

Echelon Insights  
 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC/NBC/CBS national news broadcasts	324	171	153	274	5	27	8	146	128	26	36	46	109	106	57	115	52	101
	34%	33%	35%	34%	18%	36%	43%	34%	33%	21%	28%	30%	36%	44%	25%	39%	28%	40%
Fox News/OANN/Newsmax	432	262	170	356	14	46	10	216	140	57	55	66	137	116	108	153	70	100
	45%	51%	39%	44%	50%	62%	52%	50%	37%	45%	43%	43%	45%	48%	49%	52%	38%	40%
MSNBC or CNN	102	57	45	80	7	8	6	41	38	10	21	23	28	20	31	26	23	22
	11%	11%	10%	10%	24%	11%	31%	10%	10%	8%	17%	15%	9%	8%	14%	9%	12%	9%
Local TV news	543	298	244	454	25	41	12	242	211	52	67	78	183	163	112	185	82	161
	57%	58%	56%	56%	91%	55%	65%	56%	55%	41%	52%	50%	61%	67%	51%	63%	44%	64%
Major national newspapers, like the New York Times or the Washington Post	93	55	38	73	7	7	2	43	30	17	26	14	19	18	35	20	21	17
	10%	11%	9%	9%	24%	9%	13%	10%	8%	13%	20%	9%	6%	7%	16%	7%	11%	7%
Local newspapers	271	154	117	242	11	10	4	136	106	19	35	35	72	110	56	98	33	85
	28%	30%	27%	30%	39%	14%	20%	31%	28%	15%	27%	23%	24%	45%	25%	33%	18%	33%
Public broadcasting like NPR or PBS	62	40	22	54	1	5	2	34	20	6	9	12	21	15	18	22	9	13
	6%	8%	5%	7%	4%	7%	13%	8%	5%	5%	7%	7%	7%	6%	8%	8%	5%	5%
Social media, like Facebook, Twitter, or Instagram	347	177	169	292	9	30	9	144	146	76	56	66	105	44	111	66	86	83
	36%	34%	38%	36%	34%	40%	48%	34%	38%	60%	44%	43%	35%	18%	50%	23%	46%	33%
Conservative talk radio	174	114	60	141	6	23	2	96	45	31	24	31	51	38	59	55	27	34
	18%	22%	14%	17%	22%	31%	11%	22%	12%	25%	19%	20%	17%	15%	27%	19%	14%	13%
Conservative websites like The Federalist or National Review	91	66	24	70	5	13	2	54	15	21	18	20	18	14	43	23	15	9
	9%	13%	5%	9%	17%	18%	13%	13%	4%	16%	14%	13%	6%	6%	19%	8%	8%	4%
Podcasts	138	93	45	93	12	30	2	60	32	41	34	30	26	8	73	20	31	14
	14%	18%	10%	11%	43%	40%	11%	14%	8%	32%	26%	19%	9%	3%	33%	7%	17%	6%
Something else (Please specify)	45	31	13	39	1	4	1	26	11	4	2	4	18	18	5	25	3	10
	5%	6%	3%	5%	4%	5%	4%	6%	3%	3%	2%	3%	6%	7%	2%	9%	2%	4%

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Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
None of these	89 9%	35 7%	54 12%	76 9%	-	9 12%	-	31 7%	46 12%	18 14%	19 15%	18 11%	25 8%	9 4%	17 8%	17 6%	37 20%	17 7%

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Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC/NBC/CBS national news broadcasts	324	105	107	73	39	177	83	95	96	63	33	64	65	77	65	40
	34%	32%	35%	33%	37%	34%	34%	34%	34%	34%	34%	33%	33%	35%	36%	32%
Fox News/OANN/Newsmax	432	125	145	109	51	216	113	103	138	103	35	79	88	95	92	62
	45%	39%	47%	50%	49%	41%	46%	37%	48%	55%	35%	41%	45%	44%	51%	49%
MSNBC or CNN	102	35	33	25	9	53	24	28	27	17	10	19	20	22	28	10
	11%	11%	11%	11%	9%	10%	10%	10%	10%	9%	10%	10%	10%	10%	16%	8%
Local TV news	543	179	180	135	50	295	132	162	159	110	49	93	107	148	104	73
	57%	55%	59%	61%	47%	56%	54%	58%	56%	59%	50%	48%	54%	68%	57%	59%
Major national newspapers, like the New York Times or the Washington Post	93	19	26	29	19	35	16	19	38	27	11	8	20	14	28	22
	10%	6%	9%	13%	18%	7%	7%	7%	13%	14%	12%	4%	10%	6%	15%	18%
Local newspapers	271	69	96	69	37	144	65	79	98	70	28	40	49	62	70	44
	28%	21%	32%	32%	36%	27%	27%	28%	34%	37%	28%	21%	25%	29%	39%	35%
Public broadcasting like NPR or PBS	62	13	23	16	10	29	17	12	25	17	7	13	9	11	16	12
	6%	4%	8%	7%	9%	6%	7%	4%	9%	9%	7%	7%	5%	5%	9%	10%
Social media, like Facebook, Twitter, or Instagram	347	137	119	64	26	214	99	114	77	45	32	85	82	85	52	36
	36%	42%	39%	29%	25%	41%	41%	40%	27%	24%	32%	44%	41%	39%	29%	28%
Conservative talk radio	174	54	48	54	19	81	50	30	61	46	15	27	42	32	38	32
	18%	17%	16%	24%	18%	15%	21%	11%	21%	24%	15%	14%	21%	15%	21%	26%
Conservative websites like The Federalist or National Review	91	28	23	25	15	38	30	9	31	25	6	11	22	18	22	17
	9%	9%	8%	11%	14%	7%	12%	3%	11%	13%	7%	6%	11%	8%	12%	14%
Podcasts	138	50	49	28	11	62	39	23	30	21	9	25	34	23	33	21
	14%	15%	16%	13%	10%	12%	16%	8%	11%	11%	9%	13%	17%	11%	18%	17%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Something else (Please specify)	45	13	12	15	5	22	12	8	17	14	3	9	6	4	16	10
	5%	4%	4%	7%	5%	4%	5%	3%	6%	8%	3%	5%	3%	2%	9%	8%
None of these	89	30	30	15	13	49	17	32	26	13	13	25	16	16	14	9
	9%	9%	10%	7%	12%	9%	7%	11%	9%	7%	13%	13%	8%	8%	8%	7%

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Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news?

	Total	Community			Region				Religion/Church		Messaging Impact				
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC/NBC/CBS national news broadcasts	324	239	74	59	203	62	74	55	108	85	141	168	196	59	28
	34%	34%	35%	36%	34%	32%	42%	26%	33%	36%	34%	33%	36%	31%	31%
Fox News/OANN/Newsmax	432	361	65	72	290	70	81	73	171	105	193	221	265	90	43
	45%	52%	31%	44%	48%	36%	46%	34%	52%	44%	47%	44%	48%	47%	47%
MSNBC or CNN	102	73	28	21	65	15	18	17	34	31	46	56	73	15	8
	11%	10%	13%	13%	11%	8%	10%	8%	10%	13%	11%	11%	13%	8%	8%
Local TV news	543	407	115	79	363	100	103	116	200	124	242	279	322	100	50
	57%	59%	54%	48%	61%	52%	59%	54%	61%	53%	59%	55%	59%	52%	56%
Major national newspapers, like the New York Times or the Washington Post	93	74	18	23	53	16	15	19	31	28	43	48	64	15	9
	10%	11%	9%	14%	9%	9%	8%	9%	9%	12%	10%	9%	12%	8%	10%
Local newspapers	271	202	67	42	167	63	58	59	88	66	120	145	167	47	24
	28%	29%	31%	25%	28%	32%	33%	28%	27%	28%	29%	29%	30%	25%	27%
Public broadcasting like NPR or PBS	62	51	8	9	45	8	13	5	30	14	27	30	41	12	2
	6%	7%	4%	5%	8%	4%	7%	3%	9%	6%	7%	6%	8%	6%	2%
Social media, like Facebook, Twitter, or Instagram	347	245	84	71	197	79	73	83	98	91	167	168	219	64	33
	36%	35%	40%	44%	33%	41%	42%	39%	30%	39%	40%	33%	40%	34%	37%
Conservative talk radio	174	164	9	23	120	32	23	34	68	49	77	92	106	37	18
	18%	24%	4%	14%	20%	16%	13%	16%	21%	21%	19%	18%	19%	19%	20%
Conservative websites like The Federalist or National Review	91	82	4	20	53	18	9	14	39	29	50	39	61	12	5
	9%	12%	2%	12%	9%	9%	5%	7%	12%	12%	12%	8%	11%	6%	5%
Podcasts	138	113	25	29	94	15	25	29	43	41	58	80	89	26	12
	14%	16%	12%	18%	16%	8%	14%	14%	13%	17%	14%	16%	16%	14%	13%

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	Total		Community			Region				Religion/Church		Messaging Impact			
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Something else (Please specify)	45 5%	39 6%	7 3%	6 3%	32 5%	8 4%	9 5%	12 5%	14 4%	11 5%	20 5%	24 5%	33 6%	4 2%	4 5%
None of these	89 9%	51 7%	24 11%	13 8%	52 9%	23 12%	12 7%	27 13%	29 9%	21 9%	31 7%	56 11%	40 7%	23 12%	7 8%

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Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news?

	Total	Source Frequency						Source Concern						Big Tech Concern	
		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC/NBC/CBS national news broadcasts	324 34%	225 52%	93 18%	305 42%	18 8%	217 35%	105 33%	48 35%	187 31%	80 41%	161 32%	55 30%	185 35%	144 31%	74 37%
Fox News/OANN/Newsmax	432 45%	228 53%	203 40%	344 48%	88 39%	411 66%	20 6%	72 54%	279 46%	81 42%	234 47%	109 60%	213 40%	294 62%	50 26%
MSNBC or CNN	102 11%	83 19%	17 3%	91 13%	11 5%	84 13%	18 6%	26 19%	56 9%	34 18%	42 9%	32 17%	53 10%	60 13%	15 8%
Local TV news	543 57%	311 72%	222 44%	520 72%	19 9%	371 59%	168 53%	75 56%	335 55%	129 66%	267 54%	94 51%	306 58%	249 53%	106 54%
Major national newspapers, like the New York Times or the Washington Post	93 10%	87 20%	6 1%	86 12%	7 3%	79 13%	14 4%	27 20%	49 8%	36 18%	40 8%	25 14%	48 9%	55 12%	20 10%
Local newspapers	271 28%	166 39%	104 20%	260 36%	11 5%	188 30%	83 26%	52 38%	165 27%	78 40%	124 25%	59 32%	152 29%	135 29%	53 27%
Public broadcasting like NPR or PBS	62 6%	49 11%	13 3%	54 8%	8 3%	51 8%	11 4%	14 10%	37 6%	20 10%	22 4%	17 9%	31 6%	36 8%	8 4%
Social media, like Facebook, Twitter, or Instagram	347 36%	173 40%	169 33%	278 39%	66 29%	240 39%	104 33%	51 38%	212 35%	88 45%	164 33%	72 40%	198 37%	172 36%	85 43%
Conservative talk radio	174 18%	85 20%	88 17%	139 19%	35 16%	161 26%	13 4%	30 22%	112 18%	36 19%	93 19%	49 27%	84 16%	135 29%	15 8%
Conservative websites like The Federalist or National Review	91 9%	47 11%	43 9%	66 9%	25 11%	86 14%	4 1%	19 14%	56 9%	23 12%	43 9%	35 19%	36 7%	72 15%	6 3%
Podcasts	138 14%	76 18%	62 12%	104 14%	31 14%	107 17%	31 10%	25 18%	85 14%	37 19%	66 13%	29 16%	73 14%	86 18%	23 12%

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	Total	Source Frequency					Source Concern						Big Tech Concern		
		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Something else (Please specify)	45	11	34	25	19	28	16	4	36	4	33	8	31	29	4
	5%	3%	7%	3%	9%	5%	5%	3%	6%	2%	7%	4%	6%	6%	2%
None of these	89	12	70	29	54	27	54	10	56	8	49	9	56	26	29
	9%	3%	14%	4%	24%	4%	17%	8%	9%	4%	10%	5%	11%	6%	15%

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How often do you get news from each of the following sources?  
 -National news organizations (New York Times, national news broadcasts)

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	430	248	180	351	20	42	8	202	148	59	62	70	134	105	113	136	77	103
	45%	48%	41%	43%	71%	57%	44%	47%	39%	46%	49%	45%	44%	43%	51%	46%	41%	41%
RARELY/NEVER	506	266	240	445	8	32	10	227	218	64	64	82	157	138	108	158	102	138
	53%	52%	55%	55%	29%	43%	56%	53%	57%	51%	50%	53%	52%	57%	49%	54%	55%	55%
Often	177	95	81	143	11	16	3	80	62	22	23	28	51	53	37	58	35	46
	19%	18%	18%	18%	38%	22%	19%	18%	16%	18%	18%	18%	17%	22%	17%	20%	19%	18%
Sometimes	252	153	99	208	9	26	5	122	86	36	40	42	83	52	76	78	42	57
	26%	30%	23%	26%	33%	35%	26%	28%	22%	29%	31%	27%	27%	21%	34%	26%	23%	23%
Rarely	216	128	88	184	6	15	4	106	79	29	33	39	70	44	59	69	43	45
	23%	25%	20%	23%	20%	21%	24%	25%	21%	23%	26%	26%	23%	18%	26%	24%	23%	18%
Never	290	137	152	261	2	17	6	122	139	35	30	43	87	94	49	88	59	93
	30%	27%	35%	32%	9%	23%	32%	28%	36%	28%	24%	28%	29%	39%	22%	30%	32%	37%
Unsure	20	2	19	19	-	-	-	2	17	4	2	2	12	0	2	-	7	12
	2%	*%	4%	2%				*%	4%	3%	1%	2%	4%	*%	1%		4%	5%

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How often do you get news from each of the following sources?  
 -National news organizations (New York Times, national news broadcasts)

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	430	123	144	108	54	210	108	100	140	94	47	58	102	93	97	68
	45%	38%	47%	49%	51%	40%	44%	35%	49%	50%	47%	30%	52%	43%	54%	55%
RARELY/NEVER	506	189	159	108	49	305	134	171	141	94	47	126	93	124	82	53
	53%	58%	52%	49%	47%	58%	55%	61%	49%	50%	47%	65%	47%	57%	45%	43%
Often	177	38	73	44	22	85	40	44	58	40	18	21	42	40	44	26
	19%	12%	24%	20%	21%	16%	16%	16%	20%	21%	18%	11%	21%	19%	24%	21%
Sometimes	252	85	70	63	32	124	68	56	82	54	28	37	60	53	53	42
	26%	26%	23%	29%	30%	24%	28%	20%	29%	29%	29%	19%	30%	24%	29%	34%
Rarely	216	74	75	47	20	126	64	63	58	42	16	39	48	57	42	22
	23%	23%	25%	21%	19%	24%	26%	22%	20%	22%	16%	20%	24%	26%	23%	18%
Never	290	115	84	61	30	178	70	108	83	52	31	87	45	67	40	31
	30%	35%	28%	28%	28%	34%	29%	39%	29%	28%	31%	45%	23%	31%	22%	25%
Unsure	20	11	2	4	2	12	2	10	6	-	6	10	3	1	2	3
	2%	3%	1%	2%	2%	2%	1%	4%	2%	6%	6%	5%	1%	1%	1%	3%

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 -National news organizations (New York Times, national news broadcasts)

	Total	Community			Region				Religion/Church		Messaging Impact				
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	430	315	103	77	283	70	85	79	153	110	200	220	261	81	39
	45%	45%	48%	47%	47%	36%	49%	37%	46%	47%	48%	43%	48%	42%	44%
RARELY/NEVER	506	372	102	85	304	116	88	128	168	122	206	275	275	110	50
	53%	53%	48%	52%	51%	60%	50%	60%	51%	52%	50%	54%	50%	57%	56%
Often	177	133	38	40	109	29	39	31	56	52	89	88	114	30	14
	19%	19%	18%	24%	18%	15%	22%	15%	17%	22%	22%	17%	21%	16%	15%
Sometimes	252	182	65	37	175	41	47	48	97	58	110	132	147	51	25
	26%	26%	30%	23%	29%	21%	27%	22%	29%	25%	27%	26%	27%	27%	28%
Rarely	216	138	57	36	130	50	44	55	65	52	84	123	128	40	17
	23%	20%	27%	22%	22%	26%	25%	26%	20%	22%	20%	24%	23%	21%	19%
Never	290	233	44	49	174	67	44	73	103	70	123	152	147	70	33
	30%	34%	21%	30%	29%	35%	25%	34%	31%	30%	30%	30%	27%	36%	37%
Unsure	20	9	8	2	11	8	2	6	9	4	7	12	12	1	0
	2%	1%	4%	1%	2%	4%	1%	3%	3%	2%	2%	2%	2%	1%	*%

Echelon Insights  
 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How often do you get news from each of the following sources?  
 -National news organizations (New York Times, national news broadcasts)

	Total		Source Frequency					Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	430	430	-	390	36	330	97	86	235	110	194	95	235	216	73
	45%	100%		54%	16%	53%	30%	64%	39%	57%	39%	52%	44%	46%	37%
RARELY/NEVER	506	-	506	320	186	288	216	48	364	79	299	88	283	248	119
	53%		100%	44%	84%	46%	68%	35%	60%	41%	60%	48%	54%	53%	60%
Often	177	177	-	170	7	135	40	57	91	58	75	55	93	101	31
	19%	41%		24%	3%	22%	12%	42%	15%	30%	15%	30%	18%	22%	16%
Sometimes	252	252	-	220	29	195	57	30	144	51	119	40	142	115	42
	26%	59%		31%	13%	31%	18%	22%	24%	27%	24%	22%	27%	24%	21%
Rarely	216	-	216	152	64	137	79	22	143	46	109	36	120	96	51
	23%		43%	21%	29%	22%	25%	16%	24%	24%	22%	20%	23%	20%	26%
Never	290	-	290	167	123	151	137	26	220	33	189	52	163	152	68
	30%		57%	23%	55%	24%	43%	19%	36%	17%	38%	29%	31%	32%	34%
Unsure	20	-	-	10	1	4	6	1	8	5	6	-	11	7	4
	2%			1%	1%	1%	2%	1%	1%	2%	1%		2%	1%	2%

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 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How often do you get news from each of the following sources?  
 -Local news organizations (Your local paper or local TV news station)

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	720	395	324	611	25	59	12	325	284	72	98	109	240	201	158	236	119	205
	75%	77%	74%	75%	91%	80%	62%	75%	74%	57%	76%	70%	79%	82%	71%	81%	64%	81%
RARELY/NEVER	223	118	105	193	2	15	7	103	90	49	29	46	57	42	61	57	62	42
	23%	23%	24%	24%	9%	20%	38%	24%	24%	39%	22%	30%	19%	17%	28%	19%	34%	17%
Often	427	236	192	360	16	36	4	197	163	33	45	56	149	145	71	165	63	129
	45%	46%	44%	44%	57%	49%	23%	46%	42%	26%	35%	36%	49%	59%	32%	56%	34%	51%
Sometimes	293	159	132	251	9	23	7	128	121	40	53	53	92	56	88	71	56	76
	31%	31%	30%	31%	34%	31%	39%	30%	32%	31%	41%	34%	30%	23%	39%	24%	30%	30%
Rarely	130	78	52	115	2	9	2	66	49	27	19	29	31	25	40	38	34	17
	14%	15%	12%	14%	9%	12%	10%	15%	13%	21%	14%	18%	10%	10%	18%	13%	18%	7%
Never	93	40	53	78	-	6	5	37	41	23	10	17	27	17	22	18	28	25
	10%	8%	12%	10%	-	8%	28%	9%	11%	18%	8%	11%	9%	7%	10%	6%	15%	10%
Unsure	13	3	10	11	-	-	-	3	8	5	2	-	5	1	3	-	4	6
	1%	1%	2%	1%	-	-	-	1%	2%	4%	1%	-	2%	*%	1%	-	2%	2%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How often do you get news from each of the following sources?  
 -Local news organizations (Your local paper or local TV news station)

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	720	241	229	173	75	386	174	210	223	151	72	131	150	173	137	99
	75%	74%	75%	79%	72%	73%	72%	75%	78%	80%	73%	68%	76%	79%	76%	80%
RARELY/NEVER	223	75	75	44	29	132	66	66	61	37	24	57	42	44	44	24
	23%	23%	25%	20%	27%	25%	27%	24%	21%	20%	25%	30%	21%	20%	24%	19%
Often	427	135	152	98	43	235	109	126	125	89	36	66	84	115	87	57
	45%	42%	50%	45%	41%	45%	45%	45%	44%	47%	37%	34%	43%	53%	48%	46%
Sometimes	293	106	77	75	32	151	66	84	98	62	36	65	66	57	49	43
	31%	33%	25%	34%	31%	29%	27%	30%	34%	33%	36%	34%	34%	26%	27%	34%
Rarely	130	40	43	32	15	77	42	35	38	24	15	32	25	21	31	15
	14%	12%	14%	15%	14%	15%	17%	12%	13%	13%	15%	17%	13%	10%	17%	12%
Never	93	35	32	12	14	56	24	31	23	13	10	25	17	23	13	9
	10%	11%	10%	6%	13%	11%	10%	11%	8%	7%	10%	13%	9%	11%	7%	7%
Unsure	13	8	1	1	1	8	3	5	2	-	2	5	5	1	-	1
	1%	3%	*%	1%	1%	1%	1%	2%	1%	3%	3%	3%	2%	*%	1%	1%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How often do you get news from each of the following sources?  
 -Local news organizations (Your local paper or local TV news station)

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	720	539	157	114	463	143	135	156	248	178	314	376	423	144	68
	75%	77%	74%	70%	77%	74%	77%	73%	75%	76%	76%	74%	77%	75%	76%
RARELY/NEVER	223	150	52	48	128	47	35	55	77	55	94	124	119	47	21
	23%	22%	25%	29%	21%	24%	20%	26%	23%	23%	23%	25%	22%	24%	24%
Often	427	320	92	75	276	76	86	87	145	109	185	232	260	77	41
	45%	46%	43%	45%	46%	39%	49%	41%	44%	46%	45%	46%	47%	40%	46%
Sometimes	293	218	65	40	187	66	49	69	103	69	129	144	163	67	27
	31%	31%	31%	24%	31%	34%	28%	32%	31%	29%	31%	28%	30%	35%	30%
Rarely	130	90	32	28	73	29	19	26	46	40	58	68	79	28	12
	14%	13%	15%	17%	12%	15%	11%	12%	14%	17%	14%	13%	14%	15%	14%
Never	93	60	20	21	55	18	16	30	32	16	35	57	41	19	9
	10%	9%	10%	13%	9%	9%	9%	14%	10%	7%	9%	11%	7%	10%	10%
Unsure	13	7	3	2	7	5	4	2	5	2	6	6	6	0	0
	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	*%	*%

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How often do you get news from each of the following sources?  
 -Local news organizations (Your local paper or local TV news station)

	Source Frequency							Source Concern						Big Tech Concern	
	Total	National Often/ Sometimes	National Rarely/ Never	Local Often/ Sometimes	Local Rarely/ Never	Conservative Often/ Sometimes	Conservative Rarely/ Never	National Extremely/ Very	National Not very/ Not at all	Local Extremely/ Very	Local Not very/ Not at all	Conservative Extremely/ Very	Conservative Not very/ Not at all	Extremely/ very concerned	Not very/ not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	720	390	320	720	-	501	213	109	443	167	353	138	395	352	143
	75%	91%	63%	100%		80%	67%	81%	73%	86%	71%	76%	75%	75%	73%
RARELY/NEVER	223	36	186	-	223	117	105	26	158	26	145	44	132	117	53
	23%	8%	37%		100%	19%	33%	19%	26%	13%	29%	24%	25%	25%	27%
Often	427	255	169	427	-	297	127	80	266	115	215	89	238	200	91
	45%	59%	33%	59%		48%	40%	59%	44%	60%	43%	48%	45%	42%	46%
Sometimes	293	135	150	293	-	205	86	29	178	52	138	50	157	152	53
	31%	31%	30%	41%		33%	27%	22%	29%	27%	28%	27%	30%	32%	27%
Rarely	130	24	105	-	130	77	53	18	88	18	80	27	73	74	22
	14%	6%	21%		58%	12%	17%	13%	14%	9%	16%	14%	14%	16%	11%
Never	93	12	81	-	93	40	52	8	71	8	65	17	59	43	31
	10%	3%	16%		42%	6%	16%	6%	12%	4%	13%	9%	11%	9%	16%
Unsure	13	4	-	-	-	5	1	-	5	0	1	1	2	2	-
	1%	1%				1%	*%		1%	*%	*%	*%	*%	1%	

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How often do you get news from each of the following sources?  
 -Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	623	352	271	513	21	64	11	290	223	80	76	103	204	161	149	203	109	162
	65%	68%	62%	63%	77%	86%	58%	67%	58%	63%	59%	67%	67%	66%	67%	69%	59%	64%
RARELY/NEVER	318	160	157	288	6	11	8	137	149	45	50	49	95	79	72	88	71	86
	33%	31%	36%	35%	23%	14%	42%	32%	39%	35%	39%	32%	31%	33%	32%	30%	38%	34%
Often	335	186	149	278	16	31	3	159	118	38	37	48	113	100	69	117	54	95
	35%	36%	34%	34%	57%	42%	17%	37%	31%	30%	29%	31%	37%	41%	31%	40%	29%	37%
Sometimes	288	166	122	235	5	32	8	130	104	41	39	56	91	61	80	85	55	67
	30%	32%	28%	29%	20%	43%	41%	30%	27%	32%	30%	36%	30%	25%	36%	29%	30%	27%
Rarely	171	97	72	146	6	9	6	78	67	22	32	34	53	30	52	45	34	38
	18%	19%	16%	18%	23%	12%	30%	18%	18%	17%	25%	22%	18%	12%	23%	15%	18%	15%
Never	147	63	84	141	-	1	2	60	82	23	19	15	42	49	20	43	37	48
	15%	12%	19%	17%	-	2%	12%	14%	21%	18%	15%	10%	14%	20%	9%	15%	20%	19%
Unsure	15	4	11	15	-	-	-	4	11	2	2	3	4	4	2	2	6	6
	2%	1%	3%	2%	-	-	-	1%	3%	2%	1%	2%	1%	2%	1%	1%	3%	2%

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How often do you get news from each of the following sources?  
 -Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	623	211	200	147	65	327	158	169	184	131	52	119	137	128	132	83
	65%	65%	65%	67%	62%	62%	65%	60%	64%	70%	53%	61%	69%	59%	73%	67%
RARELY/NEVER	318	106	102	71	39	188	82	104	100	56	44	69	58	88	48	41
	33%	33%	33%	32%	37%	36%	34%	37%	35%	30%	45%	36%	29%	40%	26%	33%
Often	335	109	114	76	35	174	83	90	102	76	26	62	71	75	63	46
	35%	34%	38%	35%	33%	33%	34%	32%	36%	40%	27%	32%	36%	35%	35%	37%
Sometimes	288	102	85	71	30	153	75	79	81	56	26	57	66	53	69	37
	30%	31%	28%	32%	29%	29%	31%	28%	28%	30%	26%	29%	33%	24%	38%	29%
Rarely	171	62	50	40	18	95	45	48	52	32	19	31	33	52	24	24
	18%	19%	16%	18%	17%	18%	19%	17%	18%	17%	20%	16%	17%	24%	13%	19%
Never	147	44	52	31	21	93	36	57	48	23	25	38	25	36	24	16
	15%	14%	17%	14%	20%	18%	15%	20%	17%	13%	25%	20%	12%	16%	13%	13%
Unsure	15	7	4	1	1	11	4	7	2	-	2	5	3	2	1	1
	2%	2%	1%	1%	1%	2%	2%	3%	1%	3%	3%	3%	1%	1%	1%	1%

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How often do you get news from each of the following sources?  
 -Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	623	494	107	115	390	118	111	117	219	174	281	319	367	134	67
	65%	71%	50%	70%	65%	61%	63%	55%	66%	74%	68%	63%	67%	70%	74%
RARELY/NEVER	318	194	102	47	203	69	63	94	103	59	127	178	173	57	23
	33%	28%	48%	29%	34%	35%	36%	44%	31%	25%	31%	35%	32%	30%	25%
Often	335	283	44	71	206	59	55	58	128	91	154	167	198	75	37
	35%	41%	21%	43%	34%	30%	32%	27%	39%	39%	37%	33%	36%	39%	41%
Sometimes	288	211	63	44	184	60	55	58	92	83	127	153	170	59	30
	30%	30%	30%	27%	31%	31%	31%	27%	28%	35%	31%	30%	31%	31%	33%
Rarely	171	112	51	21	114	36	29	49	62	32	72	90	103	28	11
	18%	16%	24%	13%	19%	19%	17%	23%	19%	13%	17%	18%	19%	15%	12%
Never	147	82	51	26	89	32	34	45	41	27	56	88	70	29	11
	15%	12%	24%	16%	15%	17%	19%	21%	12%	12%	13%	17%	13%	15%	13%
Unsure	15	8	4	2	5	7	2	2	9	3	4	9	8	1	0
	2%	1%	2%	1%	1%	4%	1%	1%	3%	1%	1%	2%	1%	1%	*%

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How often do you get news from each of the following sources?  
 -Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956		430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	623		330	288	501	117	623	-	107	394	144	319	155	306	377	91
	65%		77%	57%	70%	53%	100%		79%	65%	74%	64%	85%	58%	80%	46%
RARELY/NEVER	318		97	216	213	105	-	318	28	206	48	176	27	217	90	103
	33%		23%	43%	30%	47%		100%	21%	34%	25%	35%	15%	41%	19%	52%
Often	335		175	161	273	62	335	-	71	209	86	167	101	157	224	41
	35%		41%	32%	38%	28%	54%		53%	34%	44%	33%	55%	30%	48%	21%
Sometimes	288		156	128	228	55	288	-	36	185	58	152	54	149	153	50
	30%		36%	25%	32%	25%	46%		26%	31%	30%	31%	30%	28%	33%	26%
Rarely	171		60	109	127	44	-	171	20	99	38	73	20	105	56	47
	18%		14%	22%	18%	20%		54%	15%	16%	20%	15%	11%	20%	12%	24%
Never	147		37	107	86	61	-	147	8	107	11	103	7	112	35	56
	15%		9%	21%	12%	27%		46%	6%	18%	5%	21%	4%	21%	7%	28%
Unsure	15		2	2	6	1	-	-	-	7	1	4	-	6	3	3
	2%		1%	*%	1%	*%			1%	1%	1%	1%	1%	1%	1%	1%

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 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How much, if at all, do you trust the information you get from each of the following sources?  
 -National news organizations (New York Times, national news broadcasts)

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	351	187	163	296	11	28	10	153	141	49	63	59	99	82	93	93	76	87
	37%	36%	37%	36%	40%	38%	53%	36%	37%	39%	49%	38%	33%	34%	42%	32%	41%	34%
NOT TOO MUCH/NOT AT ALL	586	329	257	503	17	46	8	278	226	74	63	92	198	158	129	200	100	157
	61%	64%	58%	62%	60%	62%	41%	64%	59%	58%	49%	60%	66%	65%	58%	68%	54%	62%
A lot	87	49	36	67	7	9	2	38	28	16	21	10	26	15	26	23	19	18
	9%	10%	8%	8%	26%	12%	12%	9%	7%	12%	16%	6%	9%	6%	12%	8%	10%	7%
Some	264	138	127	228	4	20	8	116	113	33	42	49	72	67	67	70	57	69
	28%	27%	29%	28%	14%	26%	41%	27%	29%	26%	33%	32%	24%	28%	30%	24%	31%	27%
Not too much	269	153	116	230	14	17	-	129	101	39	35	47	80	68	65	87	55	60
	28%	30%	26%	28%	52%	22%	-	30%	26%	31%	27%	30%	26%	28%	29%	30%	30%	24%
Not at all	317	176	141	273	2	29	8	148	125	34	28	45	119	90	64	112	44	97
	33%	34%	32%	33%	9%	39%	41%	34%	33%	27%	22%	29%	39%	37%	29%	38%	24%	38%
Unsure	19	-	19	16	-	-	1	-	16	4	3	4	6	4	-	-	10	9
	2%		4%	2%			6%		4%	3%	2%	2%	2%	1%			5%	4%

Echelon Insights  
 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How much, if at all, do you trust the information you get from each of the following sources?  
 -National news organizations (New York Times, national news broadcasts)

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	351	112	112	87	39	181	84	96	113	70	44	64	71	80	76	49
	37%	34%	37%	40%	37%	34%	34%	34%	40%	37%	44%	33%	36%	37%	42%	39%
NOT TOO MUCH/NOT AT ALL	586	204	189	128	64	335	160	175	168	118	51	121	123	137	103	72
	61%	63%	62%	59%	61%	64%	66%	62%	59%	63%	51%	62%	63%	63%	57%	58%
A lot	87	17	34	29	6	38	19	18	29	18	10	17	17	22	18	12
	9%	5%	11%	13%	6%	7%	8%	6%	10%	10%	11%	9%	8%	10%	10%	9%
Some	264	94	78	58	33	142	64	78	85	51	33	48	54	58	58	37
	28%	29%	26%	26%	31%	27%	26%	28%	30%	27%	34%	25%	28%	26%	32%	30%
Not too much	269	87	87	69	26	148	76	72	83	54	29	40	65	63	52	34
	28%	27%	28%	32%	24%	28%	31%	26%	29%	29%	29%	21%	33%	29%	29%	27%
Not at all	317	117	102	59	39	187	85	103	86	64	22	81	59	74	52	38
	33%	36%	34%	27%	37%	36%	35%	37%	30%	34%	22%	42%	30%	34%	29%	31%
Unsure	19	8	4	4	2	10	-	10	5	-	5	8	3	1	0	3
	2%	3%	1%	2%	2%	2%		4%	2%	5%		4%	1%	1%	0%	3%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How much, if at all, do you trust the information you get from each of the following sources?  
 -National news organizations (New York Times, national news broadcasts)

