



## The Lesson of Trafalgar:

*Superior strategy, innovative tactics, and bold leadership can prevail even over larger numbers and greater resources.*

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 The Trafalgar Group

 @trafalgar\_group

# Nationwide Issues Survey

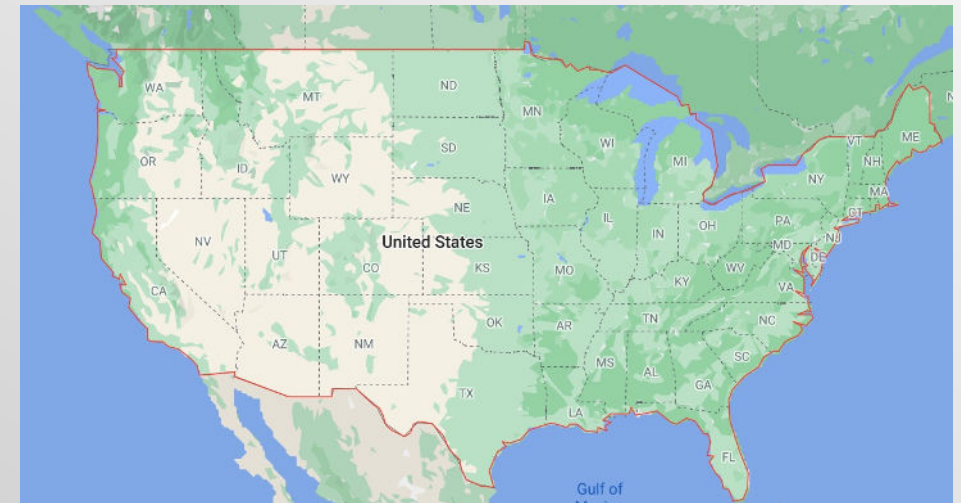
May 2023

Partnered with:



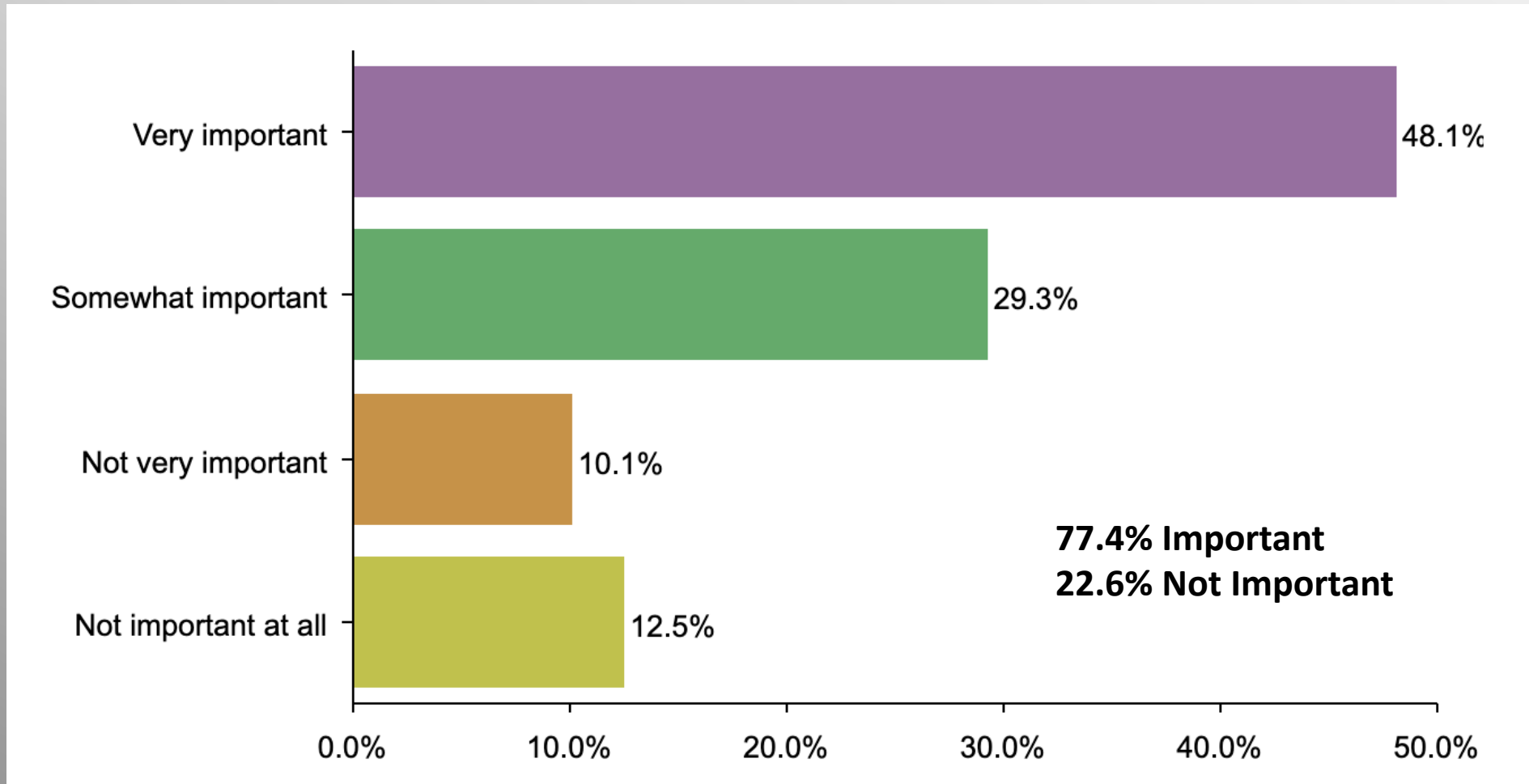
# Nationwide Survey

- **Conducted 05/09/23 - 05/12/23**
- **1087 Respondents**
- **Likely General Election Voters**
- **Response Rate: 1.45%**
- **Margin of Error: 2.9%**
- **Confidence: 95%**
- **Response Distribution: 50%**
- **Methodology: [TheTrafalgarGroup.org/Polling-Methodology](https://TheTrafalgarGroup.org/Polling-Methodology)**



