## 020224 - HOD FLASH (24 HOUR) SURVEY

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## Report Settings

Respondents:
Additional Filter:
Table Set:
Percentage Base:
Stat Test Levels:
Stat Test Groups:
Date Range:

## Segment Definitions

Total
Male
Female
18-34
35-54
55+
White Only (NH/L)
All People of Color

## Weighting

Total

Qualified Only
None
All
Total Answering
95 / 90 (z-test)
,BC,D-F,GH
(02/02/24-02/06/24)

| (ALL) | $\mathrm{n}=1079$ |
| :--- | :--- |
| (dmGenM.r1) | $\mathrm{n}=521$ |
| (dmGenM.r2) | $\mathrm{n}=547$ |
| (dmAge.check('18-34')) | $\mathrm{n}=311$ |
| (dmAge.check('35-54')) | $\mathrm{n}=350$ |
| (dmAge.check('>54')) | $\mathrm{n}=417$ |
| (net2RaceMUS.r1) | $\mathrm{n}=652$ |
| (net2RaceMUS.r6) | $\mathrm{n}=427$ |

nweight.q020224_24_hourdemo.val
q020224_24_hourdemo

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 | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | 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 <br> (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | N=595 | $\mathrm{N}=300$ | $\mathrm{N}=417$ | $\mathrm{N}=362$ | N=726 | $\mathrm{N}=353$ |
| National media outlets (e.g., CNN, The New York Times, NPR) | 52\% | $\begin{aligned} & 56 \% \\ & c \end{aligned}$ | 49\% | 42\% | $\begin{aligned} & 50 \% \\ & d \end{aligned}$ | $\begin{aligned} & 62 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 56 \% \\ & H \end{aligned}$ | 47\% |
| Social media | 51\% | 52\% | 51\% | $\begin{aligned} & 70 \% \\ & \text { EF } \end{aligned}$ | $\begin{aligned} & 59 \% \\ & F \end{aligned}$ | 30\% | 45\% | $\begin{aligned} & 60 \% \\ & G \end{aligned}$ |
| Local media outlets | 51\% | 53\% | 49\% | 36\% | $\begin{aligned} & 49 \% \\ & D \end{aligned}$ | $\begin{aligned} & 63 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 56 \% \\ & H \end{aligned}$ | 42\% |
| People I know personally | 41\% | 36\% | $\begin{aligned} & 46 \% \\ & \text { B } \end{aligned}$ | 43\% | 41\% | 39\% | 44\% | 37\% |
| Academia (e.g., professors, researchers, scientific journals) | 12\% | 12\% | 12\% | $\begin{aligned} & 18 \% \\ & \text { EF } \end{aligned}$ | 11\% | 8\% | 10\% | $\begin{aligned} & 15 \% \\ & G \end{aligned}$ |
| Politicians | 12\% | $\begin{aligned} & 15 \% \\ & \mathrm{C} \end{aligned}$ | 9\% | $\begin{aligned} & 15 \% \\ & F \end{aligned}$ | $\begin{aligned} & 13 \% \\ & f \end{aligned}$ | 8\% | 11\% | 14\% |
| Public opinion polls (e.g., Pew Research Center, Gallup) | 11\% | $\begin{aligned} & 14 \% \\ & C \end{aligned}$ | 8\% | $\begin{aligned} & 14 \% \\ & F \end{aligned}$ | 12\% | 8\% | 10\% | 13\% |

