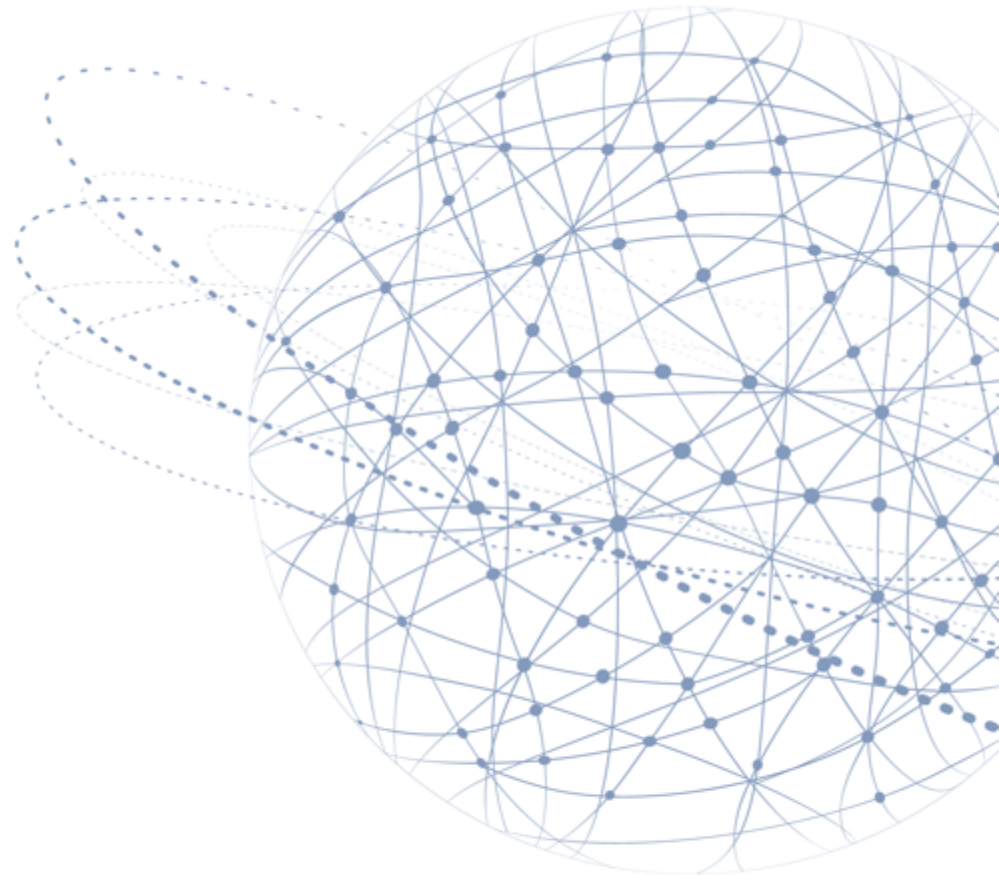




## ***Covid-19/Current Events Report #9***

*Understanding Politics and the Media;  
Our Changing Workplaces; and more trends!*

October 2020



 **OBJECTIVES**

- As the COVID-19 pandemic continues, affecting daily life for virtually all Americans, ACUPOLL seeks to give you a window into the hearts, minds, and evolving behaviors of your consumers by posing the questions we haven't seen anyone else ask about it.
- Because the situation is rapidly evolving, we are updating our learning periodically to keep you up-to-date on trends.
- This wave digs deeper into how the American workplace is changing, perhaps permanently, and looks at consumer opinions of different news sources.
- We've focused on the questions and segments that were the most interesting to us, but if there's something in here you'd like us to dig into – **please ask!**

 **SAMPLE SELECTION: REP U.S. Males and Females age 18+**

Download previous  
waves here:

<https://www.acupoll.com/blog/category/COVID-19+Data+Reports>

## FIELD DATES & SAMPLE SIZES (Margin of error 3% @ 90% confidence)

Report	Field Dates	n=	Topic Highlights
1	3/18, 24	1,622	New behaviors, impact of product shortages, expectations from advertisers
2	3/31 & 4/1	1,611	Shifting priorities, unsung heroes, plans for the future, positives from the crisis
3	4/8, 14, 16	2,777	Changes in behavior, expectations from retailers and business in general, investigation of what “going back to normal” means
4	4/23, 30 & 5/1	2,565	More details on “going back to normal,” guidance for retailers and restaurants to promote feelings of safety, attitudes about lockdowns
5	5/7,8,13,15,18	4,754	Continued exploration of attitudes toward lockdowns and masks, willingness to return to old activities, focus on eating, snacking, and weight
6	6/5, 12	1,734	Consumer behavior in terms of re-opening the economy, attitudinal evaluation expanded to include racial protests, what worries are at the top of the list, how advertisers should handle controversial topics, focus on e-commerce (e-commerce: Jan 26, March 26, May 14, n=970+ each)
7	7/20, 30	1,889	Cognitive biases and psychological drivers underlying consumer behaviors, including wearing a mask in public, buying certain categories, and interest in a COVID-19 vaccine
8	8/13, 31 9/14	1,844 299 Parents	Insights into day-to-day safety measures, coping strategies, and what going back to school means for parents
9	10/5 10/6 10/7	999 994 1,000	Investigation of which media outlets consumers are turning to for their news, and how much they trust those sources; what our changing workplaces look like

\*Key tracking questions captured in every wave: demographics, emotions, core motivations, economic impact, lifestyle and employment changes

- ④ **Where people stand politically is tied closely to where they get information, as Trump fans/conservatives and Biden fans/liberals gravitate towards different news sources.**
- ④ **Most people trust the sources they choose to get their news from, but 74% distrust at least one source; 34% watch at least one source they distrust – which, at the very least, exposes people to some alternative points of view.**
  - Liberals/those likely to vote for Biden watch, and trust, a higher number of outlets than Trump supporters do.
- ④ **Looking at the attitudes of Biden and Trump supporters, we have hope that the differences we see in America can be overcome:**
  - Many on both sides agree we've become too divided as a nation, want others to pay attention, want to learn about other viewpoints, and think both political parties have been pulled to extremes.
- ④ **But of course there are reasons for concern:**
  - The distrust mentioned above has us wondering how anyone can ever agree on what's "true truth"; the majority of voters on both sides "don't care what other people think" and will stick to their beliefs no matter what; and many are "turned off" by politics (especially Trump supporters).
- ④ **Our workplaces are changing, perhaps for good: 30% of workers are in a new environment due to the coronavirus, and expect that change to be permanent.**
- ④ **7 months into the crisis, mental self-care and relationships are more important than ever, physical self-care may be on the decline, people are increasingly reluctant to get a vaccine, and they're still spending less on non-essential items than they used to.**





# Election Opinions & Media Choices

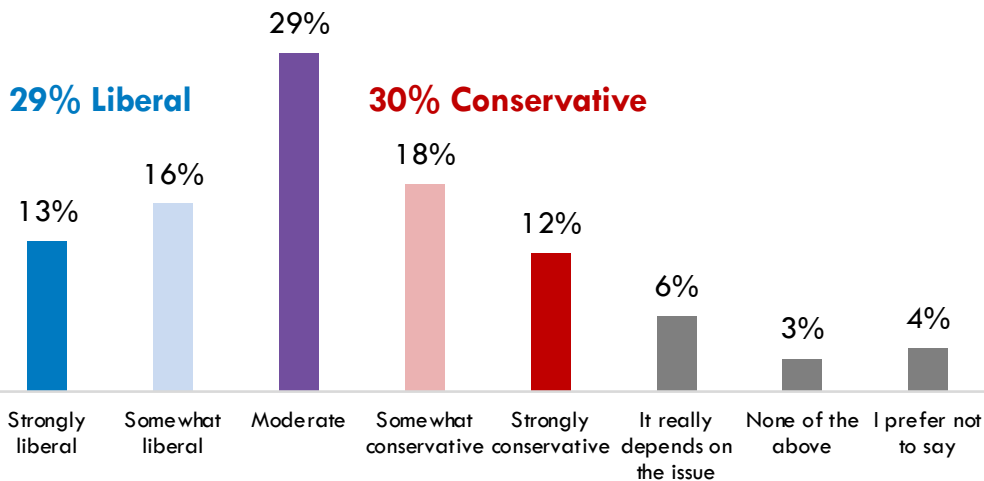
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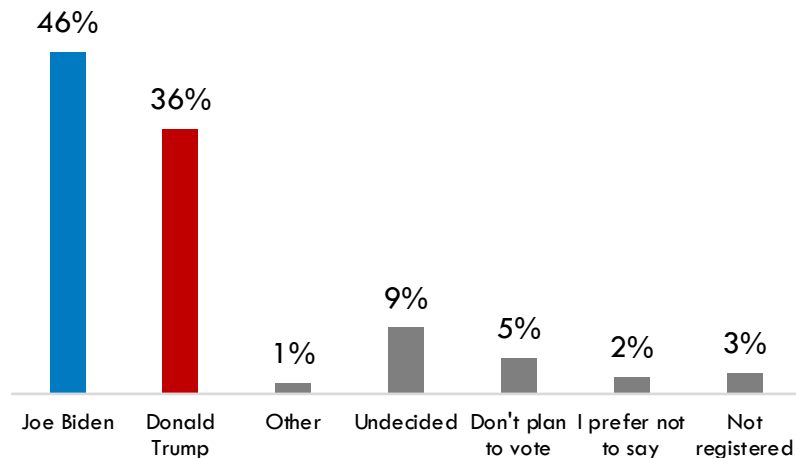
**• Our sample includes a good mix of political views, and suggests that moderates are leaning towards Biden.**

• Note: We are not trying to be predictive of election outcomes; voting intentions is asked only for segmenting results. While we allowed respondents to indicate if they're not likely to vote, political polls narrow further by concentrating on "likely voters," and balancing more precisely by precinct, etc.

*Regardless of how you plan to vote in the upcoming election, how would you describe your political views?*



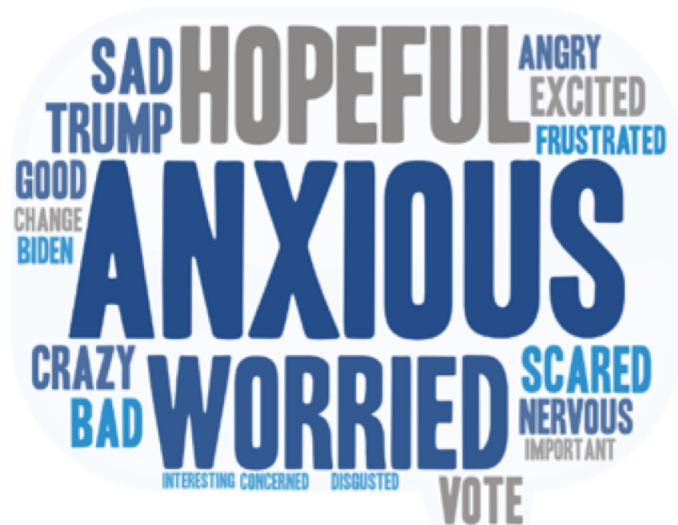
*Who are you planning to vote for in the upcoming presidential election?*



- **Voters on either side are primarily feeling hopeful and anxious about the upcoming election.**
  - Whereas Trump supporters are likely to feel excited, Biden supporters tend to be worried.
  - President Trump himself is mentioned pretty frequently by both groups.

*What 3 words best describe how you feel about this year's presidential election?*

Likely Biden Voters (n=410)



Likely Trump Voters (n=355)

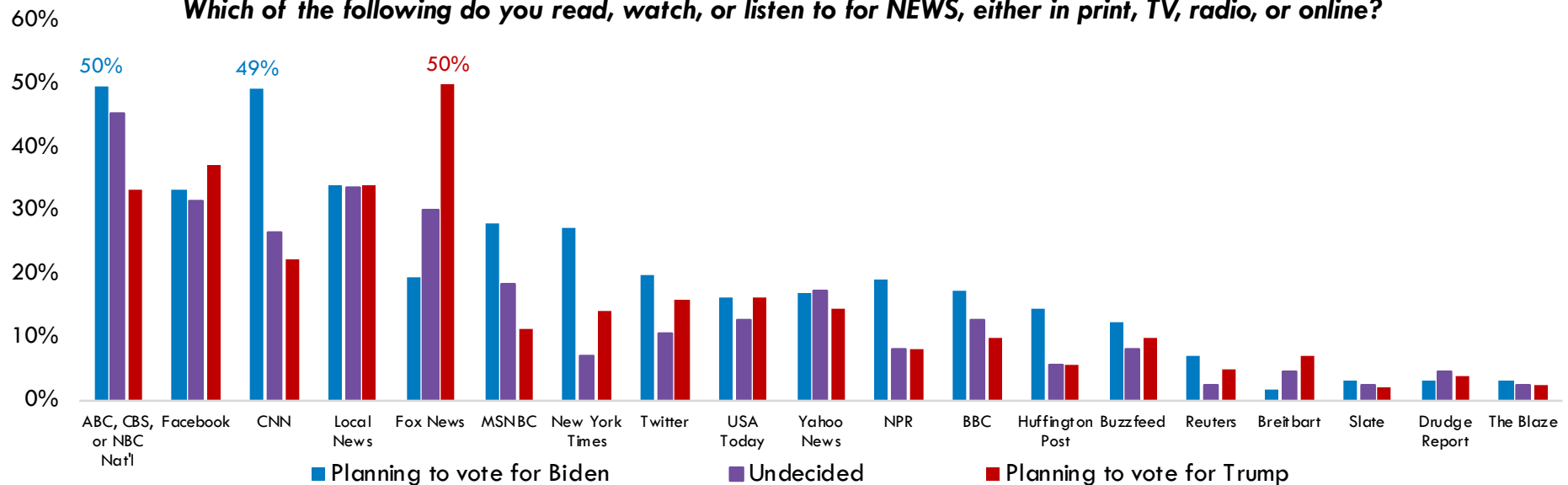




- **What you watch appears to influence who you vote for, or perhaps who you're likely to vote for influences what you watch (a classic example of correlation not necessarily meaning causation).**

- Likely Biden Voters are most likely to watch national networks or CNN, and more likely than others to watch/read/listen to MSNBC/New York Times/NPR.
- Likely Trump Voters are most likely to watch Fox News, and are directionally more likely to get their news from Facebook.
- Importantly, while 20-30% of each group also watch the news channel most favored by the other side (Fox and CNN, respectively), it's important to keep in mind that in previous decades, everyone watched *the same* 3-4 networks.
- Undecided Voters are most likely to get their information from national networks, Facebook, and local news.