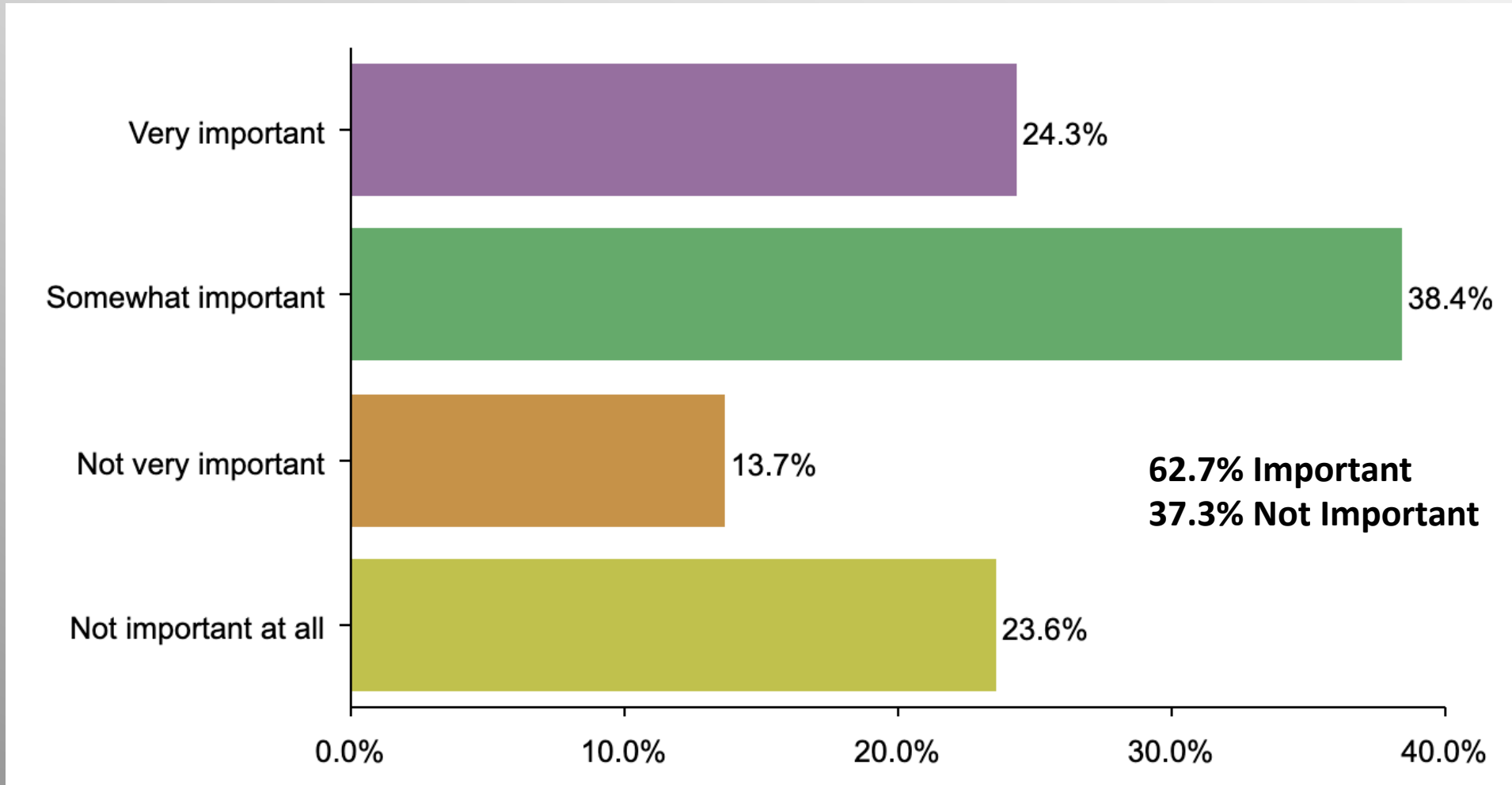
# Alternative News/Podcasts

*How important are alternative news media sources and podcasts to having a fully informed American public?*