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

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

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

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

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only ( $\mathrm{NH} / \mathrm{L}$ ) G | All People of Color H |
| Companies | 1\% | 2\% | 1\% | $\begin{aligned} & 3 \% \\ & E \end{aligned}$ | 0\% | 1\% | 2\% | 1\% |
| Politicians | 1\% | $\begin{aligned} & 2 \% \\ & \mathrm{C} \end{aligned}$ | 0\% | $\begin{aligned} & 2 \% \\ & f \end{aligned}$ | 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\% | $\begin{aligned} & 6 \% \\ & D \end{aligned}$ | 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 | $\begin{aligned} & \text { Male } \\ & \text { B } \end{aligned}$ | Female <br> C | $\begin{aligned} & 18-34 \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \\ & \hline \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \\ & \hline \end{aligned}$ | White Only ( $\mathrm{NH} / \mathrm{L}$ ) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $\mathrm{N}=521$ | $\mathrm{N}=547$ | $\mathrm{N}=311$ | $\mathrm{N}=350$ | $\mathrm{N}=417$ | $N=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | $N=595$ | $\mathrm{N}=300$ | $\mathrm{N}=417$ | $N=362$ | $N=726$ | $N=353$ |
| Trustworthy (Net) | 62\% | 64\% | 61\% | $\begin{aligned} & 66 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 69 \% \\ & \mathrm{~F} \end{aligned}$ | 55\% | 60\% | 66\% |
| Very trustworthy | 13\% | 14\% | 13\% | $\begin{aligned} & \hline 16 \% \\ & F \end{aligned}$ | $\begin{aligned} & \hline 18 \% \\ & F \end{aligned}$ | 7\% | 12\% | $\begin{aligned} & 16 \% \\ & \mathrm{~g} \\ & \hline \end{aligned}$ |
| Somewhat trustworthy | 49\% | 50\% | 48\% | 49\% | 50\% | 48\% | 49\% | 50\% |
| Not <br> Trustworthy (Net) | 31\% | 31\% | 31\% | 28\% | 26\% | $\begin{aligned} & 38 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 34 \% \\ & H \end{aligned}$ | 27\% |
| Not very trustworthy | 23\% | 24\% | 22\% | 19\% | 20\% | $\begin{aligned} & 28 \% \\ & \text { DE } \end{aligned}$ | $\begin{array}{\|l} \hline 25 \% \\ \mathrm{~h} \end{array}$ | 19\% |
| Not at all trustworthy | 8\% | 8\% | 9\% | 9\% | 6\% | $\begin{aligned} & 10 \% \\ & e^{2} \end{aligned}$ | 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 <br> A | Male <br> B | Female <br> C | $\begin{aligned} & 18-34 \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & \mathrm{F} \end{aligned}$ | White Only ( $\mathrm{NH} / \mathrm{L}$ ) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $\mathrm{N}=521$ | $N=547$ | $\mathrm{N}=311$ | $\mathrm{N}=350$ | $\mathrm{N}=417$ | $\mathrm{N}=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $N=473$ | $\mathrm{N}=595$ | $\mathrm{N}=300$ | $\mathrm{N}=417$ | $\mathrm{N}=362$ | $\mathrm{N}=726$ | $N=353$ |
| Trustworthy (Net) | 68\% | 65\% | $\begin{aligned} & 71 \% \\ & \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 73 \% \\ & f \end{aligned}$ | 67\% | 65\% | 66\% | 71\% |
| Very trustworthy | 25\% | 23\% | 28\% | $\begin{aligned} & 32 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 27 \% \\ & \mathrm{~F} \end{aligned}$ | 19\% | 20\% | $\begin{aligned} & 33 \% \\ & G \end{aligned}$ |
| Somewhat trustworthy | 43\% | 42\% | 43\% | 41\% | 39\% | $\begin{aligned} & 47 \% \\ & e \end{aligned}$ | $\begin{aligned} & 46 \% \\ & H \end{aligned}$ | 38\% |
| Not <br> Trustworthy (Net) | 28\% | $\begin{aligned} & 32 \% \\ & \mathrm{C} \\ & \hline \end{aligned}$ | 24\% | 23\% | 29\% | $\begin{aligned} & 31 \% \\ & d \\ & \hline \end{aligned}$ | $\begin{aligned} & 30 \% \\ & \mathrm{~h} \\ & \hline \end{aligned}$ | 24\% |
| Not very trustworthy | 17\% | $\begin{aligned} & 20 \% \\ & c \end{aligned}$ | 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

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

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

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male <br> B | Female <br> C | $\begin{aligned} & 18-34 \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & \mathrm{F} \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $\mathrm{N}=521$ | $\mathrm{N}=547$ | $\mathrm{N}=311$ | $\mathrm{N}=350$ | $\mathrm{N}=417$ | $\mathrm{N}=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | $N=595$ | $\mathrm{N}=300$ | $\mathrm{N}=417$ | $N=362$ | $N=726$ | $\mathrm{N}=353$ |
| Trustworthy (Net) | 60\% | $\begin{aligned} & 66 \% \\ & \mathrm{C} \end{aligned}$ | 54\% | 56\% | $\begin{aligned} & 64 \% \\ & d \end{aligned}$ | 60\% | 61\% | 58\% |
| Very trustworthy | 13\% | 13\% | 13\% | $\begin{aligned} & 15 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 17 \% \\ & \mathrm{~F} \end{aligned}$ | 8\% | 11\% | $\begin{aligned} & 16 \% \\ & G \end{aligned}$ |
| Somewhat trustworthy | 47\% | $\begin{aligned} & 53 \% \\ & \mathrm{C} \end{aligned}$ | 42\% | 40\% | 47\% | $\begin{aligned} & 52 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 50 \% \\ & H \end{aligned}$ | 42\% |
| Not <br> Trustworthy (Net) | 31\% | 28\% | $\begin{aligned} & 35 \% \\ & b \end{aligned}$ | $\begin{aligned} & 35 \% \\ & e \end{aligned}$ | 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\% | $\begin{aligned} & \mathrm{12} \mathrm{\%} \\ & \mathrm{~g} \end{aligned}$ |
| Not at all sure | 9\% | 6\% | $\begin{aligned} & 11 \% \\ & B \end{aligned}$ | 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