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	351	236	103	70	214	67	70	75	115	92	161	182	234	64	32
	37%	34%	48%	43%	36%	35%	40%	35%	35%	39%	39%	36%	43%	34%	36%
NOT TOO MUCH/NOT AT ALL	586	450	105	91	375	120	104	130	209	140	242	317	306	126	58
	61%	65%	49%	56%	63%	62%	59%	61%	63%	59%	59%	63%	56%	66%	64%
A lot	87	63	23	9	59	19	23	13	34	17	37	50	62	17	5
	9%	9%	11%	5%	10%	10%	13%	6%	10%	7%	9%	10%	11%	9%	6%
Some	264	173	80	61	155	48	46	61	81	75	124	132	172	47	27
	28%	25%	38%	37%	26%	25%	27%	29%	25%	32%	30%	26%	31%	25%	30%
Not too much	269	192	65	41	173	54	48	66	97	55	112	144	148	51	20
	28%	28%	30%	25%	29%	28%	28%	31%	29%	23%	27%	28%	27%	27%	22%
Not at all	317	258	40	50	202	65	56	65	112	85	130	174	157	74	38
	33%	37%	19%	30%	34%	34%	32%	30%	34%	36%	31%	34%	29%	39%	42%
Unsure	19	10	5	3	9	7	1	8	6	4	10	7	9	1	-
	2%	1%	2%	2%	2%	4%	1%	4%	2%	2%	2%	1%	2%	1%	-

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How much, if at all, do you trust the information you get from each of the following sources?  
 -National news organizations (New York Times, national news broadcasts)

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956		430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	351		265	85	316	35	234	117	89	168	112	145	90	175	144	77
	37%		62%	17%	44%	16%	38%	37%	66%	28%	58%	29%	49%	33%	31%	39%
NOT TOO MUCH/NOT AT ALL	586		163	415	395	186	384	196	46	431	81	350	93	347	323	118
	61%		38%	82%	55%	84%	62%	62%	34%	71%	42%	70%	51%	66%	69%	60%
A lot	87		75	12	76	11	56	31	37	40	45	30	35	41	42	24
	9%		17%	2%	10%	5%	9%	10%	27%	7%	23%	6%	19%	8%	9%	12%
Some	264		190	73	241	24	177	86	52	128	67	115	55	135	102	53
	28%		44%	14%	33%	11%	28%	27%	39%	21%	35%	23%	30%	25%	22%	27%
Not too much	269		116	147	213	55	171	94	15	188	52	139	37	156	125	57
	28%		27%	29%	30%	25%	28%	30%	11%	31%	27%	28%	20%	29%	27%	29%
Not at all	317		47	267	183	131	213	102	32	243	29	211	56	192	198	61
	33%		11%	53%	25%	59%	34%	32%	23%	40%	15%	42%	30%	36%	42%	31%
Unsure	19		2	6	9	2	5	5	-	8	1	4	-	6	4	1
	2%		0%	1%	1%	1%	1%	2%		1%	0%	1%		1%	1%	1%

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How much, if at all, do you trust the information you get from each of the following sources?  
 -Local news organizations (Your local paper or local TV news station)

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	649	358	290	552	24	46	14	296	255	78	90	91	212	178	148	211	110	179
	68%	69%	66%	68%	85%	62%	73%	69%	67%	61%	70%	59%	70%	73%	66%	72%	59%	71%
NOT TOO MUCH/NOT AT ALL	290	153	137	249	4	28	4	131	119	45	36	61	84	64	73	80	69	68
	30%	30%	31%	31%	15%	38%	21%	30%	31%	35%	28%	39%	28%	26%	33%	27%	37%	27%
A lot	214	110	104	178	8	18	4	90	87	29	37	25	72	51	41	69	50	54
	22%	21%	24%	22%	29%	24%	19%	21%	23%	23%	29%	16%	24%	21%	18%	23%	27%	21%
Some	436	249	185	375	16	28	10	206	167	49	53	67	139	128	107	142	60	125
	46%	48%	42%	46%	56%	38%	54%	48%	44%	38%	41%	43%	46%	52%	48%	48%	32%	49%
Not too much	178	102	76	158	3	13	-	91	67	20	27	40	50	41	46	57	41	35
	19%	20%	17%	19%	11%	18%	-	21%	18%	16%	21%	26%	17%	17%	21%	19%	22%	14%
Not at all	112	51	61	92	1	15	4	40	51	25	10	21	33	23	27	23	28	33
	12%	10%	14%	11%	5%	20%	21%	9%	13%	19%	8%	14%	11%	10%	12%	8%	15%	13%
Unsure	17	4	13	14	-	-	1	4	10	4	2	2	7	1	2	2	7	6
	2%	1%	3%	2%	-	-	6%	1%	3%	3%	1%	2%	2%	%	1%	1%	4%	2%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How much, if at all, do you trust the information you get from each of the following sources?  
 -Local news organizations (Your local paper or local TV news station)

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	649	223	209	154	62	357	168	188	193	128	65	125	131	154	126	82
	68%	69%	69%	70%	59%	68%	69%	67%	67%	69%	66%	65%	67%	71%	70%	66%
NOT TOO MUCH/NOT AT ALL	290	92	93	63	42	159	72	87	91	59	32	61	64	61	54	41
	30%	29%	31%	29%	40%	30%	29%	31%	32%	31%	32%	32%	32%	28%	30%	33%
A lot	214	76	84	41	13	129	57	72	49	33	16	47	47	60	33	19
	22%	23%	28%	19%	12%	24%	23%	26%	17%	18%	16%	24%	24%	28%	19%	15%
Some	436	147	125	113	49	229	111	116	144	95	49	79	84	94	93	63
	46%	45%	41%	52%	47%	44%	46%	41%	50%	51%	50%	41%	43%	43%	51%	51%
Not too much	178	43	60	50	24	91	47	44	67	44	23	30	37	43	35	29
	19%	13%	20%	23%	23%	17%	19%	16%	23%	23%	24%	16%	19%	20%	19%	23%
Not at all	112	49	33	12	18	68	25	43	24	15	8	31	26	18	19	13
	12%	15%	11%	6%	17%	13%	10%	15%	8%	8%	8%	16%	13%	8%	11%	10%
Unsure	17	9	3	3	1	10	4	6	2	-	2	7	2	3	0	1
	2%	3%	1%	1%	1%	2%	2%	2%	1%	3%	3%	4%	1%	1%	0%	1%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How much, if at all, do you trust the information you get from each of the following sources?  
 -Local news organizations (Your local paper or local TV news station)

	Total	Community			Region				Religion/Church		Messaging Impact				
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	649	476	148	112	408	129	118	145	220	164	287	340	395	123	61
	68%	68%	69%	69%	68%	67%	68%	68%	66%	70%	69%	67%	72%	64%	68%
NOT TOO MUCH/NOT AT ALL	290	213	60	47	184	59	55	62	105	68	121	156	144	68	28
	30%	31%	28%	29%	31%	30%	31%	29%	32%	29%	29%	31%	26%	35%	32%
A lot	214	145	61	33	138	43	43	49	62	60	108	103	140	42	21
	22%	21%	29%	20%	23%	22%	24%	23%	19%	25%	26%	20%	26%	22%	23%
Some	436	331	86	79	270	86	76	95	158	105	179	237	255	81	41
	46%	48%	40%	48%	45%	44%	43%	45%	48%	44%	43%	47%	47%	43%	45%
Not too much	178	126	45	24	120	34	33	38	70	37	78	94	96	38	17
	19%	18%	21%	15%	20%	18%	19%	18%	21%	15%	19%	19%	17%	20%	19%
Not at all	112	88	14	23	64	25	21	24	35	31	43	62	49	30	11
	12%	13%	7%	14%	11%	13%	12%	11%	11%	13%	10%	12%	9%	16%	13%
Unsure	17	7	6	5	6	6	1	6	6	3	5	10	9	1	-
	2%	1%	3%	3%	1%	3%	1%	3%	2%	1%	1%	2%	2%	*%	

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How much, if at all, do you trust the information you get from each of the following sources?

-Local news organizations (Your local paper or local TV news station)

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956		430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	649		353	289	584	65	438	209	104	399	160	303	125	359	312	130
	68%		82%	57%	81%	29%	70%	66%	77%	66%	83%	61%	68%	68%	66%	66%
NOT TOO MUCH/NOT AT ALL	290		74	212	134	152	180	106	31	200	33	191	58	164	156	62
	30%		17%	42%	19%	68%	29%	33%	23%	33%	17%	38%	31%	31%	33%	32%
A lot	214		139	72	203	11	144	70	47	119	80	90	52	110	101	55
	22%		32%	14%	28%	5%	23%	22%	34%	20%	41%	18%	28%	21%	21%	28%
Some	436		214	218	382	54	294	139	57	281	80	212	73	249	211	75
	46%		50%	43%	53%	24%	47%	44%	42%	46%	41%	42%	40%	47%	45%	38%
Not too much	178		55	120	101	77	112	64	18	119	21	109	36	102	90	36
	19%		13%	24%	14%	35%	18%	20%	13%	20%	11%	22%	20%	19%	19%	18%
Not at all	112		19	92	33	75	68	42	14	82	12	82	21	63	66	26
	12%		4%	18%	5%	34%	11%	13%	10%	13%	6%	16%	12%	12%	14%	13%
Unsure	17		3	5	2	6	5	3	-	7	-	6	1	5	3	4
	2%		1%	1%	0%	3%	1%	1%		1%		1%	0%	1%	1%	2%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How much, if at all, do you trust the information you get from each of the following sources?  
 -Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	638	360	278	526	22	60	16	291	235	88	81	94	206	168	156	204	108	170
	67%	70%	63%	65%	80%	82%	86%	67%	61%	69%	63%	61%	68%	69%	70%	70%	58%	67%
NOT TOO MUCH/NOT AT ALL	298	154	143	272	5	14	1	138	133	33	45	58	91	71	65	88	70	73
	31%	30%	33%	33%	20%	18%	5%	32%	35%	26%	35%	37%	30%	29%	29%	30%	37%	29%
A lot	251	140	111	211	9	21	3	118	93	33	20	33	90	75	45	95	41	70
	26%	27%	25%	26%	33%	29%	17%	27%	24%	26%	16%	21%	30%	31%	20%	32%	22%	28%
Some	387	220	167	315	13	39	13	173	142	56	61	61	116	93	111	109	67	100
	40%	43%	38%	39%	47%	53%	69%	40%	37%	44%	48%	40%	38%	38%	50%	37%	36%	39%
Not too much	174	88	84	155	5	8	-	78	75	19	28	41	43	42	39	49	47	37
	18%	17%	19%	19%	20%	11%	-	18%	20%	15%	22%	26%	14%	17%	18%	17%	25%	15%
Not at all	124	66	59	117	-	6	1	59	58	14	17	17	48	28	26	40	22	36
	13%	13%	13%	14%	-	8%	5%	14%	15%	11%	13%	11%	16%	12%	12%	14%	12%	14%
Unsure	20	2	18	17	-	-	2	2	14	6	2	2	6	5	2	0	8	10
	2%	0%	4%	2%	-	-	10%	1%	4%	4%	1%	2%	2%	2%	1%	0%	4%	4%

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How much, if at all, do you trust the information you get from each of the following sources?  
 -Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	638	218	201	148	70	334	161	173	190	129	61	134	142	136	121	84
	67%	67%	66%	67%	67%	64%	66%	62%	66%	69%	61%	69%	72%	62%	67%	67%
NOT TOO MUCH/NOT AT ALL	298	99	99	68	32	182	81	100	91	57	33	51	53	80	59	38
	31%	31%	32%	31%	31%	35%	33%	35%	32%	31%	34%	26%	27%	37%	33%	30%
A lot	251	79	95	49	28	137	65	73	73	54	20	52	58	55	48	31
	26%	24%	31%	22%	27%	26%	27%	26%	26%	29%	20%	27%	29%	25%	26%	24%
Some	387	139	106	98	42	197	97	100	117	76	41	83	84	81	74	53
	40%	43%	35%	45%	40%	37%	40%	36%	41%	41%	41%	43%	43%	37%	41%	43%
Not too much	174	51	55	52	16	94	40	53	61	38	22	25	32	43	35	26
	18%	16%	18%	24%	15%	18%	16%	19%	21%	21%	23%	13%	16%	20%	19%	21%
Not at all	124	48	44	16	17	87	41	47	30	19	11	26	21	36	24	12
	13%	15%	14%	7%	16%	17%	17%	17%	10%	10%	11%	13%	11%	17%	13%	9%
Unsure	20	7	5	4	2	10	2	8	5	0	5	8	3	2	0	3
	2%	2%	2%	2%	2%	2%	1%	3%	2%	0%	5%	4%	1%	1%	0%	2%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How much, if at all, do you trust the information you get from each of the following sources?  
 -Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	638	517	105	122	395	121	107	129	233	166	288	325	376	149	70
	67%	74%	49%	74%	66%	63%	61%	61%	71%	71%	70%	64%	69%	78%	78%
NOT TOO MUCH/NOT AT ALL	298	167	103	37	196	65	65	79	89	65	117	171	164	43	20
	31%	24%	48%	23%	33%	34%	37%	37%	27%	28%	28%	34%	30%	22%	22%
A lot	251	217	28	47	153	51	39	44	98	68	118	123	139	64	29
	26%	31%	13%	29%	26%	26%	22%	21%	30%	29%	29%	24%	25%	33%	32%
Some	387	300	77	75	241	70	68	85	135	99	170	202	237	85	41
	40%	43%	36%	46%	40%	36%	39%	40%	41%	42%	41%	40%	43%	44%	45%
Not too much	174	96	65	15	115	44	40	45	55	35	71	99	98	22	10
	18%	14%	31%	9%	19%	23%	23%	21%	17%	15%	17%	19%	18%	12%	11%
Not at all	124	71	38	22	81	21	26	34	34	30	46	73	66	21	10
	13%	10%	18%	13%	14%	11%	15%	16%	10%	13%	11%	14%	12%	11%	12%
Unsure	20	11	5	5	8	8	3	5	8	5	8	11	8	-	-
	2%	2%	2%	3%	1%	4%	2%	2%	2%	2%	2%	2%	2%	-	-

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How much, if at all, do you trust the information you get from each of the following sources?  
 -Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total	Source Frequency						Source Concern						Big Tech Concern	
		National Often/ Sometimes	National Rarely/ Never	Local Often/ Sometimes	Local Rarely/ Never	Conservative Often/ Sometimes	Conservative Rarely/ Never	National Extremely/ Very	National Not very/ Not at all	Local Extremely/ Very	Local Not very/ Not at all	Conservative Extremely/ Very	Conservative Not very/ Not at all	Extremely/ very concerned	Not very/ not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	638	317	318	508	128	529	106	111	400	150	321	160	317	383	94
	67%	74%	63%	71%	58%	85%	33%	83%	66%	78%	64%	88%	60%	81%	48%
NOT TOO MUCH/NOT AT ALL	298	108	183	204	91	90	205	23	198	43	172	22	205	87	99
	31%	25%	36%	28%	41%	14%	64%	17%	33%	22%	34%	12%	39%	18%	51%
A lot	251	117	133	202	49	234	16	48	163	69	127	90	121	178	24
	26%	27%	26%	28%	22%	38%	5%	36%	27%	36%	26%	49%	23%	38%	12%
Some	387	200	185	306	80	295	90	64	238	82	194	71	196	204	69
	40%	46%	37%	43%	36%	47%	28%	47%	39%	42%	39%	39%	37%	43%	35%
Not too much	174	62	109	128	45	72	99	14	108	30	95	18	105	52	51
	18%	14%	21%	18%	20%	12%	31%	10%	18%	15%	19%	10%	20%	11%	26%
Not at all	124	47	74	76	46	18	106	10	91	13	77	5	100	34	48
	13%	11%	15%	11%	20%	3%	33%	7%	15%	7%	15%	3%	19%	7%	24%
Unsure	20	5	5	8	4	4	7	-	8	-	6	-	6	2	4
	2%	1%	1%	1%	2%	1%	2%		1%		1%		1%	1%	2%

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How much, if at all, do you trust the information you get from each of the following sources to be accurate and unbiased?

-National news organizations (New York Times, national news broadcasts)

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	346	181	164	287	16	30	9	145	141	61	57	57	101	69	91	89	82	81
	36%	35%	37%	35%	56%	40%	50%	34%	37%	48%	45%	37%	34%	28%	41%	30%	44%	32%
NOT TOO MUCH/NOT AT ALL	584	331	253	506	12	44	8	283	223	60	68	95	191	171	131	200	91	162
	61%	64%	58%	62%	44%	60%	41%	66%	58%	47%	53%	61%	63%	70%	59%	68%	49%	64%
A lot	83	47	36	56	3	17	6	26	30	21	16	15	21	9	32	15	21	15
	9%	9%	8%	7%	9%	23%	35%	6%	8%	17%	13%	10%	7%	4%	14%	5%	11%	6%
Some	263	134	128	231	13	13	3	118	111	40	41	41	81	60	60	74	62	66
	28%	26%	29%	28%	47%	18%	15%	27%	29%	32%	32%	27%	27%	24%	27%	25%	33%	26%
Not too much	230	121	108	200	10	13	-	104	96	27	31	34	71	66	47	74	45	64
	24%	24%	25%	24%	35%	17%	-	24%	25%	21%	25%	22%	24%	27%	21%	25%	24%	25%
Not at all	355	210	145	306	2	31	8	179	127	33	37	61	120	105	84	126	47	98
	37%	41%	33%	38%	9%	43%	41%	42%	33%	26%	29%	39%	40%	43%	38%	43%	25%	39%
Unsure	26	3	22	22	-	-	2	3	19	6	3	4	10	4	-	3	12	10
	3%	1%	5%	3%	-	-	10%	1%	5%	5%	2%	2%	3%	1%	1%	7%	4%	4%

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How much, if at all, do you trust the information you get from each of the following sources to be accurate and unbiased?

-National news organizations (New York Times, national news broadcasts)

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956 100	324 100	305 100	219 100	105 100	526 100	244 100	281 100	286 100	187 100	99 100	194 100	197 100	218 100	180 100	125 100
A LOT/SOME	346 36%	126 39%	110 36%	76 34%	34 32%	186 35%	86 35%	99 35%	102 35%	59 32%	42 43%	70 36%	79 40%	76 35%	69 38%	43 34%
NOT TOO MUCH/NOT AT ALL	584 61%	184 57%	191 63%	140 64%	68 65%	325 62%	156 64%	169 60%	179 62%	127 68%	52 52%	116 60%	114 58%	137 63%	111 62%	77 62%
A lot	83 9%	30 9%	27 9%	18 8%	7 7%	34 6%	12 5%	22 8%	22 8%	14 8%	8 8%	23 12%	12 6%	15 7%	22 12%	11 9%
Some	263 28%	96 30%	83 27%	58 26%	26 25%	152 29%	73 30%	77 27%	79 28%	45 24%	35 35%	48 25%	68 34%	61 28%	48 26%	32 25%
Not too much	230 24%	74 23%	75 25%	56 25%	24 23%	129 25%	62 26%	67 24%	69 24%	42 22%	27 27%	40 20%	52 27%	50 23%	46 25%	33 26%
Not at all	355 37%	111 34%	116 38%	84 38%	45 42%	196 37%	94 38%	102 36%	110 38%	85 46%	25 25%	76 39%	62 31%	88 40%	65 36%	45 36%
Unsure	26 3%	13 4%	4 1%	4 2%	3 3%	15 3%	2 1%	13 5%	6 2%	1 1%	5 5%	7 4%	4 2%	4 2%	-	5 4%

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How much, if at all, do you trust the information you get from each of the following sources to be accurate and unbiased?

-National news organizations (New York Times, national news broadcasts)

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	346	228	109	64	216	66	76	83	109	79	154	183	221	73	32
	36%	33%	51%	39%	36%	34%	43%	39%	33%	33%	37%	36%	40%	38%	36%
NOT TOO MUCH/NOT AT ALL	584	455	96	96	370	119	95	119	216	153	246	314	317	115	57
	61%	65%	45%	59%	62%	61%	54%	56%	65%	65%	59%	62%	58%	60%	63%
A lot	83	58	24	15	49	18	11	18	24	30	43	39	55	15	8
	9%	8%	11%	9%	8%	9%	6%	8%	7%	13%	11%	8%	10%	8%	9%
Some	263	169	85	48	167	48	64	65	84	49	110	143	166	58	24
	28%	24%	40%	29%	28%	25%	37%	31%	26%	21%	27%	28%	30%	30%	27%
Not too much	230	161	53	33	154	42	35	48	88	56	100	120	136	36	18
	24%	23%	25%	20%	26%	22%	20%	23%	27%	24%	24%	24%	25%	19%	20%
Not at all	355	294	43	63	216	76	60	71	128	97	146	194	181	79	38
	37%	42%	20%	38%	36%	39%	34%	33%	39%	41%	35%	38%	33%	41%	43%
Unsure	26	13	8	4	12	9	5	11	6	4	14	10	10	3	1
	3%	2%	4%	3%	2%	5%	3%	5%	2%	2%	3%	2%	2%	2%	1%

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-National news organizations (New York Times, national news broadcasts)

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956		430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	346		252	93	299	44	227	118	91	166	110	143	92	176	137	85
	36%		59%	18%	41%	20%	36%	37%	68%	27%	57%	29%	50%	33%	29%	43%
NOT TOO MUCH/NOT AT ALL	584		176	401	411	173	390	189	43	430	82	348	91	343	330	106
	61%		41%	79%	57%	78%	63%	59%	32%	71%	42%	70%	50%	65%	70%	54%
A lot	83		65	17	73	10	64	18	39	36	35	25	36	38	44	15
	9%		15%	3%	10%	4%	10%	6%	29%	6%	18%	5%	20%	7%	9%	8%
Some	263		187	75	225	34	162	100	53	131	76	118	56	138	93	70
	28%		43%	15%	31%	15%	26%	31%	39%	22%	39%	24%	31%	26%	20%	35%
Not too much	230		106	118	188	41	147	79	10	157	44	114	26	135	99	50
	24%		25%	23%	26%	19%	24%	25%	7%	26%	23%	23%	14%	26%	21%	25%
Not at all	355		69	282	223	132	243	109	34	273	38	235	64	208	232	56
	37%		16%	56%	31%	59%	39%	34%	25%	45%	20%	47%	35%	39%	49%	29%
Unsure	26		2	13	11	6	6	11	-	11	1	7	-	10	4	5
	3%		0%	2%	1%	3%	1%	4%		2%	1%	1%		2%	1%	3%

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-Local news organizations (Your local paper or local TV news station)

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	603	339	263	515	25	42	11	281	233	79	78	92	194	159	142	197	106	156
	63%	66%	60%	63%	91%	57%	57%	65%	61%	62%	61%	60%	64%	65%	64%	67%	57%	62%
NOT TOO MUCH/NOT AT ALL	332	174	158	284	2	31	6	149	134	42	46	60	104	80	80	94	68	90
	35%	34%	36%	35%	9%	42%	33%	35%	35%	33%	36%	39%	34%	33%	36%	32%	36%	36%
A lot	167	94	74	140	5	15	4	80	60	22	26	23	56	41	39	55	32	42
	18%	18%	17%	17%	17%	20%	19%	18%	16%	17%	20%	15%	18%	17%	17%	19%	17%	16%
Some	436	245	189	375	21	27	7	201	173	58	52	69	138	118	104	142	74	115
	46%	48%	43%	46%	74%	37%	38%	47%	45%	45%	41%	45%	46%	49%	47%	48%	40%	45%
Not too much	217	120	96	192	1	16	-	107	85	28	30	35	67	55	51	69	43	54
	23%	23%	22%	24%	4%	22%	-	25%	22%	22%	24%	23%	22%	23%	23%	24%	23%	21%
Not at all	116	54	61	91	1	15	6	43	49	13	16	25	37	25	29	25	25	36
	12%	11%	14%	11%	5%	20%	33%	10%	13%	11%	12%	16%	12%	10%	13%	9%	13%	14%
Unsure	21	2	19	16	-	1	2	1	15	6	4	2	5	4	-	2	12	7
	2%	*%	4%	2%	-	1%	10%	*%	4%	5%	3%	2%	2%	2%	-	1%	7%	3%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How much, if at all, do you trust the information you get from each of the following sources to be accurate and unbiased?

-Local news organizations (Your local paper or local TV news station)

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956 100	324 100	305 100	219 100	105 100	526 100	244 100	281 100	286 100	187 100	99 100	194 100	197 100	218 100	180 100	125 100
A LOT/SOME	603 63%	212 65%	193 63%	139 64%	57 54%	339 64%	163 67%	174 62%	175 61%	117 63%	58 58%	120 62%	125 63%	142 65%	121 67%	72 58%
NOT TOO MUCH/NOT AT ALL	332 35%	102 31%	108 35%	76 35%	47 45%	176 33%	79 33%	97 34%	108 38%	70 37%	38 38%	68 35%	68 34%	73 34%	58 32%	49 39%
A lot	167 18%	45 14%	69 23%	39 18%	14 13%	93 18%	48 20%	46 16%	47 16%	32 17%	14 15%	40 21%	37 19%	40 18%	26 14%	17 14%
Some	436 46%	167 52%	124 41%	100 46%	43 41%	245 47%	116 48%	128 46%	128 45%	85 45%	43 44%	81 42%	88 45%	102 47%	96 53%	55 44%
Not too much	217 23%	65 20%	70 23%	54 25%	27 26%	113 21%	55 23%	58 21%	80 28%	52 28%	28 28%	39 20%	55 28%	44 20%	39 21%	30 24%
Not at all	116 12%	37 11%	37 12%	22 10%	20 19%	63 12%	24 10%	39 14%	28 10%	18 10%	10 10%	29 15%	13 6%	29 13%	20 11%	19 16%
Unsure	21 2%	11 3%	4 1%	4 2%	1 1%	11 2%	1 *	10 4%	4 1%	- -	4 4%	6 3%	4 2%	3 1%	0 *	4 3%

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-Local news organizations (Your local paper or local TV news station)

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	603	439	142	103	380	120	115	140	202	143	269	313	370	114	53
	63%	63%	67%	63%	64%	62%	66%	66%	61%	61%	65%	62%	68%	59%	59%
NOT TOO MUCH/NOT AT ALL	332	246	66	57	210	65	54	67	122	89	134	184	172	78	37
	35%	35%	31%	35%	35%	34%	31%	31%	37%	38%	32%	36%	31%	41%	41%
A lot	167	121	44	28	96	43	28	34	58	47	79	88	115	29	15
	18%	17%	20%	17%	16%	22%	16%	16%	18%	20%	19%	17%	21%	15%	16%
Some	436	318	99	74	284	77	86	106	145	96	190	225	255	85	38
	46%	46%	46%	45%	48%	40%	49%	50%	44%	41%	46%	44%	47%	44%	43%
Not too much	217	161	48	35	138	43	30	44	87	56	83	123	111	55	26
	23%	23%	22%	22%	23%	22%	17%	20%	26%	24%	20%	24%	20%	29%	29%
Not at all	116	85	19	21	72	22	24	23	35	33	50	61	60	23	11
	12%	12%	9%	13%	12%	12%	14%	11%	11%	14%	12%	12%	11%	12%	12%
Unsure	21	10	5	4	8	9	6	6	6	4	10	10	6	-	-
	2%	1%	2%	3%	1%	4%	3%	3%	2%	2%	2%	2%	1%		

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How much, if at all, do you trust the information you get from each of the following sources to be accurate and unbiased?

-Local news organizations (Your local paper or local TV news station)

	Total	Source Frequency						Source Concern						Big Tech Concern	
		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	603	321	276	532	68	415	186	99	375	158	285	117	334	281	122
	63%	75%	55%	74%	30%	67%	58%	74%	62%	82%	57%	64%	63%	60%	62%
NOT TOO MUCH/NOT AT ALL	332	106	222	183	149	205	124	35	226	34	208	64	189	185	73
	35%	25%	44%	25%	67%	33%	39%	26%	37%	18%	42%	35%	36%	39%	37%
A lot	167	108	56	154	13	112	55	42	87	72	70	51	80	81	35
	18%	25%	11%	21%	6%	18%	17%	31%	14%	37%	14%	28%	15%	17%	18%
Some	436	213	220	378	55	302	132	58	288	86	215	66	255	200	87
	46%	50%	43%	52%	25%	49%	41%	43%	47%	45%	43%	36%	48%	42%	44%
Not too much	217	79	134	142	75	139	76	22	140	22	125	41	122	113	50
	23%	18%	27%	20%	34%	22%	24%	16%	23%	12%	25%	22%	23%	24%	25%
Not at all	116	27	88	41	74	66	48	13	86	12	83	23	67	72	23
	12%	6%	17%	6%	33%	11%	15%	10%	14%	6%	17%	13%	13%	15%	12%
Unsure	21	3	8	5	6	3	8	-	6	1	6	2	5	5	1
	2%	1%	2%	1%	3%	1%	3%		1%	1%	1%	1%	1%	1%	1%

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 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How much, if at all, do you trust the information you get from each of the following sources to be accurate and unbiased?

-Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	601	330	271	503	15	56	16	272	231	81	71	97	191	162	140	191	109	162
	63%	64%	62%	62%	55%	75%	86%	63%	60%	64%	55%	63%	63%	67%	63%	65%	58%	64%
NOT TOO MUCH/NOT AT ALL	334	185	148	295	12	18	1	159	135	41	55	55	106	76	83	102	67	81
	35%	36%	34%	36%	45%	25%	5%	37%	35%	33%	43%	36%	35%	31%	37%	35%	36%	32%
A lot	212	117	96	177	5	25	2	101	76	31	22	31	67	62	46	71	37	58
	22%	23%	22%	22%	18%	34%	8%	23%	20%	24%	17%	20%	22%	25%	21%	24%	20%	23%
Some	389	214	175	326	10	30	14	171	155	50	49	66	124	100	94	120	71	104
	41%	41%	40%	40%	37%	41%	77%	40%	41%	40%	38%	43%	41%	41%	42%	41%	38%	41%
Not too much	190	109	80	173	6	6	-	97	76	18	36	34	59	44	47	62	40	40
	20%	21%	18%	21%	23%	8%	-	22%	20%	14%	28%	22%	19%	18%	21%	21%	22%	16%
Not at all	144	75	67	122	6	13	1	62	59	23	19	21	48	32	36	40	27	40
	15%	15%	15%	15%	21%	17%	5%	14%	15%	18%	15%	14%	16%	13%	16%	14%	14%	16%
Unsure	21	0	20	17	-	-	2	0	17	5	3	3	6	5	-	0	10	10
	2%	*%	5%	2%	-	-	10%	*%	4%	4%	2%	2%	2%	2%	-	*%	5%	4%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

How much, if at all, do you trust the information you get from each of the following sources to be accurate and unbiased?

-Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956 100	324 100	305 100	219 100	105 100	526 100	244 100	281 100	286 100	187 100	99 100	194 100	197 100	218 100	180 100	125 100
A LOT/SOME	601 63%	203 63%	196 64%	138 63%	63 60%	326 62%	160 65%	166 59%	176 61%	112 60%	63 64%	121 63%	130 66%	137 63%	119 66%	74 59%
NOT TOO MUCH/NOT AT ALL	334 35%	112 34%	104 34%	78 36%	40 38%	189 36%	84 35%	103 37%	107 37%	75 40%	32 32%	65 34%	64 32%	77 36%	62 34%	49 39%
A lot	212 22%	68 21%	78 26%	43 20%	24 22%	113 22%	57 23%	56 20%	63 22%	44 23%	20 20%	41 21%	45 23%	56 26%	38 21%	26 21%
Some	389 41%	135 42%	118 39%	95 43%	39 38%	213 40%	102 42%	110 39%	112 39%	69 37%	44 44%	80 42%	85 43%	81 37%	81 45%	47 38%
Not too much	190 20%	59 18%	56 18%	57 26%	18 17%	103 20%	48 20%	55 20%	69 24%	49 26%	21 21%	34 18%	37 19%	48 22%	32 18%	30 24%
Not at all	144 15%	52 16%	49 16%	21 9%	22 21%	85 16%	36 15%	48 17%	37 13%	26 14%	11 11%	31 16%	27 14%	30 14%	30 16%	19 15%
Unsure	21 2%	9 3%	5 2%	3 1%	2 2%	12 2%	-	12 4%	4 2%	0 %	4 4%	7 4%	3 2%	3 1%	-	2 2%

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How much, if at all, do you trust the information you get from each of the following sources to be accurate and unbiased?

-Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	601	479	109	110	377	114	111	115	213	160	268	311	345	144	66
	63%	69%	51%	67%	63%	59%	64%	54%	65%	68%	65%	61%	63%	75%	74%
NOT TOO MUCH/NOT AT ALL	334	206	99	50	213	71	59	93	111	71	134	187	195	47	24
	35%	30%	47%	30%	36%	36%	34%	44%	34%	30%	32%	37%	36%	25%	26%
A lot	212	191	17	38	133	41	28	38	92	51	103	101	122	50	26
	22%	27%	8%	23%	22%	21%	16%	18%	28%	22%	25%	20%	22%	26%	29%
Some	389	287	92	72	244	73	83	77	121	108	166	209	224	94	40
	41%	41%	43%	44%	41%	38%	47%	36%	37%	46%	40%	41%	41%	49%	44%
Not too much	190	123	53	27	117	46	26	61	60	43	82	97	122	22	14
	20%	18%	25%	17%	20%	24%	15%	29%	18%	18%	20%	19%	22%	12%	16%
Not at all	144	83	46	22	97	25	33	31	52	28	52	90	73	25	10
	15%	12%	22%	14%	16%	13%	19%	15%	16%	12%	13%	18%	13%	13%	11%
Unsure	21	11	5	4	8	9	4	5	6	6	11	9	8	-	-
	2%	2%	2%	3%	1%	5%	2%	2%	2%	2%	3%	2%	1%		

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How much, if at all, do you trust the information you get from each of the following sources to be accurate and unbiased?

-Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total	Source Frequency						Source Concern						Big Tech Concern	
		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	601	292	305	480	120	498	101	110	376	135	310	164	293	353	98
	63%	68%	60%	67%	54%	80%	32%	82%	62%	70%	62%	90%	55%	75%	50%
NOT TOO MUCH/NOT AT ALL	334	133	193	232	99	122	207	24	225	57	185	18	231	116	97
	35%	31%	38%	32%	44%	20%	65%	18%	37%	29%	37%	10%	44%	25%	49%
A lot	212	104	109	168	44	197	14	47	134	63	108	85	86	150	18
	22%	24%	21%	23%	20%	32%	5%	35%	22%	32%	22%	47%	16%	32%	9%
Some	389	188	197	312	76	301	87	63	242	73	202	79	207	202	80
	41%	44%	39%	43%	34%	48%	27%	47%	40%	38%	41%	43%	39%	43%	41%
Not too much	190	70	117	139	51	82	105	13	122	42	101	9	118	62	55
	20%	16%	23%	19%	23%	13%	33%	10%	20%	22%	20%	5%	22%	13%	28%
Not at all	144	63	77	93	48	41	102	11	103	15	84	9	114	54	42
	15%	15%	15%	13%	21%	7%	32%	8%	17%	8%	17%	5%	21%	11%	21%
Unsure	21	4	7	8	4	3	10	0	6	1	4	0	4	2	2
	2%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%

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How concerned are you, if at all, about whether each of the following will be able to stay in business and provide news coverage in the future?

-National news organizations (New York Times, national news broadcasts)

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	135	76	59	102	9	13	5	57	44	21	30	26	37	20	44	32	34	25
	14%	15%	13%	12%	34%	18%	30%	13%	12%	17%	24%	17%	12%	8%	20%	11%	18%	10%
NOT VERY/NOT AT ALL CONCERNED	607	340	265	537	8	42	10	295	241	75	62	95	192	184	130	210	100	166
	63%	66%	60%	66%	30%	57%	52%	68%	63%	59%	48%	61%	63%	75%	58%	72%	54%	65%
Extremely concerned	63	37	26	51	2	9	1	32	19	12	13	14	16	8	23	14	16	10
	7%	7%	6%	6%	7%	13%	6%	8%	5%	10%	10%	9%	5%	3%	10%	5%	9%	4%
Very concerned	72	39	33	51	8	4	4	25	26	9	17	12	21	11	21	18	18	15
	7%	8%	7%	6%	27%	5%	23%	6%	7%	7%	14%	8%	7%	5%	10%	6%	10%	6%
Somewhat concerned	141	71	70	115	4	16	2	59	56	17	27	24	48	24	36	35	33	37
	15%	14%	16%	14%	15%	22%	9%	14%	15%	13%	21%	16%	16%	10%	16%	12%	18%	15%
Not very concerned	253	137	116	217	3	22	4	116	100	36	29	31	80	77	50	87	45	71
	26%	27%	26%	27%	11%	30%	22%	27%	26%	28%	22%	20%	27%	32%	23%	30%	24%	28%
Not at all concerned	354	203	150	320	5	20	6	178	140	39	33	64	112	107	80	123	55	95
	37%	39%	34%	39%	19%	28%	30%	41%	37%	31%	26%	42%	37%	44%	36%	42%	29%	37%
Unsure	73	28	45	62	6	2	2	20	42	14	9	9	25	16	12	16	19	26
	8%	5%	10%	8%	21%	3%	10%	5%	11%	11%	7%	6%	8%	7%	6%	5%	10%	10%

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How concerned are you, if at all, about whether each of the following will be able to stay in business and provide news coverage in the future?

-National news organizations (New York Times, national news broadcasts)

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956 100	324 100	305 100	219 100	105 100	526 100	244 100	281 100	286 100	187 100	99 100	194 100	197 100	218 100	180 100	125 100
EXTREMELY/VERY CONCERNED	135 14%	46 14%	38 12%	38 17%	13 12%	57 11%	30 12%	27 10%	45 16%	28 15%	17 17%	26 14%	27 14%	37 17%	23 13%	19 15%
NOT VERY/NOT AT ALL CONCERNED	607 63%	193 59%	202 66%	142 65%	70 67%	345 65%	162 67%	181 64%	192 67%	132 71%	60 60%	125 65%	118 60%	138 63%	130 72%	75 60%
Extremely concerned	63 7%	22 7%	15 5%	19 9%	7 7%	28 5%	14 6%	14 5%	23 8%	19 10%	5 5%	14 7%	10 5%	14 6%	14 8%	10 8%
Very concerned	72 7%	24 8%	23 7%	19 9%	6 5%	29 6%	16 7%	13 5%	21 7%	9 5%	12 12%	12 6%	17 9%	24 11%	8 5%	8 7%
Somewhat concerned	141 15%	49 15%	46 15%	30 14%	15 14%	78 15%	38 15%	40 14%	36 13%	22 12%	14 15%	28 15%	31 16%	29 13%	24 13%	22 17%
Not very concerned	253 26%	90 28%	76 25%	63 29%	25 24%	136 26%	63 26%	73 26%	80 28%	53 28%	27 28%	54 28%	45 23%	57 26%	58 32%	32 25%
Not at all concerned	354 37%	103 32%	126 41%	79 36%	46 43%	208 40%	99 41%	108 38%	112 39%	79 42%	32 33%	71 37%	73 37%	81 37%	72 40%	43 35%
Unsure	73 8%	36 11%	20 7%	9 4%	7 6%	47 9%	14 6%	33 12%	14 5%	6 3%	8 8%	14 7%	21 11%	14 6%	3 2%	9 8%

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-National news organizations (New York Times, national news broadcasts)

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	135	97	38	24	72	39	24	15	59	37	64	70	80	39	17
	14%	14%	18%	15%	12%	20%	14%	7%	18%	16%	16%	14%	15%	21%	19%
NOT VERY/NOT AT ALL CONCERNED	607	474	106	104	398	104	111	148	207	139	256	323	348	109	56
	63%	68%	50%	64%	67%	54%	63%	70%	63%	59%	62%	64%	64%	57%	63%
Extremely concerned	63	49	14	15	29	20	8	8	28	20	31	32	36	19	10
	7%	7%	7%	9%	5%	10%	4%	4%	8%	8%	7%	6%	7%	10%	11%
Very concerned	72	48	24	10	43	19	16	7	31	17	33	37	43	20	7
	7%	7%	11%	6%	7%	10%	9%	3%	9%	7%	8%	7%	8%	11%	8%
Somewhat concerned	141	74	51	28	88	25	28	30	43	40	60	77	92	30	15
	15%	11%	24%	17%	15%	13%	16%	14%	13%	17%	14%	15%	17%	16%	17%
Not very concerned	253	180	61	38	165	50	49	65	83	56	114	128	156	40	20
	26%	26%	29%	23%	28%	26%	28%	30%	25%	24%	28%	25%	28%	21%	23%
Not at all concerned	354	294	45	66	234	54	62	84	123	83	142	195	192	69	36
	37%	42%	21%	40%	39%	28%	35%	39%	37%	35%	34%	38%	35%	36%	40%
Unsure	73	50	17	7	40	27	12	19	22	20	33	37	28	13	1
	8%	7%	8%	4%	7%	14%	7%	9%	7%	8%	8%	7%	5%	7%	2%

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	Total	Source Frequency						Source Concern						Big Tech Concern	
		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	135	86	48	109	26	107	28	135	-	93	18	82	32	86	10
	14%	20%	9%	15%	12%	17%	9%	100%		48%	4%	45%	6%	18%	5%
NOT VERY/NOT AT ALL CONCERNED	607	235	364	443	158	394	206	-	607	58	445	75	446	296	154
	63%	55%	72%	62%	71%	63%	65%		100%	30%	89%	41%	84%	63%	78%
Extremely concerned	63	42	22	50	14	52	11	63	-	39	13	38	21	51	-
	7%	10%	4%	7%	6%	8%	4%	47%		20%	3%	21%	4%	11%	
Very concerned	72	45	26	59	12	55	17	72	-	54	5	44	12	35	10
	7%	10%	5%	8%	5%	9%	5%	53%		28%	1%	24%	2%	7%	5%
Somewhat concerned	141	83	55	119	20	92	48	-	-	40	25	23	34	63	25
	15%	19%	11%	17%	9%	15%	15%			21%	5%	12%	6%	13%	13%
Not very concerned	253	123	126	195	54	163	87	-	253	31	157	20	197	89	73
	26%	29%	25%	27%	24%	26%	27%		42%	16%	31%	11%	37%	19%	37%
Not at all concerned	354	112	238	249	105	231	119	-	354	27	288	55	249	207	80
	37%	26%	47%	35%	47%	37%	37%		58%	14%	58%	30%	47%	44%	41%
Unsure	73	25	40	49	19	30	37	-	-	3	11	3	16	26	8
	8%	6%	8%	7%	8%	5%	12%			1%	2%	2%	3%	5%	4%

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 -Local news organizations (Your local paper or local TV news station)

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	193	101	92	157	11	12	6	79	78	27	41	42	51	33	62	39	47	45
	20%	20%	21%	19%	41%	17%	34%	18%	20%	21%	32%	27%	17%	14%	28%	13%	25%	18%
NOT VERY/NOT AT ALL CONCERNED	499	281	219	447	6	34	6	253	194	57	53	81	160	147	101	179	90	129
	52%	54%	50%	55%	22%	46%	34%	59%	51%	45%	41%	52%	53%	60%	46%	61%	48%	51%
Extremely concerned	65	30	35	50	2	8	3	23	27	11	15	13	14	11	20	10	20	15
	7%	6%	8%	6%	8%	11%	17%	5%	7%	9%	12%	9%	5%	5%	9%	3%	11%	6%
Very concerned	128	71	57	107	9	4	3	56	51	16	25	28	37	22	42	29	27	30
	13%	14%	13%	13%	33%	6%	17%	13%	13%	12%	20%	18%	12%	9%	19%	10%	15%	12%
Somewhat concerned	214	120	92	167	10	25	5	87	78	35	29	25	76	49	56	64	32	60
	22%	23%	21%	20%	37%	34%	25%	20%	20%	28%	23%	16%	25%	20%	25%	22%	17%	24%
Not very concerned	239	132	107	209	5	20	1	122	87	29	30	31	76	72	48	84	43	64
	25%	26%	24%	26%	18%	27%	4%	28%	23%	23%	23%	20%	25%	30%	21%	29%	23%	25%
Not at all concerned	260	149	112	238	1	14	6	131	107	28	23	50	85	75	54	95	47	65
	27%	29%	25%	29%	5%	19%	30%	30%	28%	22%	18%	32%	28%	31%	24%	32%	25%	26%
Unsure	49	14	36	44	-	2	1	11	33	7	5	7	16	14	3	11	17	19
	5%	3%	8%	5%		3%	6%	3%	9%	6%	4%	4%	5%	6%	1%	4%	9%	8%

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How concerned are you, if at all, about whether each of the following will be able to stay in business and provide news coverage in the future?

-Local news organizations (Your local paper or local TV news station)

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956 100	324 100	305 100	219 100	105 100	526 100	244 100	281 100	286 100	187 100	99 100	194 100	197 100	218 100	180 100	125 100
EXTREMELY/VERY CONCERNED	193 20%	72 22%	53 17%	50 23%	19 18%	100 19%	43 18%	57 20%	57 20%	35 19%	22 22%	42 22%	41 21%	48 22%	31 17%	28 22%
NOT VERY/NOT AT ALL CONCERNED	499 52%	153 47%	169 55%	120 55%	58 55%	287 55%	139 57%	148 53%	160 56%	114 61%	46 47%	105 54%	98 50%	113 52%	103 57%	63 51%
Extremely concerned	65 7%	23 7%	16 5%	20 9%	6 6%	30 6%	11 4%	19 7%	20 7%	13 7%	7 8%	15 8%	16 8%	11 5%	10 6%	13 11%
Very concerned	128 13%	49 15%	37 12%	30 13%	12 12%	70 13%	33 13%	37 13%	37 13%	23 12%	14 14%	27 14%	25 13%	37 17%	21 12%	14 11%
Somewhat concerned	214 22%	75 23%	73 24%	41 19%	23 22%	108 21%	54 22%	53 19%	57 20%	33 18%	24 24%	39 20%	47 24%	46 21%	45 25%	26 21%
Not very concerned	239 25%	68 21%	87 29%	59 27%	23 22%	133 25%	68 28%	65 23%	76 27%	54 29%	22 22%	49 25%	48 24%	53 25%	53 29%	28 22%
Not at all concerned	260 27%	84 26%	81 27%	61 28%	34 33%	154 29%	71 29%	82 29%	84 29%	60 32%	25 25%	56 29%	50 26%	59 27%	50 28%	35 28%
Unsure	49 5%	24 8%	10 3%	8 4%	5 5%	31 6%	7 3%	24 8%	12 4%	4 2%	8 8%	8 4%	11 5%	12 5%	2 1%	8 7%

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How concerned are you, if at all, about whether each of the following will be able to stay in business and provide news coverage in the future?

-Local news organizations (Your local paper or local TV news station)

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	193	132	58	44	106	44	36	39	65	54	88	101	131	46	23
	20%	19%	27%	27%	18%	23%	21%	18%	20%	23%	21%	20%	24%	24%	26%
NOT VERY/NOT AT ALL CONCERNED	499	386	86	83	332	85	95	118	175	108	202	276	277	95	45
	52%	55%	40%	50%	55%	44%	54%	56%	53%	46%	49%	55%	51%	49%	51%
Extremely concerned	65	50	15	17	34	15	12	14	17	23	32	33	46	13	5
	7%	7%	7%	10%	6%	8%	7%	6%	5%	10%	8%	7%	8%	7%	5%
Very concerned	128	81	42	27	72	28	25	25	48	30	56	67	85	33	18
	13%	12%	20%	17%	12%	15%	14%	12%	14%	13%	14%	13%	16%	17%	20%
Somewhat concerned	214	145	59	33	134	48	36	45	74	59	105	101	123	46	21
	22%	21%	28%	20%	22%	25%	21%	21%	23%	25%	26%	20%	22%	24%	24%
Not very concerned	239	171	55	31	155	53	46	60	82	49	102	128	144	38	20
	25%	25%	26%	19%	26%	27%	26%	28%	25%	21%	25%	25%	26%	20%	22%
Not at all concerned	260	215	31	51	177	32	50	58	93	60	99	148	132	56	26
	27%	31%	14%	31%	30%	17%	28%	27%	28%	25%	24%	29%	24%	29%	29%
Unsure	49	32	11	5	27	18	7	11	16	14	18	28	18	5	-
	5%	5%	5%	3%	4%	9%	4%	5%	5%	6%	4%	6%	3%	2%	

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How concerned are you, if at all, about whether each of the following will be able to stay in business and provide news coverage in the future?

-Local news organizations (Your local paper or local TV news station)

	Total	Source Frequency						Source Concern						Big Tech Concern	
		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	193	110	79	167	26	144	48	93	58	193	-	96	54	111	20
	20%	26%	16%	23%	12%	23%	15%	69%	10%	100%	-	53%	10%	24%	10%
NOT VERY/NOT AT ALL CONCERNED	499	194	299	353	145	319	176	18	445	-	499	52	380	229	144
	52%	45%	59%	49%	65%	51%	55%	14%	73%	-	100%	28%	72%	49%	73%
Extremely concerned	65	44	19	57	8	54	12	38	20	65	-	38	17	51	3
	7%	10%	4%	8%	4%	9%	4%	28%	3%	34%	-	21%	3%	11%	1%
Very concerned	128	66	60	110	18	90	37	55	38	128	-	58	37	61	17
	13%	15%	12%	15%	8%	14%	12%	41%	6%	66%	-	32%	7%	13%	9%
Somewhat concerned	214	111	100	169	39	140	71	24	104	-	-	35	89	113	28
	22%	26%	20%	24%	18%	23%	22%	18%	17%	-	-	19%	17%	24%	14%
Not very concerned	239	101	136	182	57	159	78	11	208	-	239	29	178	97	68
	25%	24%	27%	25%	25%	26%	25%	8%	34%	-	48%	16%	34%	21%	34%
Not at all concerned	260	93	163	171	88	160	97	7	237	-	260	23	203	132	77
	27%	22%	32%	24%	40%	26%	31%	5%	39%	-	52%	13%	38%	28%	39%
Unsure	49	15	28	31	13	20	23	-	1	-	-	-	6	17	4
	5%	3%	6%	4%	6%	3%	7%	-	*%	-	-	-	1%	4%	2%

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How concerned are you, if at all, about whether each of the following will be able to stay in business and provide news coverage in the future?

-Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	183	98	85	146	7	18	4	77	70	25	36	36	42	44	62	36	36	49
	19%	19%	19%	18%	24%	25%	23%	18%	18%	20%	28%	23%	14%	18%	28%	12%	19%	19%
NOT VERY/NOT AT ALL CONCERNED	529	301	226	472	12	28	10	263	207	70	53	84	179	143	108	193	97	129
	55%	58%	51%	58%	42%	38%	52%	61%	54%	55%	42%	54%	59%	59%	49%	66%	52%	51%
Extremely concerned	81	40	41	62	3	11	1	32	30	10	12	15	20	25	21	19	15	26
	9%	8%	9%	8%	11%	15%	5%	7%	8%	8%	9%	9%	7%	10%	10%	6%	8%	10%
Very concerned	102	57	44	85	4	8	3	44	40	16	24	21	22	18	40	17	21	23
	11%	11%	10%	10%	14%	10%	19%	10%	11%	12%	19%	14%	7%	8%	18%	6%	11%	9%
Somewhat concerned	186	100	86	146	8	25	3	78	67	25	31	29	61	41	48	52	36	50
	19%	19%	20%	18%	29%	34%	15%	18%	18%	19%	24%	19%	20%	17%	22%	18%	20%	20%
Not very concerned	256	145	109	223	5	20	3	124	97	31	31	37	86	72	50	96	47	62
	27%	28%	25%	27%	18%	28%	18%	29%	25%	24%	24%	24%	28%	30%	22%	33%	25%	25%
Not at all concerned	272	156	117	249	7	8	6	139	110	39	22	47	93	71	58	97	50	66
	29%	30%	27%	31%	25%	10%	34%	32%	29%	31%	18%	30%	31%	29%	26%	33%	27%	26%
Unsure	59	17	42	51	1	2	2	13	39	7	8	7	21	16	5	12	16	26
	6%	3%	10%	6%	5%	3%	10%	3%	10%	6%	6%	4%	7%	7%	2%	4%	9%	10%

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How concerned are you, if at all, about whether each of the following will be able to stay in business and provide news coverage in the future?

-Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956 100	324 100	305 100	219 100	105 100	526 100	244 100	281 100	286 100	187 100	99 100	194 100	197 100	218 100	180 100	125 100
EXTREMELY/VERY CONCERNED	183 19%	54 17%	65 21%	42 19%	21 20%	94 18%	45 19%	48 17%	53 18%	31 17%	22 22%	34 18%	37 19%	52 24%	33 18%	21 17%
NOT VERY/NOT AT ALL CONCERNED	529 55%	175 54%	163 54%	130 59%	60 57%	294 56%	139 57%	154 55%	177 62%	124 66%	53 54%	97 50%	105 53%	121 56%	113 62%	75 60%
Extremely concerned	81 9%	23 7%	31 10%	18 8%	9 8%	38 7%	16 7%	22 8%	24 8%	16 9%	8 8%	16 8%	12 6%	23 11%	19 11%	7 6%
Very concerned	102 11%	31 10%	34 11%	24 11%	12 12%	56 11%	29 12%	27 9%	29 10%	15 8%	14 14%	18 9%	25 13%	28 13%	14 8%	14 11%
Somewhat concerned	186 19%	66 20%	61 20%	39 18%	19 18%	98 19%	50 21%	48 17%	46 16%	28 15%	18 18%	48 25%	44 22%	33 15%	33 18%	20 16%
Not very concerned	256 27%	86 27%	76 25%	65 30%	29 27%	132 25%	62 25%	69 25%	90 32%	62 33%	28 28%	42 22%	46 23%	56 26%	69 38%	40 32%
Not at all concerned	272 29%	89 27%	87 29%	65 30%	32 30%	162 31%	77 32%	85 30%	87 30%	62 33%	25 25%	55 28%	60 30%	65 30%	43 24%	35 28%
Unsure	59 6%	29 9%	15 5%	8 3%	5 5%	40 8%	9 4%	31 11%	10 4%	4 2%	6 6%	14 7%	11 6%	12 5%	2 1%	8 6%

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-Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	183	138	42	36	114	33	34	32	63	54	91	89	113	45	22
	19%	20%	20%	22%	19%	17%	19%	15%	19%	23%	22%	18%	21%	23%	24%
NOT VERY/NOT AT ALL CONCERNED	529	390	110	80	344	104	98	128	191	110	223	285	300	94	50
	55%	56%	52%	49%	58%	54%	56%	60%	58%	46%	54%	56%	55%	49%	56%
Extremely concerned	81	68	12	16	51	14	11	14	31	25	42	38	48	21	9
	9%	10%	6%	10%	9%	7%	7%	7%	9%	11%	10%	7%	9%	11%	10%
Very concerned	102	71	30	20	62	19	22	18	32	29	49	51	65	24	12
	11%	10%	14%	12%	10%	10%	13%	8%	10%	12%	12%	10%	12%	13%	14%
Somewhat concerned	186	129	48	42	107	37	30	40	61	55	80	98	109	49	18
	19%	19%	23%	26%	18%	19%	17%	19%	18%	23%	19%	19%	20%	26%	20%
Not very concerned	256	178	64	33	164	59	49	65	78	64	108	142	160	42	23
	27%	26%	30%	20%	27%	30%	28%	31%	24%	27%	26%	28%	29%	22%	26%
Not at all concerned	272	212	46	47	181	45	48	63	113	46	114	143	140	52	27
	29%	30%	22%	29%	30%	23%	28%	30%	34%	20%	28%	28%	26%	27%	30%
Unsure	59	37	13	5	33	20	13	12	15	18	19	34	26	3	-
	6%	5%	6%	3%	6%	10%	8%	6%	5%	7%	5%	7%	5%	2%	-

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-Conservative news organizations (Fox News, Newsmax, conservative talk radio)

	Total	Source Frequency						Source Concern						Big Tech Concern	
		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	183	95	88	138	44	155	27	82	75	96	52	183	-	127	11
	19%	22%	17%	19%	20%	25%	9%	61%	12%	50%	10%	100%	-	27%	5%
NOT VERY/NOT AT ALL CONCERNED	529	235	283	395	132	306	217	32	446	54	380	-	529	226	156
	55%	55%	56%	55%	59%	49%	68%	24%	74%	28%	76%	-	100%	48%	79%
Extremely concerned	81	41	41	61	21	76	5	37	39	40	29	81	-	65	3
	9%	9%	8%	8%	9%	12%	2%	28%	6%	21%	6%	44%	-	14%	1%
Very concerned	102	54	47	78	23	79	22	45	36	57	23	102	-	62	8
	11%	13%	9%	11%	10%	13%	7%	33%	6%	29%	5%	56%	-	13%	4%
Somewhat concerned	186	82	100	147	35	144	40	20	79	43	55	-	-	104	22
	19%	19%	20%	20%	16%	23%	13%	15%	13%	22%	11%	-	-	22%	11%
Not very concerned	256	128	123	203	51	156	97	19	214	37	156	-	256	103	73
	27%	30%	24%	28%	23%	25%	31%	14%	35%	19%	31%	-	48%	22%	37%
Not at all concerned	272	107	160	192	81	150	120	14	233	17	224	-	272	123	83
	29%	25%	32%	27%	36%	24%	38%	10%	38%	9%	45%	-	52%	26%	42%
Unsure	59	18	34	40	13	18	34	-	6	-	12	-	-	14	8
	6%	4%	7%	5%	6%	3%	11%	-	1%	-	2%	-	-	3%	4%

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How concerned are you, if at all, about the economic and political power of Big Tech—companies like Google and Facebook—in the United States?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	471	279	190	395	12	47	10	228	166	55	58	84	146	127	129	150	67	124
	49%	54%	43%	48%	43%	63%	56%	53%	43%	43%	45%	54%	48%	52%	58%	51%	36%	49%
NOT VERY/NOT AT ALL CONCERNED	196	93	104	165	3	19	4	78	86	35	28	28	63	43	34	58	56	48
	21%	18%	24%	20%	11%	26%	21%	18%	23%	27%	22%	18%	21%	18%	15%	20%	30%	19%
Extremely concerned	280	177	101	234	5	30	8	142	91	33	35	53	80	79	82	96	38	63
	29%	34%	23%	29%	17%	41%	41%	33%	24%	26%	28%	34%	27%	32%	37%	33%	21%	25%
Very concerned	191	102	89	161	7	17	3	86	75	22	23	31	66	49	48	54	28	60
	20%	20%	20%	20%	26%	22%	15%	20%	20%	17%	18%	20%	22%	20%	21%	19%	15%	24%
Somewhat concerned	253	138	115	221	13	8	3	119	102	30	38	37	82	66	58	80	47	68
	26%	27%	26%	27%	46%	11%	17%	28%	27%	23%	30%	24%	27%	27%	26%	27%	25%	27%
Not very concerned	121	59	62	105	3	7	3	52	53	19	16	19	37	31	23	36	30	33
	13%	11%	14%	13%	11%	9%	18%	12%	14%	15%	12%	12%	12%	13%	10%	12%	16%	13%
Not at all concerned	75	34	41	60	-	13	1	26	33	16	12	9	26	12	11	23	26	15
	8%	7%	9%	7%	-	17%	3%	6%	9%	13%	9%	6%	8%	5%	5%	8%	14%	6%
Unsure	36	6	30	35	-	-	1	6	29	7	4	5	11	8	1	5	16	14
	4%	1%	7%	4%	-	-	6%	1%	8%	6%	3%	4%	4%	3%	*%	2%	9%	6%

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How concerned are you, if at all, about the economic and political power of Big Tech—companies like Google and Facebook—in the United States?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	471	142	149	123	57	243	117	125	152	111	41	78	103	97	102	74
	49%	44%	49%	56%	54%	46%	48%	44%	53%	59%	41%	40%	52%	45%	56%	59%
NOT VERY/NOT AT ALL CONCERNED	196	75	69	32	21	112	47	65	53	32	21	55	29	54	31	20
	21%	23%	23%	15%	20%	21%	19%	23%	18%	17%	21%	28%	15%	25%	17%	16%
Extremely concerned	280	82	88	73	38	142	75	66	92	67	25	43	61	56	62	53
	29%	25%	29%	33%	36%	27%	31%	23%	32%	36%	25%	22%	31%	26%	34%	42%
Very concerned	191	60	61	51	19	102	42	59	60	44	16	34	43	41	40	21
	20%	18%	20%	23%	18%	19%	17%	21%	21%	24%	16%	18%	22%	19%	22%	17%
Somewhat concerned	253	91	78	58	25	145	75	70	75	44	30	54	60	59	44	26
	26%	28%	26%	26%	24%	28%	31%	25%	26%	24%	31%	28%	30%	27%	25%	21%
Not very concerned	121	43	43	24	11	70	31	39	35	21	14	35	16	31	21	12
	13%	13%	14%	11%	10%	13%	13%	14%	12%	11%	14%	18%	8%	14%	12%	10%
Not at all concerned	75	32	25	7	10	42	16	26	17	10	7	20	13	22	10	8
	8%	10%	8%	3%	9%	8%	7%	9%	6%	5%	7%	10%	7%	10%	5%	6%
Unsure	36	16	10	6	2	26	5	21	8	1	7	8	5	8	4	5
	4%	5%	3%	3%	2%	5%	2%	7%	3%	1%	7%	4%	3%	4%	2%	4%

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How concerned are you, if at all, about the economic and political power of Big Tech—companies like Google and Facebook—in the United States?

	Total	Community					Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956 100	696 100	213 100	164 100	598 100	194 100	175 100	213 100	331 100	236 100	413 100	507 100	548 100	191 100	90 100
EXTREMELY/VERY CONCERNED	471 49%	389 56%	78 37%	90 55%	292 49%	89 46%	76 43%	82 39%	187 57%	123 52%	214 52%	241 48%	293 53%	89 46%	41 46%
NOT VERY/NOT AT ALL CONCERNED	196 21%	111 16%	59 28%	37 22%	123 21%	37 19%	36 21%	58 27%	48 14%	55 23%	74 18%	113 22%	109 20%	42 22%	18 20%
Extremely concerned	280 29%	248 36%	33 15%	46 28%	185 31%	50 26%	51 29%	49 23%	106 32%	74 31%	121 29%	152 30%	171 31%	53 27%	21 23%
Very concerned	191 20%	141 20%	45 21%	44 27%	108 18%	39 20%	25 14%	33 15%	81 25%	50 21%	93 23%	88 17%	121 22%	36 19%	20 22%
Somewhat concerned	253 26%	177 25%	66 31%	36 22%	164 27%	54 28%	53 30%	61 29%	89 27%	50 21%	116 28%	134 26%	137 25%	58 30%	31 34%
Not very concerned	121 13%	69 10%	40 19%	23 14%	76 13%	23 12%	22 13%	41 19%	24 7%	34 14%	56 14%	62 12%	76 14%	22 11%	9 10%
Not at all concerned	75 8%	42 6%	20 9%	14 9%	47 8%	14 7%	14 8%	17 8%	24 7%	21 9%	18 4%	51 10%	33 6%	20 11%	9 10%
Unsure	36 4%	19 3%	9 4%	2 1%	19 3%	14 7%	10 6%	12 6%	7 2%	7 3%	10 2%	19 4%	9 2%	3 1%	-

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How concerned are you, if at all, about the economic and political power of Big Tech—companies like Google and Facebook—in the United States?

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956		430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	471		216	248	352	117	377	90	86	296	111	229	127	226	471	-
	49%		50%	49%	49%	52%	61%	28%	63%	49%	58%	46%	69%	43%	100%	
NOT VERY/NOT AT ALL CONCERNED	196		73	119	143	53	91	103	10	154	20	144	11	156	-	196
	21%		17%	23%	20%	24%	15%	32%	7%	25%	10%	29%	6%	29%		100%
Extremely concerned	280		113	164	206	74	235	44	50	191	64	147	78	143	280	-
	29%		26%	32%	29%	33%	38%	14%	37%	32%	33%	30%	43%	27%	60%	
Very concerned	191		103	84	146	42	142	47	35	105	48	82	48	83	191	-
	20%		24%	17%	20%	19%	23%	15%	26%	17%	25%	16%	26%	16%	40%	
Somewhat concerned	253		130	118	200	45	138	110	38	141	58	110	44	133	-	-
	26%		30%	23%	28%	20%	22%	35%	28%	23%	30%	22%	24%	25%		
Not very concerned	121		56	64	101	20	56	65	7	88	15	79	7	89	-	121
	13%		13%	13%	14%	9%	9%	21%	5%	15%	8%	16%	4%	17%		62%
Not at all concerned	75		18	55	42	33	35	38	3	65	5	65	4	67	-	75
	8%		4%	11%	6%	15%	6%	12%	2%	11%	3%	13%	2%	13%		38%
Unsure	36		10	21	25	8	16	15	1	16	3	16	1	14	-	-
	4%		2%	4%	3%	4%	3%	5%	1%	3%	2%	3%	1%	3%		

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Who do you think makes the most money when you read a news story online?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The author or publication responsible for the story	225	110	115	188	6	19	5	94	93	35	43	32	69	46	62	49	49	66
	24%	21%	26%	23%	21%	26%	26%	22%	24%	28%	33%	21%	23%	19%	28%	17%	26%	26%
The search engine or social media platform where you found the news story	563	325	237	474	18	49	11	263	209	80	70	93	173	147	139	186	103	134
	59%	63%	54%	58%	65%	67%	61%	61%	55%	63%	55%	60%	57%	60%	62%	64%	56%	53%
Someone else (Please specify)	18	11	7	17	-	1	-	11	7	2	2	4	5	5	5	6	3	4
	2%	2%	2%	2%	-	1%	-	3%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%
None of the above	150	70	80	137	4	5	2	63	74	10	13	25	56	46	18	52	31	49
	16%	13%	18%	17%	14%	7%	13%	15%	19%	8%	10%	16%	18%	19%	8%	18%	16%	20%

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Who do you think makes the most money when you read a news story online?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The author or publication responsible for the story	225	104	65	43	14	138	62	76	49	32	17	54	49	55	40	22
	24%	32%	21%	19%	13%	26%	26%	27%	17%	17%	17%	28%	25%	25%	22%	18%
The search engine or social media platform where you found the news story	563	169	182	145	66	289	139	149	183	124	59	105	114	127	113	79
	59%	52%	60%	66%	63%	55%	57%	53%	64%	66%	60%	54%	58%	58%	63%	63%
Someone else (Please specify)	18	-	6	5	6	6	3	2	12	8	4	3	3	6	2	4
	2%		2%	2%	6%	1%	1%	1%	4%	4%	4%	2%	1%	3%	1%	3%
None of the above	150	51	52	27	18	93	39	54	42	23	19	32	31	30	24	19
	16%	16%	17%	12%	17%	18%	16%	19%	15%	12%	19%	16%	16%	14%	13%	16%

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Who do you think makes the most money when you read a news story online?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The author or publication responsible for the story	225	155	60	34	144	47	47	44	87	46	102	110	121	53	26
	24%	22%	28%	21%	24%	24%	27%	21%	26%	20%	25%	22%	22%	27%	29%
The search engine or social media platform where you found the news story	563	428	122	97	354	112	95	128	192	147	251	295	361	106	49
	59%	62%	57%	59%	59%	58%	54%	60%	58%	62%	61%	58%	66%	56%	54%
Someone else (Please specify)	18	18	1	4	10	4	5	0	8	5	11	6	10	1	1
	2%	3%	*%	3%	2%	2%	3%	*%	2%	2%	3%	1%	2%	1%	1%
None of the above	150	95	31	28	90	31	28	40	44	38	48	95	56	31	14
	16%	14%	14%	17%	15%	16%	16%	19%	13%	16%	12%	19%	10%	16%	15%

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Who do you think makes the most money when you read a news story online?

