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-E
Date Range:	(02/02/24 - 02/06/24)

Segment Definitions

Total	(ALL)	n=1079
Gen Z (18-27)	(Q4007.check('18-27'))	n=176
Millennials (28-42)	(Q4007.check('28-42'))	n=262
Gen X (43-58)	(Q4007.check('43-58'))	n=296
Boomers (59-77)	(Q4007.check('59-77'))	n=314

Weighting

Total	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.

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
National media outlets (e.g., CNN, The New York Times, NPR)	52%	42%	47%	53% b	63% BCD
Social media	51%	78% CDE	65% DE	48% E	30%
Local media outlets	51%	35%	40%	54% BC	66% BCD
People I know personally	41%	51% cDE	40%	38%	39%
Academia (e.g., professors, researchers, scientific journals)	12%	18% DE	16% dE	10%	8%
Politicians	12%	17% E	15% E	11%	8%
Public opinion polls (e.g., Pew Research Center, Gallup)	11%	13%	16% dE	10%	7%
Industry-specific media outlets	11%	8%	11%	10%	12%
Companies	10%	12%	14% DE	8%	8%
Non-political public figures (e.g., celebrities, activists)	10%	17% DE	11% E	9%	5%

continued...

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

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Other	4%	2%	1%	5% C	8% BCd
Not at all sure	6%	4%	9% bE	9% E	4%

Table Base: US RESPONDENTS

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

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1010	N=169	N=237	N=270	N=301
Total (Unweighted)	N=1007	N=165	N=262	N=307	N=252
National media outlets (e.g., CNN, The New York Times, NPR)	34%	16%	30% B	34% B	46% BCD
Local media outlets	23%	6%	15% B	28% BC	34% BC
Social media	21%	47% CDE	31% DE	20% E	3%
People I know personally	9%	9%	11% e	10%	6%
Industry-specific media outlets	2%	2%	3%	2%	2%
Academia (e.g., professors, researchers, scientific journals)	2%	7% cDE	2% D	0%	1%
Non-political public figures (e.g., celebrities, activists)	1%	3% dE	3% E	1%	0%
Companies	1%	3% D	2% D	0%	1% d
Politicians	1%	3% De	2% D	0%	0%
Public opinion polls (e.g., Pew Research Center, Gallup)	1%	0%	1%	1%	0%
${QS1Q1.r11.open}	4%	3%	1%	5% C	6% C

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	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Trustworthy (Net)	62%	63%	69% E	67% E	54%
Very trustworthy	13%	18% E	17% E	15% E	7%
Somewhat trustworthy	49%	45%	52%	52%	47%
Not Trustworthy (Net)	31%	29%	25%	27%	38% CD
Not very trustworthy	23%	20%	19%	21%	28% Cd
Not at all trustworthy	8%	9%	7%	6%	10%
Not at all sure	6%	8%	6%	5%	8%

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)

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Trustworthy (Net)	68%	70%	75% De	65%	67%
Very trustworthy	25%	33% E	30% E	26% e	19%
Somewhat trustworthy	43%	37%	46%	39%	48% bd
Not Trustworthy (Net)	28%	25%	22%	30% C	30% c
Not very trustworthy	17%	16%	14%	19%	20% c
Not at all trustworthy	10%	9%	8%	11%	9%
Not at all sure	4%	5%	3%	5%	3%

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	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Trustworthy (Net)	76%	71%	76%	75%	82% Bd
Very trustworthy	25%	23%	27%	28%	25%
Somewhat trustworthy	51%	48%	49%	48%	57% cD
Not Trustworthy (Net)	19%	23%	19%	18%	16%
Not very trustworthy	13%	18% E	14%	13%	9%
Not at all trustworthy	6%	6%	6%	5%	7%
Not at all sure	5%	6% E	5% e	7% E	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

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Trustworthy (Net)	60%	54%	62%	64% b	58%
Very trustworthy	13%	12%	19% E	14% E	8%
Somewhat trustworthy	47%	42%	43%	50%	50%
Not Trustworthy (Net)	31%	38% cd	27%	27%	35% cd
Not very trustworthy	22%	23%	21%	18%	27% D
Not at all trustworthy	9%	15% C	6%	9%	9%
Not at all sure	9%	8%	10%	9%	7%

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	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Trustworthy (Net)	30%	40% DE	41% DE	27% E	18%
Very trustworthy	7%	10% E	10% E	7% E	2%
Somewhat trustworthy	23%	30% DE	30% DE	20%	16%
Not Trustworthy (Net)	66%	54%	53%	69% BC	80% BCD
Not very trustworthy	38%	30%	32%	37%	49% BCD
Not at all trustworthy	28%	24%	21%	31% C	31% C
Not at all sure	4%	6% e	6% E	4%	2%

