



TOPLINE AND METHODOLOGY

Topline Findings

Washington, DC, April 25, 2023

These are the findings of an Ipsos poll conducted between April 24-25, 2023. For this survey, a sample of 947 adults ages 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The poll has a credibility interval of plus or minus 3.9 percentage points for all respondents.

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

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: NA = not applicable

Full Annotated Questionnaire:

1. Are you registered to vote at your current address, or not?

	All respondents (N=947)	Republican (N=252)	Democrat (N=286)	Independent/Other (N=409)
Yes, registered to vote at my current address	80%	87%	87%	68%
No, not registered to vote at my current address	16%	11%	11%	24%
Not sure	4%	2%	2%	8%



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2. Would you say you are generally favorable or unfavorable towards these public figures?

Total favorable

	All respondents	Republican	Democrat	Independent/Other
Rachel Maddow	34%	24%	51%	25%
Tucker Carlson	33%	54%	22%	25%
Laura Ingraham	31%	43%	23%	27%
Sean Hannity	30%	48%	21%	24%
Don Lemon	29%	21%	45%	21%
Kaitlan Collins	23%	19%	32%	18%
Poppy Harlow	21%	17%	31%	14%

a. Tucker Carlson

	All respondents	Republican	Democrat	Independent/Other
Very favorable	13%	27%	8%	6%
Somewhat favorable	10%	13%	7%	11%
Lean towards favorable	10%	14%	7%	9%
Lean towards unfavorable	7%	6%	7%	8%
Somewhat unfavorable	7%	8%	5%	9%
Very unfavorable	23%	5%	43%	20%
Never heard of them	30%	26%	23%	38%
Total Favorable	33%	54%	22%	25%
Total not favorable	38%	20%	55%	37%



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2. Would you say you are generally favorable or unfavorable towards these public figures?
(cont.)
b. Don Lemon

	All respondents	Republican	Democrat	Independent/Other
Very favorable	7%	4%	15%	3%
Somewhat favorable	10%	8%	15%	8%
Lean towards favorable	11%	9%	15%	10%
Lean towards unfavorable	8%	8%	7%	9%
Somewhat unfavorable	8%	8%	11%	7%
Very unfavorable	14%	23%	7%	14%
Never heard of them	41%	40%	31%	50%
<i>Total Favorable</i>	<i>29%</i>	<i>21%</i>	<i>45%</i>	<i>21%</i>
<i>Total not favorable</i>	<i>30%</i>	<i>39%</i>	<i>25%</i>	<i>29%</i>

- c. Sean Hannity

	All respondents	Republican	Democrat	Independent/Other
Very favorable	11%	23%	6%	6%
Somewhat favorable	9%	12%	9%	8%
Lean towards favorable	10%	13%	6%	10%
Lean towards unfavorable	9%	12%	6%	9%
Somewhat unfavorable	8%	6%	9%	8%
Very unfavorable	19%	4%	35%	17%
Never heard of them	34%	29%	30%	41%
<i>Total Favorable</i>	<i>30%</i>	<i>48%</i>	<i>21%</i>	<i>24%</i>
<i>Total not favorable</i>	<i>36%</i>	<i>23%</i>	<i>49%</i>	<i>35%</i>



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2. Would you say you are generally favorable or unfavorable towards these public figures?
(cont.)
d. Laura Ingraham

	All respondents	Republican	Democrat	Independent/Other
Very favorable	9%	16%	6%	6%
Somewhat favorable	9%	13%	7%	8%
Lean towards favorable	13%	15%	10%	13%
Lean towards unfavorable	8%	9%	9%	6%
Somewhat unfavorable	6%	7%	6%	6%
Very unfavorable	15%	4%	28%	13%
Never heard of them	40%	36%	34%	49%
<i>Total Favorable</i>	<i>31%</i>	<i>43%</i>	<i>23%</i>	<i>27%</i>
<i>Total not favorable</i>	<i>29%</i>	<i>20%</i>	<i>42%</i>	<i>24%</i>