	Total	Source Frequency						Source Concern						Big Tech Concern	
		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The author or publication responsible for the story	225	117	105	179	44	152	73	44	126	59	104	53	113	97	62
	24%	27%	21%	25%	20%	24%	23%	33%	21%	31%	21%	29%	21%	21%	32%
The search engine or social media platform where you found the news story	563	248	307	430	129	387	172	80	375	113	297	114	318	319	87
	59%	58%	61%	60%	58%	62%	54%	59%	62%	59%	60%	62%	60%	68%	45%
Someone else (Please specify)	18	9	9	13	5	14	4	2	15	3	13	5	10	13	2
	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	3%	3%	2%	3%	1%
None of the above	150	56	85	98	45	70	70	9	91	17	85	11	87	41	45
	16%	13%	17%	14%	20%	11%	22%	7%	15%	9%	17%	6%	16%	9%	23%

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Who do you think should make the most money when you read a news story online?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The author or publication responsible for the story	616	336	279	532	15	48	10	282	249	88	89	101	186	152	154	182	123	156
	64%	65%	64%	65%	52%	65%	53%	65%	65%	69%	70%	65%	61%	62%	69%	62%	66%	62%
The search engine or social media platform where you found the news story	156	90	66	122	11	13	4	72	50	29	26	27	54	21	49	41	33	33
	16%	18%	15%	15%	41%	18%	22%	17%	13%	23%	20%	18%	18%	8%	22%	14%	18%	13%
Someone else (Please specify)	17	10	7	14	-	2	-	8	6	2	1	2	3	9	4	6	1	6
	2%	2%	2%	2%		3%		2%	2%	1%	1%	1%	1%	4%	2%	2%	1%	3%
None of the above	167	80	87	146	2	10	5	69	77	8	12	25	60	63	16	64	28	58
	17%	15%	20%	18%	7%	14%	26%	16%	20%	6%	9%	16%	20%	26%	7%	22%	15%	23%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The author or publication responsible for the story	616	184	211	151	69	335	152	182	195	130	65	121	129	141	132	74
	64%	57%	69%	69%	66%	64%	62%	65%	68%	69%	66%	62%	65%	65%	73%	59%
The search engine or social media platform where you found the news story	156	80	37	26	14	90	49	40	33	22	10	40	36	31	22	23
	16%	25%	12%	12%	13%	17%	20%	14%	11%	12%	10%	21%	18%	14%	12%	19%
Someone else (Please specify)	17	3	7	4	2	8	5	3	7	3	3	4	4	4	3	2
	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%	1%	1%
None of the above	167	57	50	38	19	93	37	56	52	32	20	30	28	42	24	26
	17%	18%	16%	18%	19%	18%	15%	20%	18%	17%	20%	15%	14%	19%	13%	21%

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Who do you think should make the most money when you read a news story online?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The author or publication responsible for the story	616	466	136	94	392	130	120	136	205	153	274	318	406	99	51
	64%	67%	64%	57%	65%	67%	69%	64%	62%	65%	66%	63%	74%	52%	57%
The search engine or social media platform where you found the news story	156	94	52	34	93	30	28	39	51	38	73	80	90	40	17
	16%	14%	24%	21%	15%	16%	16%	18%	15%	16%	18%	16%	16%	21%	19%
Someone else (Please specify)	17	15	0	4	8	4	2	1	11	2	4	11	3	4	1
	2%	2%	0%	2%	1%	2%	1%	1%	3%	1%	1%	2%	1%	2%	1%
None of the above	167	120	24	32	106	29	24	36	64	43	62	98	49	48	21
	17%	17%	11%	20%	18%	15%	14%	17%	19%	18%	15%	19%	9%	25%	23%

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Who do you think should make the most money when you read a news story online?

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956		430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
The author or publication responsible for the story	616		281	325	477	137	411	200	73	426	124	339	109	375	316	133
	64%		65%	64%	66%	61%	66%	63%	54%	70%	64%	68%	59%	71%	67%	68%
The search engine or social media platform where you found the news story	156		84	67	122	28	104	51	44	65	54	49	53	51	67	27
	16%		20%	13%	17%	12%	17%	16%	33%	11%	28%	10%	29%	10%	14%	13%
Someone else (Please specify)	17		7	10	12	5	14	3	0	15	2	14	4	12	8	4
	2%		2%	2%	2%	2%	2%	1%	0%	2%	1%	3%	2%	2%	2%	2%
None of the above	167		57	104	109	54	95	64	17	100	14	97	18	91	80	33
	17%		13%	21%	15%	24%	15%	20%	12%	17%	7%	19%	10%	17%	17%	17%

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Policymakers are working on a proposal that would allow news publishers to band together to collectively negotiate better terms for the use of their content by Big Tech, notably Google and Facebook. Would you support or oppose...

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	548	319	228	464	13	44	12	270	193	76	85	102	173	112	151	167	110	118
	57%	62%	52%	57%	45%	60%	64%	63%	50%	60%	66%	66%	57%	46%	68%	57%	59%	46%
STRONGLY/SOMEWHAT OPPOSE	191	102	90	159	15	11	3	82	77	27	21	24	66	54	35	66	36	54
	20%	20%	20%	20%	55%	15%	15%	19%	20%	21%	16%	15%	22%	22%	16%	23%	19%	21%
Strongly support	214	132	81	185	3	18	4	114	70	28	33	46	67	40	63	68	42	39
	22%	26%	18%	23%	11%	24%	23%	26%	18%	22%	26%	30%	22%	17%	29%	23%	23%	15%
Somewhat support	334	187	147	279	10	27	7	156	123	48	52	56	106	72	88	99	68	79
	35%	36%	34%	34%	35%	36%	40%	36%	32%	38%	41%	36%	35%	30%	39%	34%	37%	31%
Somewhat oppose	92	50	42	77	7	5	2	38	39	21	10	14	28	18	26	24	19	22
	10%	10%	9%	9%	24%	7%	9%	9%	10%	17%	8%	9%	9%	7%	12%	8%	10%	9%
Strongly oppose	100	52	48	82	9	6	1	43	39	5	11	10	38	36	9	42	16	32
	10%	10%	11%	10%	31%	8%	6%	10%	10%	4%	8%	6%	12%	15%	4%	14%	9%	13%
Unsure	216	95	121	192	-	18	4	79	113	24	23	29	64	77	36	59	40	82
	23%	18%	28%	24%		25%	21%	18%	29%	19%	18%	19%	21%	32%	16%	20%	21%	32%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	548	174	176	144	53	295	155	139	167	115	52	115	109	128	113	69
	57%	54%	58%	66%	50%	56%	63%	50%	58%	62%	52%	59%	55%	59%	63%	55%
STRONGLY/SOMEWHAT OPPOSE	191	81	59	27	25	112	52	61	47	30	17	44	47	43	27	26
	20%	25%	19%	12%	24%	21%	21%	22%	16%	16%	17%	23%	24%	20%	15%	21%
Strongly support	214	72	61	60	20	117	65	50	67	48	19	52	35	38	61	21
	22%	22%	20%	27%	19%	22%	27%	18%	23%	26%	19%	27%	18%	17%	34%	17%
Somewhat support	334	102	115	84	33	179	89	90	100	67	33	63	74	90	52	47
	35%	31%	38%	38%	31%	34%	37%	32%	35%	36%	33%	32%	38%	41%	29%	38%
Somewhat oppose	92	39	27	14	12	54	24	30	24	15	9	15	29	15	18	11
	10%	12%	9%	6%	12%	10%	10%	11%	8%	8%	9%	8%	15%	7%	10%	9%
Strongly oppose	100	43	32	13	12	59	28	31	23	15	8	28	18	28	9	15
	10%	13%	10%	6%	12%	11%	12%	11%	8%	8%	8%	15%	9%	13%	5%	12%
Unsure	216	69	70	48	28	118	37	81	73	42	31	35	41	47	40	30
	23%	21%	23%	22%	26%	22%	15%	29%	25%	22%	31%	18%	21%	21%	22%	24%

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	Total	Community					Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	548	405	126	108	332	108	106	118	173	149	251	284	548	-	-
	57%	58%	59%	66%	56%	56%	60%	56%	52%	63%	61%	56%	100%		
STRONGLY/SOMEWHAT OPPOSE	191	134	48	26	117	48	37	47	61	48	81	100	-	191	90
	20%	19%	22%	16%	20%	25%	21%	22%	18%	20%	20%	20%		100%	100%
Strongly support	214	168	42	36	131	46	40	36	78	60	98	112	214	-	-
	22%	24%	20%	22%	22%	24%	23%	17%	23%	25%	24%	22%	39%		
Somewhat support	334	237	84	72	201	62	66	82	96	89	153	172	334	-	-
	35%	34%	40%	44%	34%	32%	38%	38%	29%	38%	37%	34%	61%		
Somewhat oppose	92	65	23	13	56	23	14	31	26	21	38	49	-	92	47
	10%	9%	11%	8%	9%	12%	8%	14%	8%	9%	9%	10%		48%	52%
Strongly oppose	100	69	24	13	61	25	22	16	35	27	44	51	-	100	43
	10%	10%	11%	8%	10%	13%	13%	8%	10%	11%	11%	10%		52%	48%
Unsure	216	157	39	30	149	37	33	48	97	39	81	122	-	-	-
	23%	23%	19%	19%	25%	19%	19%	22%	29%	17%	20%	24%			

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	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	548	261	275	423	119	367	173	80	348	131	277	113	300	293	109
	57%	61%	54%	59%	54%	59%	54%	59%	57%	68%	55%	62%	57%	62%	55%
STRONGLY/SOMEWHAT OPPOSE	191	81	110	144	47	134	57	39	109	46	95	45	94	89	42
	20%	19%	22%	20%	21%	21%	18%	29%	18%	24%	19%	25%	18%	19%	21%
Strongly support	214	104	103	160	52	141	68	42	139	58	121	47	125	133	32
	22%	24%	20%	22%	23%	23%	21%	31%	23%	30%	24%	26%	24%	28%	16%
Somewhat support	334	157	172	262	68	226	105	37	210	73	156	67	175	160	77
	35%	37%	34%	36%	30%	36%	33%	28%	35%	38%	31%	36%	33%	34%	39%
Somewhat oppose	92	48	43	69	23	56	35	10	56	20	50	12	56	33	24
	10%	11%	8%	10%	10%	9%	11%	8%	9%	10%	10%	7%	11%	7%	12%
Strongly oppose	100	32	67	75	24	77	22	29	53	26	45	33	38	55	18
	10%	8%	13%	10%	11%	12%	7%	22%	9%	14%	9%	18%	7%	12%	9%
Unsure	216	88	121	153	56	122	89	16	150	17	128	24	134	89	45
	23%	21%	24%	21%	25%	20%	28%	12%	25%	9%	26%	13%	25%	19%	23%

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There is currently a debate in Congress over this proposal. Which of these statements comes closest to your view, even if neither of them is exactly right?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Congress should pass this proposal, because it gives small, local, and conservative news media more tools to fight...	549	310	237	469	20	46	7	259	209	85	74	96	160	134	147	164	107	130
	57%	60%	54%	58%	73%	63%	36%	60%	54%	67%	57%	62%	53%	55%	66%	56%	58%	51%
Congress should keep the law as it is, which would require each individual news outlet to try to strike deals with...	165	101	64	136	5	10	7	80	56	18	26	16	67	38	34	67	26	38
	17%	20%	15%	17%	17%	13%	40%	19%	15%	15%	20%	11%	22%	15%	15%	23%	14%	15%
Unsure	242	104	137	210	3	18	5	91	118	23	29	42	76	73	41	63	52	85
	25%	20%	31%	26%	11%	24%	24%	21%	31%	18%	22%	27%	25%	30%	19%	21%	28%	34%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Congress should pass this proposal, because it gives small, local, and conservative news media more tools to fight...	549	180	179	133	57	303	144	157	166	115	51	109	121	124	116	59
	57%	55%	59%	61%	54%	58%	59%	56%	58%	61%	52%	56%	62%	57%	64%	47%
Congress should keep the law as it is, which would require each individual news outlet to try to strike deals with...	165	62	53	33	18	89	48	41	47	32	15	36	27	41	28	31
	17%	19%	17%	15%	17%	17%	20%	15%	16%	17%	15%	19%	14%	19%	15%	25%
Unsure	242	82	74	53	30	134	52	82	73	40	33	49	49	53	37	34
	25%	25%	24%	24%	29%	25%	21%	29%	26%	21%	34%	25%	25%	24%	21%	28%

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	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Congress should pass this proposal, because it gives small, local, and conservative news media more tools to fight...	549	427	108	91	342	116	99	109	196	143	255	277	393	83	50
	57%	61%	51%	55%	57%	60%	57%	51%	59%	60%	62%	55%	72%	44%	55%
Congress should keep the law as it is, which would require each individual news outlet to try to strike deals with...	165	110	50	36	105	24	31	44	50	41	72	90	83	63	25
	17%	16%	24%	22%	18%	12%	17%	21%	15%	17%	17%	18%	15%	33%	28%
Unsure	242	158	55	37	151	54	45	59	85	52	86	139	72	45	15
	25%	23%	26%	23%	25%	28%	26%	28%	26%	22%	21%	27%	13%	24%	16%

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	Total	Source Frequency						Source Concern						Big Tech Concern	
		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Congress should pass this proposal, because it gives small, local, and conservative news media more tools to fight...	549	251	289	419	128	399	144	77	363	106	293	114	301	327	88
	57%	59%	57%	58%	57%	64%	45%	57%	60%	55%	59%	62%	57%	69%	45%
Congress should keep the law as it is, which would require each individual news outlet to try to strike deals with...	165	89	74	133	32	98	67	35	93	57	73	45	86	69	46
	17%	21%	15%	19%	14%	16%	21%	26%	15%	29%	15%	24%	16%	15%	24%
Unsure	242	89	143	168	63	126	107	23	151	30	133	24	142	75	62
	25%	21%	28%	23%	28%	20%	34%	17%	25%	16%	27%	13%	27%	16%	32%

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	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
These members of Congress have well-reasoned objections to protecting local and conservative news outlets from...	220	126	94	176	12	24	5	101	76	38	34	36	69	42	61	65	48	46
	23%	24%	21%	22%	44%	32%	29%	23%	20%	30%	27%	23%	23%	17%	27%	22%	26%	18%
These members of Congress are doing the bidding of Big Tech and its lobbyists, and will only hurt smaller, local...	469	279	188	407	13	31	7	237	169	62	63	74	147	123	123	156	75	113
	49%	54%	43%	50%	45%	42%	37%	55%	44%	49%	49%	48%	49%	50%	55%	53%	40%	45%
Unsure	267	110	157	232	3	19	6	94	139	26	31	44	86	79	39	71	63	94
	28%	21%	36%	29%	11%	25%	34%	22%	36%	21%	24%	29%	29%	32%	17%	24%	34%	37%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
These members of Congress have well-reasoned objections to protecting local and conservative news outlets from...	220	85	77	38	21	120	62	58	56	38	18	49	50	52	38	27
	23%	26%	25%	17%	20%	23%	26%	21%	20%	20%	18%	26%	25%	24%	21%	21%
These members of Congress are doing the bidding of Big Tech and its lobbyists, and will only hurt smaller, local...	469	143	152	119	55	254	131	121	153	105	47	78	106	105	101	61
	49%	44%	50%	54%	52%	48%	54%	43%	53%	56%	48%	40%	54%	48%	56%	49%
Unsure	267	97	77	62	28	152	50	102	78	44	34	66	42	61	41	37
	28%	30%	25%	28%	27%	29%	21%	36%	27%	23%	35%	34%	21%	28%	23%	30%

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	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
These members of Congress have well-reasoned objections to protecting local and conservative news outlets from...	220	155	59	49	133	38	38	44	75	62	105	114	125	66	28
	23%	22%	28%	30%	22%	20%	22%	20%	23%	26%	25%	22%	23%	34%	31%
These members of Congress are doing the bidding of Big Tech and its lobbyists, and will only hurt smaller, local...	469	370	93	70	303	96	93	99	159	117	200	252	324	81	47
	49%	53%	44%	43%	51%	50%	53%	47%	48%	50%	48%	50%	59%	42%	53%
Unsure	267	171	61	45	163	59	44	70	97	56	108	141	99	45	15
	28%	25%	29%	27%	27%	30%	25%	33%	29%	24%	26%	28%	18%	23%	16%

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	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
These members of Congress have well-reasoned objections to protecting local and conservative news outlets from...	220	111	105	177	42	140	77	46	119	69	88	56	112	97	47
	23%	26%	21%	25%	19%	23%	24%	34%	20%	36%	18%	31%	21%	21%	24%
These members of Congress are doing the bidding of Big Tech and its lobbyists, and will only hurt smaller, local...	469	217	247	359	107	342	126	65	319	88	260	99	265	286	76
	49%	51%	49%	50%	48%	55%	39%	48%	53%	46%	52%	54%	50%	61%	39%
Unsure	267	102	154	185	74	140	116	23	169	36	152	28	152	87	74
	28%	24%	30%	26%	33%	23%	36%	17%	28%	19%	30%	15%	29%	19%	38%

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For each, please indicate if you think you agree or disagree with the statement.

-Local news outlets and conservative media need to be able to band together to better negotiate a fair deal with Big Tech.

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	699	395	303	606	18	46	15	339	265	87	98	103	220	191	170	225	117	186
	73%	77%	69%	74%	64%	62%	79%	79%	69%	68%	77%	67%	73%	78%	76%	77%	63%	73%
STRONGLY/SOMEWHAT DISAGREE	115	64	51	88	9	16	-	47	42	22	17	18	42	15	32	32	26	25
	12%	12%	12%	11%	31%	22%	-	11%	11%	18%	14%	12%	14%	6%	14%	11%	14%	10%
Strongly agree	374	212	163	325	6	33	4	183	142	32	52	58	129	103	84	128	59	104
	39%	41%	37%	40%	22%	44%	21%	43%	37%	25%	41%	37%	43%	42%	38%	44%	32%	41%
Somewhat agree	325	183	140	281	12	13	11	156	124	55	46	45	91	88	86	97	58	82
	34%	35%	32%	34%	42%	18%	59%	36%	32%	43%	36%	29%	30%	36%	39%	33%	31%	32%
Somewhat disagree	76	41	35	59	6	10	-	32	27	13	11	15	26	11	23	18	17	19
	8%	8%	8%	7%	20%	13%	-	7%	7%	11%	9%	10%	9%	4%	10%	6%	9%	7%
Strongly disagree	39	23	16	29	3	6	-	15	15	9	6	3	16	5	9	14	9	7
	4%	4%	4%	4%	11%	8%	-	3%	4%	7%	5%	2%	5%	2%	4%	5%	5%	3%
Unsure	142	57	85	121	1	12	4	45	76	18	12	34	41	37	21	36	43	42
	15%	11%	19%	15%	5%	16%	21%	10%	20%	14%	10%	22%	13%	15%	9%	12%	23%	17%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956 100	324 100	305 100	219 100	105 100	526 100	244 100	281 100	286 100	187 100	99 100	194 100	197 100	218 100	180 100	125 100
STRONGLY/SOMEWHAT AGREE	699 73%	229 71%	226 74%	170 78%	74 71%	388 74%	189 77%	198 71%	218 76%	150 80%	67 68%	146 76%	154 78%	144 66%	141 78%	91 73%
STRONGLY/SOMEWHAT DISAGREE	115 12%	48 15%	35 11%	22 10%	11 10%	61 12%	28 11%	33 12%	27 9%	19 10%	9 9%	29 15%	24 12%	32 15%	16 9%	13 11%
Strongly agree	374 39%	130 40%	116 38%	84 38%	44 42%	215 41%	109 45%	106 38%	110 38%	75 40%	35 36%	88 46%	79 40%	80 37%	75 42%	40 32%
Somewhat agree	325 34%	99 31%	109 36%	86 39%	30 29%	174 33%	80 33%	92 33%	107 37%	76 40%	32 32%	58 30%	75 38%	65 30%	66 37%	50 40%
Somewhat disagree	76 8%	28 9%	24 8%	16 7%	8 8%	39 7%	18 7%	20 7%	20 7%	14 7%	7 7%	21 11%	15 8%	18 8%	13 7%	10 8%
Strongly disagree	39 4%	20 6%	10 3%	6 3%	2 2%	23 4%	10 4%	13 5%	7 2%	5 3%	2 2%	8 4%	8 4%	14 6%	3 2%	4 3%
Unsure	142 15%	47 15%	45 15%	27 12%	20 19%	76 15%	27 11%	49 18%	42 15%	18 10%	24 24%	18 9%	19 10%	41 19%	23 13%	21 17%

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 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

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	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	699	551	140	126	433	140	130	148	246	173	317	362	462	111	69
	73%	79%	66%	77%	72%	72%	74%	70%	74%	73%	77%	71%	84%	58%	76%
STRONGLY/SOMEWHAT DISAGREE	115	66	47	15	75	25	20	25	42	28	33	75	43	62	16
	12%	10%	22%	9%	13%	13%	11%	12%	13%	12%	8%	15%	8%	32%	18%
Strongly agree	374	316	56	63	231	81	71	70	145	88	166	193	265	55	39
	39%	45%	26%	38%	39%	42%	41%	33%	44%	37%	40%	38%	48%	29%	43%
Somewhat agree	325	235	84	64	202	59	59	78	101	85	151	169	197	56	30
	34%	34%	40%	39%	34%	31%	34%	37%	31%	36%	37%	33%	36%	29%	33%
Somewhat disagree	76	41	34	14	46	16	13	18	28	17	28	43	28	42	15
	8%	6%	16%	8%	8%	8%	7%	9%	9%	7%	7%	9%	5%	22%	17%
Strongly disagree	39	26	13	1	28	9	7	7	14	11	5	31	15	20	1
	4%	4%	6%	1%	5%	5%	4%	3%	4%	5%	1%	6%	3%	10%	1%
Unsure	142	78	26	23	91	29	25	40	42	35	63	70	44	18	5
	15%	11%	12%	14%	15%	15%	14%	19%	13%	15%	15%	14%	8%	10%	6%

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	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	699	335	351	539	150	475	215	103	462	143	369	142	391	390	122
	73%	78%	69%	75%	67%	76%	68%	76%	76%	74%	74%	78%	74%	83%	62%
STRONGLY/SOMEWHAT DISAGREE	115	51	62	90	25	78	36	24	59	40	51	26	53	46	31
	12%	12%	12%	12%	11%	12%	11%	18%	10%	21%	10%	14%	10%	10%	16%
Strongly agree	374	170	197	301	72	271	100	51	264	75	207	80	215	248	54
	39%	39%	39%	42%	32%	44%	31%	38%	43%	39%	42%	44%	41%	53%	27%
Somewhat agree	325	165	154	238	78	203	116	52	198	67	161	62	176	142	68
	34%	38%	31%	33%	35%	33%	36%	38%	33%	35%	32%	34%	33%	30%	35%
Somewhat disagree	76	38	38	58	18	54	22	17	37	29	31	18	33	27	18
	8%	9%	8%	8%	8%	9%	7%	13%	6%	15%	6%	10%	6%	6%	9%
Strongly disagree	39	13	24	32	7	23	14	7	22	11	20	8	20	19	13
	4%	3%	5%	4%	3%	4%	4%	5%	4%	6%	4%	4%	4%	4%	7%
Unsure	142	44	92	91	48	71	67	8	85	10	79	15	85	34	43
	15%	10%	18%	13%	21%	11%	21%	6%	14%	5%	16%	8%	16%	7%	22%

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	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	669	390	278	565	26	56	12	318	245	99	94	100	200	176	176	214	116	162
	70%	76%	63%	69%	93%	76%	65%	74%	64%	78%	73%	65%	66%	72%	79%	73%	63%	64%
STRONGLY/SOMEWHAT DISAGREE	114	57	57	102	2	2	1	52	50	10	17	21	46	21	21	36	26	30
	12%	11%	13%	13%	7%	3%	5%	12%	13%	8%	13%	13%	15%	8%	10%	12%	14%	12%
Strongly agree	363	212	151	302	14	33	9	170	132	31	47	63	118	105	85	128	56	95
	38%	41%	34%	37%	50%	44%	48%	39%	35%	25%	36%	40%	39%	43%	38%	44%	30%	38%
Somewhat agree	306	177	127	262	12	23	3	148	113	68	47	38	81	72	91	86	60	67
	32%	34%	29%	32%	44%	31%	17%	34%	29%	53%	37%	24%	27%	30%	41%	29%	33%	26%
Somewhat disagree	73	36	37	64	-	1	1	34	31	7	12	15	28	12	13	23	21	16
	8%	7%	8%	8%		2%	5%	8%	8%	6%	9%	10%	9%	5%	6%	8%	11%	6%
Strongly disagree	40	21	20	38	2	1	-	19	19	3	5	6	18	9	8	12	6	14
	4%	4%	5%	5%	7%	1%		4%	5%	2%	4%	4%	6%	4%	4%	4%	3%	6%
Unsure	173	69	104	148	-	16	6	60	88	18	17	34	57	47	26	43	43	61
	18%	13%	24%	18%		22%	30%	14%	23%	14%	13%	22%	19%	19%	12%	15%	23%	24%

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Total	956 100	324 100	305 100	219 100	105 100	526 100	244 100	281 100	286 100	187 100	99 100	194 100	197 100	218 100	180 100	125 100
STRONGLY/SOMEWHAT AGREE	669 70%	220 68%	219 72%	158 72%	72 69%	365 69%	184 76%	180 64%	199 70%	134 72%	65 66%	135 70%	141 71%	149 69%	135 75%	90 72%
STRONGLY/SOMEWHAT DISAGREE	114 12%	42 13%	29 9%	30 13%	11 11%	62 12%	26 11%	36 13%	38 13%	27 14%	12 12%	23 12%	25 13%	24 11%	20 11%	14 11%
Strongly agree	363 38%	118 36%	117 38%	86 39%	42 40%	193 37%	96 40%	96 34%	109 38%	74 39%	36 36%	74 38%	71 36%	86 39%	78 43%	48 39%
Somewhat agree	306 32%	102 31%	102 33%	72 33%	31 29%	172 33%	88 36%	83 30%	90 31%	61 32%	29 30%	61 32%	70 35%	63 29%	57 32%	42 33%
Somewhat disagree	73 8%	30 9%	18 6%	17 8%	7 7%	39 7%	20 8%	19 7%	24 8%	14 7%	10 10%	11 6%	18 9%	17 8%	13 7%	10 8%
Strongly disagree	40 4%	13 4%	11 4%	13 6%	4 4%	23 4%	6 2%	17 6%	15 5%	13 7%	2 2%	12 6%	7 4%	7 3%	8 4%	4 3%
Unsure	173 18%	62 19%	57 19%	32 15%	21 20%	99 19%	34 14%	65 23%	49 17%	26 14%	22 22%	36 19%	32 16%	45 21%	25 14%	21 17%

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	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	669	520	142	112	427	131	131	129	237	170	304	348	423	134	73
	70%	75%	67%	68%	71%	68%	75%	61%	72%	72%	74%	69%	77%	70%	81%
STRONGLY/SOMEWHAT DISAGREE	114	77	33	18	69	27	23	33	33	25	45	64	66	34	10
	12%	11%	15%	11%	12%	14%	13%	15%	10%	11%	11%	13%	12%	18%	11%
Strongly agree	363	300	57	65	240	59	66	55	148	95	159	195	230	72	46
	38%	43%	27%	39%	40%	30%	38%	26%	45%	40%	39%	38%	42%	37%	51%
Somewhat agree	306	220	85	47	187	72	65	75	89	75	144	153	194	63	27
	32%	32%	40%	29%	31%	37%	37%	35%	27%	32%	35%	30%	35%	33%	30%
Somewhat disagree	73	43	26	15	42	16	15	20	16	22	27	45	48	21	7
	8%	6%	12%	9%	7%	8%	9%	9%	5%	9%	7%	9%	9%	11%	8%
Strongly disagree	40	34	7	3	27	11	8	13	17	3	18	19	18	13	2
	4%	5%	3%	2%	5%	5%	4%	6%	5%	1%	4%	4%	3%	7%	2%
Unsure	173	98	38	35	102	36	21	51	60	41	64	95	59	24	7
	18%	14%	18%	21%	17%	19%	12%	24%	18%	17%	16%	19%	11%	12%	8%

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Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	669	315	343	517	145	458	206	102	432	146	344	145	362	380	108
	70%	73%	68%	72%	65%	74%	65%	76%	71%	76%	69%	79%	68%	81%	55%
STRONGLY/SOMEWHAT DISAGREE	114	52	59	84	28	74	37	22	65	29	53	25	57	44	31
	12%	12%	12%	12%	13%	12%	12%	17%	11%	15%	11%	14%	11%	9%	16%
Strongly agree	363	165	192	278	83	276	84	63	248	78	202	93	197	259	37
	38%	38%	38%	39%	37%	44%	26%	47%	41%	40%	40%	51%	37%	55%	19%
Somewhat agree	306	150	152	240	62	183	122	39	183	68	142	52	165	121	71
	32%	35%	30%	33%	28%	29%	38%	29%	30%	35%	28%	28%	31%	26%	36%
Somewhat disagree	73	41	30	57	15	48	24	15	39	19	35	13	38	25	21
	8%	9%	6%	8%	7%	8%	7%	11%	6%	10%	7%	7%	7%	5%	11%
Strongly disagree	40	11	29	27	13	26	13	7	26	10	17	12	19	19	10
	4%	3%	6%	4%	6%	4%	4%	5%	4%	5%	3%	6%	4%	4%	5%
Unsure	173	63	103	119	50	90	76	10	110	18	103	13	110	47	57
	18%	15%	20%	16%	22%	14%	24%	8%	18%	9%	21%	7%	21%	10%	29%

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	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	641	360	279	542	22	52	11	293	247	75	90	103	199	173	162	198	104	175
	67%	70%	64%	66%	78%	70%	62%	68%	65%	59%	70%	67%	66%	71%	73%	67%	56%	69%
STRONGLY/SOMEWHAT DISAGREE	137	76	60	120	6	4	3	70	50	24	20	21	45	27	32	44	33	28
	14%	15%	14%	15%	22%	5%	18%	16%	13%	19%	16%	14%	15%	11%	14%	15%	18%	11%
Strongly agree	348	204	144	292	18	25	8	165	127	34	43	59	117	95	86	118	49	94
	36%	40%	33%	36%	63%	33%	42%	38%	33%	27%	33%	38%	39%	39%	39%	40%	27%	37%
Somewhat agree	293	156	136	250	4	27	4	128	120	41	47	44	82	79	76	80	55	81
	31%	30%	31%	31%	14%	37%	20%	30%	31%	32%	37%	29%	27%	32%	34%	27%	29%	32%
Somewhat disagree	86	51	35	77	4	-	3	46	31	15	13	12	31	15	22	29	18	17
	9%	10%	8%	9%	14%	-	18%	11%	8%	12%	10%	8%	10%	6%	10%	10%	10%	7%
Strongly disagree	50	26	25	43	2	4	-	24	19	9	7	9	14	11	10	15	14	10
	5%	5%	6%	5%	8%	5%	-	6%	5%	7%	6%	6%	5%	5%	5%	5%	8%	4%
Unsure	179	79	100	153	-	19	4	68	85	29	18	30	58	44	28	51	49	51
	19%	15%	23%	19%	-	26%	21%	16%	22%	22%	14%	20%	19%	18%	13%	17%	26%	20%

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Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	641	215	205	154	66	349	164	183	193	129	64	122	139	145	134	84
	67%	66%	67%	70%	63%	66%	67%	65%	67%	69%	64%	63%	70%	66%	74%	67%
STRONGLY/SOMEWHAT DISAGREE	137	49	43	29	14	81	41	40	40	30	10	31	30	27	24	18
	14%	15%	14%	13%	14%	15%	17%	14%	14%	16%	10%	16%	15%	13%	13%	14%
Strongly agree	348	127	105	83	34	195	99	96	97	66	31	64	70	84	89	33
	36%	39%	34%	38%	32%	37%	40%	34%	34%	35%	31%	33%	35%	38%	50%	26%
Somewhat agree	293	88	100	72	33	154	65	87	96	63	33	59	69	61	45	51
	31%	27%	33%	33%	31%	29%	27%	31%	34%	34%	33%	30%	35%	28%	25%	41%
Somewhat disagree	86	29	30	18	9	51	30	21	26	16	10	20	18	20	14	11
	9%	9%	10%	8%	9%	10%	12%	8%	9%	8%	10%	10%	9%	9%	8%	9%
Strongly disagree	50	20	14	11	5	29	11	19	14	14	-	11	12	7	10	7
	5%	6%	4%	5%	5%	6%	4%	7%	5%	7%	-	6%	6%	3%	5%	5%
Unsure	179	60	57	36	24	97	39	57	54	28	25	41	28	46	23	23
	19%	18%	19%	16%	23%	18%	16%	20%	19%	15%	26%	21%	14%	21%	13%	19%

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Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	641	499	133	98	411	132	122	131	230	155	283	338	415	122	67
	67%	72%	63%	60%	69%	68%	70%	62%	70%	66%	68%	67%	76%	64%	75%
STRONGLY/SOMEWHAT DISAGREE	137	86	46	28	81	27	29	38	35	35	57	76	78	41	14
	14%	12%	22%	17%	14%	14%	17%	18%	10%	15%	14%	15%	14%	21%	16%
Strongly agree	348	295	45	52	217	79	64	73	137	74	153	180	231	70	38
	36%	42%	21%	32%	36%	41%	37%	34%	41%	32%	37%	36%	42%	37%	43%
Somewhat agree	293	204	88	46	194	53	58	58	94	81	129	158	184	51	29
	31%	29%	41%	28%	32%	27%	33%	27%	28%	34%	31%	31%	34%	27%	32%
Somewhat disagree	86	48	34	18	51	18	18	25	19	25	35	50	51	26	10
	9%	7%	16%	11%	8%	9%	10%	12%	6%	11%	8%	10%	9%	14%	12%
Strongly disagree	50	38	12	10	30	10	11	13	16	10	22	25	28	15	4
	5%	5%	6%	6%	5%	5%	6%	6%	5%	4%	5%	5%	5%	8%	4%
Unsure	179	110	33	38	106	34	24	44	66	45	73	93	55	29	9
	19%	16%	16%	23%	18%	18%	14%	21%	20%	19%	18%	18%	10%	15%	10%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

For each, please indicate if you think you agree or disagree with the statement.