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

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

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

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

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

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 <br> A | Male B | Female <br> C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & \mathrm{F} \end{aligned}$ | White Only ( $\mathrm{NH} / \mathrm{L}$ ) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $N=521$ | $\mathrm{N}=547$ | $\mathrm{N}=311$ | $\mathrm{N}=350$ | $\mathrm{N}=417$ | $\mathrm{N}=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | $\mathrm{N}=595$ | $\mathrm{N}=300$ | $\mathrm{N}=417$ | $\mathrm{N}=362$ | N=726 | $\mathrm{N}=353$ |
| Trustworthy (Net) | 81\% | 82\% | 81\% | 74\% | $\begin{aligned} & 84 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 85 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 85 \% \\ & \mathrm{H} \end{aligned}$ | 77\% |
| Very trustworthy | 32\% | 30\% | 33\% | 25\% | $\begin{aligned} & 34 \% \\ & D \end{aligned}$ | $\begin{aligned} & 35 \% \\ & D \\ & \hline \end{aligned}$ | $\begin{aligned} & 36 \% \\ & H \end{aligned}$ | 25\% |
| Somewhat trustworthy | 50\% | 52\% | 48\% | 49\% | 51\% | 50\% | 48\% | 51\% |
| Not <br> 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\% | $\begin{aligned} & 4 \% \\ & f \end{aligned}$ | 4\% | 2\% | 2\% | 4\% |
| Not at all sure | 5\% | 5\% | 5\% | $\begin{aligned} & 9 \% \\ & \mathrm{EF} \end{aligned}$ | 3\% | 3\% | 3\% | $\begin{aligned} & 7 \% \\ & \mathrm{G} \end{aligned}$ |

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 | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $N=521$ | $N=547$ | $\mathrm{N}=311$ | $\mathrm{N}=350$ | $N=417$ | N=652 | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | N=595 | $\mathrm{N}=300$ | $N=417$ | N=362 | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Useful (Net) | 68\% | $\begin{aligned} & 72 \% \\ & c \end{aligned}$ | 65\% | $\begin{aligned} & 72 \% \\ & \mathrm{f} \end{aligned}$ | 70\% | 64\% | 67\% | 70\% |
| Very useful | 18\% | 18\% | 18\% | $\begin{aligned} & 22 \% \\ & F \end{aligned}$ | $\begin{aligned} & 22 \% \\ & \mathrm{~F} \end{aligned}$ | 11\% | 16\% | $\begin{aligned} & 21 \% \\ & \mathrm{~g} \\ & \hline \end{aligned}$ |
| Somewhat useful | 50\% | 53\% | 47\% | 49\% | 48\% | 53\% | 51\% | 49\% |
| Not useful (Net) | 27\% | 25\% | 29\% | 23\% | 26\% | $\begin{aligned} & 31 \% \\ & D \end{aligned}$ | 29\% | 24\% |
| Not very useful | 19\% | 19\% | 18\% | 13\% | $\begin{aligned} & 19 \% \\ & d \end{aligned}$ | $\begin{aligned} & 23 \% \\ & D \end{aligned}$ | 20\% | 16\% |
| Not at all useful | 9\% | 6\% | $\begin{aligned} & 11 \% \\ & \mathrm{~B} \end{aligned}$ | 10\% | 7\% | 9\% | 9\% | 9\% |
| Not at all sure | 5\% | 3\% | $\begin{aligned} & 6 \% \\ & b \end{aligned}$ | 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 | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $N=521$ | $N=547$ | $\mathrm{N}=311$ | $\mathrm{N}=350$ | $N=417$ | N=652 | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $N=473$ | N=595 | $\mathrm{N}=300$ | $N=417$ | N=362 | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Useful (Net) | 73\% | 71\% | 75\% | $\begin{aligned} & 78 \% \\ & f \end{aligned}$ | 72\% | 70\% | 73\% | 74\% |
| Very useful | 34\% | 32\% | 36\% | $\begin{aligned} & 38 \% \\ & F \end{aligned}$ | $\begin{aligned} & 36 \% \\ & \mathrm{f} \end{aligned}$ | 29\% | 33\% | 36\% |
| Somewhat useful | 39\% | 39\% | 39\% | 40\% | 36\% | 41\% | 40\% | 38\% |
| Not useful (Net) | 24\% | 26\% | 22\% | 18\% | 25\% | $\begin{aligned} & 27 \% \\ & D \end{aligned}$ | 25\% | 22\% |
| Not very useful | 14\% | 15\% | 14\% | 13\% | 14\% | 16\% | 15\% | 13\% |
| Not at all useful | 9\% | 11\% | 8\% | 6\% | $\begin{aligned} & 11 \% \\ & d \end{aligned}$ | $\begin{aligned} & 11 \% \\ & d \end{aligned}$ | 10\% | 9\% |
| Not at all sure | 3\% | 3\% | 3\% | 4\% | 3\% | 2\% | 2\% | $\begin{aligned} & 4 \% \\ & \mathrm{~g} \end{aligned}$ |