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)

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Trustworthy (Net)	40%	50% dE	52% DE	39% E	24%
Very trustworthy	7%	12% E	11% E	7% E	2%
Somewhat trustworthy	32%	38% E	40% dE	32% E	22%
Not Trustworthy (Net)	54%	45%	42%	55% bC	68% BCD
Not very trustworthy	32%	27%	27%	34%	39% BC
Not at all trustworthy	22%	19%	15%	21%	29% bCd
Not at all sure	6%	5%	6%	6%	8%

Table Base: US RESPONDENTS

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

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

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Trustworthy (Net)	76%	80% E	82% E	76% e	68%
Very trustworthy	32%	36%	41% DE	31%	28%
Somewhat trustworthy	43%	44%	41%	46%	40%
Not Trustworthy (Net)	19%	13%	15%	19%	25% BC
Not very trustworthy	12%	6%	10%	12% b	15% B
Not at all trustworthy	7%	7%	5%	6%	10% C
Not at all sure	6%	7%	4%	5%	7%

Table Base: US RESPONDENTS

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

Companies

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Trustworthy (Net)	54%	53%	58% E	54%	48%
Very trustworthy	8%	12% E	14% DE	7%	3%
Somewhat trustworthy	45%	41%	44%	47%	44%
Not Trustworthy (Net)	40%	42%	37%	40%	43%
Not very trustworthy	28%	27%	24%	30%	34% C
Not at all trustworthy	11%	15%	13%	10%	10%
Not at all sure	6%	6%	5%	6%	9%

Table Base: US RESPONDENTS

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

Social media

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Trustworthy (Net)	44%	57% DE	55% dE	46% E	26%
Very trustworthy	10%	14% E	17% DE	9% E	4%
Somewhat trustworthy	34%	44% E	37% E	37% E	23%
Not Trustworthy (Net)	52%	38%	41%	50% Bc	72% BCD
Not very trustworthy	31%	25%	29%	32%	37% B
Not at all trustworthy	21%	12%	12%	19% C	35% BCD
Not at all sure	4%	5%	4%	4%	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

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Trustworthy (Net)	81%	71%	82% B	85% B	85% B
Very trustworthy	32%	25%	31%	33%	34% b
Somewhat trustworthy	50%	46%	51%	52%	50%
Not Trustworthy (Net)	14%	16%	15%	12%	12%
Not very trustworthy	11%	12%	13%	8%	10%
Not at all trustworthy	3%	4%	3%	4%	2%
Not at all sure	5%	13% CDE	3%	2%	4%

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)

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Useful (Net)	68%	69%	74% e	69%	64%
Very useful	18%	21% E	24% E	21% E	10%
Somewhat useful	50%	48%	50%	48%	54%
Not useful (Net)	27%	24%	23%	26%	31% c
Not very useful	19%	15%	15%	20%	23% bc
Not at all useful	9%	10%	8%	7%	9%
Not at all sure	5%	7%	3%	5%	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)

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Useful (Net)	73%	79% d	78% d	69%	72%
Very useful	34%	38%	37%	36%	30%
Somewhat useful	39%	41%	40%	33%	42% d
Not useful (Net)	24%	17%	20%	27% B	25% b
Not very useful	14%	10%	13%	16%	16%
Not at all useful	9%	6%	8%	11%	9%
Not at all sure	3%	5%	2%	4%	3%

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

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Useful (Net)	81%	77%	77%	84% c	83%
Very useful	29%	30%	30%	35% E	25%
Somewhat useful	51%	47%	47%	49%	57% bcd
Not useful (Net)	15%	15%	19% D	12%	15%
Not very useful	10%	11%	13% D	7%	8%
Not at all useful	6%	5%	6%	5%	6%
Not at all sure	4%	7% E	4%	4%	2%

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

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Useful (Net)	66%	63%	69%	72% be	63%
Very useful	17%	22% E	22% E	19% E	10%
Somewhat useful	49%	41%	46%	53% B	53% B
Not useful (Net)	28%	28%	26%	22%	32% D
Not very useful	20%	21%	19%	15%	25% D
Not at all useful	8%	8%	7%	7%	7%
Not at all sure	6%	9%	5%	6%	5%

