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Amid Criticism, Support for Media's 'Watchdog' Role Stands Out

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Amid Criticism, Support for Media's 'Watchdog' Role Stands Out

Public evaluations of news organizations' performance on key measures such as accuracy, fairness and independence remain mired near all-time lows. But there is a bright spot among these otherwise gloomy ratings: broad majorities continue to say the press acts as a watchdog by preventing political leaders from doing things that should not be done, a view that is as widely held today as at any point over the past three decades.

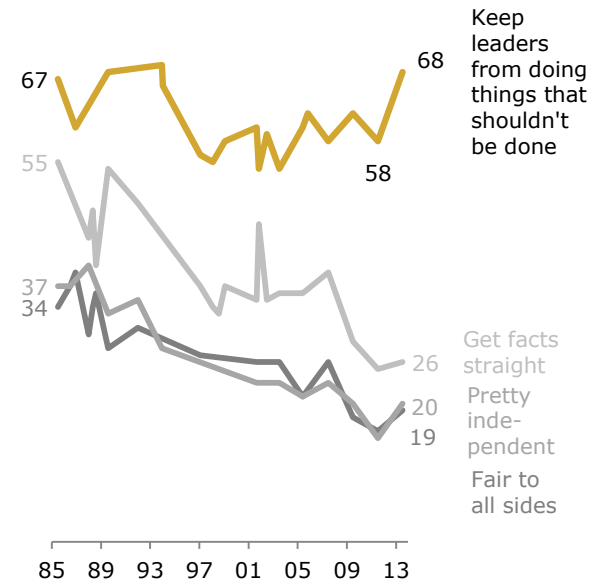
In the wake of revelations about government activities, including the NSA surveillance program and the IRS targeting of political groups, nearly seven-in-ten (68%) say press criticism of political leaders keeps them from doing things that should not be done, while just 21% say press criticism keeps leaders from doing their job. Support for the media's watchdog role has risen 10 points since 2011 even as other press ratings have shown little sign of improvement.

About equal majorities of Republicans (69%), independents (69%) and Democrats (67%) view news organizations as a check on political leaders and there has been a significant rise in this view across nearly all demographic and political groups. Young people especially have become more likely to say news organizations keep political leaders from doing things that should not be done, a shift in opinion that has taken place concurrently with [rising concerns about civil liberties](#).

Outside of its role as a watchdog, the press receives broadly negative ratings from the public on core performance measures. Two-thirds (67%) say that news reports are often inaccurate, and even greater percentages say that news organizations tend to favor one side (76%) and are often influenced by powerful people and organizations (75%). Ratings

More See Press Serving as Political Watchdog

News organizations ...



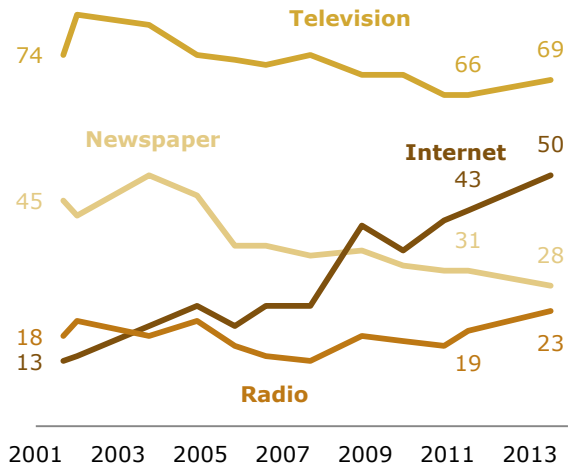
PEW RESEARCH CENTER July 17-21, 2013.

of news organizations have declined steadily since Pew Research first began tracking attitudes in 1985, and many current ratings stand near all-time lows reached in 2011.

The Pew Research Center's biennial media attitudes survey, conducted July 17-21, 2013, among 1,480 adults, finds that 50% of the public now cites the internet as a main source for national and international news, up from 43% in 2011. Television (69%) remains the public's top source for news. Far fewer cite newspapers (28%) or radio (23%) as their main source. (Respondents were allowed to name up to two sources.)

The current media landscape is starkly different than in 2001, when 45% said newspapers were their main source for news and just 13% cited the internet. The percentage turning to television for news has changed little over this same period of time.

Main Source for News



PEW RESEARCH CENTER July 17-21, 2013. Q46.
Respondents were allowed to name up to two sources.