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 | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $\mathrm{N}=521$ | $N=547$ | $\mathrm{N}=311$ | $N=350$ | $\mathrm{N}=417$ | $\mathrm{N}=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | $\mathrm{N}=595$ | $\mathrm{N}=300$ | $\mathrm{N}=417$ | N=362 | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Useful (Net) | 81\% | 82\% | 80\% | 76\% | 82\% | $\begin{aligned} & 83 \% \\ & d \end{aligned}$ | $\begin{aligned} & 84 \% \\ & H \end{aligned}$ | 76\% |
| Very useful | 29\% | 27\% | 32\% | 27\% | $\begin{aligned} & 38 \% \\ & \text { DF } \end{aligned}$ | 24\% | 30\% | 28\% |
| Somewhat useful | 51\% | $\begin{aligned} & 55 \% \\ & c \end{aligned}$ | 48\% | 50\% | 44\% | $\begin{aligned} & 59 \% \\ & d E \end{aligned}$ | 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\% | $\begin{aligned} & 7 \% \\ & \mathrm{~g} \end{aligned}$ |
| Not at all sure | 4\% | 3\% | 4\% | $\begin{aligned} & 6 \% \\ & F \end{aligned}$ | 3\% | 2\% | 2\% | $\begin{aligned} & \text { 6\% } \\ & \text { G } \end{aligned}$ |

