AllSides Media Bias Ratings™

L L C R R

AllSides Analysis of [OUTLET] Media Bias

March 2022

IMPORTANT NOTE FOR SAMPLE REPORT

This is a **sample report** based on an actual report created by AllSides in March 2022. Much of the content in this report is redacted or revised to display in [BRACKETS] to conceal the identity of the outlets reviewed in the analysis.

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Executive Summary

In February and March 2022, AllSides analyzed the political bias of [OUTLET]'s written content and of [OUTLET]'s video TV content. Note that these are two separate projects – the analysis of the written content did not impact the analysis of the video content.

AllSides used a few different research methods to provide a robust analysis:

- Expert Editorial Review of [OUTLET]'s online, written content
- Expert Editorial Review of [OUTLET]'s video TV content
- Small Group Editorial Review of ⬚⬚⬚⬚ TV content from three competitors
- Blind Bias Survey of online, written content from [OUTLET] and four competitors.

The Editorial Review boards are made up of an expert panel of experienced media professionals spanning the political spectrum. The Blind Bias Survey collected responses from 850 participants across the political spectrum from the local [METRO AREA] region as well as around the United States.

AllSides was impressed with the overall quality of news provided by [OUTLET]. It was largely free of the common types of media bias. We did, however, note some places where [OUTLET] displayed bias and opportunities for improvement in its written content — mostly via **story choice** and **bias by omission**.

AllSides' final determination of [OUTLET]'s overall media bias rating was Center, though on the left side (-0.85). (This is the average of both the written and video ratings.)
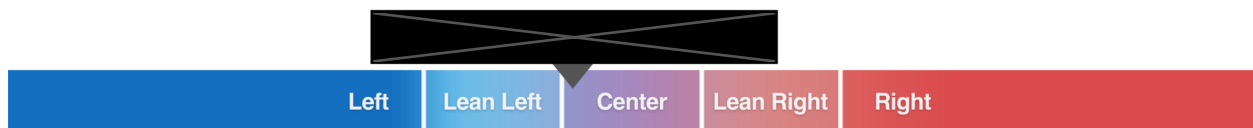
- **[OUTLET]'s *written, digital content*** has a Lean Left bias, though close to Center (-1.19).
  - This was determined by an AllSides Expert Editorial Review of [OUTLET]'s written content that returned a Center/Lean Left (-1.00) bias rating, and the Blind Bias Survey that put [OUTLET] at Lean Left (-1.38).
- **[OUTLET]'s *video* content** has Center (-0.50) bias rating.
  - This was determined by an AllSides Expert Editorial Review of video content.

The full report, with detailed analysis and findings, as well as some basic recommendations for addressing areas of concern, follows.

AllSides Blind Bias Survey: [OUTLET] Written Content

Overview

In February and March of 2022, AllSides conducted a multi-partisan Blind Bias Survey to assess the political bias of **[OUTLET]'s online, written content**. The analysis also assessed the bias of the websites of four competitors: **[COMPETITOR 1], [COMPETITOR 2], [COMPETITOR 3],** and **[COMPETITOR 4].**

On average, people across the political spectrum rated [OUTLET]'s online content as **Lean Left** (-1.38)

During an AllSides Blind Bias Survey, participants from all sides of the political spectrum are asked to rate the content of a media outlet blindly, so they are not influenced by preconceived notions of a brand's bias. Blind Bias Surveys are one of the most robust methods used to inform AllSides Media Bias Ratings™.

A total of 850 people across the political spectrum took the survey. Each survey participant was asked to self-report their personal political bias – **120 participants self-reported a Left bias; 185 with a Lean Left bias; 294 with a Center bias; 162 with a Lean Right bias, and 89 with a Right bias.** These responses were normalized so that unequal sizes of these groups would not skew the final results in favor of one bias group over another *(see Appendix B for details)*.

Survey Recruitment and Distribution

Respondents were recruited through a few methods. 383 of the respondents (45%) were recruited through AllSides' audience and 467 were recruited through SurveyMonkey (55%). Of respondents recruited through SurveyMonkey, 293 (63%) responses are from people targeted as living in the [METRO AREA] metropolitan area, and 174 (37%) responses serve as a national sample of respondents from around the United States.

The AllSides audience was recruited via email and the AllSides website and includes respondents from around the United States.

All respondents took the survey between February 22nd and March 3rd, 2022.

[OUTLET] Blind Survey Findings

On average, people across the political spectrum rated [OUTLET]'s online content as **Lean Left**.
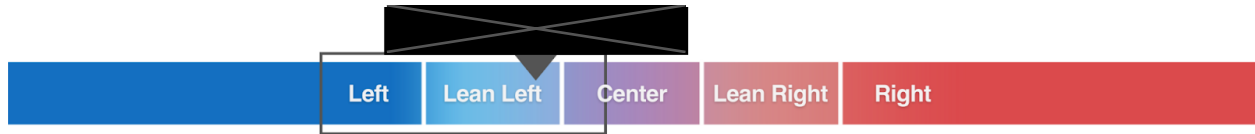
The overall weighted average was **-1.38**, which is in the Lean Left category. The middle 50% of responses lied between -4.51 (Left) and -0.36 (Center) – an interquartile range of 4.15.

Note: Bias categories are defined as follows (see Appendix B for details):

Left: -9.00 to -3.00
Lean Left: -2.99 to -1.00
Center: -0.99 to +0.99
Lean Right: +1.00 to +2.99
Right: +3.00 to +9.00

Response Data	Respondent Bias					Respondent Party ID			NORMALIZED AVERAGE
	Left	Lean Left	Center	Lean Right	Right	Dem.	Ind.	Rep.	
Total Survey Responses:	120	185	294	162	89	283	301	195	850
	8	2	11	7	12	9	11	19	6.9%
	5	3	9	7	3	6	13	8	3.9%
	10	12	16	23	10	15	28	21	10.8%
	15	25	33	27	10	27	47	24	15.5%
	5	32	25	17	7	34	27	17	11.6%
	44	55	121	36	16	107	94	47	35.3%
	2	6	15	8	3	8	14	11	4.3%
	4	5	14	8	2	13	12	6	4.2%
	1	2	1	4	1	3	2	3	1.4%
	2	2	3	1	1	4	2	3	1.3%
	1	1	9	5	11	7	10	9	4.6%
TOTAL RESPONSES	97	145	257	143	76	233	260	168	--
% NET: Left of Center	44.3%	51.0%	36.6%	56.6%	55.3%	39.1%	48.5%	53.0%	48.8%
% NET: Right of Center	10.3%	11.0%	16.3%	18.2%	23.7%	15.0%	15.4%	19.0%	15.9%
Center	45.4%	37.9%	47.1%	25.2%	21.1%	45.9%	36.2%	28.0%	35.3%
WEIGHTED AVERAGE	-1.76	-1.25	-0.85	-1.67	-1.36	-0.80	-1.40	-1.71	**-1.38**

A total of 718 people from across the political spectrum – people who identified as Left, Lean Left, Center, Lean Right, or Right – rated the bias of [OUTLET]. Respondents were instructed to rate on an 11-point Likert scale where they believe the bias of [OUTLET] is.

The breakdown of normalized results by percentage is as follows (see Appendix B for details):

Left	○	○	○	○	Center	○	○	○	○	Right
6.9%	3.9%	10.8%	15.5%	11.6%	35.3%	4.3%	4.2%	1.4%	1.3%	4.6%
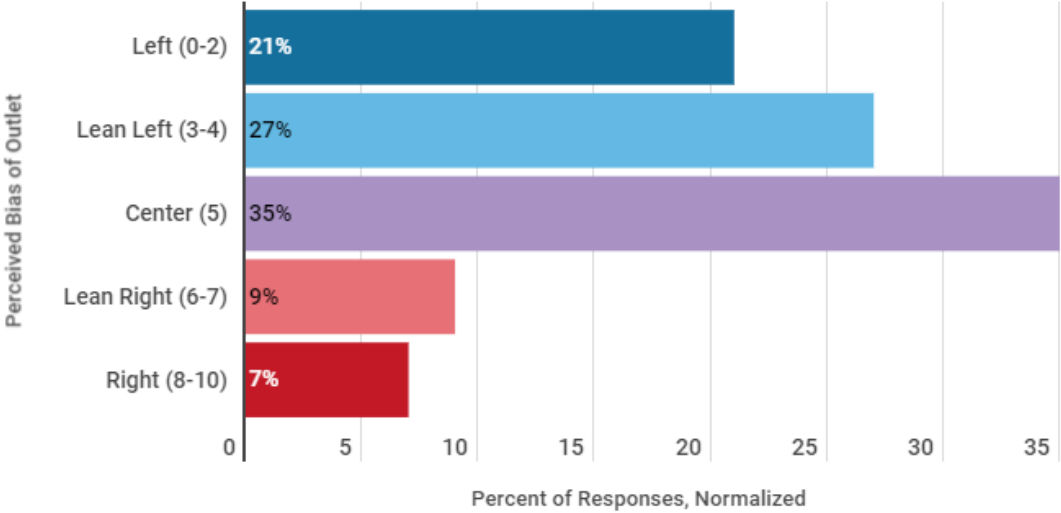
When normalized, 49% of respondents perceived the bias of [OUTLET] as left of center (21% Left, 27% Lean Left), 35% of respondents perceived it as in the exact center, and 16% perceived it as right of center (7% Right, 9% Lean Right).

