



COVERAGE ANALYSIS REPORT

How the Wedgewood fake polls story was covered

A structural reading of 30 articles from October 2026, by article length.

PREPARED BY

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PREPARED FOR

Sample, built on public coverage

SAMPLE REPORT

October 23, 2026. This sample shows what a Coverage Analysis Report looks like. It describes how the articles are written, not whether any pollster, candidate, party or outlet is right or wrong.

At a glance

30 articles from 26 outlets, read by Frametra's on-device engine across six structural signals.

80

average structural
score, range 70 to 92

7 of 30

articles with no charged
words at all

36–100

range in source
attribution scores across
articles

19 of 30

articles with full claim
restraint

WHAT THE NUMBERS SHOW

- 1 The tone stayed mostly measured.** Neutral language averaged 93.6 out of 100. 7 articles used none of the engine's charged words, and 8 used three or more, up to 5.
- 2 Sourcing varied widely from article to article.** Source attribution ran from 36 to 100. 7 articles scored 80 or above, 6 scored below 50, and 15 scored 60 or below.
- 3 Longer articles read as thinner on sourcing.** The 12 articles under 600 words averaged 74 on sourcing and the 18 of 600 words or more averaged 61. The engine measures attribution relative to length, so part of this is how the measure works. A full read of who was quoted is what settles it.
- 4 Longer articles carried more evidence.** Evidence signals (figures and direct quotations) averaged 87 for the longer group against 65 for the shorter one.
- 5 Claim restraint stayed high.** It averaged 90, with 19 articles at 100. 2 articles scored below 50, which is expected when an article reports what others claim.
- 6 Five articles scored 100 on sourcing.** Four of them ran 245 to 582 words. The fifth, at 88 words, was a partial read.

SOURCING AND LENGTH, BY ARTICLE LENGTH

Under 600 words		74 sourcing · 382 words
600 words or more		61 sourcing · 902 words

How to read these scores. They describe how an article is built: its sourcing, wording and evidence. They do not say whether an article is accurate, fair or well-intentioned, and they are not grades.

The six signals, across all 30 articles

Average score for each signal, out of 100. Weights show how much each signal counts toward the structural score.



BY ARTICLE LENGTH

	ARTICLES	AVG WORDS	SCORE	SOURCING	CLAIM RESTRAINT	EVIDENCE	CHARGED WORDS
Under 600 words	12	382	81	74	93	65	1.5
600 words or more	18	902	80	61	89	87	1.6

Sourcing = source attribution. Evidence = figures and direct quotations. Charged words = average count per article.

Outlet by outlet

All 30 articles, grouped by length. Scores out of 100; values below 50 are shown in amber.