- e. Poppy Harlow

	All respondents	Republican	Democrat	Independent/Other
Very favorable	5%	6%	8%	3%
Somewhat favorable	7%	5%	11%	4%
Lean towards favorable	9%	6%	12%	7%
Lean towards unfavorable	7%	7%	8%	6%
Somewhat unfavorable	5%	6%	6%	3%
Very unfavorable	6%	7%	3%	6%
Never heard of them	62%	63%	52%	72%
<i>Total Favorable</i>	<i>21%</i>	<i>17%</i>	<i>31%</i>	<i>14%</i>
<i>Total not favorable</i>	<i>17%</i>	<i>20%</i>	<i>17%</i>	<i>15%</i>



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2. Would you say you are generally favorable or unfavorable towards these public figures?
 (cont.)
 f. Kaitlan Collins

	All respondents	Republican	Democrat	Independent/Other
Very favorable	5%	5%	8%	2%
Somewhat favorable	9%	6%	13%	6%
Lean towards favorable	10%	8%	11%	10%
Lean towards unfavorable	7%	8%	9%	5%
Somewhat unfavorable	4%	4%	4%	3%
Very unfavorable	4%	7%	4%	3%
Never heard of them	61%	62%	51%	71%
<i>Total Favorable</i>	<i>23%</i>	<i>19%</i>	<i>32%</i>	<i>18%</i>
<i>Total not favorable</i>	<i>15%</i>	<i>19%</i>	<i>17%</i>	<i>11%</i>

- g. Rachel Maddow

	All respondents	Republican	Democrat	Independent/Other
Very favorable	11%	7%	21%	5%
Somewhat favorable	11%	7%	15%	9%
Lean towards favorable	12%	10%	15%	10%
Lean towards unfavorable	9%	10%	8%	9%
Somewhat unfavorable	7%	5%	7%	8%
Very unfavorable	13%	19%	7%	12%
Never heard of them	38%	41%	27%	46%
<i>Total Favorable</i>	<i>34%</i>	<i>24%</i>	<i>51%</i>	<i>25%</i>
<i>Total not favorable</i>	<i>28%</i>	<i>35%</i>	<i>22%</i>	<i>29%</i>



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3. How familiar, if at all, are you with the following?

Total familiar

	All respondents	Republican	Democrat	Independent/Other
Tucker Carlson leaving Fox News	46%	48%	55%	35%
Fox News settling with Dominion Voting Systems, agreeing to pay Dominion \$787 million dollars in a defamation lawsuit	44%	42%	55%	35%
Don Lemon being fired from CNN	41%	45%	51%	29%
Don Lemon saying that Nikki Haley, a Republican presidential candidate, is no longer in her "prime"	31%	35%	36%	23%

a. Fox News settling with Dominion Voting Systems, agreeing to pay Dominion \$787 million dollars in a defamation lawsuit

	All respondents	Republican	Democrat	Independent/Other
Very familiar	23%	16%	37%	14%
Somewhat familiar	22%	26%	19%	21%
Heard of this, but that's it	20%	25%	16%	19%
Never heard of this	36%	33%	29%	46%
<i>Total familiar</i>	<i>44%</i>	<i>42%</i>	<i>55%</i>	<i>35%</i>

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3. How familiar, if at all, are you with the following? (cont.)

b. Tucker Carlson leaving Fox News

	All respondents	Republican	Democrat	Independent/Other
Very familiar	25%	25%	31%	18%
Somewhat familiar	21%	23%	24%	16%
Heard of this, but that's it	24%	30%	20%	23%
Never heard of this	30%	22%	26%	42%
<i>Total familiar</i>	<i>46%</i>	<i>48%</i>	<i>55%</i>	<i>35%</i>

c. Don Lemon being fired from CNN

	All respondents	Republican	Democrat	Independent/Other
Very familiar	23%	24%	29%	15%
Somewhat familiar	18%	20%	22%	14%
Heard of this, but that's it	23%	26%	23%	21%
Never heard of this	36%	29%	26%	50%
<i>Total familiar</i>	<i>41%</i>	<i>45%</i>	<i>51%</i>	<i>29%</i>

d. Don Lemon saying that Nikki Haley, a Republican presidential candidate, is no longer in her "prime"

	All respondents	Republican	Democrat	Independent/Other
Very familiar	15%	19%	16%	11%
Somewhat familiar	16%	16%	21%	13%
Heard of this, but that's it	20%	20%	23%	17%
Never heard of this	49%	45%	41%	60%
<i>Total familiar</i>	<i>31%</i>	<i>35%</i>	<i>36%</i>	<i>23%</i>



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4. To what extent do you agree or disagree with the following statements?