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What's the Bias of ~~[OUTLET]~~

Perceived Bias of Outlet

Left (0-3)	37%
Center (4-6)	51%
Right (7-10)	12%

Percent of Responses, Normalized
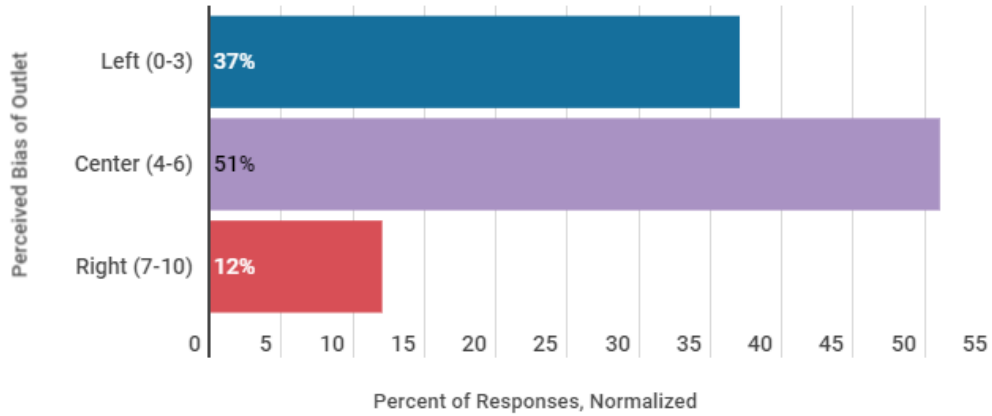
When defining "Center" as the three middle-most points on the 11-point Likert scale (4-6), 51% percent of respondents rated [OUTLET] as Center, 37% rated the outlet as left of center (0-3), and 12% rated the outlet as right of center (7-10).

A histogram of results visualizing percent of response data, when normalized, is as follows:

What's the Bias of ▰▰▰▰

718 respondents rated the bias on an 11-point scale from Left to Right.
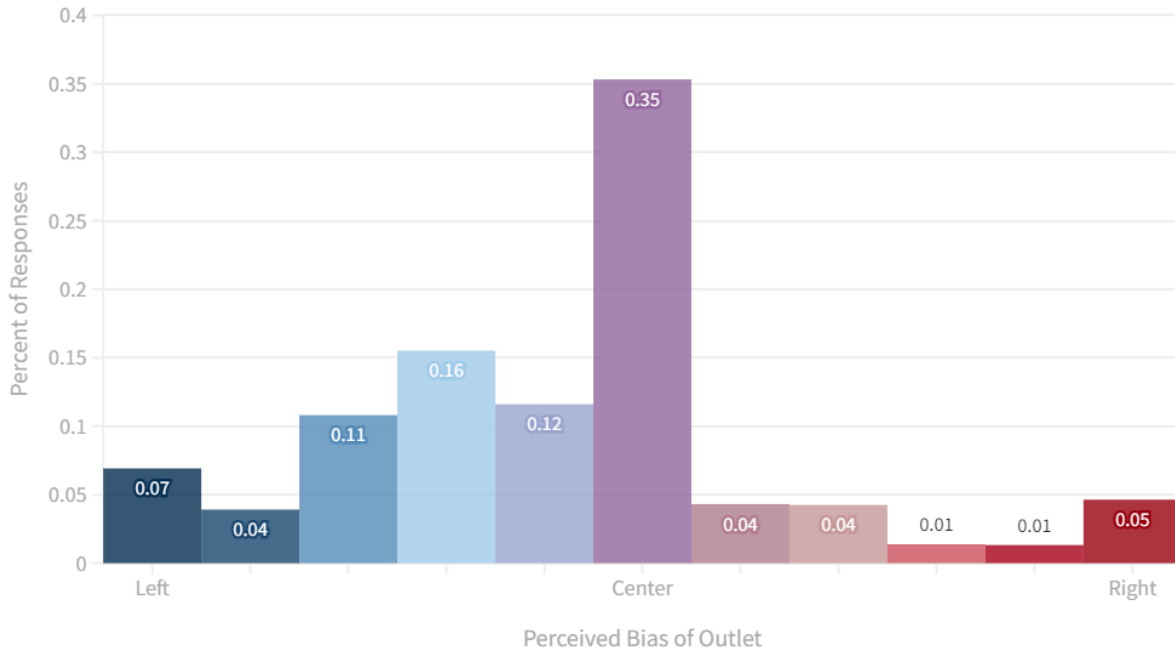
Source: AllSides Blind Bias Survey for ▰▰▰ Written Content, February 2022
Data are normalized; equal weight is given to each bias category.

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On average, respondents who self-reported being Center rated the bias of [OUTLET] as Center (-0.85), though close to Lean Left. Respondents of other bias groups – Left (-1.76), Lean Left (-1.25), Lean Right (-1.67), and Right (-1.36) – all rated the bias of [OUTLET] as Lean Left, on average.

Average Rating of ▰▰▰▰ by Bias of Respondent

Bias of Respondent ● Left ● Lean Left ● Center ● Lean Right ● Right

Average Bias Rating for ▰▰▰
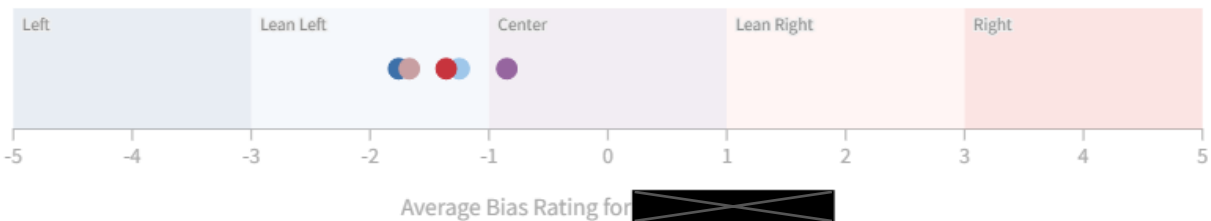
When breaking down by respondent party affiliation, Democrats rated [OUTLET] as Center (-0.80), on average. Republicans and Independents both rated [OUTLET] as Lean Left (-1.71 and -1.40, respectively), on average.

Average Rating of ░░░░ by Political Party Affiliation
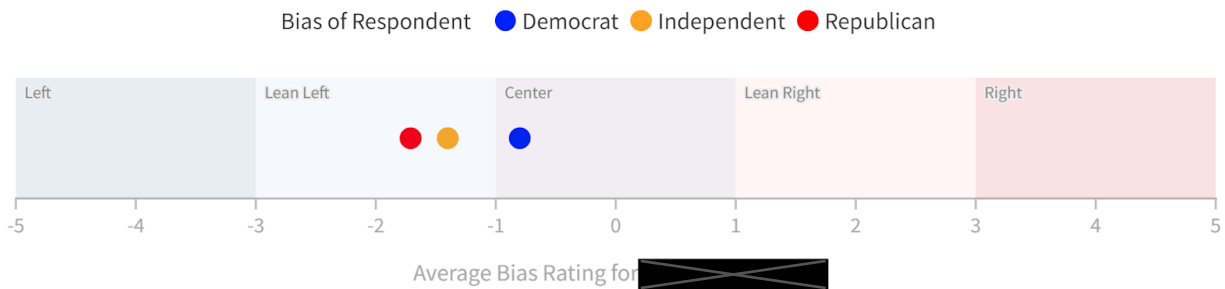
Bias of Respondent ● Democrat ● Independent ● Republican

Left	Lean Left	Center	Lean Right	Right

-5   -4   -3   -2   -1   0   1   2   3   4   5

Average Bias Rating for ░░░░

Source: AllSides Blind Bias Survey for ░░░░ Written Content, February 2022   **AllSides**™

# Competitor Findings

[COMPETITOR 1]

A total of 694 people from across the political spectrum – people who identified as Left, Lean Left, Center, Lean Right, or Right – rated the bias of [COMPETITOR 1].

The normalized average was **-1.22** on a scale from -9 to +9, with 0 representing Center. That average is in the **Lean Left** category.

Overall, 50% of respondents rated [COMPETITOR 1] as left of center, 25% rated it in the exact center, and 25% rated it as right of center.

The breakdown of normalized results by percentage is as follows:

Left	○	○	○	○	Center	○	○	○	○	Right
10.3%	8.3%	10.5%	9.4%	10.9%	25.4%	5.4%	4.9%	5.4%	2.6%	6.8%

[COMPETITOR 2]

A total of 680 people from across the political spectrum rated the bias of [COMPETITOR 2].

The normalized average was **-0.60** on a scale from -9 to +9, with 0 representing Center. That average is in the **Center** category.

