



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos What the Future: News Survey

#### Topline Findings

**New York, September 12, 2024** — *These are the findings of an Ipsos poll conducted between August 2 – 5, 2024, for the [What the Future: News issue](#). For this survey, a sample of 1,120 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 3.6 percentage points for all respondents.*

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

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**GAME CHANGERS**



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Full Annotated Questionnaire

1. Thinking about growing up, did you experience any of the following related to news?

#### Total Yes Summary

	<b>Total (N=1,120)</b>
The town I grew up in had a newspaper/local news source	77%
My parents or teachers would share items they learned in the news	66%
My household got a physical newspaper delivered	64%
I watched "Sesame Street"	63%
I sought out news on my own from the web, social media or other sources	52%
I was formally taught news literacy in K-12 school	39%
I worked on a school paper or news project	35%

- a. I was formally taught news literacy in K-12 school

	<b>Total</b>
Yes	39%
No	41%
Don't know/Can't remember	20%

- b. My parents or teachers would share items they learned in the news

	<b>Total</b>
Yes	66%
No	21%
Don't know/Can't remember	13%

- c. I sought out news on my own from the web, social media or other sources

	<b>Total</b>
Yes	52%
No	41%
Don't know/Can't remember	8%

## PUBLIC POLL FINDINGS AND METHODOLOGY

1. Thinking about growing up, did you experience any of the following related to news? *(Continued)*

d. I watched "Sesame Street"

	Total
Yes	63%
No	32%
Don't know/Can't remember	5%

e. I worked on a school paper or news project

	Total
Yes	35%
No	60%
Don't know/Can't remember	5%

f. My household got a physical newspaper delivered

	Total
Yes	64%
No	30%
Don't know/Can't remember	5%

g. The town I grew up in had a newspaper/local news source

	Total
Yes	77%
No	15%
Don't know/Can't remember	8%

## PUBLIC POLL FINDINGS AND METHODOLOGY

2. What topics do you personally seek out **most** when reading, watching or listening to the news?

	Total
Local news	56%
Weather	52%
National news	47%
World news	42%
Politics	37%
Sports	33%
Entertainment/arts/culture	28%
Crime	24%
Lifestyle/health	21%
Technology/science	21%
Business/economy/jobs	20%
Opinion and analysis	9%
Other	1%
None of the above	3%

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

### Total Agree Summary

	Total
It is important to stay current with news to be a productive member of society	69%
The media cares more about stirring people up than reporting news neutrally	68%
News coverage today is too biased to be useful	59%
I feel overwhelmed or depressed by news	52%
The ads on online news sites make articles difficult to read	51%
Social media shows me relevant news	35%
Most news doesn't apply to me or my life	31%
I avoid news as much as possible	26%

## PUBLIC POLL FINDINGS AND METHODOLOGY

3. How much do you agree or disagree with the following statements? *(Continued)*

a. I feel overwhelmed or depressed by news

	Total
Strongly agree	16%
Somewhat agree	36%
Neither agree nor disagree	23%
Somewhat disagree	15%
Strongly disagree	9%
Don't know	1%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>24%</i>

b. The media cares more about stirring people up than reporting news neutrally

	Total
Strongly agree	33%
Somewhat agree	35%
Neither agree nor disagree	20%
Somewhat disagree	7%
Strongly disagree	3%
Don't know	1%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>11%</i>

c. I avoid news as much as possible

	Total
Strongly agree	8%
Somewhat agree	18%
Neither agree nor disagree	24%
Somewhat disagree	24%
Strongly disagree	25%
Don't know	1%
<i>Agree (Net)</i>	<i>26%</i>
<i>Disagree (Net)</i>	<i>49%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

### 3. How much do you agree or disagree with the following statements? *(Continued)*

#### d. It is important to stay current with news to be a productive member of society

	Total
Strongly agree	32%
Somewhat agree	37%
Neither agree nor disagree	19%
Somewhat disagree	7%
Strongly disagree	5%
Don't know	1%
<i>Agree (Net)</i>	<i>69%</i>
<i>Disagree (Net)</i>	<i>12%</i>

#### e. Most news doesn't apply to me or my life

	Total
Strongly agree	7%
Somewhat agree	24%
Neither agree nor disagree	32%
Somewhat disagree	24%
Strongly disagree	11%
Don't know	1%
<i>Agree (Net)</i>	<i>31%</i>
<i>Disagree (Net)</i>	<i>36%</i>

#### f. News coverage today is too biased to be useful

	Total
Strongly agree	26%
Somewhat agree	33%
Neither agree nor disagree	25%
Somewhat disagree	11%
Strongly disagree	4%
Don't know	1%
<i>Agree (Net)</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>15%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

3. How much do you agree or disagree with the following statements? *(Continued)*

g. The ads on online news sites make articles difficult to read

	Total
Strongly agree	22%
Somewhat agree	29%
Neither agree nor disagree	28%
Somewhat disagree	11%
Strongly disagree	6%
Don't know	5%
<i>Agree (Net)</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>16%</i>

h. Social media shows me relevant news

	Total
Strongly agree	10%
Somewhat agree	26%
Neither agree nor disagree	22%
Somewhat disagree	20%
Strongly disagree	20%
Don't know	3%
<i>Agree (Net)</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>40%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

4. When you watch content on a screen, where do you tend to watch it most? For each type of content below, please select the device you typically use.