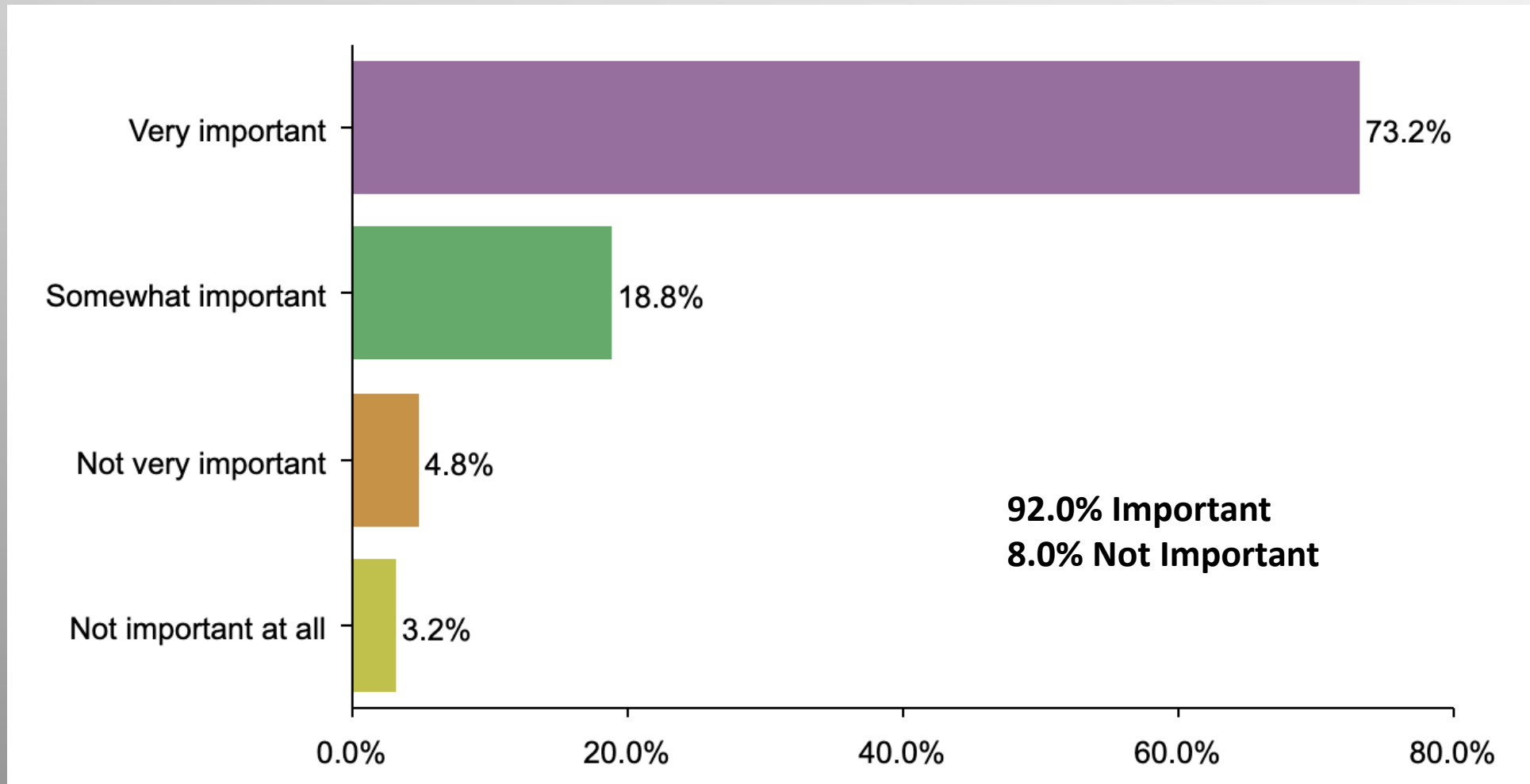
# Alternative News/Podcasts (Democrat)

*How important are alternative news media sources and podcasts to having a fully informed American public?*



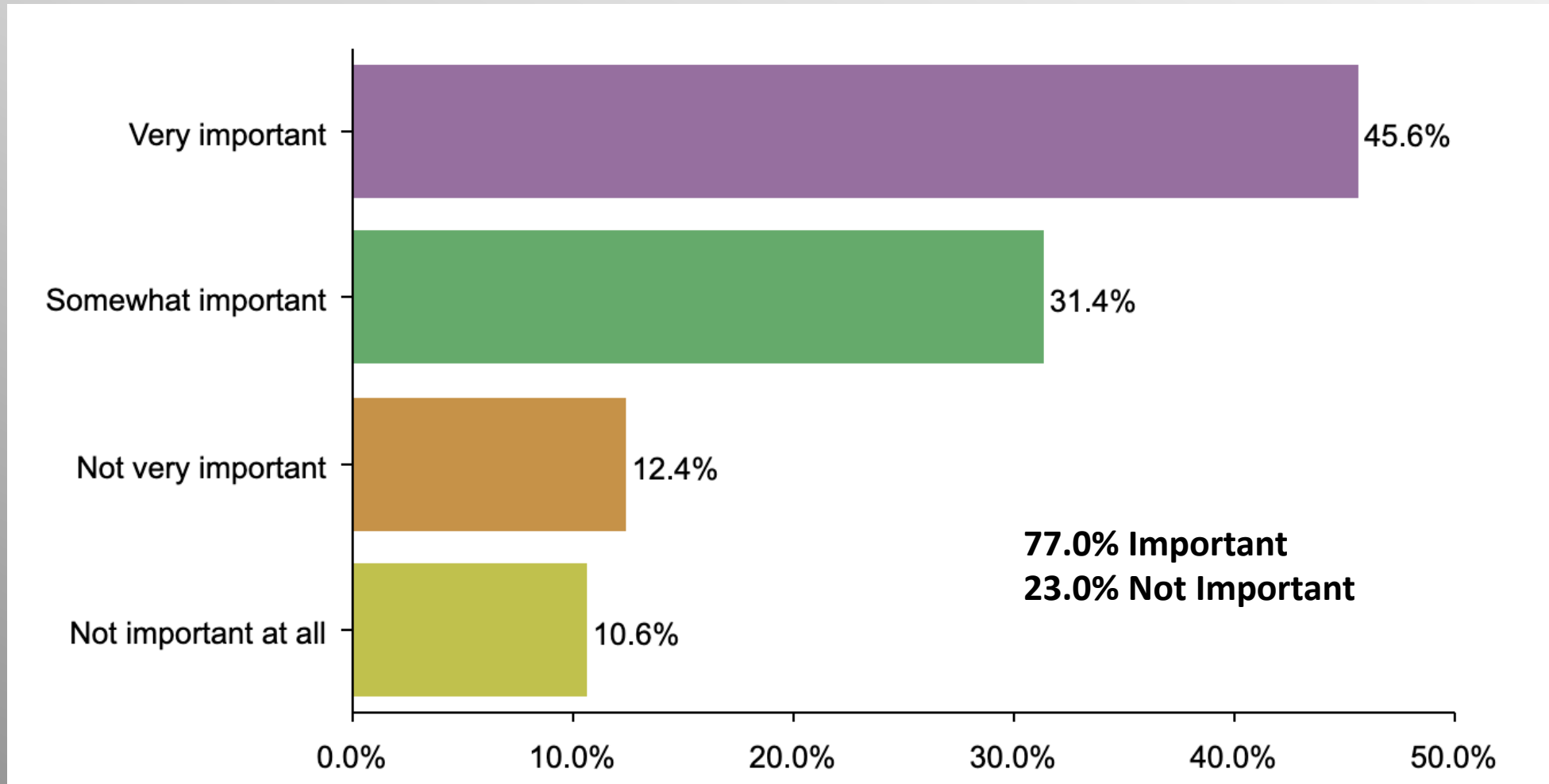
# Alternative News/Podcasts (GOP)

