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Public Evaluations of the News Media: 1985-2009
PRESS ACCURACY RATING HITS TWO DECADE LOW

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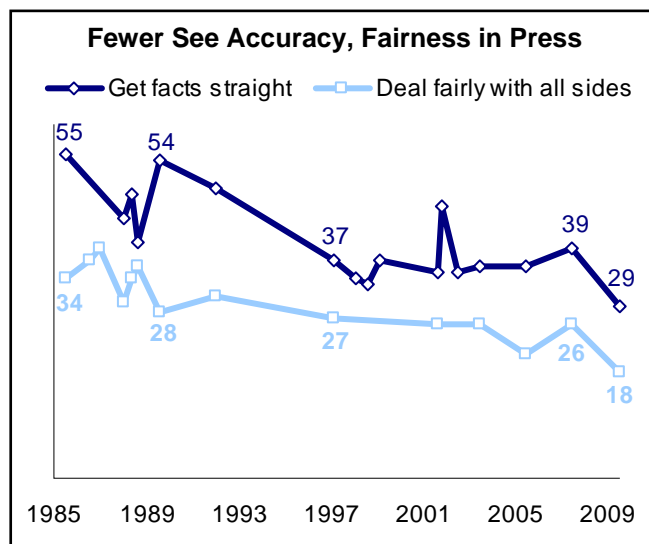
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Public Evaluations of the News Media: 1985-2009

PRESS ACCURACY RATING HITS TWO DECADE LOW

The public's assessment of the accuracy of news stories is now at its lowest level in more than two decades of Pew Research surveys, and Americans' views of media bias and independence now match previous lows.

Just 29% of Americans say that news organizations generally get the facts straight, while 63% say that news stories are often inaccurate. In the initial survey in this series about the news media's performance in 1985, 55% said news stories were accurate while 34% said they were inaccurate. That percentage had fallen sharply by the late 1990s and has remained low over the last decade.



Similarly, only about a quarter (26%) now say that news organizations are careful that their reporting is not politically biased, compared with 60% who say news organizations are politically biased. And the percentages saying that news organizations are independent of powerful people and organizations (20%) or are willing to admit their mistakes (21%) now also match all-time lows.

Republicans continue to be highly critical of the news media in nearly all respects. However, much of the growth in negative attitudes toward the news media over the last two years is driven by increasingly unfavorable evaluations by Democrats. On several measures, Democratic criticism of the news media has grown by double-digits since 2007. Today, most Democrats (59%) say that the reports of news organizations are often inaccurate; just 43% said this two years ago. Democrats are also now more likely than they were in 2007 to

	July 2007	July 2009	07-09 change
<i>Stories are often inaccurate</i>	%	%	
Total	53	63	+10
Republicans	63	69	+6
Democrats	43	59	+16
Independents	56	53	-3
<i>R-D Gap</i>	+20	+10	
<i>Tend to favor one side</i>			
Total	66	74	+8
Republicans	81	84	+3
Democrats	54	67	+13
Independents	68	73	+5
<i>R-D Gap</i>	+27	+17	
<i>Are too critical of America</i>			
Total	43	44	+1
Republicans	63	60	-3
Democrats	23	33	+10
Independents	45	41	-4
<i>R-D Gap</i>	+40	+27	

identify favoritism in the media: Two-thirds (67%) say the press tends to favor one side rather than to treat all sides fairly, up from 54%. And while just a third of Democrats (33%) say news organizations are “too critical of America,” that reflects a 10-point increase since 2007.

The partisan gaps in several of these opinions, which had widened considerably over the past decade, have narrowed. There are some notable exceptions to these trends, however, as Republicans increasingly see news organizations as influenced by powerful people and organizations and not professional, while Democrats’ views have changed little.

The Pew Research Center for the People & the Press’ biennial media attitudes survey, conducted July 22-26 among 1,506 adults reached on landlines and cell phones, finds that even as the party gaps in several criticisms of the press have lessened over the past few years, views of many individual media sources are deeply divided along party lines.

Democrats hold considerably more positive views than Republicans of CNN, MSNBC, The New York Times and the news operations of the broadcast networks, and their views of National Public Radio are somewhat more favorable than those of Republicans. By contrast, views of Fox News -- and to a lesser extent The Wall Street Journal -- are more positive among Republicans than Democrats.

Partisan differences in views of Fox News have increased substantially since 2007. Today, a large majority of Republicans view Fox News positively (72%), compared with just 43% of Democrats. In 2007, 73% of Republicans and 61% of Democrats viewed Fox News favorably. Three-quarters (75%) of Democrats assess CNN favorably, while just 44% of Republicans do so, which is little changed from two years ago. MSNBC also rates substantially higher among Democrats (60%) than among Republicans (34%).

Partisan Views of Leading News Outlets					
	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>R-D gap</u>
	%	%	%	%	
CNN					
Favorable	60	44	75	55	-31
Unfavorable	19	34	7	22	+27
DK/Can't rate	21	22	18	23	
Fox News					
Favorable	55	72	43	55	+29
Unfavorable	25	13	36	24	-23
DK/Can't rate	20	15	21	21	
MSNBC					
Favorable	48	34	60	47	-26
Unfavorable	19	35	7	20	+28
DK/Can't rate	33	31	32	33	
Network TV					
Favorable	64	55	81	54	-26
Unfavorable	24	35	9	33	+26
DK/Can't rate	12	10	10	12	
New York Times					
Favorable	29	16	39	29	-23
Unfavorable	17	31	8	18	+23
DK/Can't rate	54	53	53	54	
NPR					
Favorable	44	39	50	43	-11
Unfavorable	12	13	7	16	+6
DK/Can't rate	44	48	43	40	
Wall St. Journal					
Favorable	32	39	29	32	+10
Unfavorable	13	12	16	12	-4
DK/Can't rate	55	49	56	56	

Figures read down.

But the starkest partisan division is seen in assessments of The New York Times. Although most Americans are not familiar enough with the Times to express an opinion, Republicans view The New York Times negatively by a margin of nearly two-to-one (31% to 16%), while Democrats view it positively by an almost five-to-one margin (39% to 8%). More independents rate the Times favorably (29%) than unfavorably (18%).

More favorable Republican ratings are reserved for The Wall Street Journal. Within the GOP, the balance of favorable to unfavorable assessments of the Journal is second only to that for Fox News. Democratic and independent assessments of The Wall Street Journal are also, on balance, positive. And the balance of opinion regarding National Public Radio is favorable across the board; however, Democratic opinions of NPR are somewhat more positive than those of Republicans (50% favorable vs. 39%).

The poll finds that television remains the dominant news source for the public, with 71% saying they get most of their national and international news from television. More than four-in-ten (42%) say they get most of their news on these subjects from the internet, compared with 33% who cite newspapers. [Last December, for the first time in a Pew Research Center survey](#), more people said they got most of their national and international news from the internet than said newspapers were their main source.

**TV Is Dominant Source
for National and Local News**

Where do you get most of your...

	National/ int'l news %	Local news %
Television	71	64
Internet	42	17
Newspapers	33	41
Radio	21	18

Figures add to more than 100% because of multiple responses.

However, online news lags behind newspapers as a source for news about local issues. As with national and international news, most people (64%) cite television as their main source for local news. Yet despite declines in newspaper readership over the last several years, about four-in-ten people (41%) turn to newspapers for news about issues and events in their local area, more than twice the number that turn to the internet for local news (17%).