Overall, 39% of respondents rated [COMPETITOR 2] as left of center, 34% rated it in the exact center, and 27% rated it as right of center.

The breakdown of normalized results by percentage is as follows:

Left	○	○	○	○	Center	○	○	○	○	Right
6.9%	4.0%	7.8%	9.4%	10.4%	34.4%	7.4%	8.4%	5.6%	1.8%	4.0%

[COMPETITOR 3]

A total of 663 people from across the political spectrum rated the bias of [COMPETITOR 3].

The normalized average was **-0.60** on a scale from -9 to +9, with 0 representing Center. That average is in the **Center** category.

Overall, 40% of respondents rated [COMPETITOR 3] as left of center, 37% rated it in the exact center, and 24% rated it as right of center.

The breakdown of normalized results by percentage is as follows:

Left	○	○	○	○	Center	○	○	○	○	Right
5.1%	3.2%	7.0%	11.4%	13.1%	36.5%	7.0%	7.5%	3.6%	1.4%	4.4%

[COMPETITOR 4]

A total of 653 people from across the political spectrum rated the bias of [COMPETITOR 4].

The normalized average was **-1.66** on a scale from -9 to +9, with 0 representing Center. That average is in the **Lean Left** category.

Overall, 56% of respondents rated [COMPETITOR 4] as left of center, 21% rated it in the exact center, and 24% rated it as right of center.

The breakdown of normalized results by percentage is as follows:

Left	○	○	○	○	Center	○	○	○	○	Right
10.1%	9.6%	11.7%	13.2%	11.0%	20.9%	6.0%	5.7%	4.5%	2.4%	5.0%

Average Competitor Ratings
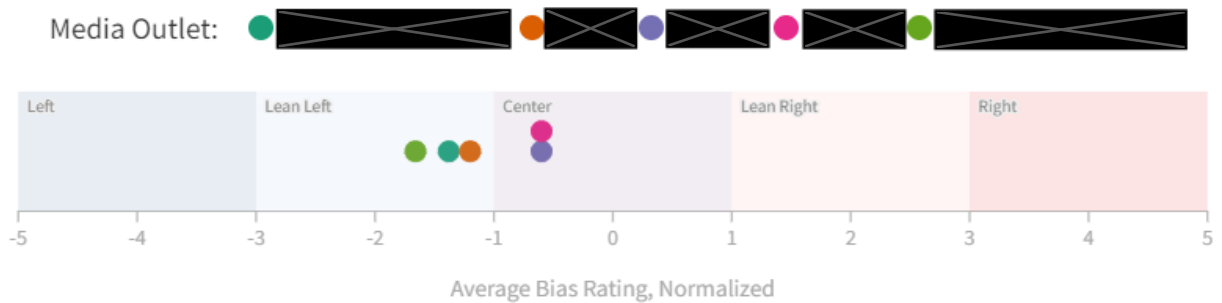
Source: AllSides Blind Bias Survey for ████████ Written Content, February 2022

Anchor Outlet Considerations

AllSides' audience was the most likely to rate the bias of the anchor outlets (see Methodology section for an explanation of anchor outlets) in alignment with the current AllSides Media Bias Rating for that outlet. The anchor outlets were [OUTLET 3] (which AllSides rates as Left), [OUTLET 2] (Center), and [OUTLET 1] (Right).

82% of respondents in AllSides' audience rated the bias of a [OUTLET 3] article as left of center (0-4), 62% rated the bias of a [OUTLET 2] article in the exact center (5), and 67% rated the bias of a [OUTLET 1] article as right of center (6-10).

In comparison, 53% of SurveyMonkey respondents (national and local) rated the bias of a [OUTLET 3] article as left of center (0-4), 53% of respondents rated the bias of a [OUTLET 2] article in the exact center (5), and 36% of respondents rated the bias of a [OUTLET 1] article as right of center (6-10).

AllSides infers that this shows the AllSides audience is more tuned in to media bias. The fact that they are following AllSides and are signed up to receive our blind surveys (and may have taken our surveys in the past, or be familiar with our list of media bias ratings and media literacy content) could mean that our audience is overall more familiar with the landscape of political bias in the press. SurveyMonkey respondents, on the other hand, may not be as familiar with the landscape of political bias and how it manifests in the press.

Final Competitor Analysis

Outlet	Average Rating	Percent Ratings, 5-point scale* *Normalized*	Percent Ratings, 3-point scale* *Normalized*
[OUTLET]	-1.38 *Lean Left*	21% Left (0-2) 27% Lean Left (3-4) 35% Center (5) 9% Lean Right (6-7) 7% Right (8-10)	37% Left of Center (0-3) 51% Center (4-6) 12% Right of Center (7-10)
[COMPETITOR 1]	-1.22 *Lean Left*	29% Left (0-2) 20% Lean Left (3-4) 25% Center (5) 10% Lean Right (6-7) 15% Right (8-10)	39% Left of Center (0-3) 42% Center (4-6) 20% Right of Center (7-10)
[COMPETITOR 2]	-0.60 *Center*	19% Left (0-2) 20% Lean Left (3-4) 34% Center (5) 16% Lean Right (6-7) 11% Right (8-10)	28% Left of Center (0-3) 52% Center (4-6) 20% Right of Center (7-10)
[COMPETITOR 3]	-0.60 *Center*	15% Left (0-2) 25% Lean Left (3-4) 37% Center (5) 14% Lean Right (6-7) 9% Right (8-10)	27% Left of Center (0-3) 57% Center (4-6) 17% Right of Center (7-10)
[COMPETITOR 4]	-1.66 *Lean Left*	31% Left (0-2) 24% Lean Left (3-4) 21% Center (5) 12% Lean Right (6-7) 12% Right (8-10)	45% Left of Center (0-3) 38% Center (4-6) 18% Right of Center (7-10)

Not all numbers will add up to exactly 100% due to rounding.

[OUTLET] Survey Methodology

AllSides selects content for Blind Bias Surveys in two ways:

- Method 1: collecting *the top 5 headlines most prominently displayed on the website on two different days at the same time of day*, for a total of 10 headlines that survey participants will see from each outlet;
- Method 2: collecting *one article each of the top stories the outlet most prominently displayed around two major news stories, on two different days at the same time of day.* We include the headline and the first 50 to 100 words of each article in the survey for respondents to evaluate for bias.

For Method 1 (for more about this, see Methodology section) the first pull of top headlines was done on February 3, 2022 at 1:15pm ET; the second was done on February 7, 2022 at 1:30pm ET.

For Method 2 (see Methodology section) AllSides also took into account how each outlet displayed bias in its coverage of two major, ongoing news stories: ▨▨▨▨▨▨▨▨▨ ▨▨▨▨▨▨▨ and ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ ▨▨▨▨ The ▨▨▨▨▨▨▨ stories were pulled on February 3, 2022 at 1:30pm ET, and the ▨▨▨▨▨▨▨ stories were pulled on February 14, 2022 at 10:45am ET.

Content was pulled from the homepages of most sites, except for [COMPETITOR 1], which was pulled from the politics section of the site.

Anchor outlets chosen for this survey were [OUTLET 3] (Left), [OUTLET 2] (Center), and [OUTLET 1] (Right). AllSides chose content from these outlets because we are very confident in their bias ratings.

AllSides Editorial Review: [OUTLET] Written Content

Overview

AllSides conducted an Editorial Review of [OUTLET]'s online, written content on Feb. 7, 2022, with one panelist reviewing on March 2, 2022. The expert panel issued a rating between **Lean Left** and **Center** (-1.00) for [OUTLET].

Two panelists who have biases on the right and one from the center argued [OUTLET] was Lean Left. Two panelists with biases on the left believed [OUTLET] was Center, but on the left side of Center. One panelist with a bias in the Center believed [OUTLET] was Center. (Interestingly, the two panelists with Center biases disagreed on their ratings for [OUTLET], with one Center reviewer arguing it was Lean Left and another arguing it was Center.)

AllSides detected some Lean Left bias mostly via **story choice,** some **slant,** and **media bias by omission**. Story selection was typically on topics that tend to interest the left; stories that were of interest or being covered on the right during that time were typically not included. Alternative perspectives and voices were not always included in stories.

Reviewers on the left were less likely to see as much lean left bias, arguing that [OUTLET] was more Center, though close to Lean Left.

Lean Left Story Choice

Notably absent were stories that were big in right media outlets during the time of review, including big tech censorship/free speech, inflation, the Canadian Freedom Convoy, and smash and grab crime in major cities (however, a reviewer on the panel who leans right noted that the smash-and-grab stories were perhaps not relevant to [OUTLET] specifically, but still constituted a national story gaining a lot of media attention at the time). Another story covered prominently on the right on the day of review included a (somewhat controversial) study finding Covid lockdowns were ineffective.

A reviewer who has a Center bias noted, "[OUTLET]'s story choice makes it Lean Left. There's some good Center reporting in there, but not enough Lean Right story choices to balance it out."

A reviewer who has a Lean Right bias agreed, stating, "I looked at other news of the day and past days in the U.S. political world, and [OUTLET] did not cover many center or any lean right stories, only lean left and some center. The left and right were covering the Freedom Convoy many of those days; [OUTLET] did not."

