

FOR RELEASE March 23, 2021

Large Majorities of Newsmax and OAN News Consumers Also Go to Fox News

While Fox’s audience spans ideologies on the right, its new challengers attract mainly conservatives

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RECOMMENDED CITATION

Pew Research Center, March, 2021, “Large Majorities of Newsmax and OAN News Consumers Also Go to Fox News”

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This is the latest report in Pew Research Center's ongoing investigation of the state of news, information and journalism in the digital age, a research program funded by The Pew Charitable Trusts, with generous support from the John S. and James L. Knight Foundation.

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How we did this

To better understand the ways Americans get their news in the digital age, we surveyed 12,045 U.S. adults from March 8 to 14, 2021. Everyone who took part is a member of Pew Research Center's American Trends Panel (ATP), an online survey panel that is recruited through national, random sampling of residential addresses. This way nearly all U.S. adults have a chance of selection. The survey is weighted to be representative of the U.S. adult population by gender, race, ethnicity, partisan affiliation, education and other categories. Read more about the [ATP's methodology](#).

[Here](#) are the questions used for this analysis, along with responses, and its [methodology](#).

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Large Majorities of Newsmax and OAN News Consumers Also Go to Fox News

While Fox's audience spans ideologies on the right, its new challengers attract mainly conservatives

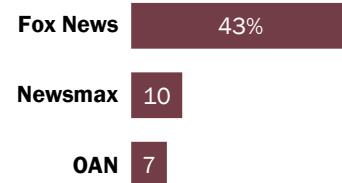
Last year witnessed the rise of Newsmax and One America News (OAN), two alternative media outlets seen as [potential competitors](#) to Fox News. But a new Pew Research Center survey finds that the long-standing cable superpower still has a much wider reach among both Republicans and Americans overall as a source of political news. In addition, while about three-in-ten Democrats and those who lean Democratic get political news from Fox, virtually none of them do from Newsmax and OAN, according the survey of 12,045 adults conducted March 8-14 on the Center's American Trends Panel.

While Fox does well among its conservative Republican core audience, it is also used by substantial portions of Democrats and ideologically moderate and liberal Republicans, according to the survey. And it attracts roughly equal portions of White, Black and Hispanic Americans.

For their part, the much smaller Newsmax and OAN audiences are made up largely of older and White Americans and conservative Republicans.

Far fewer Americans turn to Newsmax, OAN than Fox News

% of U.S. adults who got political news in the past week from ...



Source: Survey of U.S. adults conducted March 8-14, 2021.

"Large Majorities of Newsmax and OAN News Consumers Also Go to Fox News"

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Among Republicans, Fox News is a much more common source than Newsmax or OAN, and is more ideologically mixed.

Overall, 43% of U.S. adults say they got political news in the past week from Fox News. That is about four times the portion who said they got political news in the past week from Newsmax (10%) and about six times the percentage who said the same of OAN (7%). It is also roughly on par with the 39% who said they got political news from Fox in [November 2019](#).

The Newsmax and OAN audiences are similar in size to the shares who turned to HuffPost (9%), The Hill (8%) or the Sean Hannity Show on radio (7%) for political news.

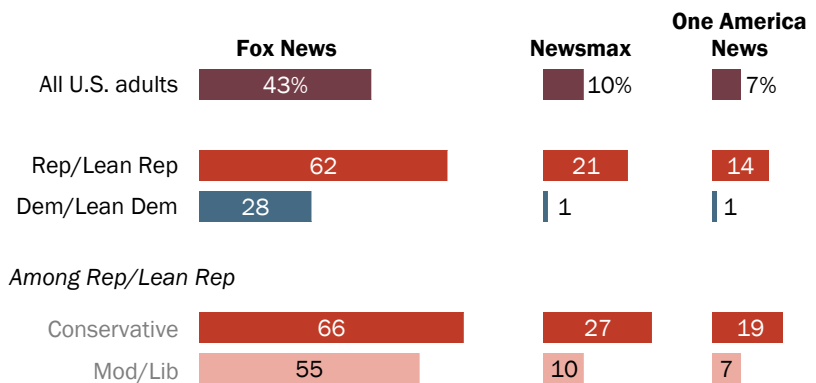
Following the 2020 election, [questions arose](#) as to whether these two newer and less established outlets were [drawing Republicans](#) who were angry about the election results and particularly angry with [Fox News](#) for being among the first media outlets to call the hotly contested state of Arizona for Joe Biden.