-Elected officials who oppose this proposal are allowing Big Tech to have all the negotiating power instead of giving conservative and local media the tools to fight back.

	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	641	296	333	491	141	455	177	100	411	134	336	140	345	382	97
	67%	69%	66%	68%	63%	73%	56%	74%	68%	69%	67%	77%	65%	81%	49%
STRONGLY/SOMEWHAT DISAGREE	137	68	66	108	28	74	59	18	86	40	65	26	77	42	44
	14%	16%	13%	15%	12%	12%	19%	13%	14%	21%	13%	14%	14%	9%	23%
Strongly agree	348	148	193	271	74	270	73	51	238	70	196	82	191	242	43
	36%	35%	38%	38%	33%	43%	23%	38%	39%	36%	39%	45%	36%	51%	22%
Somewhat agree	293	147	140	220	66	185	105	49	173	64	140	58	154	140	54
	31%	34%	28%	31%	30%	30%	33%	36%	29%	33%	28%	32%	29%	30%	28%
Somewhat disagree	86	43	42	64	21	41	44	12	51	26	36	16	52	21	30
	9%	10%	8%	9%	10%	7%	14%	9%	8%	13%	7%	9%	10%	4%	15%
Strongly disagree	50	25	23	44	7	34	15	6	35	14	28	10	25	22	14
	5%	6%	5%	6%	3%	5%	5%	5%	6%	7%	6%	6%	5%	5%	7%
Unsure	179	66	108	122	54	94	81	17	110	19	98	17	107	47	55
	19%	15%	21%	17%	24%	15%	26%	12%	18%	10%	20%	9%	20%	10%	28%

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	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	681	376	304	581	19	56	11	310	269	88	87	107	216	182	165	211	116	188
	71%	73%	69%	71%	68%	76%	58%	72%	70%	70%	68%	69%	71%	75%	74%	72%	62%	74%
STRONGLY/SOMEWHAT DISAGREE	134	75	59	111	9	7	3	66	44	20	25	18	46	25	31	44	32	27
	14%	15%	14%	14%	32%	9%	18%	15%	12%	16%	19%	12%	15%	10%	14%	15%	17%	11%
Strongly agree	412	240	170	350	10	35	7	202	146	42	43	71	140	116	96	145	59	111
	43%	47%	39%	43%	36%	48%	39%	47%	38%	33%	33%	46%	46%	48%	43%	49%	32%	44%
Somewhat agree	270	136	133	231	9	21	3	108	123	47	44	36	76	66	70	66	57	76
	28%	26%	30%	28%	32%	28%	19%	25%	32%	37%	35%	23%	25%	27%	31%	23%	31%	30%
Somewhat disagree	85	47	38	65	6	6	3	41	24	11	18	12	28	17	18	29	23	16
	9%	9%	9%	8%	22%	8%	18%	9%	6%	9%	14%	8%	9%	7%	8%	10%	12%	6%
Strongly disagree	49	28	21	46	3	1	-	26	20	9	7	7	18	9	13	15	9	12
	5%	5%	5%	6%	9%	1%	-	6%	5%	7%	6%	4%	6%	3%	6%	5%	5%	5%
Unsure	140	64	76	124	-	11	4	54	70	18	16	29	40	36	26	38	38	38
	15%	12%	17%	15%	-	15%	24%	13%	18%	15%	13%	19%	13%	15%	12%	13%	20%	15%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	681	223	222	156	81	373	175	197	207	135	72	138	144	147	133	96
	71%	69%	73%	71%	77%	71%	72%	70%	72%	72%	73%	71%	73%	67%	74%	77%
STRONGLY/SOMEWHAT DISAGREE	134	51	34	39	10	67	33	34	44	34	10	28	29	34	22	17
	14%	16%	11%	18%	9%	13%	13%	12%	15%	18%	10%	14%	15%	16%	12%	13%
Strongly agree	412	134	132	99	46	224	114	108	126	88	38	91	79	96	84	52
	43%	41%	43%	45%	44%	43%	47%	39%	44%	47%	38%	47%	40%	44%	47%	41%
Somewhat agree	270	89	89	57	35	150	61	89	81	47	34	47	66	50	49	45
	28%	27%	29%	26%	33%	28%	25%	32%	28%	25%	35%	24%	33%	23%	27%	36%
Somewhat disagree	85	27	21	29	7	33	16	17	32	25	7	15	19	24	14	11
	9%	8%	7%	13%	7%	6%	7%	6%	11%	13%	7%	8%	9%	11%	8%	9%
Strongly disagree	49	24	13	10	2	33	17	17	12	9	3	13	11	10	8	6
	5%	7%	4%	5%	2%	6%	7%	6%	4%	5%	3%	6%	5%	5%	4%	5%
Unsure	140	50	49	24	15	86	36	50	35	19	17	28	23	37	25	12
	15%	15%	16%	11%	14%	16%	15%	18%	12%	10%	17%	15%	12%	17%	14%	9%

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	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	681	541	137	109	440	133	129	149	239	162	302	357	427	127	68
	71%	78%	64%	66%	74%	69%	74%	70%	72%	69%	73%	71%	78%	66%	76%
STRONGLY/SOMEWHAT DISAGREE	134	79	49	28	75	31	23	29	43	39	58	76	72	43	18
	14%	11%	23%	17%	13%	16%	13%	14%	13%	16%	14%	15%	13%	22%	20%
Strongly agree	412	350	60	72	262	78	74	79	163	96	182	215	272	74	40
	43%	50%	28%	44%	44%	40%	42%	37%	49%	41%	44%	42%	50%	38%	44%
Somewhat agree	270	191	77	37	178	55	56	70	75	67	121	143	155	54	28
	28%	27%	36%	23%	30%	28%	32%	33%	23%	28%	29%	28%	28%	28%	32%
Somewhat disagree	85	49	30	18	52	15	14	19	27	26	38	47	50	24	12
	9%	7%	14%	11%	9%	8%	8%	9%	8%	11%	9%	9%	9%	13%	13%
Strongly disagree	49	30	18	10	23	16	9	10	17	13	20	29	22	19	6
	5%	4%	9%	6%	4%	8%	5%	5%	5%	6%	5%	6%	4%	10%	6%
Unsure	140	76	27	27	83	30	23	34	49	35	53	73	49	21	4
	15%	11%	13%	16%	14%	16%	13%	16%	15%	15%	13%	14%	9%	11%	4%

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	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	681	315	354	521	152	470	205	101	446	139	356	140	376	394	105
	71%	73%	70%	72%	68%	75%	64%	75%	73%	72%	71%	77%	71%	84%	53%
STRONGLY/SOMEWHAT DISAGREE	134	66	67	109	26	82	51	27	70	41	54	29	69	44	47
	14%	15%	13%	15%	12%	13%	16%	20%	12%	21%	11%	16%	13%	9%	24%
Strongly agree	412	181	226	317	93	304	104	70	283	87	229	98	227	284	49
	43%	42%	45%	44%	42%	49%	33%	52%	47%	45%	46%	54%	43%	60%	25%
Somewhat agree	270	135	128	204	59	166	101	31	163	52	128	42	149	110	55
	28%	31%	25%	28%	27%	27%	32%	23%	27%	27%	26%	23%	28%	23%	28%
Somewhat disagree	85	46	37	71	14	56	29	12	42	25	29	14	45	27	33
	9%	11%	7%	10%	6%	9%	9%	9%	7%	13%	6%	8%	8%	6%	17%
Strongly disagree	49	19	30	37	12	26	22	15	28	17	24	15	24	17	15
	5%	4%	6%	5%	5%	4%	7%	11%	5%	9%	5%	8%	5%	4%	7%
Unsure	140	49	85	91	45	71	62	7	91	13	89	14	83	33	45
	15%	11%	17%	13%	20%	11%	20%	6%	15%	7%	18%	7%	16%	7%	23%

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	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	721	390	329	631	21	47	10	337	293	94	95	112	219	201	161	229	138	191
	75%	76%	75%	77%	77%	63%	52%	78%	77%	74%	74%	72%	72%	82%	73%	78%	74%	75%
STRONGLY/SOMEWHAT DISAGREE	96	59	36	69	6	11	3	38	31	21	20	13	32	10	38	22	16	20
	10%	12%	8%	8%	23%	15%	18%	9%	8%	17%	15%	8%	10%	4%	17%	7%	9%	8%
Strongly agree	426	237	188	374	12	29	6	203	169	51	52	62	141	121	94	143	70	119
	45%	46%	43%	46%	45%	39%	35%	47%	44%	40%	40%	40%	47%	50%	42%	49%	37%	47%
Somewhat agree	294	153	141	257	9	18	3	133	124	44	43	49	78	80	68	86	69	72
	31%	30%	32%	32%	32%	24%	17%	31%	32%	34%	34%	32%	26%	33%	30%	29%	37%	29%
Somewhat disagree	68	46	22	44	6	9	3	25	18	17	16	7	22	5	32	14	9	13
	7%	9%	5%	5%	23%	12%	18%	6%	5%	13%	13%	5%	7%	2%	14%	5%	5%	5%
Strongly disagree	28	14	14	25	-	2	-	13	12	5	4	5	9	5	6	8	8	7
	3%	3%	3%	3%	-	3%	-	3%	3%	4%	3%	3%	3%	2%	3%	3%	4%	3%
Unsure	140	66	74	115	-	16	6	56	59	11	13	31	52	33	23	43	32	42
	15%	13%	17%	14%	-	22%	30%	13%	15%	9%	10%	20%	17%	13%	11%	15%	17%	17%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956 100	324 100	305 100	219 100	105 100	526 100	244 100	281 100	286 100	187 100	99 100	194 100	197 100	218 100	180 100	125 100
STRONGLY/SOMEWHAT AGREE	721 75%	244 75%	226 74%	170 78%	78 75%	410 78%	192 79%	216 77%	219 77%	144 77%	75 76%	146 75%	156 79%	160 73%	139 77%	95 76%
STRONGLY/SOMEWHAT DISAGREE	96 10%	34 11%	31 10%	20 9%	10 9%	40 8%	16 7%	24 9%	29 10%	22 12%	7 7%	20 10%	23 12%	20 9%	15 8%	12 10%
Strongly agree	426 45%	144 45%	136 45%	95 44%	49 47%	248 47%	120 49%	126 45%	125 44%	83 44%	42 42%	91 47%	84 43%	97 44%	85 47%	53 43%
Somewhat agree	294 31%	100 31%	90 30%	75 34%	29 28%	163 31%	72 29%	91 32%	94 33%	61 33%	33 33%	55 29%	72 36%	63 29%	53 30%	42 34%
Somewhat disagree	68 7%	25 8%	21 7%	16 7%	5 5%	24 5%	10 4%	14 5%	20 7%	15 8%	5 5%	16 8%	19 10%	14 6%	10 6%	6 5%
Strongly disagree	28 3%	10 3%	10 3%	4 2%	5 5%	16 3%	6 2%	10 4%	9 3%	7 4%	2 2%	4 2%	4 2%	7 3%	5 3%	6 5%
Unsure	140 15%	45 14%	48 16%	29 13%	17 16%	76 14%	35 14%	41 14%	38 13%	21 11%	17 18%	28 14%	18 9%	38 17%	27 15%	17 14%

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	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	721	550	158	114	456	151	132	153	266	168	321	375	453	131	74
	75%	79%	74%	69%	76%	78%	76%	72%	80%	71%	78%	74%	83%	68%	82%
STRONGLY/SOMEWHAT DISAGREE	96	63	30	24	53	18	18	27	24	27	38	53	51	36	11
	10%	9%	14%	15%	9%	9%	10%	13%	7%	11%	9%	10%	9%	19%	12%
Strongly agree	426	351	72	65	264	97	74	91	163	98	192	216	279	78	43
	45%	50%	34%	40%	44%	50%	42%	43%	49%	42%	46%	43%	51%	41%	48%
Somewhat agree	294	200	87	49	192	54	58	62	102	70	129	159	174	53	31
	31%	29%	41%	30%	32%	28%	33%	29%	31%	29%	31%	31%	32%	28%	34%
Somewhat disagree	68	41	26	16	40	12	12	21	14	20	26	40	39	23	7
	7%	6%	12%	10%	7%	6%	7%	10%	4%	9%	6%	8%	7%	12%	7%
Strongly disagree	28	22	4	8	14	7	6	6	10	7	11	13	12	12	4
	3%	3%	2%	5%	2%	3%	3%	3%	3%	3%	3%	3%	2%	6%	5%
Unsure	140	82	24	26	89	24	25	33	40	42	55	78	43	25	5
	15%	12%	11%	16%	15%	12%	14%	16%	12%	18%	13%	15%	8%	13%	6%

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	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956		430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	721		333	373	547	164	494	218	109	466	157	371	146	404	394	129
	75%		77%	74%	76%	74%	79%	69%	81%	77%	81%	74%	80%	76%	84%	66%
STRONGLY/SOMEWHAT DISAGREE	96		48	45	77	18	53	41	16	55	24	44	20	49	34	28
	10%		11%	9%	11%	8%	9%	13%	12%	9%	12%	9%	11%	9%	7%	14%
Strongly agree	426		181	236	331	92	308	113	69	301	97	236	92	248	274	62
	45%		42%	47%	46%	41%	49%	36%	51%	50%	50%	47%	51%	47%	58%	31%
Somewhat agree	294		152	137	215	72	186	105	40	165	60	135	53	156	121	67
	31%		35%	27%	30%	32%	30%	33%	30%	27%	31%	27%	29%	29%	26%	34%
Somewhat disagree	68		35	31	54	13	38	29	10	38	13	31	12	38	25	15
	7%		8%	6%	8%	6%	6%	9%	8%	6%	7%	6%	6%	7%	5%	8%
Strongly disagree	28		13	14	23	5	15	12	6	16	10	13	9	12	9	12
	3%		3%	3%	3%	2%	2%	4%	4%	3%	5%	3%	5%	2%	2%	6%
Unsure	140		49	88	96	41	76	59	10	86	12	84	17	75	43	40
	15%		11%	17%	13%	18%	12%	18%	7%	14%	6%	17%	9%	14%	9%	20%

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 -It is important to make Big Tech treat conservative media like any other news outlet.

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	750	416	332	649	19	50	16	355	292	92	100	114	239	205	177	239	127	205
	78%	81%	76%	80%	69%	67%	86%	82%	76%	73%	78%	74%	79%	84%	80%	81%	68%	81%
STRONGLY/SOMEWHAT DISAGREE	91	54	36	70	9	9	-	42	28	21	12	21	26	12	30	25	24	13
	10%	11%	8%	9%	31%	12%	-	10%	7%	16%	9%	14%	8%	5%	13%	8%	13%	5%
Strongly agree	519	302	217	454	13	31	12	262	192	44	58	88	178	151	113	189	77	140
	54%	59%	49%	56%	48%	41%	64%	61%	50%	35%	45%	57%	59%	62%	51%	64%	41%	55%
Somewhat agree	231	114	115	195	6	19	4	94	100	48	42	26	61	54	64	50	50	65
	24%	22%	26%	24%	22%	26%	22%	22%	26%	38%	33%	17%	20%	22%	29%	17%	27%	26%
Somewhat disagree	68	42	26	51	9	7	-	30	20	18	8	14	19	9	23	18	17	9
	7%	8%	6%	6%	31%	10%	-	7%	5%	15%	7%	9%	6%	4%	11%	6%	9%	4%
Strongly disagree	23	13	10	19	-	2	-	11	8	2	3	8	7	3	6	7	7	4
	2%	3%	2%	2%	-	2%	-	3%	2%	2%	3%	5%	2%	1%	3%	2%	4%	1%
Unsure	115	45	71	96	-	16	3	34	62	14	17	20	38	27	15	30	35	35
	12%	9%	16%	12%	-	21%	14%	8%	16%	11%	13%	13%	12%	11%	7%	10%	19%	14%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	750	246	241	178	84	417	198	217	231	157	74	161	154	160	150	99
	78%	76%	79%	81%	80%	79%	81%	77%	81%	84%	75%	83%	78%	74%	83%	80%
STRONGLY/SOMEWHAT DISAGREE	91	36	26	22	7	44	23	21	26	19	7	13	24	21	13	15
	10%	11%	9%	10%	7%	8%	9%	8%	9%	10%	7%	7%	12%	9%	7%	12%
Strongly agree	519	176	150	130	62	282	146	136	170	116	55	111	97	116	113	63
	54%	54%	49%	59%	59%	54%	60%	49%	59%	62%	55%	57%	49%	53%	63%	51%
Somewhat agree	231	71	91	48	21	134	52	80	61	41	19	51	57	44	36	36
	24%	22%	30%	22%	20%	26%	22%	29%	21%	22%	20%	26%	29%	20%	20%	29%
Somewhat disagree	68	28	20	15	5	33	18	15	17	13	5	9	23	13	10	12
	7%	9%	6%	7%	5%	6%	7%	5%	6%	7%	5%	5%	12%	6%	5%	9%
Strongly disagree	23	9	7	6	2	11	5	6	8	6	2	4	1	8	4	3
	2%	3%	2%	3%	2%	2%	2%	2%	3%	3%	2%	2%	*%	4%	2%	3%
Unsure	115	42	38	20	15	65	22	43	30	12	18	19	18	37	17	11
	12%	13%	13%	9%	14%	12%	9%	15%	10%	6%	18%	10%	9%	17%	9%	8%

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	Total	Community			Region				Religion/Church		Messaging Impact				
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	750	588	155	133	466	151	143	150	269	185	323	396	470	137	72
	78%	85%	73%	81%	78%	78%	82%	71%	81%	79%	78%	78%	86%	72%	80%
STRONGLY/SOMEWHAT DISAGREE	91	51	37	12	60	19	13	32	24	22	38	53	43	37	13
	10%	7%	17%	7%	10%	10%	8%	15%	7%	9%	9%	11%	8%	19%	14%
Strongly agree	519	443	71	87	325	107	85	101	198	133	226	270	323	96	50
	54%	64%	33%	53%	54%	55%	49%	47%	60%	56%	55%	53%	59%	50%	56%
Somewhat agree	231	145	84	46	141	44	58	49	71	52	97	126	147	41	22
	24%	21%	40%	28%	24%	23%	33%	23%	21%	22%	23%	25%	27%	22%	25%
Somewhat disagree	68	39	28	9	46	12	9	26	16	17	29	39	31	30	10
	7%	6%	13%	6%	8%	6%	5%	12%	5%	7%	7%	8%	6%	15%	11%
Strongly disagree	23	12	9	2	14	7	5	6	7	5	9	14	11	7	3
	2%	2%	4%	1%	2%	4%	3%	3%	2%	2%	2%	3%	2%	4%	3%
Unsure	115	56	21	19	72	23	18	31	38	28	52	58	35	18	5
	12%	8%	10%	12%	12%	12%	10%	14%	12%	12%	13%	11%	6%	9%	6%

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	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	750	340	395	574	167	524	216	112	491	159	393	157	412	421	129
	78%	79%	78%	80%	75%	84%	68%	83%	81%	82%	79%	86%	78%	89%	66%
STRONGLY/SOMEWHAT DISAGREE	91	54	35	73	18	48	42	17	47	24	40	13	49	28	27
	10%	13%	7%	10%	8%	8%	13%	12%	8%	13%	8%	7%	9%	6%	14%
Strongly agree	519	222	286	390	125	394	120	71	368	96	303	112	296	342	72
	54%	52%	56%	54%	56%	63%	38%	52%	61%	50%	61%	62%	56%	73%	37%
Somewhat agree	231	118	110	183	42	130	97	42	123	62	90	44	115	79	57
	24%	28%	22%	25%	19%	21%	30%	31%	20%	32%	18%	24%	22%	17%	29%
Somewhat disagree	68	41	25	57	11	33	35	12	34	15	32	7	38	18	16
	7%	9%	5%	8%	5%	5%	11%	9%	6%	8%	6%	4%	7%	4%	8%
Strongly disagree	23	14	10	16	7	16	7	5	13	9	8	6	11	9	10
	2%	3%	2%	2%	3%	2%	2%	4%	2%	5%	2%	3%	2%	2%	5%
Unsure	115	36	75	74	38	51	60	6	70	10	66	13	68	22	41
	12%	8%	15%	10%	17%	8%	19%	4%	11%	5%	13%	7%	13%	5%	21%

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	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	750	411	338	643	23	55	16	344	298	95	98	118	232	208	176	235	134	205
	78%	80%	77%	79%	84%	74%	86%	80%	78%	75%	76%	76%	77%	85%	79%	80%	72%	81%
STRONGLY/SOMEWHAT DISAGREE	90	60	30	79	-	7	-	53	27	11	19	17	29	14	29	31	18	13
	9%	12%	7%	10%		9%		12%	7%	9%	15%	11%	10%	6%	13%	11%	10%	5%
Strongly agree	537	308	228	466	17	35	11	267	197	48	60	91	178	160	119	189	78	149
	56%	60%	52%	57%	61%	47%	61%	62%	52%	38%	47%	59%	59%	66%	54%	64%	42%	59%
Somewhat agree	214	103	111	177	6	20	5	76	101	46	38	27	54	47	57	46	55	56
	22%	20%	25%	22%	23%	28%	25%	18%	26%	37%	30%	18%	18%	19%	25%	16%	30%	22%
Somewhat disagree	61	40	21	54	-	5	-	35	19	6	14	5	25	10	15	25	10	11
	6%	8%	5%	7%		7%		8%	5%	5%	11%	3%	8%	4%	7%	9%	6%	4%
Strongly disagree	29	20	9	26	-	2	-	18	8	5	5	12	4	4	14	6	7	2
	3%	4%	2%	3%		2%		4%	2%	4%	4%	8%	1%	2%	6%	2%	4%	1%
Unsure	115	45	70	92	4	12	3	35	58	21	12	20	41	22	18	27	35	36
	12%	9%	16%	11%	16%	17%	14%	8%	15%	16%	9%	13%	14%	9%	8%	9%	19%	14%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	750	249	237	179	86	410	186	222	234	157	76	163	163	157	143	100
	78%	77%	78%	82%	82%	78%	76%	79%	82%	84%	77%	84%	83%	72%	80%	80%
STRONGLY/SOMEWHAT DISAGREE	90	29	34	21	7	54	33	20	26	19	7	18	13	27	16	13
	9%	9%	11%	10%	6%	10%	14%	7%	9%	10%	7%	9%	7%	12%	9%	10%
Strongly agree	537	181	156	130	71	292	147	144	174	121	53	115	105	108	113	74
	56%	56%	51%	59%	68%	56%	60%	51%	61%	65%	54%	60%	53%	50%	63%	59%
Somewhat agree	214	68	81	50	15	117	39	78	59	37	23	47	58	49	30	26
	22%	21%	27%	23%	14%	22%	16%	28%	21%	20%	23%	24%	29%	23%	17%	21%
Somewhat disagree	61	18	26	11	6	39	24	15	15	11	4	13	11	15	11	8
	6%	6%	8%	5%	5%	7%	10%	5%	5%	6%	4%	7%	6%	7%	6%	6%
Strongly disagree	29	11	8	10	1	15	10	5	11	8	3	5	1	11	5	5
	3%	3%	3%	4%	1%	3%	4%	2%	4%	4%	3%	3%	1%	5%	3%	4%
Unsure	115	47	34	19	12	63	24	38	27	11	16	13	21	34	21	12
	12%	14%	11%	9%	12%	12%	10%	14%	9%	6%	17%	7%	11%	16%	12%	9%

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	Total	Community					Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	750	592	153	124	467	159	132	159	271	186	332	391	469	140	73
	78%	85%	72%	76%	78%	82%	76%	75%	82%	79%	80%	77%	86%	73%	81%
STRONGLY/SOMEWHAT DISAGREE	90	50	38	16	61	13	18	20	30	23	34	55	42	36	10
	9%	7%	18%	10%	10%	7%	10%	9%	9%	10%	8%	11%	8%	19%	11%
Strongly agree	537	453	79	83	334	120	96	109	202	127	239	276	335	98	55
	56%	65%	37%	51%	56%	62%	55%	51%	61%	54%	58%	54%	61%	51%	61%
Somewhat agree	214	139	74	41	133	39	36	50	69	59	92	115	134	43	18
	22%	20%	35%	25%	22%	20%	20%	24%	21%	25%	22%	23%	24%	22%	20%
Somewhat disagree	61	28	33	10	44	8	10	16	21	14	21	39	27	27	9
	6%	4%	15%	6%	7%	4%	6%	8%	6%	6%	5%	8%	5%	14%	10%
Strongly disagree	29	23	5	7	17	5	8	4	9	9	13	16	15	9	2
	3%	3%	3%	4%	3%	3%	5%	2%	3%	4%	3%	3%	3%	5%	2%
Unsure	115	53	22	24	70	22	25	34	29	27	48	61	37	15	6
	12%	8%	10%	14%	12%	11%	14%	16%	9%	12%	12%	12%	7%	8%	7%

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	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	750	334	401	566	177	521	218	113	494	155	399	153	414	425	122
	78%	78%	79%	79%	79%	84%	69%	84%	81%	80%	80%	84%	78%	90%	62%
STRONGLY/SOMEWHAT DISAGREE	90	50	39	75	15	43	46	19	45	28	40	22	48	28	31
	9%	12%	8%	10%	7%	7%	15%	14%	7%	14%	8%	12%	9%	6%	16%
Strongly agree	537	226	298	399	133	408	122	74	374	94	309	114	304	356	66
	56%	53%	59%	55%	59%	65%	38%	55%	62%	49%	62%	62%	58%	76%	34%
Somewhat agree	214	108	103	166	44	113	96	39	120	61	90	39	109	68	56
	22%	25%	20%	23%	20%	18%	30%	29%	20%	31%	18%	21%	21%	15%	28%
Somewhat disagree	61	34	25	51	10	27	34	11	26	16	24	12	31	16	19
	6%	8%	5%	7%	4%	4%	11%	8%	4%	8%	5%	6%	6%	3%	10%
Strongly disagree	29	16	14	24	6	15	13	8	19	12	16	10	17	12	12
	3%	4%	3%	3%	3%	2%	4%	6%	3%	6%	3%	6%	3%	3%	6%
Unsure	115	47	66	80	31	59	53	3	68	11	60	8	68	18	43
	12%	11%	13%	11%	14%	9%	17%	2%	11%	6%	12%	4%	13%	4%	22%

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	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	724	392	331	624	24	50	13	328	294	81	99	123	227	194	172	219	129	202
	76%	76%	75%	77%	85%	68%	70%	76%	77%	64%	77%	80%	75%	80%	78%	75%	70%	80%
STRONGLY/SOMEWHAT DISAGREE	104	66	38	91	2	7	1	55	35	27	18	7	33	19	29	37	22	16
	11%	13%	9%	11%	7%	10%	6%	13%	9%	21%	14%	5%	11%	8%	13%	13%	12%	6%
Strongly agree	432	233	197	368	11	34	9	198	168	55	48	71	143	115	100	134	73	124
	45%	45%	45%	45%	41%	45%	48%	46%	44%	43%	37%	46%	47%	47%	45%	46%	39%	49%
Somewhat agree	292	158	134	256	12	17	4	130	126	26	51	52	84	80	73	85	56	78
	31%	31%	31%	31%	44%	23%	22%	30%	33%	21%	39%	34%	28%	33%	33%	29%	30%	31%
Somewhat disagree	68	46	22	58	-	7	1	39	19	18	10	4	23	13	22	25	11	11
	7%	9%	5%	7%	-	10%	6%	9%	5%	14%	8%	3%	8%	5%	10%	8%	6%	5%
Strongly disagree	36	19	16	33	2	-	-	17	16	9	7	3	10	7	7	12	12	4
	4%	4%	4%	4%	7%	-	-	4%	4%	7%	6%	2%	3%	3%	3%	4%	6%	2%
Unsure	128	58	70	101	2	16	4	48	53	19	12	24	42	30	21	37	34	35
	13%	11%	16%	12%	8%	22%	24%	11%	14%	15%	9%	16%	14%	12%	9%	13%	18%	14%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	724	239	242	165	79	407	182	223	217	146	72	141	160	167	137	94
	76%	74%	79%	75%	75%	77%	75%	79%	76%	78%	72%	73%	81%	77%	76%	75%
STRONGLY/SOMEWHAT DISAGREE	104	37	26	29	11	53	31	22	36	25	11	27	18	16	22	19
	11%	12%	8%	13%	10%	10%	13%	8%	13%	13%	12%	14%	9%	7%	12%	15%
Strongly agree	432	147	143	93	49	244	110	133	123	87	36	101	90	102	74	49
	45%	45%	47%	42%	47%	46%	45%	47%	43%	47%	36%	52%	46%	47%	41%	39%
Somewhat agree	292	92	99	72	30	162	72	90	94	58	36	40	70	65	63	45
	31%	28%	32%	33%	28%	31%	30%	32%	33%	31%	36%	20%	36%	30%	35%	36%
Somewhat disagree	68	29	17	17	6	36	23	13	22	16	6	20	17	9	12	11
	7%	9%	5%	8%	6%	7%	9%	5%	8%	9%	6%	10%	9%	4%	7%	9%
Strongly disagree	36	9	9	12	5	17	8	9	14	9	6	8	1	8	10	8
	4%	3%	3%	5%	5%	3%	3%	3%	5%	5%	6%	4%	1%	3%	6%	6%
Unsure	128	48	37	26	16	67	31	36	33	17	16	26	19	34	21	13
	13%	15%	12%	12%	15%	13%	13%	13%	12%	9%	16%	13%	10%	16%	12%	10%

Echelon Insights  
 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

For each, please indicate if you think you agree or disagree with the statement.

-Local and small news organizations should have the same negotiating power as big ones, like the New York Times.