*How important are alternative news media sources and podcasts to having a fully informed American public?*



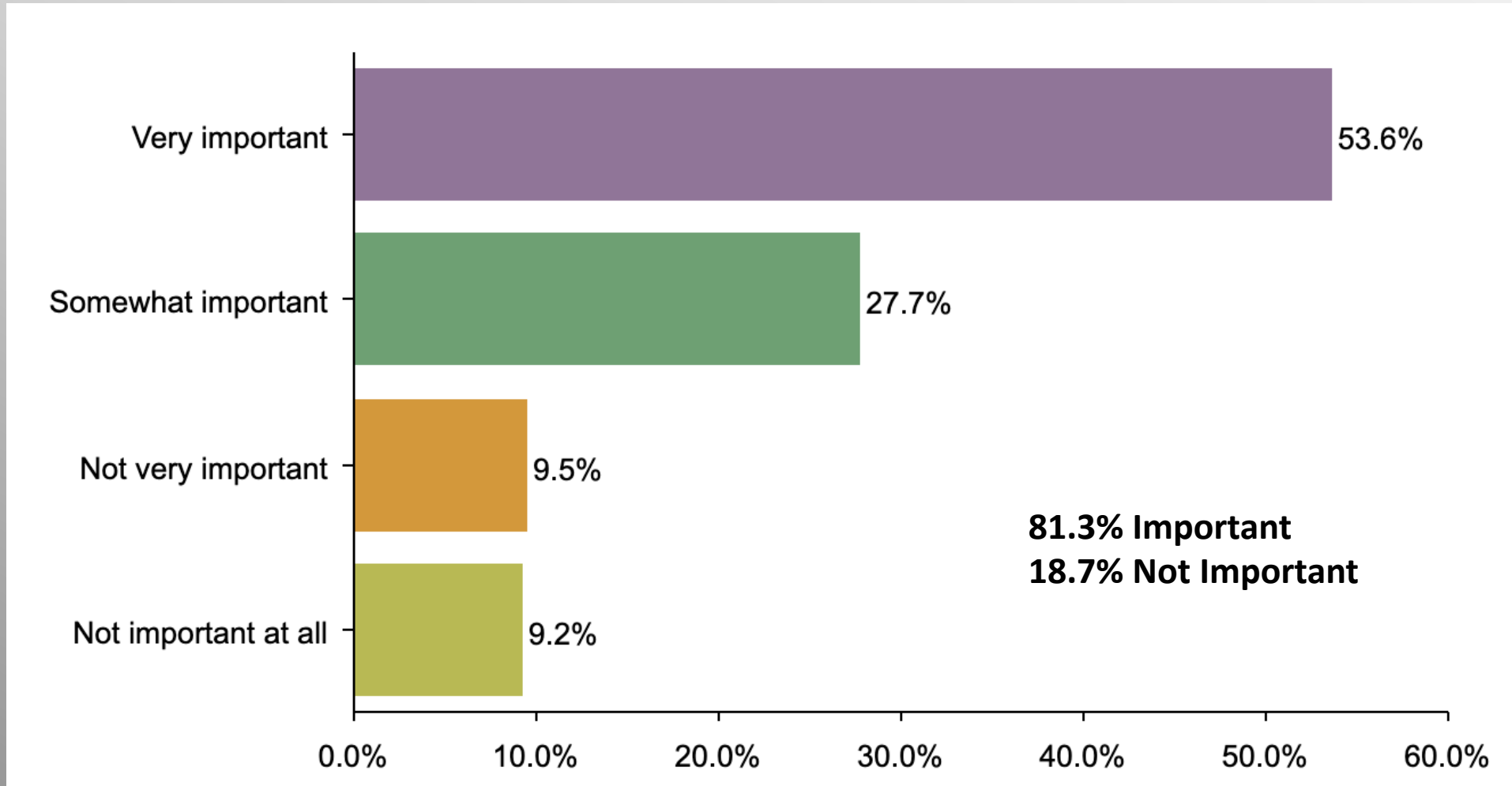
# Alternative News/Podcasts (No Party/Other)

*How important are alternative news media sources and podcasts to having a fully informed American public?*



