



## PRESS RELEASE

### Americans Unimpressed With Media's Ability to Remain Unbiased in Political Reporting

#### Vast Majority Report Turning Off Programs Because They Were Too Biased

**Washington, DC, September 12, 2019** — According to an Ipsos poll conducted on behalf of Newsy, less than half of Americans believe newspapers (42%) and broadcast news (41%) report on political issues fairly. Even less believe online news (32%), cable news (31%) and news streaming services (31%) are fair in their political reporting. When asked whether they believe their preferred news outlet generally reports on political issues fairly, sentiments vary by both political affiliation and age. Democrats (64%) are more than twice as likely as Republicans (51%) to believe this is true, while Millennials and Gen Z fall in between the two parties, with almost half (48%) who say the same.

The majority of Americans (60%), Democrats (62%) and Republicans (60%) check the news daily, while only 39% of Millennial and Gen Z report checking daily. While individuals in both parties agree that it is impossible for media outlets to be completely unbiased in their reporting (55% total; compared to 57% of Democrats and 53% of Republicans), Republicans are generally much more pessimistic about the media. Democrats, Millennials and Gen Z tend to have a more optimistic view of the media. Three-quarters (76%) say that there aren't enough options for unbiased news, while just 56% of Democrats say the same. Republicans (85%) are also more inclined than Democrats (72%) to say that it is never acceptable for news organizations to favor one political party when reporting the news, although the vast majority of Americans agree (78%). In fact, 67% report turning off news programs because they were too biased.

**For full results, please refer to the following annotated questionnaire.**



## PRESS RELEASE

### Full Annotated Questionnaire:

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

	Total (N=2034)	Millennial and Gen Z (N=645)	Democrat (N=1024)	Republican (N=917)	Independent (N=56)
Daily	60%	39%	62%	60%	48%
Weekly	19%	25%	19%	17%	25%
Almost never	16%	25%	15%	16%	23%
Monthly	5%	10%	4%	6%	4%
Refused	0%	1%	0%	1%	0%

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

Total agree

	Total	Millennial and Gen Z	Democrat	Republican	Independent
My preferred news outlets generally report on political issues fairly	57%	48%	64%	51%	35%
Newspapers generally report on political issues fairly	42%	39%	56%	26%	33%
Broadcast news channels generally report on political issues fairly	41%	35%	55%	23%	32%
Online news websites generally report on political issues fairly	32%	31%	42%	20%	32%
Cable news channels generally report on political issues fairly	31%	29%	41%	18%	26%
News streaming services generally report on political issues fairly	31%	31%	41%	18%	28%

a. Newspapers generally report on political issues fairly

	Total	Millennial and Gen Z	Democrat	Republican	Independent
Strongly agree	8%	6%	12%	3%	4%
Somewhat agree	34%	33%	44%	22%	30%
Somewhat disagree	23%	23%	20%	29%	14%
Strongly disagree	18%	19%	6%	33%	20%
Don't know	14%	17%	15%	11%	30%
Refused	2%	3%	2%	1%	3%
<i>Total agree (Net)</i>	<i>42%</i>	<i>39%</i>	<i>56%</i>	<i>26%</i>	<i>33%</i>
<i>Total disagree (Net)</i>	<i>42%</i>	<i>41%</i>	<i>26%</i>	<i>62%</i>	<i>34%</i>



## PRESS RELEASE

b. Online news websites generally report on political issues fairly

	Total	Millennial and Gen Z	Democrat	Republican	Independent
Strongly agree	4%	3%	6%	2%	0%
Somewhat agree	28%	27%	35%	18%	32%
Somewhat disagree	29%	30%	28%	31%	25%
Strongly disagree	21%	22%	10%	34%	19%
Don't know	16%	15%	18%	13%	22%
Refused	2%	2%	2%	2%	3%
<i>Total agree (Net)</i>	<i>32%</i>	<i>31%</i>	<i>42%</i>	<i>20%</i>	<i>32%</i>
<i>Total disagree (Net)</i>	<i>50%</i>	<i>52%</i>	<i>38%</i>	<i>65%</i>	<i>44%</i>

c. Cable news channels generally report on political issues fairly

	Total	Millennial and Gen Z	Democrat	Republican	Independent
Strongly agree	5%	6%	8%	3%	1%
Somewhat agree	26%	23%	34%	15%	24%
Somewhat disagree	27%	25%	29%	27%	15%
Strongly disagree	27%	29%	14%	43%	27%
Don't know	13%	14%	14%	11%	29%
Refused	2%	2%	2%	1%	3%
<i>Total agree (Net)</i>	<i>31%</i>	<i>29%</i>	<i>41%</i>	<i>18%</i>	<i>26%</i>
<i>Total disagree (Net)</i>	<i>54%</i>	<i>54%</i>	<i>43%</i>	<i>70%</i>	<i>43%</i>

d. Broadcast news channels generally report on political issues fairly

	Total	Millennial and Gen Z	Democrat	Republican	Independent
Strongly agree	8%	7%	13%	3%	2%
Somewhat agree	33%	28%	42%	21%	30%
Somewhat disagree	24%	24%	21%	28%	23%
Strongly disagree	23%	24%	9%	40%	22%
Don't know	11%	15%	13%	8%	19%
Refused	1%	2%	2%	1%	3%
<i>Total agree (Net)</i>	<i>41%</i>	<i>35%</i>	<i>55%</i>	<i>23%</i>	<i>32%</i>
<i>Total disagree (Net)</i>	<i>47%</i>	<i>48%</i>	<i>31%</i>	<i>68%</i>	<i>45%</i>



