

020224 - HOD FLASH (24 HOUR) SURVEY

020224 - HOD FLASH (24 HOUR) SURVEY

Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,BC,D-F,GH
Date Range:	(02/02/24 - 02/06/24)

Segment Definitions

Total	(ALL)	n=1079
Male	(dmGenM.r1)	n=521
Female	(dmGenM.r2)	n=547
18-34	(dmAge.check('18-34'))	n=311
35-54	(dmAge.check('35-54'))	n=350
55+	(dmAge.check('>54'))	n=417
White Only (NH/L)	(net2RaceMUS.r1)	n=652
All People of Color	(net2RaceMUS.r6)	n=427

Weighting

Total	nweight.q020224_24_hourdemo.val	q020224_24_hourdemo
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QS1Q1: From which of the following sources do you typically get information (e.g., breaking news, expert opinions, new trends)? Please select all that apply.

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
National media outlets (e.g., CNN, The New York Times, NPR)	52%	56% c	49%	42%	50% d	62% DE	56% H	47%
Social media	51%	52%	51%	70% EF	59% F	30%	45%	60% G
Local media outlets	51%	53%	49%	36%	49% D	63% DE	56% H	42%
People I know personally	41%	36%	46% B	43%	41%	39%	44%	37%
Academia (e.g., professors, researchers, scientific journals)	12%	12%	12%	18% EF	11%	8%	10%	15% G
Politicians	12%	15% C	9%	15% F	13% f	8%	11%	14%
Public opinion polls (e.g., Pew Research Center, Gallup)	11%	14% C	8%	14% F	12%	8%	10%	13%

continued...

QS1Q1: From which of the following sources do you typically get information (e.g., breaking news, expert opinions, new trends)? Please select all that apply.

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Industry-specific media outlets	11%	14% C	7%	7%	12%	12%	12% h	8%
Companies	10%	14% C	7%	13% f	10%	8%	11%	9%
Non-political public figures (e.g., celebrities, activists)	10%	10%	9%	15% eF	9%	6%	8%	12% g
Other	4%	4%	5%	1%	3%	8% DE	5%	4%
Not at all sure	6%	5%	8%	8% F	9% F	4%	4%	10% G

Table Base: US RESPONDENTS

QS1Q2: Of those, which one do you consider to be your primary information source?

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1010	N=496	N=505	N=287	N=320	N=403	N=627	N=383
Total (Unweighted)	N=1007	N=452	N=546	N=272	N=386	N=349	N=692	N=315
National media outlets (e.g., CNN, The New York Times, NPR)	34%	36%	32%	21%	32% D	45% DE	36%	31%
Local media outlets	23%	23%	23%	11%	21% D	33% DE	27% H	17%
Social media	21%	20%	22%	40% EF	26% F	4%	18%	27% G
People I know personally	9%	6%	12% B	10%	12% F	6%	8%	11%
Industry-spec ific media outlets	2%	3% C	1%	3%	2%	2%	3%	2%
Academia (e.g., professors, researchers, scientific journals)	2%	2%	3%	5% EF	0%	1%	1%	4% g
Non-political public figures (e.g., celebrities, activists)	1%	2%	1%	4% eF	1% f	0%	1%	3% G

continued...

QS1Q2: Of those, which one do you consider to be your primary information source?

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Companies	1%	2%	1%	3% E	0%	1%	2%	1%
Politicians	1%	2% C	0%	2% f	1%	0%	1%	2%
Public opinion polls (e.g., Pew Research Center, Gallup)	1%	0%	1%	1%	1%	0%	0%	1%
#{QS1Q1.r11.open}	4%	4%	4%	2%	3%	6% D	4%	4%

Table Base: GETS INFORMATION FROM AT LEAST ONE SOURCE

QS1Q3: In your opinion, how trustworthy (e.g., factual, informed) is information from each of the following sources?

Public opinion polls (e.g., Pew Research Center, Gallup)

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Trustworthy (Net)	62%	64%	61%	66% F	69% F	55%	60%	66%
Very trustworthy	13%	14%	13%	16% F	18% F	7%	12%	16% g
Somewhat trustworthy	49%	50%	48%	49%	50%	48%	49%	50%
Not Trustworthy (Net)	31%	31%	31%	28%	26%	38% DE	34% H	27%
Not very trustworthy	23%	24%	22%	19%	20%	28% DE	25% h	19%
Not at all trustworthy	8%	8%	9%	9%	6%	10% e	9%	8%
Not at all sure	6%	5%	8%	7%	5%	7%	6%	7%

Table Base: US RESPONDENTS

QS1Q3: In your opinion, how trustworthy (e.g., factual, informed) is information from each of the following sources?