The public's impressions of which news organizations do the most to uncover local news stories largely mirror the top sources for local news. More than four-in-ten (44%) say that local television stations do the most to uncover and report on important local issues, while a quarter (25%) identify local newspapers as the primary sources of local news reporting. Far fewer people identify local independent online organizations (11%) or radio stations (10%) as responsible for uncovering most local news stories. Even among

**Who Does the Most to
Uncover Local Stories?**

	%
Local TV stations	44
Local newspapers	25
News websites	11
Local radio stations	10
Multiple/DK	9
	100

Figures may not add to 100% because of rounding.

those who get most of their local news from newspapers, about as many say most original local reporting is done by television stations (41%) as by newspapers (38%).

Long-Term Views of Press Performance

The public has long been critical of the press in several areas: in 1985, majorities said that news organizations tried to cover up mistakes, tended to favor one side on political and social issues and were influenced by the powerful.

However, in that initial survey on press performance, conducted by the Times-Mirror Center, most people (55%) said that news organizations “get the facts straight,” while 34% said stories were often inaccurate.

	July 1985	Feb 1999	Sept 2001	Nov 2001	July 2002	July 2003	June 2005	July 2007	July 2009	85-09 diff
<i>News organizations ...</i>	%	%	%	%	%	%	%	%	%	
Get the facts straight	55	37	35	46	35	36	36	39	29	-26
Stories often inaccurate	34	58	57	45	56	56	56	53	63	+29
Don't know	11	5	8	9	9	8	8	8	8	
Willing to admit mistakes	34	26	24	35	23	27	28	29	21	-13
Try to cover up mistakes	55	66	67	52	67	62	62	63	70	+15
Neither/Don't know	11	8	9	13	10	11	10	8	9	
Highly professional	72	52	54	73	49	62	59	66	59	-13
Not professional	11	32	27	12	31	24	25	22	27	+16
Neither/Don't know	17	16	19	15	20	14	16	12	14	

Q31, Q35bF1, Q35gF2.

Opinions about the accuracy of news stories fluctuated over the next decade, but by the late 1990s majorities said that news stories are often inaccurate. That has been the case for the past decade as well, with the exception of a brief period in fall 2001, when coverage of 9/11 and terrorism boosted the press’s positive ratings. In the current survey, 63% say news stories are often inaccurate.

Similarly, the proportion saying news organizations “try to cover up their mistakes” has reached a high of 70%, up from 63% two years ago. In 1985, a smaller majority (55%) said news organizations tried to cover up their mistakes. And while most Americans (59%) see news organizations as “highly professional,” the proportion expressing this view also has slipped since 2007 (66%). In 1985, 72% said news organizations were highly professional.

The pattern is the same regarding public attitudes about whether the press is biased, deals with all sides fairly, and is independent.

In 1985, fewer than half (45%) said news organizations were politically biased, while 36% said they were careful to avoid bias. Today, by greater than two-to-one (60% to 26%), more say the press is biased.

Views of Press Bias, Fairness, Independence									
	July 1985	Aug 1989	Feb 1999	Sept 2001	July 2003	June 2005	July 2007	July 2009	85-09 <i>diff</i>
<i>News organizations ...</i>	%	%	%	%	%	%	%	%	
Careful to avoid bias	36	--	31	26	29	28	31	26	-10
Politically biased	45	--	56	59	53	60	55	60	+15
Neither/Don't know	19	--	5	15	18	12	14	14	
Deal fairly with all sides	34	28	--	26	26	21	26	18	-16
Tend to favor one side	53	68	--	67	66	72	66	74	+21
Don't know	13	4	--	7	8	7	8	8	
Liberal	41	--	--	--	51	50	52	50	+9
Conservative	19	--	--	--	26	26	25	22	+3
Neither/Don't know	40	--	--	--	23	24	23	27	
Independent	37	33	--	23	23	21	23	20	-17
Influenced by powerful people/organizations	53	62	--	71	70	73	69	74	+21
Don't know	10	5	--	6	7	6	8	6	

Q35iF2, Q32, Q35jF2, Q33.

Nearly three-quarters (74%) say news organizations tend to favor one side in dealing with political and social issues, while just 18% say they deal fairly with all sides. The proportion saying the press favors one side has risen eight points since 2007 (from 66%). In 1985, a much smaller majority (53%) said the press favored one side.

There has been a comparable shift in views of the press's independence. Nearly three-quarters (74%) now say news organizations are influenced by powerful people and organizations compared with 20% who say they are pretty independent. In 1985, by a far smaller margin, more said that news organizations were influenced by the powerful than said they were pretty independent (53% to 37%).

Notably, the balance of opinion about whether news organizations are liberal or conservative has changed little since 1985. At that time, about twice as many said the press was liberal than conservative (40% vs. 19%). That continues to be the case today (50% vs. 22%), although somewhat more people offer an opinion about this issue than did so then.

Partisan Press Evaluations

In 1985, there were at most modest differences between Republicans and Democrats in views of press bias, fairness, the accuracy of news stories and whether powerful people and institutions exert too much influence over news organizations.

By the late 1990s, more Republicans than Democrats said the press was politically biased and tended to favor one side in dealing with political and social issues. Yet on basic issues relating to press professionalism and the accuracy of news stories, there continued to be no significant partisan differences.

During George W. Bush's presidency, the partisan gap over most views of press performance increased markedly. In 2005, the proportion of Republicans saying news stories are often inaccurate reached a high of 68%: just 47% of Democrats agreed. Roughly a third of Republicans (34%) said news organizations were "not professional," compared with 20% of Democrats.

Partisan Ratings of Press Performance									
Politically Biased?									
	<u>1985</u>	<u>1987</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>
	%	%	%	%	%	%	%	%	%
Total	45	47	56	59	59	53	60	55	60
Republicans	49	55	69	68	69	62	73	70	78
Democrats	43	42	51	55	57	44	53	39	50
Independents	44	47	53	57	56	55	59	61	62
<i>R-D Gap</i>	+6	+13	+18	+13	+12	+18	+20	+31	+28
Not Professional?									
	<u>1985</u>	<u>1989</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>
	%	%	%	%	%	%	%	%	%
Total	11	--	32	27	31	24	25	22	27
Republicans	11	--	34	25	29	31	34	24	39
Democrats	11	--	29	30	29	17	20	16	18
Independents	12	--	32	27	31	25	24	26	25
<i>R-D Gap</i>	0	--	+5	-5	0	+14	+14	+8	+21
Tend to Favor One Side?									
	<u>1985</u>	<u>1989</u>	<u>1997</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>
	%	%	%	%	%	%	%	%	%
Total	53	68	67	67	--	66	72	66	74
Republicans	60	71	77	70	--	73	83	81	84
Democrats	48	62	58	62	--	60	66	54	67
Independents	52	71	69	69	--	69	70	68	73
<i>R-D Gap</i>	+12	+9	+19	+8	--	+13	+17	+27	+17
Often Influenced by Powerful People and Organizations?									
	<u>1985</u>	<u>1989</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>
	%	%	%	%	%	%	%	%	%
Total	53	62	--	71	--	70	73	69	74
Republicans	36	60	--	72	--	73	74	75	83
Democrats	38	60	--	70	--	68	67	65	66
Independents	37	65	--	71	--	70	76	69	76
<i>R-D Gap</i>	-2	0	--	+2	--	+5	+7	+10	+17
Stories Often Inaccurate?									
	<u>1985</u>	<u>1989</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>
	%	%	%	%	%	%	%	%	%
Total	34	44	58	57	56	56	56	53	63
Republicans	37	43	59	57	60	60	68	63	69
Democrats	32	44	57	55	50	51	47	43	59
Independents	35	44	57	59	56	55	53	56	63
<i>R-D Gap</i>	+5	-1	+2	+2	+10	+9	+21	+20	+10
Q31, Q32, Q33, Q35IF2									