## PRESS RELEASE

e. News streaming services generally report on political issues fairly

	Total	Millennial and Gen Z	Democrat	Republican	Independent
Strongly agree	4%	4%	6%	2%	2%
Somewhat agree	26%	27%	35%	16%	26%
Somewhat disagree	27%	26%	25%	31%	14%
Strongly disagree	20%	21%	9%	32%	20%
Don't know	21%	20%	23%	17%	36%
Refused	2%	2%	2%	1%	3%
<i>Total agree (Net)</i>	<i>31%</i>	<i>31%</i>	<i>41%</i>	<i>18%</i>	<i>28%</i>
<i>Total disagree (Net)</i>	<i>47%</i>	<i>47%</i>	<i>34%</i>	<i>63%</i>	<i>33%</i>

f. My preferred news outlets generally report on political issues fairly

	Total	Millennial and Gen Z	Democrat	Republican	Independent
Strongly agree	16%	12%	19%	13%	8%
Somewhat agree	41%	36%	45%	37%	27%
Somewhat disagree	19%	21%	15%	25%	19%
Strongly disagree	9%	11%	4%	13%	13%
Don't know	13%	17%	14%	10%	30%
Refused	2%	3%	2%	2%	3%
<i>Total agree (Net)</i>	<i>57%</i>	<i>48%</i>	<i>64%</i>	<i>51%</i>	<i>35%</i>
<i>Total disagree (Net)</i>	<i>28%</i>	<i>32%</i>	<i>20%</i>	<i>38%</i>	<i>32%</i>

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

Total agree

	Total	Millennial and Gen Z	Democrat	Republican	Independent
It is never acceptable for news organizations to favor one political party when reporting the news	78%	70%	72%	85%	74%
I have turned off or stopped listening to news programs because they were too biased	67%	66%	59%	79%	55%
There aren't enough options for unbiased news	65%	68%	56%	76%	55%
It is impossible for media outlets to be completely unbiased	55%	59%	57%	53%	46%



## PRESS RELEASE

### a. There aren't enough options for unbiased news

	Total	Millennial and Gen Z	Democrat	Republican	Independent
Strongly agree	34%	36%	24%	46%	32%
Somewhat agree	31%	33%	32%	30%	23%
Somewhat disagree	14%	12%	18%	9%	17%
Strongly disagree	6%	4%	7%	5%	0%
Don't know	15%	15%	17%	10%	28%
Refused	1%	1%	1%	1%	0%
<i>Total agree (Net)</i>	<i>65%</i>	<i>68%</i>	<i>56%</i>	<i>76%</i>	<i>55%</i>
<i>Total disagree (Net)</i>	<i>20%</i>	<i>16%</i>	<i>25%</i>	<i>13%</i>	<i>17%</i>

### b. It is impossible for media outlets to be completely unbiased

	Total	Millennial and Gen Z	Democrat	Republican	Independent
Strongly agree	20%	24%	18%	23%	20%
Somewhat agree	35%	35%	39%	31%	26%
Somewhat disagree	21%	19%	20%	21%	17%
Strongly disagree	13%	8%	10%	17%	15%
Don't know	10%	13%	12%	7%	20%
Refused	1%	1%	1%	1%	2%
<i>Total agree (Net)</i>	<i>55%</i>	<i>59%</i>	<i>57%</i>	<i>53%</i>	<i>46%</i>
<i>Total disagree (Net)</i>	<i>34%</i>	<i>28%</i>	<i>30%</i>	<i>39%</i>	<i>32%</i>

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

	Total	Millennial and Gen Z	Democrat	Republican	Independent
Strongly agree	52%	42%	44%	63%	50%
Somewhat agree	26%	28%	29%	22%	25%
Somewhat disagree	10%	14%	13%	6%	4%
Strongly disagree	4%	4%	4%	3%	6%
Don't know	7%	11%	9%	4%	16%
Refuse	2%	1%	2%	2%	0%
<i>Total agree (Net)</i>	<i>78%</i>	<i>70%</i>	<i>72%</i>	<i>85%</i>	<i>74%</i>
<i>Total disagree (Net)</i>	<i>14%</i>	<i>18%</i>	<i>17%</i>	<i>10%</i>	<i>10%</i>



## PRESS RELEASE

d. I have turned off or stopped listening to news programs because they were too biased