**Which of the following do you read, watch, or listen to for NEWS, either in print, TV, radio, or online?**

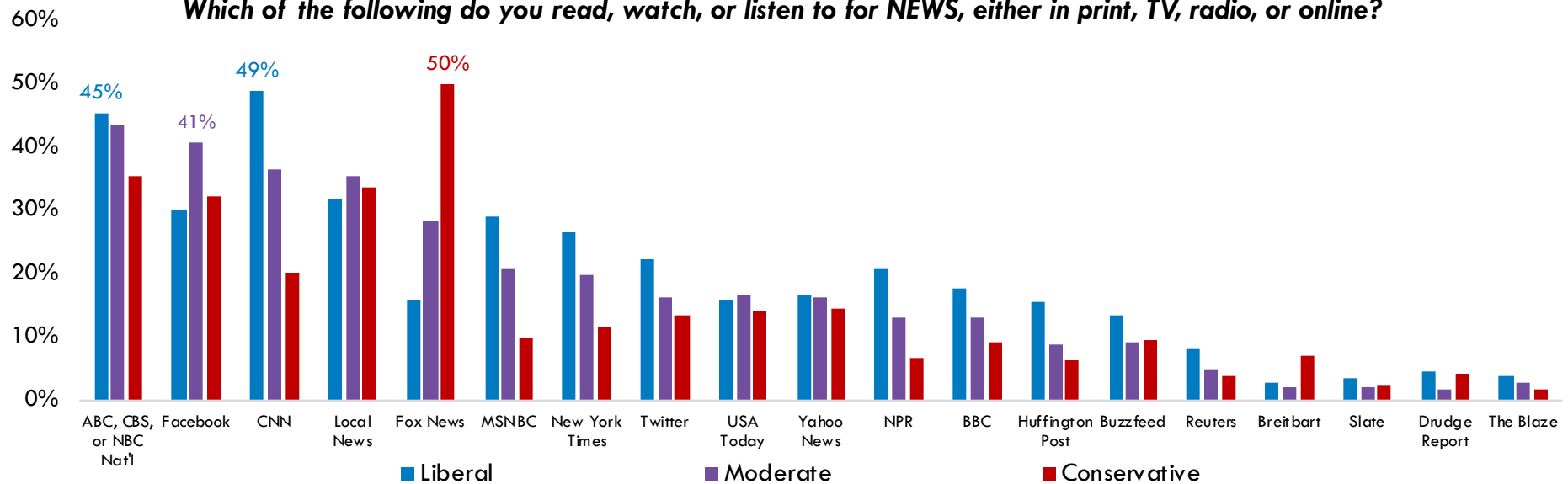


October 5, 2020



- Liberals and Conservatives tend to have viewing habits that align with likely voters for each party's candidate.
- Those who see themselves as Moderate are more likely than others to get their news from Facebook, with less viewing of liberally-watched CNN and conservatively-watched Fox News, perhaps suggesting they're seeking more centrist opinions from both media sources and their friends/family.









*Which of the following do you read, watch, or listen to for NEWS, either in print, TV, radio, or online?*



October 5, 2020



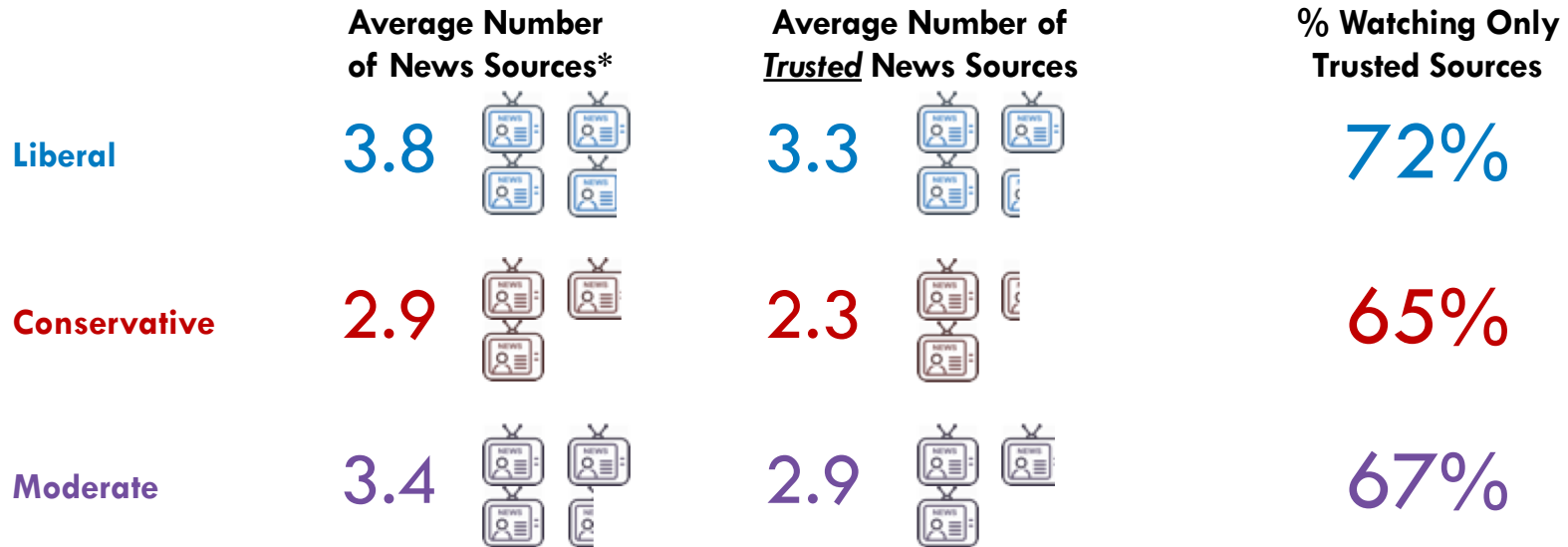
- **Likely Biden Voters** get their news from a higher number of sources, and are more likely to only watch sources they trust, suggesting they're a little more likely to be in a media "bubble."
  - This may be because there is a broader selection of news sources they trust.
- **Likely Trump Voters** turn to fewer sources, but are only slightly less likely to only watch trusted sources.
- **Undecided/Other Voters** get their news from fewer sources, and are more likely to be distrustful of those they do watch – perhaps that's why it's so hard to decide!

	Average Number of News Sources*	Average Number of <u>Trusted</u> News Sources	% Watching Only Trusted Sources
Likely Biden Voters	3.8 	3.3 	71%
Likely Trump Voters	3.1 	2.5 	67%
Undecided Voters	2.9 	2.3 	57%
Other	2.2 	1.5 	52%

\*National networks count as 1

• Liberals get their news from an average of one more source than Conservatives, and are more likely to trust the sources they use.

• Moderates are in between.



\*National networks count as 1

October 5, 2020



# How Trustworthy are news sources? – Total Sample

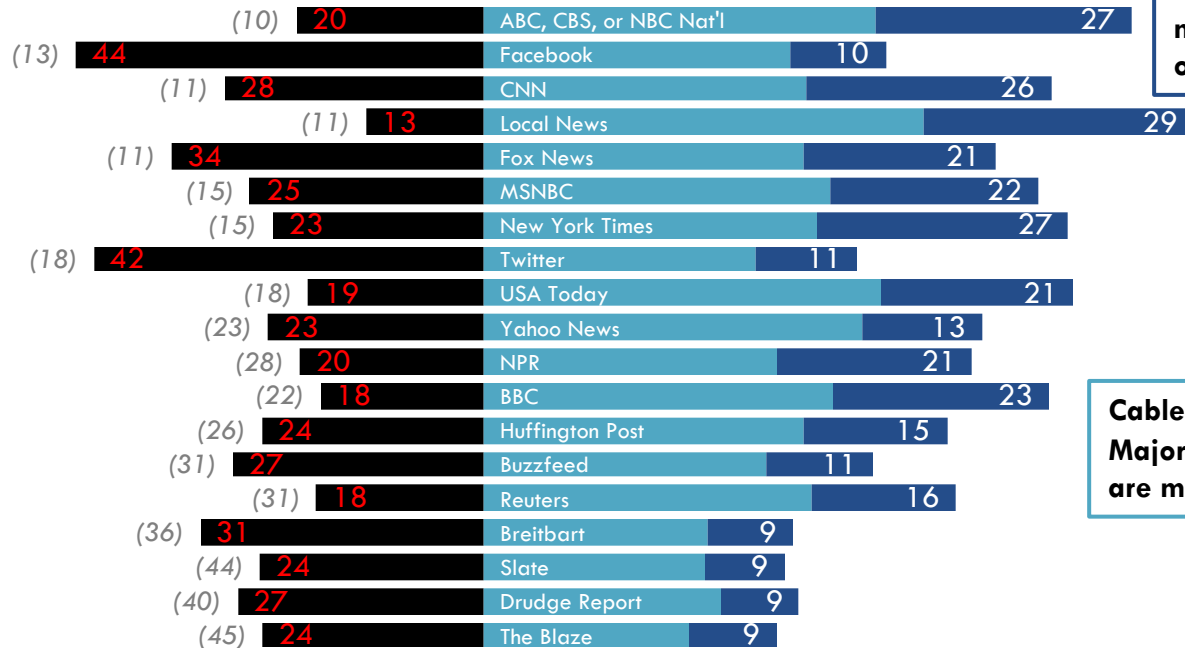
# 74%

Rate at least one news source as “Not At All Trustworthy”

(I don't know) ■ Not at all ■ Somewhat ■ Very

24% 10% 45% 38%  
Average Average Average Average

Major Networks and Local News are most trusted overall



Social media is least trusted, followed by Fox News, Breitbart, and CNN

Cable News and Major Newspapers are more polarizing

Sorted by Audience Size (within our sample)  
Total Sample (n=999), October 5, 2020

See Appendix for detailed data by outlet

Q. Whether or not you personally read, watch or listen, how TRUSTWORTHY do you think each of the following news sources is, if at all?





# How Trustworthy are news sources? – Among Users

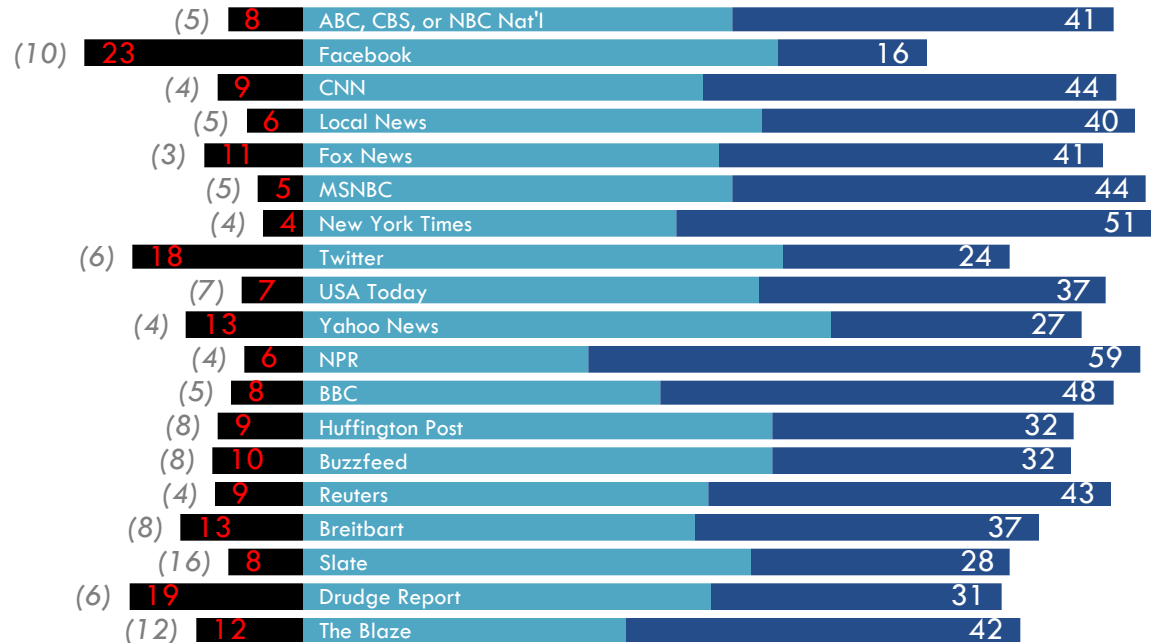
# 34%

watch at least one news source they consider to be “Not At All Trustworthy”

(I don't know) ■ Not at all ■ Somewhat ■ Very

6% Average    10% Average    45% Average    38% Average

- Respondents tend to trust the sources they use, but every source has at least a small percentage watching and listening who don't trust them.
- Facebook and Twitter users are particularly likely to think those outlets are not trustworthy, which makes sense given their content is not created by a verified source.
- It's a little concerning that there is as much trust as there is in social media, given they're so heavily filled with personal opinions (at best), and trolls and bots (at worst).