The expert panel noted that local news reporting was more Center, while national news reporting ████████████████████████████ was more Lean Left.

Lean Left story choice was displayed via a focus on race, social justice, COVID-19 vaccination, and other issues of interest to the left:

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- ██████████████████████████████
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- ██

Lean Left Slant and Bias by Omission

[OUTLET] displayed some lean left **slant** and **bias by omission**; two related types of media bias in which only one side is included or information that would support an alternative view is omitted.

Some articles omitted alternative voices on COVID-19 and vaccination. For instance, an article about ████████████████████████ was relatively balanced, quoting different voices, but it notably did not quote anyone who is against mask mandates on the whole. Likewise, a [piece on the Pfizer vaccine](#) ████████████████ mostly stated the facts and was balanced. It didn't include the controversy or opposition from those who believe that young children's low risk of covid complications means vaccination for them is not necessary.

The team noted strong coverage of Black History Month. Typically, this would have indicated a strong Lean Left bias, but the team noted that these issues are particularly relevant to [METRO AREA]. While these choices may have been a stronger lean left indicator from national outlets, for a local outlet, the team felt it was perhaps less so an indication of left political bias but more a reflection of historical relevance of the issue in that area. One reviewer on the right noted it was "maybe center-left due to the volume of coverage it received."

Overall, while story choice appeared to lean to the left, writing was largely center, though on the left side of center. The team noted the bias was not particularly egregious, but **often lacked the other perspective, amounting to media bias by omission, or included left slant**. For

example:

- An [article](#) about a law ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ ▨▨▨▨▨▨▨▨▨▨ contained only a quote from someone saying the law is "ideal," and no contrary opinion about the new law.

- An [article](#) about Biden ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ included only reasons from the report given for making the change, but no voices in opposition.

- An [article on Texas' new abortion law](#) noted (emphasis ours), ▨▨▨▨▨▨▨▨ ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ A reviewer on the right noted, "Stating ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ is a left talking point used to frame the law negatively. People in favor of the law don't care about this point, because they believe that abortion is murder no matter what, either after conception or as soon as a heartbeat is detected. It'd be more neutral not to include this qualifier, or to attribute this point to a specific critic."

- The story, ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨, displayed a type of media bias in which [opinion or analysis content is portrayed as fact](#). ▨▨▨ ▨▨▨ was not labeled analysis but read as analysis. The piece signals subjective statements/interpretations through its use of statements such as, ▨▨▨▨▨▨▨ ▨▨▨▨▨▨▨▨▨▨▨▨ and ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ ▨▨▨▨▨▨▨▨▨▨▨▨; the use of the word "could" signals subjective speculation. The piece issues other subjective interpretations without attributing them to a source, such as, ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨.

- A reviewer in the Center saw the piece ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ ▨▨▨▨▨▨▨▨▨▨▨ as Lean Left coverage, due to its focus on health officials' stance about the need for vaccination, which has been a strong focus of people on the left; the piece did not mention any alternative views, such as natural immunity being a bulwark against further illness.

- An [article](#) about COVID-19 included lots of charts showing Covid data; one chart noted the number of people who ▨▨▨▨▨▨▨▨▨▨▨▨▨, which lacked context that many on the right have argued is necessary — were people hospitalized *for* covid or *with* covid?

- The article, ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ was seen as being partisan/left biased by a reviewer on the right who noted that there are "decades of politicians giving others endorsements with the (if unstated) presumption that it would expand their influence; however, when it is Trump giving endorsements, the headline

reads sensationalist with negative implications. While you could write about the expected selfish motivations behind endorsement for many elected officials (though I could not find examples of that), the sensationalist tone with negative implications clearly marks this as much more biased — it is what you would expect to see from a partisan news service."

A few pieces stood out as being **more lean right or representing non-left points of view**:

- ███
- ███
- ████████████████████████████████████
- ██████████████████████████████

The expert panel also found examples of **stories that displayed very little bias**:

- ███
  ████████████████████████
- ███
- ███████████████████████████████████████ — mentions dissenting opinion (Republican) in third paragraph of article, which a Lean Left reviewer said is "really good balance and not buried in bottom of the article which is great"; embeds link to ████████████████████ and also balances with Democratic Representative tweet calling the ruling a "victory."
- A [story about the Afghan refugee crisis](#); a reviewer who leans left said, "I'd expect this kind of story more from a left or center outlet than a right outlet, but this article was pretty dense and balanced, and caring about refugees isn't inherently partisan. It talks about those "left behind," which the right often used to criticize the Biden admin, although there didn't seem to be any criticism or praise in this article."

Conclusion

[OUTLET] overall displayed some lean left story choice and bias by omission; there was some lean left slant as well. Many articles had writing in the center, which just gave the facts without common types of bias present.

AllSides Editorial Review: [OUTLET] Video Content

Overview

AllSides conducted a multi-partisan Editorial Review of [OUTLET]'s video content. **The expert panel returned a Center rating (-0.50) for [OUTLET]'s video content.**

The AllSides panel was unanimous in the Center rating and agreed that [OUTLET]'s content was very balanced. Content typically just gave the facts, with very little bias shown either way; content avoided the common types of media bias.

The panel did detect some slight Lean Left bias shown via **story choice,** with more stories that would be considered of interest to the left, such as stories focusing on women, minority/social justice issues and worker rights.

The team reviewed content from [OUTLET]'s morning show (7–9AM), 5 pm show (5–6PM), and [TV SHOW] (7PM) that aired on Feb. 15, 16 and 17, 2022.

Evidence of Balance

[OUTLET] did not engage in common types of media bias such as spin, slant, sensationalism, or use of subjective qualifying adjectives. The AllSides panel was impressed with the neutrality and balance of [OUTLET] content.

Anchors **typically interviewed people on both sides equally**, and did not ask questions with any skepticism, blame or partisan word choice and framing. Anchors and reporters always attributed claims to a source, ie, "one of the employees I spoke to said…," "the CDC says," etc. One reviewer who is in the Center said, "I can tell when an anchor [or reporter's] inflection of the voice emphasizes one side or the other; I didn't feel I knew where these anchors leaned politically."

[OUTLET]'s [TV SEGMENT] always just gave the facts in a straightforward manner. Stories about redistricting, which were plentiful, **quoted Democrats and Republicans on both sides.** [OUTLET] covered shifting guidance and rules on mask mandates quite often, but always with a **neutral tone.**

[OUTLET] usually just gave facts about what was happening and typically did not cover different perspectives, ideas or opinions on the news.

[TV SHOW]'s Feb. 15 episode with [ANCHOR NAME] was **extremely balanced**, featuring two school board members — one who was in favor of making masks optional, and another who wanted to keep mask mandates in place. [ANCHOR NAME] did a great job alternating asking both women questions. [ANCHOR NAME] mentioned the perspectives on both sides in her questions as well, for example stating, "Some parents strongly want their kids in masks, some strongly don't — what's it like being a school board member as we're seeing so much passion from parents?"

In coverage about mask mandates and CDC guidance, such as during a Feb. 16 segment, [OUTLET] did a great job **always attributing claims to a source** (i.e. "The CDC says…") and offering CDC guidelines with neutrality and not presenting opinion statements as fact.

The expert panel was very impressed with the Feb. 17 episode of [TV SHOW], in which the chyron read, ███████████████████████████ [OUTLET] dedicated a very long time to simply showcasing the governor giving his remarks, **offering a long, full quote, not just a clip.** AllSides was very impressed by this, with a reviewer on the right stating, "This is probably the best I've seen in terms of a TV outlet showing people a very long quote to help them get a sense of the reality of what the politician is saying, the nuance, etc., so they can decide what they think for themselves."

Some Slight Lean Left Story Choice

Some AllSides reviewers noted that [OUTLET]'s **story choice slightly leaned left,** due to a strong focus on stories about women, minorities, and labor activists, as these types of issues are typically associated with the Democratic left. However, there was some uncertainty from reviewers as to whether this was a fair characterization, with reviewers noting that the demographic makeup of [METRO AREA] ([XX% white, XX% black](#)) may account for the focus on these stories, as well as the fact that February is Black History Month. A reviewer who is in the Center said, "These story choices could be [OUTLET]'s way of allowing a large portion of their viewers to be seen in these local stories. A great sentiment, in my opinion, but I could see those on the right seeing this as 'overkill.'"

One reviewer who leans right said, "If I'd seen this story choice coming from a coastal outlet, such as an outlet in New York City, I'd think this was for sure a left-wing/Democratic tilt; but the demographic makeup of [METRO AREA] makes me think they are just reflecting or catering to their audience. However, maybe there are stories that would be more of interest to the right that aren't being covered by [OUTLET]."

A reviewer who leans left noted, "The right wouldn't focus this much on diversity, but I don't know if diversity is an inherently left topic; it's a black topic, and this story is about black people and their experiences."