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	724	556	163	120	456	149	133	152	270	167	323	376	450	139	76
	76%	80%	77%	73%	76%	77%	76%	71%	82%	71%	78%	74%	82%	73%	84%
STRONGLY/SOMEWHAT DISAGREE	104	75	27	19	67	18	17	26	29	31	41	61	49	36	12
	11%	11%	13%	12%	11%	9%	10%	12%	9%	13%	10%	12%	9%	19%	13%
Strongly agree	432	348	84	71	271	90	72	84	181	94	191	224	272	81	47
	45%	50%	39%	44%	45%	47%	41%	39%	55%	40%	46%	44%	50%	42%	52%
Somewhat agree	292	208	79	48	185	59	62	68	89	74	132	152	178	58	29
	31%	30%	37%	30%	31%	30%	35%	32%	27%	31%	32%	30%	32%	30%	32%
Somewhat disagree	68	47	21	12	44	13	11	17	16	24	30	38	27	26	7
	7%	7%	10%	7%	7%	6%	6%	8%	5%	10%	7%	8%	5%	14%	8%
Strongly disagree	36	28	6	8	23	5	6	9	13	7	11	23	21	10	5
	4%	4%	3%	5%	4%	3%	4%	4%	4%	3%	3%	4%	4%	5%	5%
Unsure	128	65	23	25	76	27	24	35	31	37	50	69	49	16	2
	13%	9%	11%	15%	13%	14%	14%	16%	9%	16%	12%	14%	9%	8%	3%

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	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	724	338	372	567	150	497	217	110	469	154	377	156	403	395	128
	76%	79%	73%	79%	67%	80%	68%	81%	77%	80%	75%	85%	76%	84%	65%
STRONGLY/SOMEWHAT DISAGREE	104	49	54	67	34	61	43	18	66	24	56	16	55	47	27
	11%	11%	11%	9%	15%	10%	13%	13%	11%	12%	11%	9%	10%	10%	14%
Strongly agree	432	193	228	343	85	310	116	64	305	95	239	100	250	273	61
	45%	45%	45%	48%	38%	50%	37%	48%	50%	49%	48%	55%	47%	58%	31%
Somewhat agree	292	144	144	224	65	187	101	45	164	59	137	56	154	122	67
	31%	34%	28%	31%	29%	30%	32%	33%	27%	31%	28%	31%	29%	26%	34%
Somewhat disagree	68	35	33	45	20	39	29	12	42	17	35	5	35	28	16
	7%	8%	7%	6%	9%	6%	9%	9%	7%	9%	7%	3%	7%	6%	8%
Strongly disagree	36	15	21	22	13	22	13	6	25	7	21	10	20	19	11
	4%	3%	4%	3%	6%	4%	4%	5%	4%	3%	4%	6%	4%	4%	5%
Unsure	128	43	80	86	39	65	58	7	72	15	66	11	70	30	41
	13%	10%	16%	12%	18%	10%	18%	5%	12%	8%	13%	6%	13%	6%	21%

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	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	751	417	332	650	15	56	16	360	289	102	101	119	229	199	183	234	138	194
	79%	81%	76%	80%	52%	75%	86%	83%	75%	80%	79%	77%	76%	82%	82%	80%	74%	77%
STRONGLY/SOMEWHAT DISAGREE	75	44	30	56	12	3	-	27	29	12	12	14	26	11	21	23	17	13
	8%	9%	7%	7%	43%	4%	-	6%	8%	10%	10%	9%	8%	4%	10%	8%	9%	5%
Strongly agree	495	282	212	442	5	39	4	253	187	65	62	77	154	138	120	162	82	130
	52%	55%	48%	54%	19%	52%	22%	59%	49%	51%	48%	50%	51%	57%	54%	55%	44%	51%
Somewhat agree	256	135	120	208	9	17	12	107	101	37	40	42	75	61	63	72	56	64
	27%	26%	27%	26%	34%	23%	63%	25%	27%	29%	31%	27%	25%	25%	28%	25%	30%	25%
Somewhat disagree	51	31	19	37	10	2	-	18	18	11	7	9	16	8	17	14	10	10
	5%	6%	4%	4%	37%	2%	-	4%	5%	8%	5%	6%	5%	3%	8%	5%	5%	4%
Strongly disagree	24	13	11	20	2	2	-	9	11	1	6	5	10	3	4	9	8	3
	3%	3%	2%	2%	7%	2%	-	2%	3%	1%	4%	3%	3%	1%	2%	3%	4%	1%
Unsure	130	54	76	109	1	15	3	44	65	13	15	22	48	34	18	36	31	46
	14%	10%	17%	13%	4%	20%	14%	10%	17%	10%	11%	14%	16%	14%	8%	12%	17%	18%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	751	238	248	182	82	416	203	211	234	157	78	154	163	157	153	99
	79%	73%	81%	83%	79%	79%	83%	75%	82%	84%	78%	79%	83%	72%	85%	79%
STRONGLY/SOMEWHAT DISAGREE	75	32	16	19	7	35	12	23	20	16	4	13	17	21	8	11
	8%	10%	5%	9%	6%	7%	5%	8%	7%	8%	5%	7%	9%	10%	4%	9%
Strongly agree	495	151	167	122	55	282	140	141	160	113	46	100	100	103	109	64
	52%	47%	55%	56%	53%	54%	57%	50%	56%	61%	46%	52%	51%	48%	61%	51%
Somewhat agree	256	87	82	60	27	133	63	70	75	43	32	54	63	54	44	35
	27%	27%	27%	27%	26%	25%	26%	25%	26%	23%	32%	28%	32%	25%	24%	28%
Somewhat disagree	51	23	11	13	4	23	9	15	13	9	4	8	13	20	3	6
	5%	7%	4%	6%	4%	4%	4%	5%	5%	5%	4%	4%	7%	9%	2%	5%
Strongly disagree	24	9	5	6	3	12	3	9	7	6	1	5	4	2	4	5
	3%	3%	2%	3%	3%	2%	1%	3%	2%	3%	1%	3%	2%	1%	2%	4%
Unsure	130	54	41	18	16	75	29	46	32	15	17	27	17	39	20	14
	14%	17%	13%	8%	15%	14%	12%	17%	11%	8%	17%	14%	9%	18%	11%	11%

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	Total	Community			Region				Religion/Church		Messaging Impact				
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	751	583	161	129	470	152	146	157	260	185	333	393	481	132	76
	79%	84%	75%	79%	79%	78%	83%	74%	79%	79%	81%	78%	88%	69%	85%
STRONGLY/SOMEWHAT DISAGREE	75	47	25	12	46	17	8	17	32	17	29	45	31	37	11
	8%	7%	12%	7%	8%	9%	5%	8%	10%	7%	7%	9%	6%	19%	13%
Strongly agree	495	409	84	86	309	100	88	108	188	110	225	253	331	75	50
	52%	59%	39%	53%	52%	52%	50%	51%	57%	47%	54%	50%	60%	39%	55%
Somewhat agree	256	174	77	43	161	52	58	50	73	75	108	141	150	57	27
	27%	25%	36%	26%	27%	27%	33%	23%	22%	32%	26%	28%	27%	30%	30%
Somewhat disagree	51	27	21	8	33	9	4	12	24	11	21	30	18	29	10
	5%	4%	10%	5%	5%	5%	2%	6%	7%	4%	5%	6%	3%	15%	11%
Strongly disagree	24	21	4	4	13	7	4	5	8	7	8	15	13	8	1
	3%	3%	2%	2%	2%	4%	3%	2%	2%	3%	2%	3%	2%	4%	1%
Unsure	130	65	28	23	82	25	21	38	38	33	51	68	36	22	2
	14%	9%	13%	14%	14%	13%	12%	18%	11%	14%	12%	14%	7%	12%	2%

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	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	751	344	394	575	168	511	230	108	502	156	403	150	423	413	138
	79%	80%	78%	80%	75%	82%	72%	80%	83%	81%	81%	82%	80%	88%	70%
STRONGLY/SOMEWHAT DISAGREE	75	44	31	60	15	47	27	20	31	28	25	19	34	29	15
	8%	10%	6%	8%	7%	8%	8%	15%	5%	14%	5%	10%	6%	6%	8%
Strongly agree	495	220	267	378	117	346	144	63	358	101	290	109	291	307	79
	52%	51%	53%	52%	53%	56%	45%	47%	59%	52%	58%	60%	55%	65%	40%
Somewhat agree	256	124	127	197	51	164	86	45	144	55	113	41	132	106	59
	27%	29%	25%	27%	23%	26%	27%	34%	24%	29%	23%	22%	25%	23%	30%
Somewhat disagree	51	27	23	40	10	27	23	14	20	21	15	12	26	16	10
	5%	6%	5%	6%	5%	4%	7%	10%	3%	11%	3%	6%	5%	3%	5%
Strongly disagree	24	17	8	19	5	20	4	6	10	6	10	7	8	14	5
	3%	4%	1%	3%	2%	3%	1%	5%	2%	3%	2%	4%	2%	3%	2%
Unsure	130	42	81	86	40	65	61	7	74	10	71	14	72	29	44
	14%	10%	16%	12%	18%	10%	19%	5%	12%	5%	14%	8%	14%	6%	22%

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	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	602	336	264	522	12	44	9	292	229	84	84	95	192	147	146	190	115	149
	63%	65%	60%	64%	44%	60%	48%	68%	60%	66%	66%	61%	64%	60%	66%	65%	62%	59%
STRONGLY/SOMEWHAT DISAGREE	153	90	64	117	13	14	5	63	54	22	22	24	50	36	42	48	26	38
	16%	17%	15%	14%	47%	18%	28%	15%	14%	17%	17%	16%	16%	15%	19%	16%	14%	15%
Strongly agree	266	159	106	225	7	24	6	131	92	42	41	50	77	56	77	81	54	52
	28%	31%	24%	28%	26%	32%	34%	30%	24%	33%	32%	33%	25%	23%	35%	28%	29%	21%
Somewhat agree	335	177	158	297	5	20	3	161	137	42	44	44	115	90	69	109	61	97
	35%	34%	36%	36%	18%	27%	14%	37%	36%	33%	34%	29%	38%	37%	31%	37%	33%	38%
Somewhat disagree	109	63	45	85	7	10	4	47	38	14	17	15	39	24	29	35	17	28
	11%	12%	10%	10%	24%	14%	22%	11%	10%	11%	13%	10%	13%	10%	13%	12%	9%	11%
Strongly disagree	45	26	19	33	6	3	1	16	17	8	5	9	11	12	13	13	9	10
	5%	5%	4%	4%	23%	5%	6%	4%	4%	6%	4%	6%	4%	5%	6%	4%	5%	4%
Unsure	201	90	111	176	3	16	4	77	99	21	22	36	60	62	35	56	44	66
	21%	18%	25%	22%	9%	22%	24%	18%	26%	16%	17%	23%	20%	25%	16%	19%	24%	26%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956 100	324 100	305 100	219 100	105 100	526 100	244 100	281 100	286 100	187 100	99 100	194 100	197 100	218 100	180 100	125 100
STRONGLY/SOMEWHAT AGREE	602 63%	194 60%	192 63%	149 68%	65 62%	328 62%	162 67%	164 58%	193 67%	129 69%	64 64%	136 70%	131 66%	119 54%	122 68%	76 61%
STRONGLY/SOMEWHAT DISAGREE	153 16%	66 20%	47 15%	27 12%	14 13%	84 16%	38 15%	46 16%	34 12%	25 13%	8 9%	21 11%	32 16%	48 22%	28 16%	19 15%
Strongly agree	266 28%	92 28%	85 28%	63 29%	27 26%	149 28%	79 32%	69 24%	76 26%	52 28%	23 24%	67 34%	53 27%	49 22%	56 31%	34 27%
Somewhat agree	335 35%	102 32%	107 35%	87 40%	38 36%	179 34%	84 34%	95 34%	117 41%	77 41%	41 41%	69 36%	77 39%	70 32%	66 37%	43 34%
Somewhat disagree	109 11%	45 14%	33 11%	20 9%	10 10%	58 11%	27 11%	31 11%	26 9%	19 10%	7 7%	16 8%	22 11%	39 18%	19 10%	10 8%
Strongly disagree	45 5%	21 6%	13 4%	7 3%	3 3%	25 5%	10 4%	15 5%	7 3%	6 3%	2 2%	5 3%	11 5%	8 4%	9 5%	9 7%
Unsure	201 21%	64 20%	66 22%	43 19%	27 25%	115 22%	44 18%	71 25%	60 21%	33 18%	27 27%	37 19%	34 17%	51 24%	30 17%	29 23%

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	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	602	461	132	97	381	123	124	119	203	154	270	312	424	92	61
	63%	66%	62%	59%	64%	64%	71%	56%	61%	65%	65%	62%	77%	48%	68%
STRONGLY/SOMEWHAT DISAGREE	153	102	49	33	93	28	22	43	51	37	64	87	65	69	17
	16%	15%	23%	20%	15%	15%	12%	20%	16%	16%	16%	17%	12%	36%	19%
Strongly agree	266	223	41	49	165	53	59	52	91	64	133	129	196	41	33
	28%	32%	19%	30%	28%	27%	34%	24%	28%	27%	32%	26%	36%	21%	36%
Somewhat agree	335	238	91	48	217	71	64	68	112	89	137	183	228	51	28
	35%	34%	43%	29%	36%	36%	37%	32%	34%	38%	33%	36%	42%	27%	32%
Somewhat disagree	109	71	37	27	60	22	15	26	38	30	42	65	46	49	16
	11%	10%	18%	17%	10%	11%	9%	12%	12%	13%	10%	13%	8%	26%	18%
Strongly disagree	45	31	11	5	33	6	7	17	13	8	22	22	19	19	1
	5%	4%	5%	3%	6%	3%	4%	8%	4%	3%	5%	4%	3%	10%	1%
Unsure	201	132	33	35	124	42	29	50	76	45	79	108	59	31	11
	21%	19%	15%	21%	21%	22%	17%	24%	23%	19%	19%	21%	11%	16%	13%

Echelon Insights  
 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

For each, please indicate if you think you agree or disagree with the statement.  
 -Congress should pursue this proposal to help local and conservative media even if it also benefits national news organizations like the New York Times or the Washington Post.

	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	602	293	292	466	125	421	171	94	392	133	314	119	341	334	113
	63%	68%	58%	65%	56%	68%	54%	70%	65%	69%	63%	65%	64%	71%	57%
STRONGLY/SOMEWHAT DISAGREE	153	63	90	118	35	91	61	24	93	39	72	35	76	67	33
	16%	15%	18%	16%	16%	15%	19%	18%	15%	20%	14%	19%	14%	14%	17%
Strongly agree	266	123	133	216	48	198	64	46	181	61	144	58	152	172	35
	28%	29%	26%	30%	22%	32%	20%	34%	30%	32%	29%	32%	29%	37%	18%
Somewhat agree	335	170	159	250	77	223	107	48	210	72	171	61	189	162	78
	35%	40%	31%	35%	35%	36%	34%	36%	35%	37%	34%	33%	36%	34%	39%
Somewhat disagree	109	43	65	86	23	63	45	20	67	34	52	21	52	44	26
	11%	10%	13%	12%	10%	10%	14%	15%	11%	17%	10%	11%	10%	9%	13%
Strongly disagree	45	19	25	32	13	28	16	5	25	5	20	15	23	23	7
	5%	5%	5%	4%	6%	4%	5%	4%	4%	3%	4%	8%	4%	5%	3%
Unsure	201	74	124	136	63	111	86	17	123	22	113	28	112	70	51
	21%	17%	24%	19%	28%	18%	27%	12%	20%	11%	23%	16%	21%	15%	26%

Echelon Insights  
 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

For each, please indicate if you think you agree or disagree with the statement.

-Big Tech companies should be required to offer the same compensation terms to local and conservative publishers as they do to national news organizations.

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	709	371	336	614	14	53	14	319	293	86	89	109	228	196	149	222	133	203
	74%	72%	77%	75%	49%	72%	76%	74%	77%	68%	69%	71%	76%	80%	67%	76%	72%	80%
STRONGLY/SOMEWHAT DISAGREE	124	94	30	99	12	9	-	72	27	25	28	19	34	18	57	37	15	15
	13%	18%	7%	12%	43%	12%	-	17%	7%	20%	22%	12%	11%	7%	26%	13%	8%	6%
Strongly agree	432	236	195	374	10	30	10	199	173	46	45	69	151	121	85	151	73	122
	45%	46%	44%	46%	37%	41%	55%	46%	45%	36%	35%	45%	50%	50%	38%	51%	39%	48%
Somewhat agree	277	135	141	240	3	23	4	120	121	40	44	40	77	75	64	71	60	81
	29%	26%	32%	29%	12%	31%	21%	28%	32%	32%	35%	26%	25%	31%	29%	24%	33%	32%
Somewhat disagree	86	64	21	75	-	7	-	56	20	16	21	12	23	13	38	27	12	10
	9%	13%	5%	9%	-	10%	-	13%	5%	12%	17%	8%	8%	5%	17%	9%	6%	4%
Strongly disagree	38	30	8	24	12	1	-	17	7	9	7	6	11	4	19	10	3	5
	4%	6%	2%	3%	43%	2%	-	4%	2%	7%	5%	4%	4%	2%	9%	4%	2%	2%
Unsure	124	50	73	102	2	12	4	40	63	16	11	27	40	30	16	34	38	36
	13%	10%	17%	13%	8%	16%	24%	9%	16%	13%	9%	17%	13%	12%	7%	12%	20%	14%

Echelon Insights  
 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

For each, please indicate if you think you agree or disagree with the statement.

-Big Tech companies should be required to offer the same compensation terms to local and conservative publishers as they do to national news organizations.

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956 100	324 100	305 100	219 100	105 100	526 100	244 100	281 100	286 100	187 100	99 100	194 100	197 100	218 100	180 100	125 100
STRONGLY/SOMEWHAT AGREE	709 74%	239 74%	228 75%	168 77%	74 71%	398 76%	182 75%	215 76%	215 75%	137 73%	79 79%	145 75%	141 71%	164 75%	140 78%	92 74%
STRONGLY/SOMEWHAT DISAGREE	124 13%	45 14%	37 12%	27 13%	15 14%	61 12%	38 16%	23 8%	38 13%	34 18%	3 3%	31 16%	34 17%	18 8%	21 12%	19 15%
Strongly agree	432 45%	148 46%	135 44%	97 44%	52 49%	241 46%	109 45%	131 47%	132 46%	90 48%	42 42%	83 43%	77 39%	108 50%	93 51%	55 44%
Somewhat agree	277 29%	90 28%	92 30%	72 33%	22 21%	157 30%	73 30%	84 30%	83 29%	47 25%	37 37%	62 32%	63 32%	56 26%	47 26%	37 30%
Somewhat disagree	86 9%	28 9%	28 9%	20 9%	10 9%	45 9%	28 11%	17 6%	30 11%	28 15%	3 3%	20 10%	25 13%	9 4%	18 10%	13 10%
Strongly disagree	38 4%	17 5%	9 3%	7 3%	5 5%	16 3%	10 4%	6 2%	7 3%	7 3%	1 1%	11 6%	9 5%	9 4%	3 2%	6 4%
Unsure	124 13%	41 13%	40 13%	23 11%	16 15%	66 13%	23 10%	43 15%	33 12%	16 9%	17 17%	18 9%	22 11%	35 16%	19 11%	14 11%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

For each, please indicate if you think you agree or disagree with the statement.

-Big Tech companies should be required to offer the same compensation terms to local and conservative publishers as they do to national news organizations.

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	709	547	150	108	449	151	136	145	256	169	301	381	443	126	68
	74%	79%	71%	66%	75%	78%	78%	68%	77%	72%	73%	75%	81%	66%	76%
STRONGLY/SOMEWHAT DISAGREE	124	84	39	26	75	22	16	32	40	36	57	67	61	51	18
	13%	12%	18%	16%	13%	11%	9%	15%	12%	15%	14%	13%	11%	27%	20%
Strongly agree	432	362	62	68	273	91	80	88	159	103	202	210	278	75	42
	45%	52%	29%	41%	46%	47%	46%	41%	48%	44%	49%	41%	51%	39%	47%
Somewhat agree	277	185	88	40	177	60	57	57	97	66	99	171	165	51	26
	29%	27%	41%	25%	30%	31%	33%	27%	29%	28%	24%	34%	30%	27%	29%
Somewhat disagree	86	57	29	22	51	13	12	21	23	29	38	48	46	31	13
	9%	8%	14%	13%	8%	7%	7%	10%	7%	12%	9%	9%	8%	16%	15%
Strongly disagree	38	28	10	4	24	9	4	10	17	7	18	19	15	20	5
	4%	4%	5%	3%	4%	5%	2%	5%	5%	3%	4%	4%	3%	10%	6%
Unsure	124	64	24	29	74	20	23	35	35	30	56	59	44	14	3
	13%	9%	11%	18%	12%	11%	13%	17%	11%	13%	14%	12%	8%	7%	4%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

For each, please indicate if you think you agree or disagree with the statement.

-Big Tech companies should be required to offer the same compensation terms to local and conservative publishers as they do to national news organizations.

	Total	Source Frequency						Source Concern						Big Tech Concern	
		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	709	314	380	542	157	494	204	109	471	148	380	147	396	392	132
	74%	73%	75%	75%	71%	79%	64%	80%	78%	77%	76%	81%	75%	83%	67%
STRONGLY/SOMEWHAT DISAGREE	124	67	55	96	28	69	54	21	62	37	52	27	59	50	27
	13%	16%	11%	13%	13%	11%	17%	16%	10%	19%	10%	15%	11%	11%	14%
Strongly agree	432	184	240	335	93	317	110	57	308	85	246	96	245	276	64
	45%	43%	47%	46%	42%	51%	35%	42%	51%	44%	49%	52%	46%	59%	33%
Somewhat agree	277	130	140	207	64	177	94	51	163	63	134	51	151	115	68
	29%	30%	28%	29%	29%	28%	30%	38%	27%	33%	27%	28%	29%	25%	35%
Somewhat disagree	86	49	37	66	20	52	33	9	49	25	40	15	40	36	18
	9%	11%	7%	9%	9%	8%	10%	7%	8%	13%	8%	8%	8%	8%	9%
Strongly disagree	38	19	17	30	8	17	21	12	14	12	12	11	19	14	8
	4%	4%	3%	4%	3%	3%	7%	9%	2%	6%	2%	6%	4%	3%	4%
Unsure	124	48	71	83	38	60	60	5	74	8	67	9	74	29	37
	13%	11%	14%	12%	17%	10%	19%	4%	12%	4%	13%	5%	14%	6%	19%

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Knowing what you now know about the proposal to allow news publishers to band together to collectively negotiate better terms for the use of their content by Big Tech, notably Google and Facebook, would you support or oppose...

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	603	339	263	531	15	34	13	293	236	60	94	92	191	166	139	200	106	157
	63%	66%	60%	65%	55%	46%	70%	68%	62%	48%	73%	59%	63%	68%	63%	68%	57%	62%
STRONGLY/SOMEWHAT OPPOSE	170	104	66	129	12	24	-	74	55	42	16	27	60	25	56	48	29	37
	18%	20%	15%	16%	45%	33%	-	17%	14%	33%	13%	17%	20%	10%	25%	16%	16%	15%
Strongly support	320	186	132	274	7	27	8	153	119	30	48	61	99	81	85	101	52	80
	33%	36%	30%	34%	27%	36%	46%	35%	31%	23%	38%	40%	33%	33%	38%	34%	28%	31%
Somewhat support	283	153	131	257	8	8	4	140	117	31	46	30	91	85	54	99	53	77
	30%	30%	30%	32%	29%	11%	24%	33%	31%	24%	36%	20%	30%	35%	24%	34%	29%	31%
Somewhat oppose	99	63	36	72	8	18	-	39	33	29	9	16	34	11	37	26	17	19
	10%	12%	8%	9%	30%	24%	-	9%	9%	23%	7%	10%	11%	4%	17%	9%	9%	7%
Strongly oppose	71	40	31	57	4	6	-	35	23	13	7	11	25	14	19	22	13	18
	7%	8%	7%	7%	14%	9%	-	8%	6%	11%	6%	7%	8%	6%	8%	7%	7%	7%
Unsure	183	73	110	155	-	15	6	64	91	24	18	36	52	53	27	45	51	59
	19%	14%	25%	19%	-	21%	30%	15%	24%	19%	14%	23%	17%	22%	12%	15%	27%	23%

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Knowing what you now know about the proposal to allow news publishers to band together to collectively negotiate better terms for the use of their content by Big Tech, notably Google and Facebook, would you support or oppose...

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	603	179	194	157	73	331	156	173	200	137	63	128	119	130	128	82
	63%	55%	64%	72%	69%	63%	64%	62%	70%	73%	63%	66%	60%	59%	71%	66%
STRONGLY/SOMEWHAT OPPOSE	170	70	54	29	16	86	47	39	42	27	15	36	40	40	20	22
	18%	22%	18%	13%	15%	16%	19%	14%	15%	15%	15%	19%	20%	18%	11%	18%
Strongly support	320	105	103	74	38	180	87	92	94	66	28	70	62	64	79	38
	33%	32%	34%	34%	36%	34%	36%	33%	33%	35%	28%	36%	31%	29%	44%	30%
Somewhat support	283	74	92	83	35	151	69	82	106	71	35	58	57	66	49	44
	30%	23%	30%	38%	33%	29%	28%	29%	37%	38%	35%	30%	29%	30%	27%	35%
Somewhat oppose	99	46	31	15	7	51	27	24	21	12	9	20	26	24	13	9
	10%	14%	10%	7%	7%	10%	11%	9%	7%	7%	9%	11%	13%	11%	7%	7%
Strongly oppose	71	24	23	14	9	35	20	15	21	15	6	16	14	16	8	13
	7%	7%	7%	6%	8%	7%	8%	5%	7%	8%	6%	8%	7%	7%	4%	10%
Unsure	183	75	57	34	16	109	41	68	45	23	22	30	39	48	32	21
	19%	23%	19%	15%	16%	21%	17%	24%	16%	12%	22%	15%	20%	22%	18%	17%

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Knowing what you now know about the proposal to allow news publishers to band together to collectively negotiate better terms for the use of their content by Big Tech, notably Google and Facebook, would you support or oppose...

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	603	487	111	95	394	114	115	121	213	152	263	322	414	90	90
	63%	70%	52%	58%	66%	59%	66%	57%	64%	64%	64%	64%	75%	47%	100%
STRONGLY/SOMEWHAT OPPOSE	170	102	64	34	102	34	27	44	59	41	81	87	75	75	-
	18%	15%	30%	21%	17%	17%	15%	21%	18%	17%	20%	17%	14%	39%	-
Strongly support	320	276	41	49	207	63	63	53	119	85	141	168	239	41	41
	33%	40%	19%	30%	35%	33%	36%	25%	36%	36%	34%	33%	44%	21%	46%
Somewhat support	283	211	70	46	187	50	52	68	94	67	122	154	174	49	49
	30%	30%	33%	28%	31%	26%	30%	32%	28%	28%	30%	30%	32%	26%	54%
Somewhat oppose	99	51	48	16	65	17	18	31	27	23	46	53	42	43	-
	10%	7%	23%	10%	11%	9%	11%	15%	8%	10%	11%	10%	8%	22%	-
Strongly oppose	71	51	16	18	37	16	8	12	32	18	35	35	33	32	-
	7%	7%	7%	11%	6%	8%	5%	6%	10%	8%	8%	7%	6%	17%	-
Unsure	183	106	38	35	101	46	33	48	59	43	69	98	60	27	-
	19%	15%	18%	21%	17%	24%	19%	22%	18%	18%	17%	19%	11%	14%	-

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Knowing what you now know about the proposal to allow news publishers to band together to collectively negotiate better terms for the use of their content by Big Tech, notably Google and Facebook, would you support or oppose...

	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/ Sometimes	National Rarely/ Never	Local Often/ Sometimes	Local Rarely/ Never	Conservative Often/ Sometimes	Conservative Rarely/ Never	National Extremely/ Very	National Not very/ Not at all	Local Extremely/ Very	Local Not very/ Not at all	Conservative Extremely/ Very	Conservative Not very/ Not at all	Extremely/ very concerned	Not very/ not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	603	275	317	463	136	405	191	75	415	129	327	116	358	345	107
	63%	64%	63%	64%	61%	65%	60%	55%	68%	67%	66%	63%	68%	73%	54%
STRONGLY/SOMEWHAT OPPOSE	170	84	83	128	41	112	55	41	80	48	69	47	66	74	39
	18%	19%	16%	18%	18%	18%	17%	30%	13%	25%	14%	26%	12%	16%	20%
Strongly support	320	157	156	247	72	241	75	44	225	71	178	72	183	222	47
	33%	36%	31%	34%	32%	39%	24%	33%	37%	37%	36%	40%	35%	47%	24%
Somewhat support	283	118	160	216	64	165	116	30	190	58	149	44	175	123	60
	30%	27%	32%	30%	29%	26%	36%	23%	31%	30%	30%	24%	33%	26%	31%
Somewhat oppose	99	50	49	74	25	58	41	18	46	26	41	15	43	29	26
	10%	12%	10%	10%	11%	9%	13%	13%	8%	13%	8%	8%	8%	6%	13%
Strongly oppose	71	33	34	54	16	54	15	24	34	22	28	31	23	45	13
	7%	8%	7%	8%	7%	9%	5%	17%	6%	11%	6%	17%	4%	9%	7%
Unsure	183	72	106	129	46	105	72	19	112	17	103	20	105	52	51
	19%	17%	21%	18%	21%	17%	23%	14%	18%	9%	21%	11%	20%	11%	26%

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Facebook and Google are lobbying against this proposal. Does that make you more or less likely to support it?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	633	371	261	536	19	50	14	310	225	88	82	106	197	161	166	204	107	154
	66%	72%	59%	66%	67%	67%	75%	72%	59%	69%	64%	68%	65%	66%	75%	70%	58%	61%
MUCH/SOMEWHAT LESS LIKELY	159	86	73	136	9	9	2	73	64	18	23	22	53	43	33	53	30	43
	17%	17%	17%	17%	33%	12%	11%	17%	17%	14%	18%	14%	17%	18%	15%	18%	16%	17%
Much more likely	426	260	165	361	9	36	13	221	139	46	51	72	138	119	105	155	63	101
	45%	50%	38%	44%	34%	49%	68%	51%	36%	36%	40%	47%	46%	49%	47%	53%	34%	40%
Somewhat more likely	207	110	96	175	9	14	1	89	87	41	30	33	59	43	61	49	44	52
	22%	21%	22%	21%	34%	18%	7%	21%	23%	33%	23%	22%	20%	18%	27%	17%	24%	21%
Somewhat less likely	98	55	44	83	6	8	1	45	38	12	15	16	31	25	25	30	18	26
	10%	11%	10%	10%	22%	11%	5%	10%	10%	10%	11%	10%	10%	10%	11%	10%	10%	10%
Much less likely	60	31	29	53	3	1	1	28	25	5	9	6	22	18	8	23	12	17
	6%	6%	7%	7%	11%	1%	6%	7%	7%	4%	7%	4%	7%	8%	4%	8%	6%	7%
Unsure	164	59	105	142	-	15	3	48	94	22	23	27	53	40	23	36	48	57
	17%	11%	24%	17%	-	21%	14%	11%	25%	17%	18%	17%	17%	16%	11%	12%	26%	22%

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 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	633	198	201	163	71	331	170	160	206	140	66	134	141	117	133	86
	66%	61%	66%	75%	68%	63%	70%	57%	72%	75%	66%	69%	71%	54%	74%	69%
MUCH/SOMEWHAT LESS LIKELY	159	57	45	36	19	85	38	47	50	35	15	29	34	48	22	22
	17%	18%	15%	16%	18%	16%	16%	17%	17%	19%	15%	15%	17%	22%	12%	18%
Much more likely	426	129	128	117	53	219	117	101	142	104	38	79	84	81	100	68
	45%	40%	42%	53%	51%	42%	48%	36%	50%	56%	38%	41%	43%	37%	55%	54%
Somewhat more likely	207	69	73	47	18	112	53	59	63	36	28	55	56	36	34	19
	22%	21%	24%	21%	17%	21%	22%	21%	22%	19%	28%	28%	29%	16%	19%	15%
Somewhat less likely	98	38	25	26	10	50	23	27	33	22	12	13	19	32	16	15
	10%	12%	8%	12%	10%	9%	9%	10%	12%	12%	12%	7%	10%	15%	9%	12%
Much less likely	60	20	20	10	9	35	15	20	16	13	3	16	15	15	6	7
	6%	6%	7%	5%	9%	7%	6%	7%	6%	7%	3%	8%	7%	7%	3%	6%
Unsure	164	69	59	20	15	110	36	74	31	13	19	31	23	53	25	16
	17%	21%	19%	9%	14%	21%	15%	26%	11%	7%	19%	16%	12%	24%	14%	13%

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	Total		Community			Region				Religion/Church		Messaging Impact			
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	633	497	130	106	402	125	117	123	226	168	278	341	394	123	71
	66%	71%	61%	65%	67%	64%	67%	58%	68%	71%	67%	67%	72%	64%	79%
MUCH/SOMEWHAT LESS LIKELY	159	115	43	24	105	30	29	43	53	31	70	80	88	46	12
	17%	17%	20%	15%	18%	15%	17%	20%	16%	13%	17%	16%	16%	24%	14%
Much more likely	426	367	56	78	265	83	76	69	170	111	192	223	280	70	48
	45%	53%	26%	48%	44%	43%	44%	32%	52%	47%	47%	44%	51%	37%	54%
Somewhat more likely	207	130	74	28	137	42	40	54	55	57	85	118	114	53	23
	22%	19%	35%	17%	23%	22%	23%	25%	17%	24%	21%	23%	21%	28%	25%
Somewhat less likely	98	67	31	16	65	17	21	30	30	17	47	47	64	22	7
	10%	10%	15%	10%	11%	9%	12%	14%	9%	7%	11%	9%	12%	11%	7%
Much less likely	60	49	12	8	40	13	8	13	23	14	23	33	24	24	6
	6%	7%	6%	5%	7%	7%	5%	6%	7%	6%	5%	6%	4%	12%	6%
Unsure	164	83	40	34	91	39	29	47	52	37	66	87	66	23	7
	17%	12%	19%	21%	15%	20%	17%	22%	16%	16%	16%	17%	12%	12%	7%

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	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	100	430	506	720	223	623	318	135	607	193	499	183	529	471	196
			100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	633	66%	285	339	467	161	443	186	84	436	114	351	127	365	376	102
			66%	67%	65%	72%	71%	58%	62%	72%	59%	70%	69%	69%	80%	52%
MUCH/SOMEWHAT LESS LIKELY	159	17%	89	68	131	27	104	53	40	78	59	64	38	77	71	34
			21%	13%	18%	12%	17%	17%	30%	13%	31%	13%	21%	15%	15%	17%
Much more likely	426	45%	183	239	306	120	328	96	52	311	74	255	95	248	311	48
			43%	47%	42%	54%	53%	30%	38%	51%	38%	51%	52%	47%	66%	25%
Somewhat more likely	207	22%	102	100	161	41	115	90	32	125	40	96	32	117	64	54
			24%	20%	22%	18%	19%	28%	24%	21%	21%	19%	17%	22%	14%	27%
Somewhat less likely	98	10%	56	41	82	15	63	34	25	44	40	34	22	43	41	21
			13%	8%	11%	7%	10%	11%	19%	7%	20%	7%	12%	8%	9%	11%
Much less likely	60	6%	33	27	49	11	42	19	15	34	20	30	17	34	31	14
			8%	5%	7%	5%	7%	6%	11%	6%	10%	6%	9%	6%	6%	7%
Unsure	164	17%	56	99	123	35	76	80	11	93	20	85	18	86	24	60
			13%	20%	17%	16%	12%	25%	8%	15%	10%	17%	10%	16%	5%	31%