Sorted by Audience Size (within our sample)  
Among those who use each (n varies), October 5, 2020

See Appendix for detailed data by outlet

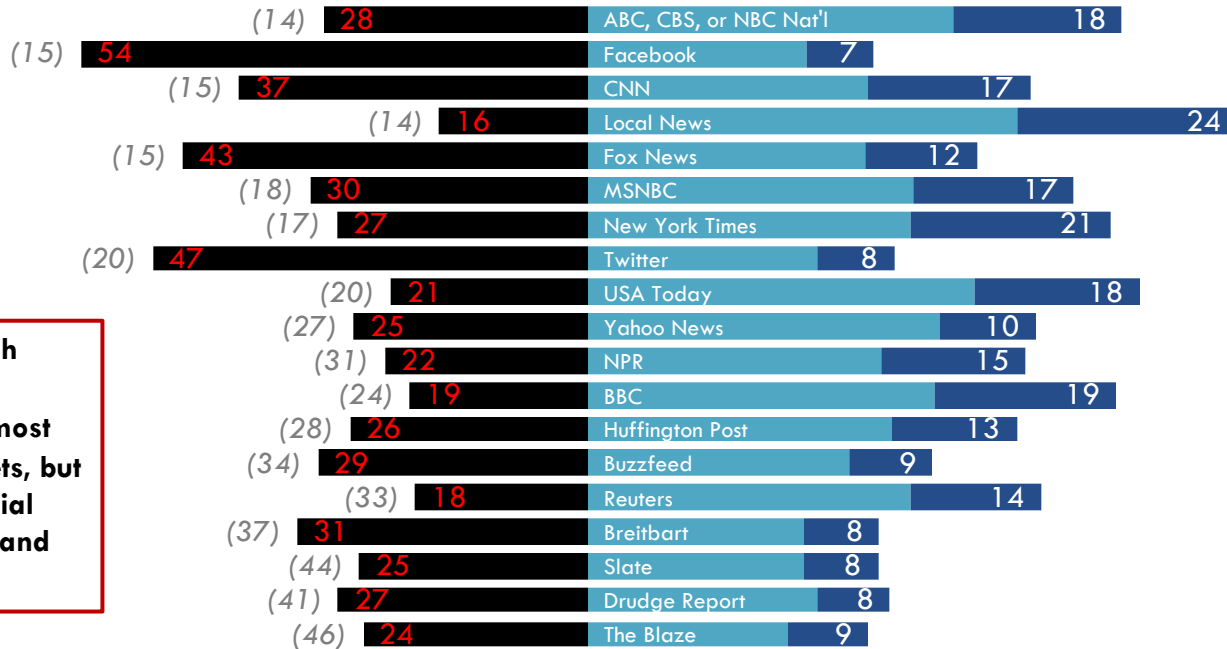
Q. Whether or not you personally read, watch or listen, how TRUSTWORTHY do you think each of the following news sources is, if at all?



# How Trustworthy are news sources? – Among Non-Users

(I don't know) ■ Not at all ■ Somewhat ■ Very

26% Average    29% Average    32% Average    14% Average



**Local news is generally seen as trustworthy even among those who don't watch**

**Distrust is high among non-watchers of most of these outlets, but spikes for social media, CNN, and Fox News**

See Appendix for detailed data by outlet

Sorted by Audience Size (within our sample)  
 Among those who don't use each media outlet (n varies), October 5, 2020

Q. Whether or not you personally read, watch or listen, how TRUSTWORTHY do you think each of the following news sources is, if at all?

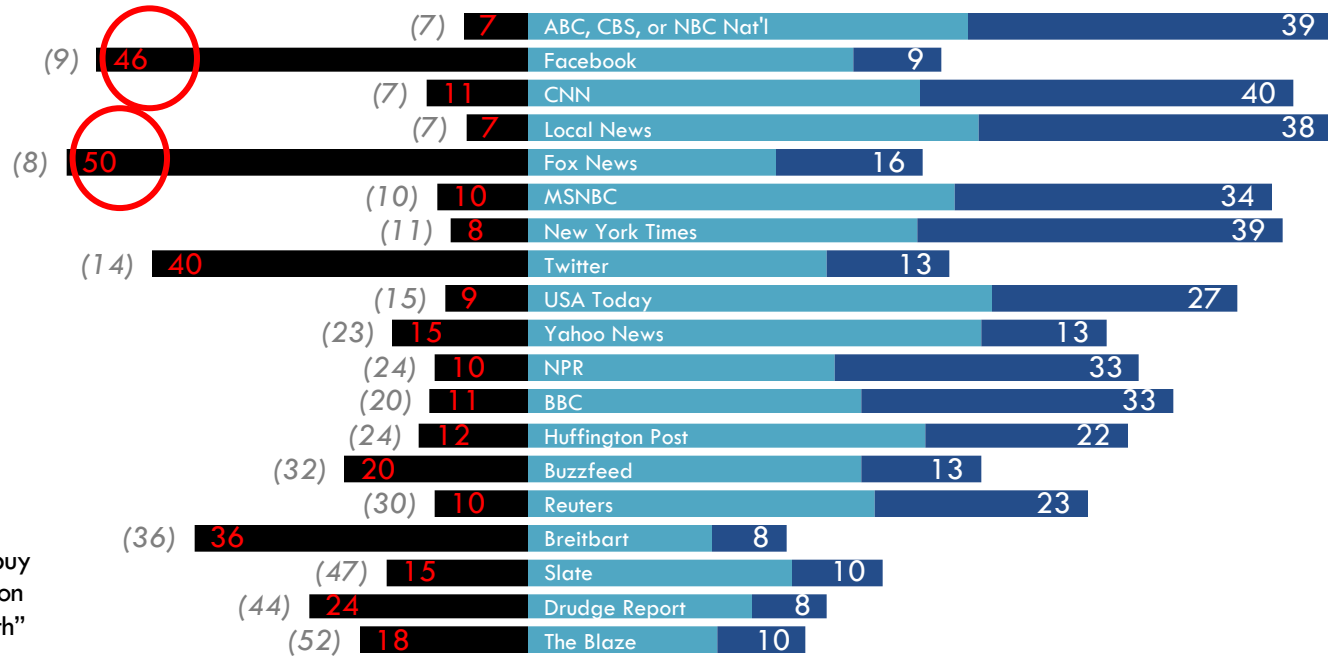


**Biden Supporters don't put a lot of trust in social media or Fox News, but otherwise think most mainstream sources are trustworthy**

# BIDEN HARRIS

(I don't know) ■ Not at all ■ Somewhat ■ Very

**22%** Average  
**19%** Average  
**36%** Average  
**22%** Average



Only  
**30%**

Agree strongly with the statement: "I am less likely to buy from a brand that advertises on a show/channel I disagree with"

Sorted by Audience Size (within our sample)

Among those planning to vote for Biden (n=445), October 5, 2020

See Appendix for detailed data by outlet

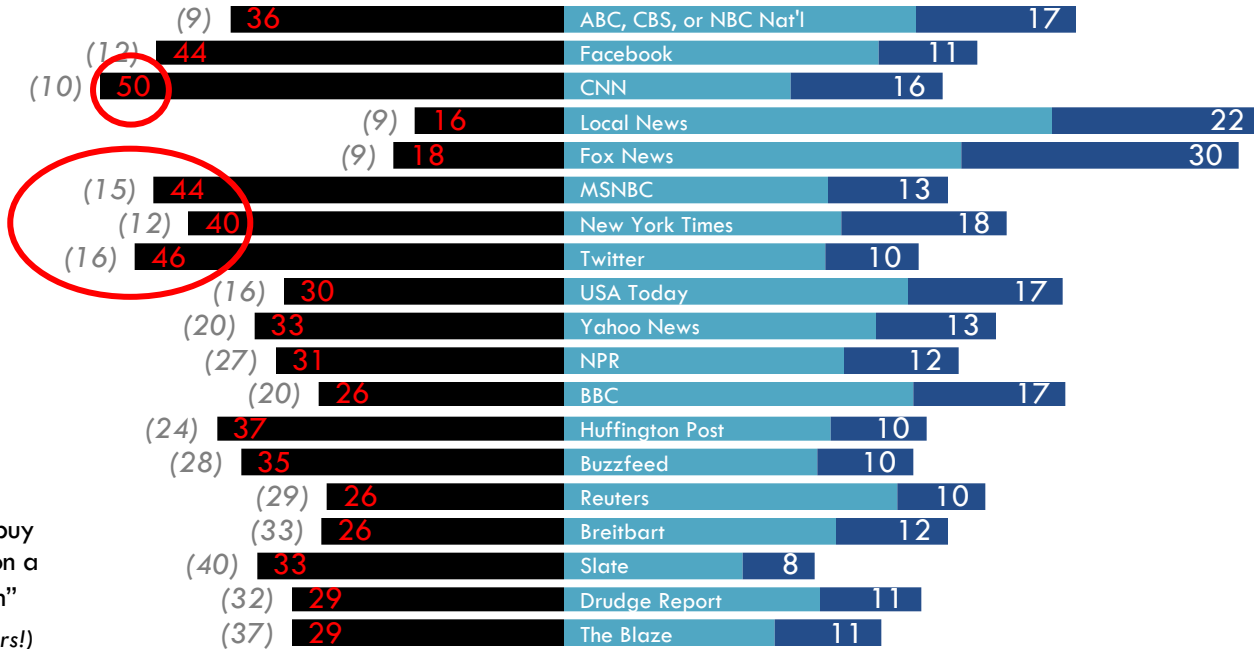
Q. Whether or not you personally read, watch or listen, how TRUSTWORTHY do you think each of the following news sources is, if at all?



Aside from Fox News and their local news, Trump Supporters don't tend to think any outlets are very trustworthy, including right-leaning Breitbart and Drudge Report.

(I don't know) ■ Not at all ■ Somewhat ■ Very

21% 33% 32% 14%  
Average Average Average Average



Only  
**30%**

Agree strongly with the statement: "I am less likely to buy from a brand that advertises on a show/channel I disagree with" (Yes! The same as Biden supporters!)

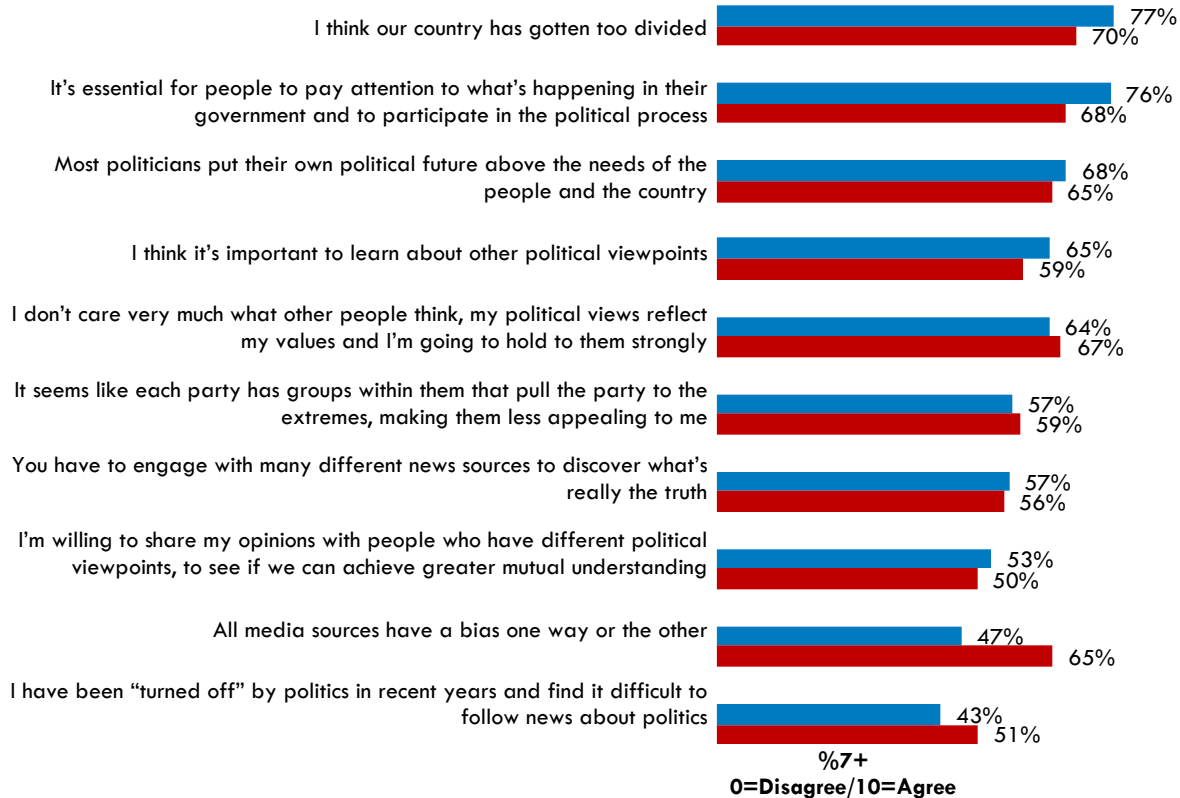
See Appendix for detailed data by outlet

Sorted by Audience Size (within our sample)  
Among those planning to vote for Trump (n=345), October 5, 2020

Q. Whether or not you personally read, watch or listen, how TRUSTWORTHY do you think each of the following news sources is, if at all?



