

020224 - HOD FLASH (24 HOUR) SURVEY

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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:	,B-D,EF,G-I
Date Range:	(02/02/24 - 02/06/24)

Segment Definitions

Total	(ALL)	n=1079
High school diploma or less	(Q2146.r1 or Q2146.r2 or Q2146.r3)	n=318
Some post-HS education	(Q2146.r4 or Q2146.r70 or Q2146.r71)	n=378
Bachelor's or Higher	(Q2146.r5 or Q2146.r6 or Q2146.r7)	n=383
Employed	(netEmploy.r1)	n=667
Not employed	(netEmploy.r2)	n=412
< \$50K	(Q2157.r4 or Q2157.r1 or Q2157.r2 or Q2157.r3)	n=282
\$50K - \$99.9K	(Q2157.r5 or Q2157.r6)	n=303
\$100K+	(Q2157.r7 or Q2157.r8 or Q2157.r9 or Q2157.r10 or Q2157.r11)	n=475

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.

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
National media outlets (e.g., CNN, The New York Times, NPR)	52%	36%	52% B	66% BC	54%	50%	39%	52% G	61% GH
Social media	51%	57% D	52% d	45%	56% F	43%	59% Hi	46%	50%
Local media outlets	51%	41%	56% B	54% B	51%	51%	42%	58% G	52% G
People I know personally	41%	41%	42%	41%	41%	41%	37%	42%	43%
Academia (e.g., professors, researchers, scientific journals)	12%	6%	11%	18% BC	14% F	9%	9%	10%	16% Gh
Politicians	12%	10%	13%	13%	14% f	9%	9%	11%	14% g

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.

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Public opinion polls (e.g., Pew Research Center, Gallup)	11%	6%	11% b	16% B	14% F	6%	11%	10%	13%
Industry-specific media outlets	11%	6%	12% B	13% B	13% F	7%	8%	10%	13% g
Companies	10%	7%	9%	14% Bc	14% F	4%	7%	10%	12% G
Non-political public figures (e.g., celebrities, activists)	10%	8%	9%	12%	12% F	6%	9%	7%	12% H
Other	4%	4%	3%	6% c	3%	6% e	2%	7% G	4%
Not at all sure	6%	10% CD	5%	5%	6%	7%	10% HI	5%	5%

Table Base: US RESPONDENTS

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

	Total A	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1010	N=286	N=360	N=364	N=624	N=385	N=253	N=288	N=451
Total (Unweighted)	N=1007	N=273	N=346	N=388	N=633	N=374	N=346	N=297	N=347
National media outlets (e.g., CNN, The New York Times, NPR)	34%	23%	31% b	46% BC	35%	33%	22%	31% G	42% GH
Local media outlets	23%	19%	30% BD	19%	20%	27% e	23%	29% I	19%
Social media	21%	30% CD	21% D	14%	23%	18%	34% HI	17%	17%
People I know personally	9%	15% CD	7%	7%	8%	11%	11%	9%	8%
Industry-specific media outlets	2%	1%	4% b	2%	2%	2%	2%	2%	3%
Academia (e.g., professors, researchers, scientific journals)	2%	1%	2%	3%	3% f	1%	1%	3%	3%

continued...

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

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Non-political public figures (e.g., celebrities, activists)	1%	2%	1%	2%	2%	1%	2%	1%	1%
Companies	1%	2%	1%	1%	2% F	0%	1%	2%	1%
Politicians	1%	3% cD	1%	0%	1%	1%	1%	1%	1%
Public opinion polls (e.g., Pew Research Center, Gallup)	1%	0%	1%	1%	1%	0%	0%	0%	1%
#{QS1Q1.r1 1.open}	4%	4%	2%	5% c	3%	5% e	2%	6% G	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)

	Total A	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Trustworthy (Net)	62%	57%	62%	67% B	66% F	57%	57%	58%	68% GH
Very trustworthy	13%	14%	12%	15%	16% F	9%	13%	10%	15% h
Somewhat trustworthy	49%	44%	50%	53% B	50%	48%	44%	49%	54% G
Not Trustworthy (Net)	31%	33%	31%	30%	29%	35% e	32%	34%	29%
Not very trustworthy	23%	20%	24%	24%	22%	24%	23%	26%	20%
Not at all trustworthy	8%	13% CD	7%	6%	7%	10%	9%	8%	9%
Not at all sure	6%	9% D	8% D	3%	5%	9% E	11% I	7% I	3%

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)