National media outlets (e.g., CNN, The New York Times, NPR)

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Trustworthy (Net)	68%	65%	71% b	73% f	67%	65%	66%	71%
Very trustworthy	25%	23%	28%	32% F	27% F	19%	20%	33% G
Somewhat trustworthy	43%	42%	43%	41%	39%	47% e	46% H	38%
Not Trustworthy (Net)	28%	32% C	24%	23%	29%	31% d	30% h	24%
Not very trustworthy	17%	20% c	15%	14%	19%	18%	18%	16%
Not at all trustworthy	10%	12%	9%	8%	10%	13%	12%	8%
Not at all sure	4%	3%	5%	4%	5%	4%	3%	6%

Table Base: US RESPONDENTS

QS1Q3: In your opinion, how trustworthy (e.g., factual, informed) is information from each of the following sources?

Local media outlets

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Trustworthy (Net)	76%	78%	75%	71%	77%	79% d	79% H	72%
Very trustworthy	25%	26%	25%	23%	30% df	23%	26%	25%
Somewhat trustworthy	51%	52%	49%	48%	47%	56% E	54% h	46%
Not Trustworthy (Net)	19%	18%	20%	23% e	16%	18%	17%	21%
Not very trustworthy	13%	13%	13%	17% Ef	11%	12%	12%	15%
Not at all trustworthy	6%	4%	7%	5%	5%	6%	6%	6%
Not at all sure	5%	4%	5%	6%	7% F	3%	3%	7% G

Table Base: US RESPONDENTS

QS1Q3: In your opinion, how trustworthy (e.g., factual, informed) is information from each of the following sources?

Industry-specific media outlets

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Trustworthy (Net)	60%	66% C	54%	56%	64% d	60%	61%	58%
Very trustworthy	13%	13%	13%	15% F	17% F	8%	11%	16% G
Somewhat trustworthy	47%	53% C	42%	40%	47%	52% D	50% H	42%
Not Trustworthy (Net)	31%	28%	35% b	35% e	27%	33%	31%	32%
Not very trustworthy	22%	20%	24%	24%	19%	24%	23%	21%
Not at all trustworthy	9%	8%	11%	11%	8%	9%	8%	12% g
Not at all sure	9%	6%	11% B	9%	9%	8%	8%	9%

Table Base: US RESPONDENTS

QS1Q3: In your opinion, how trustworthy (e.g., factual, informed) is information from each of the following sources?

Politicians

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Trustworthy (Net)	30%	31%	29%	42% EF	31% F	21%	25%	38% G
Very trustworthy	7%	7%	7%	12% eF	7% F	2%	5%	10% G
Somewhat trustworthy	23%	25%	22%	30% F	23%	19%	20%	29% G
Not Trustworthy (Net)	66%	66%	66%	52%	64% D	77% DE	73% H	55%
Not very trustworthy	38%	38%	38%	29%	37% d	46% DE	43% H	31%
Not at all trustworthy	28%	27%	28%	23%	28%	31% d	30% h	24%
Not at all sure	4%	3%	5%	6% f	5%	3%	3%	7% G

Table Base: US RESPONDENTS

QS1Q3: In your opinion, how trustworthy (e.g., factual, informed) is information from each of the following sources?

Non-political public figures (e.g., celebrities, activists)

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Trustworthy (Net)	40%	41%	39%	50% F	45% F	28%	35%	48% G
Very trustworthy	7%	7%	7%	12% F	9% F	3%	5%	11% G
Somewhat trustworthy	32%	33%	32%	39% F	36% F	25%	29%	37% G
Not Trustworthy (Net)	54%	56%	52%	44%	50%	65% DE	60% H	45%
Not very trustworthy	32%	33%	31%	25%	33% d	37% D	35% H	27%
Not at all trustworthy	22%	23%	22%	19%	17%	28% DE	25% H	18%
Not at all sure	6%	3%	9% B	6%	6%	7%	5%	8%

Table Base: US RESPONDENTS

QS1Q3: In your opinion, how trustworthy (e.g., factual, informed) is information from each of the following sources?