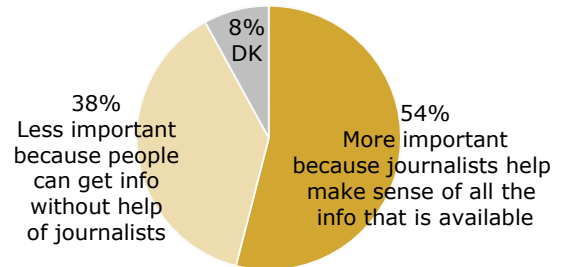
In the current news environment, a slim majority says that journalists are more important than in the past because they help make sense of all the information that is available (54%), while 38% say that journalists are less important than in the past because people can get information without their help.

Young people under 30 are as likely as older Americans to say that journalists are more important these days to help make sense of the amount of news and information available. And there is little difference in views on this question by those who have different main sources for news. Most who cite television (59%), radio (56%), newspapers (55%) or the internet (51%) as their main source for news agree that journalists are more important than in the past to help make sense of available news and information.

While most say journalists play a more important role in helping people navigate the news, their contributions to society more generally are seen as far less significant – especially when compared with other professions. Another [recent survey](#) by the Pew Research Center found that just 28% say journalists contribute “a lot” to society’s well-being, down from 38% in 2009. The public gives far better ratings to the contributions of the military (78%), teachers (72%) and doctors (66%).

Journalists More Important in Today’s News Environment

With amount of news these days, journalists are ...



	More important	Less important	Same/DK
	%	%	%
Total	54	38	8=100
18-29	55	37	8=100
30-49	55	39	6=100
50-64	54	38	8=100
65+	52	36	12=100
Republican	51	39	10=100
Democrat	60	33	7=100
Independent	54	38	8=100
<i>Main news source</i>			
Television	59	33	8=100
Internet	51	42	7=100
Newspapers	55	37	9=100
Radio	56	38	6=100

PEW RESEARCH CENTER July 17-21, 2013. Q64.
Figures may not add to 100% because of rounding.

Rise in Percentage Seeing Press as Watchdog

By more than three-to-one, the public says that news organizations' criticism of political leaders keeps them from doing things that should not be done (68%), rather than keeping leaders from doing their job (21%). In addition, more say that news organizations protect (48%) rather than hurt (35%) democracy. In 2011, the public was divided over whether the press protected or hurt democracy (42%-42%), and Americans were 10 points less likely to view the press as an effective watchdog.

The increase in regard for the press's watchdog role has taken place across nearly all demographic groups. Young people, in particular, have become much more likely to say the press prevents misbehavior by political leaders. In 2011, a slim 56% majority of those 18-29 said press criticism prevented political leaders from doing things that should not be done; today, three-quarters (75%) say this.

Republicans, Democrats and independents have all become about 10 points more likely to view the press as an effective watchdog. Nearly identical majorities of Republicans (69%), independents (69%) and Democrats (67%) say news organizations' criticism of political leaders keeps them from doing things that should not be done.

News Organizations Seen as Watchdog, Protecting Democracy

	2011	2013	Change
<i>News organizations' criticism of political leaders</i>	%	%	
Keeps leaders from doing things that should not be done	58	68	+10
Keeps leaders from doing their job	25	21	-4
Don't know	17	10	
	100	100	
<i>News orgs generally ...</i>			
Protect democracy	42	48	+6
Hurt democracy	42	35	-7
Neither	11	11	0
Don't know	5	6	
	100	100	

PEW RESEARCH CENTER July 17-21, 2013. Q49 & Q55dF1.
Figures may not add to 100% because of rounding.

More Young People Now See News Organizations in Watchdog Role

<i>% saying press criticism keeps political leaders from doing things that should not be done</i>	2011	2013	Change
	%	%	
Total	58	68	+10
18-29	56	75	+19
30-49	57	71	+14
50-64	59	63	+4
65+	60	64	+4
College grad+	66	74	+8
Some college	55	66	+11
HS or less	54	66	+12
Republican	59	69	+10
Democrat	58	67	+9
Independent	58	69	+11
<i>Among Reps/Rep-leaners</i>			
Tea Party	64	74	+10
Non-Tea Party	59	67	+8

PEW RESEARCH CENTER July 17-21, 2013. Q49.

Critical Ratings of News Organizations' Core Functions

Though the public gives news organizations credit for their role as watchdogs, they offer much more negative ratings of other aspects central to the press's core mission.

Overwhelming majorities express doubts about news organizations' independence: 76% say news organizations tend to favor one side and 75% say that they are often influenced by powerful people and organizations.