### How much do you *DISAGREE* or *AGREE* with each of the following statements?

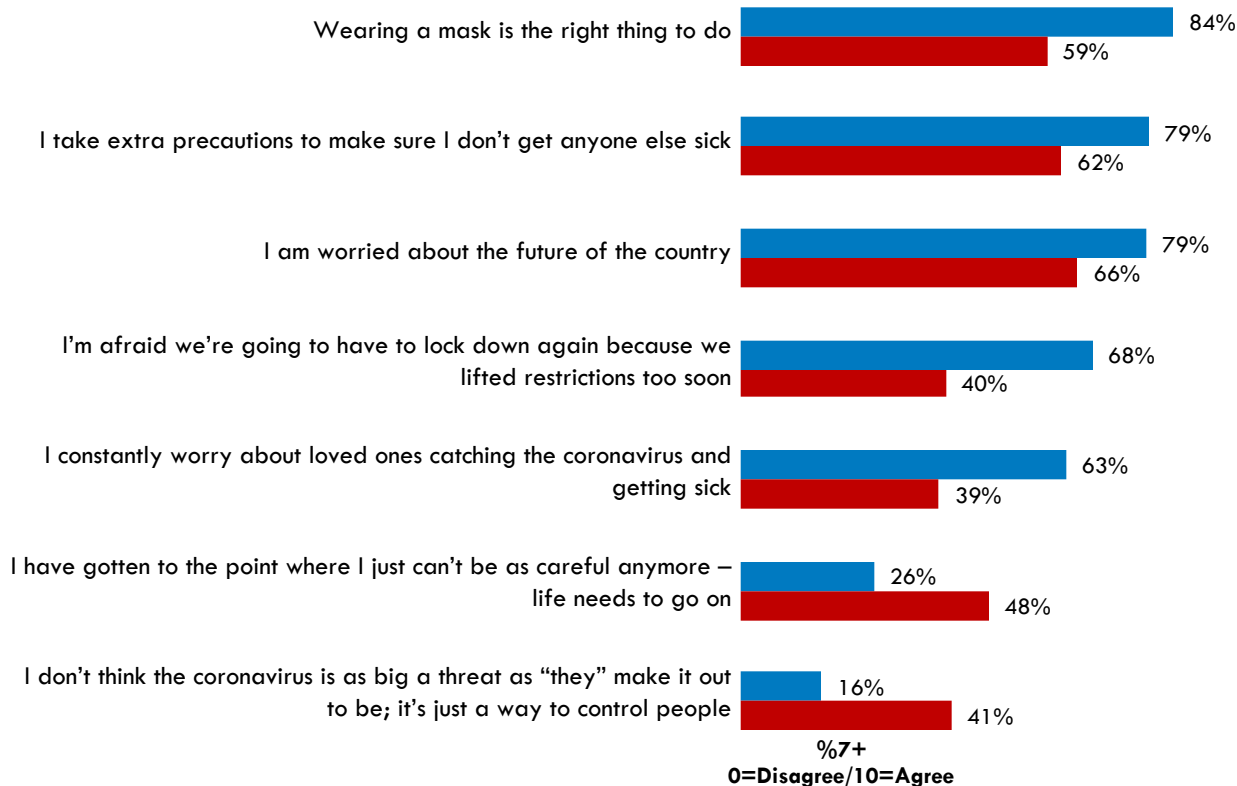


■ Likely to vote for Biden ■ Likely to vote for Trump

- One of the things Biden and Trump Supporters can agree on is that the country has gotten too divided.
- And actually, agreement tends to be similar between these two groups on all of the statements here, despite how little they may agree on who should be our next President.
- Likely Trump Voters are more likely to believe that the media are biased (perhaps because of how often the media is derided as fake), and to be turned off by politics in recent years.



### How much do you **DISAGREE** or **AGREE** with each of the following statements?



- Generally speaking, Biden Supporters are more likely to feel fear and worry about the coronavirus and the future of the country, and to agree with the precautionary measures that have been recommended.
- Trump Supporters are more likely to be affected by coronavirus fatigue, and to suspect the threat is not as dire as it's been made out to be.

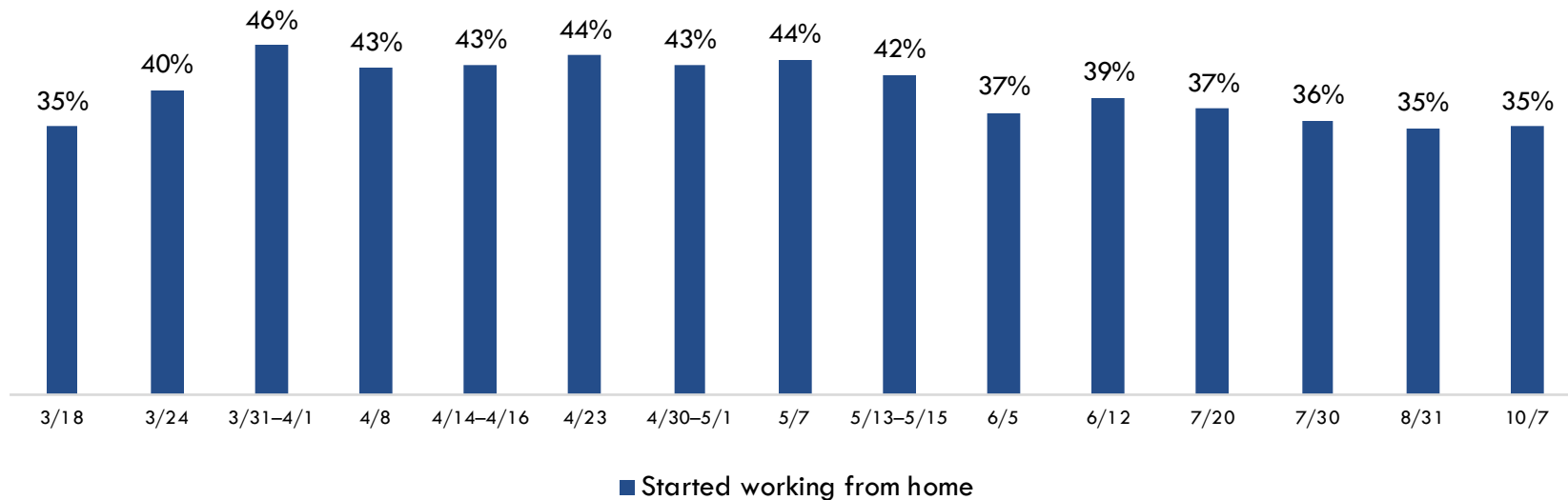
# Changing Workspaces

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- We've been tracking what % of Americans are newly working from home since March, but recently we dug into it a little deeper, to get a sense of what the future of working might be.
- Our tracking suggests that some workers may have gone back to the workplace; however, if they've been working from home for 7 months, that might not be considered recent anymore.

*Which of the following changes have you or someone in your household experienced due to recent events?*



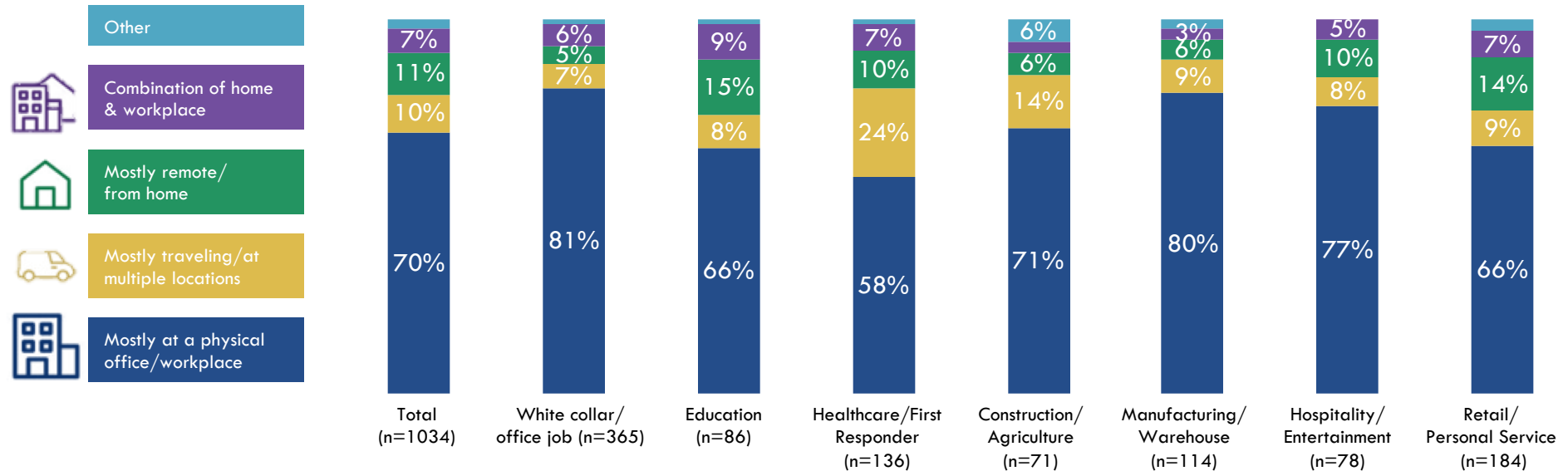
Differences of 4% or greater are significant at the 90% confidence level.





- Where people say they've worked at their job historically matches up with what we would have expected, with most workers having done their jobs outside the home.

### Where have you *HISTORICALLY* done your job?

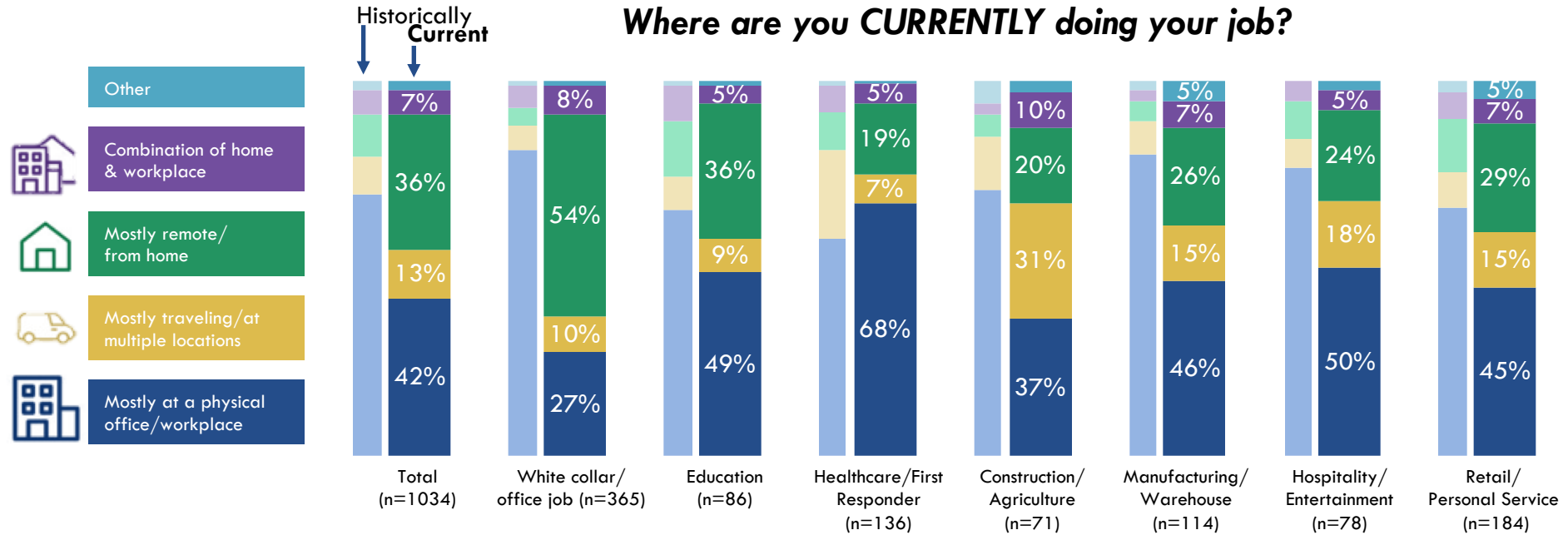


Among employed respondents, October 5 & 6, 2020



- Office workers have experienced the largest shift during the pandemic, from primarily working in an office to working from home, followed by education, but even some in manufacturing and retail/personal service have found ways to do their jobs remotely.