But the findings reveal that among Republicans, Fox News still far outpaces the other two. About six-in-ten Republicans and those who lean Republican (62%) got political news in the past week from Fox News, compared with 21% who said they got news from Newsmax and 14% who did so from OAN.

The results also indicate that Fox News appeals more broadly across the ideological spectrum in the Republican Party. While 66% of Republican conservatives got news from Fox in the past week, so did 55% of moderate and liberal Republicans. On the other hand, the smaller audiences of Newsmax and OAN are substantially more skewed to conservatives: 27% to 10% for Newsmax and 19% to 7% for OAN.

Far more Republicans turn to Fox News than to challengers Newsmax or OAN

% of U.S. adults who got political news in the past week from ...



Source: Survey of U.S. adults conducted March 8-14, 2021.

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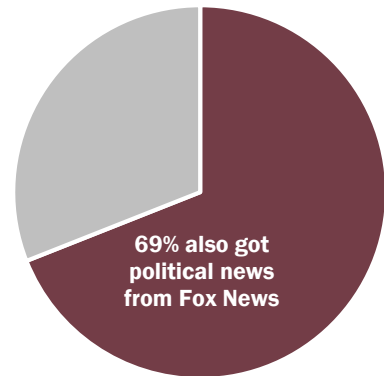
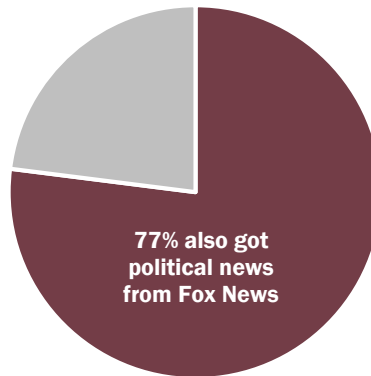
Vast majority of Newsmax and OAN news consumers also turn to Fox News

Large majorities of Newsmax and OAN news consumers also turned to Fox News for political news in the past week, the new survey finds. The data does not suggest, in other words, that users of these challengers have abandoned Fox News. Fully 77% of U.S. adults who got news from Newsmax in the past week also said they got news from Fox News. Similarly, 69% of OAN news consumers also turned to Fox News. (Looked at another way, 23% of Newsmax news consumers and 31% of OAN news consumers did not say they got news in the past week from Fox News.)

Majority of Newsmax and OAN news consumers also get news from Fox News

Of those who got political news from Newsmax in the past week ...

Of those who got political news from OAN in the past week ...



Source: Survey of U.S. adults conducted March 8-14, 2021.

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There is also some overlap among those who turn to Newsmax and those who turn to OAN. About four-in-ten Americans who said they got political news from Newsmax in the past week (43%) also got news from OAN. And about six-in-ten of those who turn to OAN for political news (62%) also said they turned to Newsmax.

White and older adults more likely than others to turn to Newsmax and OAN; Fox News still pulls a larger audience across all demographic groups

More Americans in major demographic groups are turning to Fox News than Newsmax or OAN, reflecting Fox's much larger audience overall.