Examples of Lean Left story choice included:

- A story about the importance of improving learning environments for children from "low-performing districts"; covered how they can attend lab schools "for no extra cost" — Feb. 15, 7-9am
- A story about women looking to change careers can join a new field pilot program ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ — Feb. 16, 5-6pm
- ▨▨
- Amazon worker protests for better working conditions — Feb. 16, 5-6pm
- Woman building inclusive rental homes for people with disabilities — Feb. 16
- A story about "unruly passengers" on airplanes — Feb. 16
- Story about food insecurity — Feb. 16
- Chyron reads, ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨ — Feb. 16
- Protestors rallying against voter suppression and advocating for marginalized voices — Feb. 16

While story choice sometimes went left, the content was generally neutral.

The AllSides team noted a few examples of a Lean Left bias. In a Feb. 16 story about **Canada's Freedom Convoy blockade ending**, the reporter used some **very slight lean left word choice**, mentioning that the protesters were "*out there protesting COVID restrictions*" (supporters of the convoy would likely refer more specifically to "*COVID vaccine mandates*") and noted they were "*refusing to leave*" (an accurate thing to say, but "refuse" perhaps has a negative connotation, as opposed to "*wouldn't leave*" or "*carried on demonstrations*"). In addition, a [OUTLET] reporter referred to the demonstration as the "*so-called Freedom Convoy*." A reviewer on the right noted that the qualifier *so-called* "suggests a biased skepticism, while other reports did not qualify the validity of the group's own naming, such as the segment on the small group protesting worker safety at the local Amazon plant."

A reviewer in the center and one who leans right both noted that [OUTLET] seemed to **highlight more voices on the left when it came to coverage of the Russia-Ukraine conflict,** such as U.S. state department officials, the Biden administration, Ukrainian citizens, and the Ukrainian president, rather than highlighting any voices that could shed light on Russia's perspective. (However, the team noted that voices on the other side are rather fringe in the U.S.)

On Feb. 16, a segment used neutral reporting when discussing protesters rallying against voter suppression; however, a reviewer in the center noted the segment "featured an emotional voiceover" from one of the protesters. The reviewer compared this to another segment that highlighted groups protesting mask mandates in schools, which did not include any voiceovers from those speaking at the rally. "This might be seen as a subtle way to validate the mission of those advocating against voter suppression over lifting the mask mandates in schools," the reviewer stated. Another reviewer who has a Lean Left bias noted that the rally against mask

mandates was mentioned and not given a full segment, while there was a full segment on a small group of Amazon workers protesting and wanting their employer to give them N95 masks.

Reviewers on the right noted that the segment on Amazon workers protesting working conditions "was all about what those protestors thought — a bit of one-sided coverage, but hard not to be, especially when the other side is an entity as big as Amazon."

Small Group Editorial Review of Competitors

AllSides reviewed TV content from [OUTLET]'s competitors [COMPETITOR 1], [COMPETITOR 2], and [COMPETITOR 3]. In evaluating competitors, AllSides conducted a Small Group Editorial Review, with one person each from the left, center and right reviewing content. These are not robust Editorial Reviews, but a lighter comparison to determine how this content compares to [OUTLET].

[COMPANY] identified the competitors, not AllSides. Using TVEyes, we looked at past content for these channels on the same days we reviewed [OUTLET]'s video content (Feb. 15, 16 and 17).

Overall, we found [OUTLET]'s content was largely in line with competitors. **We found that [COMPETITOR 2]'s local news content leaned left; [COMPETITOR 3]'s content was more Center-Left, and [COMPETITOR 3]'s was Center. The team generally agreed that [OUTLET]'s content was most in line with [COMPETITOR 3]'s more Center content.**

All of the stations' nationally produced early morning shows — [TV SHOW 1], [TV SHOW 2], [TV SHOW 3] — leaned left and featured more sensationalism. The stations' local news content was closer to the Center than this content.

All outlets reported many stories about COVID-19 mask mandates and shifting guidance. They attributed claims to a source, and did not use sensationalism. The heavy COVID focus in story choice could be seen by some as Lean Left, or simply locally relevant.

On Feb. 17, **[COMPETITOR 1]** featured a segment on the reaction to ▨▨▨▨▨▨▨▨▨ ▨▨▨▨▨▨▨▨▨ Like [OUTLET], [COMPETITOR 1] showed a long clip of the governor's remarks, which AllSides was impressed with (longer clips allow the viewer to acquire nuance and context, while short clips can alter our view and contribute to bias).

The following segment — a story on local mask mandates in [METRO AREA] — was thought by a reviewer on the right to be leaning slightly left. The reporter only interviewed grocery market workers and managers who were in favor of continuing to wear masks despite the city lifting its mandate. The segment contained a strong emphasis on businesses making their own choices, with the journalist stating, "Even if there are no mandates, you as an individual have a right to wear a mask anywhere you want to go."

[COMPETITOR 3]'s content was more Center-Left, with some story choices leaning more left, such as those about an Amazon worker rally (with protesters unhappy that the corporate giant made masks optional) and a story about nurse burnout and their increased frustration about pay and workload. However, much content was balanced; stories on Feb. 15 featured a balance of Republicans and Democrats, and many segments were found to be "very straight-forward and factual" by a reviewer on the left. A reviewer in the Center noted that a segment that highlighted how omicron cases were dropping was directly followed by a story about a spike in hospital room visits. They noted this was "covering both sides of the coin with COVID, and taking the stance that a lot of moderate politicians are taking: focus on the hospitals but allow normal life to resume."

[COMPETITOR 2] was found to be the most clearly Lean Left, as it included many story choices appealing to the left. For instance, its Feb. 15 coverage included stories on housing insecurity (an affordable housing initiative to address homelessness), a ▒▒▒▒▒▒▒▒▒▒▒ at a virtual town hall, and policy review of Minneapolis' No-Knock warrants. A [COMPETITOR 2] Feb. 16 segment on Russia and Ukraine committed some bias by omission of source, with the anchor stating things like "sources say" and "experts say" and not clarifying who.

[COMPETITOR 1] and [COMPETITOR 2] both covered a story about a Black Lives Matter mural done in a school without permission, and their biases shone in how they approached the story. A reviewer in the Center said they believed [COMPETITOR 1]'s story was objective and had neutral reporting, while [COMPETITOR 2]'s coverage was more Lean Left, as it highlighted voices attacking the opposition to the mural (which was seen as too political for a school). "The intentions of why [COMPETITOR 2] was highlighting these voices were more clear," the reviewer stated.

Conclusion

[OUTLET]'s reporting is largely balanced and neutral. While there were some slight indicators of Lean Left story choice or bias, the AllSides expert panel was impressed with the reporting and found it did not significantly sway to the left or right with any consistency. Anchors and reporters did a good job of interviewing both sides, asking neutral questions, and keeping coverage to the facts. [OUTLET]'s content was largely in line with competitor content, though closer to the Center competitors ([COMPETITOR 1], [COMPETITOR 3]) than those that more clearly leaned left ([COMPETITOR 2]).

Recommendations

If your content does not represent different sides as fairly and evenly as you like, is inconsistent in its balance, or displays some types of bias, there are several steps you can take to improve.

In general, here are some steps and tips to consider:

- Encourage your reporters to discover their own political bias. Reporters do not have to share this information among themselves or with their editors, but self-knowledge can help them to become more balanced and nuanced in their work and actively seek out perspectives they themselves may not hold. It can encourage them to ask themselves, "What would someone on the other side say about this? What is a perspective I may be missing?" You can find a variety of bias self-measurement tools at AllSides.

- Educate your team about common types of media bias and provide other kinds of training. Essentially, this kind of media literacy can help your team to self-regulate. (AllSides can provide some of this training for you.)

- Ensure that your newsroom has individual editors from both sides of the political spectrum. If you decide to combine this with a knowledge of the bias of your reporters, you can have people from opposite sides of the political spectrum review each other's work.

- Provide balanced research tools and resources to journalists. Often bias is simply due to lack of information and time for the reporter to better understand the issue or get data from different perspectives. AllSides has a variety of tools (such as the AllSides Balanced Newsfeed, AllSides Balanced Search, the Red Blue Translator, AllStances, and Topics/Issue pages) and can also provide some optional training that can help.

- Periodically perform a bias audit. Internal review teams or AllSides can periodically spot check content to see how well balanced the content is, and if there has been progress or change from the previous audit.

Here are some specific recommendations for [OUTLET] from our panel of experts. [OUTLET] may want to consider looking at these areas:

Include stories of interest to those on the right as well as the left. For example, you can balance stories about LGBTQ issues and vegan restaurants with stories featuring issues of concern on the right — such as inflation, immigration, fatherlessness in America, school choice, etc. Tap into communities and media outlets on the right to determine what is of importance to them.

Ensure equal balance when it comes to time spent describing left viewpoints and right viewpoints; **interview people on the right** or who have a dissenting or alternative view; explain

the Republican or right side of controversial policies and legislation. For instance, articles about LGBTQ issues from a left point of view could be balanced with articles interviewing those who have a different perspective.