# Alternative News/Podcasts (Faith)

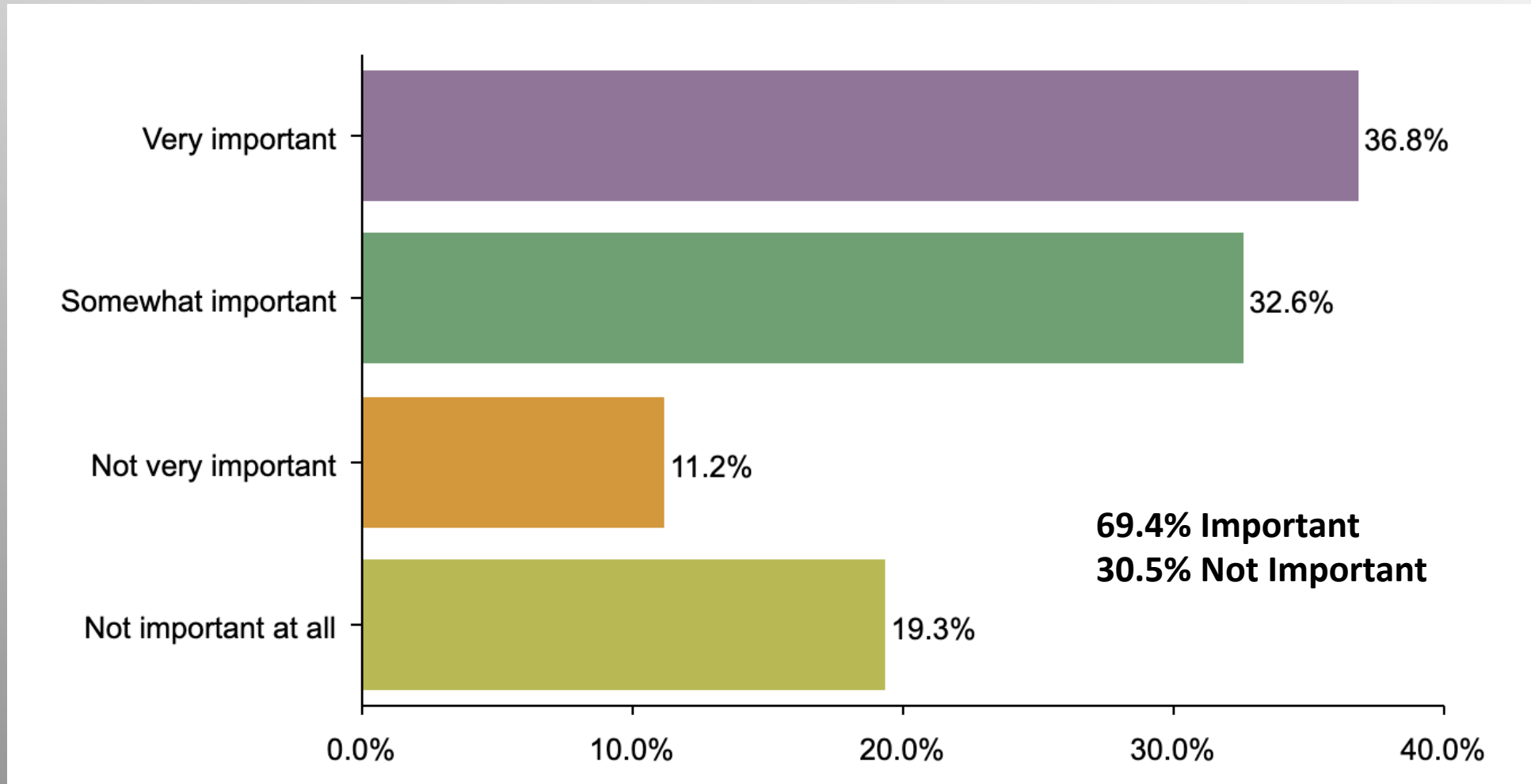
*How important are alternative news media sources and podcasts to having a fully informed American public?*