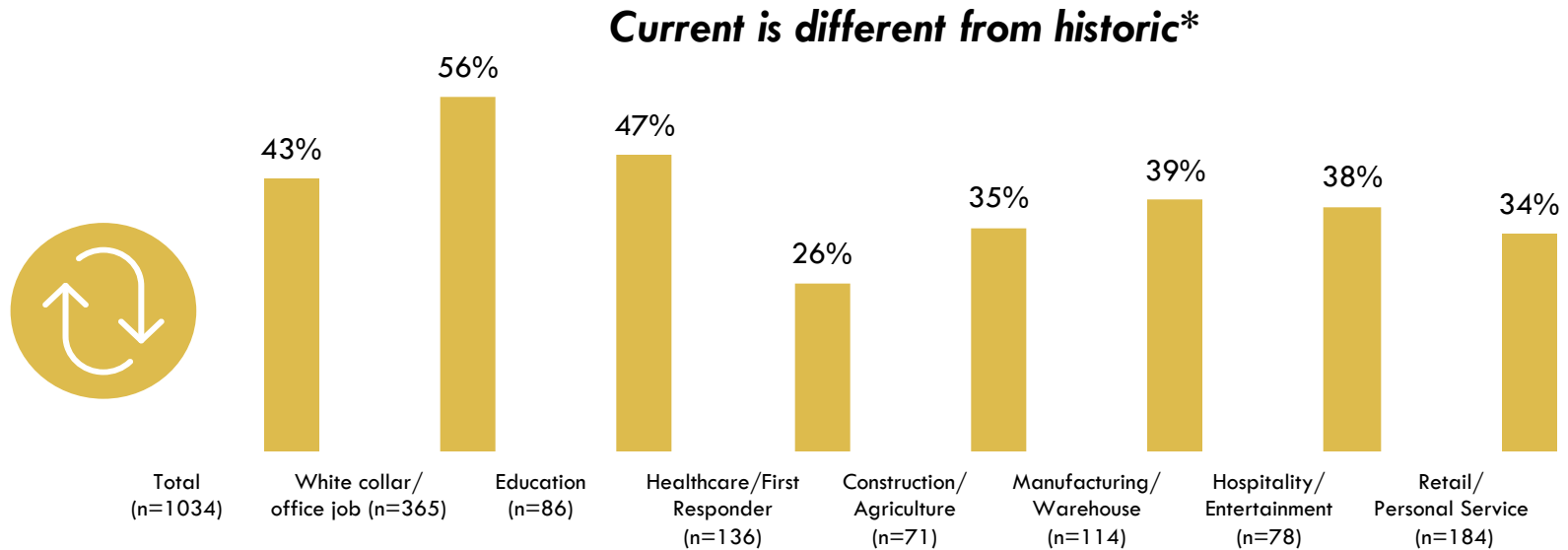
### Where are you **CURRENTLY** doing your job?



Among employed respondents, October 5 & 6, 2020



- Likewise, 43% of workers overall, and about HALF of office workers and educators, say they have changed their working environment due to the Coronavirus crisis.



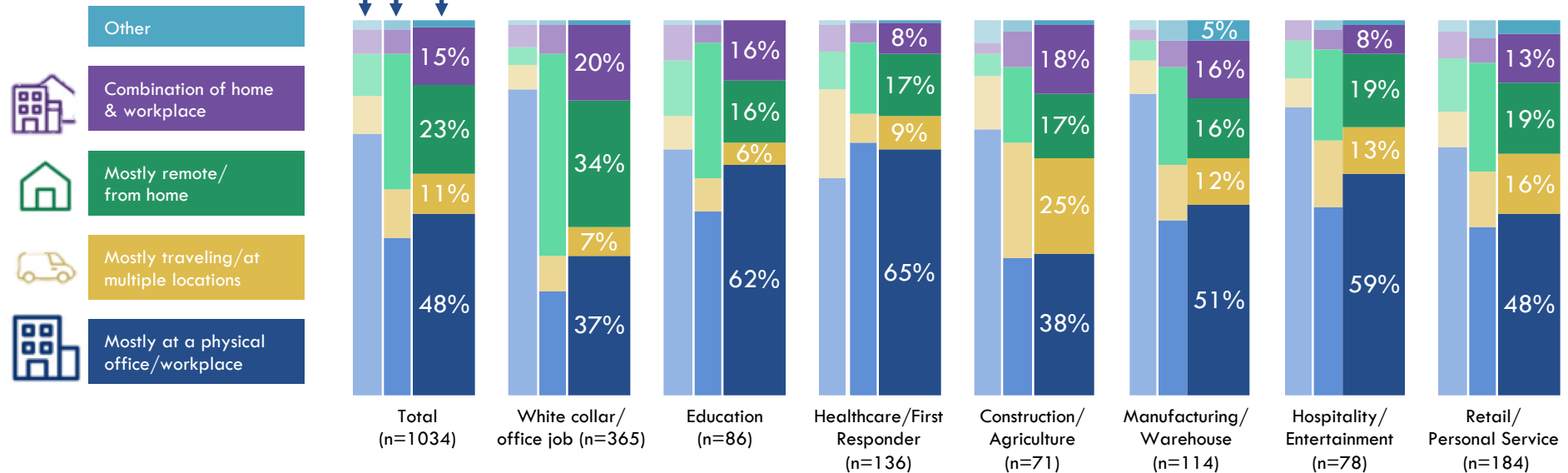
\*Calculated by comparing responses to “Where have you historically worked?” and “Where are you currently working?”

**Among employed respondents, October 5 & 6, 2020**



- Workers don't expect their future working situation to return to historical levels, expecting more remote and combination home/workplace than before.

### Where do you think you will do your job in the FUTURE?

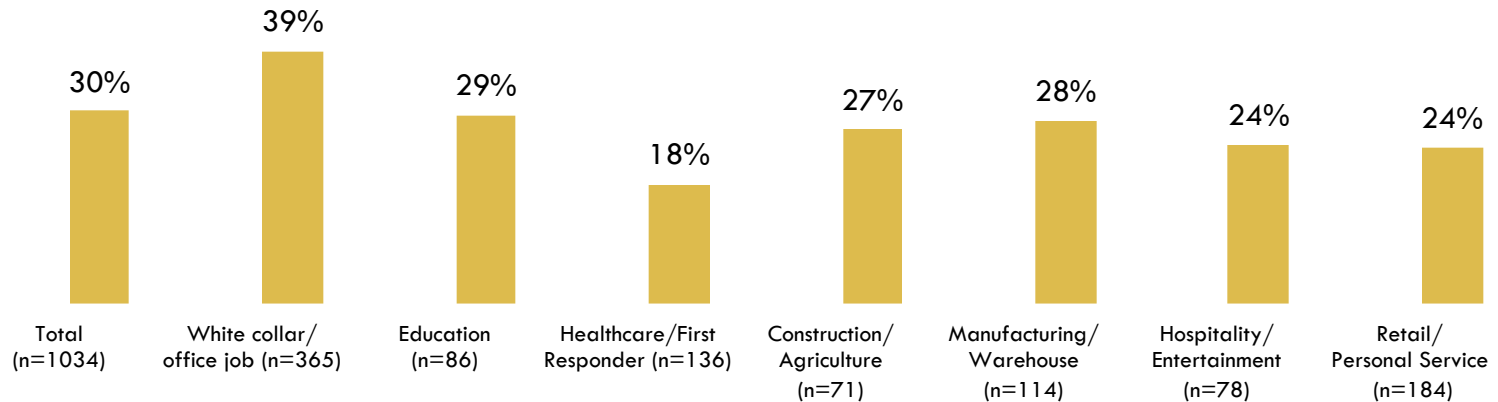
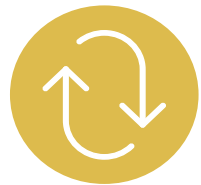


Among employed respondents, October 5 & 6, 2020



- **In the future, 30% of workers expect to be in a different environment than where they have historically worked.**
- If we compare to the 43% who are currently working in a different environment, this means that as many as 70% who are now working from home may continue to do so, even after the pandemic has passed.

### ***Future likely to be different from historic\****



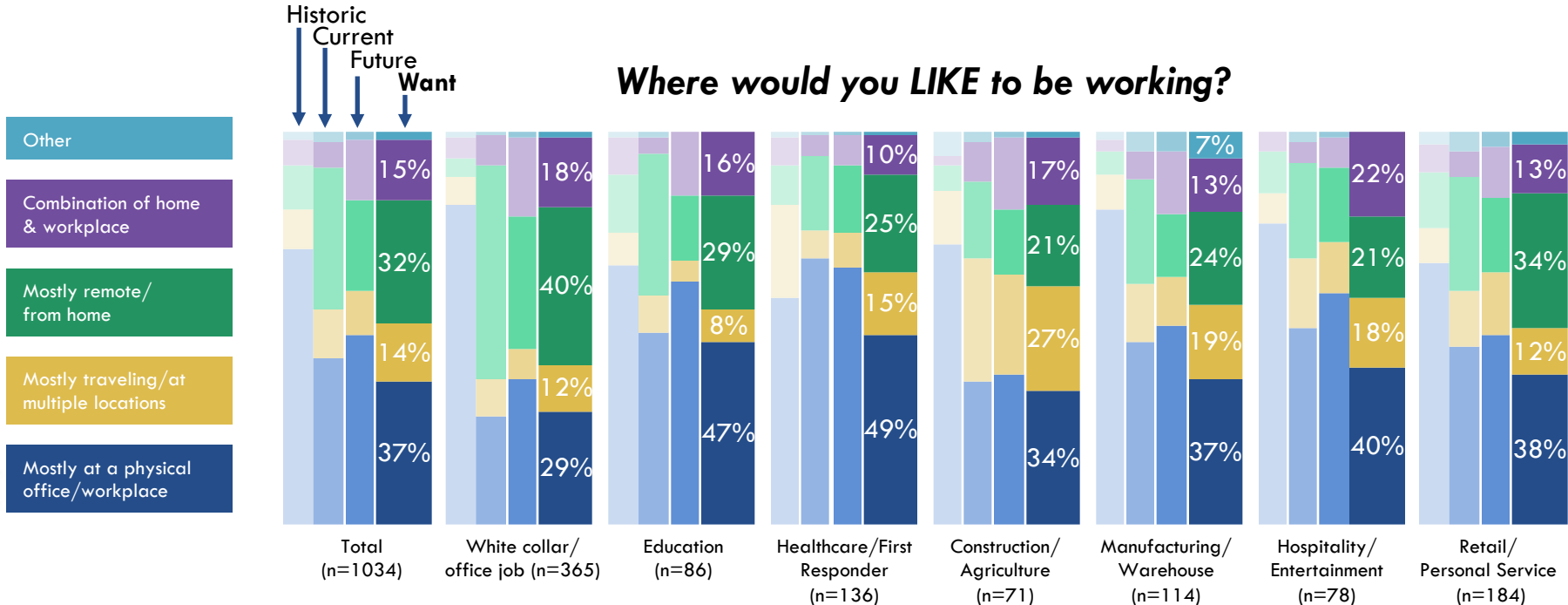
\*Calculated by comparing responses to “Where have you historically worked?” and “Where do you expect to work in the future?”

**Among employed respondents, October 5 & 6, 2020**



- **Close to half of American workers would like to be working from home/remotely at least part of the time, closely mirroring what they're doing right now, and not necessarily going back to how things used to be.**
- As such, employers will likely find a competitive advantage for offering remote options – or risk losing employees if they don't.

## Where would you LIKE to be working?



Among employed respondents, October 5 & 6, 2020

# Emotional & Economic Impact of the Coronavirus

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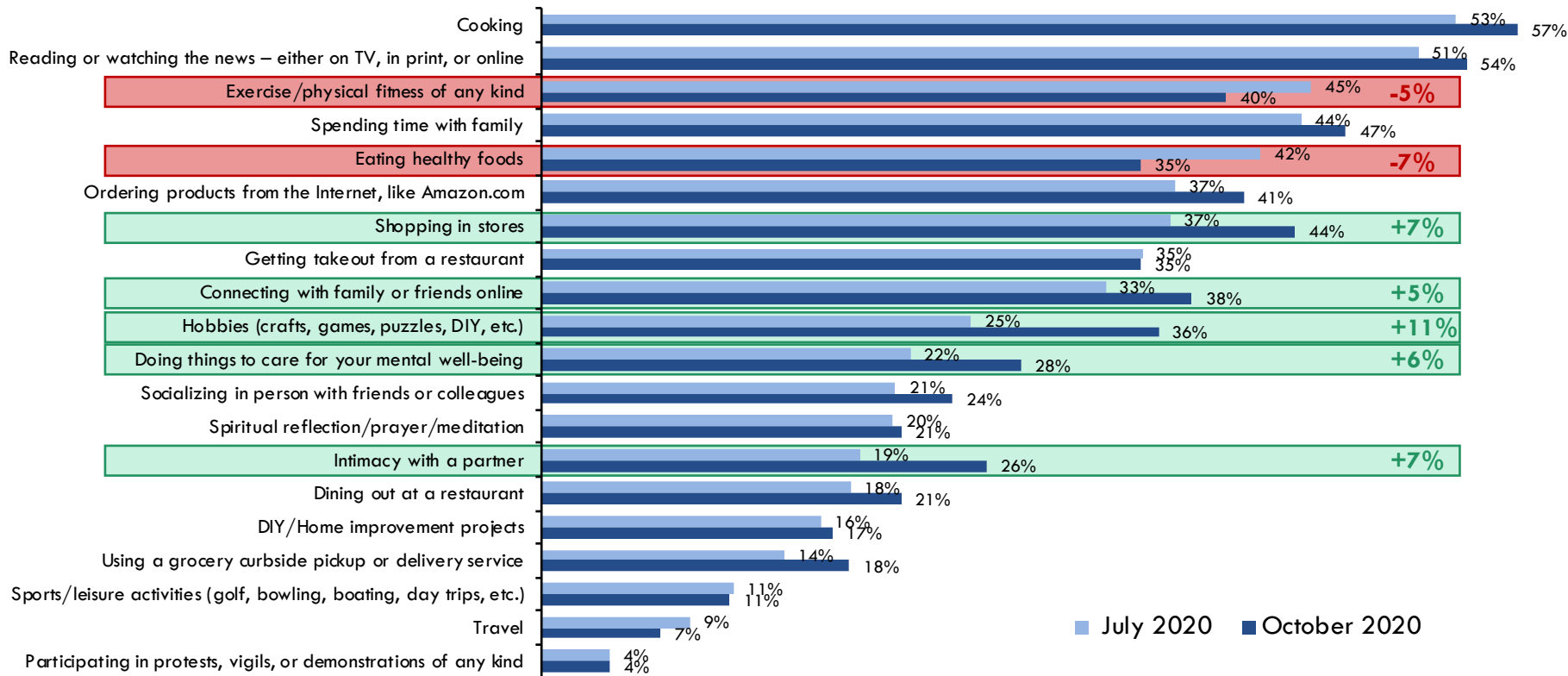
Continuing our tracking of consumer priorities and sentiment