	Total	Millennial and Gen Z	Democrat	Republican	Independent
Strongly agree	39%	36%	28%	53%	26%
Somewhat agree	29%	30%	31%	26%	28%
Somewhat disagree	14%	13%	17%	10%	19%
Strongly disagree	10%	8%	13%	6%	5%
Don't know	8%	12%	11%	4%	21%
Refused	1%	1%	1%	1%	0%
<i>Total agree (Net)</i>	<i>67%</i>	<i>66%</i>	<i>59%</i>	<i>79%</i>	<i>55%</i>
<i>Total disagree (Net)</i>	<i>24%</i>	<i>21%</i>	<i>30%</i>	<i>16%</i>	<i>24%</i>

4. How do you get most of your news?

	Total	Millennial and Gen Z	Democrat	Republican	Independent
Television	40%	20%	41%	41%	32%
Online/internet	27%	40%	28%	26%	25%
Social media (Twitter, Facebook)	8%	17%	85%	73%	10%
Mobile News apps	6%	7%	56%	47%	1%
Print newspapers/magazines	5%	1%	6%	5%	4%
Radio	5%	4%	4%	7%	7%
Streaming TV (smart TVs or devices like Roku, Amazon Fire, or Apple TV)	2%	1%	2%	1%	1%
Podcasts	1%	2%	1%	1%	2%
None of the above	4%	7%	4%	5%	11%
Refused	0%	0%	0%	0%	0%



## PRESS RELEASE

5. [Only asked if did not select “None of the above” for Q4] After [insert source selected in Q4], what is the second source you typically use to get your news?

	Total (N=1955)	Millennial and Gen Z (N=606)	Democrat (N=992)	Republican (N=876)	Independent (N=50)
Online/internet	27%	23%	27%	28%	30%
Television	21%	23%	21%	22%	20%
Print newspapers/magazines	11%	5%	11%	10%	17%
Radio	11%	8%	9%	12%	10%
Social media (Twitter, Facebook)	11%	15%	12%	9%	9%
Mobile News apps	8%	10%	8%	7%	5%
Streaming TV (smart TVs or devices like Roku, Amazon Fire, or Apple TV)	2%	3%	2%	1%	0%
Podcasts	2%	5%	3%	2%	1%
None of the above	7%	7%	6%	7%	7%
Refused	1%	1%	1%	1%	0%

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

	Total	Millennial and Gen Z	Democrat	Republican	Independent
FOX News	20%	15%	6%	40%	8%
ABC	14%	11%	16%	11%	11%
NBC	12%	7%	12%	12%	15%
CNN	9%	11%	15%	3%	5%
CBS	9%	7%	10%	7%	10%
Other	6%	8%	6%	6%	4%
MSNBC	5%	3%	8%	1%	3%
Public Television	5%	5%	7%	2%	6%
Streaming TV channels	2%	3%	2%	2%	3%
None of the above	18%	28%	18%	16%	34%
Refused	1%	1%	1%	0%	0%



## PRESS RELEASE

7. What, if anything, limits you from watching more news on television? (Select all that apply)

	Total	Millennial and Gen Z	Democrat	Republican	Independent
Nothing limits me from watching more news on television	39%	26%	44%	32%	41%
I think television news is biased	26%	29%	17%	38%	16%
I don't have cable	15%	24%	15%	13%	17%
Television news doesn't focus on the issues that matter to me	13%	19%	11%	14%	21%
I prefer to read or listen	12%	16%	14%	8%	8%
I think television news is boring	10%	17%	9%	10%	20%
Other	8%	7%	8%	8%	10%
I don't have a television	2%	4%	2%	2%	0%
Refused	1%	1%	1%	0%	1%





## PRESS RELEASE

### About the Study

These are some of the findings of an Ipsos poll conducted between July 12-15, 2019 on behalf of Newsy. For this survey, a sample of 2,034 adults age 18+ from the continental U.S. Alaska and Hawaii was interviewed online in English. The sample includes 1,024 Democrats, 917 Republicans, 56 Independents, and 645 for Millennials/Gen Z.

The study was conducted online in Ipsos's Omnibus using the web-enabled "KnowledgePanel," a probability-based panel designed to be representative of the US general population, not just the online population. KnowledgePanel® is a web enabled probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, Ipsos provides at no cost a laptop and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails throughout each month inviting them to participate in research.

The margin of error is plus or minus 2.1 percentage points for all respondents, plus or minus 3.0 percentage points for Democrats, plus or minus 3.2 percentage points for Republicans, plus or minus 13.1 percentage points for Independents, and plus or minus 3.9 percentage points for Millennial/Gen Z.

### For more information on this news release, please contact:

Mallory Newall  
Director, US  
Public Affairs  
+1 202 420-2014  
[mallory.newall@ipsos.com](mailto:mallory.newall@ipsos.com)



## PRESS RELEASE

### About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

[www.ipsos.com](http://www.ipsos.com)