Academia (e.g., professors, researchers, scientific journals)

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Trustworthy (Net)	76%	74%	77%	78% F	82% F	68%	73%	79%
Very trustworthy	32%	32%	32%	38% F	36% F	26%	32%	33%
Somewhat trustworthy	43%	42%	45%	41%	46%	43%	41%	46%
Not Trustworthy (Net)	19%	23% C	15%	17%	14%	25% DE	22% H	14%
Not very trustworthy	12%	15% C	9%	10%	9%	16% dE	14% H	9%
Not at all trustworthy	7%	9%	6%	7%	5%	9% e	8%	5%
Not at all sure	6%	3%	8% B	5%	4%	7%	4%	7%

Table Base: US RESPONDENTS

QS1Q3: In your opinion, how trustworthy (e.g., factual, informed) is information from each of the following sources?

Companies

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Trustworthy (Net)	54%	56%	51%	52%	58% f	51%	55%	51%
Very trustworthy	8%	8%	9%	12% F	11% F	3%	7%	10%
Somewhat trustworthy	45%	48% c	42%	40%	47%	48% d	48% h	41%
Not Trustworthy (Net)	40%	40%	40%	43% e	35%	42% e	39%	42%
Not very trustworthy	28%	29%	28%	27%	25%	32% e	29%	28%
Not at all trustworthy	11%	11%	12%	16% Ef	9%	10%	10%	14% g
Not at all sure	6%	4%	9% B	5%	7%	8%	6%	7%

Table Base: US RESPONDENTS

QS1Q3: In your opinion, how trustworthy (e.g., factual, informed) is information from each of the following sources?

Social media

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Trustworthy (Net)	44%	43%	45%	55% F	52% F	30%	37%	54% G
Very trustworthy	10%	11%	9%	17% F	12% F	4%	7%	15% G
Somewhat trustworthy	34%	33%	36%	38% F	40% F	26%	31%	39% G
Not Trustworthy (Net)	52%	54%	50%	40%	44%	68% DE	60% H	41%
Not very trustworthy	31%	30%	32%	27%	30%	35% d	34% H	26%
Not at all trustworthy	21%	24% c	19%	13%	14%	33% DE	26% H	15%
Not at all sure	4%	2%	4%	5%	4%	2%	2%	5% G

Table Base: US RESPONDENTS

QS1Q3: In your opinion, how trustworthy (e.g., factual, informed) is information from each of the following sources?

People I know personally

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Trustworthy (Net)	81%	82%	81%	74%	84% D	85% D	85% H	77%
Very trustworthy	32%	30%	33%	25%	34% D	35% D	36% H	25%
Somewhat trustworthy	50%	52%	48%	49%	51%	50%	48%	51%
Not Trustworthy (Net)	14%	13%	14%	18%	13%	12%	13%	16%
Not very trustworthy	11%	10%	12%	13%	9%	11%	10%	12%
Not at all trustworthy	3%	4%	2%	4% f	4%	2%	2%	4%
Not at all sure	5%	5%	5%	9% EF	3%	3%	3%	7% G

Table Base: US RESPONDENTS

QS1Q4: In your opinion, how useful (e.g., relevant, actionable) is information from each of the following sources?

Public opinion polls (e.g., Pew Research Center, Gallup)

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Useful (Net)	68%	72% c	65%	72% f	70%	64%	67%	70%
Very useful	18%	18%	18%	22% F	22% F	11%	16%	21% g
Somewhat useful	50%	53%	47%	49%	48%	53%	51%	49%
Not useful (Net)	27%	25%	29%	23%	26%	31% D	29%	24%
Not very useful	19%	19%	18%	13%	19% d	23% D	20%	16%
Not at all useful	9%	6%	11% B	10%	7%	9%	9%	9%
Not at all sure	5%	3%	6% b	6%	4%	5%	4%	5%

Table Base: US RESPONDENTS

QS1Q4: In your opinion, how useful (e.g., relevant, actionable) is information from each of the following sources?

