	108	39	125	13	50	48	53	17	136	97	197	430	151	17		
	31	31	30	33	29	31	32	31	28	30	30	31	31	37	32	29	26	26	36	31	26	35	35	39	20	16	22	17	35	30	30	40	41	18	28		
															oa						im		in			oa	ooor	ooorst									
Back to Top																																					

Proportions/Mean: Columns Tested (5% risk level) - B/C : D/E/F/G/H : J/K/L/M : N/O : P/Q/R/S : T/U/V/W/X/Y/Z/aa - cd/efgh : hi - jkl/mno - op/qrst/uv - vw/xyz
Overlap formulae used



IPSO5 - USPA - Newey Media Attributes
Table 5

[Back to Contents](#)

Q2. Do you agree or disagree with the following statements?

Summary - Bottom 2 box

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: 7/12 - 7/15

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level								PPETHN: Race/Ethnicity								Political party affiliation							
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	independent		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	ak
Base Unweighted	2004	1033	1001	175	343	518	485	567	464	364	498	724	488	54	495	396	172	523	258	95	1473	175	108	215	63	340	240	337	56	373	255	386	1024	817	76		
Base Weighted	2000	960	1040	217	383	608	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	216	316	61	377	258	414	1049	841	61		
Cable news channels generally report on political issues fairly	1088	563	525	100	228	328	255	288	218	178	244	408	258	63	300	214	101	260	112	39	765	86	43	152	43	237	133	220	26	175	118	153	446	590	26		
	54.42	58.05	50.52	46.16	59.48	54.67	57.07	52.96	51.85	49.44	60.52	53.74	53.83	47.52	44.96	54.48	60.17	60.94	59.75	60.15	59.79	35.66	44.51	47.54	66.83	73.69	61.59	69.63	42.88	46.47	45.66	37.03	42.54	70.22	42.88		
	C			DH		D				PHS				d	d	d	d	d	d	d	km			k	km	km	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu
Online news websites generally report on political issues fairly	998	543	465	103	214	317	230	251	198	175	214	363	246	57	258	209	91	245	104	34	703	84	42	132	37	204	130	210	27	154	110	138	402	544	27		
	49.88	56.52	43.75	47.74	55.85	52.52	51.56	47.18	47.17	48.74	53.39	47.75	51.19	43.09	38.62	53.17	54.24	63.21	55.51	52.39	54.93	34.87	44.21	41.18	57.25	66.11	60.16	66.46	43.51	40.75	42.74	33.32	38.31	64.71	43.51		
	C			H										d	d	d	d	d	d	km				km	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu
Broadcast news channels generally report on political issues fairly	943	495	448	102	195	297	216	241	189	145	204	372	223	55	276	194	87	219	86	27	677	66	39	127	34	245	125	158	29	131	91	99	321	568	28		
	47.15	51.58	43.07	47.02	50.93	49.52	48.77	46.29	44.66	40.13	51.05	48.88	46.39	41.03	41.4	49.46	51.74	56.52	46.49	41.9	52.37	37.59	40.58	39.77	51.06	79.37	58.15	62.58	48.49	34.95	36.4	23.94	30.61	67.6	46.49		
	C									P	P			d	d	d	d	d	d	km			k	k	k	km	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu
News streaming services generally report on political issues fairly	934	493	441	100	189	288	212	244	190	163	188	364	220	51	261	188	88	227	91	27	668	65	38	131	33	208	120	205	20	143	102	108	363	532	20		
	46.72	51.34	42.45	46.1	49.21	48.09	47.35	45.81	45.23	45.41	46.88	47.84	45.77	38.73	39.17	47.98	52.54	58.66	48.51	41.31	52.15	26.9	39.44	40.95	52.11	87.27	55.6	64.74	33.2	37.98	39.45	26.02	33.62	63.32	33.2		
	C									d	d	d	d	d	d	d	d	d	d	km			k	k	k	km	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu
Newspapers generally report on political issues fairly	838	432	406	91	163	255	186	223	174	132	173	326	207	51	250	175	73	195	71	23	597	53	32	124	32	226	111	184	21	118	78	80	275	520	21		
	41.9	46.05	39	42.2	42.61	42.46	41.6	41.5	41.41	36.69	43.24	42.9	43.11	38.3	37.49	44.59	43.51	50.18	37.87	36.31	46.66	22.2	32.9	38.62	50.69	73.13	51.29	58.18	33.94	31.2	30.11	19.27	26.22	61.89	33.94		
	C									d	d	d	d	d	d	d	d	d	d	km			k	k	k	km	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu
My preferred news outlets generally report on political issues fairly	559	296	263	74	120	194	139	133	99	94	118	221	126	34	158	119	58	116	52	21	377	49	26	82	26	102	76	128	19	62	68	57	208	216	19		
	27.95	30.85	25.3	34.25	31.3	32.37	32.64	29.01	22.15	26.18	29.5	29.08	26.28	25.45	23.09	30.25	34.79	30.41	27.53	32.06	29.41	20.42	26.63	25.63	40.66	32.99	34.95	42.7	31.85	22.38	26.25	13.8	19.84	37.51	31.68		
	C			H	I	H	H							d	d	d	d	d	d	k				km	su	su	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu	rsu
Back to Top																																					

Proportions/Mean: Columns Tested (5% risk level) - B/C : D/E/F/G/H/I : J/K/L/M : N/O : P/Q/R/S : T/U/V/W/X/Y/Z/ab : cd/ef/fg : hi : j/kl/mn : op/qr/stu : vwx
Overlap formulae used



[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 4

Q2. Do you agree or disagree with the following statements?

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Newspapers generally report on political issues fairly.	Online news websites generally report on political issues fairly.	Cable news channels generally report on political issues fairly.	Broadcast news channels generally report on political issues fairly.	News streaming services generally report on political issues fairly.	My preferred news outlets generally report on political issues fairly.
Base Unweighted	2034	2034	2034	2034	2034	2034
Base Weighted	2000	2000	2000	2000	2000	2000
Strongly agree	164	83	108	160	84	325
	8.19	4.15	5.4	7.99	4.19	16.26
Somewhat agree	684	559	512	652	527	819
	34.21	27.96	25.58	32.59	26.33	40.96
Somewhat disagree	470	580	548	480	543	383
	23.49	28.98	27.38	24	27.15	19.16
Strongly disagree	368	418	541	463	391	176
	18.42	20.9	27.05	23.16	19.57	8.81
<u>Agree (Net)</u>	848	642	620	812	610	1144
	42.4	32.12	30.99	40.58	30.52	57.22
<u>Disagree (Net)</u>	838	998	1088	943	934	559
	41.9	49.88	54.42	47.15	46.72	27.96

[Back to Top](#)



IPSONS - USPA - Newsw Media Attributs
Table 5

[Back to Contents](#)

Q2. Do you agree or disagree with the following statements?
Newspapers generally report on political issues fairly.
Base = Total Respondents
UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL
Field Dates: 7/12 - 7/15

	Total	Gender		Age								Region				PPEDUC: Respondent's Highest Completed Education Level										PPETHN: Race/Ethnicity										Political party affiliation									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent										
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj										
Base Unweighted	2004	1033	1001	175	343	518	485	567	464	364	488	724	488	54	495	386	172	523	259	85	1473	375	108	215	63	340	240	337	56	373	255	384	1024	817	86										
Base Weighted	2000	960	1046	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	84	309	236	316	63	377	258	414	1049	841	61										
Agree (Net)	848	420	428	70	131	227	136	227	154	166	180	334	136	60	272	152	66	137	100	57	489	137	46	149	17	53	79	84	20	180	125	271	605	716	20										
	42.4	43.71	41.2	34.98	38.53	37.89	44.62	42.62	46.23	46.22	44.96	40.02	41.18	45.38	40.83	38.72	40.68	40.53	53.95	57.1	38.5	57.15	49.5	46.48	26.04	17.12	36.52	26.53	35.43	50.98	49.64	65.52	66.17	25.65	53.43										
Strongly agree	164	85	69	12	26	38	39	43	35	27	31	63	43	4	52	27	14	32	24	9	93	24	6	39	1	13	4	11	2	42	17	69	127	28	2										
	6.19	9.9	6.62	5.46	6.83	6.33	8.53	8.14	10.22	7.69	7.69	8.32	8.86	3.34	7.89	6.96	8.43	8.25	12.85	14.58	7.25	10.16	6.71	12.1	2.29	4.15	1.75	3.5	3.75	11.04	6.4	16.68	12.13	3.29	3.75										
Some what agree	684	325	360	64	125	189	160	184	151	139	149	241	155	56	220	125	54	125	77	27	405	113	41	110	15	40	75	73	18	148	112	202	462	188	18										
	34.21	33.81	34.98	29.52	32.7	31.55	35.78	34.48	36	38.63	37.27	31.7	32.32	42.04	32.97	31.76	32.25	32.28	41.1	42.52	31.65	45.95	42.79	34.38	23.75	12.96	34.77	23.04	29.68	30.34	43.23	48.83	44.04	22.35	29.88										
Disagree (Net)	838	452	486	93	163	256	186	223	174	132	173	326	207	51	290	175	73	156	71	23	597	53	52	124	52	226	111	184	23	118	78	80	275	520	21										
	41.9	45.05	39	42.2	42.61	42.46	41.6	41.5	41.41	36.69	43.24	42.9	43.11	38.3	37.48	44.59	43.51	50.18	37.87	36.31	45.65	22.2	32.9	38.62	69.69	73.13	51.29	68.18	53.94	35.2	30.11	19.27	25.22	41.89	38.94										
Some what disagree	470	214	256	51	95	144	100	131	95	75	105	167	123	25	138	105	37	198	41	13	317	37	20	83	13	36	62	89	9	88	37	64	209	247	8										
	23.49	22.3	24.98	28.79	21.38	24.06	22.57	24.58	22.57	20.85	28.25	21.95	18.89	18.89	20.66	25.75	21.95	27.95	23.11	20.57	24.76	15.34	29.73	29.84	21.1	31.13	28.61	26.08	14.35	23.37	22.52	15.48	19.93	29.33	14.35										
Strongly disagree	368	218	150	29	81	110	86	92	79	57	66	150	84	26	112	75	38	86	28	10	280	15	12	41	19	135	49	95	12	25	21	18	66	74	12										
	18.42	22.75	14.41	13.41	21.23	18.4	19.33	17.32	18.84	15.84	18.99	20.95	17.52	19.41	16.84	17.84	21.56	22.23	14.76	15.73	21.9	8.86	12.2	12.78	29.6	42	22.68	30.1	10.59	7.83	8.09	3.79	6.3	32.56	19.59										
Don't know	280	94	186	44	60	154	53	75	48	57	45	116	63	19	133	62	24	25	12	3	165	45	14	42	14	27	24	45	18	64	42	56	162	96	18										
	14	9.82	17.85	20.42	15.54	17.3	11.88	14.07	11.44	15.81	11.23	15.21	13.03	14.6	15.96	15.79	14.06	6.67	6.65	5.42	12.89	18.55	14.97	13.14	23.91	6.79	10.97	14.4	23.05	16.89	16.29	13.57	15.43	11.46	29.69										
Refused	34	14	20	6	9	14	8	8	4	5	2	14	13	6	11	6	5	10	3	1	20	5	3	6	1	3	3	5	0	0	0	6	10	7	23	8	2								
	1.7	1.42	1.96	2.4	2.32	2.35	1.9	1.41	0.92	1.28	0.57	1.87	2.09	0	1.71	1.72	0.89	1.75	2.62	1.53	1.17	1.95	2.11	2.63	1.75	1.36	0.96	1.22	0.89	2.94	1.53	3.96	0	2.17	1	2.94									
Total mentions	2000	960	1046	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	84	309	236	316	63	377	258	414	1049	841	61										
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100								

Back to Top

[Back to Top](#)

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U/V/W/X/Y/Z/ab/c - cd/ef - h - j/k/m/n - o/p/q/r/s/t/u - v/w/x
Oversat formulae used



IPSO5 - USPA - Newey Media Attributes
Table 5

[Back to Contents](#)

Q2. Do you agree or disagree with the following statements?
Online news websites generally report on political issues fairly.
Base = Total Respondents
UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL
Field Dates: 7/12 - 7/15

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level								PPETHM: Race/Ethnicity								Political party affiliation							
		Male	Female	18-24	25-34	18-34	35-49	50-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent		
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	ak	al
Base Unweighted	2004	1033	1001	175	343	518	485	867	464	364	468	724	488	54	495	386	172	523	259	85	1473	175	108	215	63	340	240	337	56	373	255	386	1404	817	86		
Base Weighted	2000	960	960	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	236	316	61	377	258	414	1049	841	61		
Agree (Net)	642	256	261	60	108	175	153	177	136	120	116	247	160	49	241	111	69	109	64	22	360	103	34	133	13	63	67	55	15	144	95	134	436	173	15		
	32	31	38	30	34	33	34	33	33	33	29	32	33	37	36	28	25	27	34	34	28	43	35	41	20	20	24	18	32	38	38	47	42	20	32		
Strongly agree	63	41	42	4	14	18	28	21	16	11	13	39	20	5	28	14	8	16	9	3	37	17	6	19	1	12	0	6	0	25	7	32	64	18	0		
	4	4	4	2	4	3	6	4	4	3	3	5	4	4	4	4	5	4	5	5	3	7	6	7	2	4	0	2	0	7	3	8	6	2	0		
Somewhat agree	559	251	309	63	95	158	125	156	120	109	102	208	140	44	213	97	41	90	56	19	524	88	28	110	12	51	52	60	19	119	82	161	372	152	19		
	28	26	30	29	25	26	28	29	29	30	26	27	29	33	32	25	25	23	30	29	25	36	29	35	18	16	24	16	32	35	39	35	18	32			
Disagree (Net)	998	543	495	103	214	317	230	251	189	175	214	363	246	87	258	209	93	246	104	34	703	84	42	132	37	204	130	210	27	154	110	138	462	544	27		
	50	57	45	48	16	53	52	47	47	48	53	48	51	43	39	53	54	63	56	52	15	35	44	41	17	66	60	60	44	43	43	38	65	44			
Somewhat disagree	580	289	291	51	126	187	129	140	123	102	128	200	131	25	145	122	51	152	65	19	289	52	30	84	15	51	70	98	15	106	86	103	293	208	16		
	29	30	28	28	33	31	29	25	29	28	32	36	31	19	22	31	31	39	35	30	30	25	31	26	24	29	32	31	25	28	33	25	28	31	25		
Strongly disagree	418	234	184	42	88	130	103	113	75	74	86	163	96	33	112	67	40	53	39	14	314	22	13	48	21	113	60	112	11	49	25	35	109	286	11		
	21	26	18	19	23	22	23	21	18	20	22	21	20	24	17	22	24	24	21	22	25	9	13	15	33	37	28	35	19	13	10	8	10	34	19		
Don't know	317	156	212	39	51	90	60	91	77	57	63	135	62	23	151	67	26	27	17	8	151	48	17	48	13	36	50	45	13	71	42	74	187	113	13		
	16	11	20	18	13	15	13	17	18	16	16	18	13	17	23	17	15	7	9	12	15	20	18	15	21	12	14	14	22	19	16	18	18	13	22		
Refused	43	20	22	7	9	16	4	13	9	8	7	15	12	4	18	6	4	10	2	1	26	5	3	8	1	6	4	5	5	9	7	9	24	15	2		
	2	2	2	3	2	3	1	3	2	2	2	2	3	3	3	3	2	1	3	1	2	2	2	3	2	1	2	2	2	3	2	2	2	2	3		
Total mentions	2000	960	960	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	236	316	61	377	258	414	1049	841	61		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Back to top

[Back to Top](#)

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U/V/W/X/Y/Z/ab - cd/efgh - i/h - jklmno - opqrstu - vwxyz
Overlap formulae used



IPSON - USPA - Newy Media Attributes

Table 7

Q2. Do you agree or disagree with the following statements?

