PUBLIC POLL FINDINGS AND METHODOLOGY

Combatting misinformation, bias seen as biggest challenges facing news outlets
New poll examines outlooks on the future of news and patterns of news consumption

Topline Findings

Washington DC, March 15, 2022 ─ A new Ipsos poll finds that Americans believe combating both misinformation and bias in reporting are the biggest challenges that news outlets currently face. Amid these challenges, younger Americans (age 18-34) are thinking more about the future of news consumption, both near-term and long-term, than older (age 55+) Americans. The poll also finds that Americans feel they are seeing the right amount and type of news, and that the majority only consume news that they do not have to pay for.

Detailed Findings

1. Americans believe that combating misinformation and bias in reporting are the biggest challenges currently facing news outlets.
   - Just under half (48%) say that combating misinformation in reporting is the biggest challenge that news outlets face. A similar percentage (44%) believe that combating bias in reporting is the biggest challenge.
     - This sentiment is much stronger amongst Americans aged 55+ (60% and 51%, respectively) than those aged 18-34 (31% and 35%).
     - Infrequent cable news watchers, defined as those who watch 1-3 hours of cable news per day (51% and 44%) and those that don't watch cable news (50% and 49%) are also more likely than frequent cable news watchers, meaning those who consume 4+ hours per day (31% each), to believe misinformation and bias are big challenges for news outlets.
   - Along these lines, 57% of Americans agree that the mainstream media is more interested in making money than telling the truth.

2. A secondary challenge that Americans believe news outlets face is losing their subscribers or viewers.
   - A third (32%) say that losing subscribers or viewers is the biggest challenge news outlets face.
     - Americans aged 55+ (40%) are more likely to feel this is the biggest challenge than those aged 18-34 (28%).
   - Preventing subscriber loss can be a challenge for outlets because a majority of Americans do not pay for news. Three in five (59%) only read or consume news they can access for free, while just 22% currently pay for a newspaper subscription or to access online news websites.

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3. Younger Americans tend to think more about the future of news consumption in the U.S. than older Americans.
   - A majority of those aged 18-34 (63%) think about how news consumption will change within the next year at least once a week. This is much higher than those aged 55+ (37%).
   - The same is true of how news consumption will change in the next 5 years. Fifty-five percent of 18–34-year-olds think about this once per week, compared to just 34% of those 55 and older.
   - Half of Americans feel neutrally about the possibilities for the future of news in the next 1-5 years. Americans across all age groups are aligned in this belief.

4. Americans generally feel that they are exposed to the right amount and correct type of news.
   - A majority believe they are exposed to the right amount of local news (62%), national news (56%) and local or state politics (53%).
   - A plurality (46%) says the amount of national politics they are exposed to is about right. However, around three in ten say they see too much national politics, much higher than other types of news.

These are the findings of an Ipsos poll conducted between February 25-28, 2022. For this survey, a sample of 1,002 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.8 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:

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Full Annotated Questionnaire

1. Which of the following types of news do you consume regularly?

	Total (N=1002)
Local TV news	48%
Broadcast TV news (e.g. ABC, CBS, NBC)	36%
Cable TV news (e.g. CNN, Fox)	28%
Online news, from a national news website	25%
Online news, from a local news website	21%
Online news, from a cable news source	18%
News/Talk radio	16%
Print news, from a local newspaper	13%
A morning/daily newsletter that is emailed to you	8%
Print news, from a national newspaper (e.g. Washington Post, New York Times)	8%
A news podcast	8%
None of the above	16%

2. From the different ways you consume news, which do you find most enjoyable to consume?

Base: Those who regularly consume news

	Total (N=875)
Local TV news	35%
Broadcast TV news (e.g. ABC, CBS, NBC)	23%
Cable TV news (e.g. CNN, Fox)	18%
Online news, from a national news website	13%
Online news, from a local news website	10%
Online news, from a cable news source	7%
News/Talk radio	6%
Print news, from a local newspaper	6%
A news podcast	5%
Print news, from a national newspaper (e.g. Washington Post, New York Times)	4%
A morning/daily newsletter that is emailed to you	4%

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3. In general, do you feel like you are exposed to too much, too little, or the right amount of the following types of news?