On fundamental questions of accuracy and transparency, most say that the press tries to cover up its mistakes (71%), rather than admit them (20%), and 67% say news stories are often inaccurate while just 26% say news organizations get the facts straight.

Most Americans (58%)

describe news organizations as politically biased in their reporting; only 30% say they are careful that their reporting is not biased.

Ratings are no better for the press's news judgment. In determining what news is fit to report on, far more say news organizations focus on unimportant stories (65%) rather than on important ones (28%).

Ratings of the press have become much more negative since Pew Research first began measuring attitudes in 1985. Most of the press ratings tested in this survey are at or near [all-time lows](#) reached in 2011. In many cases, the decline in ratings has been dramatic. For example, in 1985, more said news organizations got the facts straight (55%) than said

News Organizations Criticized for Accuracy, Bias, and News Judgment

<u>Positive</u>	OR	<u>Negative</u>
Keep leaders from doing things that should not be done	68	21
Care about how good a job they do	67	26
Highly professional	60	29
Protect democracy	48	35
Care about the people they report on	31	59
Careful to not be politically biased	30	58
Focus on important stories	28	65
Get the facts straight	26	67
Willing to admit their mistakes	20	71
Pretty independent	20	75
Deal fairly with all sides	19	76

PEW RESEARCH CENTER July 17-21, 2013.

they were often inaccurate (44%). Since then there has been a 29-point decline in the percentage saying the press gets the facts straight.

On the positive side, the public maintains respect for the professionalism of news organizations. Two-thirds (67%) say news organizations care about how good a job they do while just 26% say they don't care. In addition, by a 60%-29% margin, more see news organizations as highly professional than as not professional.

Partisan Divide in Press Ratings

As in past media attitudes surveys, Republicans are more likely than Democrats to negatively rate news organizations, offering significantly more critical evaluations of the press on eight of the 11 measures tested.

One fundamental area of partisan disagreement is over the role the press plays in a democracy. Far more Democrats say the press protects democracy (59%) than hurts democracy (27%). By contrast, as many Republicans say news organizations hurt (46%) as help (43%) democracy.

A broad 74% majority of Democrats describe news organizations as highly professional; Republicans are divided on this question: 50% say they are professional, 41% say they are not.

On several other measures Republicans and Democrats both offer negative ratings of the press and differ only in the magnitude of their criticisms.

For example, Republicans are 16 points more likely than Democrats to say news stories are often inaccurate, but this view is shared by a majority of both parties (75% of Republicans, 59% of Democrats).

Republicans More Critical of News Media than Democrats

	Rep %	Dem %	Ind %	R-D diff
Not professional	41	18	32	+23
Hurt democracy	46	27	38	+19
Stories often inaccurate	75	59	71	+16
Too much time on unimportant stories	73	57	67	+16
Don't care about people they report on	66	52	62	+14
Politically biased in reporting	65	51	60	+14
Often influenced by powerful people/orgs	82	70	76	+12
Tend to favor one side	81	69	79	+12
Try to cover up mistakes	76	67	72	+9
Don't care about how good a job they do	28	19	30	+9
Press criticism keeps political leaders from doing their job	20	24	21	-4

PEW RESEARCH CENTER July 17-21, 2013. Q49-Q58.

Similarly, 73% of Republicans say news organizations spend too much time on unimportant stories, while a smaller 57%-majority of Democrats agree.

Views of Journalists' Training, Job Challenges

Amidst broadly negative views of news organizations generally, the public has some positive things to say about journalists themselves.

Nearly eight-in-ten (79%) say it takes a special set of skills and training to be a journalist while just 19% say it does not.

In addition, 65% say the job of a journalist is harder today than it used to be, 28% say it is easier.

These views are shared broadly across demographic groups. Comparable majorities of Republicans and Democrats say it takes special skills to be a journalist (79% and 82%, respectively) and that journalism is a harder job today than it used to be (68%, 70%).

Public Views Journalists as Having a Special Set of Skills and Training

	July 2013
	%
Takes a special set of skills and training to be a journalist	79
Doesn't take a special set of skills and training	19
Don't know	<u>2</u>
	100
<i>Job of journalist is ...</i>	
Harder than it used to be	65
Easier than it used to be	28
About the same (vol.)	3
Don't know	<u>4</u>
	100

PEW RESEARCH CENTER July 17-21, 2013. Q61F1, Q63F2.
Figures may not add to 100% because of rounding.

Most See News Organizations in Ideological Terms

Overall, about seven-in-ten (72%) see news organizations in ideological terms. A 46%-plurality says news organizations are best described as liberal, another 26% say they are conservative. Just 19% say news organizations are best described as neither liberal nor conservative.