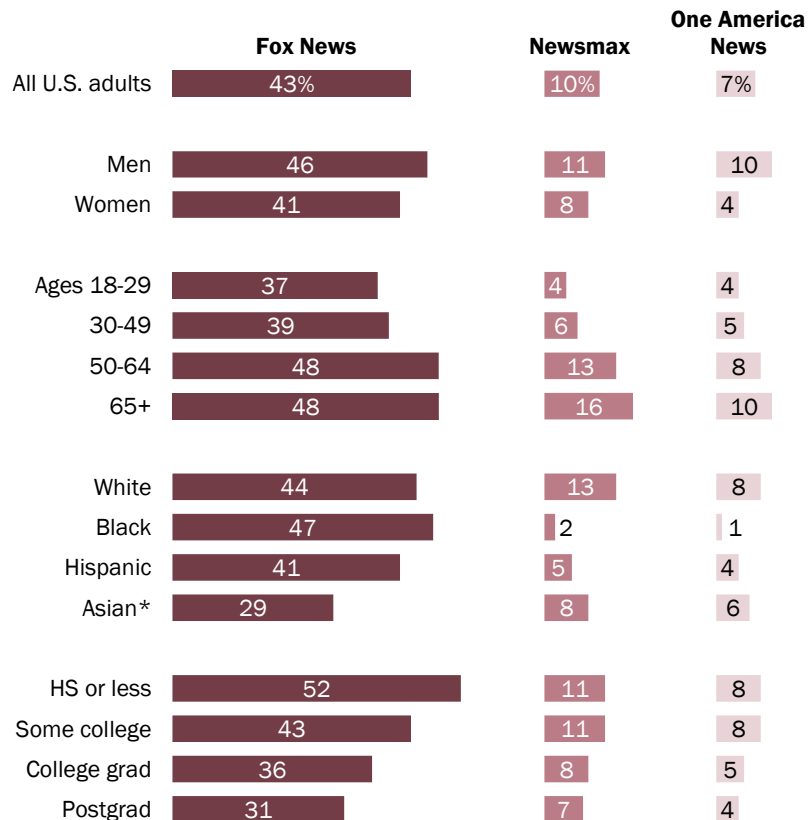
Newsmax and OAN, in turn, are more likely to attract certain demographic groups than others, with some groups aligning with the audience composition of Fox News and others diverging from it.

Older adults, for example, are more likely than younger adults to turn to both Newsmax and OAN – 13% of those 50 to 64 and 16% of those 65 and older got political news from Newsmax in the past week, while just 6% of those ages 30 to 49 and 4% of those 18 to 29 say the same. OAN has similar age differences, with those 50 and older more likely to turn to the outlet for political news.

White Americans are also more likely to turn to Newsmax and OAN than Black and Hispanic Americans, though percentages are small overall: 13% and 8% of White Americans said they turned to Newsmax and OAN respectively for political news. That compares with 5% and 4% of Hispanic Americans and 2% and 1% of Black Americans, respectively.

Fox News audience more evenly distributed across racial, ethnic groups than Newsmax or OAN audiences

% of U.S. adults who got political news in the past week from ...



*Asian adults were interviewed in English only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race.

Source: Survey of U.S. adults conducted March 8-14, 2021.

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In contrast, Fox News draws roughly equal levels of audience across White (44%), Black (47%) and Hispanic adults (41%). Among Asian Americans surveyed, fewer (29%) said they got political news from Fox in the past week.

Broken down by age group, Fox News also skews older, commanding nearly half of users 50 and older. Still, unlike Newsmax and OAN, a sizable portion of younger adults still turn to Fox News for political news – roughly four-in-ten Americans under 50.

Finally, Fox News is far more likely to be turned to by Americans with less than a college education. Among those with a high school education or less, 52% got news from Fox News, followed by 43% of those with some college, 36% of college grads and 31% of those who did postgraduate work. Those differences by education are less pronounced for both Newsmax (ranging from 7% to 11% in the four groups) and OAN (ranging from 4% to 8%).

Acknowledgments

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Methodology

The American Trends Panel survey methodology

Overview

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults. Panelists participate via self-administered web surveys. Panelists who do not have internet access at home are provided with a tablet and wireless internet connection. Interviews are conducted in both English and Spanish. The panel is being managed by Ipsos.

