



**News Media Alliance Toplines**  
**Survey of n=956 Republican and Republican-leaning voters**  
**Sampled from web panels matched to L2 Voter File**  
**Field Dates: June 4 - 8, 2021**  
**Margin of error: 3.7%**

**NEWS MEDIA ALLIANCE**

**1. [QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply. [RANDOMIZE 1-11]**

- 1. Local TV news 57%
- 2. Fox News/OANN/Newsmax 45%
- 3. Social media, like Facebook, Twitter, or Instagram 36%
- 4. ABC/NBC/CBS national news broadcasts 34%
- 5. Local newspapers 28%
- 6. Conservative talk radio 18%
- 7. Podcasts 14%
- 8. MSNBC or CNN 11%
- 9. Major national newspapers, like the New York Times or the Washington Post 10%
- 10. Conservative websites like The Federalist or National Review 9%
- 11. Public broadcasting like NPR or PBS 6%
- 12. Something else (Please specify) 5%
- 13. None of these 9%

**[Source Freq Battery] How often do you get news from each of the following sources? [RANDOMIZE]**

	1. Often	2. Sometimes	3. Rarely	4. Never	5. Unsure			
			OFTEN/ SOMETIMES	RARELY/ NEVER				
			1. Often	2. Sometimes	3. Rarely	4. Never	5. Unsure	
A. Local news organizations (Your local paper or local TV news station)		75%	23%	45%	31%	14%	10%	1%
B. Conservative news organizations (Fox News, Newsmax, conservative talk radio)		65%	33%	35%	30%	18%	15%	2%
C. National news organizations (New York Times, national news broadcasts)		45%	53%	19%	26%	23%	30%	2%

**[Source Trust Battery] How much, if at all, do you trust the information you get from each of the following sources? [RANDOMIZE]**

	1. A lot	2. Some	3. Not too much	4. Not at all	5. Unsure			
			NOT TOO MUCH/ A LOT/SOME NOT AT ALL	1. A lot	2. Some	3. Not too much	4. Not at all	5. Unsure
A. Local news organizations (Your local paper or local TV news station)		68%	30%	22%	46%	19%	12%	2%
B. Conservative news organizations (Fox News, Newsmax, conservative talk radio)		67%	31%	26%	40%	18%	13%	2%
C. National news organizations (New York Times, national news broadcasts)		37%	61%	9%	28%	28%	33%	2%

**[Source Bias Battery] How much, if at all, do you trust the information you get from each of the following sources to be accurate and unbiased? [RANDOMIZE]**

	1. A lot	2. Some	3. Not too much	4. Not at all	5. Unsure			
			NOT TOO MUCH/ A LOT/SOME NOT AT ALL	1. A lot	2. Some	3. Not too much	4. Not at all	5. Unsure
A. Local news organizations (Your local paper or local TV news station)		63%	35%	18%	46%	23%	12%	2%
B. Conservative news organizations (Fox News, Newsmax, conservative talk radio)		63%	35%	22%	41%	20%	15%	2%
C. National news organizations (New York Times, national news broadcasts)		36%	61%	9%	28%	24%	37%	3%

**[Concern Battery] How concerned are you, if at all, about whether each of the following will be able to stay in business and provide news coverage in the future? [RANDOMIZE]**

1. Extremely concerned    2. Very concerned    3. Somewhat concerned    4. Not very concerned    5. Not at all concerned    6. Unsure

	EXTREMELY/ VERY CONCERNED	NOT VERY/ NOT AT ALL CONCERNED	1. Extremely concerned	2. Very concerned	3. Somewhat concerned	4. Not very concerned	5. Not at all concerned	6. Unsure
A. Local news organizations (Your local paper or local TV news station)	20%	52%	7%	13%	22%	25%	27%	5%
B. Conservative news organizations (Fox News, Newsmax, conservative talk radio)	19%	55%	9%	11%	19%	27%	29%	6%
C. National news organizations (New York Times, national news broadcasts)	14%	63%	7%	7%	15%	26%	37%	8%

**2. [QBigTech] How concerned are you, if at all, about the economic and political power of Big Tech—companies like Google and Facebook—in the United States?**

