



# GOP Voters' News Network Viewing Habits

National Survey of GOP Voters  
Conducted by Fabrizio, Lee and Associates  
March 2021

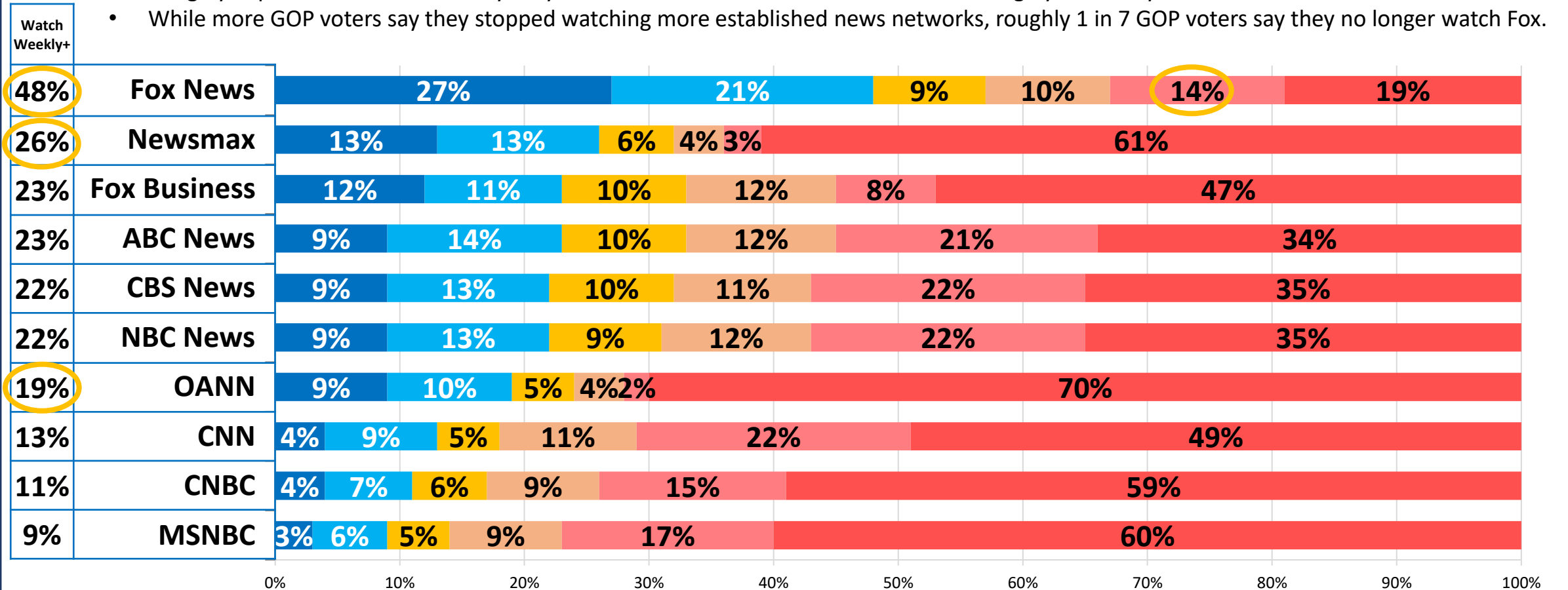
# Survey Methodology Statement:

Fabrizio, Lee & Associates conducted a nationwide survey of 1,264 known voters who are registered Republicans or affiliate as Republicans. The survey was conducted between February 20 - March 2, 2021. The interviews were split evenly and conducted using two different modes of data collection – through an online panel of known voters and through SMS to web using a registered voter list. Respondents were randomly selected from the registered voter lists.

Geography was matched to the number of Republicans in each state according to the number of voters in the state and the percentage who identify as such according to official registration statistics and affiliation levels according to the AP VoteCast. Gender, age, race/ethnicity, education, and urban/rural split were matched to demographic profiles of Republicans based on previous nationally representative surveys. The margin of sampling error at the 95% confidence interval for 1,264 voters is  $\pm 2.76\%$ .