Table Base: US RESPONDENTS

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

Politicians

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Useful (Net)	40%	55% DE	49% dE	41% E	25%
Very useful	10%	16% E	14% E	11% E	1%
Somewhat useful	30%	39% E	35% E	30%	23%
Not useful (Net)	56%	41%	47%	56% Bc	70% BCD
Not very useful	33%	26%	29%	32%	42% BCD
Not at all useful	23%	16%	18%	24% b	28% BC
Not at all sure	4%	4%	4%	4%	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)

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Useful (Net)	42%	53% dE	55% DE	43% E	27%
Very useful	11%	21% CDE	12% E	12% E	3%
Somewhat useful	32%	32%	43% bDE	31%	24%
Not useful (Net)	52%	41%	41%	50% c	68% BCD
Not very useful	30%	27%	27%	29%	37% bCd
Not at all useful	22%	14%	14%	21% c	31% BCD
Not at all sure	6%	6%	4%	7%	5%

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)

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Useful (Net)	74%	76%	79% E	76%	69%
Very useful	33%	44% DE	42% dE	33% E	24%
Somewhat useful	41%	32%	37%	43% b	45% B
Not useful (Net)	21%	18%	19%	18%	26% d
Not very useful	13%	14%	12%	11%	13%
Not at all useful	8%	3%	7%	7%	12% Bcd
Not at all sure	5%	6%	2%	6%	5%

Table Base: US RESPONDENTS

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

Companies

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Useful (Net)	59%	57%	61%	62%	57%
Very useful	14%	23% DE	21% dE	13% E	5%
Somewhat useful	44%	34%	40%	48% Bc	51% BC
Not useful (Net)	36%	37%	35%	31%	38%
Not very useful	25%	24%	23%	23%	28%
Not at all useful	11%	13%	12%	9%	10%
Not at all sure	6%	6%	5%	7%	5%

Table Base: US RESPONDENTS

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

Social media

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Useful (Net)	56%	73% DE	72% DE	56% E	35%
Very useful	17%	33% DE	28% DE	14% E	5%
Somewhat useful	39%	41% e	44% E	43% E	30%
Not useful (Net)	40%	23%	25%	40% BC	61% BCD
Not very useful	22%	16%	16%	21%	31% BCD
Not at all useful	18%	7%	9%	18% BC	30% BCD
Not at all sure	4%	4%	3%	4%	4%

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

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Useful (Net)	84%	78%	84%	85%	87% b
Very useful	33%	40% E	35% e	34%	27%
Somewhat useful	51%	38%	48% b	52% B	60% BCd
Not useful (Net)	13%	17%	13%	12%	10%
Not very useful	9%	11%	10%	9%	8%
Not at all useful	4%	6% e	4%	4%	2%
Not at all sure	3%	5%	3%	2%	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?

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

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Accessible (Net)	70%	72%	65%	75% C	70%
Very accessible	22%	24%	21%	26% e	19%
Somewhat accessible	48%	47%	43%	49%	51%
Not accessible (Net)	23%	18%	30% BD	20%	23%
Not very accessible	17%	13%	21% bd	15%	16%
Not at all accessible	7%	5%	8%	5%	7%
Not at all sure	7%	10%	6%	5%	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?

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

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Accessible (Net)	82%	82%	79%	87% C	83%
Very accessible	50%	52%	51%	56% E	45%
Somewhat accessible	32%	30%	28%	31%	39% C
Not accessible (Net)	15%	15%	18% D	10%	14%
Not very accessible	9%	9%	13% D	6%	10%
Not at all accessible	5%	6%	5%	5%	4%
Not at all sure	3%	3%	3%	3%	3%

Table Base: US RESPONDENTS

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

Local media outlets

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Accessible (Net)	86%	80%	82%	90% BC	88% b
Very accessible	51%	40%	46%	63% BCE	52% b
Somewhat accessible	35%	40% D	36% D	27%	36% d
Not accessible (Net)	11%	15% D	15% D	6%	11%
Not very accessible	7%	9% D	11% D	3%	6%
Not at all accessible	4%	6%	4%	3%	5%
Not at all sure	3%	4%	3%	4%	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	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Accessible (Net)	74%	74%	74%	80% E	69%
Very accessible	29%	36% E	33% E	37% E	17%
Somewhat accessible	44%	38%	40%	44%	53% BCd
Not accessible (Net)	21%	22% d	21% D	14%	26% D
Not very accessible	16%	16% d	15% d	9%	20% D
Not at all accessible	6%	6%	6%	4%	6%
Not at all sure	5%	5%	5%	6%	5%