	Total
Having trustworthy news sources across media	45%
Lack of unbiased information about political candidates	36%
News reporting only one perspective/side of the story	33%
Nobody will hold powerful people, organizations, or companies accountable for their actions	31%
Being able to understand what is true	30%
People only seeing news they agree with	29%
Losing the freedom of the press	20%
People completely tuning out news	10%
People not understanding the value of news in society	10%
<b>[IF EMPLOYED]</b> Keeping up with news that I need for my job	6% (N=648)
Not enough reporters covering news where I live	4%
Being able to afford getting news	4%
Other	*
None of these	7%



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

#### Total Agree Summary

	Total
I have easy access to news from sources I trust	66%
I only read news I can access for free	62%
I believe other countries target people in my country with disinformation/fake news	61%
I am confident that I can tell real news from 'fake news' (entirely made up stories or facts)	58%
I usually trust news shared with me by people I know personally	44%
I am able to pay for news from sources I trust	42%
I use software or apps that blocks online advertising	32%
I am willing to pay for news from sources I trust	31%
I usually trust news shared with me by people I only know through the internet (e.g., influencers, bloggers, leaders, celebrities I follow on social media)	23%
I am confident that the average person in the U.S. can tell real news from 'fake news' (entirely made up stories or facts)	21%

#### a. I am confident that the average person in the U.S. can tell real news from 'fake news' (entirely made up stories or facts)

	Total
Strongly agree	6%
Somewhat agree	15%
Neither agree nor disagree	23%
Somewhat disagree	33%
Strongly disagree	23%
<i>Agree (Net)</i>	<i>21%</i>
<i>Disagree (Net)</i>	<i>57%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following statements? (*Continued*)

b. I am confident that I can tell real news from 'fake news' (entirely made up stories or facts)

	Total
Strongly agree	16%
Somewhat agree	42%
Neither agree nor disagree	29%
Somewhat disagree	11%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>13%</i>

c. I have easy access to news from sources I trust

	Total
Strongly agree	21%
Somewhat agree	45%
Neither agree nor disagree	26%
Somewhat disagree	5%
Strongly disagree	2%
<i>Agree (Net)</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>8%</i>

d. I am able to pay for news from sources I trust

	Total
Strongly agree	13%
Somewhat agree	29%
Neither agree nor disagree	32%
Somewhat disagree	15%
Strongly disagree	11%
<i>Agree (Net)</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>26%</i>

e. I am willing to pay for news from sources I trust

	Total
Strongly agree	9%
Somewhat agree	22%
Neither agree nor disagree	30%
Somewhat disagree	20%
Strongly disagree	19%
<i>Agree (Net)</i>	<i>31%</i>
<i>Disagree (Net)</i>	<i>39%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following statements? *(Continued)*

f. I only read news I can access for free

	Total
Strongly agree	27%
Somewhat agree	35%
Neither agree nor disagree	23%
Somewhat disagree	12%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>16%</i>

g. I use software or apps that blocks online advertising

	Total
Strongly agree	11%
Somewhat agree	22%
Neither agree nor disagree	29%
Somewhat disagree	22%
Strongly disagree	17%
<i>Agree (Net)</i>	<i>32%</i>
<i>Disagree (Net)</i>	<i>39%</i>

h. I believe other countries target people in my country with disinformation/fake news

	Total
Strongly agree	24%
Somewhat agree	37%
Neither agree nor disagree	30%
Somewhat disagree	7%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>10%</i>

i. I usually trust news shared with me by people I only know through the internet (e.g., influencers, bloggers, leaders, celebrities I follow on social media)

	Total
Strongly agree	6%
Somewhat agree	17%
Neither agree nor disagree	29%
Somewhat disagree	24%
Strongly disagree	23%
<i>Agree (Net)</i>	<i>23%</i>
<i>Disagree (Net)</i>	<i>47%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following statements? *(Continued)*

j. I usually trust news shared with me by people I know personally

	<b>Total</b>
Strongly agree	10%
Somewhat agree	35%
Neither agree nor disagree	40%
Somewhat disagree	12%
Strongly disagree	3%
<i>Agree (Net)</i>	<b>44%</b>
<i>Disagree (Net)</i>	<b>15%</b>

6. Which are the following reasons why you do not pay for news content? Select all that apply.

*Base: Selected Strongly or Somewhat Agree for "I only read news I can access for free" in Q5*

	<b>Total (N=701)</b>
I get enough news for free	64%
It's not worth it to pay for news	42%
I don't trust the news enough to pay for it	29%
I don't read enough news to justify paying for it	28%
Financial reasons (I can't afford it, someone else pays for it, etc.)	27%
Other	2%
None of the above	2%

## PUBLIC POLL FINDINGS AND METHODOLOGY

7. Thinking about how you spend your leisure or free time today, to what extent do you agree or disagree with the following statements?