National media outlets (e.g., CNN, The New York Times, NPR)

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Useful (Net)	73%	71%	75%	78% f	72%	70%	73%	74%
Very useful	34%	32%	36%	38% F	36% f	29%	33%	36%
Somewhat useful	39%	39%	39%	40%	36%	41%	40%	38%
Not useful (Net)	24%	26%	22%	18%	25%	27% D	25%	22%
Not very useful	14%	15%	14%	13%	14%	16%	15%	13%
Not at all useful	9%	11%	8%	6%	11% d	11% d	10%	9%
Not at all sure	3%	3%	3%	4%	3%	2%	2%	4% g

Table Base: US RESPONDENTS

QS1Q4: In your opinion, how useful (e.g., relevant, actionable) is information from each of the following sources?

Local media outlets

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Useful (Net)	81%	82%	80%	76%	82%	83% d	84% H	76%
Very useful	29%	27%	32%	27%	38% DF	24%	30%	28%
Somewhat useful	51%	55% c	48%	50%	44%	59% dE	53%	48%
Not useful (Net)	15%	15%	16%	17%	14%	15%	14%	18%
Not very useful	10%	10%	9%	12%	9%	9%	9%	10%
Not at all useful	6%	4%	7%	5%	6%	6%	4%	7% g
Not at all sure	4%	3%	4%	6% F	3%	2%	2%	6% G

Table Base: US RESPONDENTS

QS1Q4: In your opinion, how useful (e.g., relevant, actionable) is information from each of the following sources?

Industry-specific media outlets

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Useful (Net)	66%	66%	66%	65%	71% f	63%	66%	67%
Very useful	17%	18%	16%	22% F	20% F	11%	15%	20%
Somewhat useful	49%	49%	49%	42%	50% d	53% D	50%	47%
Not useful (Net)	28%	29%	27%	28%	24%	32% e	29%	27%
Not very useful	20%	22%	18%	20%	16%	23% E	21%	19%
Not at all useful	8%	7%	9%	7%	8%	8%	8%	8%
Not at all sure	6%	4%	7%	8%	5%	5%	5%	7%

Table Base: US RESPONDENTS

QS1Q4: In your opinion, how useful (e.g., relevant, actionable) is information from each of the following sources?

Politicians

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Useful (Net)	40%	38%	41%	53% EF	44% F	27%	34%	49% G
Very useful	10%	9%	10%	16% F	13% F	2%	6%	15% G
Somewhat useful	30%	29%	31%	37% F	31% f	24%	28%	34%
Not useful (Net)	56%	60% c	53%	43%	53% D	69% DE	63% H	46%
Not very useful	33%	36%	31%	28%	30%	40% DE	36% H	29%
Not at all useful	23%	24%	22%	16%	23% d	29% D	26% H	18%
Not at all sure	4%	2%	6% B	4%	4%	5%	3%	5%

Table Base: US RESPONDENTS

QS1Q4: In your opinion, how useful (e.g., relevant, actionable) is information from each of the following sources?

Non-political public figures (e.g., celebrities, activists)

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Useful (Net)	42%	42%	42%	53% F	50% F	28%	38%	49% G
Very useful	11%	11%	10%	17% eF	12% F	5%	9%	14% G
Somewhat useful	32%	31%	32%	35% F	38% F	23%	29%	35% g
Not useful (Net)	52%	54%	51%	41%	45%	67% DE	59% H	43%
Not very useful	30%	29%	31%	27%	28%	34%	34% H	25%
Not at all useful	22%	24%	20%	14%	17%	33% DE	25% H	18%
Not at all sure	6%	4%	7%	6%	5%	5%	4%	8% G

Table Base: US RESPONDENTS

QS1Q4: In your opinion, how useful (e.g., relevant, actionable) is information from each of the following sources?

Academia (e.g., professors, researchers, scientific journals)

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Useful (Net)	74%	70%	78% B	76%	79% F	69%	74%	75%
Very useful	33%	31%	35%	43% F	37% F	24%	31%	37%
Somewhat useful	41%	39%	43%	33%	42% D	45% D	42%	38%
Not useful (Net)	21%	27% C	16%	19%	17%	26% E	24% h	17%
Not very useful	13%	16% C	10%	13%	11%	14%	14%	11%
Not at all useful	8%	11% C	6%	6%	6%	12% DE	10%	6%
Not at all sure	5%	3%	6%	5%	4%	5%	3%	7% G

Table Base: US RESPONDENTS

QS1Q4: In your opinion, how useful (e.g., relevant, actionable) is information from each of the following sources?