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 <br> A | $\begin{aligned} & \text { Male } \\ & \text { B } \end{aligned}$ | $\begin{aligned} & \text { Female } \\ & \mathrm{C} \\ & \hline \end{aligned}$ | $\begin{aligned} & 18-34 \\ & D \\ & \hline \end{aligned}$ | $\begin{array}{\|l} 35-54 \\ E \\ \hline \end{array}$ | $\begin{array}{\|l} 55+ \\ \mathrm{F} \\ \hline \end{array}$ | White Only $(\mathrm{NH} / \mathrm{L})$ $\mathrm{G}$ | All People of Color H |
| Total | $\mathrm{N}=1079$ | $\mathrm{N}=521$ | $\mathrm{N}=547$ | $\mathrm{N}=311$ | $\mathrm{N}=350$ | $\mathrm{N}=417$ | N=652 | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $N=473$ | $N=595$ | $\mathrm{N}=300$ | $\mathrm{N}=417$ | $N=362$ | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Useful (Net) | 66\% | 66\% | 66\% | 65\% | $71 \%$ | 63\% | 66\% | 67\% |
| Very useful | 17\% | 18\% | 16\% | $\begin{aligned} & \hline 22 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & \hline 20 \% \\ & \mathrm{~F} \end{aligned}$ | 11\% | 15\% | 20\% |
| Somewhat useful | 49\% | 49\% | 49\% | 42\% | $\begin{aligned} & 50 \% \\ & \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 53 \% \\ & \mathrm{D} \end{aligned}$ | 50\% | 47\% |
| Not useful (Net) | 28\% | 29\% | 27\% | 28\% | 24\% | $32 \%$ | 29\% | 27\% |
| Not very useful | 20\% | 22\% | 18\% | 20\% | 16\% | $\underset{E}{23 \%}$ | 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 | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & E \end{aligned}$ | $\begin{aligned} & 55+ \\ & \text { F } \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $N=521$ | $\mathrm{N}=547$ | $\mathrm{N}=311$ | $N=350$ | $N=417$ | N=652 | $N=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | N=595 | $\mathrm{N}=300$ | $\mathrm{N}=417$ | $\mathrm{N}=362$ | N=726 | N=353 |
| Useful (Net) | 40\% | 38\% | 41\% | $\begin{aligned} & 53 \% \\ & \text { EF } \end{aligned}$ | $\begin{aligned} & 44 \% \\ & F \end{aligned}$ | 27\% | 34\% | $\begin{aligned} & 49 \% \\ & G \end{aligned}$ |
| Very useful | 10\% | 9\% | 10\% | $\begin{aligned} & 16 \% \\ & F \end{aligned}$ | $\begin{aligned} & 13 \% \\ & F \end{aligned}$ | 2\% | 6\% | $\begin{aligned} & 15 \% \\ & \mathrm{G} \end{aligned}$ |
| Somewhat useful | 30\% | 29\% | 31\% | $\begin{aligned} & 37 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 31 \% \\ & \mathrm{f} \end{aligned}$ | 24\% | 28\% | 34\% |
| Not useful (Net) | 56\% | $\begin{aligned} & 60 \% \\ & c \end{aligned}$ | 53\% | 43\% | $\begin{aligned} & 53 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 69 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 63 \% \\ & H \end{aligned}$ | 46\% |
| Not very useful | 33\% | 36\% | 31\% | 28\% | 30\% | $\begin{aligned} & 40 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 36 \% \\ & H \end{aligned}$ | 29\% |
| Not at all useful | 23\% | 24\% | 22\% | 16\% | $\begin{aligned} & 23 \% \\ & d \end{aligned}$ | $\begin{aligned} & 29 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 26 \% \\ & H \end{aligned}$ | 18\% |
| Not at all sure | 4\% | 2\% | $\begin{aligned} & 6 \% \\ & \mathrm{~B} \\ & \hline \end{aligned}$ | 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 | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $\mathrm{N}=521$ | $N=547$ | $N=311$ | $N=350$ | $N=417$ | $\mathrm{N}=652$ | $\mathrm{N}=427$ |
| Total <br> (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | $\mathrm{N}=595$ | $\mathrm{N}=300$ | $\mathrm{N}=417$ | $\mathrm{N}=362$ | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Useful (Net) | 42\% | 42\% | 42\% | $\begin{aligned} & 53 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 50 \% \\ & \mathrm{~F} \end{aligned}$ | 28\% | 38\% | $\begin{aligned} & 49 \% \\ & \mathrm{G} \end{aligned}$ |
| Very useful | 11\% | 11\% | 10\% | $\begin{aligned} & 17 \% \\ & \text { eF } \end{aligned}$ | $\begin{aligned} & 12 \% \\ & F \end{aligned}$ | 5\% | 9\% | $\begin{aligned} & 14 \% \\ & G \end{aligned}$ |
| Somewhat useful | 32\% | 31\% | 32\% | $\begin{aligned} & 35 \% \\ & F \end{aligned}$ | $\begin{aligned} & 38 \% \\ & F \end{aligned}$ | 23\% | 29\% | $\begin{aligned} & 35 \% \\ & \mathrm{~g} \\ & \hline \end{aligned}$ |
| Not useful (Net) | 52\% | 54\% | 51\% | 41\% | 45\% | $\begin{aligned} & 67 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 59 \% \\ & H \end{aligned}$ | 43\% |
| Not very useful | 30\% | 29\% | 31\% | 27\% | 28\% | 34\% | $\begin{aligned} & 34 \% \\ & H \end{aligned}$ | 25\% |
| Not at all useful | 22\% | 24\% | 20\% | 14\% | 17\% | $\begin{aligned} & 33 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 25 \% \\ & H \end{aligned}$ | 18\% |
| Not at all sure | 6\% | 4\% | 7\% | 6\% | 5\% | 5\% | 4\% | $\begin{aligned} & \text { 8\% } \\ & \text { G } \end{aligned}$ |

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

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 | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $\mathrm{N}=521$ | N=547 | N=311 | N=350 | $\mathrm{N}=417$ | N=652 | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | N=595 | N=300 | $\mathrm{N}=417$ | $\mathrm{N}=362$ | N=726 | N=353 |
| Useful (Net) | 59\% | 59\% | 58\% | 55\% | $\begin{aligned} & 65 \% \\ & \text { DF } \end{aligned}$ | 55\% | 57\% | 60\% |
| Very useful | 14\% | 16\% | 12\% | $\begin{aligned} & 21 \% \\ & F \end{aligned}$ | $\begin{aligned} & 18 \% \\ & F \end{aligned}$ | 6\% | 12\% | $\begin{aligned} & 17 \% \\ & \mathrm{~g} \end{aligned}$ |
| Somewhat useful | 44\% | 43\% | 46\% | 34\% | $\begin{aligned} & 48 \% \\ & D \end{aligned}$ | $\begin{aligned} & 50 \% \\ & \mathrm{D} \end{aligned}$ | 45\% | 43\% |
| Not useful (Net) | 36\% | 37\% | 34\% | $\begin{aligned} & 40 \% \\ & E \end{aligned}$ | 28\% | $\begin{aligned} & 39 \% \\ & E \end{aligned}$ | 37\% | 33\% |
| Not very useful | 25\% | 27\% | 23\% | $\begin{aligned} & 26 \% \\ & E \end{aligned}$ | 18\% | $\begin{aligned} & 30 \% \\ & E \end{aligned}$ | $\begin{aligned} & 28 \% \\ & H \end{aligned}$ | 20\% |
| Not at all useful | 11\% | 10\% | 11\% | 14\% | 10\% | 9\% | 9\% | $\begin{aligned} & 13 \% \\ & \mathrm{~g} \end{aligned}$ |
| Not at all sure | 6\% | 4\% | $\begin{aligned} & 8 \% \\ & \mathrm{~B} \\ & \hline \end{aligned}$ | 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 | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & \text { F } \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $N=521$ | $\mathrm{N}=547$ | $\mathrm{N}=311$ | $N=350$ | $N=417$ | N=652 | $N=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | N=595 | $\mathrm{N}=300$ | $\mathrm{N}=417$ | $\mathrm{N}=362$ | N=726 | N=353 |
| Useful (Net) | 56\% | 55\% | 58\% | $\begin{aligned} & 73 \% \\ & \text { EF } \end{aligned}$ | $\begin{aligned} & 63 \% \\ & F \end{aligned}$ | 38\% | 50\% | $\begin{aligned} & 66 \% \\ & G \end{aligned}$ |
| Very useful | 17\% | 18\% | 17\% | $\begin{aligned} & 33 \% \\ & \text { EF } \end{aligned}$ | $\begin{aligned} & 18 \% \\ & F \end{aligned}$ | 6\% | 13\% | $\begin{aligned} & 24 \% \\ & G \end{aligned}$ |
| Somewhat useful | 39\% | 37\% | 41\% | 40\% | $\begin{aligned} & 46 \% \\ & F \end{aligned}$ | 32\% | 37\% | 42\% |
| Not useful (Net) | 40\% | $43 \%$ C | 37\% | 24\% | $\begin{aligned} & 33 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 58 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 47 \% \\ & H \end{aligned}$ | 29\% |
| Not very useful | 22\% | $\begin{aligned} & 25 \% \\ & \mathrm{C} \end{aligned}$ | 19\% | 15\% | 21\% | $\begin{aligned} & 28 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 25 \% \\ & \mathrm{H} \end{aligned}$ | 17\% |
| Not at all useful | 18\% | 18\% | 18\% | 8\% | 13\% | $\begin{aligned} & 30 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 22 \% \\ & \mathrm{H} \end{aligned}$ | 12\% |
| Not at all sure | 4\% | 2\% | $\begin{aligned} & 5 \% \\ & \mathrm{~B} \end{aligned}$ | 3\% | 3\% | 4\% | 3\% | $\begin{aligned} & 5 \% \\ & \mathrm{~g} \\ & \hline \end{aligned}$ |

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 | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $\mathrm{N}=521$ | N=547 | N=311 | N=350 | $\mathrm{N}=417$ | N=652 | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | N=595 | N=300 | $\mathrm{N}=417$ | $\mathrm{N}=362$ | N=726 | N=353 |
| Useful (Net) | 84\% | 85\% | 82\% | 79\% | $\begin{aligned} & 86 \% \\ & D \end{aligned}$ | $\begin{aligned} & 86 \% \\ & d \end{aligned}$ | $\begin{aligned} & 86 \% \\ & H \end{aligned}$ | 80\% |
| Very useful | 33\% | 32\% | 34\% | $\begin{aligned} & 39 \% \\ & F \end{aligned}$ | 33\% | 29\% | 31\% | 36\% |
| Somewhat useful | 51\% | 53\% | 49\% | 40\% | $\begin{aligned} & 53 \% \\ & D \end{aligned}$ | $\begin{aligned} & 57 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 55 \% \\ & H \end{aligned}$ | 44\% |
| Not useful (Net) | 13\% | 13\% | 13\% | $\begin{aligned} & 17 \% \\ & \mathrm{f} \end{aligned}$ | 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\% | $\begin{aligned} & 5 \% \\ & \mathrm{~g} \end{aligned}$ |
| Not at all sure | 3\% | 2\% | $\begin{aligned} & 5 \% \\ & \mathrm{~B} \\ & \hline \end{aligned}$ | 4\% | 2\% | 3\% | 2\% | $\begin{aligned} & 5 \% \\ & \mathrm{~g} \\ & \hline \end{aligned}$ |