Local News	Total
Too much	11%
Too little	19%
About right	62%
Not applicable/Not exposed to this	9%

Local sports	Total
Too much	17%
Too little	15%
About right	48%
Not applicable/Not exposed to this	21%

Local or State Politics	Total
Too much	18%
Too little	19%
About right	53%
Not applicable/Not exposed to this	10%

National news	Total
Too much	17%
Too little	18%
About right	56%
Not applicable/Not exposed to this	9%

National sports	Total
Too much	22%
Too little	10%
About right	47%
Not applicable/Not exposed to this	21%

National politics	Total
Too much	31%
Too little	13%
About right	46%
Not applicable/Not exposed to this	11%

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Pop culture	Total
Too much	26%
Too little	12%
About right	41%
Not applicable/Not exposed to this	21%

Opinion (e.g. editorials, columns, cartoons)	Total
Too much	21%
Too little	14%
About right	44%
Not applicable/Not exposed to this	22%

Lifestyle/human interest	Total
Too much	15%
Too little	18%
About right	50%
Not applicable/Not exposed to this	17%

4. How often, if at all, do you think about the future of news consumption in the U.S., and how it might change…

Total Once a Week or More Summary

	Total
Within the next year	47%
Within the next 1-5 years	43%

Within the next year	Total
Rarely	38%
A few times a month	15%
Weekly	22%
Several times a week	14%
Daily	11%
Once a Week or More (Net)	*47%*

Within the next 1-5 years	Total
Rarely	39%
A few times a month	18%
Weekly	19%
Several times a week	14%
Daily	10%
Once a Week or More (Net)	*43%*

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5. How do you feel about the possibilities for the near-term future of news, that is, in the next 1-5 years?

	Total
Very positive	6%
Positive	15%
Neutral	50%
Negative	19%
Very negative	10%
Positive (Net)	*21%*
Negative (Net)	*29%*

6. From the following list, please select the biggest challenges you think news outlets currently face.

	Total
Combatting misinformation in reporting	48%
Combatting bias in reporting	44%
Losing subscribers or viewers	32%
Finding a younger audience	23%
Strengthening local coverage	20%
Generating revenue (e.g., paywalls, subscriptions)	16%
Creating more mobile-friendly journalism	14%
Developing new business models	8%
Creating more video journalism	7%
Other	5%

7. How much do you agree or disagree with the following statements?

Total Agree Summary

	Total
I value news about my local community.	64%
I have easy access to news from sources I trust.	60%
I only read or consume news I can access for free.	59%
The mainstream media is more interested in making money than telling the truth.	57%
My local community is covered well by the news media.	44%

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The mainstream media is more interested in making money than telling the truth.	Total
Strongly agree	32%
Somewhat agree	25%
Neither agree nor disagree	29%
Somewhat disagree	9%
Strongly disagree	6%
Agree (Net)	*57%*
Disagree (Net)	*15%*

My local community is covered well by the news media.	Total
Strongly agree	12%
Somewhat agree	33%
Neither agree nor disagree	34%
Somewhat disagree	14%
Strongly disagree	8%
Agree (Net)	*44%*
Disagree (Net)	*21%*

I value news about my local community.	Total
Strongly agree	23%
Somewhat agree	41%
Neither agree nor disagree	25%
Somewhat disagree	5%
Strongly disagree	7%
Agree (Net)	*64%*
Disagree (Net)	*12%*

I have easy access to news from sources I trust.	Total
Strongly agree	23%
Somewhat agree	37%
Neither agree nor disagree	26%
Somewhat disagree	8%
Strongly disagree	6%
Agree (Net)	*60%*
Disagree (Net)	*14%*

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I only read or consume news I can access for free.	Total
Strongly agree	31%
Somewhat agree	28%
Neither agree nor disagree	25%
Somewhat disagree	8%
Strongly disagree	8%
Agree (Net)	*59%*
Disagree (Net)	*16%*

8. Of the choices listed below, which is your main source of news about current events and politics?

	Total
ABC / CBS / NBC News	20%
Local TV news or local newspaper	14%
Social media	12%
FOX News	11%
CNN	8%
Digital or online news aggregators (e.g., Apple, Yahoo, Google News)	7%
National newspaper (e.g., New York Times, Wall Street Journal, USA Today, or Washington Post)	3%
MSNBC	3%
Public Television or radio (e.g., PBS or NPR)	3%
News talk radio	3%
Conservative media (e.g., Newsmax or OAN)	2%
Other	4%
None of the above	10%

9. Do you currently pay for a newspaper subscription or to access online news websites?

	Total
Yes	22%
No	79%

10. On average, how many hours a day, if any, do you spend doing the following…

Watching, reading, or listening to cable news	Total
1	29%
2-3	19%
4-5	7%
6-8	3%
9 or more hours	2%
None or almost none	40%

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Reading online news sites	Total
1	37%
2-3	15%
4-5	5%
6-8	2%
9 or more hours	1%
None or almost none	40%

Watching, reading, or listening to local news	Total
1	43%
2-3	20%
4-5	8%
6-8	3%
9 or more hours	2%
None or almost none	24%

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About the Study

These are some of the findings of an Ipsos poll conducted between February 25-28, 2022. For this survey, a sample of 1,002 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,002, DEFF=1.5, adjusted Confidence Interval=+/-5.3 percentage points).

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About Ipsos

Ipsos is the world's third largest Insights and Analytics 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 has been 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).

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