Cable news channels generally report on political issues fairly.

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: 7/12 - 7/15

[Back to Contents](#)

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level								PPETHM: Race/Ethnicity								Political party affiliation									
		Male	Female	18-24	25-34	18-34	35-49	50-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/Independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent				
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj				
Base Unweighted	2004	1033	1001	175	343	518	485	567	464	364	468	724	488	54	495	386	172	523	259	85	1473	175	108	215	63	340	240	337	56	373	255	394	1404	817	86				
Base Weighted	2000	960	1046	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	236	316	61	377	258	414	1049	841	61				
Agree (Net)	620	299	321	72	101	173	134	166	148	126	96	245	141	49	227	120	46	99	64	18	338	109	50	126	14	47	50	54	16	136	101	156	434	150	16				
	31	31	31	33	26	29	30	31	35	38	25	32	29	37	34	31	27	25	34	24	26	46	31	40	22	15	23	17	26	36	39	48	41	18	26				
Strongly agree	108	62	46	9	25	34	20	23	31	17	13	32	26	8	39	26	9	11	11	2	56	10	3	10	0	12	1	10	1	30	9	42	61	23	1				
	5	6	4	4	7	6	4	4	7	5	3	7	5	6	6	7	6	3	6	3	4	10	4	8	0	4	3	3	1	8	3	10	8	3	1				
Some what agree	612	237	275	63	76	139	114	142	117	118	87	193	115	40	187	94	36	87	53	14	282	85	26	104	14	25	48	44	15	106	92	156	264	127	15				
	26	25	26	29	20	21	26	27	28	33	22	25	24	30	28	24	22	23	28	21	22	36	27	33	22	11	22	14	24	28	36	38	34	15	24				
Disagree (Net)	1088	563	526	100	228	328	250	288	218	178	244	408	258	63	300	214	103	200	112	39	765	86	43	152	43	237	133	220	28	178	118	153	446	590	26				
	14	19	13	49	16	16	17	14	12	14	14	48	45	14	45	14	10	67	60	61	10	36	46	48	17	62	70	43	46	46	37	43	70	43					
Some what disagree	548	235	302	51	101	154	130	150	109	92	128	199	129	31	145	108	46	140	59	17	209	64	26	86	13	82	64	10	113	83	104	300	230	9					
	27	26	29	24	26	26	29	29	26	26	32	36	27	23	22	28	28	36	32	27	28	27	26	27	21	27	29	27	15	30	32	29	29	27	15				
Strongly disagree	541	318	223	47	127	174	125	153	108	86	115	210	130	32	155	106	64	120	53	22	406	21	18	66	29	155	69	136	17	62	35	49	148	360	17				
	27	53	21	22	33	29	28	25	26	24	29	28	27	24	23	27	32	31	28	34	32	9	19	21	46	50	52	43	27	17	13	12	14	43	27				
Don't know	257	80	177	40	54	83	57	71	47	44	52	96	66	15	127	54	21	22	10	7	153	42	21	35	7	22	29	40	17	54	32	60	148	90	17				
	13	8	17	18	11	14	13	13	11	12	13	13	14	12	13	14	13	6	5	11	12	17	22	11	10	7	13	13	13	20	14	12	14	11	29				
Refused	36	18	17	5	11	16	1	10	7	3	5	11	16	6	13	6	0	7	1	2	24	4	3	4	1	3	6	5	12	9	9	22	10	2					
	2	2	2	2	3	3	9	2	2	1	1	2	3	4	2	1	0	2	1	4	2	2	3	1	1	1	2	1	3	3	3	2	1	3					
Total mentions	2000	960	1046	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	236	316	61	377	258	414	1049	841	61				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Back to Top																																							

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U/V/W/X/Y/Z/ab - cd/efgh - i/j - k/l/m/n - o/p/q/r/s/t/u - v/w/x/y/z/ab
Overlap formulae used

Q2. Do you agree or disagree with the following statements?
Broadcast news channels generally report on political issues fairly.
Base = Total Respondents
UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL
Field Dates: 7/12 - 7/15

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level								PPETHN: Race/Ethnicity								Political party affiliation							
		Male	Female	18-24	25-34	18-34	35-49	50-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/Independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	
Base Unweighted	2004	1033	1001	175	343	518	485	567	464	364	468	724	488	54	495	386	172	523	259	85	1473	175	108	215	63	340	240	337	55	373	255	396	1024	817	86		
Base Weighted	2000	960	1040	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	236	316	61	377	258	414	1049	841	61		
Agree (Net)	812	280	421	75	125	202	134	233	186	171	150	256	136	65	284	144	64	140	53	31	409	137	40	157	18	43	71	83	20	187	130	260	577	150	20		
	41	41	41	34	33	34	41	43	46	47	38	39	41	42	43	37	36	49	48	36	57	41	49	28	14	53	26	32	50	50	63	50	23	32			
Strongly agree	160	93	87	67	8	32	40	42	37	42	22	33	65	40	9	55	28	17	24	22	6	84	29	7	38	2	9	5	9	2	42	26	63	133	23	2	
	8	10	8	3	8	7	3	7	10	6	8	9	8	8	8	7	10	6	12	9	7	12	7	12	2	3	2	3	2	11	11	15	13	3	2		
	C	F	D	F	D	D	D	D	D																												
Somewhat agree	652	297	355	67	96	163	143	163	153	149	117	229	156	47	230	117	47	116	70	25	375	108	33	119	17	33	66	74	18	146	102	197	444	174	18		
	33	31	34	31	25	27	32	36	37	41	29	30	33	36	34	30	28	30	37	39	29	45	34	37	26	11	31	24	30	20	30	48	42	21	30		
	E	R	EF	EF	OPRS																																
Disagree (Net)	943	495	448	102	195	297	218	241	189	145	204	372	223	55	276	104	87	219	89	27	677	66	39	127	34	245	126	188	28	131	91	99	321	568	28		
	27	32	43	47	63	96	48	49	46	40	51	49	46	41	43	49	52	57	45	42	53	28	41	40	53	19	68	63	45	35	35	24	31	68	45		
	C									P	P	P		d	d	cds																					
Somewhat disagree	480	226	254	57	94	151	113	121	92	83	100	176	120	24	141	99	44	111	46	14	327	45	22	73	15	99	58	79	14	90	61	71	222	236	14		
	24	24	24	26	25	25	23	23	22	23	25	23	25	18	21	25	26	24	22	26	19	23	23	22	23	42	77	26	73	24	24	17	21	26	23		
	C									P	P			d																							
Strongly disagree	463	209	194	45	101	148	103	118	96	62	104	196	102	30	135	66	42	105	40	13	360	21	17	57	19	146	68	119	13	41	30	28	99	333	13		
	23	28	19	21	26	24	23	22	23	17	26	26	21	23	20	24	25	28	21	20	27	9	17	18	30	47	51	38	22	11	12	7	9	40	22		
	C									P	P			d																							
Don't know	216	62	153	35	53	88	46	52	30	40	41	83	51	18	96	48	16	22	9	5	123	34	14	14	10	18	5	7	10	19	13	12	13	13	8	19	
	11	7	15	18	14	15	10	10	7	11	10	11	11	14	14	12	10	6	5	9	10	14	14	10	18	5	7	10	10	13	12	13	13	8	19		
	C									P	P			d																							
Refused	30	12	18	6	7	12	1	10	6	4	4	11	10	6	10	6	1	7	1	1	21	2	4	2	0	6	4	5	16	4	9	36	11	2			
	1	1	2	2	2	2	0	2	2	1	1	1	2	4	2	2	1	2	0	1	2	1	4	1	0	2	2	2	1	3	2	2	1	2	1	3	
	C									P	P			d																							
Total mentions	2000	960	1040	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	236	316	61	377	258	414	1049	841	61		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

[Back to Top](#)

Proportions/Mean: Columns Tested (5% risk level) - BC - DE/FG/HI - JK/LM - NO - PQ/R/S - TU/VW/XY/Z/ab - c/de/f/g - h - j/k/m/n - o/p/q/r/s/t/u - v/w/x
Overlap formulae used



IPSONS - USPA - Newey Media Attributes
Table 9

[Back to Contents](#)

Q2. Do you agree or disagree with the following statements?
News streamlines services generally report on political issues fairly.
Base = Total Respondents
UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL
Field Dates: 7/12 - 7/15

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level										PPETHN: Race/Ethnicity										Political party affiliation									
		Male	Female	18-24	25-34	18-34	35-49	50-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/Independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent								
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj								
Base Unweighted	2004	1001	175	343	518	485	567	464	364	468	724	488	54	495	386	172	523	255	1473	8	175	108	215	63	340	240	337	56	373	255	384	1404	817	86									
Base Weighted	2000	960	1046	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	236	316	63	377	258	414	1049	841	61								
Agree (Net)	610	300	320	72	112	136	144	167	118	107	173	234	146	49	214	115	44	102	67	20	532	108	53	126	13	60	46	53	17	136	97	157	430	151	17								
	31	31	30	33	29	31	32	31	28	30	30	31	31	37	32	29	26	26	36	31	26	45	35	39	20	16	22	17	28	36	38	48	41	18	28								
Strongly agree	84	41	43	8	16	26	23	20	16	12	17	36	19	6	27	18	10	14	7	1	38	10	3	10	0	10	1	6	1	20	8	36	64	17	1								
	4	4	4	4	5	4	5	4	4	3	4	5	4	6	4	4	6	4	3	2	3	8	3	7	0	3	3	2	2	5	3	9	6	2	2								
Somewhat agree	627	259	267	64	94	158	121	147	100	56	104	198	129	41	188	97	34	88	60	19	293	88	31	102	13	40	47	47	16	116	89	162	366	134	16								
	26	27	26	29	25	26	27	28	24	27	26	26	27	31	28	25	20	23	32	29	23	37	32	32	20	13	22	15	26	31	34	38	35	16	26								
Disagree (Net)	934	493	441	100	189	288	212	244	190	163	188	364	220	51	261	188	88	227	61	27	668	69	38	131	33	208	120	205	29	143	102	108	353	532	20								
	47	51	42	46	49	48	47	46	45	45	47	48	46	39	39	49	53	59	49	43	52	27	39	43	52	67	66	65	33	39	39	26	34	63	33								
Somewhat disagree	543	295	278	66	96	164	120	144	110	102	102	202	117	22	143	109	57	137	59	15	281	41	24	84	12	95	68	99	8	97	80	82	200	202	8								
	27	28	27	30	26	27	27	27	27	26	26	27	28	17	21	28	34	35	33	24	30	17	25	26	19	31	31	14	26	31	29	25	31	14									
Strongly disagree	381	227	164	34	60	124	62	100	75	62	85	161	63	29	118	73	31	90	32	13	288	23	14	47	21	112	53	126	12	48	22	26	94	773	12								
	20	24	16	16	24	21	21	19	18	17	21	21	17	22	18	20	19	23	17	17	22	10	15	15	33	36	24	34	20	12	9	6	9	32	20								
Don't know	419	152	267	41	75	116	88	110	105	85	84	150	99	30	176	85	36	46	28	17	256	62	22	61	18	46	45	59	22	85	54	101	245	147	22								
	21	16	26	19	20	19	20	21	25	24	21	20	21	23	26	22	21	12	15	26	20	26	23	19	28	15	21	18	36	24	21	24	23	17	36								
Refused	36	15	22	4	8	12	3	12	9	4	7	12	13	4	15	5	6	11	2	1	24	6	3	3	0	6	3	3	3	2	6	8	22	10	2								
	2	2	2	2	2	2	1	2	2	1	2	2	3	2	2	1	0	3	1	1	2	2	3	1	0	2	1	1	1	3	2	2	2	1	3								
Total mentions	2000	960	1046	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	236	316	63	377	258	414	1049	841	61								
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
Back to Top																																											

[Back to Top](#)

Proportions/Mean: Columns Tested (5% risk level) - BC - DE/FG/HI - JK/LM - NO - PQ/R/S - TU/VW/X/Y/Z/ab - cd/efgh - i - jklm - opqrstu - vwxyz
Overlap formulae used



IPSON - USPA - Newey Media Attributes
Table 10

[Back to Contents](#)

Q2: Do you agree or disagree with the following statements?
My preferred news outlets generally report on political issues fairly.
Base = Total Respondents
UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL
Field Dates: 7/12 - 7/15