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	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	616	364	251	525	18	49	14	309	214	86	77	92	200	162	148	216	105	146
	64%	71%	57%	64%	64%	67%	76%	72%	56%	68%	60%	59%	66%	66%	67%	74%	57%	58%
MUCH/SOMEWHAT LESS LIKELY	129	72	57	109	6	9	-	60	49	20	22	16	38	33	36	35	21	36
	13%	14%	13%	13%	20%	12%	-	14%	13%	16%	17%	10%	13%	14%	16%	12%	11%	14%
Much more likely	321	196	125	273	6	26	10	169	104	29	29	50	124	89	66	131	42	82
	34%	38%	28%	34%	22%	35%	52%	39%	27%	23%	23%	32%	41%	36%	29%	45%	23%	32%
Somewhat more likely	295	168	126	251	12	23	4	140	110	57	48	42	76	73	82	85	63	64
	31%	32%	29%	31%	42%	31%	24%	32%	29%	45%	37%	27%	25%	30%	37%	29%	34%	25%
Somewhat less likely	88	51	37	72	6	5	-	41	31	12	19	13	25	19	29	22	15	22
	9%	10%	8%	9%	20%	7%	-	9%	8%	9%	15%	8%	8%	8%	13%	8%	8%	9%
Much less likely	41	21	20	37	-	4	-	19	18	8	2	3	14	14	7	13	6	15
	4%	4%	5%	5%	-	5%	-	4%	5%	7%	2%	2%	5%	6%	3%	5%	3%	6%
Unsure	211	80	131	181	4	16	4	62	119	21	30	47	64	49	38	42	60	71
	22%	16%	30%	22%	16%	22%	24%	14%	31%	16%	23%	30%	21%	20%	17%	14%	32%	28%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	616	200	192	155	69	324	168	154	201	141	60	127	144	120	122	84
	64%	62%	63%	71%	66%	62%	69%	55%	70%	75%	61%	66%	73%	55%	68%	68%
MUCH/SOMEWHAT LESS LIKELY	129	41	43	30	14	68	34	34	40	26	14	27	19	34	22	22
	13%	13%	14%	14%	13%	13%	14%	12%	14%	14%	14%	14%	10%	16%	12%	17%
Much more likely	321	103	92	83	43	165	88	77	109	82	27	62	67	65	78	43
	34%	32%	30%	38%	41%	31%	36%	27%	38%	44%	27%	32%	34%	30%	43%	35%
Somewhat more likely	295	98	100	72	26	159	81	77	92	59	33	66	78	55	44	41
	31%	30%	33%	33%	25%	30%	33%	27%	32%	32%	34%	34%	39%	25%	24%	33%
Somewhat less likely	88	30	27	20	9	44	24	21	26	17	9	19	15	20	13	15
	9%	9%	9%	9%	9%	8%	10%	7%	9%	9%	9%	10%	8%	9%	7%	12%
Much less likely	41	11	16	10	4	23	10	13	14	9	5	7	4	14	9	7
	4%	3%	5%	4%	4%	4%	4%	5%	5%	5%	5%	4%	2%	6%	5%	5%
Unsure	211	83	71	34	22	135	41	93	46	21	25	40	34	64	36	19
	22%	25%	23%	16%	21%	26%	17%	33%	16%	11%	25%	21%	17%	29%	20%	15%

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	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	616	507	106	112	388	117	115	128	216	155	275	328	391	122	69
	64%	73%	50%	68%	65%	60%	66%	60%	65%	66%	67%	65%	71%	64%	76%
MUCH/SOMEWHAT LESS LIKELY	129	71	55	20	84	24	23	28	48	30	52	72	72	37	8
	13%	10%	26%	12%	14%	13%	13%	13%	14%	13%	13%	14%	13%	20%	9%
Much more likely	321	283	35	60	200	61	56	58	119	88	141	171	208	62	42
	34%	41%	17%	36%	33%	32%	32%	27%	36%	37%	34%	34%	38%	32%	47%
Somewhat more likely	295	224	70	52	188	55	59	70	97	67	134	157	184	60	26
	31%	32%	33%	32%	31%	29%	34%	33%	29%	28%	32%	31%	34%	31%	29%
Somewhat less likely	88	47	38	14	59	15	16	22	29	20	29	54	53	25	7
	9%	7%	18%	8%	10%	8%	9%	11%	9%	8%	7%	11%	10%	13%	7%
Much less likely	41	24	17	7	25	9	7	6	18	10	23	18	19	13	2
	4%	3%	8%	4%	4%	5%	4%	3%	6%	4%	6%	3%	3%	7%	2%
Unsure	211	118	52	32	125	53	36	57	67	51	86	106	84	32	13
	22%	17%	24%	20%	21%	27%	21%	27%	20%	22%	21%	21%	15%	17%	14%

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	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	616	285	324	461	148	452	160	91	428	115	342	133	346	360	107
	64%	66%	64%	64%	67%	73%	50%	67%	70%	60%	69%	73%	65%	76%	54%
MUCH/SOMEWHAT LESS LIKELY	129	73	54	109	20	78	50	34	56	55	44	31	65	50	29
	13%	17%	11%	15%	9%	13%	16%	25%	9%	28%	9%	17%	12%	11%	15%
Much more likely	321	142	175	232	87	271	47	48	235	50	201	86	183	234	42
	34%	33%	35%	32%	39%	44%	15%	35%	39%	26%	40%	47%	35%	50%	21%
Somewhat more likely	295	143	149	229	61	180	113	43	192	66	141	47	163	126	65
	31%	33%	29%	32%	27%	29%	36%	32%	32%	34%	28%	26%	31%	27%	33%
Somewhat less likely	88	48	38	73	15	51	37	21	35	35	30	17	42	33	18
	9%	11%	7%	10%	7%	8%	12%	16%	6%	18%	6%	9%	8%	7%	9%
Much less likely	41	25	16	36	5	28	13	12	20	20	14	15	23	17	11
	4%	6%	3%	5%	2%	4%	4%	9%	3%	10%	3%	8%	4%	4%	5%
Unsure	211	72	128	150	55	93	108	11	124	23	113	18	118	61	61
	22%	17%	25%	21%	25%	15%	34%	8%	20%	12%	23%	10%	22%	13%	31%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

Regardless of how you typically vote, would you say you consider yourself to be...?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	696	403	291	596	25	46	14	341	254	85	79	107	216	208	161	242	109	182
	73%	78%	66%	73%	91%	62%	76%	79%	66%	67%	62%	69%	71%	85%	72%	83%	59%	72%
VERY/SOMEWHAT LIBERAL	42	17	26	32	3	6	-	12	20	8	8	7	17	3	9	7	13	13
	4%	3%	6%	4%	9%	8%	-	3%	5%	6%	6%	4%	6%	1%	4%	2%	7%	5%
Very conservative	381	221	160	325	17	30	4	183	142	57	38	54	123	109	88	132	61	99
	40%	43%	36%	40%	62%	40%	22%	42%	37%	45%	30%	35%	41%	45%	40%	45%	33%	39%
Somewhat conservative	315	182	131	271	8	16	10	158	111	28	42	53	93	99	72	110	49	83
	33%	35%	30%	33%	29%	22%	54%	37%	29%	22%	32%	34%	31%	41%	32%	37%	26%	33%
Moderate	171	80	90	155	-	12	3	70	85	25	32	30	55	29	45	35	41	49
	18%	16%	21%	19%	-	16%	13%	16%	22%	19%	25%	19%	18%	12%	20%	12%	22%	19%
Somewhat liberal	24	11	13	20	-	4	-	9	11	3	4	5	10	2	6	5	6	7
	3%	2%	3%	2%	-	5%	-	2%	3%	3%	3%	3%	3%	1%	3%	2%	3%	3%
Very liberal	18	6	12	12	3	2	-	3	9	4	5	2	7	1	3	2	7	5
	2%	1%	3%	1%	9%	3%	-	1%	2%	3%	4%	1%	2%	1%	2%	1%	4%	2%
Unsure	48	16	32	33	-	10	2	8	24	10	9	11	15	3	7	8	22	10
	5%	3%	7%	4%	-	13%	11%	2%	6%	8%	7%	7%	5%	1%	3%	3%	12%	4%

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	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	696	223	211	174	86	365	187	177	228	154	74	138	138	159	139	91
	73%	69%	69%	79%	82%	69%	77%	63%	80%	82%	75%	71%	70%	73%	77%	73%
VERY/SOMEWHAT LIBERAL	42	23	10	7	2	22	5	18	9	7	2	17	10	4	4	7
	4%	7%	3%	3%	2%	4%	2%	6%	3%	4%	2%	9%	5%	2%	2%	6%
Very conservative	381	142	102	93	43	203	108	96	120	75	45	83	79	84	72	46
	40%	44%	33%	43%	41%	39%	44%	34%	42%	40%	46%	43%	40%	38%	40%	37%
Somewhat conservative	315	81	109	81	43	162	79	81	108	79	29	54	59	75	67	45
	33%	25%	36%	37%	41%	31%	33%	29%	38%	42%	29%	28%	30%	35%	37%	36%
Moderate	171	55	70	33	13	114	47	67	41	23	18	33	42	39	29	23
	18%	17%	23%	15%	12%	22%	19%	24%	14%	12%	18%	17%	21%	18%	16%	19%
Somewhat liberal	24	10	7	6	1	13	3	10	7	6	1	8	6	4	3	2
	3%	3%	2%	3%	1%	3%	1%	4%	2%	3%	1%	4%	3%	2%	2%	2%
Very liberal	18	12	3	1	1	9	1	8	2	1	1	9	4	-	1	5
	2%	4%	1%	1%	1%	2%	1%	3%	1%	1%	1%	4%	2%		1%	4%
Unsure	48	24	14	5	4	25	5	19	8	3	5	6	7	16	8	3
	5%	7%	5%	3%	4%	5%	2%	7%	3%	2%	5%	3%	4%	7%	5%	3%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

Regardless of how you typically vote, would you say you consider yourself to be...?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	696	696	-	109	449	138	122	148	255	169	328	345	405	134	66
	73%	100%		66%	75%	71%	70%	70%	77%	72%	79%	68%	74%	70%	73%
VERY/SOMEWHAT LIBERAL	42	-	42	10	22	10	7	10	9	16	18	24	27	9	4
	4%		20%	6%	4%	5%	4%	5%	3%	7%	4%	5%	5%	5%	4%
Very conservative	381	381	-	51	249	80	53	85	144	97	199	174	219	85	33
	40%	55%		31%	42%	41%	30%	40%	44%	41%	48%	34%	40%	44%	37%
Somewhat conservative	315	315	-	58	200	57	69	63	111	72	129	171	186	49	32
	33%	45%		35%	33%	30%	39%	30%	33%	31%	31%	34%	34%	26%	36%
Moderate	171	-	171	35	99	37	38	44	58	31	48	116	99	38	17
	18%		80%	21%	17%	19%	22%	21%	18%	13%	12%	23%	18%	20%	18%
Somewhat liberal	24	-	24	6	14	5	6	6	6	6	8	16	19	2	-
	3%		11%	3%	2%	3%	3%	3%	2%	2%	2%	3%	3%	1%	
Very liberal	18	-	18	4	9	5	1	4	2	11	10	8	8	8	4
	2%		8%	2%	1%	3%	1%	2%	1%	4%	2%	2%	1%	4%	4%
Unsure	48	-	-	11	28	9	9	10	9	19	19	22	17	10	4
	5%			7%	5%	5%	5%	5%	3%	8%	5%	4%	3%	5%	4%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

Regardless of how you typically vote, would you say you consider yourself to be...?

	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	696	315	372	539	150	494	194	97	474	132	386	138	390	389	111
	73%	73%	73%	75%	67%	79%	61%	72%	78%	68%	77%	76%	74%	83%	57%
VERY/SOMEWHAT LIBERAL	42	23	13	33	5	27	12	15	10	22	9	15	12	18	13
	4%	5%	2%	5%	2%	4%	4%	11%	2%	11%	2%	8%	2%	4%	6%
Very conservative	381	144	230	283	96	285	90	59	260	70	219	94	196	232	48
	40%	34%	46%	39%	43%	46%	28%	44%	43%	36%	44%	51%	37%	49%	24%
Somewhat conservative	315	171	141	255	54	209	104	38	215	61	167	44	194	157	64
	33%	40%	28%	35%	24%	34%	33%	28%	35%	32%	33%	24%	37%	33%	32%
Moderate	171	80	89	124	47	80	89	23	96	36	77	27	98	60	47
	18%	19%	18%	17%	21%	13%	28%	17%	16%	19%	15%	15%	19%	13%	24%
Somewhat liberal	24	14	7	20	4	17	6	7	5	13	6	9	6	12	8
	3%	3%	1%	3%	2%	3%	2%	5%	1%	7%	1%	5%	1%	2%	4%
Very liberal	18	9	6	13	1	10	6	8	5	9	3	6	6	7	5
	2%	2%	1%	2%	1%	2%	2%	6%	1%	5%	1%	3%	1%	1%	3%
Unsure	48	12	33	24	20	22	22	-	26	4	27	2	28	4	26
	5%	3%	6%	3%	9%	4%	7%		4%	2%	5%	1%	5%	1%	13%

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Which social media platforms or apps do you use?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Facebook	709	357	351	612	20	48	11	302	310	93	107	116	246	148	169	189	147	205
	74%	69%	80%	75%	71%	65%	57%	70%	81%	73%	84%	75%	81%	60%	76%	64%	79%	81%
Instagram	316	143	173	244	17	40	8	99	145	86	65	56	88	21	91	52	116	57
	33%	28%	39%	30%	61%	54%	45%	23%	38%	68%	51%	36%	29%	9%	41%	18%	62%	23%
YouTube	507	291	216	408	17	53	14	232	176	88	93	95	166	65	162	129	114	102
	53%	56%	49%	50%	60%	72%	76%	54%	46%	69%	73%	61%	55%	27%	73%	44%	62%	40%
Snapchat	169	62	106	129	3	26	6	43	84	65	43	22	35	4	49	13	80	26
	18%	12%	24%	16%	12%	35%	30%	10%	22%	51%	33%	14%	12%	2%	22%	5%	43%	10%
Reddit	100	69	30	77	8	14	2	50	26	25	34	13	24	4	53	16	18	12
	11%	13%	7%	9%	30%	18%	9%	12%	7%	20%	27%	8%	8%	2%	24%	5%	10%	5%
Pinterest	215	62	154	179	12	18	-	45	133	45	30	43	71	27	36	26	82	72
	23%	12%	35%	22%	43%	24%	-	11%	35%	35%	24%	28%	23%	11%	16%	9%	44%	28%
LinkedIn	176	125	51	144	6	15	6	100	44	12	41	29	68	27	60	65	22	29
	18%	24%	12%	18%	21%	21%	33%	23%	12%	10%	32%	19%	22%	11%	27%	22%	12%	11%
WhatsApp	69	46	23	55	3	11	-	38	16	11	17	8	23	10	20	26	16	7
	7%	9%	5%	7%	12%	14%	-	9%	4%	9%	13%	5%	8%	4%	9%	9%	9%	3%
Twitter	219	132	88	164	18	26	6	94	70	53	45	44	63	15	86	46	56	32
	23%	26%	20%	20%	65%	35%	30%	22%	18%	41%	35%	29%	21%	6%	39%	16%	30%	12%
TikTok	144	46	97	115	5	15	5	32	81	53	30	27	31	4	33	13	76	21
	15%	9%	22%	14%	17%	20%	27%	8%	21%	42%	23%	18%	10%	1%	15%	5%	41%	8%
Parler	64	42	22	38	9	15	-	27	11	20	7	13	19	5	26	16	14	8
	7%	8%	5%	5%	33%	21%	-	6%	3%	15%	6%	8%	6%	2%	12%	5%	7%	3%
Gab	16	10	6	10	2	4	-	8	2	-	2	4	9	1	4	6	1	4
	2%	2%	1%	1%	8%	5%	-	2%	1%	-	2%	2%	3%	1%	2%	2%	1%	2%

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Which social media platforms or apps do you use?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Something else (Please specify)	9 1%	5 1%	3 1%	7 1%	1 4%	1 1%	-	4 1%	3 1%	-	-	3 2%	3 1%	2 1%	3 1%	2 1%	-	3 1%
None of these	125 13%	81 16%	45 10%	108 13%	5 18%	6 8%	5 24%	67 16%	40 11%	1 1%	4 3%	15 10%	32 11%	73 30%	11 5%	70 24%	10 5%	35 14%

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Which social media platforms or apps do you use?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Facebook	709	265	231	143	67	422	189	233	188	113	75	157	158	160	114	88
	74%	82%	76%	65%	64%	80%	78%	83%	66%	60%	75%	81%	80%	74%	63%	70%
Instagram	316	111	96	76	33	154	58	96	89	41	48	68	75	66	50	46
	33%	34%	31%	35%	31%	29%	24%	34%	31%	22%	48%	35%	38%	30%	28%	36%
YouTube	507	195	161	108	42	276	142	134	130	89	41	125	111	110	97	51
	53%	60%	53%	49%	40%	53%	58%	48%	45%	48%	41%	65%	57%	51%	54%	41%
Snapchat	169	68	54	39	7	91	27	62	37	16	20	45	36	39	18	23
	18%	21%	18%	18%	7%	17%	11%	22%	13%	9%	20%	23%	18%	18%	10%	18%
Reddit	100	20	43	32	5	49	33	14	28	17	11	14	28	21	24	11
	11%	6%	14%	15%	4%	9%	13%	5%	10%	9%	11%	7%	14%	10%	13%	9%
Pinterest	215	66	84	44	21	117	23	94	61	22	40	48	51	53	32	21
	23%	20%	28%	20%	20%	22%	10%	33%	21%	12%	40%	25%	26%	24%	18%	17%
LinkedIn	176	20	54	70	32	56	35	21	89	65	24	18	35	30	43	45
	18%	6%	18%	32%	30%	11%	14%	7%	31%	35%	24%	9%	18%	14%	24%	36%
WhatsApp	69	14	20	23	11	22	14	7	33	24	9	13	10	15	19	11
	7%	4%	7%	10%	11%	4%	6%	3%	11%	13%	9%	7%	5%	7%	10%	9%
Twitter	219	82	61	57	19	98	53	45	65	41	24	44	54	44	46	27
	23%	25%	20%	26%	18%	19%	22%	16%	23%	22%	25%	23%	27%	20%	26%	22%
TikTok	144	57	46	32	7	86	24	61	27	9	18	38	30	29	19	19
	15%	17%	15%	14%	7%	16%	10%	22%	9%	5%	18%	20%	15%	14%	11%	15%
Parler	64	25	24	13	3	25	20	5	13	7	6	11	16	15	14	8
	7%	8%	8%	6%	3%	5%	8%	2%	4%	4%	6%	6%	8%	7%	8%	6%
Gab	16	6	6	4	-	6	4	2	4	4	-	8	3	3	-	2
	2%	2%	2%	2%	-	1%	2%	1%	1%	2%	-	4%	2%	1%	-	2%

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Which social media platforms or apps do you use?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Something else (Please specify)	9 1%	-	5 2%	2 1%	1 1%	4 1%	3 1%	1 1%	2 1%	1 1%	1 1%	3 2%	1 1%	1 *	1 1%	2 2%
None of these	125 13%	30 9%	35 12%	36 16%	24 23%	58 11%	30 12%	29 10%	49 17%	38 20%	12 12%	16 8%	20 10%	29 13%	31 17%	23 18%

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Which social media platforms or apps do you use?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Facebook	709	502	177	126	433	149	135	164	244	164	327	351	414	143	69
	74%	72%	83%	77%	72%	77%	77%	77%	74%	69%	79%	69%	76%	75%	76%
Instagram	316	227	79	61	201	54	68	62	105	80	165	137	213	58	25
	33%	33%	37%	37%	34%	28%	39%	29%	32%	34%	40%	27%	39%	30%	28%
YouTube	507	369	117	97	307	102	82	115	169	139	235	251	318	97	38
	53%	53%	55%	59%	51%	53%	47%	54%	51%	59%	57%	50%	58%	51%	42%
Snapchat	169	108	49	32	103	34	37	43	48	42	80	80	116	29	15
	18%	16%	23%	20%	17%	18%	21%	20%	14%	18%	19%	16%	21%	15%	16%
Reddit	100	82	18	22	64	14	23	14	31	33	56	44	65	23	11
	11%	12%	8%	13%	11%	7%	13%	6%	9%	14%	13%	9%	12%	12%	12%
Pinterest	215	148	57	38	125	52	37	54	69	55	119	80	132	43	19
	23%	21%	27%	23%	21%	27%	21%	25%	21%	23%	29%	16%	24%	23%	22%
LinkedIn	176	132	39	31	124	20	39	38	56	40	94	74	115	35	24
	18%	19%	18%	19%	21%	11%	23%	18%	17%	17%	23%	15%	21%	18%	27%
WhatsApp	69	52	15	13	44	11	14	10	27	18	32	34	46	15	10
	7%	8%	7%	8%	7%	6%	8%	5%	8%	7%	8%	7%	8%	8%	11%
Twitter	219	169	44	48	140	31	37	52	66	63	108	106	137	44	18
	23%	24%	21%	29%	23%	16%	21%	24%	20%	27%	26%	21%	25%	23%	20%
TikTok	144	94	45	27	82	35	33	35	41	35	69	69	103	18	5
	15%	13%	21%	16%	14%	18%	19%	17%	12%	15%	17%	14%	19%	9%	6%
Parler	64	60	4	16	42	6	11	7	33	12	32	29	40	9	4
	7%	9%	2%	10%	7%	3%	7%	4%	10%	5%	8%	6%	7%	5%	4%
Gab	16	13	3	5	9	2	6	3	7	-	8	8	9	4	4
	2%	2%	1%	3%	2%	1%	3%	2%	2%	-	2%	2%	2%	2%	4%

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Which social media platforms or apps do you use?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Something else (Please specify)	9 1%	9 1%	-	2 1%	5 1%	1 1%	2 1%	1 *	3 1%	3 1%	2 1%	6 1%	7 1%	1 1%	-
None of these	125 13%	100 14%	18 8%	19 12%	80 13%	27 14%	22 13%	20 9%	43 13%	41 17%	45 11%	77 15%	59 11%	28 15%	9 10%

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Which social media platforms or apps do you use?

	Total	Source Frequency						Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Facebook	709	323	368	544	154	466	233	110	437	156	355	136	394	334	149
	74%	75%	73%	75%	69%	75%	73%	82%	72%	81%	71%	74%	75%	71%	76%
Instagram	316	163	146	239	75	217	96	58	193	76	154	69	178	148	81
	33%	38%	29%	33%	34%	35%	30%	43%	32%	39%	31%	38%	34%	31%	41%
YouTube	507	232	260	386	110	350	149	90	301	121	243	104	260	269	100
	53%	54%	51%	54%	49%	56%	47%	67%	50%	63%	49%	57%	49%	57%	51%
Snapchat	169	76	86	120	47	112	54	31	96	40	78	34	97	69	51
	18%	18%	17%	17%	21%	18%	17%	23%	16%	21%	16%	19%	18%	15%	26%
Reddit	100	49	51	84	17	81	19	24	55	35	38	31	41	64	16
	11%	11%	10%	12%	8%	13%	6%	18%	9%	18%	8%	17%	8%	13%	8%
Pinterest	215	113	100	183	30	153	61	41	120	57	94	54	111	103	43
	23%	26%	20%	25%	14%	25%	19%	30%	20%	30%	19%	29%	21%	22%	22%
LinkedIn	176	107	68	149	27	130	46	29	108	41	83	35	96	97	31
	18%	25%	13%	21%	12%	21%	14%	21%	18%	21%	17%	19%	18%	21%	16%
WhatsApp	69	39	28	52	16	46	21	22	31	19	31	19	37	40	13
	7%	9%	6%	7%	7%	7%	7%	16%	5%	10%	6%	10%	7%	9%	7%
Twitter	219	112	103	170	48	158	60	36	140	53	106	53	122	109	51
	23%	26%	20%	24%	22%	25%	19%	27%	23%	27%	21%	29%	23%	23%	26%
TikTok	144	69	66	107	34	94	46	27	78	43	70	30	80	65	43
	15%	16%	13%	15%	15%	15%	15%	20%	13%	22%	14%	16%	15%	14%	22%
Parler	64	26	37	42	22	58	6	15	42	17	29	21	30	51	6
	7%	6%	7%	6%	10%	9%	2%	11%	7%	9%	6%	12%	6%	11%	3%
Gab	16	4	12	7	9	14	2	4	11	4	7	2	9	15	1
	2%	1%	2%	1%	4%	2%	1%	3%	2%	2%	1%	1%	2%	3%	*%

Echelon Insights  
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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

Which social media platforms or apps do you use?

	Total	Source Frequency						Source Concern						Big Tech Concern	
		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Something else (Please specify)	9 1%	2 1%	6 1%	4 1%	4 2%	8 1%	1 *	-	6 1%	1 *	4 1%	3 2%	4 1%	9 2%	-
None of these	125 13%	54 12%	71 14%	99 14%	26 12%	77 12%	46 14%	8 6%	89 15%	15 8%	80 16%	16 9%	76 14%	66 14%	24 12%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

Which range includes your annual household income?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	194	79	114	166	3	20	-	72	94	41	19	29	70	35	40	40	49	65
	20%	15%	26%	20%	11%	27%		17%	25%	32%	15%	19%	23%	14%	18%	14%	26%	26%
\$30,000 to \$49,999 per year	197	104	93	167	14	10	1	85	82	33	30	27	58	49	56	48	34	59
	21%	20%	21%	20%	50%	14%	6%	20%	21%	26%	24%	17%	19%	20%	25%	17%	19%	23%
\$50,000 to \$74,999 per year	218	116	102	185	6	18	4	95	90	20	34	33	71	60	41	75	46	55
	23%	23%	23%	23%	21%	24%	21%	22%	24%	16%	27%	21%	23%	25%	18%	26%	25%	22%
\$75,000 to \$125,000 per year	180	123	55	151	4	16	9	99	50	13	24	37	48	59	51	72	20	35
	19%	24%	13%	18%	13%	21%	49%	23%	13%	10%	18%	24%	16%	24%	23%	25%	11%	14%
More than \$125,000 per year	125	80	45	109	1	8	4	70	40	10	20	25	43	28	31	49	23	21
	13%	16%	10%	13%	5%	11%	23%	16%	10%	8%	15%	16%	14%	11%	14%	17%	12%	8%
Prefer not to say	42	12	30	37	-	2	-	9	28	10	2	5	13	13	4	9	12	17
	4%	2%	7%	5%		3%		2%	7%	8%	1%	3%	4%	5%	2%	3%	7%	7%

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Which range includes your annual household income?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	194	98	61	27	7	137	56	82	29	16	12	194	-	-	-	-
	20%	30%	20%	12%	6%	26%	23%	29%	10%	9%	12%	100%				
\$30,000 to \$49,999 per year	197	89	71	26	11	134	62	72	33	23	10	-	197	-	-	-
	21%	27%	23%	12%	11%	25%	26%	25%	12%	12%	10%		100%			
\$50,000 to \$74,999 per year	218	76	80	43	18	128	60	67	57	34	23	-	-	218	-	-
	23%	24%	26%	20%	18%	24%	25%	24%	20%	18%	23%			100%		
\$75,000 to \$125,000 per year	180	32	50	75	23	68	40	26	83	59	23	-	-	-	180	-
	19%	10%	16%	34%	22%	13%	17%	9%	29%	32%	24%			100%		
More than \$125,000 per year	125	17	24	43	41	34	20	14	76	50	26	-	-	-	-	125
	13%	5%	8%	20%	39%	6%	8%	5%	26%	27%	26%					100%
Prefer not to say	42	11	19	5	4	25	5	20	9	4	5	-	-	-	-	-
	4%	3%	6%	3%	4%	5%	2%	7%	3%	2%	5%					

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Which range includes your annual household income?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	194	138	50	44	98	52	38	41	72	43	66	115	115	44	18
	20%	20%	23%	27%	16%	27%	22%	19%	22%	18%	16%	23%	21%	23%	21%
\$30,000 to \$49,999 per year	197	138	52	37	115	45	44	38	65	47	83	102	109	47	25
	21%	20%	24%	23%	19%	23%	25%	18%	20%	20%	20%	20%	20%	24%	28%
\$50,000 to \$74,999 per year	218	159	43	31	144	43	30	48	82	57	110	104	128	43	17
	23%	23%	20%	19%	24%	22%	17%	23%	25%	24%	27%	21%	23%	23%	18%
\$75,000 to \$125,000 per year	180	139	33	31	120	29	30	36	63	52	77	101	113	27	13
	19%	20%	15%	19%	20%	15%	17%	17%	19%	22%	19%	20%	21%	14%	15%
More than \$125,000 per year	125	91	31	15	94	15	25	39	35	26	56	69	69	26	13
	13%	13%	14%	9%	16%	8%	14%	18%	11%	11%	14%	14%	13%	14%	14%
Prefer not to say	42	31	5	6	26	11	8	10	14	10	21	16	14	5	4
	4%	4%	2%	3%	4%	6%	5%	5%	4%	4%	5%	3%	3%	3%	4%

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Which range includes your annual household income?

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	100	430	506	720	223	623	318	135	607	193	499	183	529	471	196
			100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	194	20%	58	126	131	57	119	69	26	125	42	105	34	97	78	55
			13%	25%	18%	26%	19%	22%	19%	21%	22%	21%	19%	18%	16%	28%
\$30,000 to \$49,999 per year	197	21%	102	93	150	42	137	58	27	118	41	98	37	105	103	29
			24%	18%	21%	19%	22%	18%	20%	19%	21%	20%	20%	22%	15%	
\$50,000 to \$74,999 per year	218	23%	93	124	173	44	128	88	37	138	48	113	52	121	97	54
			22%	24%	24%	20%	21%	28%	28%	23%	25%	23%	28%	23%	21%	27%
\$75,000 to \$125,000 per year	180	19%	97	82	137	44	132	48	23	130	31	103	33	113	102	31
			23%	16%	19%	20%	21%	15%	17%	21%	16%	21%	18%	21%	22%	16%
More than \$125,000 per year	125	13%	68	53	99	24	83	41	19	75	28	63	21	75	74	20
			16%	11%	14%	11%	13%	13%	14%	12%	14%	13%	12%	14%	16%	10%
Prefer not to say	42	4%	13	28	29	11	24	15	3	22	4	18	6	17	17	8
			3%	6%	4%	5%	4%	5%	2%	4%	2%	4%	3%	3%	4%	4%

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In what state do you live?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	954	513	439	813	28	74	19	429	383	127	128	155	300	244	222	291	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	175	91	82	156	7	8	4	80	74	22	33	27	47	46	42	49	39	44
	18%	18%	19%	19%	24%	10%	23%	19%	19%	18%	26%	17%	16%	19%	19%	17%	21%	17%
States in the Midwest	213	93	119	201	6	-	-	85	116	33	22	47	69	41	40	53	62	58
	22%	18%	27%	25%	23%			20%	30%	26%	17%	30%	23%	17%	18%	18%	33%	23%
States in the South	331	182	148	277	10	31	5	153	124	42	40	45	100	104	79	104	48	100
	35%	36%	34%	34%	34%	42%	25%	36%	33%	33%	31%	29%	33%	42%	35%	36%	26%	40%
States in the West	236	147	89	179	5	35	10	110	69	29	33	36	84	53	61	86	37	52
	25%	29%	20%	22%	18%	47%	52%	26%	18%	23%	26%	23%	28%	22%	28%	29%	20%	20%

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In what state do you live?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	954	322	305	219	105	524	241	281	286	187	99	194	195	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	175	56	59	38	21	105	44	59	51	36	15	38	44	30	30	25
	18%	17%	19%	18%	20%	20%	18%	21%	18%	19%	15%	20%	23%	14%	16%	20%
States in the Midwest	213	74	68	46	24	133	48	85	68	37	31	41	38	48	36	39
	22%	23%	22%	21%	23%	25%	20%	30%	24%	20%	31%	21%	20%	22%	20%	31%
States in the South	331	101	111	81	36	171	83	88	105	70	36	72	65	82	63	35
	35%	31%	36%	37%	35%	33%	35%	31%	37%	37%	36%	37%	34%	38%	35%	28%
States in the West	236	91	67	54	23	115	66	49	62	44	18	43	47	57	52	26
	25%	28%	22%	24%	22%	22%	27%	17%	22%	24%	18%	22%	24%	26%	29%	21%

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In what state do you live?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	954	693	213	164	596	194	175	213	331	236	411	507	546	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	175	122	45	20	119	36	175	-	-	-	64	106	106	37	18
	18%	18%	21%	12%	20%	18%	100%				16%	21%	19%	19%	20%
States in the Midwest	213	148	54	37	117	59	-	213	-	-	108	93	118	47	24
	22%	21%	25%	23%	20%	30%		100%			26%	18%	22%	24%	26%
States in the South	331	255	67	47	221	62	-	-	331	-	145	173	173	61	30
	35%	37%	31%	29%	37%	32%			100%		35%	34%	32%	32%	34%
States in the West	236	169	48	60	139	37	-	-	-	236	93	134	149	48	18
	25%	24%	22%	36%	23%	19%				100%	23%	27%	27%	25%	20%

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In what state do you live?

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	954		428	506	718	223	621	318	135	605	193	497	183	526	469	196
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	175		85	88	135	35	111	63	24	111	36	95	34	98	76	36
	18%		20%	17%	19%	16%	18%	20%	18%	18%	19%	19%	18%	19%	16%	18%
States in the Midwest	213		79	128	156	55	117	94	15	148	39	118	32	128	82	58
	22%		18%	25%	22%	25%	19%	29%	11%	25%	20%	24%	17%	24%	18%	29%
States in the South	331		153	168	248	77	219	103	59	207	65	175	63	191	187	48
	35%		36%	33%	35%	35%	35%	32%	43%	34%	33%	35%	35%	36%	40%	24%
States in the West	236		110	122	178	55	174	59	37	139	54	108	54	110	123	55
	25%		26%	24%	25%	25%	28%	19%	27%	23%	28%	22%	30%	21%	26%	28%

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How would you describe the area in which you live?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	164	90	74	128	5	17	8	75	53	35	20	25	55	29	45	45	35	39
	17%	18%	17%	16%	17%	24%	42%	17%	14%	28%	15%	16%	18%	12%	20%	15%	19%	15%
Suburb near city	458	274	184	379	18	40	11	222	157	51	62	81	138	126	118	156	76	107
	48%	53%	42%	47%	65%	53%	58%	51%	41%	40%	49%	52%	46%	52%	53%	53%	41%	42%
Small town not near a city	140	73	66	122	2	16	-	59	62	23	21	13	41	43	25	48	30	36
	15%	14%	15%	15%	7%	21%	-	14%	16%	18%	16%	9%	13%	17%	11%	16%	16%	14%
Rural or country area	194	78	116	186	3	1	-	76	110	17	26	35	69	46	34	44	44	71
	20%	15%	26%	23%	11%	2%	-	18%	29%	14%	20%	23%	23%	19%	15%	15%	24%	28%

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How would you describe the area in which you live?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	164	58	57	33	15	86	44	42	41	30	11	44	37	31	31	15
	17%	18%	19%	15%	14%	16%	18%	15%	14%	16%	11%	23%	19%	14%	17%	12%
Suburb near city	458	122	142	136	57	211	107	103	168	114	54	73	82	116	94	74
	48%	38%	47%	62%	55%	40%	44%	37%	59%	61%	55%	37%	42%	53%	52%	59%
Small town not near a city	140	59	45	18	17	87	38	48	33	21	12	26	34	29	26	20
	15%	18%	15%	8%	16%	17%	15%	17%	12%	11%	12%	13%	17%	13%	15%	16%
Rural or country area	194	85	61	32	16	142	54	88	44	21	22	52	45	43	29	15
	20%	26%	20%	15%	15%	27%	22%	31%	15%	11%	23%	27%	23%	20%	16%	12%

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How would you describe the area in which you live?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	164	109	44	164	-	-	20	37	47	60	80	80	108	26	11
	17%	16%	21%	100%			11%	17%	14%	25%	19%	16%	20%	14%	12%
Suburb near city	458	349	88	-	458	-	88	87	175	106	185	260	258	83	44
	48%	50%	41%		77%		50%	41%	53%	45%	45%	51%	47%	43%	49%
Small town not near a city	140	100	34	-	140	-	31	29	46	33	65	67	74	34	14
	15%	14%	16%		23%		18%	14%	14%	14%	16%	13%	13%	18%	16%
Rural or country area	194	138	47	-	-	194	36	59	62	37	83	100	108	48	21
	20%	20%	22%			100%	20%	28%	19%	16%	20%	20%	20%	25%	24%

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How would you describe the area in which you live?