Companies

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Useful (Net)	59%	59%	58%	55%	65% DF	55%	57%	60%
Very useful	14%	16%	12%	21% F	18% F	6%	12%	17% g
Somewhat useful	44%	43%	46%	34%	48% D	50% D	45%	43%
Not useful (Net)	36%	37%	34%	40% E	28%	39% E	37%	33%
Not very useful	25%	27%	23%	26% E	18%	30% E	28% H	20%
Not at all useful	11%	10%	11%	14%	10%	9%	9%	13% g
Not at all sure	6%	4%	8% B	5%	7%	6%	5%	6%

Table Base: US RESPONDENTS

QS1Q4: In your opinion, how useful (e.g., relevant, actionable) is information from each of the following sources?

Social media

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Useful (Net)	56%	55%	58%	73% EF	63% F	38%	50%	66% G
Very useful	17%	18%	17%	33% EF	18% F	6%	13%	24% G
Somewhat useful	39%	37%	41%	40%	46% F	32%	37%	42%
Not useful (Net)	40%	43% c	37%	24%	33% D	58% DE	47% H	29%
Not very useful	22%	25% C	19%	15%	21%	28% DE	25% H	17%
Not at all useful	18%	18%	18%	8%	13%	30% DE	22% H	12%
Not at all sure	4%	2%	5% B	3%	3%	4%	3%	5% g

Table Base: US RESPONDENTS

QS1Q4: In your opinion, how useful (e.g., relevant, actionable) is information from each of the following sources?

People I know personally

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Useful (Net)	84%	85%	82%	79%	86% D	86% d	86% H	80%
Very useful	33%	32%	34%	39% F	33%	29%	31%	36%
Somewhat useful	51%	53%	49%	40%	53% D	57% D	55% H	44%
Not useful (Net)	13%	13%	13%	17% f	12%	11%	12%	15%
Not very useful	9%	8%	10%	12%	8%	9%	9%	10%
Not at all useful	4%	5%	3%	5%	4%	3%	3%	5% g
Not at all sure	3%	2%	5% B	4%	2%	3%	2%	5% g

Table Base: US RESPONDENTS

QS1Q5: In your opinion, how accessible (e.g., easy to find, easy to understand) is information from each of the following sources?

Public opinion polls (e.g., Pew Research Center, Gallup)

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Accessible (Net)	70%	74% C	67%	67%	73%	69%	69%	71%
Very accessible	22%	25%	20%	23%	24%	21%	21%	25%
Somewhat accessible	48%	49%	47%	45%	49%	48%	49%	46%
Not accessible (Net)	23%	22%	24%	25%	21%	25%	24%	22%
Not very accessible	17%	16%	17%	16%	17%	17%	18%	14%
Not at all accessible	7%	6%	7%	9% e	4%	8% e	6%	8%
Not at all sure	7%	4%	9% B	8%	6%	6%	6%	7%

Table Base: US RESPONDENTS

QS1Q5: In your opinion, how accessible (e.g., easy to find, easy to understand) is information from each of the following sources?

National media outlets (e.g., CNN, The New York Times, NPR)

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Accessible (Net)	82%	83%	82%	79%	85%	83%	84%	80%
Very accessible	50%	52%	48%	51%	53%	48%	52%	47%
Somewhat accessible	32%	31%	33%	28%	32%	35% d	32%	33%
Not accessible (Net)	15%	15%	14%	18% e	13%	14%	13%	17%
Not very accessible	9%	9%	10%	12%	8%	9%	8%	11%
Not at all accessible	5%	6%	5%	6%	5%	5%	5%	6%
Not at all sure	3%	2%	4% b	3%	3%	3%	3%	3%

Table Base: US RESPONDENTS

QS1Q5: In your opinion, how accessible (e.g., easy to find, easy to understand) is information from each of the following sources?

Local media outlets

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Accessible (Net)	86%	88% c	84%	81%	88% D	88% D	88% H	82%
Very accessible	51%	50%	52%	40%	58% D	53% D	55% H	44%
Somewhat accessible	35%	38% C	31%	41% E	29%	35%	33%	37%
Not accessible (Net)	11%	10%	12%	15% ef	9%	10%	10%	14% g
Not very accessible	7%	7%	8%	10% e	6%	6%	7%	8%
Not at all accessible	4%	3%	5%	5%	3%	4%	3%	6% G
Not at all sure	3%	1%	4% B	4%	3%	2%	2%	4%

Table Base: US RESPONDENTS

QS1Q5: In your opinion, how accessible (e.g., easy to find, easy to understand) is information from each of the following sources?

Industry-specific media outlets

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Accessible (Net)	74%	76%	71%	72%	80% dF	69%	72%	76%
Very accessible	29%	32% C	25%	36% F	34% F	20%	26%	33% G
Somewhat accessible	44%	43%	45%	36%	46% D	49% D	46%	42%
Not accessible (Net)	21%	21%	23%	23% E	15%	26% E	23%	19%
Not very accessible	16%	16%	16%	16%	11%	20% E	18% H	12%
Not at all accessible	6%	5%	7%	7%	4%	6%	5%	7%
Not at all sure	5%	4%	7% b	5%	5%	5%	5%	5%

Table Base: US RESPONDENTS

QS1Q5: In your opinion, how accessible (e.g., easy to find, easy to understand) is information from each of the following sources?

Politicians

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Accessible (Net)	62%	60%	63%	65%	63%	58%	60%	63%
Very accessible	24%	27% c	21%	28% f	23%	21%	23%	26%
Somewhat accessible	38%	33%	42% B	36%	40%	36%	38%	37%
Not accessible (Net)	34%	37% C	30%	30%	32%	38%	35%	32%
Not very accessible	20%	24% C	17%	19%	21%	22%	22%	19%
Not at all accessible	13%	14%	13%	12%	12%	16%	13%	14%
Not at all sure	5%	3%	6% B	5%	4%	4%	5%	4%

Table Base: US RESPONDENTS

QS1Q5: In your opinion, how accessible (e.g., easy to find, easy to understand) is information from each of the following sources?

Non-political public figures (e.g., celebrities, activists)

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Accessible (Net)	66%	66%	67%	69% F	72% F	59%	64%	69%
Very accessible	27%	27%	27%	34% F	27% f	21%	26%	28%
Somewhat accessible	39%	39%	40%	35%	45% D	38%	39%	40%
Not accessible (Net)	29%	32% c	26%	27%	24%	34% E	31%	26%
Not very accessible	18%	20% c	15%	18%	16%	19%	19%	16%
Not at all accessible	11%	11%	11%	9%	8%	15% dE	12%	10%
Not at all sure	5%	2%	7% B	3%	5%	6%	5%	5%

Table Base: US RESPONDENTS

QS1Q5: In your opinion, how accessible (e.g., easy to find, easy to understand) is information from each of the following sources?

Academia (e.g., professors, researchers, scientific journals)

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Accessible (Net)	66%	67%	66%	72% F	70% F	59%	63%	72% G
Very accessible	25%	24%	25%	31% F	29% F	17%	21%	31% G
Somewhat accessible	42%	42%	41%	40%	41%	43%	42%	41%
Not accessible (Net)	29%	31%	27%	24%	26%	35% DE	32% H	24%
Not very accessible	22%	23%	21%	19%	20%	25%	24%	19%
Not at all accessible	7%	7%	6%	4%	6%	9% D	8% h	4%
Not at all sure	5%	3%	7% B	5%	4%	6%	5%	5%

Table Base: US RESPONDENTS

QS1Q5: In your opinion, how accessible (e.g., easy to find, easy to understand) is information from each of the following sources?

Companies

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Accessible (Net)	67%	71% C	63%	67%	74% dF	61%	66%	68%
Very accessible	21%	25% C	17%	28% F	23% F	14%	18%	25% G
Somewhat accessible	46%	46%	46%	38%	51% D	48% d	48%	43%
Not accessible (Net)	28%	27%	29%	28%	22%	32% E	28%	27%
Not very accessible	21%	20%	22%	19%	16%	26% dE	23% H	17%
Not at all accessible	7%	7%	7%	10%	6%	6%	5%	10% G
Not at all sure	5%	2%	8% B	5%	4%	7%	5%	5%

Table Base: US RESPONDENTS

QS1Q5: In your opinion, how accessible (e.g., easy to find, easy to understand) is information from each of the following sources?