## 7 months in vs. 4 months in...

**Physical self-care (exercise, healthy foods) is down**

**Mental self-care (including hobbies and “retail therapy”) and relationship-strengthening (connecting online, intimacy) are up**



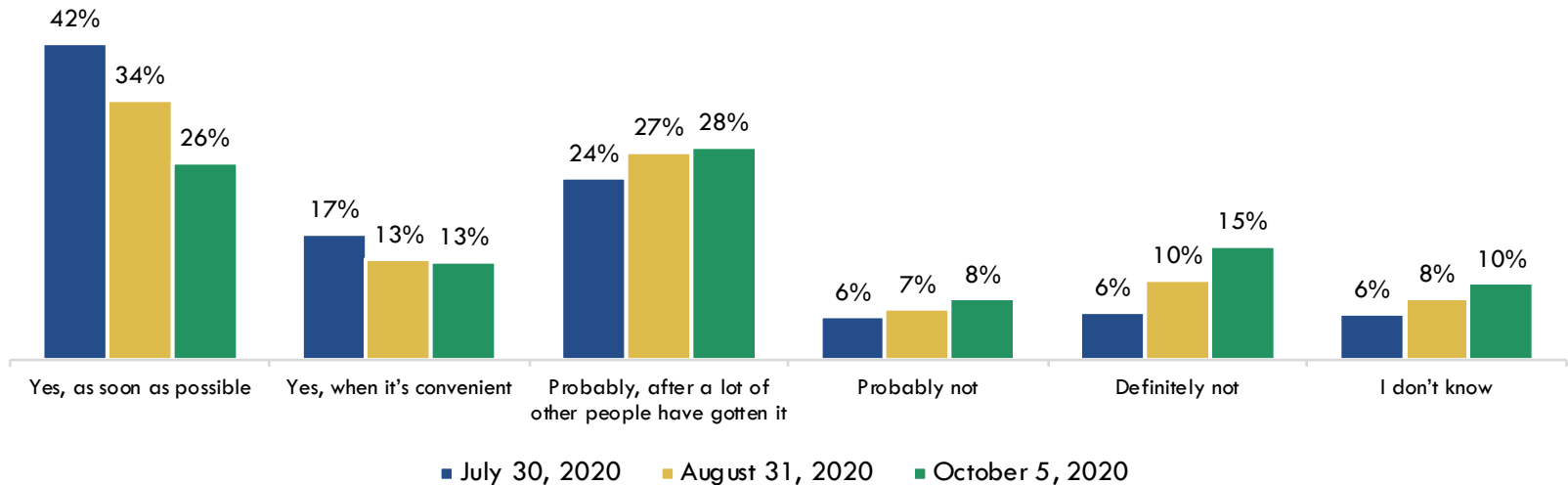
Q. Which of the following activities have you done in the PAST WEEK?





- Certainty and eagerness to get a coronavirus vaccine *continue* to be on the decline, with only 26% of respondents now saying they will get a vaccine “as soon as possible,” compared to 42% in July.

***If a vaccine becomes available for the coronavirus, will you get it, and if so, how soon?***

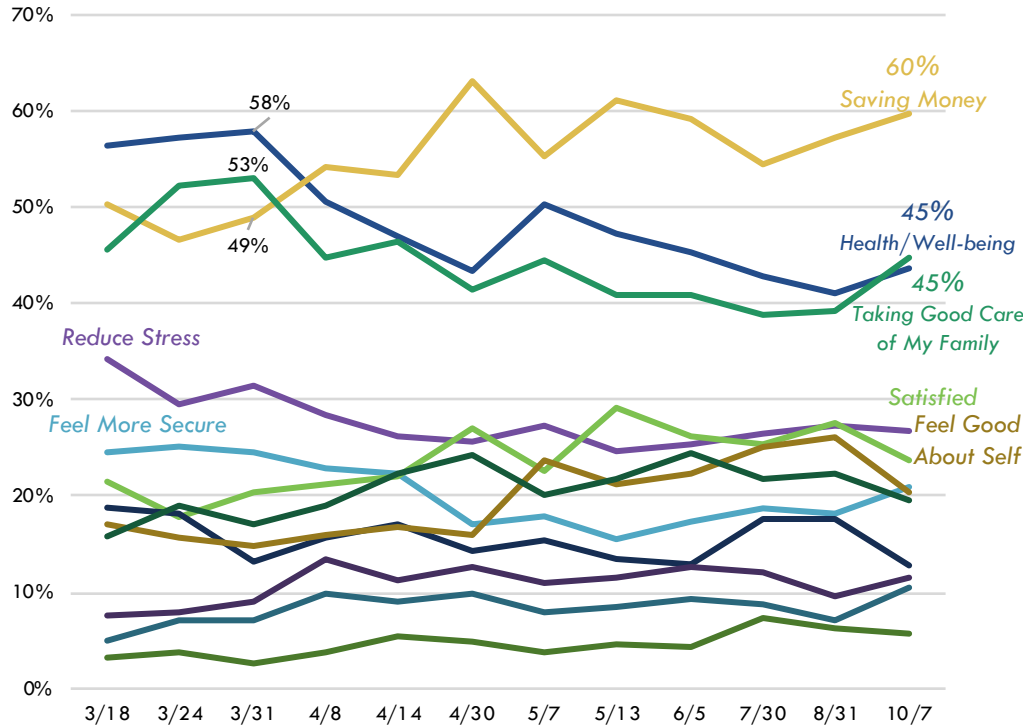




## Core Motivations

ACUPOLL'S approach to understanding the deeper drivers for purchase decisions

When you're looking for products to buy, what are your TOP 3 PRIORITIES right now?



Differences of 4% are generally significant at the 90% confidence level.

• We are continuing to see *Saving Money* dominate as most important when making buying decisions.

• This reinforces the need for companies to focus on justifying their Value proposition in this environment.

• *Health/Well-being* and *Taking Good Care of My Family* had been declining, but may be trending upwards again.

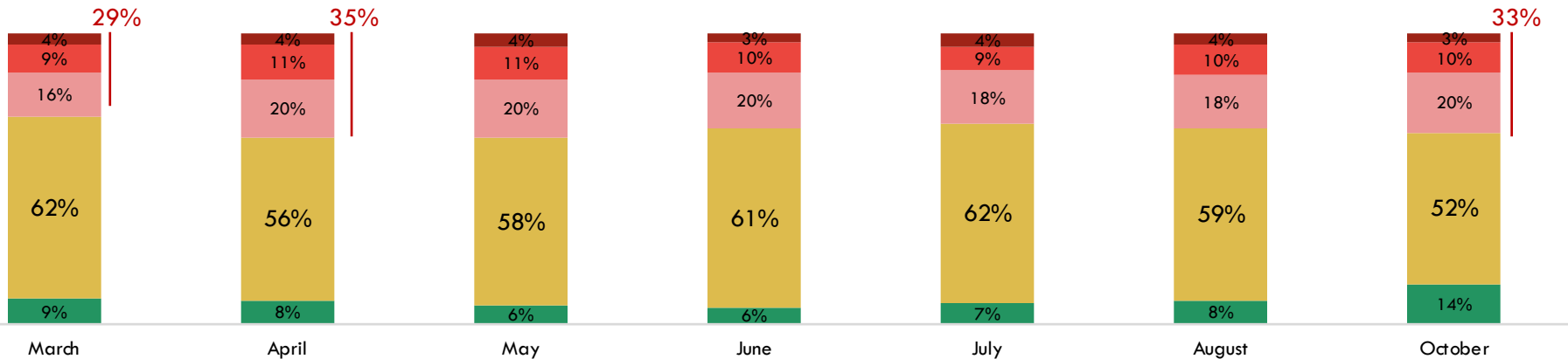
• This could be related to an uptick in cases of Coronavirus.

• The need to *Reduce Stress* and *Feel More Secure* have settled down into lower priorities, and consumers are beginning to demand that products *Satisfy, Save Time, and make them Feel Good about themselves* again.



- About one-third of those surveyed have lost at least some income – a number that has held steady since early April, although a few % points off its peak of 35%.
- In a potential spot of bright news, we’re seeing an increase in those who are earning more income now.

**How much, if at all, has each of the following CHANGED since before recent events?**



**Your household INCOME  
from employment**

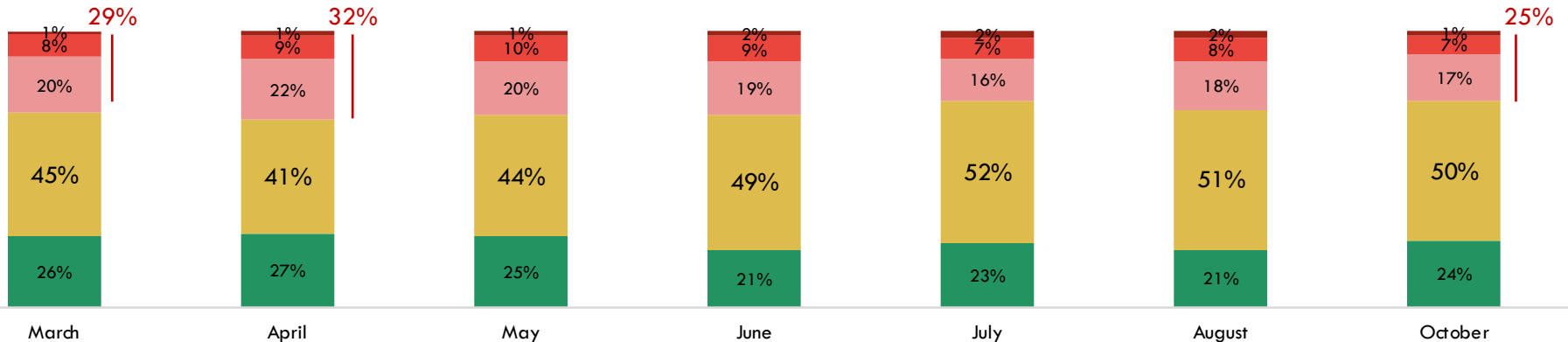
■ Increased   ■ Stayed the same/no change   ■ Decreased a little   ■ Decreased a lot   ■ Eliminated completely

Differences of 4% are generally significant at the 90% confidence level.



- The % of households decreasing their essential spending is also down from its mid-April peak of 32%.
- Those *increasing* their household spending has been declining since the April peak of 27%, but may be trending back up.

**How much, if at all, has each of the following CHANGED since before recent events?**



**Your household SPENDING  
on ESSENTIAL items**

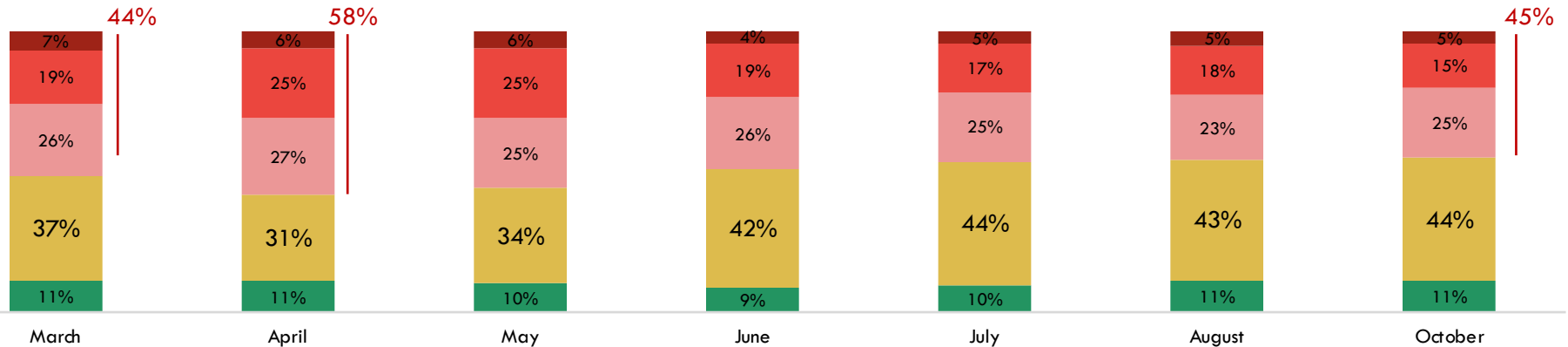
■ Increased    ■ Stayed the same/no change    ■ Decreased a little    ■ Decreased a lot    ■ Eliminated completely

Differences of 4% are generally significant at the 90% confidence level.



- 45% of households are still spending less on non-essential items in general.