# News Viewership – All GOP Voters

- Not surprisingly, nearly half of GOP voters say they watch Fox at least once a week – only a fifth say they have never watched it.
- Fox’s conservative competitors – Newsmax and OANN – both garner sizeable audiences compared to their significantly larger competitors. Roughly a quarter of GOP voters say they watch Newsmax at least once a week and roughly a fifth say the same about OANN.
- While more GOP voters say they stopped watching more established news networks, roughly 1 in 7 GOP voters say they no longer watch Fox.



■ Daily 
 ■ Weekly 
 ■ A Few Times a Month 
 ■ A Few Times a Year 
 ■ Used to Watch, Don't Watch Anymore 
 ■ Never Watched 
 ■ DK/Ref

1,264 Republican Voters Nationally

February 20 - March 2, 2021

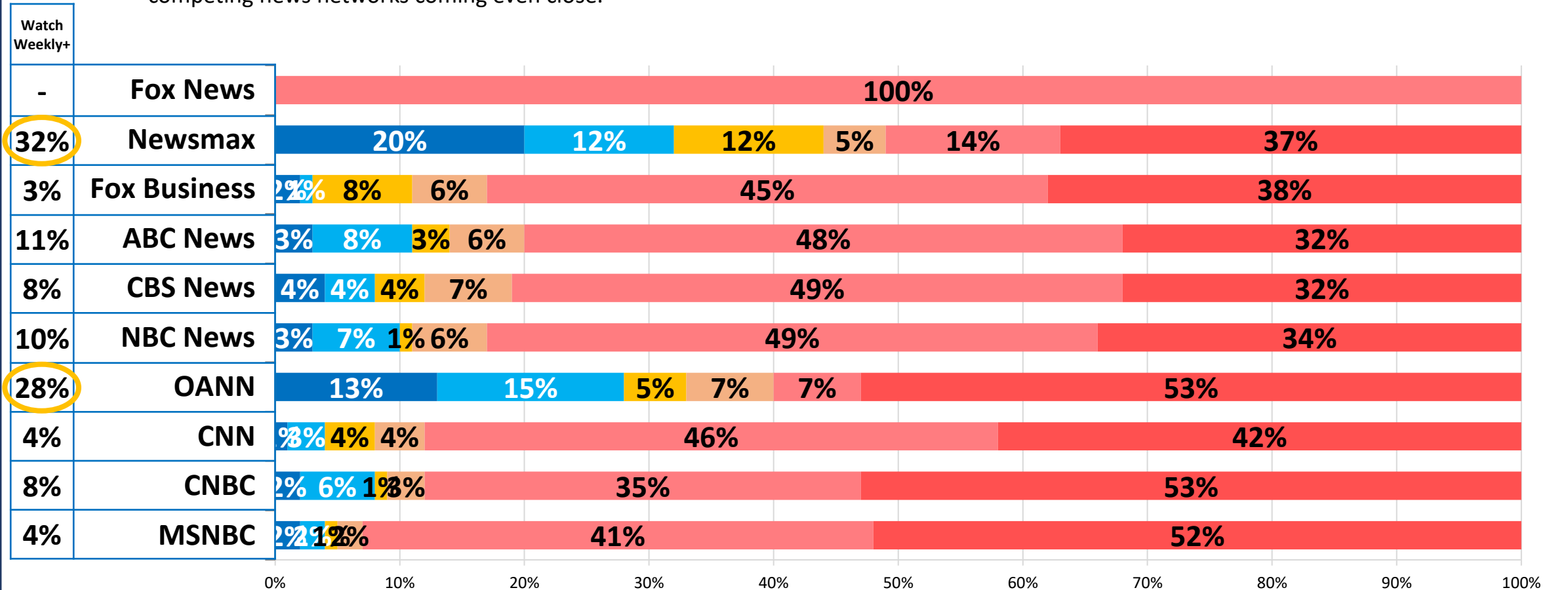
Totals may not add to 100% due to rounding



Please indicate how often you watch each of the following news networks. If you never watch that network, just indicate so.

# News Viewership – GOP Voters who are Former Fox Viewers

- No question that Fox’s loss among GOP voters are Newsmax’s and OANN’s gains.
- Many GOP voters who are former Fox viewers claim they watch either Newsmax or OANN at least once a week with none of the competing news networks coming even close.