The balance of opinion on this question has changed little in recent years, with a plurality consistently describing news organizations as liberal, and about a quarter saying they are conservative.

Not surprisingly, there are wide partisan divides in perceptions of news organizations' ideology. By a 65%-17% margin, more Republicans say news organizations are liberal than conservative. By contrast, Democrats are divided: about as many say the press is liberal (36%) as conservative (37%). By about two-to-one (47%-23%), more independents say news organizations are better described as liberal than conservative.

There is a modest difference of opinion within the Republican Party on this question: 78% of Republicans and Republican leaners who agree with the Tea Party describe news organizations as liberal, compared with 56% of Republicans who do not agree with the Tea Party.

Most Republicans See a "Liberal" News Media

<i>News orgs best described as ...</i>	Liberal	Conservative	Neither	DK
	%	%	%	%
Total	46	26	19	9=100
Republican	65	17	12	6=100
Democrat	36	37	20	7=100
Independent	47	23	20	10=100
<i>Among Reps/ Rep leaners</i>				
Tea Party	78	12	9	2=100
Non-Tea Party	56	20	16	7=100

PEW RESEARCH CENTER July 17-21, 2013. Q55iF2.
Figures may not add to 100% because of rounding.

Views of the Press by Online and Offline News Consumers

Those who cite the internet as a main source for news offer more critical ratings of the press on several key measures than those who do not go online for news.

Those who use the internet as a main source for news are more likely to say news organizations are politically biased (65%) rather than not politically biased (26%). By contrast, those who do not use the internet to get news are much more divided: 46% say the press is politically biased, 36% say they are not.

Those who get most of their news online are 18 points more likely than those who don't use the internet for news to say the press spends

too much time on unimportant stories. Internet news users also are 17 points more likely to say that news organizations are often influenced by powerful people and 16 points more likely to say the press tend to favor one side.

One exception to this pattern is on the question of press transparency: 78% of those who do not use the internet for news say the press tries to cover up its mistakes. Those using the internet as their main source for news are 10 points less likely to take this view (68%).

Online News Consumers See More Bias, Less Integrity from News Organizations

<i>Which better describes news organizations?</i>	Online a <i>main</i> news source %	Online a news source %	Online not a news source %	Main- offline diff
Politically biased in their reporting	65	56	46	+19
Not politically biased	26	33	36	-10
Focus on unimportant stories	73	60	55	+18
Focus on important stories	21	35	34	-13
Are often influenced by powerful people/orgs	81	77	64	+17
Are pretty independent	16	18	27	-11
Tend to favor one side	83	73	67	+16
Deal fairly with all sides	15	20	25	-10
Try to cover up mistakes	68	68	78	-10
Willing to admit mistakes	24	23	13	+11
Minimum N	339	154	226	

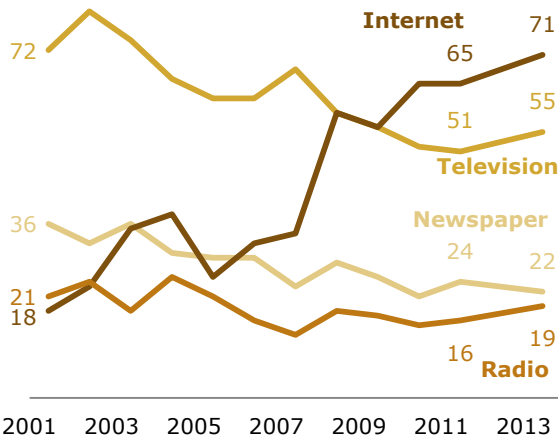
PEW RESEARCH CENTER July 17-21, 2013. Q51, Q52, Q55bF1, Q55cF1, Q55hF2. Don't know responses not shown.

Internet Leading Source of News for Those Under 50

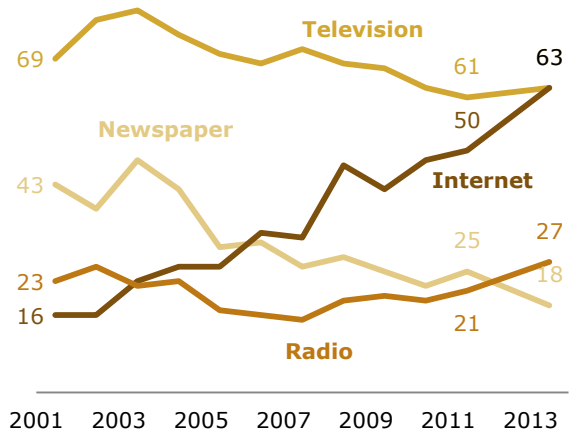
The internet is now the main source for national and international news for those under the age of 50. Overall, 71% of those 18-29 cite the internet as a main news source, more than the percentage that cites television (55%). Among those 30-49, 63% say the internet is where they go to get most of their news, up 13 points from 2011 and, for the first time, the percentage of this group citing the internet as their main source matches the percentage who say television is their top news source. (Respondents were allowed to name up to two sources).

