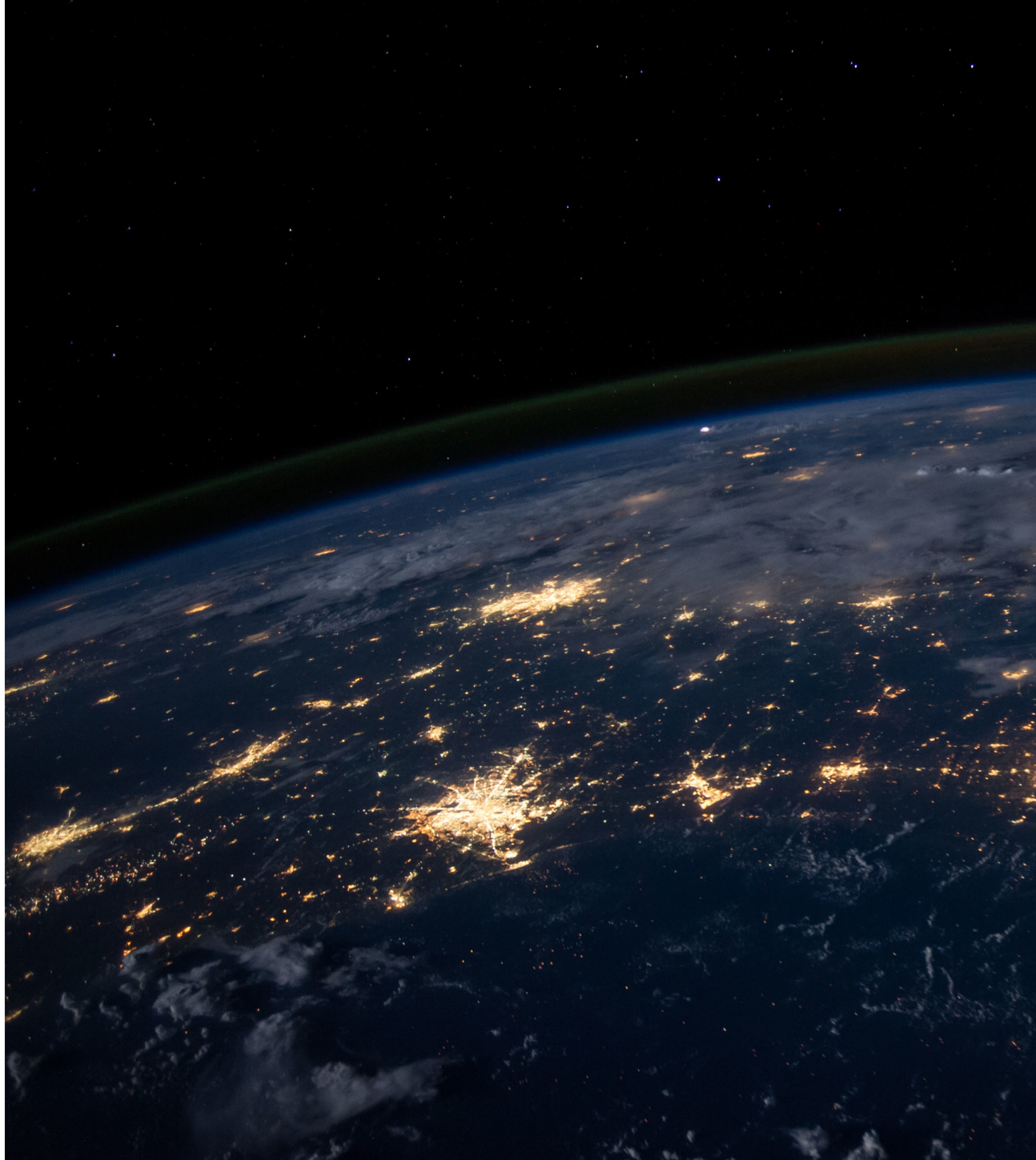
ECHELON INSIGHTS

News Media Alliance

News Media Alliance

N=956 Republican and Republican-leaning Registered Voters Nationwide

June 4 - June 8, 2021



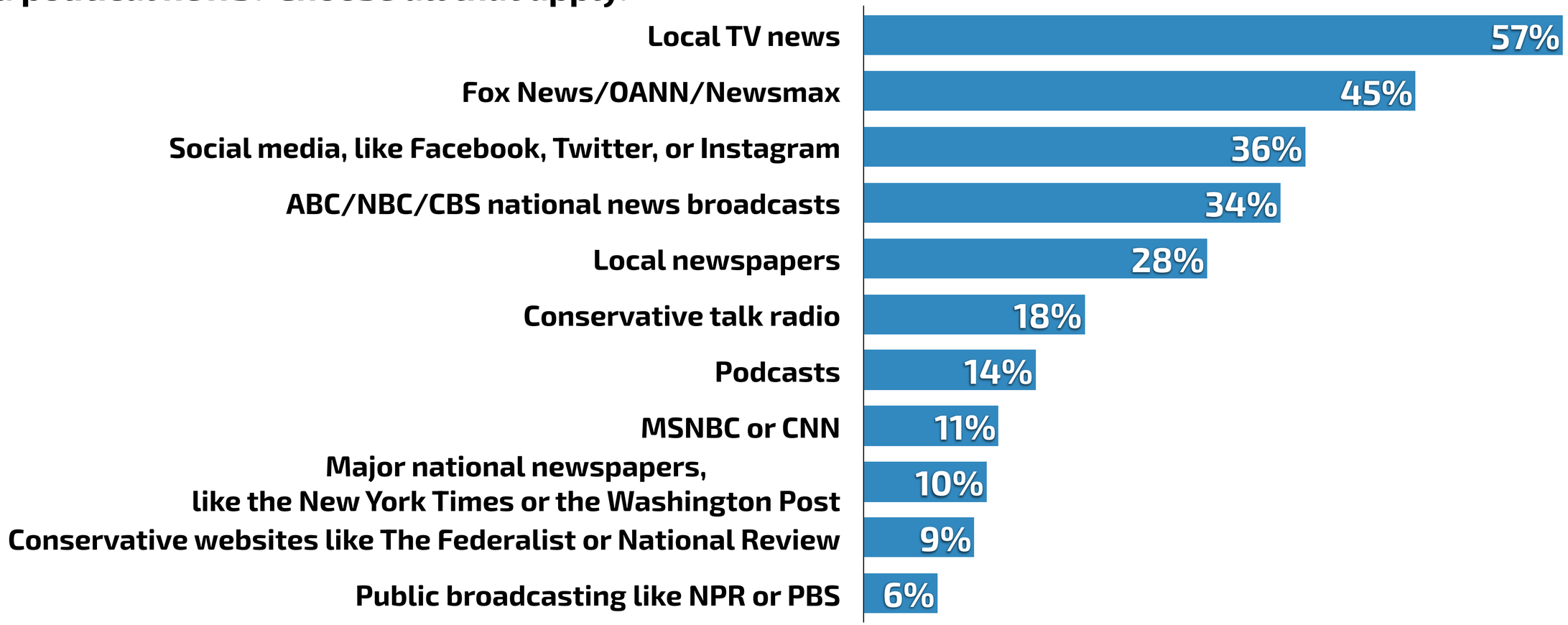
Key Findings

- **Republicans trust local and conservative media.** It is where they turn for news they can trust, in stark contrast to their views on major national outlets.
- **Republicans want to see local and conservative news have more power when it comes to negotiating with Big Tech.** Large majorities of Republicans worry about the power that Big Tech has, and want to see local and conservative news media have more of an ability to fight back.
- **Republicans want local and conservative media treated fairly.** They believe news providers aren't the ones being compensated fairly when news is shared online, and are in strongest agreement with supporters when the focus is on treating local and conservative outlets fairly.