### Total Likely Summary

	Total
Print news will become irrelevant	72%
Misinformation will be indistinguishable from factual news content	70%
Social media will be the dominant source of news for people	70%
People will only read article summaries provided by AI, and not the full article	60%
News media will find new revenue streams and start to thrive again	49%
There won't be any sources of free, quality local news	47%
There won't be any sources of free, quality national/global news	47%
The only news will be state-sponsored or controlled by one group	41%
People will value news and be willing to pay for it	34%

- a. Print news will become irrelevant

	Total
Very likely	31%
Somewhat likely	40%
Not very likely	17%
Not at all likely	4%
Don't know	7%
<i>Likely (Net)</i>	<i>72%</i>
<i>Not Likely (Net)</i>	<i>22%</i>

- b. The only news will be state-sponsored or controlled by one group

	Total
Very likely	13%
Somewhat likely	28%
Not very likely	29%
Not at all likely	16%
Don't know	14%
<i>Likely (Net)</i>	<i>41%</i>
<i>Not Likely (Net)</i>	<i>45%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

7. Thinking about how you spend your leisure or free time today, to what extent do you agree or disagree with the following statements? *(Continued)*

c. There won't be any sources of free, quality local news

	Total
Very likely	17%
Somewhat likely	30%
Not very likely	31%
Not at all likely	11%
Don't know	11%
<i>Likely (Net)</i>	<i>47%</i>
<i>Not Likely (Net)</i>	<i>42%</i>

d. There won't be any sources of free, quality national/global news

	Total
Very likely	15%
Somewhat likely	32%
Not very likely	31%
Not at all likely	10%
Don't know	12%
<i>Likely (Net)</i>	<i>47%</i>
<i>Not Likely (Net)</i>	<i>41%</i>

e. Misinformation will be indistinguishable from factual news content

	Total
Very likely	25%
Somewhat likely	45%
Not very likely	16%
Not at all likely	5%
Don't know	9%
<i>Likely (Net)</i>	<i>70%</i>
<i>Not Likely (Net)</i>	<i>21%</i>

f. News media will find new revenue streams and start to thrive again

	Total
Very likely	12%
Somewhat likely	37%
Not very likely	27%
Not at all likely	7%
Don't know	16%
<i>Likely (Net)</i>	<i>49%</i>
<i>Not Likely (Net)</i>	<i>34%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

7. Thinking about how you spend your leisure or free time today, to what extent do you agree or disagree with the following statements? *(Continued)*

g. Social media will be the dominant source of news for people

	Total
Very likely	29%
Somewhat likely	41%
Not very likely	15%
Not at all likely	7%
Don't know	8%
<i>Likely (Net)</i>	<i>70%</i>
<i>Not Likely (Net)</i>	<i>22%</i>

h. People will only read article summaries provided by AI, and not the full article

	Total
Very likely	22%
Somewhat likely	39%
Not very likely	21%
Not at all likely	8%
Don't know	11%
<i>Likely (Net)</i>	<i>60%</i>
<i>Not Likely (Net)</i>	<i>28%</i>

i. People will value news and be willing to pay for it

	Total
Very likely	10%
Somewhat likely	24%
Not very likely	37%
Not at all likely	17%
Don't know	12%
<i>Likely (Net)</i>	<i>34%</i>
<i>Not Likely (Net)</i>	<i>54%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

8. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
I like having many choices on where I can get news	70%
The amount of news and content available to me is overwhelming	30%

	Total
Most journalists have an agenda and cannot be trusted to report the news objectively	53%
Most journalists are committed to reporting the news accurately and fairly	47%

	Total
Social media is harmful to the future of news and spreads misinformation	60%
Social media is an important tool for sharing news and keeping people informed	40%

	Total
News should be free, and it is unfair to expect people to pay for it	76%
Paying for news is essential to support quality journalism	24%

	Total
It's important to stay informed about current events and engage in civic discourse	54%
I prefer to focus on my personal life and interests rather than engaging in politics or social issues	46%

	Total
I do my own research to understand complicated issues	68%
I trust experts to help me understand complicated issues	32%



## PUBLIC POLL FINDINGS AND METHODOLOGY

8. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

	Total
News sites should stick to the facts and have fewer opinion pieces	70%
News sites should offer opinion pieces alongside articles so we can see different viewpoints	30%

	Total
To fix America, we need a strong leader with government experience that knows how to get things done	78%
To fix America, we need a strong leader willing to break the rules	22%

	Total
It will get harder to afford the things I buy every day	76%
It will get easier to afford the things I buy every day	24%

	Total
I try to minimize the time I spend on screens	55%
Screens help relax me and pass the time	45%

	Total
I prefer to discover news from diverse sources and viewpoints different from my own	85%
I trust algorithms to automatically deliver news based on my past online behavior	15%



## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of an Ipsos poll conducted between August 2 – 5, 2024. For this survey, a sample of 1,120 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 2021 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 3.6 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 ( $n=1,120$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 5.1$  percentage points).

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**GAME CHANGERS**





## PUBLIC POLL FINDINGS AND METHODOLOGY

### 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. 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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