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level								PPETHN: Race/Ethnicity					Political party affiliation										
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/Independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	ak
Base Unweighted	2004	1033	1001	175	343	518	485	567	464	364	488	724	488	54	495	396	172	523	29	85	1473	175	108	215	63	340	240	337	56	373	255	396	1024	817	86		
Base Weighted	2000	960	946	217	383	600	447	533	420	390	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	236	316	63	377	258	414	1049	841	61		
Agree (Net)	1144	567	526	91	184	290	246	327	289	217	273	434	270	27	263	215	92	222	122	38	733	146	50	184	51	105	107	124	22	222	146	300	665	426	22		
	57	59	56	46	46	47	50	61	69	60	56	67	66	54	57	56	55	57	65	59	57	61	54	58	49	60	49	43	35	55	57	72	64	51	35		
Strongly agree	325	163	162	17	53	70	72	81	100	48	69	116	92	26	107	47	26	61	44	13	204	42	11	63	5	72	16	24	5	56	29	113	159	112	5		
	16	17	16	8	14	12	15	15	24	13	17	15	19	20	16	12	16	16	24	21	16	18	11	20	8	23	8	7	8	15	11	27	13	13	8		
Somewhat agree	619	404	416	79	131	210	176	240	188	169	154	318	178	46	276	168	66	161	78	25	527	104	41	121	26	113	91	111	17	105	118	167	469	314	17		
	41	42	40	17	34	35	39	46	43	47	39	42	37	35	41	43	39	41	41	39	41	43	43	38	40	36	42	35	27	44	46	46	46	37	27		
	29	31	29	16	31	32	33	29	22	26	30	29	26	25	24	30	30	28	32	29	29	25	27	26	41	33	26	44	12	22	26	14	20	38	32		
Disagree (Net)	599	296	293	74	120	194	139	133	93	94	118	221	126	34	158	119	58	118	52	21	377	49	26	82	26	102	76	138	19	83	68	57	208	316	19		
	28	31	29	16	31	32	33	29	22	26	30	29	26	25	24	30	30	28	32	29	29	25	27	26	41	33	26	44	12	22	26	14	20	38	32		
Somewhat disagree	363	192	191	55	78	128	98	95	62	65	82	146	90	18	106	86	46	87	34	12	200	17	10	52	16	71	46	90	12	63	52	46	161	207	12		
	19	20	18	25	19	21	22	18	15	18	20	19	19	13	16	22	25	22	18	18	20	15	20	16	24	23	21	28	19	17	20	11	15	25	19		
Strongly disagree	176	106	72	13	66	43	38	31	29	36	76	36	16	16	52	23	17	13	18	9	118	12	6	30	10	36	10	49	8	20	16	11	47	108	8		
	9	11	9	12	11	9	7	7	8	9	10	8	12	6	6	10	8	9	14	9	5	6	9	16	10	14	15	13	5	6	3	4	13	13			
Don't know	251	83	168	38	66	107	55	60	29	42	51	89	68	22	112	50	17	36	9	5	147	37	16	46	5	19	26	39	16	63	36	48	148	63	18		
	13	9	16	18	18	18	12	11	7	12	13	12	14	16	17	13	10	9	5	7	11	16	16	14	9	6	12	12	30	17	14	11	14	10	30		
Refused	46	14	32	6	11	19	6	12	9	7	8	15	16	5	14	6	1	11	5	1	26	8	3	8	2	4	6	6	6	9	9	26	16	2			
	2	1	3	4	3	3	1	2	2	2	2	2	3	4	2	2	1	3	3	1	2	3	3	3	2	1	3	2	2	3	2	3	2	2	2	3	
Total mentions	2000	960	946	217	383	600	447	533	420	390	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	236	316	63	377	258	414	1049	841	61		
Back to Top	110	105	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U/V/W/X/Y/Z/ab - cd/efgh - i/j - k/klm - n/opqr/stu - v/w/x
Overlap formulae used



IPSO5 - USPA - Newsw Media Attributes

Table 11

Q3. Do you agree or disagree with the following statements?

Summary - Top 2 box

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: 7/12 - 7/15

[Back to Contents](#)

	Total	Gender		Age								Region				PPEDUC: Respondent's Highest Completed Education Level								PPETHM: Race/Ethnicity								Political party affiliation							
		Male	Female	18-24	25-34	18-34	35-49	50-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/independent /Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj			
Base Unweighted	2034	1033	1001	175	343	518	485	567	464	364	488	724	488	54	495	396	172	523	259	95	1473	175	108	215	63	340	240	337	56	373	255	385	1024	917	56				
Base Weighted	2000	969	1040	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	235	315	61	377	258	414	1049	841	61				
It is never acceptable for news organizations to favor one political party when reporting the news.	1555	756	800	155	269	424	336	436	358	268	276	322	593	365	101	524	300	122	303	145	50	1028	157	68	235	58	272	184	258	45	275	193	292	760	713	45			
	78	79	77	72	70	71	75	82	85	77	80	78	76	76	79	76	79	78	77	78	81	65	70	73	91	88	85	82	74	73	75	71	72	85	74				
								DEFS	DEFG																														
I have turned off or stopped listening to news programs because they were too biased.	1347	671	675	137	257	394	317	345	290	223	288	522	314	75	405	274	112	300	136	45	921	128	52	193	52	267	160	240	33	234	152	229	615	666	33				
	67	70	65	63	67	66	71	65	69	62	72	69	65	56	61	70	67	77	72	70	72	53	54	60	62	60	74	76	55	62	59	56	59	79	55				
								H									PS	P																					
There aren't enough options for unbiased news.	1294	661	633	148	261	410	298	340	246	220	268	491	314	81	381	264	105	292	134	46	877	117	55	191	49	246	157	236	33	225	149	217	591	640	33				
	66	71	59	68	68	68	67	64	59	61	67	65	66	61	57	67	63	75	66	71	69	49	57	60	77	61	73	75	55	60	58	52	56	76	55				
																	d																						
It is impossible for media outlets to be completely unbiased.	1103	546	557	138	213	350	244	289	220	211	238	393	261	67	322	235	95	240	107	38	716	121	50	181	36	158	113	179	28	217	157	224	598	450	28				
	55	57	54	64	56	58	55	54	52	59	60	52	54	51	48	60	57	62	57	59	56	50	52	56	56	51	52	57	46	58	61	54	57	53	46				
Back to Top				HS							R	R				d																							

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U/V/W/X/Y/Z/ab - cd/ef/fg - H - j/k/m/n - op/pq/stu - v/w/x
Overlap formulae used

Q3. Do you agree or disagree with the following statements?
Summary - Bottom 2 box
Base = Total Respondents
UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL
Field Dates: 7/12 - 7/15

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level										PPETHM: Race/Ethnicity						Political party affiliation									
		Male	Female	18-24	25-34	18-34	35-49	50-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/Independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent				
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj				
Base Unweighted	2004	1033	1001	175	343	518	485	567	464	364	488	724	488	54	495	386	172	523	259	95	1473	175	108	215	63	340	240	337	56	373	255	386	1024	817	86				
Base Weighted	2000	969	1040	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	235	315	63	377	258	414	1049	841	61				
It is impossible for media outlets to be completely unbiased.	674	328	346	50	121	171	154	186	164	112	126	282	154	37	238	120	56	127	74	22	463	74	30	93	24	133	84	108	20	103	70	143	316	526	20				
	33.72	34.2	33.28	22.95	31.55	28.44	24.38	24.84	29.13	30.98	31.6	37.16	32.09	27.49	25.62	30.68	33.37	32.85	39.5	34.74	35.38	31.02	31.46	29	27.76	41.15	39.06	34.17	32.21	27.4	27.07	34.62	30.16	26.72	32.21				
I have turned off or stopped listening to news programs because they were too biased.	471	220	252	55	76	130	88	140	112	105	81	171	114	38	173	88	41	70	49	14	258	82	31	92	8	30	48	55	14	90	72	150	312	133	14				
	23.56	22.88	24.19	25.15	19.78	21.72	19.76	26.31	26.76	29.04	20.28	22.54	23.81	28.39	25.86	21.91	24.67	18.09	26.26	22.04	20.17	34.23	32.29	28.84	11.89	9.67	22.03	17.45	23.76	23.91	28.05	36.19	29.77	15.77	23.76				
There aren't enough options for unbiased news.	393	176	214	36	57	94	85	100	104	81	78	136	98	9	15	77	37	65	47	13	227	85	35	16	9	25	26	27	15	71	64	137	251	112	10				
	19.65	18.62	20.6	16.71	15	15.62	19.95	19.89	24.78	22.51	19.6	17.87	20.36	15.37	20.05	19.58	22.15	16.68	25	20.39	17.74	27.72	23.82	21.33	14.72	9.36	16.77	14.88	16.91	18.75	24.7	30.59	24.89	13.34	16.91				
It is never acceptable for news organizations to favor one political party when reporting the news.	270	142	128	34	73	107	66	59	39	56	51	97	66	13	60	63	28	61	35	10	351	49	19	48	4	21	23	38	6	57	38	82	178	81	6				
	13.51	14.83	12.29	15.57	19	17.76	14.8	10.98	9.29	15.68	12.82	12.72	13.73	9.67	9.06	16.13	16.48	15.69	18.64	15.76	11.8	20.26	19.69	15.03	5.67	6.82	10.45	11.88	9.83	15.16	14.91	19.8	16.93	9.65	9.83				
Back to Top				I	HI	HI	I							d	d	d				hi	hi					o	o	o	o	o	o	o	o	o	o				

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - J/K/L/M - N/O - P/Q/R/S - T/U/V/W/X/Y/Z/ab - cd/efg - HI - jklmno - opqrs/tu - vwx
Overlap formulae used



[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 13

Q3. Do you agree or disagree with the following statements?

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	There aren't enough options for unbiased news.	It is impossible for media outlets to be completely unbiased.	It is never acceptable for news organizations to favor one political party when reporting the	I have turned off or stopped listening to news programs because they were
Base Unweighted	2034	2034	2034	2034
Base Weighted	2000	2000	2000	2000
Strongly agree	674	404	1044	774
	33.69	20.2	52.19	38.72
Somewhat agree	620	699	511	572
	30.98	34.97	25.57	28.61
Somewhat disagree	278	410	193	272
	13.88	20.51	9.64	13.6
Strongly disagree	115	264	77	199
	5.77	13.21	3.87	9.97
<u>Agree (Net)</u>	1294	1103	1555	1347
	64.68	55.17	77.76	67.33
<u>Disagree (Net)</u>	393	674	270	471
	19.65	33.72	13.51	23.56

[Back to Top](#)



IPSONS - USPA - Newsw Media Attribites
Table 14.

[Back to Contents](#)

Q3. Do you agree or disagree with the following statements?
There aren't enough options for unbiased news.
Base = Total Respondents
UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL
Field Dates: 7/12 - 7/15

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level										PPETHN: Race/Ethnicity										Political party affiliation									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/Independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent								
Base Unweighted	2004	1033	1091	175	343	518	485	567	464	364	488	724	488	54	495	396	172	523	259	95	1473	375	108	215	63	340	240	337	56	373	255	396	1024	817	86								
Base Weighted	2000	960	1040	217	383	600	447	533	420	350	490	760	490	133	667	393	167	388	188	64	1280	240	96	320	84	309	235	316	63	377	258	414	1040	841	61								
Agree (Net)	1204	601	623	148	291	430	298	340	248	220	290	451	314	81	261	264	105	292	124	49	883	117	65	181	45	246	157	226	33	226	145	231	601	1401	53								
	64.68	70.89	58.94	68.46	68.23	68.32	66.57	63.8	58.57	61.12	67.04	64.58	66.52	60.91	57.18	67.19	62.96	75.27	66.18	71.24	68.85	48.69	57.52	69.79	76.51	76.71	72.8	74.77	54.68	58.71	57.57	52.49	56.33	76.07	54.68								
Strongly agree	674	359	325	85	144	210	170	176	118	101	137	277	159	41	191	157	49	171	63	22	485	40	21	57	31	364	80	144	20	109	53	90	253	888	20								
	33.69	37.42	30.25	30.15	37.66	34.95	37.59	33.05	28.17	27.88	34.27	36.48	33.1	30.79	28.67	34.86	29.27	44.15	33.49	33.76	37.89	16.77	21.79	30.22	48.51	53.1	37.06	45.72	31.99	28.38	20.71	21.79	24.11	46.2	31.99								
Somewhat agree	620	321	298	83	117	200	138	164	128	119	131	214	156	40	190	127	56	125	61	24	390	77	34	95	18	82	77	62	14	116	95	127	338	231	14								
	30.88	31.47	28.88	38.31	30.67	33.37	28.59	30.75	30.4	33.14	32.77	28.1	32.42	30.12	28.49	32.33	33.69	31.12	32.68	37.48	30.96	31.92	36.52	29.57	28.01	28.61	35.74	29.04	22.7	30.73	36.85	30.69	32.22	29.87	22.7								
Disagree (Net)	393	179	214	39	57	94	89	100	104	81	78	136	89	20	134	77	37	65	47	13	227	65	21	68	9	39	9	47	19	71	64	127	261	112	10								
	19.65	18.62	20.6	18.71	15	15.62	19.95	19.89	24.78	22.51	19.6	17.87	20.36	15.37	20.05	19.88	22.15	16.68	25	20.39	17.74	27.22	23.82	21.33	14.72	9.36	16.77	14.88	16.91	18.75	24.7	30.59	24.89	11.34	16.91								
Somewhat disagree	278	134	161	31	39	71	69	74	64	59	56	67	61	13	87	65	26	50	34	8	153	30	19	50	5	15	36	27	10	49	48	94	191	72	10								
	13.88	12.95	14.73	14.32	10.21	11.77	13.5	13.92	15.11	16.44	13.81	12.67	13.93	10.05	12.97	15.83	14.21	12.79	18.15	12.46	11.99	20.79	20.08	15.63	7.67	4.94	13.67	8.6	16.91	13.06	18.67	22.71	18.25	8.56	16.91								
Strongly disagree	115	54	61	5	18	23	20	32	41	22	23	40	31	7	47	15	13	15	13	5	74	15	4	18	5	14	7	20	0	22	16	53	70	40	0								
	5.77	5.67	5.86	2.19	4.79	3.85	4.45	5.97	9.67	6.07	5.79	5.2	6.43	5.32	7.08	3.76	7.54	3.89	6.85	7.93	5.75	6.43	3.74	5.7	7.05	4.42	3.11	6.28	0	5.69	6.03	7.88	6.64	4.78	0								
Don't know	290	93	197	31	61	91	57	80	DEGR	57	50	124	59	28	149	50	23	15	5	158	52	16	59	6	30	18	32	17	77	43	63	183	81	17									
	14.52	9.71	18.97	14.13	15.8	15.2	12.82	14.97	14.8	15.94	12.53	16.34	12.25	21.07	21.5	12.79	13.74	5.91	7.50	8.37	12.32	21.83	18.23	18.52	8.77	9.79	8.53	10.09	28.4	20.47	16.73	15.22	17.48	9.58	28.4								
Refused	23	7	16	2	4	5	3	7	8	2	3	9	9	4	46	5	5	8	2	0	14	5	3	1	0	4	4	1	0	0	0	9	14	8	0								
	1.15	0.78	1.5	0.89	0.97	0.87	0.66	1.33	1.84	0.43	0.82	1.21	1.87	2.05	0.88	0.44	1.16	2.14	0.9	0	1.09	2.27	2.63	0.36	0	1.14	1.89	0.26	0	1.07	0.99	1.71	1.3	1	0								
Total mentions	2000	960	1040	217	383	600	447	533	420	350	490	760	490	133	667	393	167	388	188	64	1280	240	96	320	84	309	235	316	63	377	258	414	1040	841	61								
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							