■ Daily ■ Weekly ■ A Few Times a Month ■ A Few Times a Year ■ Used to Watch, Don't Watch Anymore ■ Never Watched ■ DK/Ref

185 Republican Former Fox News Viewers Nationally

February 20 - March 2, 2021

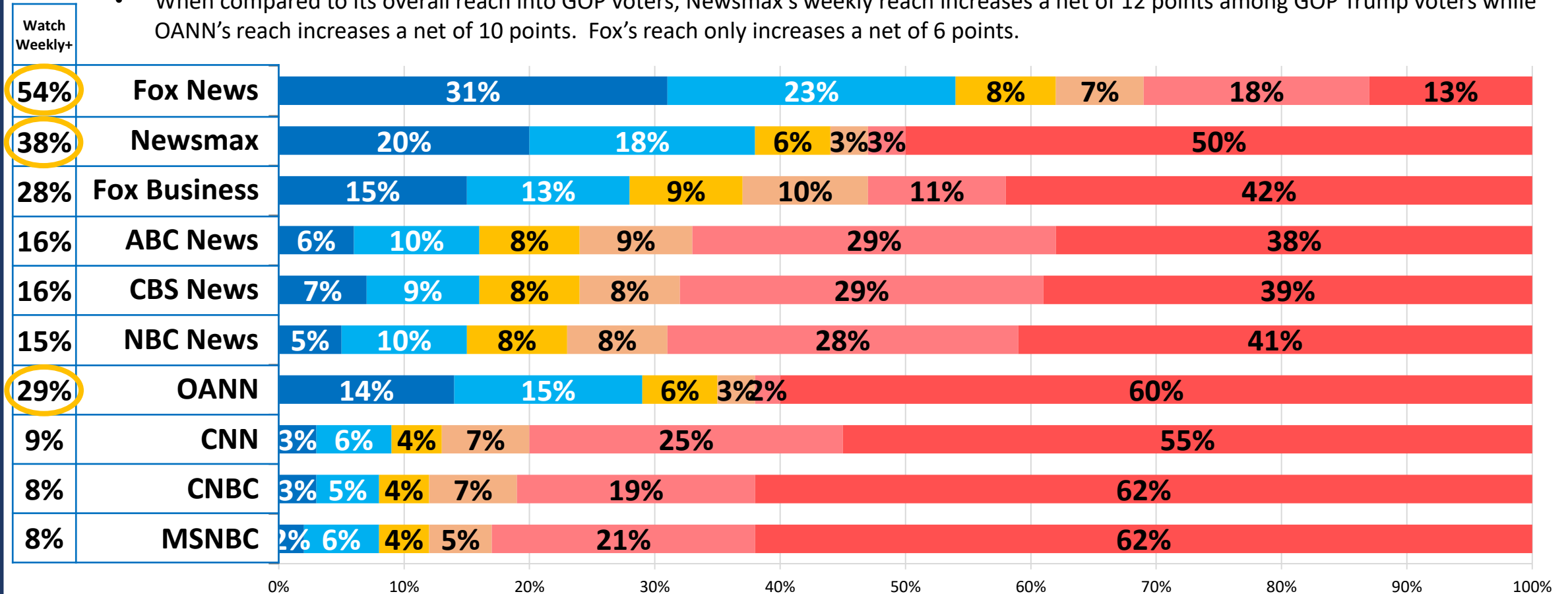
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Please indicate how often you watch each of the following news networks. If you never watch that network, just indicate so.

# News Viewership – Trump Voters in GOP Primary

- One can reach a majority of GOP voters planning to vote for President Trump in a 2024 primary through Fox News, but Newsmax and OANN have also become viable alternatives to reach a wide swath of these voters.
- When compared to its overall reach into GOP voters, Newsmax’s weekly reach increases a net of 12 points among GOP Trump voters while OANN’s reach increases a net of 10 points. Fox’s reach only increases a net of 6 points.



■ Daily 
 ■ Weekly 
 ■ A Few Times a Month 
 ■ A Few Times a Year 
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 ■ Never Watched 
 ■ DK/Ref

645 Republican 2024 Trump Voters Nationally  
 February 20 - March 2, 2021  
 Totals may not add to 100% due to rounding



Please indicate how often you watch each of the following news networks. If you never watch that network, just indicate so.