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Trustworthy (Net)	68%	64%	64%	75% BC	70%	64%	66%	64%	72% h
Very trustworthy	25%	26%	21%	29% C	28% f	22%	26% h	19%	28% H
Somewhat trustworthy	43%	38%	43%	46% b	42%	43%	40%	45%	44%
Not Trustworthy (Net)	28%	27%	32% D	24%	27%	29%	24%	33% G	27%
Not very trustworthy	17%	15%	21% b	16%	16%	19%	13%	21% G	18%
Not at all trustworthy	10%	12%	11%	8%	11%	10%	11%	12%	9%
Not at all sure	4%	9% CD	4% D	1%	3%	7% E	10% HI	3%	1%

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	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Trustworthy (Net)	76%	69%	78% B	81% B	77%	75%	72%	75%	80% G
Very trustworthy	25%	27%	23%	26%	26%	25%	25%	22%	28%
Somewhat trustworthy	51%	42%	55% B	55% B	51%	50%	46%	53%	52%
Not Trustworthy (Net)	19%	22%	18%	17%	19%	19%	18%	21%	18%
Not very trustworthy	13%	14%	13%	13%	13%	13%	12%	16%	12%
Not at all trustworthy	6%	8% d	5%	4%	6%	6%	6%	5%	6%
Not at all sure	5%	9% CD	4%	2%	4%	6%	10% HI	4%	2%

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

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Trustworthy (Net)	60%	52%	58%	68% BC	65% F	52%	52%	59%	65% G
Very trustworthy	13%	12%	11%	16%	16% F	8%	10%	10%	16% GH
Somewhat trustworthy	47%	40%	47%	53% B	48%	45%	42%	49%	49%
Not Trustworthy (Net)	31%	36% D	33%	26%	29%	36% e	33%	33%	30%
Not very trustworthy	22%	21%	24%	20%	21%	23%	22%	23%	21%
Not at all trustworthy	9%	15% CD	9%	6%	8%	12% E	11%	9%	8%
Not at all sure	9%	12% D	9% d	5%	7%	12% E	15% HI	9% i	5%

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	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Trustworthy (Net)	30%	30%	29%	32%	32%	27%	34% h	27%	28%
Very trustworthy	7%	8%	6%	5%	8% F	4%	7%	5%	7%
Somewhat trustworthy	23%	21%	22%	26%	24%	22%	28% i	22%	21%
Not Trustworthy (Net)	66%	64%	67%	66%	65%	67%	57%	70% G	69% G
Not very trustworthy	38%	35%	38%	41%	39%	37%	33%	40% g	41% g
Not at all trustworthy	28%	28%	29%	26%	26%	31%	24%	30%	28%
Not at all sure	4%	7% D	4% d	2%	3%	6% e	8% HI	3%	3%

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)

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Trustworthy (Net)	40%	44%	38%	37%	43% F	35%	42% h	35%	42%
Very trustworthy	7%	10%	6%	6%	9% F	4%	8%	5%	8%
Somewhat trustworthy	32%	34%	32%	31%	33%	31%	34%	30%	33%
Not Trustworthy (Net)	54%	48%	55%	58% B	53%	56%	47%	60% G	55% g
Not very trustworthy	32%	26%	32%	38% B	33%	31%	27%	37% G	32%
Not at all trustworthy	22%	22%	23%	20%	20%	24%	20%	23%	23%
Not at all sure	6%	8%	6%	5%	4%	9% E	11% HI	5%	3%

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)

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Trustworthy (Net)	76%	76%	70%	80% C	76%	74%	74%	74%	78%
Very trustworthy	32%	31%	24%	41% BC	35% F	28%	30%	25%	39% GH
Somewhat trustworthy	43%	45%	46%	39%	41%	47%	44%	49% I	40%
Not Trustworthy (Net)	19%	18%	22%	17%	19%	18%	17%	21%	19%
Not very trustworthy	12%	11%	12%	12%	12%	11%	10%	13%	12%
Not at all trustworthy	7%	7%	9% d	5%	7%	7%	7%	8%	7%
Not at all sure	6%	6% D	8% D	2%	4%	8% E	9% I	5%	3%

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	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Trustworthy (Net)	54%	49%	54%	57%	58% F	47%	52%	51%	56%
Very trustworthy	8%	12% C	5%	8%	10% F	5%	9%	5%	9%
Somewhat trustworthy	45%	37%	49% B	49% B	48%	42%	43%	45%	47%
Not Trustworthy (Net)	40%	43%	38%	40%	38%	44%	38%	40%	41%
Not very trustworthy	28%	29%	26%	30%	27%	31%	27%	29%	30%
Not at all trustworthy	11%	13%	12%	10%	10%	13%	11%	11%	11%
Not at all sure	6%	8% D	8% D	4%	5%	9% E	9% I	10% I	3%

Table Base: US RESPONDENTS

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

Social media

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Trustworthy (Net)	44%	50% D	43%	40%	48% F	38%	52% HI	38%	44%
Very trustworthy	10%	13%	9%	8%	12% F	6%	12%	8%	11%
Somewhat trustworthy	34%	37%	34%	31%	35%	32%	40% Hi	30%	33%
Not Trustworthy (Net)	52%	43%	53% B	59% B	49%	57% E	41%	60% G	54% G
Not very trustworthy	31%	28%	32%	33%	31%	31%	27%	32%	33%
Not at all trustworthy	21%	16%	21%	26% B	19%	26% E	15%	27% Gi	21% g
Not at all sure	4%	6% D	4% D	1%	3%	5%	6% hl	3%	2%

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

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Trustworthy (Net)	81%	77%	82%	85% B	84% F	78%	79%	82%	84%
Very trustworthy	32%	35%	32%	29%	31%	34%	31%	34%	32%
Somewhat trustworthy	50%	43%	49%	56% B	53% F	44%	48%	48%	52%
Not Trustworthy (Net)	14%	14%	14%	14%	13%	16%	13%	15%	13%
Not very trustworthy	11%	10%	10%	12%	10%	13%	10%	13%	10%
Not at all trustworthy	3%	4% d	4%	2%	3%	3%	3%	2%	3%
Not at all sure	5%	9% CD	4% D	1%	3%	6% e	8% HI	3%	3%

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)

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Useful (Net)	68%	61%	70% b	72% B	72% F	61%	62%	67%	73% G
Very useful	18%	20%	18%	16%	21% F	13%	17%	12%	21% H
Somewhat useful	50%	41%	52% B	56% B	51%	49%	45%	55% G	52% g
Not useful (Net)	27%	32% c	24%	26%	25%	31% e	29%	28%	25%
Not very useful	19%	19%	17%	20%	18%	20%	20%	20%	17%
Not at all useful	9%	14% CD	7%	6%	7%	11% e	10%	8%	8%
Not at all sure	5%	7% D	6% D	2%	3%	8% E	9% I	5% i	2%

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)

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Useful (Net)	73%	69%	69%	80% BC	74%	71%	73%	71%	75%
Very useful	34%	31%	31%	40% BC	37% F	29%	32%	28%	39% gH
Somewhat useful	39%	39%	38%	40%	37%	43%	41%	43%	36%
Not useful (Net)	24%	25%	28% D	19%	23%	25%	20%	27% g	24%
Not very useful	14%	13%	16%	14%	14%	15%	12%	18% g	14%
Not at all useful	9%	12% D	11% D	6%	9%	10%	8%	9%	10%
Not at all sure	3%	5% D	4% D	0%	3%	4%	7% HI	2%	1%

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

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Useful (Net)	81%	78%	79%	85% Bc	82%	79%	78%	81%	83%
Very useful	29%	31%	25%	32% c	32% F	25%	26%	25%	35% GH
Somewhat useful	51%	47%	54%	53%	50%	54%	51%	57% i	48%
Not useful (Net)	15%	17%	16%	14%	14%	17%	15%	16%	14%
Not very useful	10%	8%	11%	9%	10%	10%	10%	11%	8%
Not at all useful	6%	8% c	4%	5%	5%	7%	6%	4%	6%
Not at all sure	4%	6% D	6% D	1%	4%	4%	7% HI	3%	3%

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

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Useful (Net)	66%	58%	66% b	73% Bc	71% F	58%	58%	65%	72% G
Very useful	17%	16%	15%	20%	23% F	8%	15%	13%	21% gH
Somewhat useful	49%	41%	50% b	53% B	48%	49%	43%	52% G	50%
Not useful (Net)	28%	34% D	27%	24%	25%	34% E	31%	29%	26%
Not very useful	20%	21%	19%	20%	19%	23%	21%	19%	20%
Not at all useful	8%	13% D	8% D	4%	6%	11% E	10% i	10% i	6%
Not at all sure	6%	8% D	7% D	2%	4%	8% E	10% hl	6% l	2%

Table Base: US RESPONDENTS

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

Politicians

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Useful (Net)	40%	41%	38%	41%	44% F	34%	48% Hi	32%	40% h
Very useful	10%	13% D	9%	8%	11% f	7%	11%	7%	10%
Somewhat useful	30%	28%	29%	33%	32% f	26%	37% Hi	25%	29%
Not useful (Net)	56%	54%	56%	58%	54%	60% e	45%	63% G	59% G
Not very useful	33%	29%	33%	38% B	33%	34%	23%	40% G	36% G
Not at all useful	23%	25%	24%	20%	21%	26%	23%	22%	23%
Not at all sure	4%	5% D	6% D	1%	3%	6% E	7% I	5% I	2%

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)

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Useful (Net)	42%	44%	39%	44%	49% F	31%	41%	36%	47% H
Very useful	11%	14% d	10%	9%	13% F	6%	10%	7%	13% H
Somewhat useful	32%	30%	29%	35%	36% F	25%	31%	29%	34%
Not useful (Net)	52%	47%	53%	56% b	47%	60% E	49%	59% GI	50%
Not very useful	30%	26%	29%	34% b	29%	32%	28%	35% gi	28%
Not at all useful	22%	21%	23%	22%	18%	29% E	21%	24%	21%
Not at all sure	6%	9% D	8% D	1%	4%	8% E	9% hl	5%	3%

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)

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Useful (Net)	74%	68%	70%	83% BC	77% f	70%	72%	73%	77%
Very useful	33%	32%	30%	39% C	36%	30%	32%	28%	37% H
Somewhat useful	41%	36%	41%	45% b	41%	40%	40%	45%	40%
Not useful (Net)	21%	26% D	22%	17%	20%	23%	22%	23%	20%
Not very useful	13%	16% d	13%	10%	13%	13%	13%	13%	12%
Not at all useful	8%	10%	9%	6%	7%	10%	8%	10%	7%
Not at all sure	5%	6% D	8% D	0%	3%	7% E	7% i	4%	3%

Table Base: US RESPONDENTS

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

Companies

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Useful (Net)	59%	51%	61% B	62% B	64% F	50%	56%	56%	62%
Very useful	14%	19% CD	12%	12%	17% F	9%	16% h	10%	15%
Somewhat useful	44%	32%	49% B	50% B	47% f	40%	40%	46%	47%
Not useful (Net)	36%	39%	34%	35%	33%	41% E	34%	37%	36%
Not very useful	25%	24%	24%	26%	23%	28%	23%	27%	25%
Not at all useful	11%	15% cD	9%	9%	9%	13%	11%	10%	10%
Not at all sure	6%	10% CD	5%	3%	3%	10% E	10% I	7% I	2%

Table Base: US RESPONDENTS

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

Social media

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Useful (Net)	56%	64% CD	55%	51%	62% F	47%	62% H	50%	57%
Very useful	17%	25% CD	16%	12%	20% f	14%	24% HI	15%	15%
Somewhat useful	39%	39%	39%	39%	42% F	33%	38%	35%	42%
Not useful (Net)	40%	31%	40% B	48% Bc	36%	47% E	31%	46% G	42% G
Not very useful	22%	19%	21%	25%	20%	24%	17%	24% G	24% G
Not at all useful	18%	12%	19% B	23% B	15%	23% E	14%	22% G	18%
Not at all sure	4%	5% D	5% D	1%	2%	6% E	7% I	4% I	1%

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

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Useful (Net)	84%	79%	83%	89% BC	85%	81%	77%	86% G	87% G
Very useful	33%	34%	33%	33%	36% f	29%	32%	33%	35%
Somewhat useful	51%	45%	50%	56% B	50%	52%	45%	53% g	52% g
Not useful (Net)	13%	17% D	13%	10%	13%	14%	17% hl	12%	11%
Not very useful	9%	11%	9%	9%	9%	9%	9%	9%	9%
Not at all useful	4%	6% D	5% D	1%	3%	4%	8% HI	3%	2%
Not at all sure	3%	4% D	4% D	1%	2%	5% E	6% HI	2%	2%

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	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Accessible (Net)	70%	65%	70%	74% B	73% F	65%	63%	73% G	73% G
Very accessible	22%	18%	25% b	24%	28% F	13%	22%	20%	25%
Somewhat accessible	48%	47%	45%	51%	45%	52% e	41%	54% G	48% g
Not accessible (Net)	23%	25%	22%	24%	22%	26%	26%	20%	25%
Not very accessible	17%	16%	16%	18%	17%	16%	18%	14%	17%
Not at all accessible	7%	9%	6%	6%	6%	9% e	8%	5%	8%
Not at all sure	7%	11% D	8% D	1%	5%	9% E	11% hl	7% l	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?

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

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Accessible (Net)	82%	75%	81%	90% BC	85% F	78%	77%	81%	87% G
Very accessible	50%	40%	49% b	60% BC	56% F	41%	42%	46%	57% GH
Somewhat accessible	32%	35%	32%	30%	29%	37% E	35%	35%	29%
Not accessible (Net)	15%	20% D	16% d	10%	13%	17%	17%	16%	13%
Not very accessible	9%	11%	10%	8%	9%	11%	9%	11%	9%
Not at all accessible	5%	8% D	6% D	2%	5%	6%	9% I	5%	4%
Not at all sure	3%	5% D	3% D	0%	2%	5% E	6% hl	3% I	0%

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

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Accessible (Net)	86%	78%	87% B	91% Bc	88% F	82%	81%	87% g	89% G
Very accessible	51%	38%	54% B	59% B	56% F	44%	42%	49%	58% GH
Somewhat accessible	35%	40%	33%	32%	32%	39% e	39% i	37%	31%
Not accessible (Net)	11%	16% CD	10%	9%	10%	14%	13%	11%	10%
Not very accessible	7%	10% c	5%	7%	7%	8%	8%	8%	6%
Not at all accessible	4%	7% D	5% D	1%	3%	6% E	5%	3%	4%
Not at all sure	3%	6% D	3% D	0%	2%	4%	6% hl	3%	1%

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	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Accessible (Net)	74%	69%	73%	77% B	79% F	64%	67%	70%	81% GH
Very accessible	29%	30%	29%	28%	38% F	15%	25%	22%	36% GH
Somewhat accessible	44%	39%	44%	49% B	42%	49% e	41%	48%	45%
Not accessible (Net)	21%	22%	21%	21%	16%	30% E	23%	26% I	17%
Not very accessible	16%	15%	16%	16%	12%	21% E	16%	21% I	12%
Not at all accessible	6%	7%	6%	4%	4%	8% E	7%	4%	5%
Not at all sure	5%	8% D	5% D	2%	4%	6%	10% HI	4%	2%

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

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Accessible (Net)	62%	55%	60%	69% BC	67% F	53%	59%	57%	67% gH
Very accessible	24%	20%	25%	27% b	28% F	18%	19%	22%	29% G
Somewhat accessible	38%	35%	35%	43% bc	39%	35%	40%	35%	39%
Not accessible (Net)	34%	37% d	35%	29%	30%	40% E	33%	38% i	31%
Not very accessible	20%	22%	21%	19%	18%	24% e	19%	25% gl	18%
Not at all accessible	13%	16% d	15%	10%	12%	16%	14%	13%	14%
Not at all sure	5%	8% D	5% D	1%	3%	7% E	8% I	5% i	2%

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)

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Accessible (Net)	66%	60%	64%	73% BC	74% F	53%	59%	59%	76% GH
Very accessible	27%	26%	25%	29%	34% F	15%	21%	22%	33% GH
Somewhat accessible	39%	34%	39%	44% B	40%	38%	38%	37%	43%
Not accessible (Net)	29%	32% d	30%	25%	23%	39% E	32% I	36% I	22%
Not very accessible	18%	17%	18%	18%	15%	22% E	21% I	24% I	12%
Not at all accessible	11%	15% D	12% D	7%	8%	17% E	11%	12%	9%
Not at all sure	5%	8% D	5% D	2%	3%	8% E	9% hl	4%	2%

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	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Accessible (Net)	66%	67%	61%	71% C	69% f	62%	63%	64%	70% g
Very accessible	25%	28% c	21%	26%	29% F	18%	23%	22%	28%
Somewhat accessible	42%	39%	40%	45%	40%	44%	40%	43%	42%
Not accessible (Net)	29%	26%	32%	28%	27%	31%	29%	31%	27%
Not very accessible	22%	18%	24%	23%	22%	21%	19%	24%	22%
Not at all accessible	7%	8% d	9% D	4%	5%	10% E	10% i	6%	6%
Not at all sure	5%	7% D	7% D	1%	4%	7% e	8% l	5%	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?

Companies

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Accessible (Net)	67%	62%	64%	74% BC	72% F	58%	63%	64%	72% GH
Very accessible	21%	23%	20%	20%	26% F	12%	19%	18%	24%
Somewhat accessible	46%	40%	44%	54% BC	46%	47%	44%	46%	49%
Not accessible (Net)	28%	29%	31% d	24%	25%	32% E	27%	31%	26%
Not very accessible	21%	18%	24%	20%	19%	23%	19%	23%	20%
Not at all accessible	7%	11% cD	6%	4%	6%	9% e	8%	8%	6%
Not at all sure	5%	8% D	6% D	2%	3%	9% E	9% hl	5% i	2%

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

	Total A	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Accessible (Net)	82%	82%	79%	86% C	87% F	75%	82%	80%	85%
Very accessible	56%	53%	54%	60%	63% F	45%	53%	50%	62% GH
Somewhat accessible	26%	29%	25%	26%	24%	30% e	29% i	31% l	23%
Not accessible (Net)	13%	14%	15%	12%	10%	18% E	12%	15%	12%
Not very accessible	8%	9%	7%	8%	7%	9%	5%	9%	8%
Not at all accessible	6%	5%	8% d	4%	3%	9% E	6%	6%	4%
Not at all sure	4%	5%	6% D	3%	3%	7% E	6% l	4%	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?

People I know personally

	Total A	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Accessible (Net)	87%	83%	88%	91% B	90% F	84%	83%	90% G	89% G
Very accessible	57%	52%	57%	61% B	58%	54%	52%	52%	64% GH
Somewhat accessible	31%	31%	31%	30%	31%	30%	31%	38% I	26%
Not accessible (Net)	9%	11%	8%	8%	8%	11%	10%	7%	9%
Not very accessible	6%	9% C	4%	6%	5%	7%	7%	6%	5%
Not at all accessible	3%	3%	4%	2%	3%	3%	3% h	1%	4% H
Not at all sure	3%	6% D	4% D	1%	2%	5% E	7% I	4% i	1%

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.

		Education Level			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Agree (Net)	61%	56%	58%	67% BC	66% F	53%	55%	58%	66% Gh
Strongly agree	16%	17%	16%	14%	19% F	10%	15%	13%	17%
Somewhat agree	45%	39%	42%	53% BC	46%	43%	40%	45%	49% G
Disagree (Net)	29%	29%	30%	28%	27%	33% e	29%	30%	28%
Somewhat disagree	21%	21%	22%	20%	20%	21%	20%	22%	21%
Strongly disagree	8%	8%	8%	8%	6%	11% E	9%	8%	8%
Not at all sure	10%	15% D	12% D	5%	8%	15% E	16% I	12% I	6%

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	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Agree (Net)	61%	65%	59%	59%	63% f	57%	63%	57%	62%
Strongly agree	16%	18%	17%	14%	20% F	11%	17%	15%	16%
Somewhat agree	45%	47%	42%	45%	44%	46%	45%	42%	45%
Disagree (Net)	33%	26%	34% b	38% B	32%	35%	27%	34% g	36% G
Somewhat disagree	24%	17%	26% B	28% B	25%	23%	18%	26% G	27% G
Strongly disagree	9%	9%	8%	10%	7%	11% e	9%	8%	9%
Not at all sure	6%	9% D	7% D	3%	5%	8% E	10% I	8% I	2%

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	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Agree (Net)	72%	72%	69%	74%	73%	69%	66%	76% G	73% g
Strongly agree	27%	27%	30%	24%	29% F	23%	23%	32% G	26%
Somewhat agree	45%	45%	40%	50% C	44%	47%	43%	44%	47%
Disagree (Net)	21%	18%	22%	22%	21%	20%	19%	16%	24% H
Somewhat disagree	16%	12%	19% b	17%	18%	14%	14%	13%	20% GH
Strongly disagree	5%	6%	3%	5%	4%	6%	6%	3%	4%
Not at all sure	8%	10% D	9% D	4%	6%	11% E	15% HI	8% I	3%

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	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Agree (Net)	44%	52% CD	42%	40%	45%	42%	43%	43%	45%
Strongly agree	14%	20% D	14% d	9%	17% F	9%	11%	10%	18% GH
Somewhat agree	30%	32%	28%	31%	28%	34%	32%	33%	27%
Disagree (Net)	48%	36%	48% B	57% BC	49%	46%	43%	48%	51% G
Somewhat disagree	33%	22%	35% B	39% B	34%	31%	28%	35%	35% g
Strongly disagree	15%	14%	13%	18%	15%	15%	14%	13%	16%
Not at all sure	8%	12% D	10% D	3%	6%	11% E	15% hl	9% l	4%

Table Base: US RESPONDENTS