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)

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 55+ \\ & \mathrm{F} \end{aligned}$ | White Only ( $\mathrm{NH} / \mathrm{L}$ ) G | All People of Color H |
| Total | $N=1079$ | $\mathrm{N}=521$ | $N=547$ | $\mathrm{N}=311$ | $N=350$ | $N=417$ | $N=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | N=1079 | $\mathrm{N}=473$ | $\mathrm{N}=595$ | $\mathrm{N}=300$ | $N=417$ | N=362 | N=726 | $\mathrm{N}=353$ |
| Accessible (Net) | 70\% | $\begin{aligned} & 74 \% \\ & \mathrm{C} \end{aligned}$ | 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\% | $\begin{aligned} & 9 \% \\ & \mathrm{e} \end{aligned}$ | 4\% | $\begin{aligned} & 8 \% \\ & \mathrm{e} \end{aligned}$ | 6\% | 8\% |
| Not at all sure | 7\% | 4\% | $\begin{aligned} & 9 \% \\ & B \end{aligned}$ | 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)

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 55+ \\ & \mathrm{F} \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $\mathrm{N}=521$ | $\mathrm{N}=547$ | $N=311$ | $\mathrm{N}=350$ | $\mathrm{N}=417$ | $N=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | $\mathrm{N}=595$ | $\mathrm{N}=300$ | $\mathrm{N}=417$ | 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\% | $\begin{aligned} & 35 \% \\ & d \end{aligned}$ | 32\% | 33\% |
| Not accessible (Net) | 15\% | 15\% | 14\% | $\begin{aligned} & 18 \% \\ & e \end{aligned}$ | 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\% | $\begin{aligned} & 4 \% \\ & b \end{aligned}$ | 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

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

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

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

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

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

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 35-54 \\ & E \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only ( $\mathrm{NH} / \mathrm{L}$ ) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $N=521$ | $N=547$ | $N=311$ | $N=350$ | $N=417$ | $\mathrm{N}=652$ | $\mathrm{N}=427$ |
| Total <br> (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | N=595 | N=300 | $\mathrm{N}=417$ | N=362 | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Accessible (Net) | 67\% | $\begin{aligned} & 71 \% \\ & \mathrm{C} \end{aligned}$ | 63\% | 67\% | $\begin{aligned} & 74 \% \\ & \mathrm{dF} \end{aligned}$ | 61\% | 66\% | 68\% |
| Very accessible | 21\% | $\begin{aligned} & 25 \% \\ & \mathrm{C} \end{aligned}$ | 17\% | $\begin{aligned} & 28 \% \\ & F \end{aligned}$ | $\begin{aligned} & 23 \% \\ & \mathrm{~F} \end{aligned}$ | 14\% | 18\% | $\begin{aligned} & 25 \% \\ & G \end{aligned}$ |
| Somewhat accessible | 46\% | 46\% | 46\% | 38\% | $\begin{aligned} & 51 \% \\ & D \end{aligned}$ | $\begin{aligned} & 48 \% \\ & d \end{aligned}$ | 48\% | 43\% |
| Not accessible (Net) | 28\% | 27\% | 29\% | 28\% | 22\% | $\begin{aligned} & 32 \% \\ & E \end{aligned}$ | 28\% | 27\% |
| Not very accessible | 21\% | 20\% | 22\% | 19\% | 16\% | $\begin{aligned} & 26 \% \\ & d E \end{aligned}$ | $\begin{aligned} & 23 \% \\ & H \end{aligned}$ | 17\% |
| Not at all accessible | 7\% | 7\% | 7\% | 10\% | 6\% | 6\% | 5\% | $\begin{aligned} & 10 \% \\ & G \end{aligned}$ |
| Not at all sure | 5\% | 2\% | $\begin{aligned} & 8 \% \\ & \mathrm{~B} \end{aligned}$ | 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 <br> A | Male <br> B | Female <br> C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & E \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only ( $\mathrm{NH} / \mathrm{L}$ ) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $\mathrm{N}=521$ | $\mathrm{N}=547$ | $\mathrm{N}=311$ | $\mathrm{N}=350$ | $N=417$ | $\mathrm{N}=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $N=473$ | $\mathrm{N}=595$ | $\mathrm{N}=300$ | $\mathrm{N}=417$ | $\mathrm{N}=362$ | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Accessible (Net) | 82\% | 82\% | 82\% | $\begin{aligned} & 87 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 87 \% \\ & \mathrm{~F} \end{aligned}$ | 75\% | 81\% | 84\% |
| Very accessible | 56\% | 55\% | 57\% | $\begin{aligned} & 63 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 62 \% \\ & \mathrm{~F} \end{aligned}$ | 46\% | 54\% | 59\% |
| Somewhat accessible | 26\% | 27\% | 25\% | 24\% | 25\% | 29\% | 27\% | 25\% |
| Not accessible (Net) | 13\% | 14\% | 12\% | 10\% | 9\% | $\begin{aligned} & 20 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 15 \% \\ & \mathrm{~h} \end{aligned}$ | 10\% |
| Not very accessible | 8\% | 9\% | 6\% | 7\% | 5\% | $\begin{aligned} & 10 \% \\ & E \end{aligned}$ | 8\% | 7\% |
| Not at all accessible | 6\% | 5\% | 6\% | 2\% | 3\% | $\begin{aligned} & 10 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 7 \% \\ & H \end{aligned}$ | 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