EXTREMELY/VERY CONCERNED	49%
NOT VERY/NOT AT ALL CONCERNED	21%
1. Extremely concerned	29%
2. Very concerned	20%
3. Somewhat concerned	26%
4. Not very concerned	13%
5. Not at all concerned	8%
6. Unsure	4%

**3. [QRevDoes] Who do you think makes the most money when you read a news story online? [RANDOMIZE 1-2]**

1. The search engine or social media platform where you found the news story	59%
2. The author or publication responsible for the story	24%
3. Someone else (Please specify)	2%
4. None of the above	16%

**4. [QRevShould] Who do you think should make the most money when you read a news story online? [RANDOMIZE 1-2]**

1. The author or publication responsible for the story	64%
2. The search engine or social media platform where you found the news story	16%
3. Someone else (Please specify)	2%
4. None of the above	17%

5. **[QProposalPre] Policymakers are working on a proposal that would allow news publishers to band together to collectively negotiate better terms for the use of their content by Big Tech, notably Google and Facebook.**

**Would you support or oppose such a proposal? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT SUPPORT	57%
STRONGLY/SOMEWHAT OPPOSE	20%
1. Strongly support	22%
2. Somewhat support	35%
3. Somewhat oppose	10%
4. Strongly oppose	10%
5. Unsure	23%

6. **[QDebate] There is currently a debate in Congress over this proposal. Which of these statements comes closest to your view, even if neither of them is exactly right? [RANDOMIZE 1-2]**

1. Congress should pass this proposal, because it gives small, local, and conservative news media more tools to fight back against Big Tech by requiring that they have a chance to work together and get fair compensation for their work	57%
2. Congress should keep the law as it is, which would require each individual news outlet to try to strike deals with Big Tech on their own	17%
3. Unsure	25%

7. **[QObjection] Some members of Congress are opposed to this proposal, arguing that Big Tech should be free to negotiate with whomever it likes. Which of these statements comes closest to your view, even if neither of them is exactly right? [RANDOMIZE 1-2]**

1. These members of Congress are doing the bidding of Big Tech and its lobbyists, and will only hurt smaller, local, and conservative publishers as a result	49%
2. These members of Congress have well-reasoned objections to protecting local and conservative news outlets from Big Tech	23%
3. Unsure	28%

**Supporters of the proposal which would allow print, broadcast, or digital news publishers of all sizes to band together to collectively negotiate better terms for the use of their content by Big Tech have given some reasons why they say the plan is needed. For each, please indicate if you think you agree or disagree with the statement.**

[RANDOMIZE QMESSAGE QUESTIONS] [KEEP SCALE SAME FOR ALL QMESSAGE QUESTIONS]

8. **[QMessage1] Local news outlets and conservative media need to be able to band together to better negotiate a fair deal with Big Tech. [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	73%
STRONGLY/SOMEWHAT DISAGREE	12%
1. Strongly agree	39%
2. Somewhat agree	34%
3. Somewhat disagree	8%
4. Strongly disagree	4%
5. Unsure	15%

9. **[QMessage2] If news publishers are forced to cut deals with Big Tech one-on-one, Facebook and Google will take advantage of this and use their power to ignore small, local, and conservative news publishers, leaving them out of negotiations entirely.**

**[RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	70%
STRONGLY/SOMEWHAT DISAGREE	12%
1. Strongly agree	38%
2. Somewhat agree	32%
3. Somewhat disagree	8%
4. Strongly disagree	4%
5. Unsure	18%

10. **[QMessage3] 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. [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	67%
STRONGLY/SOMEWHAT DISAGREE	14%
1. Strongly agree	36%
2. Somewhat agree	31%
3. Somewhat disagree	9%
4. Strongly disagree	5%
5. Unsure	19%

11. **[QMessage4] Because Big Tech has so much power, it will be able to drive small, local, and conservative news outlets out of business if it is allowed to leave them out of negotiations. [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	71%
STRONGLY/SOMEWHAT DISAGREE	14%
1. Strongly agree	43%
2. Somewhat agree	28%
3. Somewhat disagree	9%
4. Strongly disagree	5%
5. Unsure	15%