Appendix A:
About AllSides Media Bias Ratings™

AllSides provides over [800 media bias ratings](#) of online media outlets, writers, think tanks, and other sources. We assign each source a bias rating on a 5-point scale: [Left](#), [Lean Left](#), [Center](#), [Lean Right](#), and [Right](#).

The AllSides **patented bias detection and display technology** drives what is arguably the world's most effective and up-to-date bias detection engine. It's powered by a combination of wisdom-of-the-crowd technology and statistical research and methodologies.

Our bias rating system utilizes multiple methodologies for assessing media bias, and combines them for the best possible results. On AllSides.com, we list which methods we used to arrive at the bias rating for any given source. Blind bias surveys are our most robust methodology; we also employ editorial reviews, independent reviews, and third party data. [Learn about these other methods for rating bias at AllSides.com](#).

Our bias ratings are fluid and are subject to change over time as the bias of a source changes or as we acquire new information.

Subjectivity of Bias Ratings

The AllSides patented media bias rating system reflects the average judgment of the American people. It is not "accurate" – bias is subjective and "in the eye of the beholder," so there is no strictly accurate measurement of political bias. What is considered a left-wing view to a right-winger may seem like a centrist view to a left-winger.

AllSides recognizes that a five-point bias rating scale (Left, Lean Left, Center, Lean Right, Right) cannot capture the multitude of nuance that makes up the landscape of political thought. Far from seeking perfection, our ratings simply serve as a "map" of bias that helps readers to get a general idea of where a media outlet may fall in the modern political landscape, thus helping them to understand which perspectives may be represented or omitted in reading that particular news outlet. Our bias ratings reflect the average judgment of the American people, who have various views and hail from all points on the political bias spectrum.

Appendix B:
Methodology for AllSides Blind Bias Survey

During an AllSides Blind Bias Survey, participants are asked to rate the bias of online news content "blindly" — with all branding and identifying information removed.

This provides a robust bias evaluation, and is at the core of the patented AllSides Bias Rating™ methodology.

Content added to the survey was stripped of any clear indications of brand, source, author, etc. No logos, reporter names, or other signals of where the content originated from were included. This ensured that the reader was "blind" to the content's origins.

Anchor Outlets

AllSides chose three articles covering the same topic from three "anchor" outlets on the left, right, and center to present at the very beginning of the survey. AllSides chose content from these outlets because we are very confident in their bias ratings.

Because bias is subjective, the inclusion of content from "anchor outlets" was meant to "anchor" participants to a general idea about the range of bias that appears in media from left to right, and to provide them with a baseline of a Left, Center, and Right bias rating in American media.

Because bias is subjective and contextual, providing anchor outlets helps readers to get a sense of the extremes of bias before rating content.

AllSides acknowledges that this system is not bulletproof, as bias is still ultimately subjective and there may be people who disagree that the outlets we chose are Center, Left and Right, respectively. However, we are confident that these three outlets are good representations of Left, Center, and Right political bias in the U.S.

Content Selection

AllSides selects content for Blind Bias Surveys in two ways: 1.) collecting *the top 5 headlines most prominently displayed on the website on two different days at the same time of day*, and 2.) collecting *one article each of the top stories the outlet most prominently displayed around two major news stories, on two different days at the same time of day.*

Method 1: Selecting Top Headlines

AllSides collected the top five headlines on each outlet's homepage on two different days.

Minimizing Subjectivity

Each media outlet formats its homepage differently, and determining which stories are "most prominently" displayed is somewhat subjective. In order to determine prominence of a story on a homepage, AllSides took into consideration **photo size, headline font size, and whether or not the story was in the center of the display screen**. Stories that had very large headline fonts and photos and were displayed in the middle or at the top of the page were considered to be "most prominent."

Top headlines were selected either because they were ***the five most prominent stories on the outlet's homepage*** at the selected time, or ***the five top stories*** specifically labeled ***in an outlet's "Top Stories" section*** at the selected time.

The content pulled to reflect coverage of major ongoing stories was ***the most prominent story an outlet displayed on the chosen topic*** at the selected time.

AllSides retained screenshots of each site's homepage on the days and times the content was pulled; anyone interested in obtaining them can [contact us](#).

Method 2: Selecting Coverage of Major Ongoing Stories

The content pulled to reflect coverage of major ongoing stories was ***the most prominent story an outlet displayed on the chosen topic*** at the selected time.

In addition to the headline, AllSides included the first 50 to 100 words of each article in the survey for respondents to evaluate for bias.

Understanding the Personal Political Bias of Those Who Formatted and Participated in the Survey

Content was gathered by two AllSides team members who have a Lean Left and Lean Right bias. Having people with two different political biases pull the content provided a check and ensured it was done objectively.

Note that when examining the results, each group was viewed independently and then the data was normalized. In other words, in normalization, the overall results of all participants with a Left bias were given the same weight as the results from those with a Right bias and from those with a Center bias. Each group had an equal impact on the survey results.

Having people self-rate their bias does not purport to be definitive, and AllSides acknowledges that political thought is complex and does not fit neatly into boxes of left, center, and right. It is also important to remember that ideas often "change sides" in the political landscape. For example, in the past, those on the left openly supported stricter immigration control to curb job competition for native blue-collar workers; now, those on the left are more likely to support open borders or more liberal immigration policies, while conservatives are more likely to support stricter immigration control (however, this is not monolithic: some conservatives do support liberal immigration policies and vice versa).

Respondents provide an indication of *where they perceive their own views to fall on the political spectrum.* Because bias is "in the eye of the beholder," many people approach news articles with their own bias in mind. For example, someone who believes themselves to be Lean Left on many issues likely filters news articles through the lens of that bias. For this reason, while not perfect nor "accurate," the self-rated bias of AllSides team members and survey participants is a key aspect of our blind bias survey and overall rating system, because it helps us to identify media bias as Americans perceive it.

How the Survey Was Formatted

Participants were asked to disclose their age, gender, Rate Your Bias result, political party identification, state or country of residence, how often they read the news, and whether or not they live in a rural, urban or suburban area.

Respondents were then presented with seven pages of survey content (a given media outlet's content would be displayed on a single page) and were asked to give an overall bias rating for the content.

For each outlet, including anchor outlets, respondents were instructed to rate on an 11-point Likert scale where they believe the bias of the outlet is, based on the content provided.

Left					Center					Right
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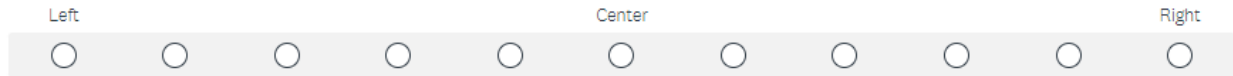
Before rating content on the Likert scale, respondents were instructed as to the following:

> *After reading the content carefully, please indicate on the scale what you believe the political bias of the outlet is. Further away from the center indicates more bias to the left or right, with the furthest points on the scale being the farthest left and right.*

One Likert scale (as shown above) was deployed for each outlet analyzed; the point furthest to the left was labeled "Left", the point furthest right was labeled "Right", and the point in the center was labeled "Center". No instructions were given on how to rate an outlet other than those given in italics identified in the preceding paragraph.

Data Analysis

AllSides analyzed how people rated outlets in the Blind Bias Survey based on their self-reported bias rating (Left, Lean Left, Center, Lean Right, Right) and political party identification (Democrat, Independent, Republican).

AllSides independently analyzed the responses from each bias group, then calculated an average using an 11-point numeric scale for each bias category. We then calculated an overall arithmetic average, taking an average of responses from all bias groups together, to create an overall weighted average.

Calculating the arithmetic average and overall weighted average was appropriate for analysis given the number of points on the Likert scale, and the fact that three points on the scale were labeled to provide a more interval-like measure of response options.

The weighted average was converted from an 11-point numeric scale to a 19-point numeric scale. The 19-point numeric scale for reporting ranges is from -9 to +9, with 0 in the middle. The purpose of using both positive and negative integers is to allow readers to clearly identify which outlet's rating came out as left of center (denoted as a negative number) and right of center (denoted as a positive number). The bias categories are defined as follows:

Left: -9.00 to -3.00
Lean Left: -2.99 to -1.00
Center: -0.99 to +0.99
Lean Right: +1.00 to +2.99
Right: +3.00 to +9.00

The categories are defined based on a normal distribution curve, where -3 and +3 – the border between Lean Left/Left and Lean Right/Right respectively – are one standard deviation from the

hypothetical mean, or exact center (0) The graphical representation below illustrates the intent of this methodology.