But the most striking change during the Bush years came in opinions about whether news organizations “stand up for America” or are “too critical of America.” The proportion of Republicans saying the press is too critical of America jumped

	<u>1985</u>	<u>1987</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>
	%	%	%	%	%	%	%	%	%
Total	30	35	42	36	35	33	40	43	44
Republicans	34	43	43	40	42	47	67	63	60
Democrats	25	28	41	30	26	32	24	23	33
Independents	32	35	41	36	39	25	33	45	41
<i>R-D Gap</i>	+9	+15	+2	+10	+16	+15	+43	+40	+27
Q35hF2.									

from 47% in 2003 to 67% in 2005; at the same time, the partisan gap in views on this issue nearly tripled – from 15 points to 43 points.

In the current survey, opinions about whether the press is too critical of America – as well as whether its stories are inaccurate and whether it tends to favor one side on political issues – have become less partisan as Democratic criticisms of news organizations have increased.

At the same time, however, the partisan gap has widened since 2007 in opinions about whether news organizations are not professional (from eight to 21 points) and are often influenced by powerful people and organizations (from 10 points to 17 points). In both cases, Republicans express more negative views of news organizations than at any point in the 24-year history of the survey; 39% say news organizations are not professional while 83% say they are often influenced by the powerful.

Fox Viewers More Critical

Attitudes about the press also differ by where people get their news. The Fox News audience, which includes a larger share of Republicans than do the audiences for other news outlets, is far more critical of the press’s performance.

Where Fox News viewers particularly stand out is in their low regard for the patriotism and morals of news organizations. Nearly six-in-ten (59%) of those who say they get most national and international news from Fox News say news organizations are too

	-----Main source of news-----				
	Net-works	CNN	Fox News	News-paper	Inter-net
	%	%	%	%	%
Stand up for America	55	41	24	44	40
Too critical of America	36	39	59	41	44
Neither/DK	9	20	16	14	15
Deal fairly with all sides	25	23	8	20	14
Favor one side	69	68	86	70	80
Don't know	6	9	6	11	6
Moral	48	42	31	50	38
Immoral	31	34	51	33	41
Neither/DK	20	24	18	22	22
Growing in influence	55	53	53	54	50
Declining in influence	27	32	33	28	39
Neither/DK	10	15	14	18	10
Get the facts straight	36	33	21	33	28
Stories often inaccurate	60	61	70	58	64
Don't know	5	7	9	9	8
Minimum # of cases	199	162	148	264	272
Q35hF2, Q32, Q35cF1, Q35dF1, Q31.					

critical of America. By contrast, smaller percentages of those who rely on the internet (44%), newspapers (41%), CNN (39%) or the broadcast networks (36%) express this view. In addition, Fox News viewers are the only audience in which a majority (51%) says news organizations are immoral rather than moral.

Yet those who go online for national and international news also give the press relatively low ratings. Notably, 80% of the online news audience says that news stories are often inaccurate, which is only slightly less than the percentage of Fox News viewers (86%) and greater than the proportions of other news audiences expressing this view. In addition, 39% of those who say their main source of news is the internet say news organizations are declining in influence; that compares with roughly a third of Fox News and CNN viewers and smaller proportions of those who rely on network news and newspapers.

Views of Obama Coverage

About six-in-ten Americans (62%) say that news organizations are being fair to the Obama administration, while 23% say media coverage has been unfair. Nearly three-quarters of Republicans (73%) say coverage of the administration has been fair, compared with 54% of Democrats and 67% of independents.

Historically, members of the party controlling the White

House have been less likely to see coverage of the administration as fair. In November 2005, for example, 50% of the public said that coverage of George W. Bush's administration was fair. While about two-thirds of Democrats (68%) viewed the coverage as fair, just a quarter of Republicans (25%) agreed.

In February 1998, shortly after the initial allegations that President Clinton had had a sexual relationship with a White House intern, the public was divided in its views of coverage of Bill Clinton's administration; 49% said it was fair, while 44% said it was unfair. Only about a third of Democrats (34%) thought coverage of the administration had been fair, compared with 66% of Republicans and 54% of independents.

At this point, public perceptions of coverage of the new Obama administration are similar to views in August of Bill Clinton's first term. At that time, 66% said coverage of the new

<i>Coverage is "fair"</i>	Reagan		Bush Sr.		Clinton		Bush		Obama
	<u>7/85</u>	<u>1/88</u>	<u>8/89</u>	<u>11/90</u>	<u>2/93</u>	<u>2/98</u>	<u>2/01</u>	<u>11/05</u>	<u>8/09</u>
Total	78	66	82	72	72	49	65	50	62
Republicans	72	54	77	65	81	66	58	25	73
Democrats	81	76	86	78	67	34	73	68	54
Independents	79	64	86	75	73	54	70	55	67
<i>R-D Gap</i>	-9	-22	-9	-13	+14	+32	-15	-43	+19

For each administration, highest and lowest "fair" percentages shown.
Survey conducted Aug. 13-16 among 1,002 adults. QN2.

administration had been fair, while 21% said they saw it as unfair. Among partisans, 77% of Republicans said coverage was fair, compared with 61% of Democrats and 66% of independents.

But the public does see the media growing increasingly critical of the Obama administration, according to a separate measure in the [Pew Research Center's News Interest Index survey](#). In mid-August, a plurality of Americans (43%) said press coverage of Obama had been fair, but that figure had declined by 10 points since early June, and was down from 64% in January as Obama took office. The proportion saying that coverage of Obama had become too critical increased since early June – from 16% to 23%; the proportion of Democrats who said coverage of Obama was too critical nearly doubled during this period (from 22% in June to 40% in August). There was virtually no change in the percentage who said coverage of Obama had not been critical enough.

Most Support Watchdog Press

There is a similar pattern of partisanship in opinions about whether criticism of political leaders by news organizations keeps leaders from doing things that should not be done, or whether it keeps leaders from doing their job. For more than two decades, majorities have expressed the view that a critical press keeps leaders from doing things that should not be done – but the views of Republicans and Democrats shift depending on which party controls the White House.

Currently, 62% say that criticism of political leaders is worthwhile because it keeps those leaders from doing things that should not be done, while 22% say such criticism keeps leaders from doing their jobs. Two years ago, 58% said that press criticism did more good than harm.

	<i>Reagan/</i> <i>--Bush Sr.--</i>		<i>-----Clinton-----</i>			<i>---- George W. Bush----</i>				<i>Obama</i>
	<u>1985</u>	<u>1989</u>	<u>1994</u>	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>
	%	%	%	%	%	%	%	%	%	%
Total	67	68	66	56	58	60	54	60	58	62
Republicans	65	63	72	60	65	51	43	44	44	65
Democrats	71	72	62	52	57	65	56	72	71	55
Independents	64	72	66	59	55	64	65	65	60	66
<i>R-D Gap</i>	-6	-9	+10	+8	+8	-14	-13	-28	-27	+10
Q30.										