12. **[QMessage5] Big Tech should not be allowed to profit off of news content on its platform unless it is fairly compensating news organizations when doing so. [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	75%
STRONGLY/SOMEWHAT DISAGREE	10%
1. Strongly agree	45%
2. Somewhat agree	31%
3. Somewhat disagree	7%
4. Strongly disagree	3%
5. Unsure	15%

**13. [QMessage6] It is important to make Big Tech treat conservative media like any other news outlet. [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	78%
STRONGLY/SOMEWHAT DISAGREE	10%
1. Strongly agree	54%
2. Somewhat agree	24%
3. Somewhat disagree	7%
4. Strongly disagree	2%
5. Unsure	12%

**14. [QMessage7] It is important to stop Big Tech from discriminating against conservative media. [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	78%
STRONGLY/SOMEWHAT DISAGREE	9%
1. Strongly agree	56%
2. Somewhat agree	22%
3. Somewhat disagree	6%
4. Strongly disagree	3%
5. Unsure	12%

**15. [QMessage8] Local and small news organizations should have the same negotiating power as big ones, like the New York Times. [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	76%
STRONGLY/SOMEWHAT DISAGREE	11%
1. Strongly agree	45%
2. Somewhat agree	31%
3. Somewhat disagree	7%
4. Strongly disagree	4%
5. Unsure	13%

**16. [QMessage9] Big Tech companies should fairly compensate local and conservative news publications for their content. [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	79%
STRONGLY/SOMEWHAT DISAGREE	8%
1. Strongly agree	52%
2. Somewhat agree	27%
3. Somewhat disagree	5%
4. Strongly disagree	3%
5. Unsure	14%

**17. [QMessage10] Congress should pursue this proposal to help local and conservative media even if it also benefits national news organizations like the New York Times or the Washington Post. [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	63%
STRONGLY/SOMEWHAT DISAGREE	16%
1. Strongly agree	28%
2. Somewhat agree	35%
3. Somewhat disagree	11%
4. Strongly disagree	5%
5. Unsure	21%

18. [QMessage11] Big Tech companies should be required to offer the same compensation terms to local and conservative publishers as they do to national news organizations.

[RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT AGREE	74%
STRONGLY/SOMEWHAT DISAGREE	13%
1. Strongly agree	45%
2. Somewhat agree	29%
3. Somewhat disagree	9%
4. Strongly disagree	4%
5. Unsure	13%

19. [QProposalPost] Knowing what you now know about the proposal to allow news publishers to band together to collectively negotiate better terms for the use of their content by Big Tech, notably Google and Facebook, would you support or oppose such a proposal? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT SUPPORT	63%
STRONGLY/SOMEWHAT OPPOSE	18%
1. Strongly support	33%
2. Somewhat support	30%
3. Somewhat oppose	10%
4. Strongly oppose	7%
5. Unsure	19%

[RANDOMIZE ORDER OF QLOBBYTECH AND QLOBBYCONSERVATIVE]

20. [QLobbyTech] Facebook and Google are lobbying against this proposal. Does that make you more or less likely to support it? [RANDOMIZE SCALE 1-4, 4-1]

MUCH/SOMEWHAT MORE LIKELY	66%
MUCH/SOMEWHAT LESS LIKELY	17%
1. Much more likely	45%
2. Somewhat more likely	22%
3. Somewhat less likely	10%
4. Much less likely	6%
5. Unsure	17%

21. [QLobbyConservative] Conservative publications like National Review, Newsmax, The Daily Caller, and The Washington Examiner are supporting this proposal. Does that make you more or less likely to support it? [RANDOMIZE SCALE 1-4, 4-1]

MUCH/SOMEWHAT MORE LIKELY	64%
MUCH/SOMEWHAT LESS LIKELY	13%
1. Much more likely	34%
2. Somewhat more likely	31%
3. Somewhat less likely	9%
4. Much less likely	4%
5. Unsure	22%

**DEMOGRAPHICS**

**22. [QIdeology] Regardless of how you typically vote, would you say you consider yourself to be...? [RANDOMIZE SCALE CONSERVATIVE>LIBERAL, LIBERAL>CONSERVATIVE]**