Total Agree

	All respondents	Republican	Democrat	Independent/Other
Fox News is part of the mainstream media elite	48%	58%	41%	46%
Dominion Voting Systems was right to sue Fox News for defamation	46%	31%	66%	39%
CNN was right to fire Don Lemon	35%	46%	35%	26%
The 2020 election was stolen from Donald Trump	33%	66%	12%	27%
Fox News is caving to the woke, liberal establishment	32%	47%	27%	23%
Tucker Carlson leaving Fox News makes Fox News more reputable	29%	28%	38%	20%
Don Lemon leaving CNN makes CNN more reputable	27%	34%	31%	17%
I am more likely to watch CNN with Don Lemon gone	23%	25%	28%	17%
I am more likely to watch Fox News with Tucker Carlson gone	23%	24%	25%	19%

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4. To what extent do you agree or disagree with the following statements? (*cont.*)
 a. The 2020 election was stolen from Donald Trump

	All respondents	Republican	Democrat	Independent/Other
Strongly agree	18%	41%	6%	10%
Somewhat agree	15%	25%	6%	16%
Somewhat disagree	9%	11%	6%	10%
Strongly disagree	41%	12%	72%	36%
Don't know	16%	11%	10%	27%
<i>Total Agree</i>	<i>33%</i>	<i>66%</i>	<i>12%</i>	<i>27%</i>
<i>Total Disagree</i>	<i>50%</i>	<i>23%</i>	<i>79%</i>	<i>46%</i>

- b. Fox News is part of the mainstream media elite

	All respondents	Republican	Democrat	Independent/Other
Strongly agree	20%	22%	20%	18%
Somewhat agree	28%	36%	22%	28%
Somewhat disagree	13%	17%	12%	11%
Strongly disagree	16%	7%	28%	14%
Don't know	23%	19%	19%	30%
<i>Total Agree</i>	<i>48%</i>	<i>58%</i>	<i>41%</i>	<i>46%</i>
<i>Total Disagree</i>	<i>29%</i>	<i>23%</i>	<i>40%</i>	<i>24%</i>

- c. Tucker Carlson leaving Fox News makes Fox News more reputable

	All respondents	Republican	Democrat	Independent/Other
Strongly agree	9%	13%	9%	7%
Somewhat agree	19%	16%	29%	14%
Somewhat disagree	15%	19%	15%	11%
Strongly disagree	21%	25%	21%	17%
Don't know	35%	27%	26%	51%
<i>Total Agree</i>	<i>29%</i>	<i>28%</i>	<i>38%</i>	<i>20%</i>
<i>Total Disagree</i>	<i>36%</i>	<i>44%</i>	<i>36%</i>	<i>28%</i>

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4. To what extent do you agree or disagree with the following statements? (cont.)

d. Fox News is caving to the woke, liberal establishment

	All respondents	Republican	Democrat	Independent/Other
Strongly agree	16%	26%	13%	10%
Somewhat agree	16%	21%	15%	13%
Somewhat disagree	14%	19%	13%	12%
Strongly disagree	21%	11%	34%	17%
Don't know	33%	23%	26%	48%
<i>Total Agree</i>	<i>32%</i>	<i>47%</i>	<i>27%</i>	<i>23%</i>
<i>Total Disagree</i>	<i>35%</i>	<i>30%</i>	<i>47%</i>	<i>29%</i>

e. Don Lemon leaving CNN makes CNN more reputable

	All respondents	Republican	Democrat	Independent/Other
Strongly agree	9%	13%	9%	6%
Somewhat agree	18%	21%	22%	11%
Somewhat disagree	16%	15%	17%	15%
Strongly disagree	14%	14%	13%	14%
Don't know	44%	37%	39%	55%
<i>Total Agree</i>	<i>27%</i>	<i>34%</i>	<i>31%</i>	<i>17%</i>
<i>Total Disagree</i>	<i>29%</i>	<i>29%</i>	<i>30%</i>	<i>28%</i>

f. I am more likely to watch Fox News with Tucker Carlson gone

	All respondents	Republican	Democrat	Independent/Other
Strongly agree	8%	8%	10%	5%
Somewhat agree	15%	16%	15%	14%
Somewhat disagree	16%	17%	16%	15%
Strongly disagree	32%	34%	36%	27%
Don't know	29%	25%	23%	38%
<i>Total Agree</i>	<i>23%</i>	<i>24%</i>	<i>25%</i>	<i>19%</i>
<i>Total Disagree</i>	<i>48%</i>	<i>51%</i>	<i>52%</i>	<i>43%</i>

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4. To what extent do you agree or disagree with the following statements? (cont.)

g. I am more likely to watch CNN with Don Lemon gone

	All respondents	Republican	Democrat	Independent/Other
Strongly agree	9%	8%	12%	6%
Somewhat agree	15%	17%	16%	12%
Somewhat disagree	17%	16%	19%	17%
Strongly disagree	24%	31%	20%	21%
Don't know	36%	28%	33%	45%
<i>Total Agree</i>	<i>23%</i>	<i>25%</i>	<i>28%</i>	<i>17%</i>
<i>Total Disagree</i>	<i>41%</i>	<i>47%</i>	<i>39%</i>	<i>38%</i>

h. Dominion Voting Systems was right to sue Fox News for defamation

	All respondents	Republican	Democrat	Independent/Other
Strongly agree	28%	8%	51%	22%
Somewhat agree	18%	23%	15%	17%
Somewhat disagree	8%	10%	6%	9%
Strongly disagree	9%	20%	4%	5%
Don't know	37%	38%	24%	47%
<i>Total Agree</i>	<i>46%</i>	<i>31%</i>	<i>66%</i>	<i>39%</i>
<i>Total Disagree</i>	<i>18%</i>	<i>31%</i>	<i>10%</i>	<i>14%</i>

i. CNN was right to fire Don Lemon

	All respondents	Republican	Democrat	Independent/Other
Strongly agree	18%	28%	15%	14%
Somewhat agree	17%	18%	20%	13%
Somewhat disagree	11%	8%	14%	10%
Strongly disagree	8%	7%	9%	7%
Don't know	47%	39%	42%	57%
<i>Total Agree</i>	<i>35%</i>	<i>46%</i>	<i>35%</i>	<i>26%</i>
<i>Total Disagree</i>	<i>18%</i>	<i>15%</i>	<i>23%</i>	<i>16%</i>



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5. In the 2020 presidential election, did you vote for Donald Trump or Joe Biden?

	All respondents	Republican	Democrat	Independent/Other
Donald Trump	37%	85%	8%	26%
Joe Biden	37%	4%	78%	26%
Some other candidate	5%	2%	4%	8%
Not sure	2%	0%	0%	4%
Did not vote	19%	9%	10%	36%

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6. Which one of the following media sources do you use most frequently for information?
(Select one)

	All respondents	Republican	Democrat	Independent/Other
Social media (TikTok, Twitter, Facebook, Instagram, etc.)	19%	17%	19%	21%
National network TV news (ABC News, CBS News, NBC News)	15%	16%	18%	12%
Local TV news outlets	14%	15%	13%	13%
News websites or apps	9%	9%	8%	11%
Cable TV news (CNN or MSNBC)	8%	3%	15%	5%
Friends or family	7%	7%	6%	7%
Conservative TV news (Fox News, OANN, Newsmax)	6%	13%	2%	5%
Public television or radio (PBS, NPR)	3%	2%	5%	2%
National newspapers (New York Times, Washington Post, USA Today, Wall Street Journal)	3%	0%	6%	4%
News aggregators (Yahoo News, Drudge Report, Memeorandum, etc.)	2%	3%	1%	3%
Talk radio	2%	3%	1%	1%
Community or state newspapers	1%	1%	1%	1%
Telemundo or Univision	0%	0%	1%	0%
Somewhere else	2%	3%	1%	3%
None of these	8%	7%	5%	12%



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About the Study

These are some of the findings of an Ipsos poll conducted between April 24-25, 2023. For this survey, a sample of roughly 947 adults ages 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 2022 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 age, gender, region, race/ethnicity, and educational attainment.

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 3.9 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=947, DEFF=1.5, adjusted Confidence Interval=+/-5.4 percentage points). This poll also has a credibility interval of plus or minus 7.6 percentage points for Republicans, plus or minus 7.1 percentage points for Democrats, and plus or minus 5.9 percentage points for independent/other respondents.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 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. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
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