Data in this report is drawn from the panel wave conducted March 8 to March 14, 2021. A total of 12,045 panelists responded out of 13,540 who were sampled, for a response rate of 89%. This does not include five panelists who were removed from the data due to extremely high rates of refusal or straightlining. The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 4%. The break-off rate among panelists who logged on to the survey and completed at least one item is 1%. The margin of sampling error for the full sample of 12,045 respondents is plus or minus 1.5 percentage points.

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Panel recruitment

The ATP was created in 2014, with the first cohort of panelists invited to join the panel at the end of a large, national, landline and cellphone random-digit-dial survey that was conducted in both English and Spanish. Two additional recruitments were conducted using the same method in 2015 and 2017, respectively. Across these three surveys, a total of

American Trends Panel recruitment surveys

Recruitment dates	Mode	Invited	Joined	Active panelists remaining
Jan. 23 to March 16, 2014	Landline/ cell RDD	9,809	5,338	2,183
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	1,243
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	620
Aug. 8 to Oct. 31, 2018	ABS/web	9,396	8,778	5,896
Aug. 19 to Nov. 30, 2019	ABS/web	5,900	4,720	2,329
June 1 to July 19, 2020	ABS/web	1,865	1,636	1,269
	Total	36,879	25,076	13,540

Note: Approximately once per year, panelists who have not participated in multiple consecutive waves or who did not complete an annual profiling survey are removed from the panel. Panelists also become inactive if they ask to be removed from the panel.

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19,718 adults were invited to join the ATP, of whom 9,942 (50%) agreed to participate.

In August 2018, the ATP switched from telephone to address-based recruitment. Invitations were sent to a random, address-based sample of households selected from the U.S. Postal Service's Delivery Sequence File. Two additional recruitments were conducted using the same method in 2019 and 2020, respectively. Across these three address-based recruitments, a total of 17,161 adults were invited to join the ATP, of whom 15,134 (88%) agreed to join the panel and completed an initial profile survey. In each household, the adult with the next birthday was asked to go online to complete a survey, at the end of which they were invited to join the panel. Of the 25,076 individuals who have ever joined the ATP, 13,540 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

The U.S. Postal Service's Delivery Sequence File has been estimated to cover as much as 98% of the population, although some studies suggest that the coverage could be in the low 90% range.¹ The American Trends Panel never uses breakout routers or chains that direct respondents to additional surveys.

Sample design

The overall target population for this survey was non-institutionalized persons ages 18 and older, living in the U.S., including Alaska and Hawaii.

Questionnaire development and testing

The questionnaire was developed by Pew Research Center in consultation with Ipsos. The web program was rigorously tested on both PC and mobile devices by the Ipsos project management team and Pew Research Center researchers. The Ipsos project management team also populated test data which was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

Incentives

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or a gift code to Amazon.com or could choose to decline the incentive. Incentive amounts ranged from \$5 to \$20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach.

¹ AAPOR Task Force on Address-based Sampling. 2016. "[AAPOR Report: Address-based Sampling.](#)"

Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

Data collection protocol

The data collection field period for this survey was March 8 to March 14, 2021. Postcard notifications were mailed to all ATP panelists with a known residential address on March 8, 2021.

On March 8 and March 9, invitations were sent out in two separate launches: Soft Launch and Full Launch. Sixty panelists were included in the soft launch, which began with an initial invitation sent on March 8, 2021. The ATP panelists chosen for the initial soft launch were known responders who had completed previous ATP surveys within one day of receiving their invitation. All remaining English- and Spanish-speaking panelists were included in the full launch and were sent an invitation on March 9, 2021.

All panelists with an email address received an email invitation and up to two email reminders if they did not respond to the survey. All ATP panelists that consented to SMS messages received an SMS invitation and up to two SMS reminders.

Invitation and reminder dates

	Soft Launch	Full Launch
Initial invitation	March 8, 2021	March 9, 2021
First reminder	March 11, 2021	March 11, 2021
Final reminder	March 13, 2021	March 13, 2021

Data quality checks

To ensure high-quality data, the Center's researchers performed data quality checks to identify any respondents showing clear patterns of satisficing. This includes checking for very high rates of leaving questions blank, as well as always selecting the first or last answer presented. As a result of this checking, five ATP respondents were removed from the survey dataset prior to weighting and analysis.