Back to Top

[Back to Top](#)

Proportions/Mean: Columns Tested (5% risk level) - BC - DE/FG/HI - JK/LM - NO - PQ/R/S - TU/VW/XY/Z/ab - cd/efgh - i - jkl/mn - opqr/stu - vwx
Overlap formulae used



IPSONS - USPA - Newey Media Attributes
Table 15

[Back to Contents](#)

Q1. Do you agree or disagree with the following statements?
It is impossible for media outlets to be completely unbiased.
Base = Total Respondents
UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL
Field Dates: 7/12 - 7/15

	Total	Gender		Age								Region				PPEDUC: Respondent's Highest Completed Education Level								PPETHN: Race/Ethnicity								Political party affiliation							
		Male	Female	18-24	25-34	18-34	35-49	50-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent				
Base Unweighted	2004	1033	1001	175	343	518	485	567	464	364	468	724	488	54	495	366	172	523	259	85	1473	175	108	215	63	340	240	337	55	373	255	386	1404	817	86				
Base Weighted	2000	960	1046	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	216	316	61	377	258	414	1049	841	61				
Agree (Net)	1103	546	557	138	213	350	244	289	220	211	238	351	251	67	322	235	95	240	107	38	118	121	50	181	36	104	113	179	28	217	137	224	688	430	28				
	55	57	54	64	56	58	55	54	52	58	60	52	54	51	48	60	57	62	57	59	56	50	52	56	56	51	52	57	46	58	61	54	57	53	46				
Strongly agree	404	220	184	57	90	147	78	100	80	63	90	155	95	29	109	100	34	91	33	8	257	43	17	71	16	72	42	78	12	74	49	66	188	192	12				
	20	23	18	26	24	25	17	19	19	18	23	20	20	22	16	26	20	23	17	12	20	18	18	22	26	23	20	25	20	20	19	16	18	23	20				
Somewhat agree	699	326	374	81	172	203	168	188	140	148	148	237	166	88	213	135	61	149	74	30	460	78	32	110	19	86	71	101	16	143	107	158	409	257	16				
	35	34	38	37	32	34	38	35	33	41	37	31	35	29	32	34	35	30	40	45	39	31	34	34	30	28	33	32	28	35	42	38	39	31	26				
Disagree (Net)	674	328	346	50	123	173	154	188	164	117	126	282	154	37	238	120	56	177	74	22	453	74	30	93	24	133	84	108	29	103	70	143	316	326	20				
	34	34	33	23	32	28	34	35	39	31	32	37	32	27	38	33	33	33	40	39	35	31	31	29	38	43	39	34	32	27	27	35	30	39	32				
Somewhat disagree	410	190	220	39	80	116	97	104	93	88	75	178	88	19	146	71	35	74	56	14	205	47	23	60	15	60	59	62	10	67	52	90	200	180	10				
	21	21	21	17	21	19	22	22	21	19	19	23	18	14	22	18	19	19	30	21	21	19	23	19	24	19	27	20	17	18	20	22	20	21	17				
Strongly disagree	264	139	126	14	41	55	56	81	72	43	51	104	66	18	91	50	25	53	18	9	187	28	8	33	9	73	29	48	9	38	18	53	107	145	9				
	13	14	12	6	11	9	13	15	17	12	13	14	14	13	14	13	15	14	10	14	15	12	8	10	14	24	12	15	15	10	7	13	20	17	15				
Don't know	199	79	120	28	44	71	49	50	29	35	32	77	55	26	97	35	16	16	6	4	92	42	14	47	4	16	15	29	12	54	28	42	124	76	12				
	10	8	12	13	11	12	11	9	7	10	8	10	11	15	14	9	9	4	3	6	7	17	14	15	7	5	7	8	20	14	11	10	12	7	20				
Refused	23	7	16	2	1	1	1	1	9	6	2	4	8	10	49	46	6	4	5	1	0	18	2	3	0	0	2	4	3	39	30	4	9	6	1				
	1	1	2	1	2	1	0	2	1	1	1	1	2	3	2	1	0	1	0	0	1	1	3	0	0	1	2	1	1	2	1	1	1	1	2				
Total mentions	2000	960	1046	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	216	316	61	377	258	414	1049	841	61				
	110	105	105	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			

Back to top

Proportions/Mean: Columns Tested (5% risk level) - BC - DE/FG/HI - JK/LM - NO - PQ/R/S - TU/VW/XY/Z/ab - cd/efgh - ijk - jklmno - opqrstu - vwxyz
Overlap formulae used



IPSONS - USPA - Newey Media Attributes

Table 16

[Back to Contents](#)

Q3. Do you agree or disagree with the following statements?
It is never acceptable for news organizations to favor one political party when reporting the news.
Base = Total Respondents
UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL
Field Dates: / 712 - / 715

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level								PPETHN: Race/Ethnicity								Political party affiliation							
		Male	Female	18-24	25-34	35-49	50-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/Independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent			
Base Unweighted	2034	1033	1001	175	343	518	485	867	464	364	468	724	488	54	495	396	172	523	29	85	1473	175	108	215	63	340	240	337	56	373	255	394	1424	817	86		
Base Weighted	2000	990	1040	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	399	236	316	61	377	258	414	1049	841	61		
Agree (Net)	1555	756	800	155	293	424	326	436	358	276	322	553	355	101	524	300	132	333	145	50	1038	167	66	235	58	777	184	228	45	776	133	252	760	113	45		
	78	79	77	72	70	71	75	82	85	77	80	78	76	76	79	76	75	78	77	78	81	85	70	72	81	88	85	82	74	73	75	71	72	85	74		
Strongly agree	1044	538	505	70	179	249	220	358	251	176	209	431	228	76	352	204	91	190	101	28	1111	173	97	37	150	40	268	120	202	30	180	111	167	459	333	30	
	52	56	49	32	47	42	49	60	61	48	52	82	57	47	57	53	52	55	49	54	44	56	41	38	47	63	68	56	64	50	48	43	40	44	63	50	
Some what agree	611	217	294	85	90	175	118	119	102	100	113	182	137	26	172	95	40	113	44	21	518	60	31	85	18	63	63	66	15	95	82	125	301	182	15		
	26	23	28	39	23	29	26	22	24	26	28	21	29	19	26	24	24	29	23	33	25	25	32	26	28	21	29	18	25	23	32	30	29	22	25		
Disagree (Net)	270	142	128	34	73	107	66	59	39	56	51	97	69	13	60	63	28	61	35	10	151	49	19	48	4	23	23	38	6	57	38	82	178	81	6		
	14	15	12	16	19	18	15	11	9	16	13	13	14	20	9	18	15	16	19	18	12	20	30	15	6	7	10	12	19	15	15	20	17	10	10		
Some what disagree	193	88	94	28	55	81	48	44	17	37	37	87	53	9	42	44	17	50	24	8	104	31	17	37	6	14	19	21	3	41	32	62	135	54	3		
	10	10	9	13	14	14	11	8	4	10	9	9	11	7	6	11	10	11	13	13	8	13	17	12	6	4	9	7	4	11	13	15	13	6	4		
Strongly disagree	77	44	33	5	18	23	16	14	22	20	14	30	13	4	19	20	11	11	11	2	47	17	2	12	4	7	4	16	3	18	6	20	42	27	3		
	4	5	3	2	5	4	3	5	6	4	4	3	3	3	3	3	6	3	3	3	4	7	2	3	0	2	2	5	6	4	2	5	4	3	6		
Don't know	144	55	89	26	36	62	40	30	13	25	22	58	40	15	69	28	7	16	6	3	73	25	7	34	2	11	5	17	10	41	21	33	96	33	10		
	7	6	3	12	9	10	3	6	3	7	6	8	8	11	10	7	4	4	3	5	6	12	7	11	4	3	2	5	16	11	8	8	9	4	16		
Refused	30	7	23	2	6	14	5	8	10	3	5	13	9	4	13	2	1	8	2	1	18	6	3	3	0	5	5	3	0	0	0	0	0	0	0	0	
	2	1	2	1	2	1	1	2	2	1	1	2	2	3	2	0	0	2	1	1	1	3	3	1	0	2	2	1	0	1	2	2	2	2	0		
Total mentions	2000	990	1040	217	383	600	447	533	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	399	236	316	61	377	258	414	1049	841	61		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Back to Top																																					

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U/V/W/X/Y/Z/ab - cd/efgh - i - j/klm/n - op/qr/stu - v/w/x
Overlap formulae used

Q3. Do you agree or disagree with the following statements?
I have turned off or stooped listening to news onorams because they were too biased.
Base = Total Respondents
UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL
Field Dates: / 712 / 715

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level										PPETHN: Race/Ethnicity										Political party affiliation									
		Male	Female	18-24	25-34	18-34	35-49	50-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/Independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent								
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj								
Base Unweighted	2004	1033	1001	175	343	518	485	867	464	364	488	724	488	54	495	386	172	523	259	85	1473	175	108	215	63	340	240	337	55	373	255	384	1024	817	86								
Base Weighted	2000	989	1049	217	383	600	447	833	420	360	490	760	490	133	667	393	167	388	188	64	1280	240	96	320	64	309	235	316	63	377	258	414	1049	841	61								
Agree (Net)	1347	671	675	137	257	394	317	545	290	223	289	522	314	35	405	274	112	330	136	45	923	128	52	183	52	287	180	240	33	234	132	220	635	668	53								
	67	70	65	63	67	66	71	65	69	62	72	69	65	56	61	70	67	77	72	70	72	53	54	60	62	66	74	76	55	62	59	55	59	79	55								
Strongly agree	774	417	357	65	146	211	172	210	181	111	151	235	177	35	230	160	68	175	78	29	967	58	19	97	33	380	51	175	16	126	60	107	292	446	16								
	39	43	34	30	38	35	39	39	43	31	40	43	37	26	34	41	41	45	41	46	44	24	20	30	52	38	42	55	28	53	23	26	28	53	26								
Some what agree	672	254	318	71	112	183	145	150	109	113	127	156	138	40	175	114	44	125	58	16	954	70	33	96	19	87	69	65	17	108	93	122	323	220	17								
	29	26	31	33	29	31	32	29	26	31	32	26	29	30	26	29	26	37	31	25	28	29	34	30	30	28	32	20	28	23	36	30	31	29	28								
Disagree (Net)	471	220	252	55	76	130	88	140	112	105	81	171	114	38	173	88	41	70	49	14	258	82	31	92	8	30	48	55	14	90	72	150	312	133	14								
	24	23	24	25	20	22	20	26	27	25	20	23	24	28	20	22	25	18	28	22	20	34	32	29	12	33	22	17	23	24	28	36	39	18	24								
Some what disagree	272	126	146	39	47	81	52	73	66	61	52	91	67	21	90	55	27	43	30	6	150	43	19	56	5	18	34	31	12	55	49	75	174	83	12								
	14	13	14	18	11	13	12	14	15	17	13	12	14	15	14	14	16	11	16	9	12	18	20	17	7	8	16	19	13	19	18	17	10	19									
Strongly disagree	199	93	106	15	34	69	36	67	47	43	26	80	47	17	82	31	15	27	19	8	109	39	12	36	3	12	13	24	3	40	24	75	139	48	3								
	10	10	10	7	9	8	8	13	11	12	7	11	10	13	12	6	9	7	10	13	8	18	13	11	5	4	6	8	5	11	9	18	13	6	5								
Don't know	166	63	104	24	45	69	41	43	14	31	29	63	44	18	65	30	13	13	2	5	90	37	11	35	4	9	7	19	13	31	30	32	113	35	13								
	8	7	10	11	12	11	9	8	3	9	7	8	9	14	13	8	8	3	1	7	7	11	11	6	3	3	6	21	14	12	8	11	4	21									
Refused	16	6	9	2	5	7	1	1	1	1	2	4	8	2	9	5	4	5	1	0	11	2	3	0	0	0	2	2	0	0	0	0	0	0	0	0							
	1	1	1	1	1	1	0	1	1	0	1	1	2	2	1	1	0	1	0	0	1	1	1	2	0	1	1	1	0	0	1	1	1	1	1	0							
Total mentions	2000	989	1049	217	383	600	447	833	420	360	490	760	480	133	667	393	167	388	188	64	1280	240	96	320	64	309	235	316	63	377	258	414	1049	841	61								
	110	105	105	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
Back to Top																																											

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U/V/W/X/Y/Z/ab - cd/ef/g - h - j/k/l/m/n - o/p/q/r/s/t/u - v/w/x
Overlap formulae used



IPSO's - USPA - Newey Media Attributes

Table 18

Q4. How do you get most of your news?

