

University of Iowa Hawkeye Poll – Topline Results
Traditional News Sources Among Those Most Trusted by U.S. Adults
January 14, 2026
November poll of U.S. Adults

Sample: 1002 voting-age residents in Iowa, margin of error +/-3.3%.

About: The Hawkeye Poll was fielded November 14 - November 20, 2025.

The poll was conducted by the Hawkeye Poll Cooperative, comprised of University of Iowa faculty, graduate students, and undergraduate students in the Political Science departments. The poll is a teaching, research, and service project, and is directed by Frederick J. Boehmke, professor of political science. The Department of Political Science provides financial support for the poll. The Iowa Center for Social Science Innovation (CSSI) assisted with survey programming and data collection. The CSSI contracted with Verasight to field the survey to a demographically representative sample of about 1000 respondents. Respondents invited to complete the web survey were U.S. adults, aged 18+, recruited for participation via web panel.

To further ensure data quality, the Verasight data team implements a number of post-data collection quality assurance procedures, including confirming that all responses correspond with U.S. IP addresses, confirming no duplicate respondents, verifying the absence of non-human responses, and removing any respondents who failed in-survey attention and/or straight-lining checks. The Verasight data team also reviewed open-ended items to ensure no responses contained nonsensical, inappropriate, or non-sequitur text. Respondents that completed the survey in less than 30% of the median completion time were removed.

Media Contacts: Frederick Boehmke, Faculty Advisor for the Hawkeye Poll, 319-335-2342 (office), 716-866-9277 (cell), frederick-boehmke@uiowa.edu.

Student Research Team: Isabelle Burgett, Rebecca Kenville, Christoph Letsche, Hunter Stevens, Molly Trotter, Amiya Welsh assisted with the preparation of this release.

Respondent Identification: Verasight recruited participants from their community members of U.S. adults 18 years or older via email. All respondents who provided active consent and who passed a series of data quality assurance checks were included in the sample.

Weighting: The data are weighted to match the August 2025 Current Population Survey on age, race/ethnicity, sex, income, education, region, and metropolitan status, as well as to a running three-year average of partisanship distributions from the Pew Research Center NPORS benchmarking surveys and population benchmarks of 2024 vote.

Questions

How much do you trust the news when received from the following sources?

...by news source

Generally speaking, do you think of yourself as a(n):

	%
Democrat	30.4
Independent	39.4
Republican	30.2
Total	100.0

How much do you trust the news from the following sources among Democrats

How much do you trust the news from the following sources among Independents.

How much do you trust the news from the following sources among Republicans