16%	21%	26%	21%	16%
Left	Lean Left	Center	Lean Right	Right
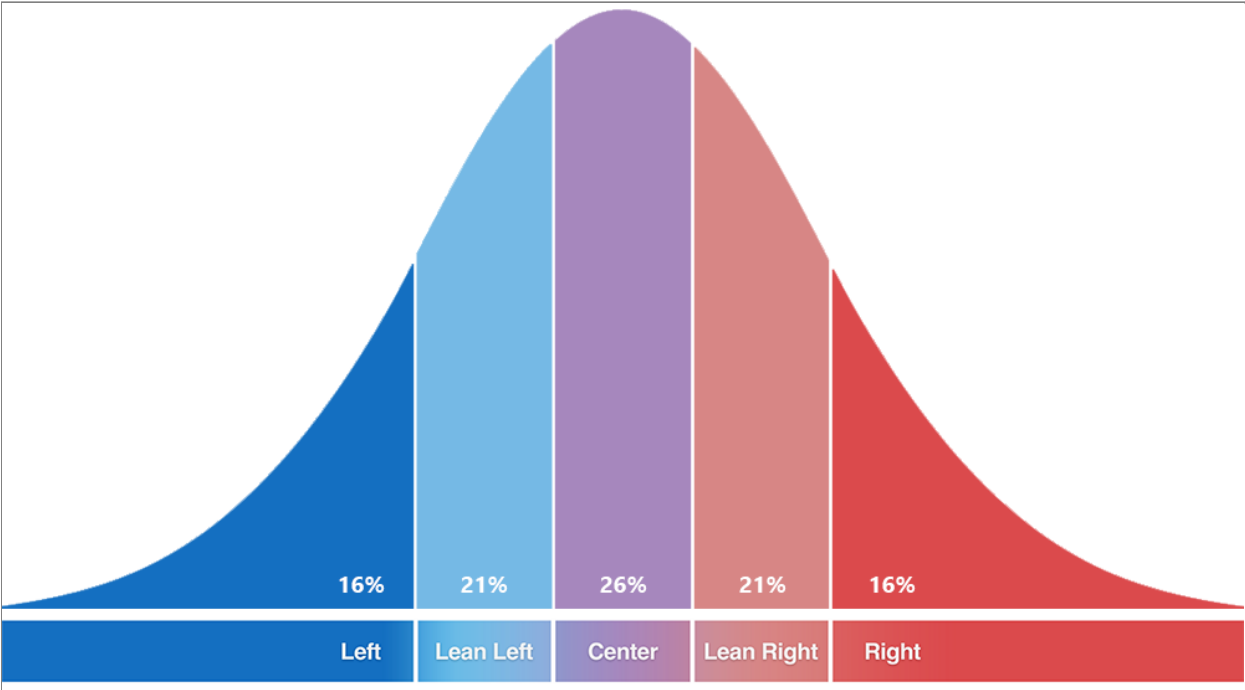
Data normalization was also conducted on the five bias categories to apply equal weight to each. This is for the purpose of 1.) creating a histogram of results, 2.) assigning qualitative metrics (e.g. 5-point and 3-point scale), and 3.) defining what percentage of respondents selected each point on the 11-point Likert scale.

For data presentation, a box plot is created to represent the **interquartile range**, or the middle 50% of responses. The larger the interquartile range, the more spread out responses are, on average.

Appendix C: Blind Bias Survey Content

Anchor Outlet Survey Content

Below is the content that survey respondents saw from anchor outlets. **Respondents did not know what media outlet the content came from — AllSides includes this information here for reporting purposes only. All italicized content is what survey respondents saw.**

Below are headlines from 3 major online media outlets in the U.S.

After reading each piece of content carefully, please indicate on the scale what you believe is the political bias of the outlet. Further away from the center indicates more bias to the left or right, with the furthest points on the scale being the farthest left and right.

There are no "correct" answers — AllSides is interested in what you perceive the bias of the media outlet to be.

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[ANCHOR 2]

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[OUTLET] and Competitor Survey Content

Below is the content that survey respondents saw to assess [OUTLET] and competitor outlets. **Respondents did not know what media outlet the content came from — AllSides includes this information here for reporting purposes only.**

All italicized content is what survey respondents saw.

Please indicate what you believe the overall bias of the media outlet to be based on the headlines and content.

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Appendix D: Blind Bias Survey Table of Results

Response Data	Respondent Bias					Respondent Party ID			NORMALIZED
	Left	Lean Left	Center	Lean Right	Right	Dem.	Ind.	Rep.	AVERAGE
Total Survey Responses:	120	185	294	162	89	283	301	195	71
⨯⨯⨯⨯⨯⨯⨯⨯									
-5	7	2	11	9	14	7	13	22	6.9%
-4	2	1	4	2	0	4	4	1	1.1%
-3	6	5	7	3	2	9	5	8	3.1%
-2	2	4	10	1	4	3	12	5	2.7%
-1	1	8	11	8	2	10	8	9	3.5%
0	31	41	118	50	29	90	89	65	32.8%
1	15	23	25	27	3	29	39	19	11.6%
2	21	37	37	26	6	48	49	19	15.8%
3	13	37	25	17	7	35	38	17	12.5%
4	2	6	5	3	2	8	6	2	2.3%
5	7	7	15	7	15	16	20	13	7.7%
TOTAL RESPONSES	107	171	268	153	84	259	283	180	--
% NET: Left of Center	16.8%	11.7%	16.0%	15.0%	26.2%	12.7%	14.8%	25.0%	17.2%
% NET: Right of Center	54.2%	64.3%	39.9%	52.3%	39.3%	52.5%	53.7%	38.9%	50.0%
Left	14.0%	4.7%	8.2%	9.2%	19.0%	7.7%	7.8%	17.2%	7.9%
Lean Left	2.8%	7.0%	7.8%	5.9%	7.1%	5.0%	7.1%	7.8%	9.2%
Center	29.0%	24.0%	44.0%	32.7%	34.5%	34.7%	31.4%	36.1%	32.8%
Lean Right	33.6%	35.1%	23.1%	34.6%	10.7%	29.7%	31.1%	21.1%	40.0%
Right	20.6%	29.2%	16.8%	17.6%	28.6%	22.8%	22.6%	17.8%	10.1%
WEIGHTED AVERAGE	1.18	2.24	0.94	1.19	0.68	1.65	1.51	0.23	**1.25**
⨯⨯⨯⨯⨯⨯⨯⨯⨯⨯									
-5	7	1	12	7	17	7	11	24	7.3%
-4	4	1	1	6	4	5	3	7	2.7%
-3	3	8	14	10	2	11	13	11	4.3%
-2	7	8	14	10	3	12	15	11	5.3%
-1	9	13	20	19	4	20	25	16	8.1%
0	64	105	167	77	32	151	179	77	54.2%
1	8	17	10	6	3	24	12	5	5.7%
2	2	9	11	8	6	11	10	13	4.7%
3	4	4	9	4	2	12	6	3	2.9%
4	0	3	4	1	0	4	3	1	0.8%
5	0	3	7	4	11	5	6	12	4.0%
TOTAL RESPONSES	108	172	269	152	84	262	283	180	--
% NET: Left of Center	27.8%	18.0%	22.7%	34.2%	35.7%	21.0%	23.7%	38.3%	27.7%
% NET: Right of Center	13.0%	20.9%	15.2%	15.1%	26.2%	21.4%	13.1%	18.9%	18.1%
Left	13.0%	5.8%	10.0%	15.1%	27.4%	8.8%	9.5%	23.3%	9.9%
Lean Left	14.8%	12.2%	12.6%	19.1%	8.3%	12.2%	14.1%	15.0%	17.7%
Center	59.3%	61.0%	62.1%	50.7%	38.1%	57.6%	63.3%	42.8%	54.2%
Lean Right	9.3%	15.1%	7.8%	9.2%	10.7%	13.4%	7.8%	10.0%	13.3%
Right	3.7%	5.8%	7.4%	5.9%	15.5%	8.0%	5.3%	8.9%	4.8%
WEIGHTED AVERAGE	-0.94	0.12	-0.28	-0.80	-0.84	-0.06	-0.42	-1.10	**-0.55**
⨯⨯⨯⨯⨯									
-5	16	7	26	32	26	18	35	50	16.1%
-4	3	11	15	17	7	13	18	18	6.9%
-3	19	36	30	28	11	40	40	33	16.2%
-2	25	37	37	21	10	46	50	18	16.8%
-1	14	34	33	17	3	39	44	12	12.0%
0	25	33	95	22	14	72	72	29	21.8%
1	3	6	6	4	0	11	3	5	2.2%
2	0	1	8	4	2	5	7	3	1.7%
3	2	4	5	2	3	5	7	3	2.2%
4	0	1	4	1	0	3	2	0	0.5%

5	1	2	9	4	8	8	5	9	3.5%
TOTAL RESPONSES	108	172	268	152	84	260	283	180	--
% NET: Left of Center	71.3%	72.7%	52.6%	75.7%	67.9%	60.0%	66.1%	72.8%	68.0%
% NET: Right of Center	5.6%	8.1%	11.9%	9.9%	15.5%	12.3%	8.5%	11.1%	10.2%
Left	35.2%	31.4%	26.5%	50.7%	52.4%	27.3%	32.9%	56.1%	23.0%
Lean Left	36.1%	41.3%	26.1%	25.0%	15.5%	32.7%	33.2%	16.7%	45.0%
Center	23.1%	19.2%	35.4%	14.5%	16.7%	27.7%	25.4%	16.1%	21.8%
Lean Right	2.8%	4.1%	5.2%	5.3%	2.4%	6.2%	3.5%	4.4%	6.1%
Right	2.8%	4.1%	6.7%	4.6%	13.1%	6.2%	4.9%	6.7%	4.1%
WEIGHTED AVERAGE	-3.18	-2.62	-1.86	-3.74	-3.31	-2.026	-2.686	-3.877	**-2.94**