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7112 - 7115

[Back to Contents](#)

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level										PPETHN: Race/Ethnicity							Political party affiliation						
		Male	Female	18-24	25-34	18-34	35-49	50-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/Independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent		
	A	B	C	D	E	F	G	H	I	P	Q	R	S	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	
Base Unweighted	2004	1033	1001	175	343	518	485	587	464	364	458	724	488	34	485	395	172	523	259	95	1473	175	108	215	63	340	240	337	56	373	255	286	1024	917	86		
Base Weighted	2000	960	1540	217	383	686	447	533	420	360	400	760	480	133	667	393	167	386	188	64	1280	240	86	320	64	399	234	336	61	377	258	414	1048	843	63		
Television	808	593	457	48	69	117	156	276	269	120	154	329	169	75	528	151	68	103	66	19	682	134	32	126	24	132	89	120	19	128	101	196	424	341	19		
	40	27	44	22	16	16	36	62	62	42	41	43	34	57	49	36	43	26	26	29	36	16	31	37	63	41	36	32	34	36	47	42	41	32			
Online/Internet	541	395	226	78	161	239	144	117	41	87	134	197	142	17	123	110	47	198	83	24	363	41	35	84	20	72	54	90	16	124	75	99	254	216	15		
	27	52	53	36	42	40	32	22	10	24	26	30	13	18	29	29	41	33	38	28	17	27	26	31	24	25	28	35	29	25	35	29	24	26	25		
Social media (Twitter, Facebook)	170	69	101	43	61	125	59	103	2	29	26	75	40	6	69	47	12	27	5	2	45	23	3	36	10	34	18	31	27	10	96	28	21	85	73	10	
	8	7	10	22	16	18	9	4	0	8	6	10	8	4	10	12	6	7	3	4	7	10	4	12	16	8	8	10	10	10	11	5	8	9	16		
		GHI	GHI	GHI	HI																																
Mobile News apps	110	61	49	15	25	41	33	22	15	26	23	33	29	4	32	23	10	20	16	6	65	7	9	28	3	17	12	18	1	21	13	22	56	47	1		
	6	6	5	7	7	7	7	4	3	7	6	4	6	3	5	6	6	5	8	9	5	3	9	8	4	5	6	6	2	6	5	5	5	6	2		
Print newspapers/magazines	105	51	55	3	7	9	9	24	64	29	20	29	27	4	31	16	9	25	16	4	88	6	4	7	1	10	16	14	3	18	15	30	62	40	3		
	6	5	5	1	2	2	2	4	15	8	5	4	6	3	5	4	5	5	9	7	7	2	4	2	1	3	7	4	4	5	6	7	6	5	4		
								FGH	DEFGH	R																											
Radio	105	51	54	5	17	22	39	22	14	18	39	34	5	30	18	8	30	8	7	83	5	3	13	1	26	11	23	4	17	9	17	42	58	4			
	5	5	5	2	4	4	5	7	5	4	4	5	7	6	5	5	5	9	4	10	6	2	4	4	2	8	5	7	7	4	3	4	4	7	7		
								DF												d		h	k														
None of the above	90	38	52	11	32	43	25	16	6	12	19	29	29	13	29	15	5	13	2	1	56	8	6	16	3	17	12	12	7	23	11	10	42	41	7		
	4	4	5	5	8	7	6	6	3	1	3	5	4	6	10	6	4	3	4	1	1	4	4	6	5	5	6	4	11	6	4	2	4	5	11		
								HI	HI	HI	HI			efg																							
Streaming TV (smart TVs or devices like Roku, Amazon Fire, or Apple TV)	39	15	24	1	3	4	11	12	11	7	9	19	3	6	11	4	5	6	6	0	17	11	3	7	1	5	3	4	1	7	5	12	24	13	1		
	2	2	2	1	1	1	2	2	3	2	2	3	1	5	2	1	3	2	3	0	1	5	3	2	1	2	1	1	1	1	2	2	3	2	1	1	
								F	F	F	F	S	S	e																							
Podcasts	27	18	9	7	7	14	8	5	0	4	6	8	9	3	2	8	2	5	6	1	17	4	0	4	2	5	2	3	1	8	2	6	15	10	1		
	1	2	1	3	2	2	2	1	1	2	2	1	2	2	0	2	1	1	3	2	1	2	0	1	3	2	1	1	2	2	1	1	1	1	2		
								I	I					d																							
Refused	5	1	4	0	2	2	1	1	1	2	1	1	1	0	3	0	0	1	0	0	4	0	1	0	0	0	0	0	1	1	1	1	1	3	0		
	0	0	0	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Total mentions	2000	960	1540	217	383	686	447	533	420	360	400	760	480	133	667	393	167	386	188	64	1280	240	86	320	64	399	236	336	61	377	258	414	1048	843	63		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Back to Top																																					

[Back to Top](#)

Proportions/Mean: Columns Tested (5% risk level) - B/C - DEFGHI - JKLM - NO - PQRS - TUUVWXYZab - cddefg - H - jklmn - opqrstu - vwxyz
Overlap formulae used



IPSO's - USPA - Newsey Media Attributes

Table 19

Q5. After I.L, what is the second source you typically use to get your news?

Base = Who did not select 'None of the above' at Q4

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

[Back to Contents](#)

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level										PPETHM: Race/Ethnicity										Political party affiliation									
		Male	Female	18-24	25-34	18-34	35-49	50-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent								
	A	B	C	D	E	F	G	H	I	P	Q	R	S	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x								
Base Unweighted	1865	1001	864	167	318	485	465	552	498	354	437	700	484	85	489	392	166	593	256	94	1417	179	103	209	60	325	227	324	59	356	245	393	992	876	50								
Base Weighted	1510	922	588	258	351	537	422	517	414	348	381	731	451	100	629	377	163	373	186	63	1224	232	90	304	61	282	284	304	54	356	247	404	1007	799	54								
Online/Internet	521	241	280	50	79	129	128	157	107	101	91	208	124	37	166	115	51	92	47	13	313	73	22	94	19	87	57	89	17	88	70	111	269	224	17								
	27	25	25	25	22	23	30	30	26	25	24	28	28	31	25	30	31	25	25	21	26	32	25	31	31	30	25	27	30	25	28	28	27	28	30								
							EF	EF																																			
Television	408	213	195	44	76	120	85	114	89	77	79	103	92	17	126	89	34	90	38	13	267	43	17	89	12	85	48	65	11	77	50	84	210	179	11								
	21	23	20	22	22	22	20	22	21	22	21	22	20	34	22	21	21	24	21	21	22	19	19	23	20	22	24	22	20	22	20	21	21	21	22	20							
Print newspapers/magazines	206	92	114	7	22	29	28	58	91	45	38	72	51	17	78	29	13	33	25	10	149	17	10	28	2	32	25	23	9	41	20	54	115	80	9								
	11	10	12	4	6	5	7	11	22	13	10	10	11	14	12	6	8	9	9	13	16	12	7	11	9	4	11	12	8	17	11	8	13	11	10	17							
									DEFG	DEFGH																																	
Radio	204	105	99	18	25	43	38	72	15	30	50	74	50	13	74	36	14	37	22	9	146	26	8	18	6	40	28	32	6	36	28	30	94	100	6								
	11	11	10	9	7	8	9	14	12	9	13	10	11	11	12	9	9	10	12	14	12	11	9	6	10	14	14	10	10	10	11	7	9	12	10								
							EF	EF																																			
Social media (Twitter, Facebook)	202	91	111	33	51	85	54	35	28	32	45	79	46	12	59	49	23	34	20	4	125	26	16	31	4	22	14	38	5	39	31	47	117	74	5								
	11	11	11	16	16	15	13	7	7	9	12	11	10	10	9	13	14	9	11	7	10	11	18	10	7	7	7	12	9	11	12	12	12	9	9								
							HI	HI	HI	HI																																	
Mobile News apps	145	62	84	20	36	56	40	33	16	24	25	66	30	5	38	27	8	40	16	10	82	24	4	29	7	15	14	26	3	28	20	36	84	55	3								
	8	7	8	10	10	10	10	6	4	7	7	9	7	5	6	7	5	11	6	15	7	10	5	9	12	5	7	9	5	8	8	9	8	7	5								
None of the above	134	67	67	20	25	45	27	34	28	20	29	50	35	15	46	26	15	21	8	3	84	12	6	16	5	23	13	26	4	28	15	21	65	59	4								
	7	7	7	10	7	8	6	7	7	6	8	7	8	13	7	9	6	4	4	8	5	5	6	5	8	7	6	9	7	8	5	5	7	6	7	7							
Podcasts	46	31	15	11	19	30	13	2	0	10	10	12	14	0	15	9	2	16	3	1	26	3	1	12	4	8	3	5	1	8	6	12	26	16	1								
	2	3	2	5	5	5	3	0	0	3	3	2	3	0	2	2	1	4	2	1	2	1	1	1	4	7	3	2	2	1	2	2	3	2	1								
							HI	HI	HI	HI																																	
Streaming TV (smart TVs or devices like Roku, Amazon Fire, or Apple TV)	31	15	16	1	15	16	7	8	1	7	7	11	7	1	10	6	2	7	6	1	14	7	4	5	1	2	1	6	0	9	6	6	20	7	0								
	2	2	2	0	4	3	2	1	0	2	2	1	2	1	2	2	1	2	3	1	1	3	5	2	1	0	0	2	0	2	2	1	2	1	0								
							DEHI	DI	I																																		
Refused	12	4	8	0	5	1	2	4	1	5	5	1	1	1	6	1	1	3	1	0	10	0	1	2	0	1	1	1	1	1	1	1	1	3	6	5	0						
	1	1	0	1	1	1	0	0	1	0	1	1	0	1	1	0	1	1	0	0	1	1	0	1	1	0	0	1	0	1	0	1	1	1	1	0							
Total mentions	1510	922	588	256	351	557	422	517	414	348	381	731	451	100	629	377	163	373	186	63	1224	232	90	304	61	282	284	304	54	356	247	404	1007	799	54								
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							

Back to Top

[Back to Top](#)

Proportions/Means: Columns Tested (5% risk level) - B/C - DEFGHI - JKLM - NO - PQRS - TUUVWXYZ/ab - cddefg - HI - jklmno - opqrstu - vwxyz
Overlap formulae used * small base



IPSOUS - USPA - Newsw Media Attributes

Table 20

[Back to Contents](#)

QA. Of the choices listed below, which is your main source of television news?

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level										PPETHM: Race/Ethnicity										Political party affiliation									
		Male	Female	18-24	25-34	35-44	45-54	55-64	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college, no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent									
	A	B	C	D	E	F	G	H	I	P	Q	R	S	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y							
Base Unweighted	2004	960	1001	175	343	538	487	587	464	364	458	724	488	34	485	395	172	523	259	95	1473	175	108	215	63	340	240	337	56	373	255	296	1024	917	86								
Base Weighted	2000	960	1040	217	383	686	447	533	420	360	490	760	480	133	667	393	167	386	186	64	1286	240	86	320	64	399	245	316	61	377	246	414	1048	843	61								
FOX News	404	230	174	32	55	87	77	130	110	52	84	186	82	27	166	78	32	73	32	6	303	28	18	44	12	181	64	87	5	23	19	19	61	335	5								
	20	24	17	15	14	15	17	24	26	15	21	24	17	26	22	20	15	15	17	10	24	11	18	14	15	59	30	28	5	6	8	2	6	40	5								
None of the above	361	170	191	67	113	180	94	53	24	57	54	129	111	20	110	68	36	77	28	16	229	27	26	56	14	25	35	68	20	84	43	98	154	138	20								
	38	18	17	35	29	30	23	10	6	15	14	17	23	35	38	17	15	20	15	24	18	11	27	17	22	11	36	22	34	22	17	14	18	15	24								
ABC	274	138	137	24	41	65	64	62	63	65	56	106	49	33	100	52	18	42	28	4	153	55	12	49	7	25	37	23	7	12	44	69	165	93	7								
	14	11	16	11	11	11	14	15	15	18	14	14	10	25	15	13	10	11	15	7	12	23	13	15	11	8	17	10	11	14	17	17	16	11	11								
NBC	241	109	132	21	23	44	48	33	66	48	60	92	43	9	89	47	17	48	24	9	175	29	6	27	3	26	29	44	9	45	37	48	131	99	9								
	12	11	13	10	6	7	11	10	16	13	15	12	9	6	13	12	10	12	13	13	14	12	6	8	5	8	14	14	15	12	14	12	12	12	15								
CNN	182	82	100	27	38	65	39	48	50	37	29	69	48	12	58	40	14	39	25	12	84	30	13	51	5	2	10	5	3	48	31	76	155	22	3								
	9	9	10	11	10	11	9	9	7	10	7	9	10	9	6	10	8	10	14	14	19	7	12	13	16	8	1	5	3	5	13	12	18	15	3								
CBS	176	88	87	13	24	35	39	51	50	28	38	76	33	12	67	35	17	25	17	2	125	21	5	18	6	13	17	32	6	38	31	33	102	61	6								
	9	9	8	5	6	6	9	9	10	12	8	10	10	7	9	10	9	10	6	9	10	9	6	6	9	4	8	10	10	10	10	12	8	10	7	10							
Other	139	56	63	17	37	49	35	21	14	20	29	34	35	14	26	26	9	23	8	3	75	8	4	26	6	13	8	32	3	27	23	10	58	54	3								
	6	6	6	8	8	8	8	4	3	6	7	5	7	10	5	7	6	6	4	5	6	3	4	8	9	4	4	4	10	4	7	8	2	6	4								
MSNBC	102	47	55	4	13	17	18	32	34	26	24	25	27	5	28	21	8	22	15	5	50	23	4	21	5	1	2	1	2	15	4	61	86	6	2								
	5	5	5	2	4	3	4	6	8	7	6	3	6	4	4	5	5	6	8	4	8	7	4	6	7	0	1	1	1	3	5	3	15	8	1	3							
Public Television	96	42	53	8	24	32	22	13	22	17	21	27	31	1	22	20	11	29	7	6	60	12	6	14	4	3	6	7	4	22	13	77	15	4									
	5	4	5	4	6	5	5	4	5	5	5	4	5	6	1	3	5	6	8	4	10	5	5	6	4	6	1	3	2	6	8	5	8	7	2	6							
Streaming TV channels	45	23	21	4	16	20	9	10	5	9	5	16	14	1	18	6	10	6	3	1	20	6	1	16	1	9	7	3	5	4	11	10	22	19	2	2							
	2	2	2	2	4	3	2	2	1	2	1	2	3	1	3	1	6	1	2	1	2	3	1	5	2	3	1	3	1	3	1	4	2	2	2	3							
Refused	11	4	7	1	2	3	3	4	1	3	1	2	5	0	5	0	0	6	1	0	7	1	2	0	1	1	1	2	0	4	2	1	7	3	0								
	1	0	1	1	1	1	1	1	0	1	0	1	0	1	1	0	0	1	0	2	0	1	0	2	0	0	0	0	0	1	1	0	1	0	0	0							
Total mentions	2000	960	1040	217	383	686	447	533	420	360	490	760	480	133	667	393	167	386	186	64	1286	240	86	320	64	399	246	316	61	377	246	414	1048	843	61								
Back to Top	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							

Proportions/Means: Columns Tested (5% risk level) - BC - DE/FGHI - JKLM - NO - PQ/RIS - TUUVWXY/Z/ab - cdefgh - h - jklm - opqrstu - vwxyz
Ovrlap formula used



IPSOUS - USPA - Newsw Media Attributes

Table 21

Q7. What, if anything, limits you from watching more news on television?

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

[Back to Contents](#)

	Total	Gender		Age						Region				PPEDUC: Respondent's Highest Completed Education Level							PPETHN: Race/Ethnicity							Political party affiliation									
		Male	Female	18-24	25-34	35-49	50-64	65+	North East	Midwest	South	West	Less than HS graduate	HS graduate	Some college no degree	Associate degree	Bachelor's degree	Master's degree	Professional or Doctorate degree	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic	Hispanic	2+ Races, Non-Hispanic	Strong Republican	Not Strong Republican	Leans Republican	Undecided/Independent/Other	Leans Democrat	Not Strong Democrat	Strong Democrat	Total Democrat	Total Republican	Independent			
	A	B	C	D	E	F	G	H	I	P	Q	R	S	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x		
Base Unweighted	2004	1001	1001	175	343	538	485	567	464	364	475	658	724	488	34	485	396	172	523	299	95	1473	175	108	210	63	340	240	337	56	373	255	296	1024	917	86	
Base Weighted	2000	960	1040	217	383	606	447	533	420	360	490	600	760	480	133	667	393	167	388	188	64	1280	240	86	320	64	399	236	314	61	377	236	414	1049	843	61	
Nothing limits me from watching more news on television	773	355	418	49	105	154	142	250	228	144	154	306	169	69	305	137	58	118	65	20	481	118	35	116	23	95	74	102	25	144	112	205	461	271	25		
I think television news is biased	39	37	40	23	27	26	32	47	54	40	39	40	35	52	46	35	35	30	35	32	38	45	37	36	36	31	34	32	41	38	43	50	44	32	41		
I don't have cable	517	283	234	66	113	177	108	125	106	85	101	199	132	27	155	108	50	120	41	15	371	38	14	70	23	135	68	113	10	87	46	54	38	177	316	10	
Television news doesn't focus on the issues that matter to me	26	29	23	30	29	30	24	23	25	24	25	26	27	20	23	28	30	31	22	24	29	18	15	22	37	44	32	36	18	23	18	11	17	38	16		
I prefer to read or listen	231	130	101	35	65	80	64	97	32	51	44	75	64	14	43	6	6	6	39	16	150	21	18	34	8	32	21	20	5	48	30	69	148	71	5		
I think television news is boring	195	103	92	50	58	109	43	36	8	31	42	64	58	8	61	47	10	40	22	6	131	12	8	41	3	30	24	33	12	43	23	20	91	87	12		
Other	160	66	94	7	35	42	42	47	29	28	35	50	46	8	45	34	18	34	16	6	107	23	3	18	9	20	21	25	6	33	27	27	86	65	6		
I don't have a television	44	20	25	7	17	24	10	5	4	9	6	17	10	0	17	7	4	9	7	1	28	5	2	7	0	6	4	7	0	9	6	7	22	19	0		
Refused	11	4	6	1	4	4	2	4	0	1	1	4	4	0	1	2	2	5	1	0	5	0	4	1	0	2	1	0	1	2	2	3	6	2	1		
Total mentions	2480	1240	1240	304	562	867	552	606	455	430	498	911	640	157	768	500	213	535	242	85	1632	266	118	384	80	376	274	413	83	473	310	484	1267	1062	83		
Overlap formula used	123.98	129.17	119.19	140.45	146.78	144.5	123.39	113.71	108.35	119.44	124.57	119.87	133.41	117.87	115.09	127.33	127	133.05	128.64	132.02	127.48	110.8	122.95	119.94	125.27	123.74	126.59	130.68	135.47	125.57	119.93	116.97	120.79	126.35	136.47		

Proportions/Means: Columns Tested (5% risk level): B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U/V/W/X/Y/Z/ab - cd/efgh - i - j/k/m/n - op/qrstu - v/w/x
Overlap formula used


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 22

Q1. How often do you visit news sites, watch television news, or read the newspaper?

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
Base Unweighted	2034	A 90	B 555	C 645	D 540	E 849	F 290	G 355	H 373	J 228	I 21	K 1656	L 369	M 434	N 208
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Daily	1209	40	242	282	288	639	157	124	171	89	8	1209	0	282	0
	60	33	41	39	58	81	44	35	41	37	30	76	0	61	0
					ABC	ABCD	G					L		N	
Weekly	372	24	157	181	103	88	78	103	111	52	9	372	0	181	0
	19	20	26	25	21	11	22	29	27	22	36	24	0	39	0
		E	E	E	E							L		N	
Monthly	100	18	51	68	18	13	29	39	33	31	3	0	100	0	68
	5	15	9	10	4	2	8	11	8	13	10	0	24	0	27
		DE	DE	BDE	E								K		M
Almost never	310	39	142	181	79	49	89	92	100	67	6	0	310	0	181
	16	32	24	25	16	6	25	26	24	28	23	0	76	0	73
		DE	DE	DE	E								K		M
Refused	9	1	2	4	4	1	3	1	2	2	0	0	0	0	0
	0	1	0	1	1	0	1	0	0	1	0	0	0	0	0
Total mentions	2000	122	594	716	494	791	356	359	417	241	26	1580	410	462	250
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Back to Top															

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N

Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 23

Q2. Do you agree or disagree with the following statements?

Summary - Top 2 box

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
		A	B	C	D	E	F	G	H	J	I	K	L	M	N
Base Unweighted	2034	90	555	645	540	849	290	355	373	228	21	1656	369	434	208
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
My preferred news outlets generally report on political issues fairly.	1144	54	289	343	284	517	179	164	222	95	7	1017	125	269	74
	57	45	49	48	58	65	50	46	53	39	26	64	31	58	30
					ABC	ABCD			IJ			L		N	
Newspapers generally report on political issues fairly.	848	38	242	281	216	351	152	129	196	62	8	742	104	214	66
	42	31	41	39	44	44	43	36	47	26	32	47	25	46	27
					A	A			J			L		N	
Broadcast news channels generally report on political issues fairly.	812	41	208	249	205	357	139	110	176	56	6	717	93	193	56
	41	33	35	35	42	45	39	30	42	23	24	45	23	42	22
					BC	ABC	G		J			L		N	
Online news websites generally report on political issues fairly.	642	37	182	218	165	259	110	108	151	52	6	562	80	171	48
	32	30	31	31	33	33	31	30	36	22	24	36	19	37	19
									J			L		N	
Cable news channels generally report on political issues fairly.	620	37	171	208	151	261	113	95	144	46	7	545	74	160	48
	31	31	29	29	31	33	32	27	34	19	26	34	18	35	19
									J			L		N	
News streaming services generally report on political issues fairly.	610	43	182	225	153	233	120	105	158	54	7	537	72	177	47
	31	35	31	31	31	29	34	29	38	23	25	34	18	38	19
Back to Top									J			L		N	

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 24

Q2. Do you agree or disagree with the following statements?

Summary - Bottom 2 box

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
		A	B	C	D	E	F	G	H	J	I	K	L	M	N
Base Unweighted	2034	90	555	645	540	849	290	355	373	228	21	1656	369	434	208
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Cable news channels generally report on political issues fairly.	1088	58	331	389	280	419	200	189	197	161	15	870	214	262	127
	54.42	47.8	55.77	54.41	56.65	53.04	56.11	52.73	47.18	66.78	57.69	55.08	52.25	56.58	50.71
										H					
Online news websites generally report on political issues fairly.	998	60	311	371	255	372	199	172	181	156	15	797	197	245	125
	49.88	49.36	52.33	51.82	51.57	47.07	55.9	47.77	43.31	64.77	55.96	50.44	47.96	52.93	50.03
										H					
Broadcast news channels generally report on political issues fairly.	943	60	286	346	239	358	179	167	159	155	15	741	199	227	118
	47.15	48.81	48.25	48.34	48.37	45.32	50.12	46.58	38.09	64.29	56.01	46.9	48.46	49.05	47.26
										H					
News streaming services generally report on political issues fairly.	934	57	280	337	244	354	181	155	148	153	12	733	199	216	120
	46.72	46.55	47.13	47.03	49.33	44.79	50.89	43.21	35.59	63.49	47.41	46.37	48.53	46.76	48.23
										H					
Newspapers generally report on political issues fairly.	838	55	242	297	214	327	155	141	132	139	11	654	180	187	109
	41.9	44.78	40.77	41.45	43.34	41.41	43.56	39.35	31.7	57.75	40.89	41.38	43.89	40.41	43.49
										H					
My preferred news outlets generally report on political issues fairly.	559	42	184	226	145	188	125	101	100	105	12	419	138	143	82
	27.96	34.45	31.02	31.61	29.38	23.78	35.19	28.06	24	43.69	44.69	26.51	33.61	30.99	32.72
Back to Top		E	E	E	E					H	H		K		

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base



[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 25

Q2. Do you agree or disagree with the following statements?

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Newspapers generally report on political issues fairly.	Online news websites generally report on political issues fairly.	Cable news channels generally report on political issues fairly.	Broadcast news channels generally report on political issues fairly.	News streaming services generally report on political issues fairly.	My preferred news outlets generally report on political issues fairly.
Base Unweighted	2034	2034	2034	2034	2034	2034
Base Weighted	2000	2000	2000	2000	2000	2000
Strongly agree	164	83	108	160	84	325
	8.19	4.15	5.4	7.99	4.19	16.26
Somewhat agree	684	559	512	652	527	819
	34.21	27.96	25.58	32.59	26.33	40.96
Somewhat disagree	470	580	548	480	543	383
	23.49	28.98	27.38	24	27.15	19.16
Strongly disagree	368	418	541	463	391	176
	18.42	20.9	27.05	23.16	19.57	8.81
<u>Agree (Net)</u>	848	642	620	812	610	1144
	42.4	32.12	30.99	40.58	30.52	57.22
<u>Disagree (Net)</u>	838	998	1088	943	934	559
	41.9	49.88	54.42	47.15	46.72	27.96

[Back to Top](#)


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 26

Q2. Do you agree or disagree with the following statements?

Newspapers generally report on political issues fairly.

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
Base Unweighted	2034	A 90	B 555	C 645	D 540	E 849	F 290	G 355	H 373	J 228	I 21	K 1656	L 369	M 434	N 208
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Agree (Net)	848	38	242	281	216	351	152	129	196	62	8	742	104	214	66
	42	31	41	39	44	44	43	36	47	26	32	47	25	46	27
					A	A			J			L		N	
Strongly agree	164	5	38	44	43	77	30	13	31	9	1	146	16	36	8
	8	4	6	6	9	10	8	4	7	4	4	9	4	8	3
						BC	G					L		N	
Somewhat agree	684	33	204	237	173	274	122	116	165	53	7	595	89	179	58
	34	27	34	33	35	35	34	32	40	22	28	38	22	39	23
									J			L		N	
Disagree (Net)	838	55	242	297	214	327	155	141	132	139	11	654	180	187	109
	42	45	41	41	43	41	44	39	32	58	41	41	44	40	43
									H						
Somewhat disagree	470	34	129	162	123	185	75	88	91	67	3	372	94	102	59
	23	28	22	23	25	23	21	24	22	28	11	24	23	22	24
Strongly disagree	368	21	113	134	91	143	81	54	41	73	8	282	86	85	49
	18	17	19	19	18	18	23	15	10	30	30	18	21	18	20
							G		H	H					
Don't know	280	29	90	120	56	104	42	78	76	34	7	165	114	53	66
	14	24	15	17	11	13	12	22	18	14	28	10	28	12	27
		DE		BD				F					K		M
Refused	34	0	19	19	7	8	8	11	12	5	0	20	12	8	8
	2	0	3	3	1	1	2	3	3	2	0	1	3	2	3
			E	E									K		
Total mentions	2000	122	594	716	494	791	356	359	417	241	26	1580	410	462	250
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Back to Top															

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 27

Q2. Do you agree or disagree with the following statements?

Online news websites generally report on political issues fairly.

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
		A	B	C	D	E	F	G	H	J	I	K	L	M	N
Base Unweighted	2034	90	555	645	540	849	290	355	373	228	21	1656	369	434	208
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Agree (Net)	642	37	182	218	165	259	110	108	151	52	6	562	80	171	48
	32	30	31	31	33	33	31	30	36	22	24	36	19	37	19
									J			L		N	
Strongly agree	83	1	24	25	28	30	17	8	18	6	0	77	6	22	3
	4	1	4	3	6	4	5	2	4	3	0	5	2	5	1
												L		N	
Somewhat agree	559	36	158	193	137	229	93	100	133	46	6	486	74	149	45
	28	29	27	27	28	29	26	28	32	19	24	31	18	32	18
									J			L		N	
Disagree (Net)	998	60	311	371	255	372	199	172	181	156	15	797	197	245	125
	50	49	52	52	52	47	56	48	43	65	56	50	48	53	50
									H						
Somewhat disagree	580	32	185	217	140	223	99	117	127	72	7	472	104	147	68
	29	26	31	30	28	28	28	33	30	30	28	30	25	32	27
Strongly disagree	418	29	126	154	115	149	100	54	54	84	7	325	93	97	57
	21	23	21	22	23	19	28	15	13	35	28	21	23	21	23
							G		H						
Don't know	317	25	83	109	67	142	37	71	73	28	5	194	121	40	69
	16	21	14	15	13	18	11	20	18	12	20	12	29	9	27
						D		F					K		M
Refused	43	0	18	18	7	17	9	8	12	5	0	27	13	7	8
	2	0	3	2	2	2	3	2	3	2	0	2	3	2	3
Total mentions	2000	122	594	716	494	791	356	359	417	241	26	1580	410	462	250
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Back to Top															

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 28

Q2. Do you agree or disagree with the following statements?