In the new survey, 65% of Republicans believe that criticism does more good than harm, compared with 55% of Democrats and 66% of independents. That stands in stark contrast to the way that Republicans viewed the press's watchdog role when George W. Bush was in the White House. Two years ago, for example, just 44% of Republicans said that press criticism of political

leaders did more good than harm; that compared with 60% of independents and 71% of Democrats.

The same pattern has played out since Ronald Reagan’s presidency. At that point – and during the presidency of George H.W. Bush – Democrats were more supportive than Republicans of the role of a watchdog press. But when Bill Clinton came into office, partisan opinions shifted. The balance shifted back again after George W. Bush took office and have now returned to a balance similar to that seen during the Clinton presidency.

Favorability of Traditional News Sources

While the public has become much more critical of the way news organizations do their jobs, most Americans continue to give favorable ratings to traditional news sources – local TV news, daily newspapers and network television news.

Favorable opinions of all three have declined since 1985; nonetheless, majorities continue to express favorable opinions of local TV news (73%), the daily newspaper they are most familiar with (65%), and network TV news (64%).

Trends in Local and Network News Favorability									
<i>Favorable opinion of...</i>	<u>1985</u>	<u>1989</u>	<u>1993</u>	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>
Local TV news	%	%	%	%	%	%	%	%	%
Total	84	80	--	81	74	79	73	73	73
Republican	85	83	--	80	73	80	73	71	79
Democrat	88	79	--	85	77	84	75	79	77
Independent	80	80	--	81	74	75	72	70	67
<i>R-D gap</i>	-3	+4	--	-5	-4	-4	-2	-8	+2
Daily newspaper									
Total	81	77	81	74	79	75	72	69	65
Republican	83	77	79	71	74	73	66	62	61
Democrat	82	79	84	78	84	78	78	75	70
Independent	80	75	79	73	80	75	74	70	68
<i>R-D gap</i>	+1	-2	-5	-7	-10	-5	-12	-13	-9
Network TV news									
Total	84	82	81	73	68	72	68	65	64
Republican	85	80	72	68	67	66	59	52	55
Democrat	87	85	90	81	72	79	81	79	81
Independent	81	81	80	71	65	71	66	65	54
<i>R-D gap</i>	-2	-5	-18	-13	-5	-13	-22	-27	-26
Q25gF1, Q25hF1 & Q26jF2.									

Views of local TV news continue to be less partisan than opinions of other leading news sources. As was the case in 1985, there is very little difference between the views of Republicans (79% favorable) and Democrats (77%); somewhat fewer independents (67%) rate local TV news favorably.

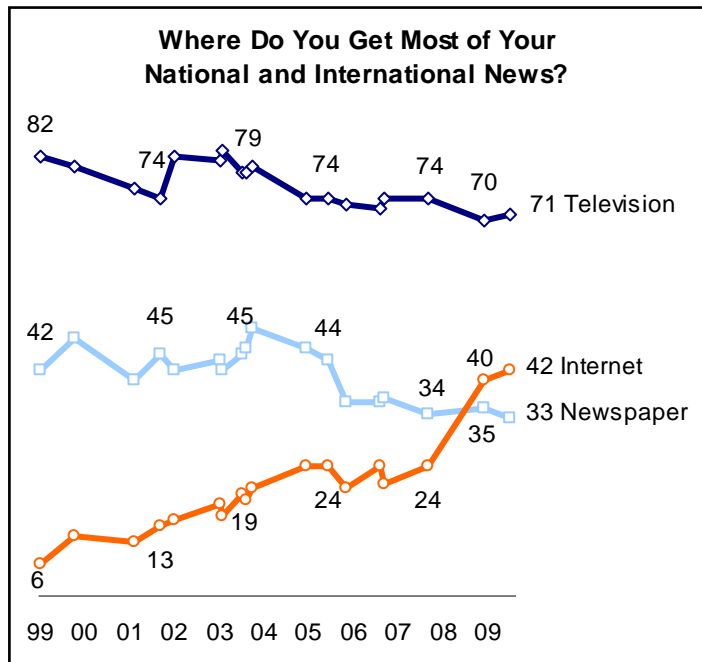
Currently, 65% say they have a favorable impression of the daily newspaper they are most familiar with. Positive opinions of daily papers have decreased by 16 points since 1985, with nearly all the decline (14 points) coming in the past decade. However, unfavorable opinions of newspapers have risen only slightly since 1999 – from 17% to 20%. Since then, the proportion saying they are unable to rate daily newspapers has increased from 4% to 15%.

Over the past two decades, partisanship has become a much greater factor in favorable ratings of network TV news than for local TV news or daily newspapers. In 1985, 87% of Democrats, 85% of Republicans and 81% of independents said they had a favorable impression of network TV news. Since then, favorable opinions among Republicans have fallen by 30 points (to 55%); the decline has been nearly as large among independents (27 points). But nearly as many Democrats currently express positive views of network TV news (81%) as did so in 1985 (87%).

Main Sources of National, Local News

The vast majority of Americans (71%) continue to cite television as their source for most national and international news. This is little changed from recent years; in December 2008, 70% said they got most news from television.

More than four-in-ten (42%) say they get most national and international news from the internet, which also is about the same as in December 2008 (40%) but much higher than in September 2007 (24%). As was the case last December, somewhat fewer (33%) get most of their news from newspapers than from the internet.



When it comes to local news, television also is where most of the public turns: 64% say they get most of their news about issues and events in their area from television, compared with 41% who say they get most local news from newspapers. And while 42% of Americans rely on the internet for national and international news, fewer than half as many (17%) say the internet is their main source of local news. Americans are about equally likely to say radio is their main source for national and international news (21%) and local news (18%).

While 70% of those younger than 30 say they get most of their national and international news from television, nearly as many (64%) point to the internet. Among those ages 30 to 49 a similar pattern is evident; 62% get most national and international news from television, while 54% cite the internet.

For Americans 50 and older, television is the dominant news source. Yet after television, the internet rivals newspapers for those ages 50 to 64 (37% newspapers vs. 29% internet). Those 65 and older are the only age group in which substantially more people cite newspapers (55%) than the internet (10%).

<i>Main source for...</i>	Total	18-29	30-49	50-64	65+
Nat'l & int'l news	%	%	%	%	%
Television	71	70	62	77	81
Internet	42	64	54	29	10
Newspapers	33	21	26	37	55
Radio	21	18	28	19	15
Local news					
Television	64	67	60	63	69
Internet	17	21	24	12	4
Newspapers	41	39	33	45	53
Radio	18	22	21	14	13
N	1506	183	420	478	399

Figures read down. Q6 & QA.
Figures add to more than 100% due to multiple responses.

Television is the main local news source for all age groups; but in contrast to national and international news, newspapers are mentioned more frequently than the internet. Even among those younger than 30, substantially more say they get most local news from newspapers (39%) than from the internet (21%). In addition for all age groups except those 65 and older, roughly equal proportions cite radio and the internet as a main source for local news.

Partisanship and Cable Sources

Four-in-ten (40%) Americans cite a major cable news outlet (CNN, Fox News and MSNBC) as their main source for news about national and international affairs. As in the past, comparable percentages say they rely on CNN (22%) and Fox News (19%) while fewer (6%) say they get most of their news from MSNBC.

<i>Main source for nat'l & int'l news</i>	July 2003	June 2005	July 2007	July 2009
Fox News	%	%	%	%
Total	22	16	17	19
Republican	31	26	28	34
Democrat	17	11	11	10
Independent	21	14	16	19
<i>R-D gap</i>	+14	+15	+17	+24
CNN				
Total	27	18	16	22
Republican	26	15	13	13
Democrat	32	21	21	29
Independent	24	18	14	20
<i>R-D gap</i>	-6	-6	-8	-16

Q7.

There has been a gradual widening in the partisan differences in the viewership of both Fox News and CNN in recent years. More than three times as many Republicans (34%) as Democrats (10%) say they get most of their national and international news from Fox. By comparison, Democrats are more than twice as likely than Republicans to cite CNN (29% vs. 13%). A similar pattern is evident for MSNBC, with more Democrats (9%) than Republicans (3%) citing it as a main news source.

Shutdown of News Outlets Seen as Important Loss

Though the public is increasingly critical of news media organizations, most people think it would be an important loss if major news sources shut down.

More than eight-in-ten Americans (82%) say that if all local television news programs went off the air – and shut down their web sites– it would be an important loss. About three-quarters say the same about the network evening news (on ABC, CBS, NBC and PBS), cable news networks (like CNN, Fox News and MSNBC) and local newspapers in their area. Somewhat fewer people (68%) say that it would be a major loss if large national newspapers (like USA Today, The New York Times and The Wall Street Journal) were to stop publishing and go offline.

<i>If they were to go out of business</i>	Important loss %	Not so important %
Local TV news	82	16
Network TV evening news	76	21
Cable news	75	22
Local newspapers	74	24
Large national newspapers	68	29

Figures read across. Q39a-e.

Although fewer young people cite television and newspapers as their main news source than do those 60 and older, young people are actually more likely to say it would be an important loss if national news sources such as network TV evening news (83% 18-29 year olds vs. 74% 60 and older), cable news (82% vs. 70%) and large national newspapers (78% vs. 60%) shut down. And while more Republicans than Democrats express critical views of the performance of news organizations, Republicans are about as likely as Democrats to say the loss of major news outlets would be important. The only exception is network evening news; even in this case, 69% of Republicans say the shutdown of network evening news would be an important loss, compared with 85% of Democrats.

ABOUT THE SURVEYS

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,506 adults, 18 years of age or older, from July 22-26, 2009 (1,129 respondents were interviewed on a landline telephone, and 377 were interviewed on a cell phone, including 114 who had no landline telephone). Both the landline and cell phone samples were provided by Survey Sampling International. For detailed information about our survey methodology, see <http://people-press.org/methodology/>.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race/ethnicity, region, and population density to parameters from the March 2008 Census Bureau's Current Population Survey. The sample is also weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2008 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the sample.

The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus...
Total sample	1,506	3.0 percentage points
Form 1	760	4.0 percentage points
Form 2	746	4.0 percentage points
Republicans	373	6.0 percentage points
Democrats	505	5.0 percentage points
Independents	532	5.0 percentage points

Results for the August 13-16 survey are based on landline telephone interviews among a nationwide sample of 1,002 adults, 18 years of age or older, conducted under the direction of ORC (Opinion Research Corporation). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3.5 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls, and that results based on subgroups will have larger margins of error.

ABOUT THE CENTER

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of seven projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

Andrew Kohut, Director
Scott Keeter, Director of Survey Research
Carroll Doherty and Michael Dimock, Associate Directors
Michael Remez, Senior Writer
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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JULY 2009 POLITICAL SURVEY / MEDIA UPDATE
FINAL TOPLINE
 July 22-26, 2009
 N=1506

QUESTIONS 1 THROUGH 5 PREVIOUSLY RELEASED

On a different subject...

ASK ALL:

Q.6 How do you get most of your news about national and international issues? From **[READ AND RANDOMIZE]**? **[ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ADDITIONAL RESPONSE]**

	<u>Tele-</u> <u>vision</u>	<u>News-</u> <u>papers</u>	<u>Radio</u>	<u>Maga-</u> <u>zines</u>	<u>Internet</u>	(VOL.) <u>Other</u>	(VOL.) <u>DK/Ref</u>
July, 2009	71	33	21	3	42	1	1
December, 2008	70	35	18	5	40	2	1
September, 2007	74	34	13	2	24	2	1
July, 2007	65	27	15	2	26	2	1
Late September, 2006	74	37	16	4	21	3	1
August, 2006	72	36	14	4	24	2	1
November, 2005	73	36	16	2	20	2	*
Early Sept, 2005¹ (Hurricane Katrina)	89	35	17	*	21	3	*
June, 2005	74	44	22	5	24	2	1
December, 2004	74	46	21	4	24	2	3
October, 2003	80	50	18	4	20	2	1
August, 2003	79	46	15	3	18	2	1
Early July, 2003	79	45	16	5	19	1	*
March, 2003 (War in Iraq)	89	24	19	*	11	2	*
February, 2003	83	42	19	4	15	3	*
January, 2003	81	44	22	4	17	2	1
January, 2002	82	42	21	3	14	2	*
Mid-September, 2001 (Terror Attacks)	90	11	14	*	5	1	1
Early September, 2001	74	45	18	6	13	1	*
February, 2001	76	40	16	4	10	2	1
October, 1999	80	48	19	5	11	2	*
January, 1999	82	42	18	4	6	2	*
January, 1996	88	61	25	8	--	2	*
September, 1995	82	63	20	10	--	1	1
January, 1994	83	51	15	10	--	5	1
September, 1993	83	60	17	9	--	3	*
January, 1993	83	52	17	5	--	1	1
Early January, 1991 (Persian Gulf)	82	40	15	4	--	1	*

¹ In Early September 2005, the question was worded "news about the impact of Hurricane Katrina." In March 2003, the question was worded "news about the war in Iraq," and in Mid-September 2001, the question was worded "news about the terrorist attacks." In September 1995, question wording did not include "international." In Early January 1991 the question asked about "the latest developments in the Persian Gulf."

IF '1' TELEVISION AS EITHER 1ST OR 2ND RESPONSE IN Q.6 ASK [N=1090]:

Q.7 On television, do you get most of your news about national and international issues from [READ, RANDOMIZE ITEMS 2 THRU 4 AND 5 THRU 7 SEPARATELY, AND RANDOMIZE SETS OF ITEMS (LOCAL; NETWORK; CABLE). ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

		<i>Hurricane Katrina</i>											
		Early						Early					
BASED ON TOTAL:		Dec	Sept	July	Aug	Nov	Sept	June	Dec	Oct	Aug	July	Jan
		<u>2008</u>	<u>2007</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2005²</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2003</u>	<u>2003</u>	<u>2002</u>
18	Local news programming	15	18	12	13	16	19	13	15	17	17	17	16
11	ABC Network news	12	11	10	10	14	14	12	11	12	12	12	11
10	CBS Network news	9	8	7	9	12	8	9	9	8	10	11	11
13	NBC Network news	10	13	11	12	15	12	12	14	13	15	14	15
22	CNN Cable news	23	22	16	24	24	31	18	20	20	26	27	28
6	MSNBC Cable news	8	7	5	6	8	9	5	6	6	7	9	8
19	The Fox News Cable Channel	17	16	17	20	22	22	16	19	17	18	22	16
3	Other (VOL.)	4	3	2	6	5	3	2	3	--	3	3	4
1	Don't know/Refused (VOL.)	2	2	1	1	3	3	4	3	4	4	3	2
(29)	<i>TV not a main source</i>	(30)	(26)	(35)	(28)	(27)	(11)	(26)	(26)	(20)	(21)	(21)	(18)

Figures add to more than 100% because of multiple responses.

