

Fox News

As far back as 2007 researchers learned that the mere presence of Fox News on a cable system increased Republican vote share by nearly 1 percent. A more recent study estimates that a miniscule 150 seconds per week of watching Fox News can increase the Republican vote share. In a study of real-life impact, researchers found that this means the mere existence of Fox News on a cable system induced somewhere between 3 and 8 percent of non-Republicans to vote for the Republican Party in the 2000 presidential election. A more recent study estimates that Fox News produced a Republican increase of 3.59 point in the 2004 share of the two-party presidential vote and 6.34 points in 2008.

That's impact.

**Kevin Drum,
Mother Jones, September/October 2021**