



ECHELON
INSIGHTS

To: News Media Alliance
From: Echelon Insights
Re: June Survey Findings
Date: June 15, 2021

On behalf of News Media Alliance, Echelon Insights surveyed N = 956 registered Republican and Republican-leaning voters online between June 4 and June 8, 2021 using a voter file-matched sample. The sample was weighted to known characteristics of the 2020 Republican electorate.

KEY FINDINGS

Republican voters trust local and conservative media - and get their news largely from these sources.

- Republicans say they get news about current affairs from their local TV news (57%) with 28% saying they get their news from local newspapers.
- More than two-thirds of Republicans say that they trust the information they get from local (68%) and conservative (67%) news organizations.
- 63% of Republicans trust both local and conservative media to give them unbiased and accurate information.

There is a large disconnect between who Republicans think should make money off of news coverage that appears online and who they think *does* make money; they think more revenue should be flowing to the creators of the news content, not to online platforms.

- Some 64% of Republicans say that the author or publication responsible for a story should make the most money off it, but only 24% think this is what happens in reality.
- At the same time, a majority (59%) think that social media platforms and search engines make the most money off of online news stories, but only 16% say the platform where they read it should be the one making the most money when they read news online.

Three-quarters of Republicans are at least somewhat concerned by Big Tech's economic and political power - and four in ten worry about whether local and conservative media will be able to provide news coverage in the future.

- Some 81% of conservative Republicans say they are at least somewhat concerned about the economic and political power of Big Tech in the United States - and a majority of conservative Republicans say they are very concerned.

Before being given any information about the proposal to allow news media organizations to band together collectively negotiate better terms for the use of their content by Big Tech, 57% of Republicans support the idea.

- This issue bridges ideological divides in the Republican Party; support was equal among conservative (58%) and non-conservative (59%) Republicans.
- Republicans under 50 (64%) were among the strongest supporters of the proposal.

When asked if Congress should change the law in order to give small, local, and conservative news organizations more tools to negotiate with Big Tech or maintain the status quo, 57% of Republicans called for Congress to change the law.

Presented with a number of reasons why supporters of the proposal say they want to change the law, Republicans most strongly believe that conservative and local media news content should be treated fairly by platforms and search engines, and that these news providers should get paid a fair share for their content.

- Some 79% of Republicans agree with the statement "Big Tech companies should fairly compensate local and conservative news publications for their content," including 84% of conservative Republicans and 82% of college-educated Republicans.
- Additionally, 78% of Republicans agreed (56% *strongly* agreed) that "it is important to stop Big Tech from discriminating against conservative media."

Republicans also agreed overwhelmingly with supporters' messages surrounding negotiations, power, and fair compensation.

- Some 76% agree that local and small news organizations should have the same negotiating power as national news organizations and 73% agree that local and small news organizations should be allowed to band together to get a better deal from Big Tech.
- Furthermore, 76% agree that Big Tech should not be allowed to profit off content from news publishers without fair compensation and 74% agree that Big Tech should be required to offer the same compensation terms to local, conservative, and national news organizations.
- Two-thirds (67%) agree that elected officials who oppose this proposal are allowing Big Tech to have all the negotiating power instead of giving conservative and local media the tools to fight back, including 72% of conservative Republicans.

More Republicans support the proposal after learning more about it and hearing supporters' arguments in favor. Support for the proposal increased by 6 points to 63% after reading messages.

- When asked a second time if they supported or opposed the proposal, support jumped from 58% to 70% among conservative Republicans, 52% to 65% among Republicans 50+, and 61% to 71% among the college-educated.

Over two-thirds of Republicans say they are more likely to support the proposal when learning that Facebook and Google are lobbying against this proposal and that conservative media outlets are supporting it.

- Among those who flipped from initially opposing the proposal to supporting it after hearing more, 79% say Facebook and Google's opposition makes them more likely to support the proposal and 76% say conservative media's support of the proposal makes them more likely to support the proposal.