Table Base: US RESPONDENTS

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

Politicians

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Accessible (Net)	62%	71% cE	60%	65%	58%
Very accessible	24%	30% e	23%	26%	21%
Somewhat accessible	38%	40%	37%	38%	37%
Not accessible (Net)	34%	24%	36% B	30%	38% Bd
Not very accessible	20%	13%	25% B	19%	22% b
Not at all accessible	13%	11%	11%	12%	16%
Not at all sure	5%	5%	4%	5%	4%

Table Base: US RESPONDENTS

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

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

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Accessible (Net)	66%	69%	73% E	70% E	60%
Very accessible	27%	35% E	32% E	29% E	18%
Somewhat accessible	39%	34%	41%	41%	41%
Not accessible (Net)	29%	29%	23%	25%	34% CD
Not very accessible	18%	18%	17%	16%	20%
Not at all accessible	11%	11%	6%	9%	13% C
Not at all sure	5%	3%	4%	5%	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?

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

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Accessible (Net)	66%	71% E	69% e	70% E	59%
Very accessible	25%	35% cE	26% E	28% E	17%
Somewhat accessible	42%	36%	43%	42%	42%
Not accessible (Net)	29%	23%	27%	25%	35% BcD
Not very accessible	22%	19%	23%	19%	24%
Not at all accessible	7%	4%	4%	6%	11% BC
Not at all sure	5%	6%	4%	5%	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?

Companies

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Accessible (Net)	67%	64%	70%	73% E	63%
Very accessible	21%	24% E	30% dE	22% E	12%
Somewhat accessible	46%	40%	40%	51% bC	52% bC
Not accessible (Net)	28%	30%	25%	22%	30% d
Not very accessible	21%	24% c	15%	17%	24% C
Not at all accessible	7%	6%	11% D	5%	7%
Not at all sure	5%	6%	4%	5%	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?

Social media

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Accessible (Net)	82%	85% E	88% E	86% E	75%
Very accessible	56%	64% E	63% E	61% E	43%
Somewhat accessible	26%	21%	25%	25%	32% B
Not accessible (Net)	13%	10%	9%	8%	20% BCD
Not very accessible	8%	8%	7%	4%	11% D
Not at all accessible	6%	2%	2%	4%	9% BCD
Not at all sure	4%	5%	3%	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?

People I know personally

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Accessible (Net)	87%	84%	85%	91% bc	89%
Very accessible	57%	55%	53%	62% c	56%
Somewhat accessible	31%	29%	32%	29%	33%
Not accessible (Net)	9%	14% De	11% d	6%	7%
Not very accessible	6%	11% D	6%	4%	6%
Not at all accessible	3%	3%	5% e	2%	1%
Not at all sure	3%	2%	4%	3%	4%

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.

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Agree (Net)	61%	63% E	68% E	63% E	51%
Strongly agree	16%	21% E	24% DE	16% E	7%
Somewhat agree	45%	42%	44%	48%	44%
Disagree (Net)	29%	25%	25%	26%	35% bCD
Somewhat disagree	21%	19%	20%	18%	25% d
Strongly disagree	8%	6%	5%	8%	10%
Not at all sure	10%	12%	7%	11%	14% C

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	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Agree (Net)	61%	71% E	72% DE	62% E	46%
Strongly agree	16%	25% DE	25% DE	15% E	6%
Somewhat agree	45%	46%	46%	47%	40%
Disagree (Net)	33%	24%	23%	31% c	46% BCD
Somewhat disagree	24%	20%	17%	24% c	34% BCD
Strongly disagree	9%	4%	6%	7%	12% Bc
Not at all sure	6%	5%	5%	6%	8%

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	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Agree (Net)	72%	69%	72%	70%	73%
Strongly agree	27%	26%	29%	25%	25%
Somewhat agree	45%	44%	43%	44%	48%
Disagree (Net)	21%	23%	22%	23%	18%
Somewhat disagree	16%	18%	18% e	20% E	12%
Strongly disagree	5%	5%	4%	3%	6%
Not at all sure	8%	8%	7%	7%	9%

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	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Agree (Net)	44%	57% DE	54% DE	37%	35%
Strongly agree	14%	24% cDE	16% E	12%	9%
Somewhat agree	30%	33%	38% DE	25%	27%
Disagree (Net)	48%	34%	41%	53% BC	56% BC
Somewhat disagree	33%	24%	27%	35% bc	42% BC
Strongly disagree	15%	10%	14%	18% B	14%
Not at all sure	8%	9%	6%	10%	9%

Table Base: US RESPONDENTS