Social media

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Accessible (Net)	82%	82%	82%	87% F	87% F	75%	81%	84%
Very accessible	56%	55%	57%	63% F	62% F	46%	54%	59%
Somewhat accessible	26%	27%	25%	24%	25%	29%	27%	25%
Not accessible (Net)	13%	14%	12%	10%	9%	20% DE	15% h	10%
Not very accessible	8%	9%	6%	7%	5%	10% E	8%	7%
Not at all accessible	6%	5%	6%	2%	3%	10% DE	7% H	3%
Not at all sure	4%	3%	5%	4%	4%	5%	4%	6%

Table Base: US RESPONDENTS

QS1Q5: In your opinion, how accessible (e.g., easy to find, easy to understand) is information from each of the following sources?

People I know personally

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Accessible (Net)	87%	90% c	85%	85%	88%	89%	90% H	83%
Very accessible	57%	54%	60%	53%	60%	57%	60% h	52%
Somewhat accessible	31%	36% C	26%	32%	28%	32%	31%	31%
Not accessible (Net)	9%	9%	9%	12%	8%	7%	7%	12% G
Not very accessible	6%	6%	7%	7%	6%	5%	4%	9% G
Not at all accessible	3%	4%	3%	5% f	2%	2%	2%	4%
Not at all sure	3%	1%	5% B	3%	3%	4%	3%	5%

Table Base: US RESPONDENTS

QS1Q6: How much do you agree with each of the following statements?

I think predictions from public opinion polls (e.g., Pew Research Center, Gallup) are correct more often than they are incorrect.

	Gender		Age			Race & Ethnicity		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Agree (Net)	61%	62%	60%	66% F	64% F	54%	59%	62%
Strongly agree	16%	14%	17%	22% F	21% F	7%	12%	21% G
Somewhat agree	45%	48%	42%	44%	44%	47%	47%	42%
Disagree (Net)	29%	32%	26%	25%	26%	34% DE	31%	25%
Somewhat disagree	21%	22%	19%	18%	19%	24%	22%	19%
Strongly disagree	8%	9%	7%	6%	7%	11%	9%	7%
Not at all sure	10%	7%	14% B	10%	10%	12%	9%	12%

Table Base: US RESPONDENTS

QS1Q6: How much do you agree with each of the following statements?

Overall, public opinion polling questions are fair and balanced.

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Agree (Net)	61%	58%	63%	71% F	67% F	49%	57%	67% G
Strongly agree	16%	14%	18%	24% F	21% F	7%	13%	22% G
Somewhat agree	45%	44%	45%	47%	46%	42%	44%	45%
Disagree (Net)	33%	39% C	28%	24%	27%	45% DE	37% H	27%
Somewhat disagree	24%	28% C	20%	18%	22%	31% DE	26% h	21%
Strongly disagree	9%	10%	8%	6%	5%	14% DE	11% H	6%
Not at all sure	6%	3%	9% B	5%	6%	7%	6%	7%

Table Base: US RESPONDENTS

QS1Q6: How much do you agree with each of the following statements?

Information collected from public opinion polls (e.g., Pew Research Center, Gallup) is often misrepresented by media outlets.

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Agree (Net)	72%	75% C	69%	69%	73%	72%	72%	71%
Strongly agree	27%	29%	25%	27%	27%	26%	27%	27%
Somewhat agree	45%	46%	44%	42%	46%	46%	45%	44%
Disagree (Net)	21%	20%	22%	23%	21%	19%	21%	21%
Somewhat disagree	16%	16%	16%	19%	17%	14%	16%	17%
Strongly disagree	5%	4%	5%	4%	4%	5%	5%	4%
Not at all sure	8%	5%	10% B	8%	6%	9%	7%	8%

Table Base: US RESPONDENTS

QS1Q6: How much do you agree with each of the following statements?

Public opinion polls (e.g., Pew Research Center, Gallup) are only useful during political elections.

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Agree (Net)	44%	44%	44%	58% EF	42%	36%	40%	50% G
Strongly agree	14%	15%	13%	20% F	15% F	8%	10%	20% G
Somewhat agree	30%	29%	31%	37% EF	27%	27%	30%	31%
Disagree (Net)	48%	50%	46%	35%	49% D	56% De	53% H	40%
Somewhat disagree	33%	35%	31%	24%	33% D	40% De	36% h	29%
Strongly disagree	15%	15%	15%	12%	16%	16%	17% H	11%
Not at all sure	8%	7%	10%	7%	9%	8%	7%	9%

Table Base: US RESPONDENTS