Cable news channels generally report on political issues fairly.

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
Base Unweighted	2034	90	555	645	540	849	290	355	373	228	21	1656	369	434	208
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Agree (Net)	620	37	171	208	151	261	113	95	144	46	7	545	74	160	48
	31	31	29	29	31	33	32	27	34	19	26	34	18	35	19
									J			L		N	
Strongly agree	108	2	39	41	17	50	30	11	29	11	0	95	12	34	7
	5	2	7	6	4	6	8	3	7	5	0	6	3	7	3
			D			D	G					L		N	
Somewhat agree	512	35	132	167	133	212	83	84	114	35	7	450	62	126	41
	26	29	22	23	27	27	23	23	27	14	26	28	15	27	16
									J			L		N	
Disagree (Net)	1088	58	331	389	280	419	200	189	197	161	15	870	214	262	127
	54	48	56	54	57	53	56	53	47	67	58	55	52	57	51
									H						
Somewhat disagree	548	26	153	179	148	221	80	99	111	59	6	442	102	118	60
	27	21	26	25	30	28	23	27	27	24	21	28	25	25	24
Strongly disagree	541	32	178	211	132	199	120	91	85	102	10	429	112	144	67
	27	26	30	29	27	25	34	25	20	42	37	27	27	31	27
							G		H						
Don't know	257	26	76	102	57	97	35	67	66	28	4	143	114	35	68
	13	22	13	14	12	12	10	19	16	12	16	9	28	8	27
		BDE		B				F					K		M
Refused	35	0	16	16	6	13	9	7	10	6	0	23	9	6	8
	2	0	3	2	1	2	2	2	2	2	0	1	2	1	3
Total mentions	2000	122	594	716	494	791	356	359	417	241	26	1580	410	462	250
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Back to Top															

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 29

Q2. Do you agree or disagree with the following statements?

Broadcast news channels generally report on political issues fairly.

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
Base Unweighted	2034	A	B	C	D	E	F	G	H	J	I	K	L	M	N
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Agree (Net)	812	41	208	249	205	357	139	110	176	56	6	717	93	193	56
	41	33	35	35	42	45	39	30	42	23	24	45	23	42	22
					BC	ABC	G		J			L		N	
Strongly agree	160	4	46	50	41	68	36	14	39	11	0	142	16	42	8
	8	4	8	7	8	9	10	4	9	5	0	9	4	9	3
							G					L		N	
Somewhat agree	652	37	162	198	164	289	103	95	137	45	6	575	77	151	48
	33	30	27	28	33	37	29	27	33	19	24	36	19	33	19
					B	BC			J			L		N	
Disagree (Net)	943	60	286	346	239	358	179	167	159	155	15	741	199	227	118
	47	49	48	48	48	45	50	47	38	64	56	47	48	49	47
									H						
Somewhat disagree	480	31	143	174	130	176	74	100	99	63	6	383	94	118	55
	24	25	24	24	26	22	21	28	24	26	24	24	23	25	22
Strongly disagree	463	29	143	172	109	182	105	67	60	92	8	358	105	109	63
	23	24	24	24	22	23	29	19	14	38	32	23	26	24	25
							G		H	H					
Don't know	216	22	87	109	45	62	34	75	73	27	5	104	111	38	70
	11	18	15	15	9	8	10	21	18	11	20	7	27	8	28
		DE	DE	DE				F					K		M
Refused	30	0	12	12	5	13	4	7	9	3	0	18	8	4	6
	1	0	2	2	1	2	1	2	2	1	0	1	2	1	2
Total mentions	2000	122	594	716	494	791	356	359	417	241	26	1580	410	462	250
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Back to Top															

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 30

Q2. Do you agree or disagree with the following statements?

News streaming services generally report on political issues fairly.

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
Base Unweighted	2034	90	555	645	540	849	290	355	373	228	21	1656	369	434	208
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Agree (Net)	610	43	182	225	153	233	120	105	158	54	7	537	72	177	47
	31	35	31	31	31	29	34	29	38	23	25	34	18	38	19
									J			L		N	
Strongly agree	84	3	28	31	25	28	19	12	23	7	0	79	5	28	3
	4	3	5	4	5	4	5	3	6	3	0	5	1	6	1
												L		N	
Somewhat agree	527	40	154	194	128	205	101	93	135	47	7	458	67	149	43
	26	32	26	27	26	26	28	26	32	20	25	29	16	32	17
									J			L		N	
Disagree (Net)	934	57	280	337	244	354	181	155	148	153	12	733	199	216	120
	47	47	47	47	49	45	51	43	36	63	47	46	49	47	48
									H						
Somewhat disagree	543	34	155	189	141	212	86	103	98	74	5	439	101	127	63
	27	28	26	26	29	27	24	29	23	31	17	28	25	27	25
Strongly disagree	391	23	124	147	102	142	95	52	51	79	8	293	98	90	58
	20	19	21	21	21	18	27	15	12	33	30	19	24	19	23
							G			H	H		K		
Don't know	419	22	119	142	91	187	50	92	102	30	7	285	132	65	77
	21	18	20	20	18	24	14	26	24	13	27	18	32	14	31
						D		F	J				K		M
Refused	36	0	13	13	6	17	5	7	9	4	0	26	6	4	6
	2	0	2	2	1	2	2	2	2	1	0	2	2	1	2
Total mentions	2000	122	594	716	494	791	356	359	417	241	26	1580	410	462	250
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

[Back to Top](#)

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 31

Q2. Do you agree or disagree with the following statements?

My preferred news outlets generally report on political issues fairly.

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
Base Unweighted	2034	90	555	645	540	849	290	355	373	228	21	1656	369	434	208
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Agree (Net)	1144	54	289	343	284	517	179	164	222	95	7	1017	125	269	74
	57	45	49	48	58	65	50	46	53	39	26	64	31	58	30
					ABC	ABCD			IJ			L		N	
Strongly agree	325	7	79	86	81	158	39	47	55	23	2	306	17	77	9
	16	6	13	12	16	20	11	13	13	9	8	19	4	17	4
			C		AC	ABC						L		N	
Somewhat agree	819	47	210	257	203	359	140	117	166	72	5	711	108	192	65
	41	39	35	36	41	45	39	33	40	30	18	45	26	42	26
						BC			J			L		N	
Disagree (Net)	559	42	184	226	145	188	125	101	100	105	12	419	138	143	82
	28	34	31	32	29	24	35	28	24	44	45	27	34	31	33
		E	E	E	E				H	H		K			
Somewhat disagree	383	33	114	147	110	126	76	71	70	70	5	292	89	93	52
	19	27	19	21	22	16	21	20	17	29	20	18	22	20	21
		E		E	E				H						
Strongly disagree	176	9	70	79	35	62	50	30	30	36	7	127	49	50	30
	9	8	12	11	7	8	14	8	7	15	25	8	12	11	12
			DE	DE			G		H	H		K			
Don't know	251	23	101	123	57	70	45	78	80	34	8	114	136	40	84
	13	19	17	17	12	9	13	22	19	14	29	7	33	9	33
		E	DE	DE				F					K		M
Refused	45	3	20	23	8	15	6	16	16	7	0	31	11	10	10
	2	2	3	3	2	2	2	5	4	3	0	2	3	2	4
Total mentions	2000	122	594	716	494	791	356	359	417	241	26	1580	410	462	250
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Back to Top															

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 32

Q3. Do you agree or disagree with the following statements?

Summary - Top 2 box

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
		A	B	C	D	E	F	G	H	J	I	K	L	M	N
Base Unweighted	2034	90	555	645	540	849	290	355	373	228	21	1656	369	434	208
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
It is never acceptable for news organizations to favor one political party when reporting the news.	1555	87	414	501	390	664	262	239	276	183	20	1281	269	347	153
	78	72	70	70	79	84	73	67	66	76	76	81	66	75	61
					BC	ABCD				H		L		N	
I have turned off or stopped listening to news programs because they were too biased.	1347	79	392	472	346	529	241	231	252	184	17	1087	256	320	150
	67	65	66	66	70	67	67	64	60	76	67	69	62	69	60
										H		L		N	
There aren't enough options for unbiased news.	1294	84	406	490	322	482	269	220	258	193	17	1045	245	335	154
	65	69	68	68	65	61	76	61	62	80	65	66	60	72	61
			E	E			G			H		L		N	
It is impossible for media outlets to be completely unbiased.	1103	82	337	420	261	423	216	204	246	141	15	891	208	287	131
	55	67	57	59	53	53	61	57	59	58	58	56	51	62	53
Back to Top		DE		B										N	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 33

Q3. Do you agree or disagree with the following statements?

Summary - Bottom 2 box

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
		A	B	C	D	E	F	G	H	J	I	K	L	M	N
Base Unweighted	2034	90	555	645	540	849	290	355	373	228	21	1656	369	434	208
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
It is impossible for media outlets to be completely unbiased.	674	27	172	199	183	293	98	101	106	78	7	562	111	141	58
	33.72	22.18	28.97	27.81	37	37.02	27.43	28.2	25.52	32.13	27.68	35.54	27.13	30.43	23.38
					ABC	ABC						L			
I have turned off or stopped listening to news programs because they were too biased.	471	31	120	151	103	217	78	73	104	34	4	404	68	113	38
	23.56	25.64	20.23	21.15	20.77	27.49	21.97	20.34	25	14.24	16.85	25.55	16.47	24.46	15.34
						BCD			J			L		N	
There aren't enough options for unbiased news.	393	21	93	114	101	178	43	70	84	24	2	342	51	89	25
	19.65	17.02	15.66	15.89	20.43	22.56	12.2	19.55	20.14	10.13	8.67	21.61	12.38	19.15	10.1
						BC		F	J			L		N	
It is never acceptable for news organizations to favor one political party when reporting the news.	270	21	109	130	60	80	60	70	87	38	2	214	56	93	37
	13.51	17.06	18.4	18.17	12.25	10.09	16.73	19.6	20.85	15.8	9.24	13.53	13.76	20.13	14.81
Back to Top			DE	DE											

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N

Overlap formulae used. * small base



[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 34

Q3. Do you agree or disagree with the following statements?

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	There aren't enough options for unbiased news.	It is impossible for media outlets to be completely unbiased.	It is never acceptable for news organizations to favor one political party when reporting the	I have turned off or stopped listening to news programs because they were
Base Unweighted	2034	2034	2034	2034
Base Weighted	2000	2000	2000	2000
Strongly agree	674	404	1044	774
	33.69	20.2	52.19	38.72
Somewhat agree	620	699	511	572
	30.98	34.97	25.57	28.61
Somewhat disagree	278	410	193	272
	13.88	20.51	9.64	13.6
Strongly disagree	115	264	77	199
	5.77	13.21	3.87	9.97
<u>Agree (Net)</u>	1294	1103	1555	1347
	64.68	55.17	77.76	67.33
<u>Disagree (Net)</u>	393	674	270	471
	19.65	33.72	13.51	23.56

[Back to Top](#)


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 35

Q3. Do you agree or disagree with the following statements?

There aren't enough options for unbiased news.

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
Base Unweighted	2034	90	555	645	540	849	290	355	373	228	21	1656	369	434	208
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Agree (Net)	1294	84	406	490	322	482	269	220	258	193	17	1045	245	335	154
	65	69	68	68	65	61	76	61	62	80	65	66	60	72	61
			E	E			G			H		L		N	
Strongly agree	674	41	215	256	181	237	136	120	116	117	12	550	124	175	81
	34	34	36	36	37	30	38	33	28	49	45	35	30	38	32
			E	E	E					H					
Somewhat agree	620	43	191	233	141	246	133	100	142	76	5	495	121	159	73
	31	35	32	33	29	31	37	28	34	32	20	31	30	34	29
							G								
Disagree (Net)	393	21	93	114	101	178	43	70	84	24	2	342	51	89	25
	20	17	16	16	20	23	12	20	20	10	9	22	12	19	10
						BC		F	J			L		N	
Somewhat disagree	278	18	70	88	77	113	30	58	68	16	2	240	37	67	21
	14	15	12	12	16	14	8	16	16	7	9	15	9	15	8
							F	J				L		N	
Strongly disagree	115	3	23	26	24	65	13	12	16	8	0	102	14	21	5
	6	2	4	4	5	8	4	3	4	3	0	6	3	5	2
						BCD						L			
Don't know	290	18	89	107	65	118	41	66	71	22	7	181	108	38	69
	15	14	15	15	13	15	12	18	17	9	26	11	26	8	28
							F	J			J		K		M
Refused	23	0	5	5	6	12	2	3	4	2	0	13	6	1	2
	1	0	1	1	1	2	1	1	1	1	0	1	1	0	1
Total mentions	2000	122	594	716	494	791	356	359	417	241	26	1580	410	462	250
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Back to Top															

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N

Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 36

Q3. Do you agree or disagree with the following statements?

It is impossible for media outlets to be completely unbiased.

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
		A	B	C	D	E	F	G	H	J	I	K	L	M	N
Base Unweighted	2034	90	555	645	540	849	290	355	373	228	21	1656	369	434	208
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Agree (Net)	1103	82	337	420	261	423	216	204	246	141	15	891	208	287	131
	55	67	57	59	53	53	61	57	59	58	58	56	51	62	53
		DE		B										N	
Strongly agree	404	42	128	170	84	151	95	75	94	62	8	320	83	117	52
	20	34	22	24	17	19	27	21	22	26	33	20	20	25	21
		BCDE		BDE											
Somewhat agree	699	40	210	250	177	272	121	129	152	79	7	571	126	170	79
	35	33	35	35	36	34	34	36	37	33	26	36	31	37	32
Disagree (Net)	674	27	172	199	183	293	98	101	106	78	7	562	111	141	58
	34	22	29	28	37	37	27	28	26	32	28	36	27	30	23
					ABC	ABC						L			
Somewhat disagree	410	18	122	139	109	162	65	75	79	52	1	337	72	94	45
	21	15	20	19	22	20	18	21	19	22	4	21	17	20	18
Strongly disagree	264	9	50	60	74	131	33	27	27	25	6	225	40	46	13
	13	8	8	8	15	17	9	7	7	10	23	14	10	10	5
					BC	ABC					H	L			
Don't know	199	13	77	90	46	63	41	49	61	20	4	113	86	33	57
	10	11	13	13	9	8	11	14	15	8	14	7	21	7	23
			E	E					J				K		M
Refused	23	0	7	7	4	12	2	5	4	3	0	15	4	2	3
	1	0	1	1	1	2	1	1	1	1	0	1	1	0	1
Total mentions	2000	122	594	716	494	791	356	359	417	241	26	1580	410	462	250
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

[Back to Top](#)

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 37

Q3. Do you agree or disagree with the following statements?