ASK ALL:

Q.A Now thinking about local news about issues and events in your area...How do you get most of your local news? From [READ AND RANDOMIZE]? [ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ADDITIONAL RESPONSE]

- 64 Television
- 41 Newspapers
- 18 Radio [OR]
- 17 The internet
- 3 Other [VOL. DO NOT READ]
- 2 Don't know/Refused [VOL. DO NOT READ]

QUESTIONS 8 THROUGH 17 PREVIOUSLY RELEASED

NO QUESTIONS 18 THROUGH 24

² In early September 2005, the question was worded: "Have you been getting most of your news about the disaster from ..."

ASK ALL:

Q.25 Now I'd like your opinion of some groups and organizations in the news. Is your overall opinion of... **(INSERT ITEM; RANDOMIZE ITEMS a. THROUGH c. FOLLOWED BY RANDOMIZED ITEMS d. THROUGH l.; OBSERVE FORM SPLITS)** very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? **(INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")** How about **(NEXT ITEM)?** **[IF NECESSARY: would you say your overall opinion of [ITEM] is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? [INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]**

QUESTIONS 25a-c PREVIOUSLY RELEASED

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Never heard of</u>	<u>Can't rate</u>
d. CNN – Cable News Network								
July, 2009	60	20	40	19	7	12	*	21
July, 2007	59	22	37	23	8	15	*	18
January, 1992	82	44	38	4	3	1	3	11
September, 1987	53	23	30	5	3	2	6	36
e. The Fox News Cable Channel								
July, 2009	55	19	36	25	12	13	1	19
July, 2007	61	26	35	20	10	10	1	18
f. MSNBC cable news								
July, 2009	48	13	35	19	7	12	2	31

ASK FORM 1 ONLY [N=760]:

g.F1								
	Network television news such as ABC, NBC, and CBS							
	July, 2009	64	18	46	24	8	16	0
	July, 2007	65	22	43	27	9	18	*
	June, 2005 ³	68	19	49	23	6	17	*
	July, 2001	72	17	55	23	7	16	*
	August, 1999	74	19	55	24	6	18	*
	June, 1999	68	20	48	28	6	22	*
	February, 1998	76	16	60	22	5	17	*
	February, 1997	73	15	58	23	5	18	*
	April, 1996	79	21	58	17	4	13	0
	January, 1996	83	25	58	15	4	11	*
	June, 1995	67	16	51	30	9	21	*
	July, 1994	69	17	52	29	7	22	*
	May, 1993	81	23	58	15	3	12	0
	January, 1992	82	27	55	13	2	11	0
	November, 1991	75	24	51	21	5	16	0
	March, 1991	91	40	51	7	2	5	0
	May, 1990	82	22	60	15	3	12	*
	August, 1989	82	28	54	14	3	11	4
	February, 1989	82	21	61	15	3	12	3
	August, 1988 (RVs)	81	29	52	14	5	9	5
	May, 1988	78	20	58	18	4	14	4
	January, 1988	81	12	69	16	3	13	3
	January 7-18, 1988	78	18	60	18	4	14	4

³ In June 2005, "...such as ABC, NBC, and CBS" was added to the question wording.

Q.25 CONTINUED ...

		-----Favorable-----			-----Unfavorable-----			(VOL.) Never	(VOL.) Can't
		<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	heard of	rate
	October, 1987	81	19	62	13	3	10	6	
	May, 1987	84	21	63	14	3	11	2	
	January, 1987	74	19	55	22	6	16	4	
	July, 1986	83	30	53	14	4	10	3	
	August, 1985	81	30	51	10	2	8	7	
	July, 1985	84	25	59	10	2	8	6	
h.F1	Local television news								
	July, 2009	73	20	53	17	7	10	1	10
	July, 2007	73	25	48	20	6	14	*	7
	June, 2005	73	22	51	20	6	14	*	7
	July, 2001	79	25	54	17	4	13	*	4
	June, 1999	74	25	49	22	7	15	*	4
	February, 1998	81	19	62	16	4	12	0	3
	February, 1997	81	25	56	15	3	12	0	4
	April, 1996	84	26	58	13	3	10	*	3
	January, 1996	84	28	56	14	4	10	*	2
	March, 1991	89	37	52	8	2	6	*	3
	August, 1989	80	27	53	15	4	11	5	
	July, 1985	84	27	57	11	2	9	5	
i.F1	NPR – National Public Radio								
	July, 2009	44	17	27	12	5	8	9	35
ASK FORM 2 ONLY [N=746]:									
j.F2	The daily newspaper you are most familiar with								
	July, 2009	65	17	48	20	6	14	*	15
	July, 2007	69	21	48	19	6	13	*	12
	June, 2005	72	22	50	18	5	13	0	10
	July, 2001	75	24	51	17	5	12	*	8
	August, 1999	78	22	56	18	5	13	*	4
	June, 1999	79	24	55	17	6	11	*	4
	February, 1998	74	18	56	18	5	13	*	8
	February, 1997	74	21	53	19	4	15	0	7
	April, 1996	80	24	56	16	4	12	0	4
	January, 1996	79	27	52	16	5	11	*	5
	June, 1995	74	22	52	21	7	14	1	4
	July, 1994	80	23	57	18	5	13	*	2
	May, 1993	81	26	55	14	4	10	0	5
	January, 1992	78	27	51	18	5	13	0	4
	November, 1991	80	24	56	16	5	11	0	4
	March, 1991	85	30	55	10	3	7	*	5
	May, 1990	78	22	56	17	5	12	*	5
	August, 1989	77	25	52	17	5	12	6	
	February, 1989	78	22	56	17	4	13	5	
	August, 1988 (RVs)	78	30	48	15	5	10	7	
	May, 1988	78	19	59	17	4	13	5	
	January, 1988	81	19	62	14	3	11	5	
	January 7-18, 1988	80	21	59	16	4	12	4	
	October, 1987	79	21	58	13	4	9	8	

Q.25 CONTINUED ...

		-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
		<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never heard of	Can't rate
	May, 1987	81	22	59	15	3	12	4	
	January, 1987	76	19	57	19	6	13	5	
	July, 1986	79	28	51	17	6	11	4	
	August, 1985	77	25	52	15	5	10	8	
	July, 1985	81	25	56	11	3	8	8	
k.F2	The New York Times								
	July, 2009	29	10	20	17	8	9	1	53
l.F2	The Wall Street Journal								
	July, 2009	32	7	25	13	6	8	1	54

NO QUESTIONS 26 THROUGH 29

ASK ALL:

Q.30 Some people think that by criticizing leaders, news organizations keep political leaders from doing their job. Others think that such criticism is worth it because it keeps political leaders from doing things that should not be done. Which position is closer to your opinion?