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956		430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	164		77	85	114	48	115	47	24	104	44	83	36	80	90	37
	17%		18%	17%	16%	22%	18%	15%	18%	17%	23%	17%	20%	15%	19%	19%
Suburb near city	458		228	223	357	96	299	157	59	299	79	260	88	268	227	95
	48%		53%	44%	50%	43%	48%	49%	44%	49%	41%	52%	48%	51%	48%	48%
Small town not near a city	140		55	81	106	32	91	46	13	100	27	71	25	76	65	28
	15%		13%	16%	15%	14%	15%	15%	10%	16%	14%	14%	14%	14%	14%	14%
Rural or country area	194		70	116	143	47	118	69	39	104	44	85	33	104	89	37
	20%		16%	23%	20%	21%	19%	22%	29%	17%	23%	17%	18%	20%	19%	19%

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Before the COVID-19 pandemic, how often did you typically attend a religious service?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	313	159	154	270	10	19	5	134	136	38	32	45	92	106	63	96	53	101
	33%	31%	35%	33%	36%	25%	27%	31%	36%	30%	25%	29%	30%	43%	28%	33%	29%	40%
Once or twice a month	100	59	41	70	7	12	7	43	27	27	20	16	25	12	36	23	28	13
	10%	11%	9%	9%	26%	17%	39%	10%	7%	22%	15%	11%	8%	5%	16%	8%	15%	5%
A few times a year	137	74	63	117	7	11	3	60	57	17	22	20	45	32	29	45	30	32
	14%	14%	14%	14%	24%	15%	15%	14%	15%	14%	17%	13%	15%	13%	13%	15%	16%	13%
Usually just for religious holidays	111	69	42	93	-	15	1	54	40	14	16	19	31	31	29	40	20	22
	12%	13%	10%	11%	-	20%	6%	12%	10%	11%	12%	13%	10%	13%	13%	14%	11%	9%
Never	259	147	110	233	4	15	3	134	97	24	34	52	92	57	64	83	45	66
	27%	28%	25%	29%	14%	20%	13%	31%	25%	19%	27%	34%	30%	23%	29%	28%	24%	26%
Prefer not to say	36	7	29	33	-	3	-	7	26	7	4	1	17	7	2	6	10	19
	4%	1%	7%	4%	-	4%	-	2%	7%	5%	3%	1%	6%	3%	1%	2%	5%	7%

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Before the COVID-19 pandemic, how often did you typically attend a religious service?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	313	94	105	73	41	172	71	101	98	62	36	53	64	83	60	38
	33%	29%	34%	33%	39%	33%	29%	36%	34%	33%	36%	27%	32%	38%	33%	31%
Once or twice a month	100	36	19	32	13	33	18	14	37	24	13	14	19	28	17	18
	10%	11%	6%	15%	12%	6%	8%	5%	13%	13%	13%	7%	10%	13%	9%	14%
A few times a year	137	45	45	32	15	75	33	42	42	27	15	27	27	25	29	25
	14%	14%	15%	15%	14%	14%	13%	15%	15%	14%	15%	14%	13%	11%	16%	20%
Usually just for religious holidays	111	42	34	21	12	61	32	29	30	21	9	18	30	26	21	14
	12%	13%	11%	10%	12%	12%	13%	10%	11%	11%	9%	9%	15%	12%	12%	11%
Never	259	93	89	55	22	161	86	73	72	48	24	70	45	53	52	31
	27%	29%	29%	25%	21%	31%	35%	26%	25%	26%	24%	36%	23%	24%	29%	25%
Prefer not to say	36	13	14	6	2	24	3	22	7	4	3	12	13	3	2	-
	4%	4%	5%	3%	2%	5%	1%	8%	2%	2%	3%	6%	6%	2%	1%	

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Before the COVID-19 pandemic, how often did you typically attend a religious service?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	313	255	50	57	184	73	45	83	113	72	313	-	186	57	27
	33%	37%	23%	35%	31%	37%	26%	39%	34%	30%	76%	-	34%	30%	30%
Once or twice a month	100	73	16	23	67	11	19	25	32	21	100	-	64	24	10
	10%	10%	8%	14%	11%	6%	11%	12%	10%	9%	24%	-	12%	12%	11%
A few times a year	137	105	31	20	87	30	27	20	50	40	-	137	77	29	15
	14%	15%	14%	12%	15%	16%	15%	9%	15%	17%	-	27%	14%	15%	17%
Usually just for religious holidays	111	73	31	11	85	15	25	26	34	25	-	111	64	21	8
	12%	10%	15%	7%	14%	8%	15%	12%	10%	10%	-	22%	12%	11%	9%
Never	259	168	78	49	155	54	54	47	89	69	-	259	144	51	24
	27%	24%	37%	30%	26%	28%	31%	22%	27%	29%	-	51%	26%	26%	27%
Prefer not to say	36	22	7	4	21	11	4	11	12	8	-	-	13	10	5
	4%	3%	3%	3%	3%	6%	3%	5%	4%	4%	-	-	2%	5%	5%

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Before the COVID-19 pandemic, how often did you typically attend a religious service?

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956		430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	313		140	166	231	76	210	99	41	208	65	161	65	168	172	54
	33%		33%	33%	32%	34%	34%	31%	30%	34%	34%	32%	36%	32%	37%	27%
Once or twice a month	100		59	40	83	17	71	29	24	48	23	41	26	54	42	20
	10%		14%	8%	11%	8%	11%	9%	18%	8%	12%	8%	14%	10%	9%	10%
A few times a year	137		62	73	105	32	100	37	28	78	36	61	33	68	67	29
	14%		14%	14%	15%	14%	16%	11%	21%	13%	19%	12%	18%	13%	14%	15%
Usually just for religious holidays	111		50	57	85	21	62	46	11	74	20	56	16	57	56	24
	12%		12%	11%	12%	9%	10%	14%	8%	12%	11%	11%	9%	11%	12%	12%
Never	259		108	145	186	71	157	96	30	171	45	160	40	160	118	60
	27%		25%	29%	26%	32%	25%	30%	22%	28%	23%	32%	22%	30%	25%	30%
Prefer not to say	36		10	25	30	5	22	13	1	28	4	21	3	21	17	9
	4%		2%	5%	4%	2%	4%	4%	1%	5%	2%	4%	2%	4%	4%	5%

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Are you at least 18 years old and registered to vote?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Are you at least 18 years old and registered to vote?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Are you at least 18 years old and registered to vote?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Are you at least 18 years old and registered to vote?

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956		430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	956		430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Regardless of how you typically vote, would you say you consider yourself a ... ?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONG/NOT VERY STRONG REPUBLICAN	877	461	414	743	24	72	17	383	359	120	114	138	284	220	201	261	170	244
	92%	90%	94%	91%	88%	98%	94%	89%	94%	95%	89%	89%	94%	90%	90%	89%	91%	96%
STRONG/NOT VERY STRONG DEMOCRAT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strong Republican	607	329	278	509	23	51	10	273	236	91	69	97	198	152	137	192	120	159
	64%	64%	63%	62%	83%	69%	52%	63%	62%	72%	54%	63%	65%	62%	62%	65%	64%	63%
Not very strong Republican	270	133	136	234	1	21	8	109	123	29	45	41	87	68	63	69	50	86
	28%	26%	31%	29%	5%	29%	41%	25%	32%	23%	35%	26%	29%	28%	28%	24%	27%	34%
Independent	78	54	24	71	3	2	1	48	23	5	14	17	18	23	22	32	15	9
	8%	10%	5%	9%	12%	2%	6%	11%	6%	4%	11%	11%	6%	10%	10%	11%	8%	4%
Not very strong Democrat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strong Democrat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A member of another party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	1	-	1	1	-	-	-	-	1	1	-	-	-	-	-	-	1	-
	%		%	%					%	1%							1%	

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Regardless of how you typically vote, would you say you consider yourself a ... ?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONG/NOT VERY STRONG REPUBLICAN	877	305	275	200	94	481	219	261	259	164	95	184	179	197	164	113
	92%	94%	90%	91%	90%	92%	90%	93%	90%	87%	96%	95%	91%	91%	91%	91%
STRONG/NOT VERY STRONG DEMOCRAT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strong Republican	607	249	166	132	59	340	164	175	168	109	59	138	118	133	113	78
	64%	77%	54%	60%	56%	65%	67%	62%	59%	58%	60%	71%	60%	61%	62%	63%
Not very strong Republican	270	57	108	68	35	142	55	86	91	55	36	45	61	65	52	35
	28%	17%	36%	31%	34%	27%	22%	30%	32%	29%	36%	23%	31%	30%	29%	28%
Independent	78	19	29	19	11	43	25	19	28	24	4	9	18	20	16	11
	8%	6%	10%	9%	10%	8%	10%	7%	10%	13%	4%	4%	9%	9%	9%	9%
Not very strong Democrat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strong Democrat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A member of another party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-
	*%		*%			*%		*%				1%				

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Regardless of how you typically vote, would you say you consider yourself a ... ?

	Total	Community			Region				Religion/Church		Messaging Impact				
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONG/NOT VERY STRONG REPUBLICAN	877	650	182	146	545	186	162	200	290	222	386	459	500	185	87
	92%	93%	86%	89%	91%	96%	93%	94%	88%	94%	93%	91%	91%	96%	97%
STRONG/NOT VERY STRONG DEMOCRAT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strong Republican	607	493	87	96	371	140	101	135	212	157	288	295	342	146	64
	64%	71%	41%	59%	62%	72%	58%	63%	64%	67%	70%	58%	62%	76%	71%
Not very strong Republican	270	157	96	50	175	45	61	65	79	65	98	163	158	39	24
	28%	23%	45%	30%	29%	23%	35%	31%	24%	28%	24%	32%	29%	20%	26%
Independent	78	46	29	18	52	8	12	12	40	13	26	48	47	7	3
	8%	7%	14%	11%	9%	4%	7%	5%	12%	6%	6%	9%	9%	4%	3%
Not very strong Democrat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strong Democrat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A member of another party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	1	-	1	-	1	-	-	1	-	-	1	-	1	-	-
	*%		1%		*%			1%			*%		*%		

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Regardless of how you typically vote, would you say you consider yourself a ... ?

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	100	430	506	720	223	623	318	135	607	193	499	183	529	471	196
			100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONG/NOT VERY STRONG REPUBLICAN	877	92%	392	465	660	204	573	289	129	549	180	455	174	475	427	184
			91%	92%	92%	91%	92%	91%	96%	90%	93%	91%	95%	90%	91%	94%
STRONG/NOT VERY STRONG DEMOCRAT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strong Republican	607	64%	252	339	446	152	440	155	98	372	131	314	137	316	327	104
			59%	67%	62%	68%	71%	49%	73%	61%	68%	63%	75%	60%	69%	53%
Not very strong Republican	270	28%	140	126	214	52	133	134	30	177	49	141	36	159	99	80
			33%	25%	30%	23%	21%	42%	23%	29%	25%	28%	20%	30%	21%	41%
Independent	78	8%	37	41	59	19	48	29	6	57	13	44	9	52	44	12
			9%	8%	8%	9%	8%	9%	4%	9%	6%	9%	5%	10%	9%	6%
Not very strong Democrat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strong Democrat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A member of another party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	1	1%	1	-	1	-	1	-	-	1	1	-	-	1	-	-
			1%		1%		1%			1%	1%			1%		

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Which of the following statements would you say best describes you?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	79 100	54 100	25 100	72 100	3 100	2 100	1 100	48 100	24 100	6 100	14 100	17 100	18 100	23 100	22 100	32 100	16 100	9 100
Unweighted Total	86	55	31	81	2	1	1	51	30	4	14	16	12	40	18	37	16	15
TOTAL VOTES FOR REPUBLICANS	79 100%	54 100%	25 100%	72 100%	3 100%	2 100%	1 100%	48 100%	24 100%	6 100%	14 100%	17 100%	18 100%	23 100%	22 100%	32 100%	16 100%	9 100%
TOTAL VOTES FOR DEMOCRATS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I almost always vote for Republican candidates	30 38%	21 39%	9 35%	27 37%	3 100%	-	-	18 37%	9 37%	4 60%	5 33%	7 42%	4 21%	11 45%	10 48%	11 33%	5 33%	4 39%
I vote for Republicans more often than I vote for Democrats	49 62%	33 61%	16 65%	46 63%	-	2 100%	1 100%	31 63%	15 63%	3 40%	10 67%	10 58%	14 79%	13 55%	11 52%	22 67%	11 67%	6 61%
I vote for Democrats more often than I vote for Republicans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I almost always vote for Democratic candidates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I vote equally for Democrats and Republicans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

Which of the following statements would you say best describes you?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	79 100	19 100	31 100	19 100	11 100	45 100	25 100	20 100	28 100	24 100	4 100	10 100	18 100	20 100	16 100	11 100
Unweighted Total	86	15	33	21	17	45	22	23	36	29	7	8	15	23	20	14
TOTAL VOTES FOR REPUBLICANS	79 100%	19 100%	31 100%	19 100%	11 100%	45 100%	25 100%	20 100%	28 100%	24 100%	4 100%	10 100%	18 100%	20 100%	16 100%	11 100%
TOTAL VOTES FOR DEMOCRATS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I almost always vote for Republican candidates	30 38%	9 50%	12 38%	5 26%	4 35%	18 40%	10 42%	7 37%	9 32%	7 31%	1 37%	5 51%	10 57%	5 27%	5 29%	2 21%
I vote for Republicans more often than I vote for Democrats	49 62%	10 50%	19 62%	14 74%	7 65%	27 60%	14 58%	13 63%	19 68%	16 69%	2 63%	5 49%	8 43%	15 73%	11 71%	9 79%
I vote for Democrats more often than I vote for Republicans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I almost always vote for Democratic candidates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I vote equally for Democrats and Republicans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

Which of the following statements would you say best describes you?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	79 100	46 100	31 100	18 100	53 100	8 100	12 100	13 100	40 100	13 100	27 100	48 100	48 100	7 100	3 100
Unweighted Total	86	53	29	13	63	10	12	17	45	12	35	46	49	9	4
TOTAL VOTES FOR REPUBLICANS	79 100%	46 100%	31 100%	18 100%	53 100%	8 100%	12 100%	13 100%	40 100%	13 100%	27 100%	48 100%	48 100%	7 100%	3 100%
TOTAL VOTES FOR DEMOCRATS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I almost always vote for Republican candidates	30 38%	21 46%	7 24%	10 54%	17 31%	4 44%	4 34%	2 13%	19 47%	5 37%	11 40%	16 33%	15 32%	3 44%	1 37%
I vote for Republicans more often than I vote for Democrats	49 62%	25 54%	23 76%	8 46%	36 69%	5 56%	8 66%	11 87%	21 53%	8 63%	16 60%	32 67%	33 68%	4 56%	2 63%
I vote for Democrats more often than I vote for Republicans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I almost always vote for Democratic candidates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I vote equally for Democrats and Republicans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

Which of the following statements would you say best describes you?

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	79	100	38	41	60	19	50	29	6	58	14	44	9	54	44	12
			100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	86		37	49	66	20	52	34	5	66	12	51	10	56	46	15
TOTAL VOTES FOR REPUBLICANS	79	100%	38	41	60	19	50	29	6	58	14	44	9	54	44	12
TOTAL VOTES FOR DEMOCRATS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I almost always vote for Republican candidates	30	38%	13	17	22	8	23	7	3	22	5	15	4	18	17	5
I vote for Republicans more often than I vote for Democrats	49	62%	25	24	38	11	27	23	3	36	9	29	6	36	27	7
I vote for Democrats more often than I vote for Republicans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I almost always vote for Democratic candidates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I vote equally for Democrats and Republicans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

Do you describe yourself as a man, a woman, or in some other way?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	515	515	-	431	22	44	11	431	-	47	82	93	150	143	222	293	-	-
	54%	100%		53%	80%	59%	60%	100%		37%	64%	60%	50%	58%	100%	100%		
Woman	439	-	439	383	6	31	7	-	383	78	46	62	152	101	-	-	186	253
	46%		100%	47%	20%	41%	40%		100%	61%	36%	40%	50%	42%			100%	100%
In some other way	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	*%			*%						1%								

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Do you describe yourself as a man, a woman, or in some other way?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	515	149	155	142	69	244	244	-	187	187	-	79	104	116	123	80
	54%	46%	51%	65%	66%	46%	100%		65%	100%		41%	53%	53%	68%	64%
Woman	439	175	148	77	36	281	-	281	99	-	99	114	93	102	55	45
	46%	54%	49%	35%	34%	53%		100%	35%		100%	59%	47%	47%	31%	36%
In some other way	1	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-
	*%		*%			*%									1%	

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

Do you describe yourself as a man, a woman, or in some other way?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	515	403	97	90	347	78	91	93	182	147	218	290	319	102	48
	54%	58%	46%	55%	58%	40%	52%	44%	55%	62%	53%	57%	58%	53%	53%
Woman	439	291	116	74	250	116	82	119	148	89	195	215	228	90	42
	46%	42%	54%	45%	42%	60%	47%	56%	45%	38%	47%	42%	42%	47%	47%
In some other way	1	1	-	-	1	-	1	-	-	-	-	1	1	-	-
	*%	*%			*%		1%				*%	*%	*%		

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

Do you describe yourself as a man, a woman, or in some other way?

	Source Frequency							Source Concern						Big Tech Concern	
	Total	National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	515	248	266	395	118	352	160	76	340	101	281	98	301	279	93
	54%	58%	53%	55%	53%	56%	50%	56%	56%	52%	56%	53%	57%	59%	47%
Woman	439	180	240	324	105	271	157	59	265	92	219	85	226	190	104
	46%	42%	47%	45%	47%	44%	49%	44%	44%	48%	44%	47%	43%	40%	53%
In some other way	1	1	-	1	-	-	1	-	1	-	-	-	1	1	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

What is your age?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-29	127	47	78	84	9	30	-	28	55	127	-	-	-	-	47	-	78	-
	13%	9%	18%	10%	33%	41%	-	6%	14%	100%					21%		42%	
30-39	128	82	46	103	6	14	3	65	38	-	128	-	-	-	82	-	46	-
	13%	16%	10%	13%	20%	19%	15%	15%	10%		100%				37%		25%	
40-49	155	93	62	134	5	7	6	76	58	-	-	155	-	-	93	-	62	-
	16%	18%	14%	16%	18%	10%	32%	18%	15%			100%			42%		33%	
50-64	302	150	152	265	6	17	6	129	136	-	-	-	302	-	-	150	-	152
	32%	29%	35%	32%	22%	23%	30%	30%	35%				100%			51%		60%
65+	244	143	101	230	2	5	4	133	97	-	-	-	-	244	-	143	-	101
	26%	28%	23%	28%	7%	6%	23%	31%	25%					100%		49%		40%

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What is your age?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-29	127	56	44	21	5	62	21	40	20	7	13	41	33	20	13	10
	13%	17%	14%	9%	4%	12%	8%	14%	7%	4%	13%	21%	17%	9%	7%	8%
30-39	128	31	43	40	14	58	31	27	45	34	11	19	30	34	24	20
	13%	10%	14%	18%	13%	11%	13%	9%	16%	18%	12%	10%	15%	16%	13%	16%
40-49	155	49	45	43	18	88	52	36	46	24	22	29	27	33	37	25
	16%	15%	15%	19%	17%	17%	21%	13%	16%	13%	22%	15%	14%	15%	20%	20%
50-64	302	118	87	60	35	173	73	100	90	56	35	70	58	71	48	43
	32%	37%	29%	28%	33%	33%	30%	36%	32%	30%	35%	36%	30%	32%	27%	34%
65+	244	69	86	56	33	145	67	79	85	66	18	35	49	60	59	28
	26%	21%	28%	26%	32%	28%	27%	28%	30%	36%	18%	18%	25%	27%	33%	22%

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What is your age?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-29	127	85	32	35	74	17	22	33	42	29	66	55	76	27	5
	13%	12%	15%	21%	12%	9%	13%	16%	13%	12%	16%	11%	14%	14%	6%
30-39	128	79	40	20	83	26	33	22	40	33	52	72	85	21	17
	13%	11%	19%	12%	14%	13%	19%	10%	12%	14%	13%	14%	16%	11%	19%
40-49	155	107	37	25	94	35	27	47	45	36	62	92	102	24	12
	16%	15%	17%	15%	16%	18%	15%	22%	14%	15%	15%	18%	19%	12%	13%
50-64	302	216	72	55	178	69	47	69	100	84	117	168	173	66	27
	32%	31%	34%	33%	30%	36%	27%	33%	30%	36%	28%	33%	32%	35%	30%
65+	244	208	32	29	169	46	46	41	104	53	117	120	112	54	29
	26%	30%	15%	18%	28%	24%	26%	19%	31%	23%	28%	24%	20%	28%	32%

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 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

What is your age?

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956		430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-29	127		59	64	72	49	80	45	21	75	27	57	25	70	55	35
	13%		14%	13%	10%	22%	13%	14%	16%	12%	14%	12%	14%	13%	12%	18%
30-39	128		62	64	98	29	76	50	30	62	41	53	36	53	58	28
	13%		15%	13%	14%	13%	12%	16%	23%	10%	21%	11%	20%	10%	12%	14%
40-49	155		70	82	109	46	103	49	26	95	42	81	36	84	84	28
	16%		16%	16%	15%	20%	17%	15%	20%	16%	22%	16%	20%	16%	18%	14%
50-64	302		134	157	240	57	204	95	37	192	51	160	42	179	146	63
	32%		31%	31%	33%	26%	33%	30%	27%	32%	26%	32%	23%	34%	31%	32%
65+	244		105	138	201	42	161	79	20	184	33	147	44	143	127	43
	26%		24%	27%	28%	19%	26%	25%	15%	30%	17%	30%	24%	27%	27%	22%

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What is your race or ethnicity?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	854	448	405	815	-	27	-	431	383	100	110	138	273	233	182	266	165	240
	89%	87%	92%	100%		37%		100%	100%	79%	86%	89%	90%	96%	82%	91%	89%	95%
Black or African American	29	24	6	-	28	2	-	-	-	9	7	5	6	2	16	8	6	-
	3%	5%	1%		100%	2%				7%	6%	3%	2%	1%	7%	3%	3%	
Hispanic/Latino	74	44	31	-	-	74	-	-	-	30	14	7	17	5	32	11	20	11
	8%	8%	7%			100%				24%	11%	5%	6%	2%	15%	4%	11%	4%
Asian	19	11	7	-	-	-	19	-	-	-	3	6	6	4	3	8	6	2
	2%	2%	2%				100%				2%	4%	2%	2%	1%	3%	3%	1%
Native American or Alaska Native	17	6	11	-	-	1	-	-	-	3	1	3	8	2	4	2	3	8
	2%	1%	3%			1%				3%	1%	2%	3%	1%	2%	1%	2%	3%
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Something else	4	2	2	-	-	-	-	-	-	-	1	-	1	2	-	2	1	1
	*%	*%	1%								1%		*%	1%		1%	1%	*%

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What is your race or ethnicity?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	854	279	276	198	99	526	244	281	286	187	99	175	175	192	155	115
	89%	86%	91%	90%	94%	100%	100%	100%	100%	100%	100%	91%	89%	88%	86%	92%
Black or African American	29	11	8	9	1	-	-	-	-	-	-	3	14	8	4	1
	3%	3%	3%	4%	1%							2%	7%	3%	2%	1%
Hispanic/Latino	74	32	32	8	3	-	-	-	-	-	-	20	10	18	16	8
	8%	10%	10%	4%	3%							10%	5%	8%	9%	6%
Asian	19	3	2	11	2	-	-	-	-	-	-	-	1	4	9	4
	2%	1%	1%	5%	2%								1%	2%	5%	3%
Native American or Alaska Native	17	7	9	-	1	-	-	-	-	-	-	5	4	3	1	3
	2%	2%	3%		1%							3%	2%	1%	*%	2%
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Something else	4	1	-	2	1	-	-	-	-	-	-	-	1	2	1	-
	*%	*%		1%	1%								*%	1%	*%	

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 News Media Alliance Survey  
 N=956, Republican and Republican-leaning voters, Nationally, June 4 - 8, 2021

What is your race or ethnicity?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	854	625	193	134	531	188	158	204	297	193	359	461	490	163	81
	89%	90%	91%	82%	89%	97%	90%	96%	90%	82%	87%	91%	89%	85%	90%
Black or African American	29	25	4	5	22	3	7	6	11	5	17	12	14	15	5
	3%	4%	2%	3%	4%	2%	4%	3%	3%	2%	4%	2%	3%	8%	5%
Hispanic/Latino	74	46	18	17	55	1	8	-	31	35	31	40	44	11	1
	8%	7%	9%	11%	9%	1%	4%		9%	15%	7%	8%	8%	6%	1%
Asian	19	14	3	8	11	-	4	-	5	10	12	6	12	3	2
	2%	2%	1%	5%	2%		2%		1%	4%	3%	1%	2%	1%	2%
Native American or Alaska Native	17	11	2	6	9	3	-	5	7	5	12	5	13	2	-
	2%	2%	1%	3%	1%	1%		2%	2%	2%	3%	1%	2%	1%	
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Something else	4	3	1	1	3	1	-	1	2	2	2	1	2	1	1
	*%	*%	1%	*%	*%	*%		*%	1%	1%	1%	*%	*%	1%	1%

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What is your race or ethnicity?

	Total	Source Frequency						Source Concern						Big Tech Concern	
		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956	430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	854	375	460	636	207	544	295	112	557	168	462	165	480	416	172
	89%	87%	91%	88%	93%	87%	93%	83%	92%	87%	93%	90%	91%	88%	88%
Black or African American	29	21	8	27	2	23	6	11	8	13	6	8	12	14	3
	3%	5%	2%	4%	1%	4%	2%	8%	1%	7%	1%	5%	2%	3%	2%
Hispanic/Latino	74	42	32	59	15	64	11	13	42	12	34	18	28	47	19
	8%	10%	6%	8%	7%	10%	3%	10%	7%	6%	7%	10%	5%	10%	10%
Asian	19	8	10	12	7	11	8	5	10	6	6	4	10	10	4
	2%	2%	2%	2%	3%	2%	2%	4%	2%	3%	1%	2%	2%	2%	2%
Native American or Alaska Native	17	6	9	11	4	13	4	5	6	6	3	7	5	6	4
	2%	2%	2%	1%	2%	2%	1%	4%	1%	3%	1%	4%	1%	1%	2%
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Something else	4	3	1	3	1	3	1	-	4	-	3	-	4	2	1
	%	1%	%	%	%	%	%		1%		1%		1%	%	1%

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What is the highest level of education you have completed?

	Total	Gender		Race				Gender x Race		Age					Gender x Age			
	Total	Man	Woman	White	Black	Hispanic	AAPI	White Men	White Women	18-29	30-39	40-49	50-64	65+	Men under 50	Men 50+	Women under 50	Women 50+
Total	956	515	439	815	28	74	19	431	383	127	128	155	302	244	222	293	186	253
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	324	149	175	269	11	32	3	117	152	56	31	49	118	69	71	78	66	109
	34%	29%	40%	33%	40%	43%	18%	27%	40%	44%	25%	32%	39%	28%	32%	27%	36%	43%
Some college	198	91	105	167	6	21	1	79	87	36	32	22	52	56	41	50	48	58
	21%	18%	24%	20%	20%	28%	5%	18%	23%	28%	25%	14%	17%	23%	18%	17%	26%	23%
Associate's degree	107	64	43	90	1	11	1	48	42	8	11	23	36	29	28	36	14	29
	11%	12%	10%	11%	4%	15%	7%	11%	11%	7%	8%	15%	12%	12%	13%	12%	7%	12%
Bachelor's degree	219	142	77	190	9	8	11	124	66	21	40	43	60	56	63	79	40	37
	23%	28%	17%	23%	32%	11%	58%	29%	17%	16%	31%	27%	20%	23%	28%	27%	21%	15%
Graduate degree	105	69	36	97	1	3	2	63	34	5	14	18	35	33	20	49	17	19
	11%	13%	8%	12%	5%	4%	12%	15%	9%	4%	11%	12%	12%	14%	9%	17%	9%	7%
Prefer not to say	3	-	3	3	-	-	-	-	3	1	-	-	1	-	-	-	1	1
	*%		1%	*%					1%	1%			*%				1%	*%

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What is the highest level of education you have completed?

	Total	Education				Race x Gender x Education						Income				
	Total	HS or Less	Some college	Bachelor's degree	Graduate degree	White Non-College	White Non-College Men	White Non-College Women	White College	White College Men	White College Women	<\$30k	\$30k-49k	\$50k-74k	\$75k-125k	>\$125k
Total	956	324	305	219	105	526	244	281	286	187	99	194	197	218	180	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	324	324	-	-	-	269	117	152	-	-	-	98	89	76	32	17
	34%	100%				51%	48%	54%				51%	45%	35%	18%	13%
Some college	198	-	198	-	-	167	79	87	-	-	-	42	50	51	33	11
	21%		65%			32%	32%	31%				22%	25%	24%	18%	9%
Associate's degree	107	-	107	-	-	90	48	42	-	-	-	19	21	28	18	13
	11%		35%			17%	20%	15%				10%	11%	13%	10%	10%
Bachelor's degree	219	-	-	219	-	-	-	-	190	124	66	27	26	43	75	43
	23%			100%					66%	66%	66%	14%	13%	20%	41%	34%
Graduate degree	105	-	-	-	105	-	-	-	97	63	34	7	11	18	23	41
	11%				100%				34%	34%	34%	3%	6%	8%	13%	33%
Prefer not to say	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%															

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What is the highest level of education you have completed?

	Total			Community			Region				Religion/Church		Messaging Impact		
	Total	Conservative	Non-Conservative	Urban	Suburban	Rural	NE	MW	S	W	Religious & attends 1x/month or more	Religious & attends less than 1x/month	Support before messaging	Oppose before messaging	Flipped in favor
Total	956	696	213	164	598	194	175	213	331	236	413	507	548	191	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	324	223	78	58	182	85	56	74	101	91	131	180	174	81	30
	34%	32%	37%	35%	30%	44%	32%	35%	30%	38%	32%	36%	32%	43%	33%
Some college	198	138	52	40	120	38	37	38	74	49	80	106	118	38	22
	21%	20%	24%	24%	20%	19%	21%	18%	22%	21%	19%	21%	22%	20%	25%
Associate's degree	107	73	29	17	67	24	22	30	37	18	44	61	58	21	8
	11%	10%	14%	10%	11%	12%	12%	14%	11%	8%	11%	12%	11%	11%	9%
Bachelor's degree	219	174	40	33	154	32	38	46	81	54	105	109	144	27	15
	23%	25%	19%	20%	26%	16%	22%	22%	25%	23%	25%	21%	26%	14%	17%
Graduate degree	105	86	15	15	74	16	21	24	36	23	54	49	53	25	14
	11%	12%	7%	9%	12%	8%	12%	11%	11%	10%	13%	10%	10%	13%	16%
Prefer not to say	3	3	-	1	1	-	-	-	1	1	-	1	1	-	-
	*%	*%		1%	*%				*%	1%		*%	*%		

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What is the highest level of education you have completed?

	Total		Source Frequency					Source Concern						Big Tech Concern		
	Total		National Often/Sometimes	National Rarely/Never	Local Often/Sometimes	Local Rarely/Never	Conservative Often/Sometimes	Conservative Rarely/Never	National Extremely/Very	National Not very/Not at all	Local Extremely/Very	Local Not very/Not at all	Conservative Extremely/Very	Conservative Not very/Not at all	Extremely/very concerned	Not very/not at all concerned
Total	956		430	506	720	223	623	318	135	607	193	499	183	529	471	196
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	324		123	189	241	75	211	106	46	193	72	153	54	175	142	75
	34%		29%	37%	33%	34%	34%	33%	34%	32%	37%	31%	30%	33%	30%	38%
Some college	198		94	102	147	50	131	63	27	126	35	110	45	101	100	44
	21%		22%	20%	20%	22%	21%	20%	20%	21%	18%	22%	25%	19%	21%	22%
Associate's degree	107		50	57	82	25	68	38	11	75	18	59	20	62	48	25
	11%		12%	11%	11%	11%	11%	12%	8%	12%	9%	12%	11%	12%	10%	13%
Bachelor's degree	219		108	108	173	44	147	71	38	142	50	120	42	130	123	32
	23%		25%	21%	24%	20%	24%	22%	28%	23%	26%	24%	23%	25%	26%	16%
Graduate degree	105		54	49	75	29	65	39	13	70	19	58	21	60	57	21
	11%		12%	10%	10%	13%	10%	12%	10%	12%	10%	12%	12%	11%	12%	11%
Prefer not to say	3		1	-	1	-	1	-	-	-	-	-	-	-	-	-
	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%