It is never acceptable for news organizations to favor one political party when reporting the news.

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
Base Unweighted	2034	A	B	C	D	E	F	G	H	J	I	K	L	M	N
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Agree (Net)	1555	87	414	501	390	664	262	239	276	183	20	1281	269	347	153
	78	72	70	70	79	84	73	67	66	76	76	81	66	75	61
					BC	ABCD				H		L		N	
Strongly agree	1044	37	260	297	264	482	172	125	153	116	13	868	173	204	93
	52	31	44	42	54	61	48	35	37	48	51	55	42	44	37
			AC	A	ABC	ABCD	G			H		L			
Somewhat agree	511	50	154	204	125	182	90	114	123	67	7	413	96	143	60
	26	41	26	28	25	23	25	32	30	28	25	26	23	31	24
		BCDE		BE											
Disagree (Net)	270	21	109	130	60	80	60	70	87	38	2	214	56	93	37
	14	17	18	18	12	10	17	20	21	16	9	14	14	20	15
			DE	DE											
Somewhat disagree	193	16	84	100	45	48	43	57	73	27	0	146	47	67	33
	10	13	14	14	9	6	12	16	17	11	0	9	11	15	13
		E	DE	DE	E				I						
Strongly disagree	77	5	25	30	16	32	16	14	14	11	2	68	10	26	4
	4	4	4	4	3	4	5	4	3	4	9	4	2	6	2
														N	
Don't know	144	14	63	76	36	32	32	44	50	17	4	67	78	21	56
	7	11	11	11	7	4	9	12	12	7	15	4	19	4	22
		E	E	E	E								K		M
Refused	30	0	8	8	7	15	3	5	5	4	0	19	7	1	4
	2	0	1	1	1	2	1	1	1	1	0	1	2	0	2
Total mentions	2000	122	594	716	494	791	356	359	417	241	26	1580	410	462	250
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Back to Top															

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 38

Q3. Do you agree or disagree with the following statements?
I have turned off or stopped listening to news programs because they were too biased.
Base = Total Respondents
UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL
Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
		A	B	C	D	E	F	G	H	J	I	K	L	M	N
Base Unweighted	2034	90	555	645	540	849	290	355	373	228	21	1656	369	434	208
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Agree (Net)	1347	79	392	472	346	529	241	231	252	184	17	1087	256	320	150
	67	65	66	66	70	67	67	64	60	76	67	69	62	69	60
									H			L		N	
Strongly agree	774	43	211	254	195	325	143	111	112	124	6	635	139	172	82
	39	35	36	36	40	41	40	31	27	51	22	40	34	37	33
						C	G		HI			L			
Somewhat agree	572	36	181	217	151	204	97	120	140	59	12	452	116	148	68
	29	30	31	30	31	26	27	33	34	25	45	29	28	32	27
									J						
Disagree (Net)	471	31	120	151	103	217	78	73	104	34	4	404	68	113	38
	24	26	20	21	21	27	22	20	25	14	17	26	16	24	15
						BCD			J			L		N	
Somewhat disagree	272	23	72	95	54	122	49	46	69	20	3	228	44	67	28
	14	19	12	13	11	15	14	13	17	8	11	14	11	14	11
						D			J						
Strongly disagree	199	8	48	56	48	95	29	27	35	15	1	176	24	46	10
	10	7	8	8	10	12	8	8	8	6	6	11	6	10	4
						BC						L		N	
Don't know	166	12	75	86	41	39	35	51	58	20	4	82	83	28	58
	8	9	13	12	8	5	10	14	14	8	16	5	20	6	23
			DE	E	E								K		M
Refused	16	0	7	7	4	5	2	4	4	3	0	7	4	1	3
	1	0	1	1	1	1	1	1	1	1	0	0	1	0	1
Total mentions	2000	122	594	716	494	791	356	359	417	241	26	1580	410	462	250
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Back to Top															

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 39

Q4. How do you get most of your news?

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
Base Unweighted	2034	A	B	C	D	E	F	G	H	J	I	K	L	M	N
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Television	808	33	111	144	201	464	69	75	83	49	2	726	80	111	32
	40	27	19	20	41	59	19	21	20	20	9	46	19	24	13
				B	ABC	ABCD						L		N	
Online/Internet	541	36	251	145	287	109	152	135	176	88	8	428	112	211	76
	27	29	42	40	29	14	43	38	42	37	32	27	27	46	31
		E	ACDE	ADE	E									N	
Social media (Twitter, Facebook)	170	29	95	124	29	17	48	76	69	43	10	88	80	60	63
	8	24	16	17	6	2	13	21	17	18	38	6	19	13	25
		DE	DE	BDE	E			F			HJ		K		M
Mobile News apps	110	10	38	48	29	33	30	18	24	20	0	94	17	34	14
	6	8	6	7	6	4	8	5	6	8	0	6	4	7	6
				E											
Print newspapers/magazines	105	1	9	10	12	84	6	4	6	3	0	99	5	8	1
	5	1	1	1	2	11	2	1	1	1	0	6	1	2	1
						ABCD						L			
Radio	105	2	30	31	33	42	15	17	18	11	2	76	29	18	13
	5	1	5	4	7	5	4	5	4	5	9	5	7	4	5
None of the above	90	7	42	49	25	16	23	26	30	16	3	13	75	5	42
	4	5	7	7	5	2	6	7	7	7	11	1	18	1	17
			E	E	E								K		M
Streaming TV (smart TVs or devices like Roku, Amazon Fire, or Apple TV)	39	0	6	6	12	21	3	3	3	2	0	34	5	4	2
	2	0	1	1	2	3	1	1	1	1	0	2	1	1	1
					C	BC									
Podcasts	27	5	10	15	8	4	12	3	8	7	0	21	6	10	5
	1	4	2	2	2	1	3	1	2	3	0	1	1	2	2
		E		E			G								
Refused	5	0	2	2	1	2	0	2	1	1	0	2	2	1	1
	0	0	0	0	0	0	0	1	0	1	0	0	1	0	1
Total mentions	2000	122	594	716	494	791	356	359	417	241	26	1580	410	462	250
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

[Back to Top](#)

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 40

Q5. After [...], what is the second source you typically use to get your news?
Base = Who did not select 'None of the above' at Q4
UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL
Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
Base Unweighted	1955	86	520	606	515	834	277	329	351	214	18	1645	302	431	173
Base Weighted	1910	115	552	667	468	775	334	333	388	225	23*	1568	335	457	208
Online/internet	521	28	124	152	151	219	71	81	84	57	7	429	90	97	54
	27	24	22	23	32	28	21	24	22	25	32	27	27	21	26
					BC	BC									
Television	408	23	128	151	95	162	80	70	87	51	8	343	62	109	41
	21	20	23	23	20	21	24	21	23	23	36	22	18	24	20
Print newspapers/magazines	206	1	35	35	32	139	17	19	25	7	3	197	9	33	3
	11	1	6	5	7	18	5	6	6	3	11	13	3	7	1
			AC	A	A	ABCD						L		N	
Radio	204	11	42	54	46	104	31	23	25	22	4	165	38	35	19
	11	10	8	8	10	13	9	7	6	10	15	11	11	8	9
						BC									
Social media (Twitter, Facebook)	202	18	84	102	51	49	50	53	69	26	0	161	41	74	28
	11	16	15	15	11	6	15	16	18	12	0	10	12	16	14
		E	E	DE	E										
Mobile News apps	145	13	53	66	43	37	24	42	36	26	1	132	13	55	11
	8	11	10	10	9	5	7	13	9	12	6	8	4	12	5
		E	E	E	E			F				L		N	
None of the above	134	15	35	50	32	52	28	22	23	22	0	79	55	15	34
	7	13	6	7	7	7	8	7	6	10	0	5	16	3	17
		B		B									K		M
Podcasts	46	6	29	34	11	1	24	11	21	10	0	33	13	27	8
	2	5	5	5	2	0	7	3	5	5	0	2	4	6	4
		E	DE	DE	E		G								
Streaming TV (smart TVs or devices like Roku, Amazon Fire, or Apple TV)	31	1	17	18	5	8	8	10	14	1	0	21	10	10	8
	2	1	3	3	1	1	2	3	4	0	0	1	3	2	4
			DE	E					J				K		
Refused	12	0	5	5	2	5	2	3	3	2	0	7	3	3	2
	1	0	1	1	1	1	1	1	1	1	0	0	1	1	1
Total mentions	1910	115	552	667	468	775	334	333	388	225	23	1568	335	457	208
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

[Back to Top](#)

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 41

Q6. Of the choices listed below, which is your main source of television news?

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
Base Unweighted	2034	A	B	C	D	E	F	G	H	J	I	K	L	M	N
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
FOX News	404	17	90	107	98	199	52	56	25	73	4	333	71	68	40
	20	14	15	15	20	25	15	16	6	30	14	21	17	15	16
					C	ABCD				H					
None of the above	351	40	164	204	93	55	100	104	122	65	8	182	166	86	116
	18	33	28	28	19	7	28	29	29	27	32	12	41	19	46
		DE	DE	DE	E								K		M
ABC	274	11	68	79	66	130	39	39	50	21	4	231	42	58	20
	14	9	11	11	13	16	11	11	12	9	14	15	10	13	8
						BC						L			
NBC	241	14	37	51	63	126	26	26	28	20	2	220	18	45	5
	12	12	6	7	13	16	7	7	7	8	8	14	4	10	2
				B	BC	BC						L		N	
CNN	182	18	63	81	38	63	39	42	69	10	2	152	31	61	20
	9	15	11	11	8	8	11	12	17	4	8	10	7	13	8
		DE		E					J						
CBS	176	7	41	48	42	86	31	16	26	16	3	153	22	38	9
	9	6	7	7	8	11	9	5	6	7	11	10	5	8	4
						BC	G					L			
Other	119	6	50	57	37	25	28	28	30	22	1	100	18	45	12
	6	5	9	8	7	3	8	8	7	9	3	6	4	10	5
			E	E	E									N	
MSNBC	102	2	21	23	19	59	7	16	18	1	1	96	6	19	5
	5	2	4	3	4	7	2	5	4	0	5	6	1	4	2
						BCD			J		J	L			
Public Television	96	3	35	38	24	33	16	22	33	4	1	80	15	28	9
	5	2	6	5	5	4	4	6	8	2	4	5	4	6	4
									J						
Streaming TV channels	45	2	20	23	12	10	16	7	13	9	1	26	18	10	13
	2	2	3	3	2	1	4	2	3	4	2	2	4	2	5
			E	E									K		
Refused	11	1	4	5	2	4	2	3	3	2	0	8	3	5	0
	1	1	1	1	0	1	0	1	1	1	0	0	1	1	0
Total mentions	2000	122	594	716	494	791	356	359	417	241	26	1580	410	462	250
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

[Back to Top](#)

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base


[Back to Contents](#)

IPSOS - USPA - Newsy Media Attributes
Table 42

Q7. What, if anything, limits you from watching more news on television?

Base = Total Respondents

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL

LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Field Dates: - 7/12 - 7/15

	Total	Gen Z	Millennial	Gen Z + Millennial	Gen X	Boomer and up	Gen Z/Millennial men	Gen Z/Millennial women	Gen Z/Millennial Democrat	Gen Z/Millennial Republican	Gen Z/Millennial Independent	Seeks out news weekly or more	Seeks out news monthly or less	Gen Z/Millennial news weekly or more	Gen Z/Millennial news monthly or less
Base Unweighted	2034	A	B	C	D	E	F	G	H	J	I	K	L	M	N
Base Weighted	2000	122	594	716	494	791	356	359	417	241	26*	1580	410	462	250
Nothing limits me from watching more news on television	773	29	157	185	180	407	91	94	119	48	8	655	115	127	58
	39	24	26	26	37	51	26	26	28	20	31	41	28	28	23
					ABC	ABCD			J			L			
I think television news is biased	517	40	167	208	125	184	121	87	100	92	7	399	118	131	76
	26	33	28	29	25	23	34	24	24	38	25	25	29	28	31
				E			G			H					
I don't have cable	291	28	143	170	73	48	80	91	100	53	6	199	91	106	64
	15	23	24	24	15	6	22	25	24	22	24	13	22	23	26
		E	DE	DE	E								K		
Television news doesn't focus on the issues that matter to me	258	24	112	136	64	58	79	57	69	54	6	189	69	87	49
	13	20	19	19	13	7	22	16	16	22	25	12	17	19	20
		E	DE	DE	E								K		
I prefer to read or listen	231	23	90	113	54	64	65	48	73	31	4	208	23	92	21
	12	19	15	16	11	8	18	13	17	13	16	13	6	20	8
		DE	E	DE								L		N	
I think television news is boring	195	33	90	122	46	26	67	55	57	56	8	113	80	63	59
	10	27	15	17	9	3	19	15	14	23	30	7	19	14	24
		BCDE	DE	BDE	E					H	H		K		M
Other	160	2	48	50	47	63	19	31	28	19	1	117	42	26	23
	8	2	8	7	9	8	5	9	7	8	6	7	10	6	9
			AC	A	A	A									
I don't have a television	44	3	25	28	8	8	12	16	16	10	0	31	13	21	7
	2	3	4	4	2	1	3	4	4	4	0	2	3	4	3
			DE	DE											
Refused	11	0	5	5	2	3	2	3	5	1	0	4	4	2	2
	1	0	1	1	0	0	1	1	1	0	0	0	1	0	1
													K		
Total mentions	2480	182	836	1018	600	861	536	482	566	363	41	1913	557	654	360
Back to Top	124	149	141	142	122	109	150	134	136	150	157	121	136	142	144

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L - M/N
Overlap formulae used. * small base