VERY/SOMEWHAT CONSERVATIVE	73%
VERY/SOMEWHAT LIBERAL	4%
1. Very conservative	40%
2. Somewhat conservative	33%
3. Moderate	18%
4. Somewhat liberal	3%
5. Very liberal	2%
6. Unsure	5%

**23. [QSocial] Which social media platforms or apps do you use? [SELECT MULTIPLE] [RANDOMIZE 1-12]**

1. Facebook	74%
2. YouTube	53%
3. Instagram	33%
4. Pinterest	23%
5. Twitter	23%
6. Snapchat	18%
7. LinkedIn	18%
8. TikTok	15%
9. Reddit	11%
10. WhatsApp	7%
11. Parler	7%
12. Gab	2%
13. Something else (Please specify)	1%
14. None of these	13%

**24. [QIncome] Which range includes your annual household income?**

1. Less than \$30,000 per year	20%
2. \$30,000 to \$49,999 per year	21%
3. \$50,000 to \$74,999 per year	23%
4. \$75,000 to \$125,000 per year	19%
5. More than \$125,000 per year	13%
6. Prefer not to say	4%

**25. [QState] In what state do you live?**

1. States in the Northeast	18%
2. States in the Midwest	22%
3. States in the South	35%
4. States in the West	25%



<b>26. [QUrbanRural] How would you describe the area in which you live?</b>	
1. City	17%
2. Suburb near city	48%
3. Small town not near a city	15%
4. Rural or country area	20%

<b>27. [QChurch] Before the COVID-19 pandemic, how often did you typically attend a religious service?</b>	
1. At least once a week	33%
2. Once or twice a month	10%
3. A few times a year	14%
4. Usually just for religious holidays	12%
5. Never	27%
6. Prefer not to say	4%

## SCREENERS

<b>28. [QRegVote] Are you at least 18 years old and registered to vote?</b>	
1. Yes	100%
2. No	-
3. Unsure	-

<b>29. [QParty] Regardless of how you typically vote, would you say you consider yourself a ... ?</b>	
<b>[RANDOMIZE SCALE R&gt;D, D&gt;R]</b>	
STRONG/NOT VERY STRONG REPUBLICAN	92%
STRONG/NOT VERY STRONG DEMOCRAT	-
1. Strong Republican	64%
2. Not very strong Republican	28%
3. Independent	8%
4. Not very strong Democrat	-
5. Strong Democrat	-
6. A member of another party	-
7. Unsure	*%

<b>30. [QPartyLean] Which of the following statements would you say best describes you?</b>	
<b>[RANDOMIZE SCALE 1-4, 4-1]</b>	
	<b>(n=86)</b>
TOTAL VOTES FOR REPUBLICANS	100%
TOTAL VOTES FOR DEMOCRATS	-
1. I almost always vote for Republican candidates	38%
2. I vote for Republicans more often than I vote for Democrats	62%
3. I vote for Democrats more often than I vote for Republicans	-
4. I almost always vote for Democratic candidates	-
5. I vote equally for Democrats and Republicans	-
6. Unsure	-

**31. [QGender3] Do you describe yourself as a man, a woman, or in some other way?  
[RANDOMIZE 1-2]**

- |                      |     |
|----------------------|-----|
| 1. Man               | 54% |
| 2. Woman             | 46% |
| 3. In some other way | *%  |

**32. [QAge] What is your age?**

- |          |     |
|----------|-----|
| 1. 18-29 | 13% |
| 2. 30-39 | 13% |
| 3. 40-49 | 16% |
| 4. 50-64 | 32% |
| 5. 65+   | 26% |

**33. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]**

- |  |     |
|--|-----|
| 1. White                                     | 89% |
| 2. Black or African American                 | 3%  |
| 3. Hispanic/Latino                           | 8%  |
| 4. Asian                                     | 2%  |
| 5. Native American or Alaska Native          | 2%  |
| 6. Native Hawaiian or Other Pacific Islander | -   |
| 7. Something else                            | *%  |

**34. [QEducation] What is the highest level of education you have completed?**

- |                        |     |
|------------------------|-----|
| 1. High school or less | 34% |
| 2. Some college        | 21% |
| 3. Associate's degree  | 11% |
| 4. Bachelor's degree   | 23% |
| 5. Graduate degree     | 11% |
| 6. Prefer not to say   | *%  |