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-5	8	2	11	7	12	9	11	19	6.9%
-4	5	3	9	7	3	6	13	8	3.9%
-3	10	12	16	23	10	15	28	21	10.8%
-2	15	25	33	27	10	27	47	24	15.5%
-1	5	32	25	17	7	34	27	17	11.6%
0	44	55	121	36	16	107	94	47	35.3%
1	2	6	15	8	3	8	14	11	4.3%
2	4	5	14	8	2	13	12	6	4.2%
3	1	2	1	4	1	3	2	3	1.4%
4	2	2	3	1	1	4	2	3	1.3%
5	1	1	9	5	11	7	10	9	4.6%
TOTAL RESPONSES	97	145	257	143	76	233	260	168	--
% NET: Left of Center	44.3%	51.0%	36.6%	56.6%	55.3%	39.1%	48.5%	53.0%	48.8%
% NET: Right of Center	10.3%	11.0%	16.3%	18.2%	23.7%	15.0%	15.4%	19.0%	15.9%
Left	23.7%	11.7%	14.0%	25.9%	32.9%	12.9%	20.0%	28.6%	21.6%
Lean Left	20.6%	39.3%	22.6%	30.8%	22.4%	26.2%	28.5%	24.4%	27.1%
Center	45.4%	37.9%	47.1%	25.2%	21.1%	45.9%	36.2%	28.0%	35.3%
Lean Right	6.2%	7.6%	11.3%	11.2%	6.6%	9.0%	10.0%	10.1%	8.6%
Right	4.1%	3.4%	5.1%	7.0%	17.1%	6.0%	5.4%	8.9%	7.3%
WEIGHTED AVERAGE	-1.76	-1.25	-0.85	-1.67	-1.36	-0.80	-1.40	-1.71	**-1.38**

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-5	10	4	19	19	12	11	25	21	10.3%
-4	6	10	11	21	6	8	20	18	8.3%
-3	8	15	18	17	10	15	32	15	10.5%
-2	10	20	21	15	2	25	31	12	9.4%
-1	14	15	29	12	6	32	21	17	10.9%
0	24	40	93	23	14	66	69	38	25.4%
1	7	8	10	8	3	18	11	5	5.4%
2	3	11	18	5	2	18	13	6	4.9%
3	5	11	13	6	3	15	12	9	5.4%
4	1	4	3	5	3	7	4	5	2.6%
5	5	4	16	4	12	13	13	14	6.8%
TOTAL RESPONSES	93	142	251	135	73	228	251	160	--
% NET: Left of Center	51.6%	45.1%	39.0%	62.2%	49.3%	39.9%	51.4%	51.9%	49.5%
% NET: Right of Center	22.6%	26.8%	23.9%	20.7%	31.5%	31.1%	21.1%	24.4%	25.1%
Left	25.8%	20.4%	19.1%	42.2%	38.4%	14.9%	30.7%	33.8%	29.2%
Lean Left	25.8%	24.6%	19.9%	20.0%	11.0%	25.0%	20.7%	18.1%	20.3%
Center	25.8%	28.2%	37.1%	17.0%	19.2%	28.9%	27.5%	23.8%	25.4%
Lean Right	10.8%	13.4%	11.2%	9.6%	6.8%	15.8%	9.6%	6.9%	10.4%
Right	11.8%	13.4%	12.7%	11.1%	24.7%	15.4%	11.6%	17.5%	14.7%
WEIGHTED AVERAGE	-1.39	-0.74	-0.60	-2.51	-0.85	-0.17	-1.58	-1.39	**-1.22**

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-5	6	3	10	10	10	9	11	18	6.9%
-4	5	3	4	7	4	3	11	4	4.0%

-3	7	7	15	17	5	12	17	19	7.8%
-2	6	20	24	12	5	25	23	11	9.4%
-1	8	20	29	13	5	21	36	13	10.4%
0	37	40	113	36	21	89	83	55	34.4%
1	8	13	11	15	2	20	19	10	7.4%
2	7	15	20	7	7	15	24	12	8.4%
3	3	11	11	7	5	15	12	6	5.6%
4	1	4	5	2	1	9	2	1	1.8%
5	4	1	7	5	6	7	5	9	4.0%
TOTAL RESPONSES	92	137	249	131	71	225	243	158	--
% NET: Left of Center	34.8%	38.7%	32.9%	45.0%	40.8%	31.1%	40.3%	41.1%	38.5%
% NET: Right of Center	25.0%	32.1%	21.7%	27.5%	29.6%	29.3%	25.5%	24.1%	27.2%
Left	19.6%	9.5%	11.6%	26.0%	26.8%	10.7%	16.0%	25.9%	18.7%
Lean Left	15.2%	29.2%	21.3%	19.1%	14.1%	20.4%	24.3%	15.2%	19.8%
Center	40.2%	29.2%	45.4%	27.5%	29.6%	39.6%	34.2%	34.8%	34.4%
Lean Right	16.3%	20.4%	12.4%	16.8%	12.7%	15.6%	17.7%	13.9%	15.7%
Right	8.7%	11.7%	9.2%	10.7%	16.9%	13.8%	7.8%	10.1%	11.4%
WEIGHTED AVERAGE	-0.68	-0.14	-0.34	-1.09	-0.75	0.02	-0.68	-1.06	**-0.601**

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-5	5	2	6	9	6	8	6	12	5.1%
-4	2	2	6	9	2	3	7	7	3.2%
-3	5	7	16	15	4	13	19	10	7.0%
-2	15	16	22	15	5	30	26	13	11.4%
-1	10	29	31	18	4	38	31	17	13.1%
0	31	48	116	28	29	80	89	60	36.5%
1	9	10	12	12	2	15	19	7	7.0%
2	5	11	17	10	6	13	20	13	7.5%
3	4	3	8	5	3	6	9	8	3.6%
4	0	2	2	2	2	3	3	2	1.4%
5	4	2	8	5	6	10	7	6	4.4%
TOTAL RESPONSES	90	132	244	128	69	219	236	155	--
% NET: Left of Center	41.1%	42.4%	33.2%	51.6%	30.4%	42.0%	37.7%	38.1%	39.7%
% NET: Right of Center	24.4%	21.2%	19.3%	26.6%	27.5%	21.5%	24.6%	23.2%	23.8%
Left	13.3%	8.3%	11.5%	25.8%	17.4%	11.0%	13.6%	18.7%	15.3%
Lean Left	27.8%	34.1%	21.7%	25.8%	13.0%	31.1%	24.2%	19.4%	24.5%
Center	34.4%	36.4%	47.5%	21.9%	42.0%	36.5%	37.7%	38.7%	36.5%
Lean Right	15.6%	15.9%	11.9%	17.2%	11.6%	12.8%	16.5%	12.9%	14.4%
Right	8.9%	5.3%	7.4%	9.4%	15.9%	8.7%	8.1%	10.3%	9.4%
WEIGHTED AVERAGE	-0.71	-0.54	-0.42	-1.27	-0.08	-0.54	-0.48	-0.74	**-0.602**

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-5	6	9	23	16	10	10	27	22	10.1%
-4	6	16	21	20	3	22	28	13	9.6%
-3	14	16	17	18	6	18	32	15	11.7%
-2	16	23	32	12	5	30	40	12	13.2%
-1	10	15	24	15	7	22	25	16	11.0%
0	18	16	73	23	16	52	39	39	20.9%
1	5	12	14	4	4	19	12	7	6.0%
2	6	9	13	6	3	18	9	9	5.7%
3	2	8	10	7	3	9	10	10	4.5%
4	1	3	3	0	5	5	3	3	2.4%
5	5	1	11	5	7	12	6	9	5.0%
TOTAL RESPONSES	89	128	241	126	69	217	231	155	--
% NET: Left of Center	58.4%	61.7%	48.5%	64.3%	44.9%	47.0%	65.8%	50.3%	55.6%
% NET: Right of Center	21.3%	25.8%	21.2%	17.5%	31.9%	29.0%	17.3%	24.5%	23.5%
Left	29.2%	32.0%	25.3%	42.9%	27.5%	23.0%	37.7%	32.3%	31.4%
Lean Left	29.2%	29.7%	23.2%	21.4%	17.4%	24.0%	28.1%	18.1%	24.2%

Center	20.2%	12.5%	30.3%	18.3%	23.2%	24.0%	16.9%	25.2%	20.9%
Lean Right	12.4%	16.4%	11.2%	7.9%	10.1%	17.1%	9.1%	10.3%	11.6%
Right	9.0%	9.4%	10.0%	9.5%	21.7%	12.0%	8.2%	14.2%	11.9%
WEIGHTED AVERAGE	-1.67	-1.98	-1.44	-2.62	-0.58	-0.89	-2.59	-1.50	-1.66