News Consumption And Big Tech

Over Half Of Republicans Get Their News From Local TV

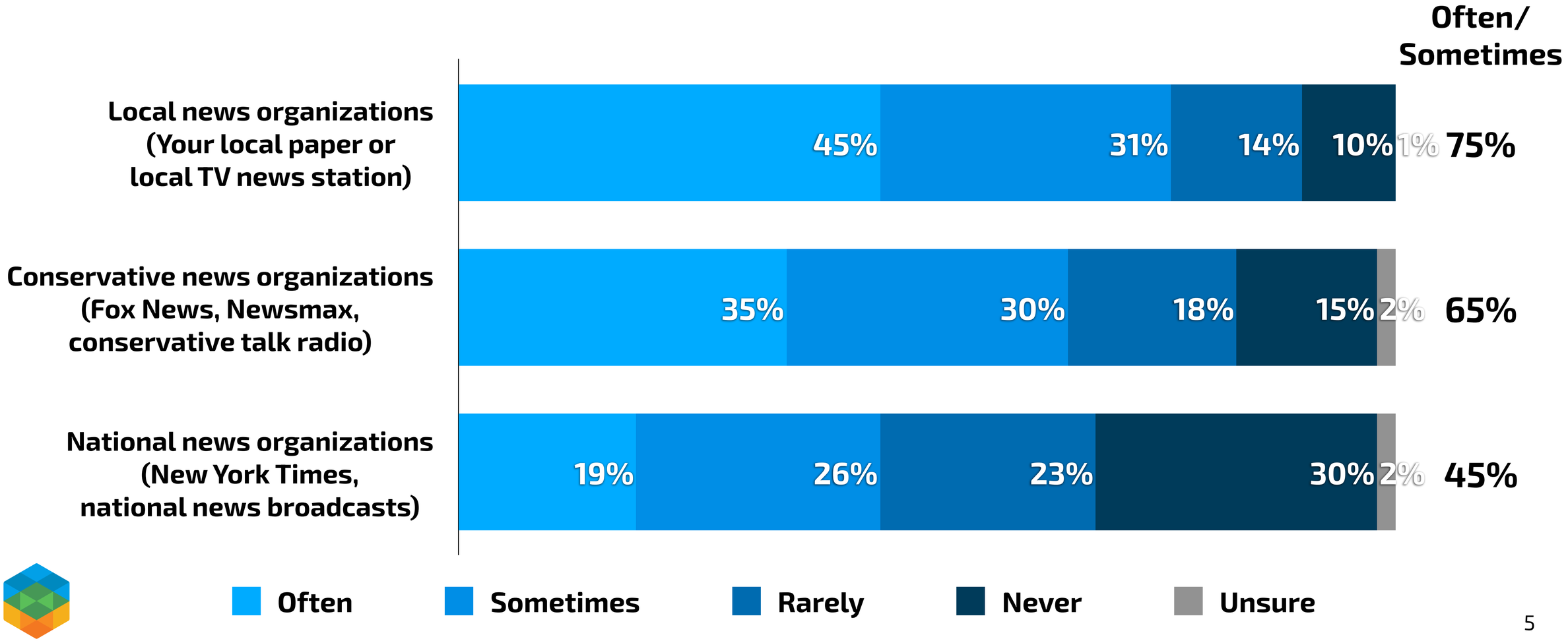
Q. Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply.



Note: Something else and None of the above not shown

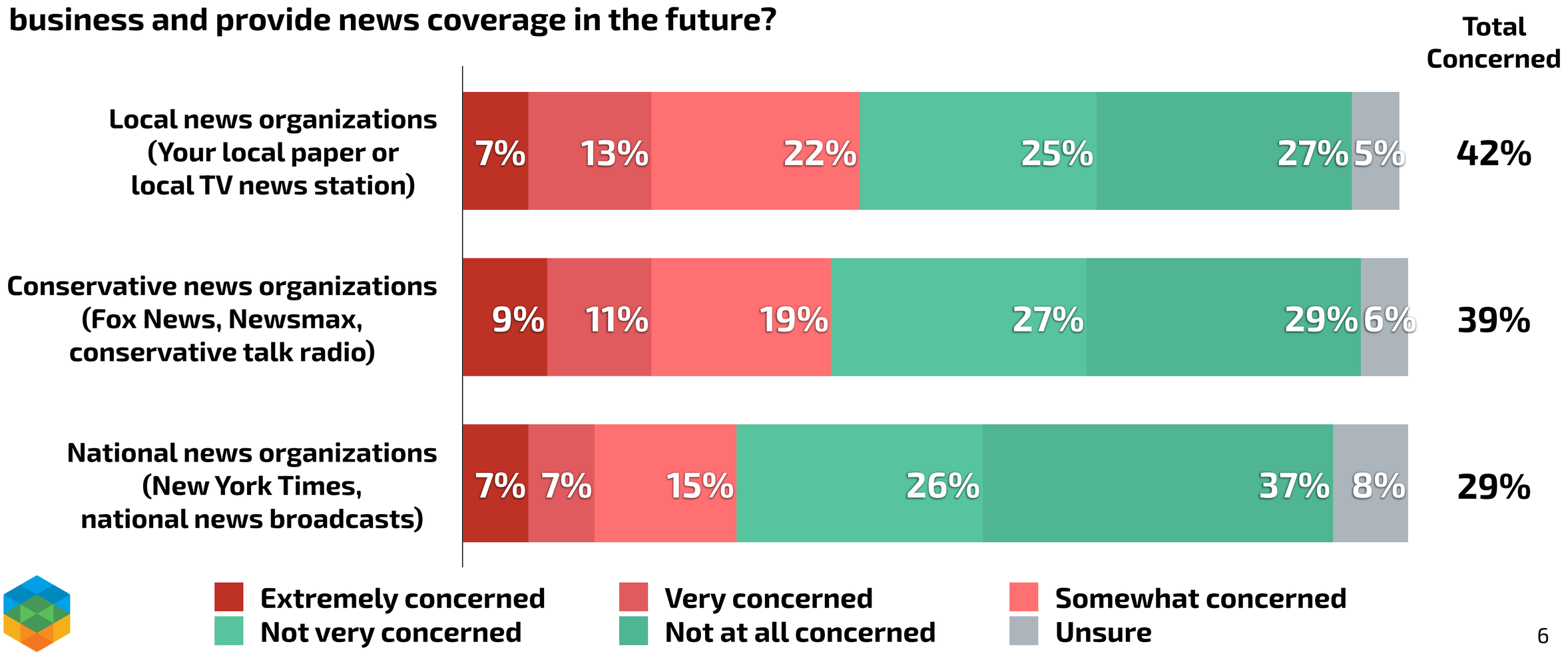
Republicans Get Their News From Local And Conservative News Organizations More Often Than National News Organizations

Q. How often do you get news from each of the following sources?



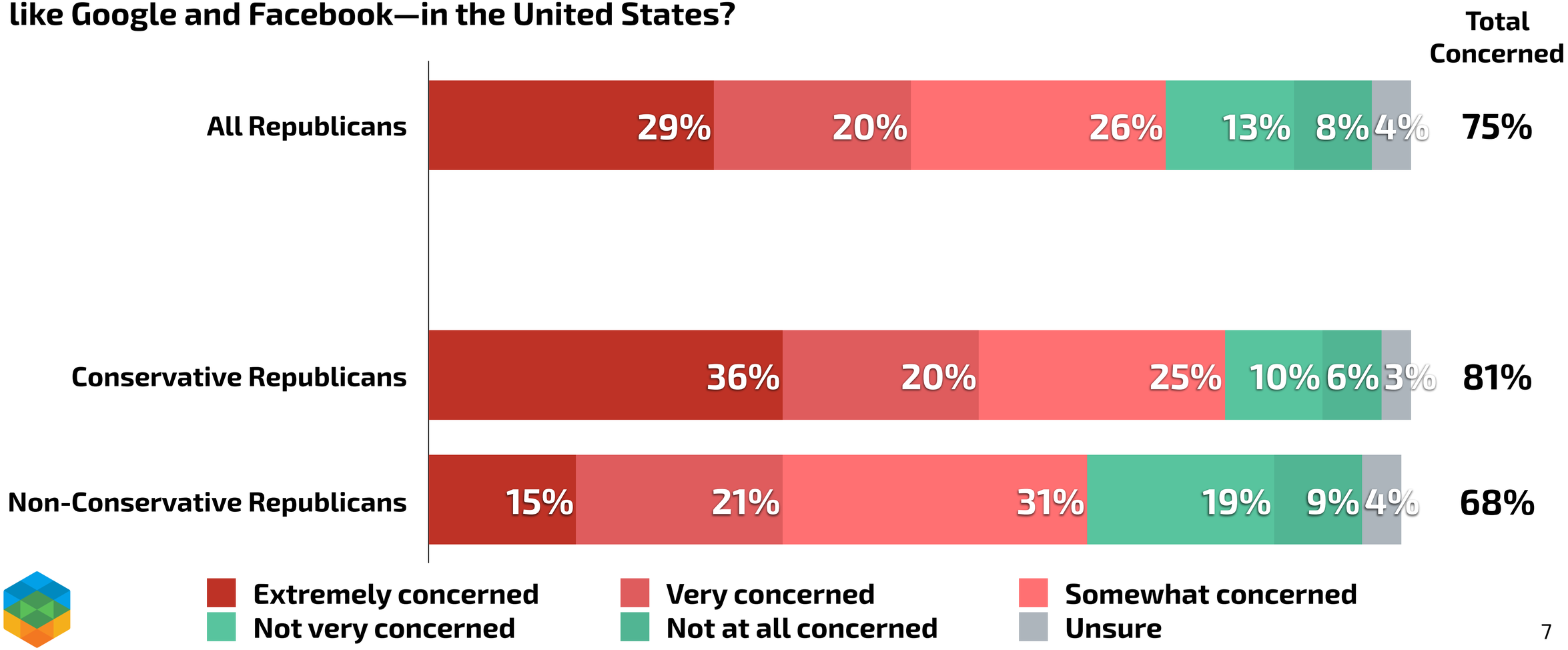
4 in 10 Republicans Concerned About Future Of Local And Conservative News Organizations

Q. 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?

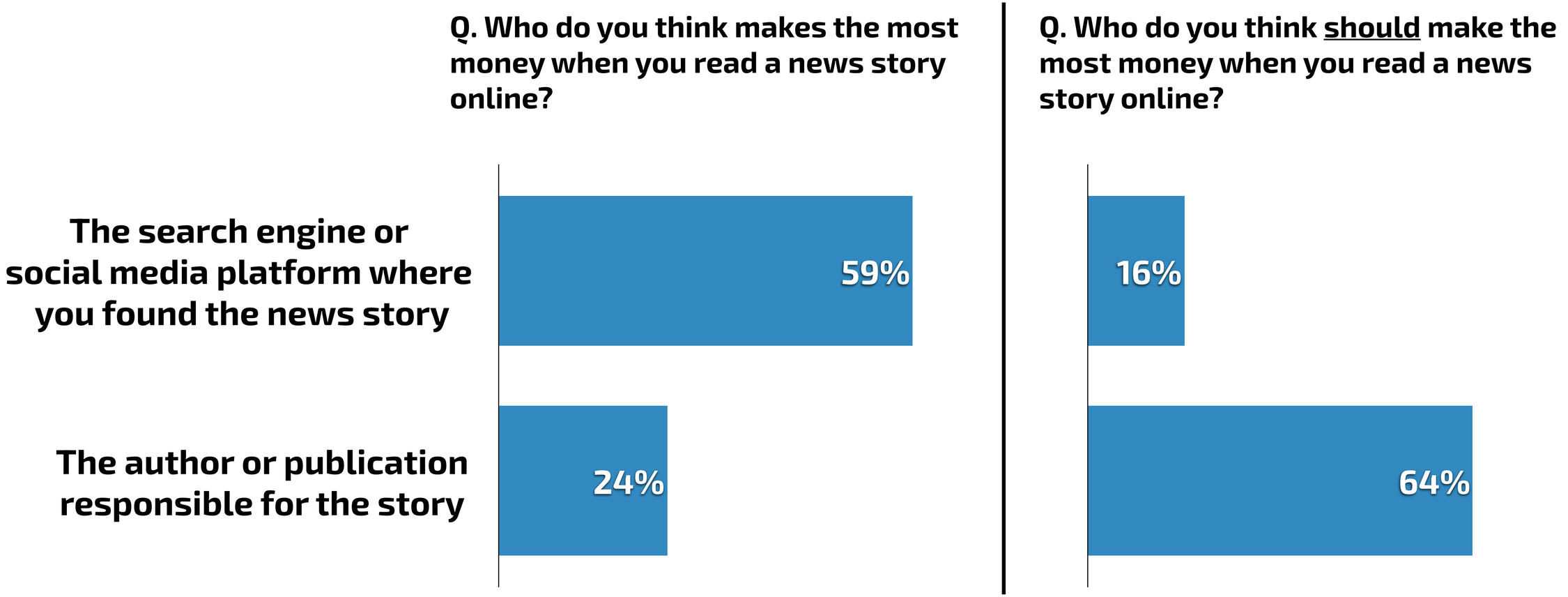


Conservative Republicans More Concerned About Big Tech's Economic And Political Power

Q. 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?



59% Think Tech Profits But More Think Authors, Publishers Should

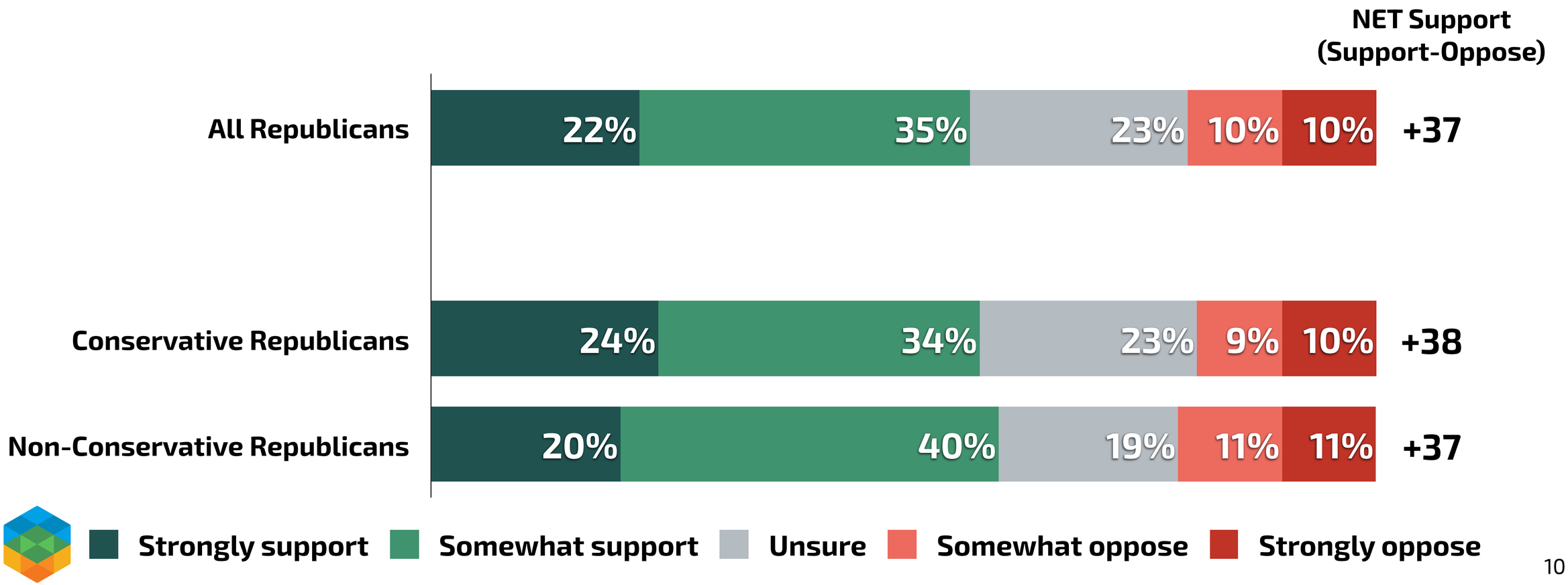


Note: Someone else and None of the above not shown

The Proposal

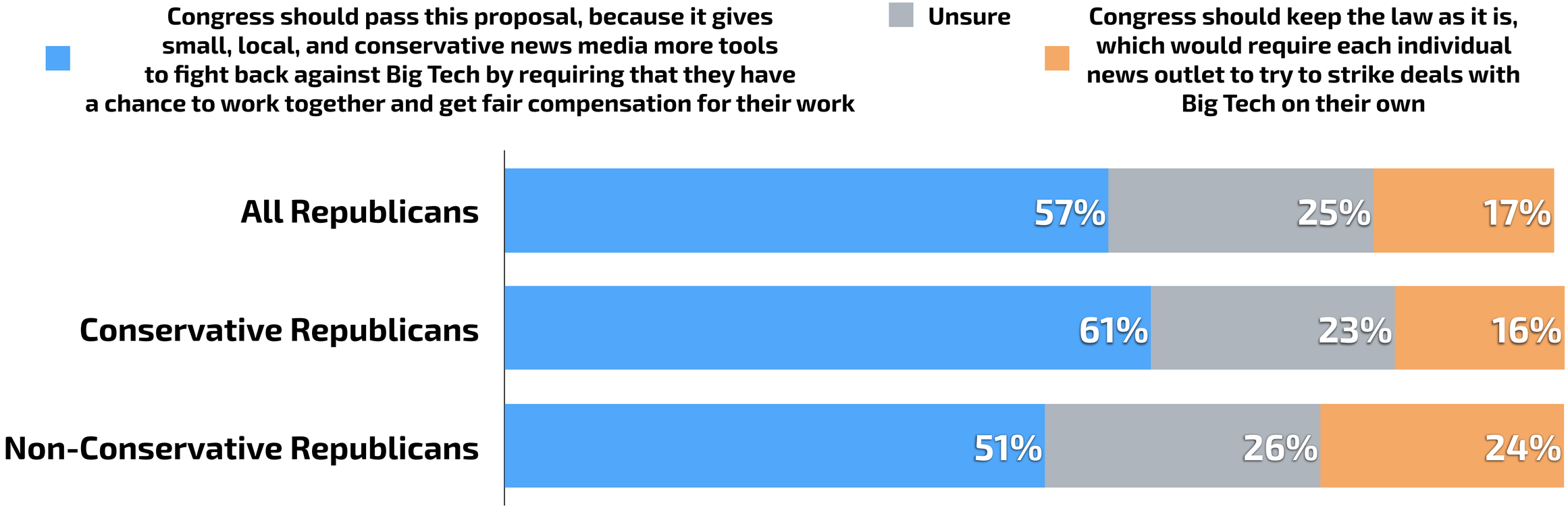
6 in 10 Support Proposal Before Seeing Any Messaging

Q. 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 such a proposal?



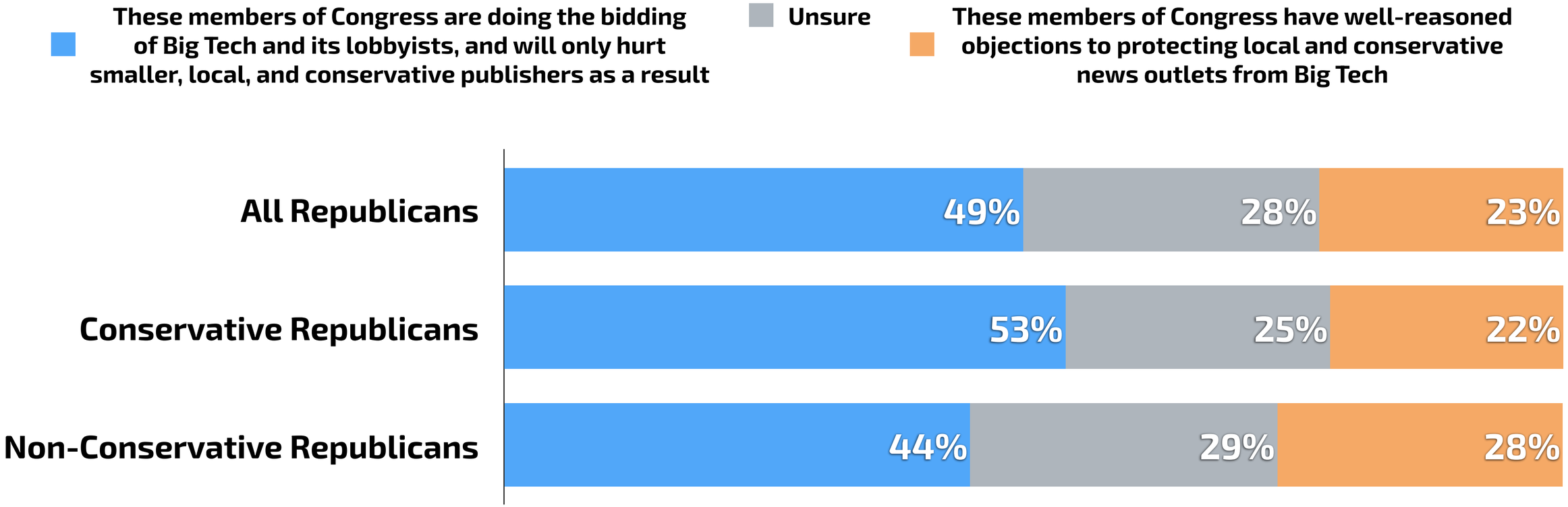
Majorities Across Ideological Spectrum Support The Proposal

Q. 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?



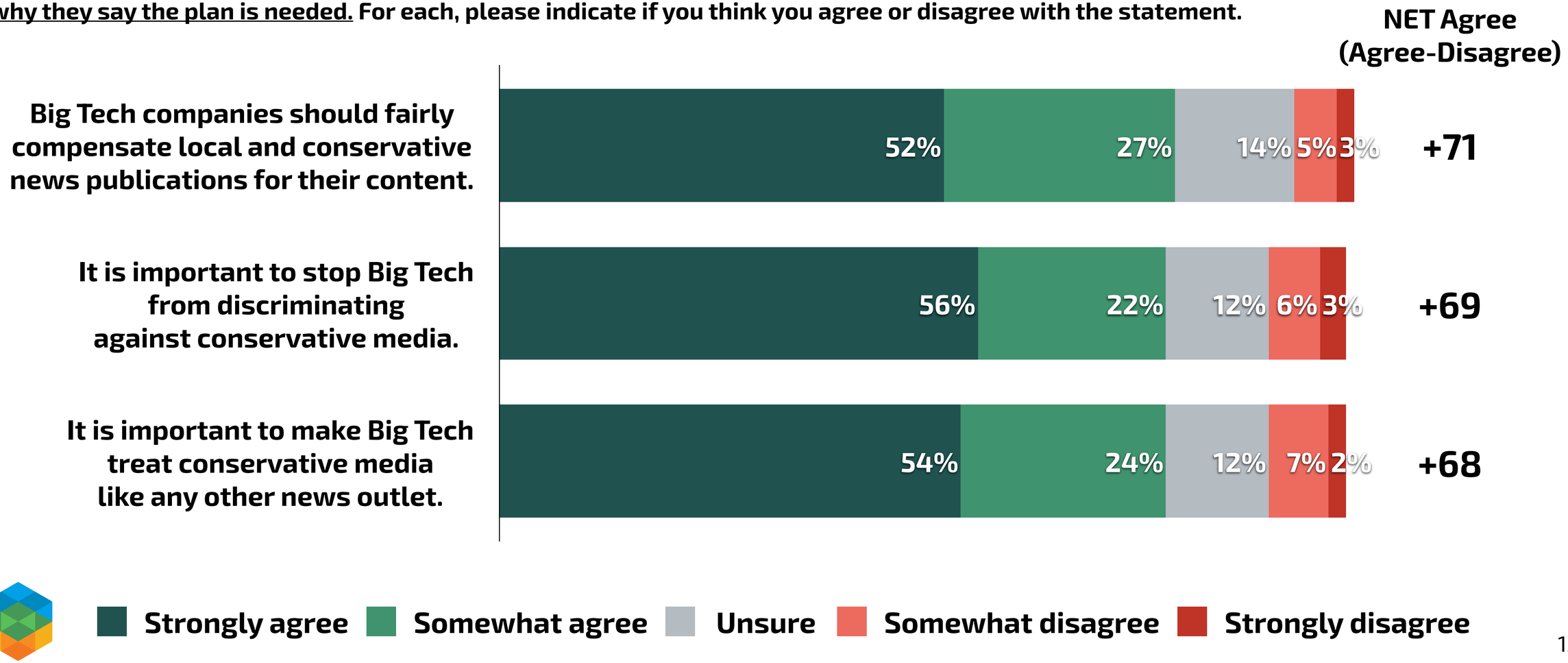
Plurality Agrees Members Of Congress Who Oppose The Proposal Will Hurt Smaller, Local, And Conservative Publishers

Q. Some members of Congress are opposed to this proposal, arguing that Big Tech should be free to negotiate with whomever it likes. Which of these statements comes closest to your view, even if neither of them is exactly right?



Republicans Strongly Agree With Supporters Of The Proposal When They Emphasize Fairness, Accountability

Supporters of the proposal which would allow print, broadcast, or digital news publishers of all sizes to band together to collectively negotiate better terms for the use of their content by Big Tech have given some reasons why they say the plan is needed. For each, please indicate if you think you agree or disagree with the statement.



Solid Majorities Agree With Proposal Supporters About Negotiating Power and Compensation

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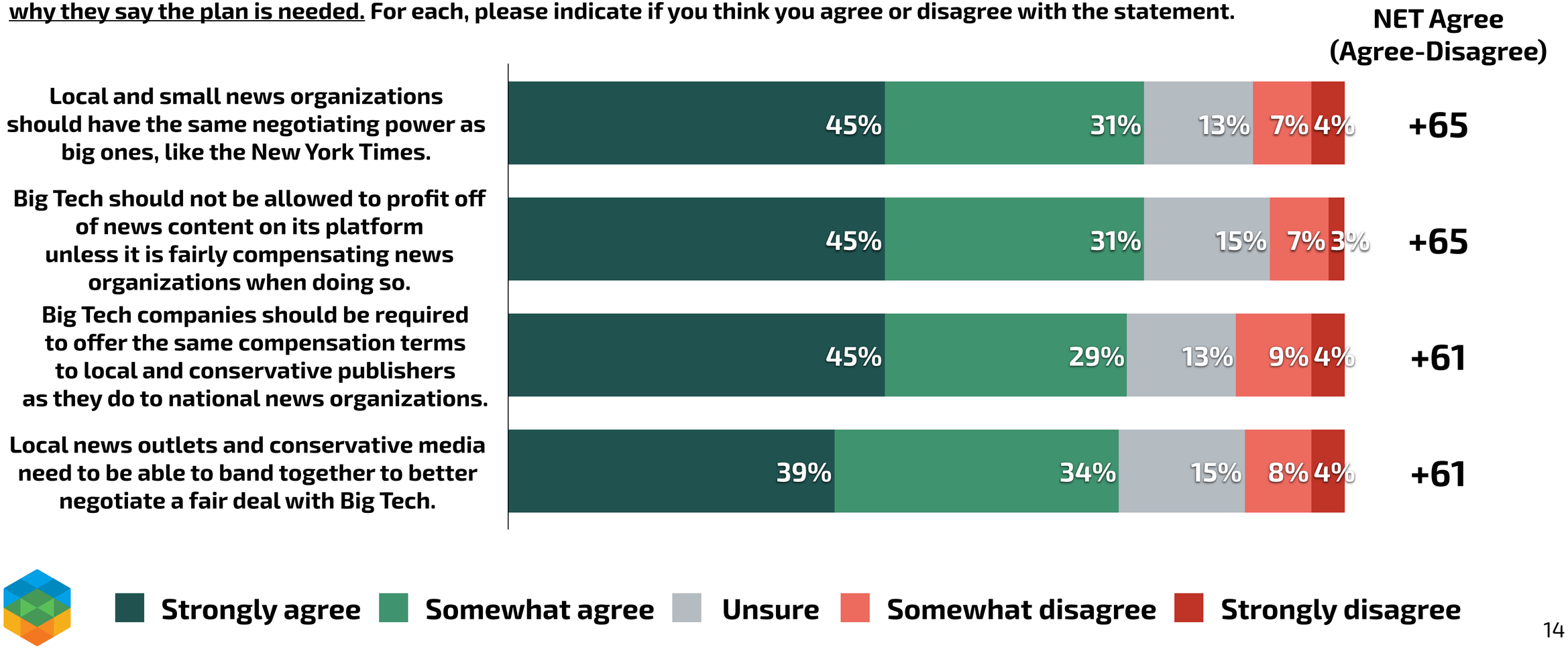

Smaller - But Still Solid - Majorities Agree With Supporters' Messages Focused on Big Tech Power, Potential Benefits To National News Organization

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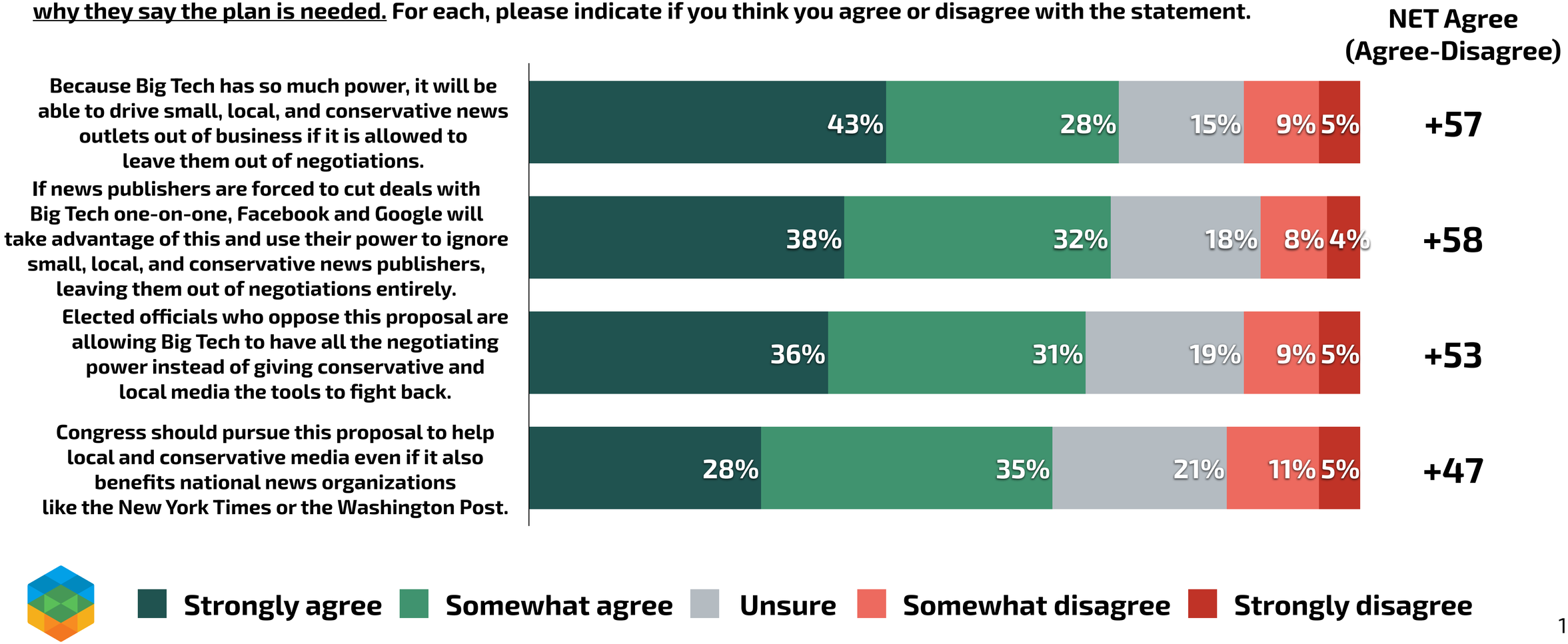
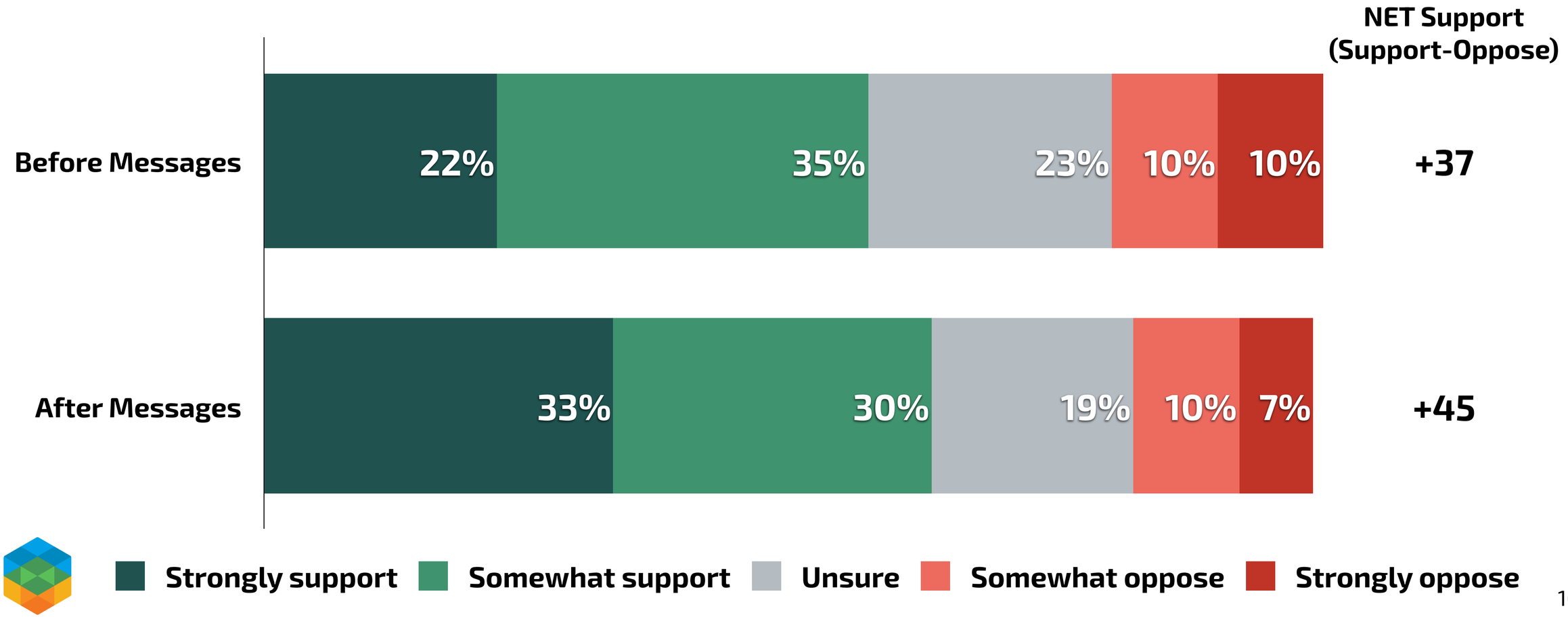


Messages Strengthens Net Support For Proposal By 8 Points

Before Q. 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 such a proposal?
After Q. 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 such a proposal?



Conservative Republican Support Up 12 Points After Messages

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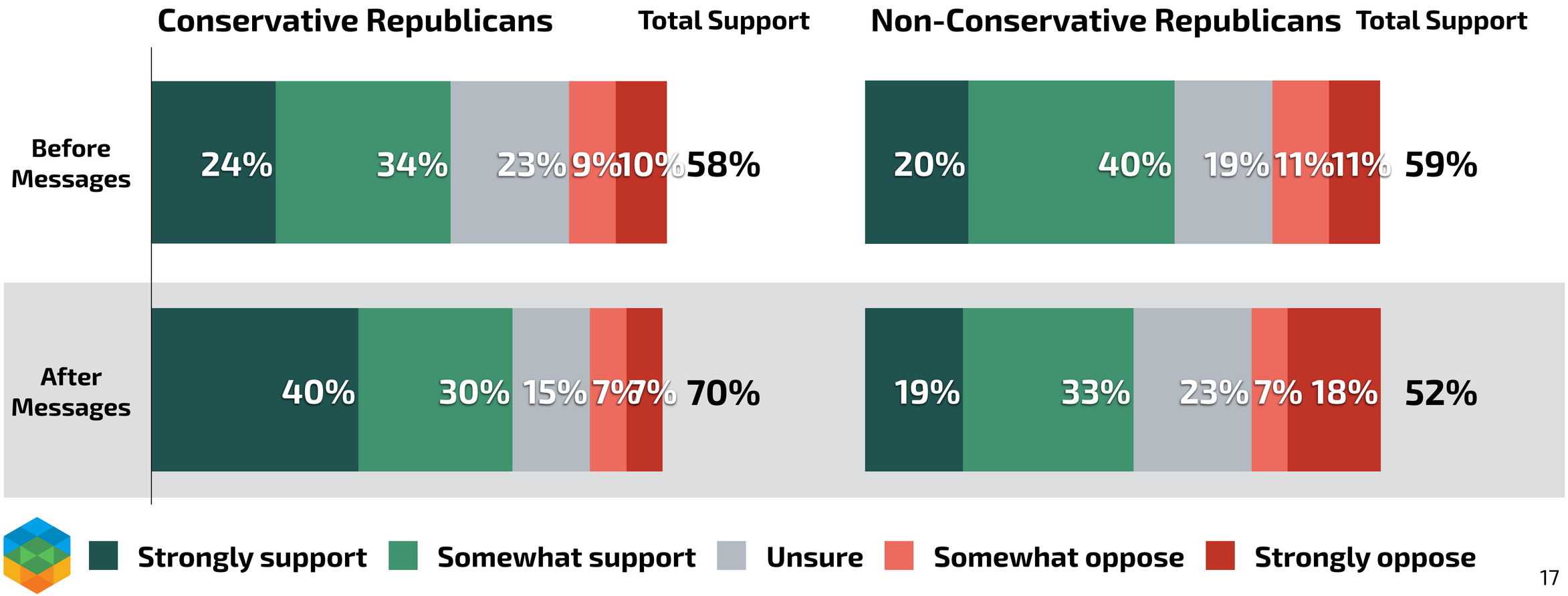

Messaging Has Stronger Impact Among Older Republicans

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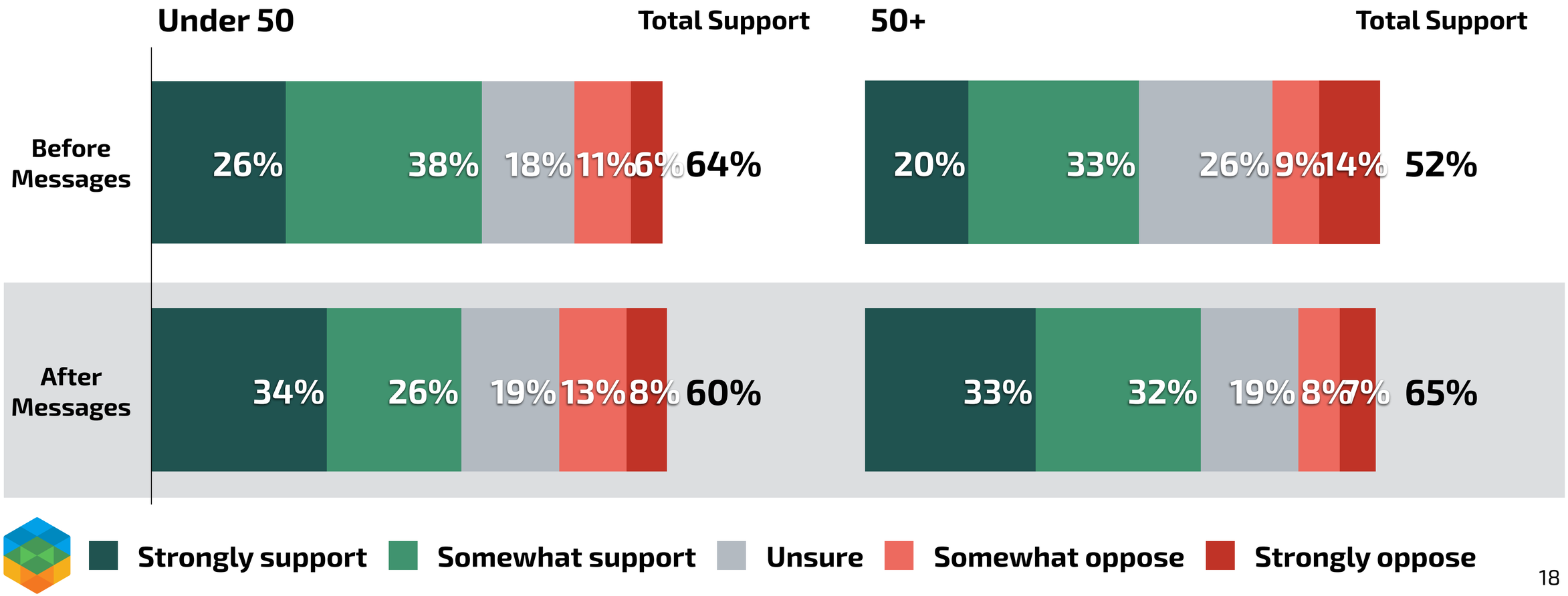

Slightly Larger Shift In Support Among College Educated Republicans

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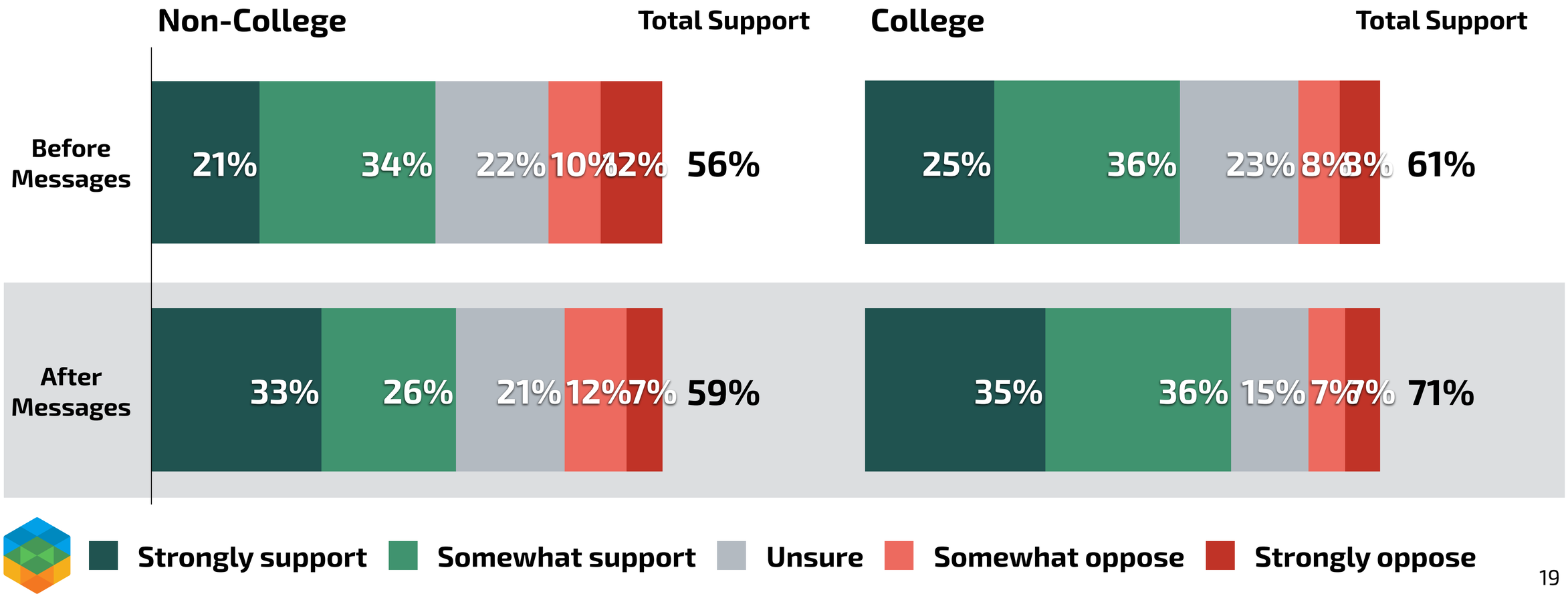
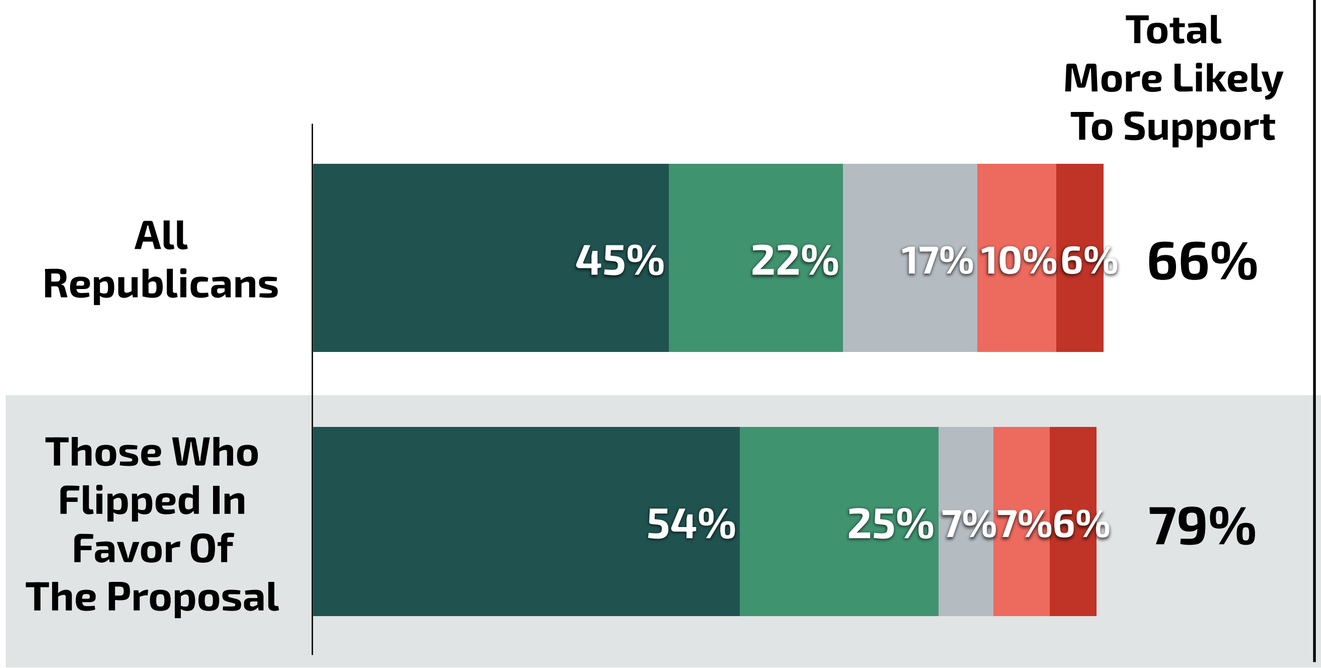
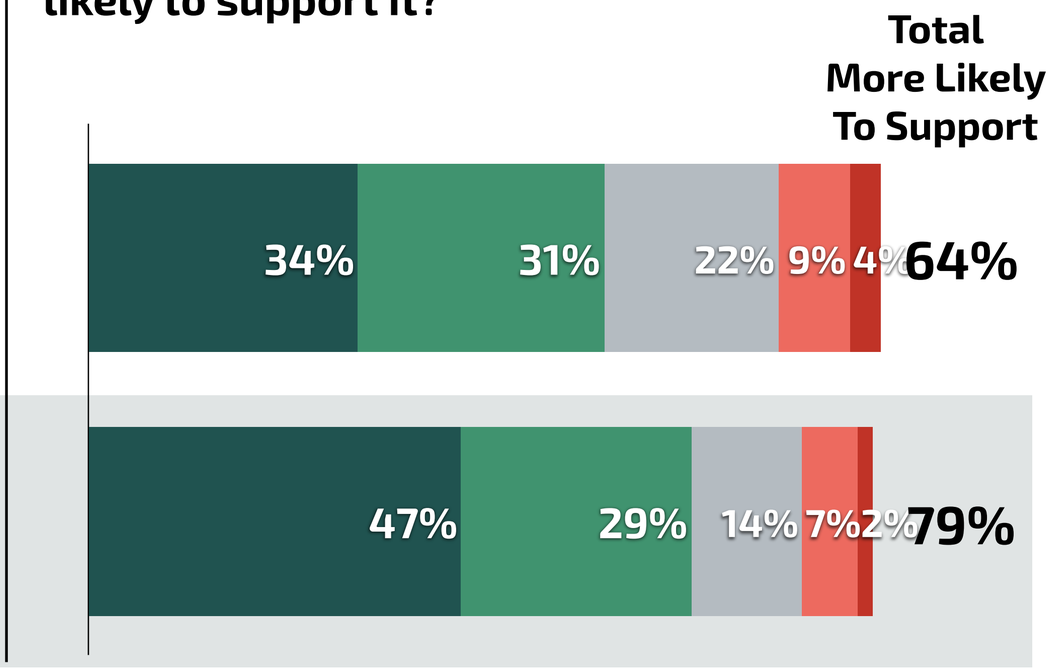


Learning About Tech Lobbying & Conservative Publication Support Strengthens Views Among Those Who Moved In Favor Of Proposal

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



Q. Conservative publications like National Review, Newsmax, The Daily Caller, and The Washington Examiner are supporting this proposal. Does that make you more or less likely to support it?



Much more likely | Somewhat more likely | Unsure | Somewhat less likely | Much less likely

Methodology

The findings in this research report are derived from a nationally representative survey of self-identified Republican and Republican-leaning registered voters. The survey was conducted via online interviews via Dynata and Lucid, and matched to the L2 voter file.

This survey was fielded June 4-8, 2021 and the data was weighted to known demographic characteristics of the Republican registered voter population, derived from U.S. Census Bureau and Pew Research estimates. The margin of error for this survey is 3.7%

Research was conducted by Echelon Insights on behalf of News Media Alliance.

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