	<u>Keeps leaders from doing their job</u>	<u>Keeps leaders from doing things that shouldn't be done</u>	(VOL.) <u>DK/Ref</u>
July, 2009	22	62	16
July, 2007	27	58	15
November, 2005	22	62	16
June, 2005	28	60	12
Early July, 2003	29	54	17
July, 2002	26	59	15
Mid-November, 2001	32	54	14
Early September, 2001	25	60	15
February, 1999	31	58	11
Early February, 1998	39	55	6
February, 1997	32	56	12
Late January, 1994	24	66	10
Early January, 1994	18	69	13
August, 1989	23	68	9
December, 1986	26	60	14
July, 1985	17	67	16

ASK ALL:

Q.31 In general, do you think news organizations get the facts straight, or do you think that their stories and reports are often inaccurate?

	<u>Get the facts straight</u>	<u>Stories often inaccurate</u>	(VOL.) <u>DK/Ref</u>
July, 2009	29	63	8
July, 2007	39	53	8
June, 2005	36	56	8
Early July, 2003	36	56	8
July, 2002	35	56	9
Mid-November, 2001	46	45	9

QUESTION 31 CONTINUED...

	Get the <u>facts straight</u>	Stories often <u>inaccurate</u>	(VOL.) <u>DK/Ref</u>
Early September, 2001	35	57	8
February, 1999	37	58	5
Early August, 1998	33	58	9
Early February, 1998	34	63	3
February, 1997	37	56	7
January, 1992	49	44	7
August, 1989	54	44	2
August, 1988	40	50	10
May, 1988	48	43	9
January, 1988	44	48	8
July, 1985	55	34	11

ASK ALL:

Q.32 In presenting the news dealing with political and social issues, do you think that news organizations deal fairly with all sides, or do they tend to favor one side?

	Deal fairly <u>with all sides</u>	Tend to favor <u>one side</u>	(VOL.) <u>DK/Ref</u>
July, 2009	18	74	8
July, 2007	26	66	8
June, 2005	21	72	7
Early July, 2003	26	66	8
Early September, 2001	26	67	7
February, 1997	27	67	6
January, 1992	31	63	6
August, 1989	28	68	4
August, 1988	36	57	7
May, 1988	34	56	10
January, 1988	30	59	11
December, 1986	39	54	7
July, 1986	37	57	6
July, 1985	34	53	13

ASK ALL:

Q.33 In general, do you think news organizations are pretty independent, or are they often influenced by powerful people and organizations?

	Pretty <u>independent</u>	Often influenced by <u>powerful people and organizations</u>	(VOL.) <u>DK/Ref</u>
July, 2009	20	74	6
July, 2007	23	69	8
June, 2005	21	73	6
Early July, 2003	23	70	7
Early September, 2001	23	71	6
January, 1994	28	63	9
January, 1992	35	58	7
August, 1989	33	62	5
January, 1988	40	49	11
July, 1986	37	53	10
July, 1985	37	53	10

ASK ALL:

Q.34 In general, do you think news organizations pay too much attention to GOOD NEWS, too much attention to BAD NEWS, or do they mostly report the kinds of stories they should be covering?

	<u>Too much attention to good news</u>	<u>Too much attention to bad news</u>	<u>Report the kinds of stories they should be covering</u>	<u>(VOL.) DK/Ref</u>
July, 2009	3	66	24	7
July, 2007	4	64	26	6
June, 2005	3	67	23	7
Early July, 2003	2	67	25	6
Early September, 2001	3	67	24	6
May, 1991	2	54	37	7
August, 1989	3	64	30	3
July, 1985	1	60	35	4

ASK ALL:

Q.35 I'm going to read you some pairs of opposite phrases. After I read each pair, tell me which ONE phrase you feel better describes news organizations generally. If you think that NEITHER phrase applies, please say so. First, would you say news organizations (are)...**[INSERT ITEM; RANDOMIZE ORDER OF THE ITEM PAIRS; DO NOT RANDOMIZE ORDER WITHIN PAIRS; NOTE FORM SPLITS]**. How about **[NEXT ITEM PAIR]**? **[IF NECESSARY: would you say news organizations (are)]**

			Early		Mid-		Early						
			July	June	July	July	Nov	Sept	Feb	Aug	Jan	July	July
ASK FORM 1 ONLY [N=760]:			<u>07</u>	<u>05</u>	<u>03</u>	<u>02</u>	<u>01</u>	<u>01</u>	<u>99</u>	<u>89</u>	<u>87</u>	<u>86</u>	<u>85</u>
a.F1	32	Care about the people they report on, OR	35	28	31	30	47	23	21	--	41	--	35
	55	Don't care about the people they report on	53	58	56	55	38	64	67	--	45	--	48
	8	Neither applies	7	9	9	10	11	10	9	--	9	--	10
	4	Don't know/Refused (VOL.)	5	5	4	5	4	3	3	--	5	--	7
b.F1	21	Willing to admit their mistakes, OR	29	28	27	23	35	24	26	--	--	--	34
	70	Try to cover up their mistakes	63	62	62	67	52	67	66	--	--	--	55
	4	Neither applies	4	6	5	6	9	5	6	--	--	--	4
	5	Don't know/Refused (VOL.)	4	4	6	4	4	4	2	--	--	--	7
c.F1	41	Moral, OR	46	43	45	39	53	40	40	--	--	--	54
	38	Immoral	32	35	32	36	23	34	38	--	--	--	13
	14	Neither applies	15	15	14	18	17	20	16	--	--	--	20
	7	Don't know/Refused (VOL.)	7	7	9	7	7	6	6	--	--	--	13
d.F1	52	Growing in influence, OR	52	49	55	57	--	55	59	--	--	--	63
	34	Declining in influence	36	36	29	29	--	29	32	--	--	--	17
	7	Neither applies	6	7	8	7	--	9	6	--	--	--	7
	7	Don't know/Refused (VOL.)	6	8	8	7	--	7	3	--	--	--	13
e.F1	46	Protect democracy, OR	44	47	52	50	60	46	45	55	52	58	54
	37	Hurt democracy	36	33	28	29	19	32	38	19	27	18	23
	10	Neither applies	13	12	13	14	14	15	13	20	13	17	13
	7	Don't know/Refused (VOL.)	7	8	7	7	7	7	4	6	8	7	10

Q.35 CONTINUED...

			July	June	Early	Mid-	Early	July	July	Aug	Jan	July	July
			<u>07</u>	<u>05</u>	<u>03</u>	<u>02</u>	<u>01</u>	<u>01</u>	<u>99</u>	<u>89</u>	<u>87</u>	<u>86</u>	<u>85</u>
ASK FORM 2 ONLY [N=746]:													
f.F2	67	Care about how good a job they do, OR	69	65	68	65	78	69	69	--	--	77	79
	23	Don't care about how good a job they do	23	25	22	23	14	22	22	--	--	16	11
	5	Neither applies	6	6	7	8	6	7	6	--	--	5	4
	4	Don't know/Refused (VOL.)	2	4	3	4	2	2	3	--	--	2	6
g.F2	59	Highly professional, OR	66	59	62	49	73	54	52	--	--	71	72
	27	Not professional	22	25	24	31	12	27	32	--	--	13	11
	10	Neither applies	9	12	9	15	12	15	13	--	--	12	9
	4	Don't know/Refused (VOL.)	3	4	5	5	3	4	3	--	--	4	8
h.F2	41	Stand up for America, OR	41	42	51	49	69	43	41	--	53	53	52
	44	Too critical of America	43	40	33	35	17	36	42	--	35	28	30
	10	Neither applies	12	14	12	12	10	16	13	--	8	15	10
	5	Don't know/Refused (VOL.)	4	4	4	4	4	5	4	--	4	4	8
i.F2	60	Politically biased in their reporting, OR	55	60	53	59	47	59	56	--	47	42	45
	26	Careful that their reporting is NOT	31	28	29	26	35	26	31	--	39	41	36
	7	politically biased	7	6	9	10	11	8	8	--	7	9	7
	7	Neither applies	7	6	9	5	7	7	5	--	7	8	12
	7	Don't know/Refused (VOL.)	7	6	9	5	7	7	5	--	7	8	12
j.F2	50	Liberal, OR	52	50	51	--	--	--	--	--	54	--	41
	22	Conservative	25	26	26	--	--	--	--	--	26	--	19
	17	Neither applies	14	16	14	--	--	--	--	--	12	--	20
	10	Don't know/Refused (VOL.)	9	8	9	--	--	--	--	--	8	--	20