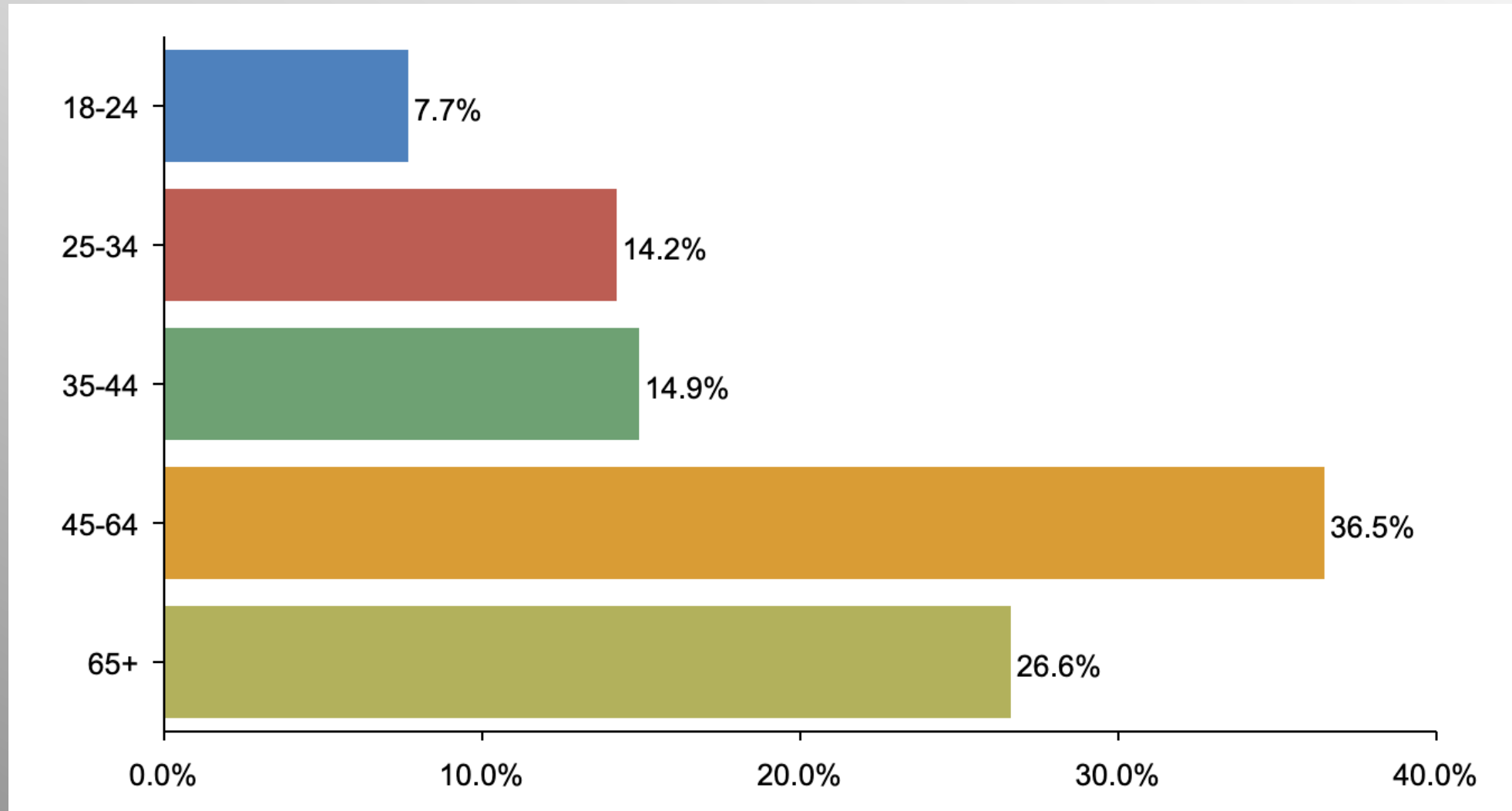
# Alternative News/Podcasts (Non-Faith)

*How important are alternative news media sources and podcasts to having a fully informed American public?*