Weighting

The ATP data was weighted in a multistep process that accounts for multiple stages of sampling and nonresponse that occur at different points in the survey process. First, each panelist begins with a base weight that reflects their probability of selection for their initial recruitment survey (and the probability of being invited to participate in the panel in cases where only a subsample of

respondents were invited). The base weights for panelists recruited in different years are scaled to be proportionate to the effective sample size for all active panelists in their cohort. To correct for nonresponse to the initial recruitment surveys and gradual panel attrition, the base weights for all

active panelists are calibrated to align with the population benchmarks identified in the accompanying table to create a full-panel weight.

For ATP waves in which only a subsample of panelists are invited to participate, a wave-specific base weight is created

by adjusting the full-panel weights for subsampled panelists to account for any differential probabilities of selection for the particular panel wave. For waves in which all active panelists are invited to participate, the wave-specific base weight is identical to the full-panel weight.

In the final weighting step, the wave-specific base weights for panelists who completed the survey are again calibrated to match the population benchmarks specified above. These weights are trimmed (typically at about the 1st and 99th percentiles) to reduce the loss in precision stemming from variance in the weights. Sampling errors and test of statistical significance take into account the effect of weighting.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey.

Group	Unweighted sample size	Plus or minus ...
Total sample	12,045	1.5 percentage points

Weighting dimensions

Variable	Benchmark source
Age x Gender	2019 American Community Survey
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metro/Non-metro	2019 CPS March Supplement
Volunteerism	2017 CPS Volunteering & Civic Life Supplement
Voter registration	2016 CPS Voting and Registration Supplement
Party affiliation	2020 National Public Opinion Reference Survey
Frequency of internet use	
Religious affiliation	

Note: Estimates from the ACS are based on non-institutionalized adults. The 2016 CPS was used for voter registration targets for this wave in order to obtain voter registration numbers from a presidential election year. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. adult population. The 2020 National Public Opinion Reference Survey featured 1,862 online completions and 2,247 mail survey completions.

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Republican/Lean Republican	4,780	2.3 percentage points
Democrat/Lean Democrat	6,994	2.1 percentage points

Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Dispositions and response rates

Final dispositions	AAPOR code	Total
Completed interview	1.1	12,045
Logged onto survey; broke-off	2.12	152
Logged onto survey; did not complete any items	2.1121	77
Never logged on (implicit refusal)	2.11	1,260
Survey completed after close of the field period	2.27	1
Completed interview but was removed for data quality		5
Screened out		0
Total panelists in the survey		13,540
Completed interviews	I	12,045
Partial interviews	P	0
Refusals	R	1,494
Non-contact	NC	1
Other	O	0
Unknown household	UH	0
Unknown other	UO	0
Not eligible	NE	0
Total		13,540
AAPOR RR1 = $I / (I+P+R+NC+O+UH+UO)$		89%

Cumulative response rate	Total
Weighted response rate to recruitment surveys	11%
% of recruitment survey respondents who agreed to join the panel, among those invited	73%
% of those agreeing to join who were active panelists at start of Wave 85	57%
Response rate to Wave 85 survey	89%
Cumulative response rate	4%

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2021 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
Wave 85 March survey
March 8-14, 2021
N=12,045

ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE

ASK ALL:

SOURCEUSE2 Please click on all of the sources that you got political news from in the past week. This includes any way that you can get the source. If you are unsure, please DO NOT click it.

For second screen of images, should say: "Again, please click on all that you got political news from in the past week."

DO NOT SHOW THE FOLLOWING ITEMS TO RESPONDENTS WITHOUT INTERNET ACCESS (XTABLET=1): HuffPost; Breitbart; BuzzFeed; Business Insider; Vox

March 8-14

2021

43	Fox News
10	Newsmax
9	HuffPost
8	The Hill
7	Sean Hannity Show (radio)
7	One America News Network

ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE