



**2026 Nationwide Online Survey of (n1200) Adults
(n1000 Registered Voters)**

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Conducted by The Bullfinch Group



2026 National News Survey Among n1200 Adults (n1000 Registered Voters)

Field Dates: 06/12-16/2026

Adult (A) Margin of Error: $\pm 2.83\%$

Registered Voter (RV) Margin of Error: $\pm 3.1\%$

You have been selected to participate in a survey on a confidential basis. This is a rare opportunity to voice your opinions. Your responses will be kept confidential, you are not being asked to buy anything or donate money. We simply want to know what you think and how you feel.

Demographic Screener:

Screener: Are you, or is anyone in your household, employed by the news media, a market research firm, an elected official, or actively involved with political campaigns?

100% No (continue)

Registration: Are you currently registered to vote?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Yes	83%	100%	84%	83%	84%
Not currently registered	17%	0%	16%	17%	16%

Registration State (IF 1 in Registration): And in which state are you currently registered to vote?

Provide drop down box list

Registration ID (IF 1 in Registration): Which of the following best describes your official voter registration status in your state?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1000	1000	320	379	300
I am registered as a Democrat	36%	36%	94%	14%	2%
I am registered as a Republican	34%	34%	1%	14%	95%
I am registered as an Independent / Unaffiliated / No Party Preference	24%	24%	2%	61%	1%
I am registered with another party (e.g., Libertarian, Green, etc.)	1%	1%	0%	2%	0%
My state does not record or allow voter registration by political party	2%	2%	1%	4%	1%
Unsure	3%	3%	1%	5%	1%

State: In which state do you currently reside?

Provide drop down box list



Gender Your gender identification?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Female	52%	52%	57%	46%	54%
Male	48%	48%	43%	54%	46%
Other	0%	0%	0%	0%	0%

DoB In what year were you born?

Age Range IF UNSURE OR REFUSED, ASK: Which of the following categories best describes your age?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
18 to 24	10%	9%	11%	12%	5%
25 to 29	7%	7%	7%	10%	4%
30 to 39	16%	16%	13%	19%	15%
40 to 49	16%	16%	9%	16%	23%
50 to 64	29%	30%	31%	27%	30%
65 or older	22%	22%	29%	15%	22%

Race What is your race or ethnicity? [Select all that apply]

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
White or Caucasian	68%	69%	62%	65%	80%
Hispanic, Latino, or Spanish origin	18%	17%	21%	17%	15%
Black or African American	14%	14%	21%	15%	5%
Asian or Pacific Islander	5%	4%	4%	6%	5%
Native American or American Indian	3%	3%	4%	2%	6%
Other	1%	1%	1%	3%	0%



Political ID In politics today, and regardless of how you are registered, how do you self-identify politically?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Strong Democrat	22%	23%	70%	0%	0%
Not so strong Democrat	10%	9%	30%	0%	0%
Independent leaning Democrat	9%	9%	0%	24%	0%
Independent	23%	23%	0%	59%	0%
Independent leaning Republican	6%	6%	0%	17%	0%
Not so strong Republican	10%	8%	0%	0%	32%
Strong Republican	20%	22%	0%	0%	68%
Other	0%	0%	0%	0%	0%
Unsure	0%	0%	0%	0%	0%

National Trend Questions:

- Would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Right direction	30%	32%	13%	22%	60%
Wrong track	60%	59%	80%	66%	30%
Unsure	10%	9%	7%	11%	10%

- Please select and rank the most pressing issue in America today from the list below.

RANK 1

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Economy (such as jobs, unemployment, taxes, food prices/inflation)	34%	35%	33%	35%	35%
Health Care (such as Medicare, Medicaid, Affordable Care Act, cost of health care)	17%	16%	22%	14%	16%
Government (such as political extremism, polarization, the role of elected officials)	14%	14%	14%	17%	10%
Immigration (such as legalization & citizenship, border security, refugee resettlement)	12%	11%	4%	12%	19%
Social Issues (such as crime, equality, civil liberties, abortion)	8%	8%	10%	7%	7%
Environment (such as climate change, EPA, energy regulations)	6%	6%	8%	5%	5%
International (such as trade, foreign policy, global affairs)	5%	5%	4%	7%	4%
Education (such as school choice, student loans, testing standards)	4%	4%	5%	3%	5%



3. Do you (ROTATE) approve or disapprove (END ROTATE) of the job President Donald Trump is doing?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Strongly approve	19%	21%	4%	12%	44%
Somewhat approve	21%	21%	7%	21%	37%
Somewhat disapprove	13%	12%	11%	18%	8%
Strongly disapprove	43%	43%	76%	43%	8%
Unsure	4%	2%	2%	6%	3%
NET : Approve	40%	42%	11%	33%	81%
NET : Disapprove	56%	56%	86%	61%	16%

4. Do you (ROTATE) approve or disapprove (END ROTATE) of the job the U.S. Congress is doing?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Strongly approve	8%	9%	4%	5%	15%
Somewhat approve	27%	27%	19%	21%	44%
Somewhat disapprove	26%	27%	29%	27%	22%
Strongly disapprove	28%	29%	41%	31%	11%
Unsure	10%	8%	7%	15%	9%
NET : Approve	35%	36%	23%	27%	59%
NET : Disapprove	54%	56%	70%	58%	33%

5. If the upcoming 2026 election for the U.S. House of Representatives were being held today, which party's candidate would you vote for in your congressional district?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
The Republican Candidate	34%	36%	1%	20%	89%
The Democratic Candidate	43%	44%	89%	35%	3%
Third party / Independent	8%	9%	1%	20%	1%
Unsure	15%	11%	9%	25%	7%



Media Trust & Baselines

MTTB. Please rank the following sources of information based on how much you trust them to report the news fairly and accurately, with 1 being the source you trust the MOST and 4 being the source you trust the LEAST.

Most Trusted

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1200	382	459	358
Local television news stations	32%	32%	33%	31%	31%
National broadcast networks (e.g. ABC, CBS, NBC)	27%	27%	35%	23%	24%
National cable news networks (e.g. Fox News, CNN, MSNBC)	21%	21%	17%	18%	27%
Social media platforms (e.g. X/Twitter, Facebook, TikTok)	21%	21%	15%	28%	17%

MTSW. When it comes to critical information like severe weather alerts, community safety, or public health updates, which source do you rely on most? [Select One]

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Local television news stations	42%	44%	42%	40%	43%
National broadcast networks (e.g. ABC, CBS, NBC)	19%	18%	25%	16%	16%
National cable news networks (e.g. Fox News, CNN, MSNBC)	13%	14%	12%	11%	17%
Social media platforms (e.g. X/Twitter, Facebook, TikTok)	21%	20%	16%	26%	20%
Government websites	5%	5%	5%	6%	4%

MTIA. If an unexpected emergency occurred in your immediate area today - such as a severe weather event, active safety threat, or sudden school and road closures, which source do you trust most to provide the most accurate, real-time updates? [Select One]

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Local television news stations	47%	48%	43%	49%	48%
National broadcast networks (e.g. ABC, CBS, NBC)	15%	14%	20%	12%	13%
National cable news networks (e.g. Fox News, CNN, MSNBC)	10%	10%	10%	8%	12%
Social media platforms (e.g. X/Twitter, Facebook, TikTok)	19%	18%	16%	22%	17%
Government alerts or emergency management	10%	11%	11%	9%	10%



How important is your local television news station to you and your family when it comes to navigating the following daily situations?

MTTS. Tracking severe weather and knowing when to take shelter

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Extremely important	63%	65%	69%	56%	65%
Somewhat important	27%	26%	23%	29%	28%
Not very important	6%	4%	3%	9%	5%
Not important at all	2%	2%	2%	3%	2%
Unsure	2%	2%	2%	3%	1%
NET : Important	90%	92%	92%	85%	93%
NET : Unimportant	8%	7%	6%	12%	7%

MTLC. Staying informed about local public safety and neighborhood crime

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Extremely important	51%	53%	57%	44%	54%
Somewhat important	37%	36%	33%	41%	37%
Not very important	6%	6%	5%	7%	6%
Not important at all	4%	3%	3%	5%	3%
Unsure	2%	2%	3%	3%	1%
NET : Important	88%	89%	89%	85%	91%
NET : Unimportant	10%	9%	8%	12%	8%

MTSD. Learning about local school closures, delays, or administrative changes

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Extremely important	44%	46%	46%	41%	45%
Somewhat important	33%	33%	30%	32%	38%
Not very important	10%	10%	10%	12%	8%
Not important at all	10%	9%	10%	11%	8%
Unsure	3%	3%	3%	4%	1%
NET : Important	77%	79%	76%	73%	83%
NET : Unimportant	20%	18%	20%	23%	16%



MTTC. Understanding how local infrastructure, traffic, or transit impacts your morning commute

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Extremely important	42%	45%	47%	38%	42%
Somewhat important	38%	38%	35%	37%	42%
Not very important	11%	9%	9%	13%	9%
Not important at all	7%	6%	6%	9%	6%
Unsure	2%	2%	2%	3%	1%
NET : Important	80%	83%	82%	75%	85%
NET : Unimportant	17%	15%	15%	22%	14%

MTLT. In general, how would you compare your local news media to national news media when it comes to being politically biased or divisive?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Local news is much more biased or divisive than national news	10%	9%	9%	9%	12%
Local news is somewhat more biased or divisive than national news	17%	15%	17%	15%	19%
National news is somewhat more biased or divisive than local news	22%	23%	22%	24%	20%
National news is much more biased or divisive than local news	22%	24%	18%	21%	27%
They're about the same	29%	29%	34%	32%	22%

How would you rate the level of political biased or divisive on each of the following media platforms?

PDLT. Local television news stations

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Highly biased or divisive	14%	14%	13%	13%	17%
Somewhat biased or divisive	32%	33%	27%	31%	39%
Not very biased or divisive	31%	32%	30%	34%	29%
Not at all biased or divisive	11%	11%	18%	8%	8%
Unsure	11%	10%	11%	14%	7%
NET : Biased / Divisive	47%	47%	40%	45%	56%
NET : Not Biased or Divisive	42%	44%	48%	42%	37%



PDNB. National broadcast networks (e.g. ABC, CBS, NBC)

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Highly biased or divisive	26%	26%	16%	27%	37%
Somewhat biased or divisive	35%	36%	34%	34%	37%
Not very biased or divisive	21%	23%	27%	23%	13%
Not at all biased or divisive	7%	7%	12%	4%	6%
Unsure	10%	8%	11%	12%	7%
NET : Biased / Divisive	61%	62%	50%	61%	74%
NET : Not Biased or Divisive	29%	30%	40%	27%	20%

PDNC. National cable news networks (e.g. Fox News, CNN, MSNBC)

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Highly biased or divisive	33%	34%	28%	35%	36%
Somewhat biased or divisive	36%	37%	38%	32%	38%
Not very biased or divisive	14%	14%	14%	15%	11%
Not at all biased or divisive	7%	6%	8%	6%	6%
Unsure	11%	8%	12%	12%	8%
NET : Biased / Divisive	69%	71%	65%	67%	74%
NET : Not Biased or Divisive	20%	20%	22%	21%	18%

PDSM. Social media platforms (e.g. X/Twitter, Facebook, TikTok)

	Adult	Reg Vote	Dem	Ind	Rep
Highly biased or divisive	33%	34%	35%	31%	33%
Somewhat biased or divisive	31%	33%	27%	33%	35%
Not very biased or divisive	17%	18%	18%	16%	16%
Not at all biased or divisive	8%	6%	7%	5%	11%
Unsure	11%	10%	13%	15%	5%
NET : Biased / Divisive	64%	66%	61%	64%	67%
NET : Not Biased or Divisive	24%	24%	25%	21%	27%



"In-Community" Connection

ICD. Think about the people you interact with in your day-to-day life at work, school, grocery stores, or community events. Do you find them to be more cooperative or more divided than the characters and pundits you see on national cable news (e.g. Fox News, CNN, MSNBC)?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Much more cooperative in real life	19%	20%	21%	18%	20%
Somewhat more cooperative in real life	32%	34%	27%	30%	41%
Somewhat more divided in real life	21%	20%	22%	22%	18%
Much more divided in real life	12%	12%	12%	12%	12%
Unsure	15%	15%	17%	19%	9%
T2B : More Cooperative	52%	54%	48%	48%	61%
B2B : More Divided	33%	32%	34%	33%	30%

ICWD. Please state whether you agree or disagree with the following statement: "When I turn off national cable news, step away from social media, and focus on what is happening locally in my own city or town, the world feels much less politically divided."

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Strongly agree	29%	31%	30%	24%	35%
Somewhat agree	41%	42%	37%	42%	45%
Somewhat disagree	14%	13%	15%	15%	10%
Strongly disagree	5%	5%	7%	5%	4%
Unsure	11%	9%	11%	14%	6%
NET : Agree	70%	73%	67%	66%	80%
NET : Disagree	19%	18%	23%	20%	14%

ICAD. Agree or Disagree: "Unlike national news, which feels like it is constantly trying to make me angry, my local news provides information that helps me stay connected to my actual neighbors."

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Strongly agree	25%	27%	27%	22%	29%
Somewhat agree	47%	49%	44%	49%	47%
Somewhat disagree	12%	12%	13%	13%	10%
Strongly disagree	5%	5%	6%	4%	7%
Unsure	10%	8%	11%	11%	7%
NET : Agree	72%	76%	71%	71%	76%
NET : Disagree	18%	17%	19%	17%	17%



PSO. Which of the following statements comes closer to your view?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Local news stations play a critical role in bringing communities together by focusing on shared local issues and stabilizing political rhetoric.	67%	68%	68%	64%	71%
Local news stations are just as partisan and divisive as national cable news networks.	20%	21%	19%	22%	20%
Unsure	12%	11%	13%	14%	9%

Demographics:

Ideology Thinking for a moment about your social, economic, and political views...Do you consider yourself to be...

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Very Liberal	13%	14%	26%	6%	6%
Somewhat Liberal	11%	12%	17%	12%	3%
Moderate	40%	39%	38%	53%	26%
Somewhat Conservative	16%	17%	7%	15%	28%
Very Conservative	14%	16%	5%	7%	34%
Libertarian	0%	0%	0%	1%	0%
Unsure	5%	3%	6%	6%	3%
NET : Liberal	24%	26%	44%	18%	9%
NET : Conservative	30%	32%	12%	21%	62%

Education What is the highest level of formal education that you have completed?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Less than high school	4%	2%	5%	5%	2%
High school graduate	33%	30%	30%	38%	30%
Some college	19%	18%	20%	16%	22%
College graduate with Associates or 2-year degree	12%	13%	11%	12%	11%
College graduate with a Bachelors or 4-year degree	18%	19%	21%	17%	16%
Post-graduate degree	11%	14%	8%	9%	18%
Technical or vocational school graduate	2%	2%	3%	2%	2%
Unsure	1%	1%	2%	2%	0%



Income We want to classify people into broad income groups only. Would you estimate your total household income to be...

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Below \$40,000	40%	37%	42%	45%	30%
Between \$40,000 and \$79,999	31%	32%	32%	29%	31%
Between \$80,000 and \$124,999	14%	15%	11%	12%	18%
Above \$125,000	13%	14%	10%	11%	19%
Unsure	1%	1%	1%	1%	1%
Prefer not to answer	2%	1%	3%	2%	1%

Parent Do currently have children under the age of 18 living in your household?

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Yes	30%	32%	24%	25%	43%
No	70%	68%	76%	75%	57%

Neighborhood Would you best describe the neighborhood or area you live in as...

	Adult	Reg Vote	Dem	Ind	Rep
No. of cases	1200	1000	382	459	358
Urban	33%	33%	37%	29%	32%
Suburban	46%	47%	47%	48%	43%
Rural	20%	20%	15%	21%	25%
Unsure	1%	1%	1%	2%	0%