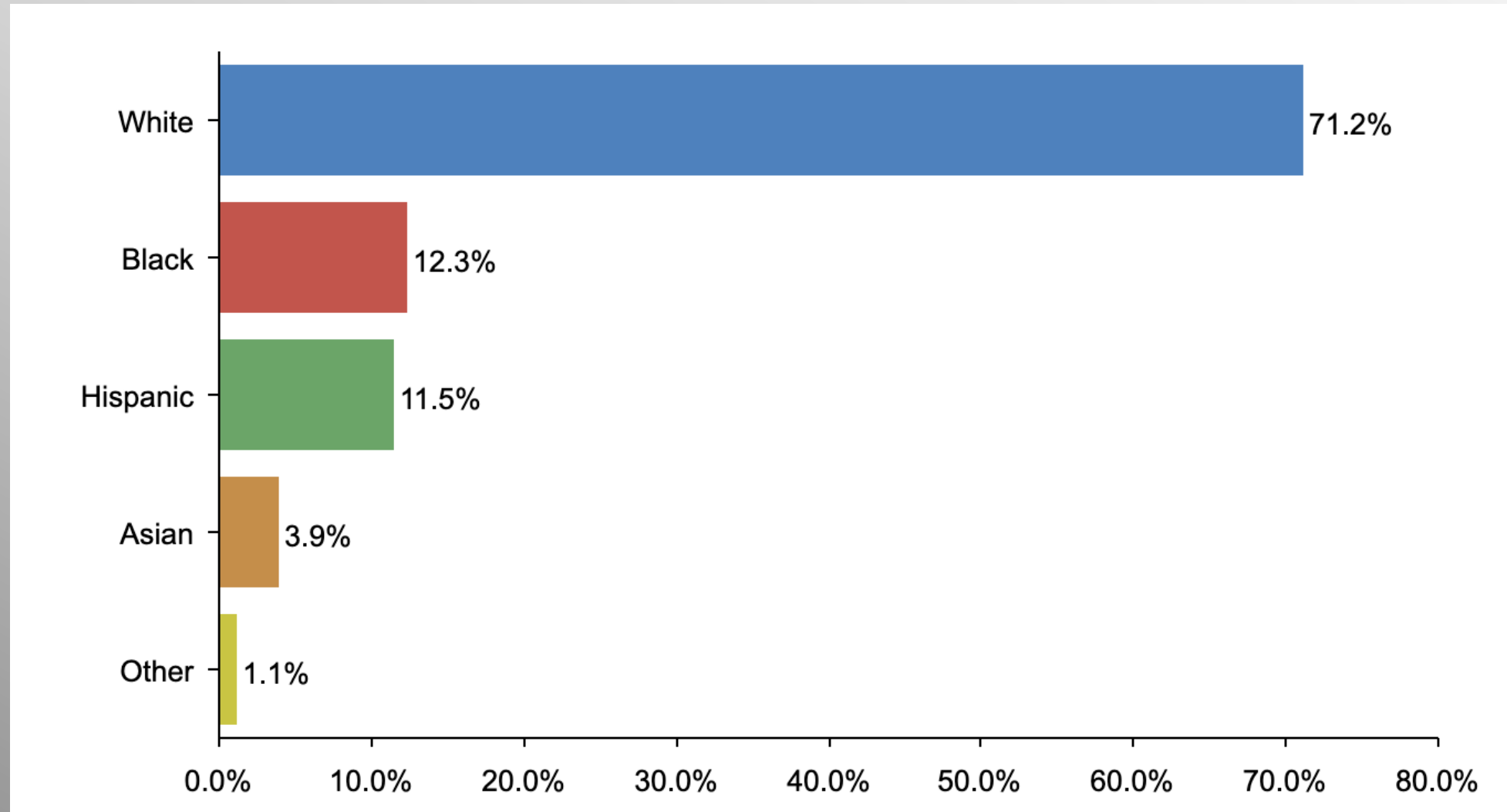




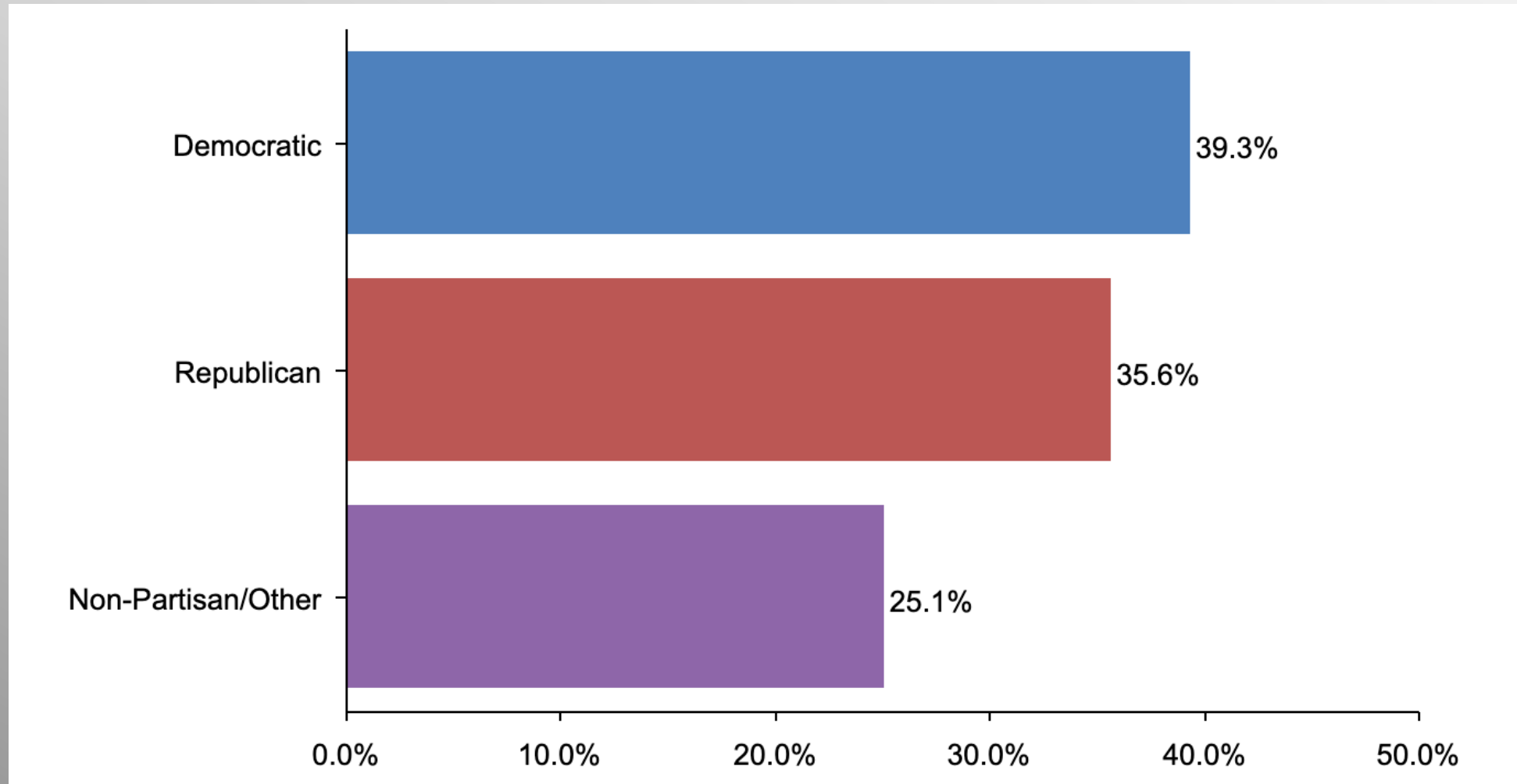
# Age Participation



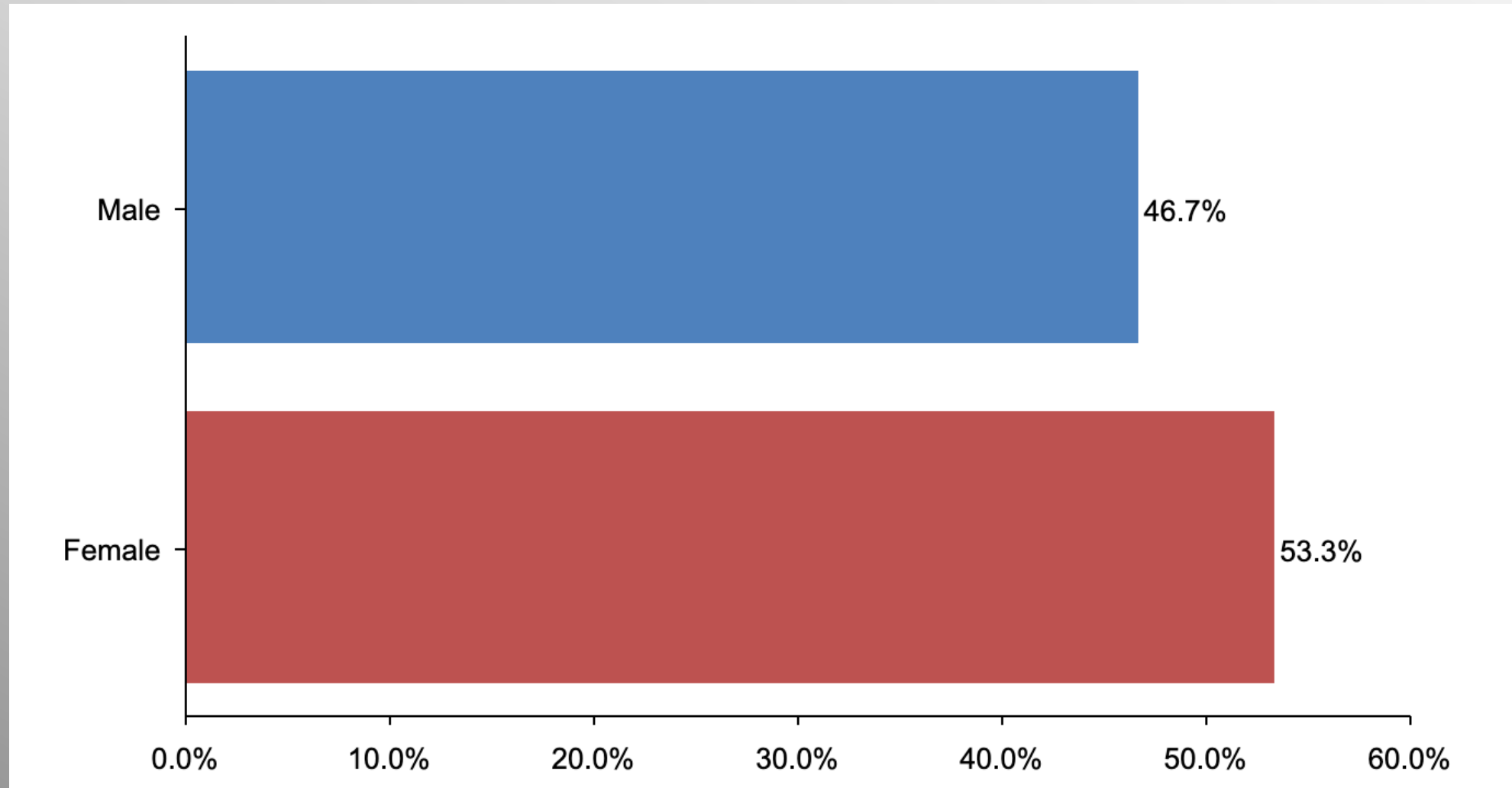
# Ethnicity Participation



# Party Participation



# Gender Participation



Party Crosstabs

How important are alternative news media sources and podcasts to having a fully informed American public?

		Party			
		Total	Democrat	No Party/Other	Republican
<b>Very important</b>	Column %	48.1%	24.3%	45.6%	73.2%
<b>Somewhat important</b>	Column %	29.3%	38.4%	31.4%	18.8%
<b>Not very important</b>	Column %	10.1%	13.7%	12.4%	4.8%
<b>Not important at all</b>	Column %	12.5%	23.6%	10.6%	3.2%

AgeGender Crosstabs

How important are alternative news media sources and podcasts to having a fully informed American public?

	Age						Gender		
	Total	18-24	25-34	35-44	45-64	65+	Total	Female	Male
<b>Very important</b> Column %	48.1%	<b>22.7%</b>	<b>42.0%</b>	<b>44.7%</b>	<b>57.3%</b>	<b>41.9%</b>	48.1%	<b>44.1%</b>	<b>52.6%</b>
<b>Somewhat important</b> Column %	29.3%	39.1%	24.7%	<b>36.3%</b>	<b>23.7%</b>	<b>33.6%</b>	29.3%	31.4%	27.0%
<b>Not very important</b> Column %	10.1%	0.0%	<b>0.0%</b>	<b>9.1%</b>	<b>10.8%</b>	<b>14.4%</b>	10.1%	11.3%	8.7%
<b>Not important at all</b> Column %	12.5%	<b>38.2%</b>	<b>33.3%</b>	<b>9.9%</b>	<b>8.2%</b>	<b>10.1%</b>	12.5%	13.3%	11.7%

Ethnicity Crosstabs

How important are alternative news media sources and podcasts to having a fully informed American public?

		Ethnicity					
		Total	Asian	Black	Hispanic	White	Other
<b>Very important</b>	Column %	48.1%	60.4%	30.9%	47.4%	49.9%	64.6%
<b>Somewhat important</b>	Column %	29.3%	20.0%	43.2%	26.0%	28.4%	15.7%
<b>Not very important</b>	Column %	10.1%	8.1%	10.0%	7.4%	10.6%	11.5%
<b>Not important at all</b>	Column %	12.5%	11.5%	15.9%	19.2%	11.1%	8.3%



Faith Crosstabs

How important are alternative news media sources and podcasts to having a fully informed American public?

		Do you consider yourself to be religious or a person of faith?		
		Total	Yes	No
<b>Very important</b>				
Column %	48.1%	<b>53.6%</b>	<b>36.8%</b>	
<b>Somewhat important</b>				
Column %	29.3%	27.7%	32.6%	
<b>Not very important</b>				
Column %	10.1%	9.5%	11.2%	
<b>Not important at all</b>				
Column %	12.5%	<b>9.2%</b>	<b>19.3%</b>	