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male <br> B | Female C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & E \end{aligned}$ | $\begin{aligned} & 55+ \\ & \mathrm{F} \end{aligned}$ | White Only ( $\mathrm{NH} / \mathrm{L}$ ) <br> G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $\mathrm{N}=521$ | $\mathrm{N}=547$ | $\mathrm{N}=311$ | $\mathrm{N}=350$ | $\mathrm{N}=417$ | $\mathrm{N}=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | N=595 | $N=300$ | $N=417$ | N=362 | $\mathrm{N}=726$ | $N=353$ |
| Accessible (Net) | 87\% | $90 \%$ | 85\% | 85\% | 88\% | 89\% | $\begin{aligned} & 90 \% \\ & H \end{aligned}$ | 83\% |
| Very accessible | 57\% | 54\% | 60\% | 53\% | 60\% | 57\% | $\begin{aligned} & 60 \% \\ & \mathrm{~h} \end{aligned}$ | 52\% |
| Somewhat accessible | 31\% | $\begin{aligned} & 36 \% \\ & \mathrm{C} \end{aligned}$ | 26\% | 32\% | 28\% | 32\% | 31\% | 31\% |
| Not accessible (Net) | 9\% | 9\% | 9\% | 12\% | 8\% | 7\% | 7\% | $\begin{aligned} & 12 \% \\ & \mathrm{G} \end{aligned}$ |
| Not very accessible | 6\% | 6\% | 7\% | 7\% | 6\% | 5\% | 4\% | $\begin{aligned} & 9 \% \\ & G \end{aligned}$ |
| Not at all accessible | 3\% | 4\% | 3\% | $\begin{aligned} & 5 \% \\ & f \end{aligned}$ | 2\% | 2\% | 2\% | 4\% |
| Not at all sure | 3\% | 1\% | $\begin{aligned} & 5 \% \\ & \mathrm{~B} \end{aligned}$ | 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 | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $\mathrm{N}=521$ | $N=547$ | $\mathrm{N}=311$ | $N=350$ | $N=417$ | N=652 | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $N=473$ | N=595 | $\mathrm{N}=300$ | $\mathrm{N}=417$ | N=362 | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Agree (Net) | 61\% | 62\% | 60\% | $\begin{aligned} & 66 \% \\ & F \end{aligned}$ | $\begin{aligned} & 64 \% \\ & F \end{aligned}$ | 54\% | 59\% | 62\% |
| Strongly agree | 16\% | 14\% | 17\% | $\begin{aligned} & 22 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 21 \% \\ & F \end{aligned}$ | 7\% | 12\% | $\begin{aligned} & 21 \% \\ & G \end{aligned}$ |
| Somewhat agree | 45\% | 48\% | 42\% | 44\% | 44\% | 47\% | 47\% | 42\% |
| Disagree (Net) | 29\% | 32\% | 26\% | 25\% | 26\% | $\begin{aligned} & 34 \% \\ & D E \end{aligned}$ | 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\% | $\begin{aligned} & 14 \% \\ & B \end{aligned}$ | 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.

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

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $N=521$ | N=547 | $\mathrm{N}=311$ | $N=350$ | $\mathrm{N}=417$ | N=652 | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | N=595 | $\mathrm{N}=300$ | $\mathrm{N}=417$ | $\mathrm{N}=362$ | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Agree (Net) | 72\% | $\begin{aligned} & 75 \% \\ & c \end{aligned}$ | 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\% | $\begin{aligned} & 10 \% \\ & \text { B } \end{aligned}$ | 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.

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

Table Base: US RESPONDENTS