*How much, if at all, has each of the following CHANGED since before recent events?*



### Your household SPENDING on NON-ESSENTIAL items

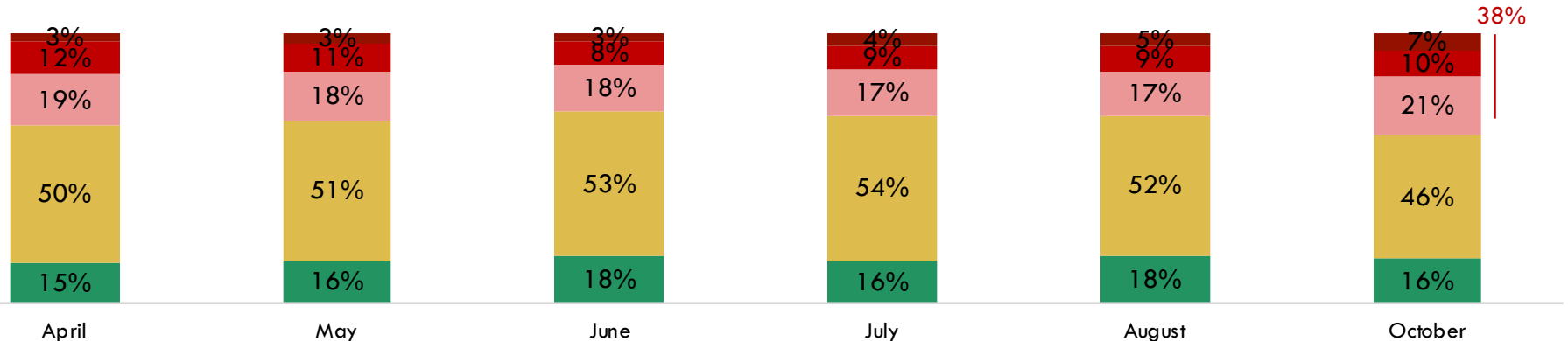
■ Increased   ■ Stayed the same/no change   ■ Decreased a little   ■ Decreased a lot   ■ Eliminated completely

Differences of 4% are generally significant at the 90% confidence level.



- 38% of households have had to pull from savings as of October, which is at the high end of the range we've seen.
- The number of households that have completely depleted their savings, while small, has been steadily increasing since April.

**How much, if at all, has each of the following CHANGED since before recent events?**



**Your household SAVINGS**

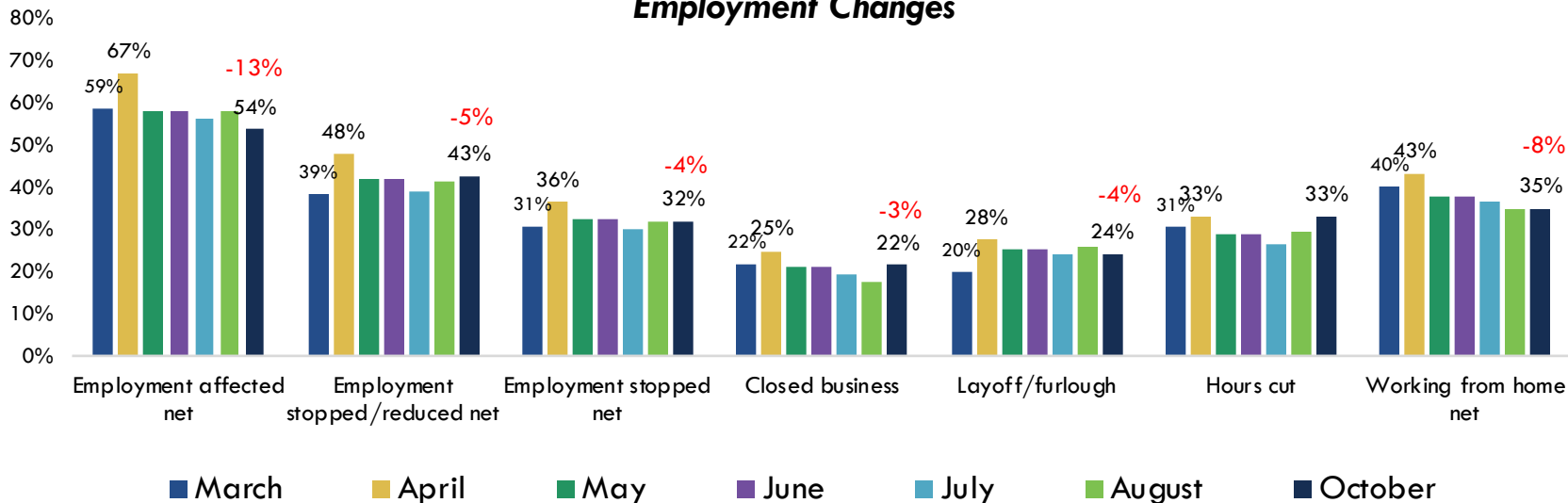
■ Increased   ■ Stayed the same/no change   ■ Decreased a little   ■ Decreased a lot   ■ Eliminated completely

Differences of 4% are generally significant at the 90% confidence level.

- **Employment losses are lower than they were in April, as some businesses re-open or people find new jobs.**
- However, the changes in recent waves are slight, and those with stopped/reduced income are still at an alarmingly high rate if these businesses/industries don't bounce back soon.

Difference vs. Peak:

### Employment Changes

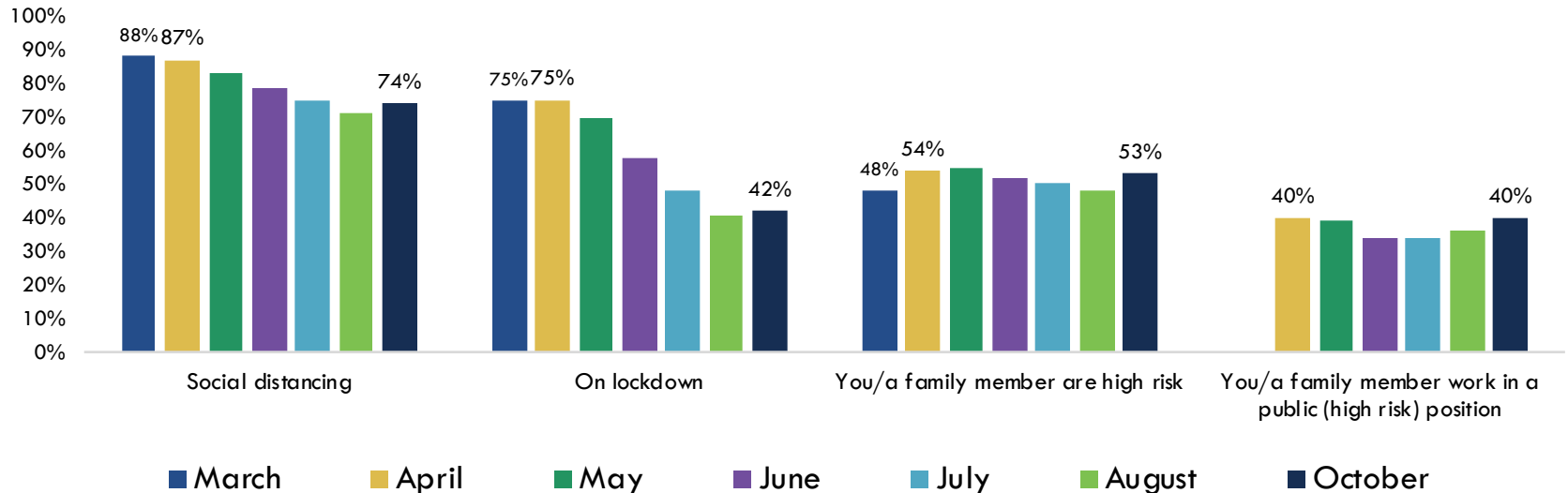


Average across sample dates by month.

Differences of 4% or greater are significant at the 90% confidence level.

- The number of Americans practicing social distancing is up again slightly, but lockdown continues to decline.
- The number of people working in essential jobs has decreased, perhaps due to additional recent layoffs/closures, changes in worksites that decrease public contact, or people willingly changing jobs in favor of something with less public exposure.

***Which of the following changes have you or someone in your household experienced due to recent events?***



Differences of 4% are generally at the 90% confidence level.



# APPENDIX

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**Among those who use each outlet**

Which of the following do you read, watch, or listen to for NEWS, either in print, TV, radio, or online?	ABC, CBS, or NBC		My local news channel				New York Times		Yahoo News	
	nat'l news (n=405)	Facebook (n=341)	CNN (n=337)	Fox News (n=300)	MSNBC (n=189)	Times (n=187)	Twitter (n=169)	USA Today (n=153)	News (n=152)	
<b>Average number of outlets used (Nat'l networks count as one)</b>	<b>4.7</b>	<b>4.6</b>	<b>5.2</b>	<b>4.4</b>	<b>4.6</b>	<b>5.8</b>	<b>6.2</b>	<b>5.9</b>	<b>6.3</b>	<b>5.9</b>
ABC, CBS, or ABC national news	100%	41%	54%	59%	49%	57%	57%	46%	62%	61%
Facebook	35%	100%	40%	34%	42%	41%	44%	62%	53%	49%
CNN	45%	39%	100%	39%	38%	67%	63%	51%	59%	51%
My local news channel	48%	33%	38%	100%	40%	41%	36%	33%	35%	43%
Fox News	36%	37%	34%	37%	100%	33%	34%	39%	49%	45%
MSNBC	26%	23%	38%	23%	21%	100%	37%	30%	33%	32%
New York Times	26%	24%	35%	20%	21%	37%	100%	39%	39%	30%
Twitter	19%	30%	26%	17%	22%	26%	35%	100%	38%	32%
USA Today	23%	24%	27%	16%	25%	27%	32%	34%	100%	30%
Yahoo News	23%	22%	23%	20%	23%	25%	25%	29%	30%	100%
NPR	16%	13%	19%	14%	10%	21%	25%	22%	18%	14%
BBC	18%	16%	25%	14%	15%	29%	35%	24%	29%	18%
Huffington Post	14%	13%	18%	10%	10%	23%	31%	18%	25%	24%
Buzzfeed	12%	18%	15%	13%	14%	17%	25%	24%	22%	22%
Reuters	9%	7%	9%	5%	6%	12%	16%	11%	10%	12%
Breitbart	4%	5%	4%	4%	8%	6%	4%	5%	7%	7%
Slate	3%	4%	4%	3%	3%	6%	5%	5%	5%	7%
Drudge Report	3%	3%	4%	3%	4%	6%	5%	5%	5%	6%
The Blaze	3%	4%	4%	3%	4%	5%	5%	7%	7%	7%



Among those who use each outlet

Which of the following do you read, watch, or listen to for NEWS, either in print, TV, radio, or online?	NPR (n=127)	BBC (n=130)	Huffington Post (n=99)	Buzzfeed (n=103)	Reuters (n=53)	Breitbart (n=38)	Slate (n=25)	Drudge Report (n=32)	The Blaze (n=26)
<b>Average number of outlets used (Nat'l networks count as one)</b>	<b>5.6</b>	<b>6.5</b>	<b>7.0</b>	<b>6.5</b>	<b>7.6</b>	<b>6.7</b>	<b>8.0</b>	<b>6.6</b>	<b>7.6</b>
ABC, CBS, or ABC national news	52%	56%	56%	49%	68%	47%	56%	44%	50%
Facebook	35%	43%	46%	59%	43%	42%	52%	28%	54%
CNN	50%	64%	61%	49%	58%	39%	56%	41%	58%
My local news channel	36%	35%	34%	42%	34%	37%	36%	34%	38%
Fox News	23%	35%	29%	40%	36%	61%	36%	41%	42%
MSNBC	31%	42%	43%	32%	43%	29%	44%	34%	35%
New York Times	36%	50%	59%	46%	57%	21%	40%	31%	35%
Twitter	29%	32%	31%	39%	34%	24%	36%	28%	46%
USA Today	21%	35%	38%	33%	30%	26%	32%	22%	42%
Yahoo News	17%	22%	37%	33%	34%	29%	40%	28%	38%
NPR	100%	37%	30%	20%	49%	21%	28%	28%	31%
BBC	38%	100%	34%	22%	43%	34%	48%	25%	35%
Huffington Post	24%	26%	100%	34%	36%	34%	52%	34%	35%
Buzzfeed	17%	18%	35%	100%	30%	26%	48%	31%	23%
Reuters	20%	18%	19%	16%	100%	24%	36%	28%	19%
Breitbart	6%	10%	13%	10%	17%	100%	28%	41%	27%
Slate	6%	9%	13%	12%	17%	18%	100%	9%	19%
Drudge Report	7%	6%	11%	10%	17%	34%	12%	100%	31%
The Blaze	6%	7%	9%	6%	9%	18%	20%	25%	100%