NO QUESTIONS 36 THROUGH 38

ASK ALL:

Q.39 Now a different kind of question. We're interested in how important you think it would be if some different kinds of news organizations were to go out of business. For example...If all of the **[INSERT ITEM; RANDOMIZE; KEEP ITEMS a-c IN ONE BLOCK; ITEMS d and e IN ONE BLOCK]** **[INSERT FOR ITEMS a-c (went off the air); FOR ITEMS d and e (stopped publishing)]** and shut down their websites, would that be an important loss, or not so important? What about all...**[NEXT ITEM]**...would this be an important loss, or not so important? **[READ FOR FIRST ITEM IN SECOND BLOCK; OTHERWISE IF NECESSARY: if all of the [ITEM] (went off the air/stopped publishing)]** and shut down their websites... would that be an important loss, or not so important? **[INTERVIEWER INSTRUCTION: IF RESPONDENT ASKS FOR CLARIFICATION ABOUT "personally or generally?" CLARIFY WITH "Important just in general"]**

		Important	Not so	(VOL.)
		<u>loss</u>	<u>important</u>	DK/ <u>Ref</u>
a.	Cable news networks like CNN, Fox News and MSNBC July, 2009	75	22	3
b.	Network TV evening news programs on ABC, CBS, NBC and PBS July, 2009	76	21	3

QUESTION 39 CONTINUED...

		Important <u>loss</u>	Not so <u>important</u>	(VOL.) DK/ <u>Ref</u>
c.	Local television news programs in your area July, 2009	82	16	2
d.	Local newspapers in your area July, 2009	74	24	2
e.	Large national newspapers like USA Today, the New York Times and the Wall Street Journal July, 2009	68	29	4

ASK ALL:

Q.40 Thinking specifically about local news, which news organizations do the most to uncover and report on important local issues? [READ; RANDOMIZE 1-3 WITH 4 (“online news websites...”) ALWAYS LAST]

- 25 Local newspapers
- 44 Local TV stations
- 10 Local radio stations [OR]
- 11 Online news websites that are not affiliated with TV, radio or newspapers
- * Other [VOL. DO NOT READ]
- 3 Multiple/Same [VOL. DO NOT READ]
- * None [VOL. DO NOT READ]
- 6 Don't Know/Refused [VOL. DO NOT READ]

NO QUESTIONS 41 THROUGH 47

QUESTIONS 48 THROUGH 66 PREVIOUSLY RELEASED

ASK ALL:

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

IF ANSWERED 3, 4, 5 OR 9 IN PARTY, ASK:

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

	Republican	Democrat	Independent	(VOL.) No preference	(VOL.) Other party	(VOL.) DK/ Ref	<i>Lean Rep</i>	<i>Lean Dem</i>
July, 2009	22	34	37	5	*	2	15	14
June, 2009	25	34	34	3	*	3	11	16
May, 2009	23	39	29	4	*	4	9	14
April, 2009	22	33	39	3	*	3	13	18
March, 2009	24	34	35	5	*	2	12	17
February, 2009	24	36	34	3	1	2	13	17
January, 2009	25	37	33	3	*	2	11	16
December, 2008	26	39	30	2	*	3	8	15
Late October, 2008	24	39	32	2	*	3	11	15
Mid-October, 2008	27	35	31	4	*	3	9	16
Early October, 2008	26	36	31	4	*	3	11	15
Late September, 2008	25	35	34	3	1	2	13	15
Mid-September, 2008	28	35	32	3	*	2	12	14
August, 2008	26	34	34	4	*	2	12	17
July, 2008	24	36	34	3	*	3	12	15
June, 2008	26	37	32	3	*	2	11	16

PARTY/PARTYLN CONTINUED ...

				(VOL.)	(VOL.)	(VOL.)			
	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	No	Other	DK/	<i>Lean</i>	<i>Lean</i>	
				preference	party	Ref	<i>Rep</i>	<i>Dem</i>	
Late May, 2008	25	35	35	2	*	3	13	15	
April, 2008	24	37	31	5	1	2	11	15	
March, 2008	24	38	29	5	*	4	9	14	
Late February, 2008	24	38	32	3	*	3	10	17	
Early February, 2008	26	35	31	5	*	3	11	14	
January, 2008	24	33	37	4	*	2	12	18	
Yearly Totals									
2008	25.3	35.8	31.7	3.8	.3	3.1	10.5	15.4	
2007	25.4	32.9	33.7	4.6	.4	3.1	10.7	16.7	
2006	27.6	32.8	30.3	5.0	.4	3.9	10.2	14.5	
2005	29.2	32.8	30.3	4.5	.3	2.8	10.2	14.9	
2004	29.7	33.4	29.8	3.9	.4	2.9	11.7	13.4	
2003	29.8	31.4	31.2	4.7	.5	2.5	12.1	13.0	
2002	30.3	31.2	30.1	5.1	.7	2.7	12.6	11.6	
2001	29.2	33.6	28.9	5.1	.5	2.7	11.7	11.4	
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4	
2001 Pre-Sept 11	28.2	34.6	29.5	5.0	.5	2.1	11.7	12.5	
2000	27.5	32.5	29.5	5.9	.5	4.0	11.6	11.6	
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5	
1998	27.5	33.2	31.9	4.6	.4	2.4	11.8	13.5	
1997	28.2	33.3	31.9	4.0	.4	2.3	12.3	13.8	
1996	29.2	32.7	33.0	5.2	--	--	12.7	15.6	
1995	31.4	29.7	33.4	5.4	--	--	14.4	12.9	
1994	29.8	31.8	33.8	4.6	--	--	14.3	12.6	
1993	27.4	33.8	34.0	4.8	--	--	11.8	14.7	
1992	27.7	32.7	35.7	3.9	--	--	13.8	15.8	
1991	30.9	31.4	33.2	4.5	--	--	14.6	10.8	
1990	31.0	33.1	29.1	6.8	--	--	12.4	11.3	
1989	33	33	34	--	--	--	--	--	
1987	26	35	39	--	--	--	--	--	

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FINAL TOPLINE
N=1002

QUESTION 1 PREVIOUSLY RELEASED

ASK ALL:

Q.2 In your opinion, are the news organizations you are familiar with being fair or unfair to the Obama administration?

- 62 Fair
- 23 Unfair
- 14 Don't know/Refused (VOL.)