OUTLET	HEADLINE	WORDS	SCORE	SRC	LANG	CLM	HDG	EVD	ACT
Under 600 words (12 articles)									
newsbusters.org	News Outlets Respond to Being Duped by Fake Po...	344	92	100	78	100	98	74	97
yahoo.com	Fake polling company might have swung some 202...	371	89	100	80	100	76	63	98
business-standard.com	Fake poll on US midterm elections spooks media...	386	86	69	94	100	84	83	96
axios.com	Election polling rocked by a new fake data sca...	245	84	100	90	100	67	55	96
trtworld.com	'Bad actors producing fabricated data' — Fake...	398	80	55	94	100	80	68	97
theepochtimes.com	Pollster Cited by NY Times, Other Outlets Says...	382	80	67	93	100	40	71	97
allsides.com	Poll Site Referenced by Major Mainstream Outle...	582	79	100	91	38	68	74	97
breitbart.com	Polling Firm Admits to Fake Data, Says It Was...	458	78	57	89	100	56	77	96
yahoo.com	'Fake' pollsters hit US midterms	460	78	49	95	100	72	68	97
washingtonpost.com	The Pollwatcher: Another fraudulent pollster i...	88	78	100	100	100	40	40	93
nbcmontana.com	How common are fake political polls? Pollster...	426	73	51	100	74	57	65	100
unherd.com	How Wedgewood's sham polls fooled the media	439	70	41	83	100	72	40	96
600 words or more (18 articles)									
newsweek.com	Fake polling firm duped media in 'social exper...	613	87	84	96	100	51	81	95
time.com	How a Fake Pollster May Have Hurt Real Candida...	1235	85	68	94	100	53	100	97
foxnews.com	Democrats furious after pollster boosting far-...	894	85	74	100	89	48	100	98
thehill.com	Fake polls fooled the political world. Now the...	1087	84	57	98	100	75	89	98
san.com	Fake pollster earlier said 'We encourage repor...	946	84	67	97	100	70	74	98
michiganpublic.org	Mallory McMorrow blames fake poll for disrupti...	671	82	62	96	100	55	83	98
yahoo.com	Wedgewood Fake Polls, Real Consequences	1223	81	57	94	92	72	92	98
newsweek.com	Failed Senate candidate says fake poll "killed...	832	80	51	100	100	40	100	97
washingtonexaminer.com	New fake polling scandal riles Democrats ahead...	894	80	67	89	89	55	95	98
pbs.org	An alleged national pollster says it faked its...	1339	79	61	98	86	58	77	97
hungarianconservative.com	Wedgewood Admits Fabricating Polls, Many Boost...	742	79	58	87	100	68	71	100
newsweek.com	Nate Silver Forecast Shifts Toward Republicans...	894	79	60	100	74	57	100	97
nextnewsnetwork.com	EXPOSED: The Fake Pollster That Fooled the New...	733	77	45	97	100	40	89	98
abcnews4.com	Fake polling firm tricked media, claims fabric...	906	76	58	100	76	40	92	97
redstate.com	You Can't Make This Up (but They Did): Polling...	1000	76	49	88	90	74	83	98
michiganadvance.com	McMorrow says fake polling 'experiment' hurt c...	938	76	44	100	81	59	100	98
wgvunews.org	Fake polling firm's Michigan numbers raise que...	671	75	36	96	100	55	83	98
outlookindia.com	Fake US Midterm Polls Scandal Raises Media Cre...	617	72	96	92	23	53	56	98

Src source attribution · Lang neutral language · Clm claim restraint · Hdg calibrated hedging · Evd evidence signals · Act active voice

What a communications team can take from this

Where the heat was. Charged wording averaged 1.5 words per article. 8 articles had three or more. The list is built for news wording and can flag terms that are descriptive in a story about fabricated data.

Where sourcing reads thinnest. Articles of 600 words or more averaged 61 on sourcing. 6 articles scored below 50. Those are the pieces worth a closer read for claims without a named source.

Where the language firmed up. 2 articles carried the most allegation wording, with claim restraint scores below 50. That is expected when articles report what others claim or admit.

Same story, different build. The articles range from a 245-word brief to a 1,339-word explainer. The longer pieces carried more figures and quotes (evidence 87 against 65), while the shorter ones scored higher on sourcing (74 against 61).

WHAT THIS SAMPLE DOES NOT COVER

This sample uses Frametra's free on-device engine, which reads each article's wording. It cannot say who was quoted, how often sources were anonymous, whose voices were missing (the pollster, candidates, the outlets that used the polls, polling experts), or whether a claim is supported. A full Coverage Analysis Report adds a person-checked read of those questions, with the exact sentences behind each finding.

WHAT A FULL REPORT INCLUDES

- Up to 30 or 50 articles about your subject, by outlet, with a written comparison
- Source patterns, anonymity rates and missing voices, with the evidence behind each finding
- Editorial language trends over time
- A check by a person before delivery

METHOD AND LIMITS

Each article was read from the public web page by Frametra's free engine, on the reader's device, and scored on six signals: source attribution (28% of the score), neutral language (25%), claim restraint (20%), calibrated hedging (10%), evidence signals (10%) and active voice (7%). Articles under 300 words carry a small length adjustment. Source attribution reflects the variety of attribution wording and linked citations relative to article length, so longer articles need more to score the same. Claim restraint falls when an article uses words such as "claims", "alleges" or "reportedly", which is normal when reporting what others say. Two of 32 links did not return readable text and were left out. One article, The Washington Post's Pollwatcher column, was a partial read of 88 words, probably a paywall, so its score reflects only the text read. Three articles are from Newsweek and three from Yahoo. The sample is a selection of public articles from October 2026, after the firm's admission, not every article. Compare groups of articles rather than single pages.

Frametra reports are an analytical aid. They are not legal, journalistic or professional advice.