Among those who use each outlet

Whether or not you personally read, watch or listen, how TRUSTWORTHY do you think each of the following news sources is, if at all?		ABC, CBS, or NBC nat'l news	Facebook	CNN	My local news channel	Fox News	MSNBC	New York Times	Twitter	USA Today	Yahoo News
		(n=405)	(n=341)	(n=337)	(n=328)	(n=300)	(n=189)	(n=187)	(n=169)	(n=153)	(n=152)
ABC, CBS, or NBC national news	I don't know	5%	9%	5%	6%	5%	6%	5%	7%	10%	5%
	Not at all	8%	16%	7%	18%	29%	8%	6%	16%	10%	13%
	Somewhat	46%	47%	49%	44%	39%	51%	53%	46%	48%	43%
	Very	41%	28%	39%	33%	27%	35%	35%	31%	31%	40%
Facebook	I don't know	11%	10%	10%	13%	10%	13%	7%	10%	11%	9%
	Not at all	45%	23%	46%	45%	42%	41%	40%	36%	27%	37%
	Somewhat	34%	51%	34%	36%	37%	35%	35%	37%	42%	39%
	Very	10%	16%	10%	6%	11%	11%	18%	17%	19%	16%
CNN	I don't know	9%	10%	4%	8%	5%	5%	5%	4%	7%	5%
	Not at all	17%	23%	9%	27%	42%	10%	10%	25%	18%	17%
	Somewhat	38%	37%	43%	35%	30%	47%	45%	36%	39%	43%
	Very	36%	30%	44%	29%	23%	39%	40%	36%	36%	36%
My local news channel	I don't know	6%	10%	7%	5%	5%	9%	6%	5%	8%	6%
	Not at all	8%	11%	5%	6%	12%	7%	9%	15%	7%	8%
	Somewhat	47%	48%	49%	49%	50%	45%	47%	47%	46%	46%
	Very	39%	32%	39%	40%	33%	39%	39%	33%	39%	40%
Fox News	I don't know	9%	11%	6%	9%	3%	7%	5%	5%	8%	3%
	Not at all	35%	26%	40%	36%	11%	42%	39%	36%	20%	27%
	Somewhat	34%	37%	34%	37%	45%	34%	34%	30%	42%	46%
	Very	22%	27%	20%	19%	41%	17%	22%	30%	29%	24%
MSNBC	I don't know	12%	13%	7%	13%	10%	5%	11%	9%	11%	9%
	Not at all	15%	20%	12%	23%	35%	5%	6%	20%	16%	17%
	Somewhat	44%	42%	50%	42%	34%	46%	51%	42%	42%	45%
	Very	28%	24%	31%	23%	21%	44%	32%	29%	30%	29%
New York Times	I don't know	11%	11%	9%	11%	10%	10%	4%	7%	9%	6%
	Not at all	15%	17%	8%	21%	33%	6%	4%	16%	16%	15%
	Somewhat	39%	40%	40%	38%	29%	44%	40%	38%	40%	41%
	Very	35%	32%	42%	31%	28%	39%	51%	39%	35%	38%
Twitter	I don't know	16%	16%	12%	19%	14%	15%	10%	6%	11%	12%
	Not at all	43%	31%	40%	47%	43%	40%	36%	18%	30%	37%
	Somewhat	30%	38%	34%	27%	29%	30%	34%	51%	39%	35%
	Very	11%	15%	14%	8%	14%	15%	21%	24%	20%	16%
USA Today	I don't know	16%	13%	13%	16%	13%	17%	10%	11%	7%	9%
	Not at all	11%	14%	8%	15%	23%	7%	7%	14%	7%	11%
	Somewhat	47%	46%	49%	45%	44%	49%	48%	44%	49%	48%
	Very	26%	27%	31%	24%	20%	28%	34%	31%	37%	32%
Yahoo News	I don't know	24%	16%	19%	26%	17%	22%	16%	12%	14%	4%
	Not at all	15%	18%	13%	21%	27%	13%	11%	20%	15%	13%
	Somewhat	45%	50%	50%	42%	40%	51%	53%	49%	48%	57%
	Very	16%	17%	18%	11%	16%	14%	19%	20%	23%	27%

Among those who use each outlet



Whether or not you personally read, watch or listen, how TRUSTWORTHY do you think each of the following news sources is, if at all?		ABC, CBS, or NBC nat'l	My local news				New York				
		news (n=405)	Facebook (n=341)	CNN (n=337)	channel (n=328)	Fox News (n=300)	MSNBC (n=189)	Times (n=187)	Twitter (n=169)	USA Today (n=153)	Yahoo News (n=152)
NPR	I don't know	28%	27%	23%	30%	25%	26%	14%	17%	19%	22%
	Not at all	13%	19%	11%	17%	27%	12%	10%	16%	14%	12%
	Somewhat	31%	34%	37%	32%	31%	29%	39%	38%	41%	34%
	Very	28%	20%	29%	21%	17%	33%	37%	28%	27%	33%
BBC	I don't know	21%	20%	18%	21%	19%	19%	12%	9%	14%	17%
	Not at all	10%	16%	9%	13%	21%	8%	7%	15%	14%	11%
	Somewhat	40%	40%	39%	41%	41%	40%	39%	44%	44%	40%
	Very	28%	25%	34%	26%	19%	33%	42%	31%	29%	32%
Huffington Post	I don't know	25%	21%	21%	30%	18%	25%	13%	12%	16%	15%
	Not at all	17%	21%	12%	22%	33%	9%	7%	20%	17%	16%
	Somewhat	40%	40%	44%	33%	34%	46%	54%	47%	44%	43%
	Very	19%	18%	23%	15%	14%	20%	26%	21%	24%	26%
Buzzfeed	I don't know	34%	23%	28%	40%	26%	31%	23%	16%	18%	25%
	Not at all	22%	22%	18%	23%	27%	15%	19%	22%	19%	16%
	Somewhat	31%	40%	40%	28%	33%	40%	39%	40%	42%	42%
	Very	13%	14%	15%	9%	14%	14%	19%	22%	21%	16%
Reuters	I don't know	32%	30%	24%	35%	30%	28%	21%	20%	22%	22%
	Not at all	11%	18%	9%	13%	24%	10%	7%	17%	15%	12%
	Somewhat	37%	40%	43%	36%	34%	38%	44%	43%	44%	43%
	Very	21%	13%	23%	16%	12%	25%	28%	20%	20%	23%
Breitbart	I don't know	39%	34%	31%	44%	35%	32%	24%	23%	24%	34%
	Not at all	31%	28%	33%	31%	23%	35%	34%	34%	28%	23%
	Somewhat	20%	26%	28%	18%	30%	25%	27%	30%	30%	28%
	Very	10%	12%	8%	7%	12%	8%	15%	12%	18%	15%
Slate	I don't know	48%	38%	41%	52%	41%	44%	33%	30%	35%	43%
	Not at all	18%	21%	17%	23%	28%	15%	13%	21%	18%	16%
	Somewhat	25%	27%	31%	20%	21%	30%	37%	31%	32%	27%
	Very	9%	13%	11%	5%	9%	11%	17%	18%	15%	14%
Drudge Report	I don't know	45%	34%	37%	48%	37%	41%	31%	25%	29%	36%
	Not at all	20%	23%	21%	24%	25%	20%	18%	26%	22%	20%
	Somewhat	24%	31%	32%	21%	29%	29%	36%	35%	33%	28%
	Very	10%	11%	9%	8%	9%	11%	15%	14%	16%	16%
The Blaze	I don't know	51%	39%	45%	51%	39%	49%	41%	33%	31%	41%
	Not at all	20%	23%	19%	24%	24%	16%	18%	22%	21%	18%
	Somewhat	21%	27%	27%	20%	26%	23%	28%	29%	29%	24%
	Very	9%	11%	9%	5%	11%	12%	13%	16%	18%	16%



Among those who use each outlet

Whether or not you personally read, watch or listen, how TRUSTWORTHY do you think each of the following news sources is, if at all?

		NPR (n=127)	BBC (n=130)	Huffington Post (n=99)	Buzzfeed (n=103)	Reuters (n=53)	Breitbart (n=38)	Slate (n=25)	Drudge Report (n=32)	The Blaze (n=26)
ABC, CBS, or NBC national news	I don't know	11%	8%	10%	8%	8%	11%	8%	13%	4%
	Not at all	7%	12%	7%	13%	9%	39%	16%	25%	27%
	Somewhat	52%	49%	51%	49%	58%	37%	44%	41%	42%
	Very	30%	32%	32%	31%	25%	13%	32%	22%	27%
Facebook	I don't know	10%	12%	11%	3%	8%	8%	8%	9%	8%
	Not at all	49%	42%	39%	38%	43%	42%	28%	31%	27%
	Somewhat	28%	29%	35%	45%	38%	29%	36%	28%	27%
	Very	13%	17%	14%	15%	11%	21%	28%	31%	38%
CNN	I don't know	7%	6%	7%	7%	6%	8%	4%	6%	4%
	Not at all	16%	10%	12%	22%	17%	53%	24%	38%	23%
	Somewhat	43%	47%	44%	34%	47%	24%	36%	28%	27%
	Very	35%	37%	36%	37%	30%	16%	36%	28%	46%
My local news channel	I don't know	8%	8%	12%	6%	6%	13%	16%	13%	8%
	Not at all	3%	8%	7%	10%	11%	16%	12%	9%	19%
	Somewhat	57%	45%	52%	51%	49%	53%	28%	47%	35%
	Very	32%	39%	29%	33%	34%	18%	44%	31%	38%
Fox News	I don't know	7%	5%	6%	5%	6%	5%	4%	6%	4%
	Not at all	54%	39%	39%	31%	42%	13%	32%	16%	8%
	Somewhat	19%	28%	40%	37%	34%	50%	36%	34%	31%
	Very	20%	28%	14%	27%	19%	32%	28%	44%	58%
MSNBC	I don't know	12%	12%	7%	14%	8%	8%	4%	6%	8%
	Not at all	15%	15%	9%	13%	19%	45%	20%	34%	15%
	Somewhat	40%	45%	52%	49%	51%	29%	48%	31%	31%
	Very	33%	28%	32%	25%	23%	18%	28%	28%	46%
New York Times	I don't know	10%	6%	10%	7%	4%	11%	8%	6%	4%
	Not at all	11%	14%	7%	13%	17%	45%	12%	34%	23%
	Somewhat	37%	41%	43%	36%	42%	21%	36%	25%	27%
	Very	42%	39%	39%	45%	38%	24%	44%	34%	46%
Twitter	I don't know	12%	12%	13%	6%	9%	13%	4%	13%	4%
	Not at all	39%	35%	31%	34%	40%	53%	36%	41%	27%
	Somewhat	35%	32%	41%	41%	40%	26%	24%	28%	35%
	Very	14%	20%	14%	19%	11%	8%	36%	19%	35%
USA Today	I don't know	17%	12%	15%	11%	11%	5%	16%	3%	4%
	Not at all	13%	14%	7%	11%	15%	39%	12%	22%	27%
	Somewhat	43%	45%	47%	43%	47%	32%	44%	38%	35%
	Very	28%	29%	30%	36%	26%	24%	28%	38%	35%
Yahoo News	I don't know	23%	13%	17%	10%	9%	18%	8%	16%	4%
	Not at all	14%	16%	9%	17%	11%	37%	16%	22%	19%
	Somewhat	47%	50%	54%	51%	57%	32%	48%	38%	42%
	Very	16%	21%	20%	21%	23%	13%	28%	25%	35%

Whether or not you personally read, watch or listen, how TRUSTWORTHY do you think each of the following news sources is, if at all?

Among those who use each outlet



		NPR	BBC	Huffington Post	Buzzfeed	Reuters	Breitbart	Slate	Drudge Report	The Blaze
		(n=127)	(n=130)	(n=99)	(n=103)	(n=53)	(n=38)	(n=25)	(n=32)	(n=26)
NPR	I don't know	4%	16%	17%	18%	9%	13%	16%	16%	12%
	Not at all	6%	13%	11%	18%	9%	39%	8%	28%	19%
	Somewhat	31%	32%	35%	39%	30%	26%	24%	31%	31%
	Very	59%	38%	36%	24%	51%	21%	52%	25%	38%
BBC	I don't know	7%	5%	13%	8%	6%	11%	8%	6%	4%
	Not at all	9%	8%	6%	13%	15%	24%	20%	28%	38%
	Somewhat	38%	38%	42%	50%	42%	39%	28%	38%	19%
	Very	46%	48%	38%	30%	38%	26%	44%	28%	38%
Huffington Post	I don't know	18%	14%	8%	12%	6%	16%	16%	9%	8%
	Not at all	10%	18%	9%	14%	17%	45%	16%	25%	23%
	Somewhat	52%	43%	51%	47%	51%	29%	32%	28%	27%
	Very	20%	25%	32%	28%	26%	11%	36%	38%	42%
Buzzfeed	I don't know	24%	22%	24%	8%	19%	21%	16%	22%	12%
	Not at all	18%	22%	15%	10%	9%	34%	12%	13%	15%
	Somewhat	39%	33%	43%	50%	45%	24%	36%	28%	38%
	Very	18%	23%	17%	32%	26%	21%	36%	38%	35%
Reuters	I don't know	22%	20%	21%	25%	4%	16%	8%	9%	4%
	Not at all	6%	10%	9%	17%	9%	21%	8%	19%	12%
	Somewhat	40%	41%	43%	41%	43%	45%	44%	47%	46%
	Very	31%	29%	26%	17%	43%	18%	40%	25%	38%
Breitbart	I don't know	26%	24%	21%	29%	15%	8%	16%	9%	8%
	Not at all	46%	38%	34%	26%	40%	13%	24%	13%	31%
	Somewhat	20%	23%	27%	33%	26%	42%	20%	41%	23%
	Very	8%	15%	17%	12%	19%	37%	40%	38%	38%
Slate	I don't know	39%	33%	35%	31%	21%	29%	16%	16%	8%
	Not at all	16%	20%	14%	17%	21%	26%	8%	13%	12%
	Somewhat	34%	31%	36%	41%	47%	29%	48%	47%	42%
	Very	12%	16%	14%	12%	11%	16%	28%	25%	38%
Drudge Report	I don't know	36%	32%	30%	31%	21%	21%	12%	6%	4%
	Not at all	26%	24%	17%	18%	30%	21%	20%	19%	27%
	Somewhat	30%	31%	37%	35%	34%	39%	32%	44%	23%
	Very	8%	14%	15%	16%	15%	18%	36%	31%	46%
The Blaze	I don't know	46%	38%	42%	33%	30%	26%	20%	16%	12%
	Not at all	21%	22%	13%	19%	28%	16%	20%	6%	12%
	Somewhat	20%	22%	30%	31%	28%	32%	28%	47%	35%
	Very	13%	17%	14%	17%	13%	26%	32%	31%	42%

## • What's Next?

- These results may vary further by regional hot spot, age, household income, and countless segment opportunities.
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Contact us so we can help you navigate these new waters.

**George Brown**

[gbrown@acupoll.com](mailto:gbrown@acupoll.com) • Mobile 513-253-8860

[RFP@acupoll.com](mailto:RFP@acupoll.com)

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