Main Source for National and International News

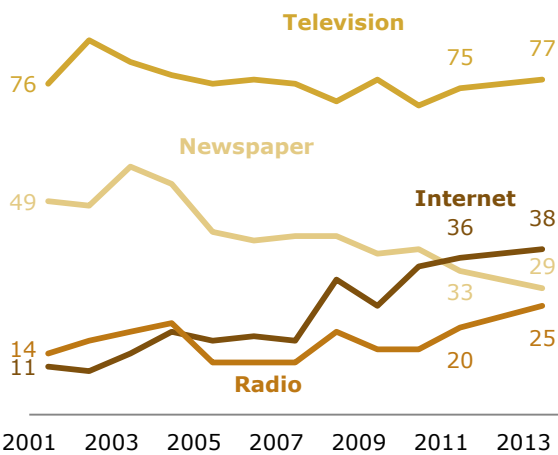
18-29



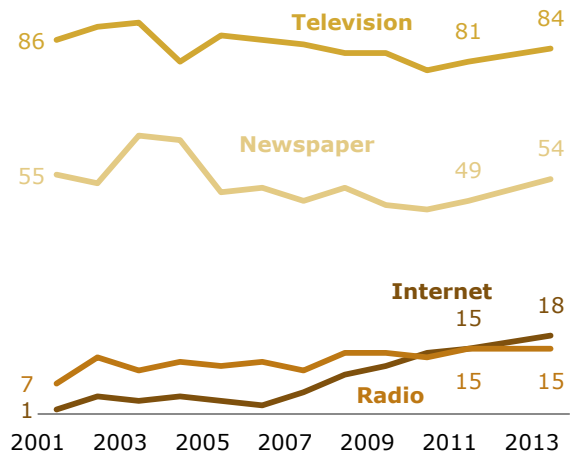
30-49



50-64



65+



PEW RESEARCH CENTER July 17-21, 2013. Respondents were allowed to name up to two sources. Q46 & Q47.

For those ages 50 and older, television remains the dominant source for news. About three-quarters (77%) of those 50-64 say television is a main source for news, compared with 38% who cite the internet. For those ages 65 and older, 84% turn to television for most of their news, 54% rely on newspapers and just 18% say the internet is a top news source. For both those ages 50-64 and 65 and older, there has been no significant increase in the percentages citing the internet as a main source for news since 2011.

About the Survey

The analysis in this report is based on telephone interviews conducted July 17-21, 2013 among a national sample of 1,480 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (750 respondents were interviewed on a landline telephone, and 730 were interviewed on a cell phone, including 382 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. 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, Hispanic origin and nativity and region to parameters from the 2011 Census Bureau's American Community Survey and population density to parameters from the Decennial Census. The sample also is 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 2012 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 combined sample and adjusts for household size among respondents with a landline phone. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus...
Total sample	1,480	3.0 percentage points
Form 1	740	4.2 percentage points
Form 2	740	4.2 percentage points
18-29	233	7.5 percentage points
30-49	349	6.1 percentage points
50-64	468	5.3 percentage points
65+	405	5.7 percentage points
Republican	318	6.4 percentage points
Democrat	446	5.4 percentage points
Independent	644	4.5 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

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.

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JULY 2013 POLITICAL SURVEY
FINAL TOPLINE
July 17-21, 2013
N=1,480

QUESTIONS 1-3, 5, 7, 9-10, 15-16, 20-27, 33-34, 40 PREVIOUSLY RELEASED
NO QUESTIONS 4, 6, 8, 11-14, 17-19, 28-32, 35-39, 41-45

ASK ALL:

Q.46 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 ONCE FOR ADDITIONAL: "Any others?"]**

	Tele- vision	News- papers	Radio	Maga- zines	Internet	(VOL.) Other	(VOL.) DK/Ref
Jul 17-21, 2013	69	28	23	4	50	2	1
Jul 20-24, 2011	66	31	19	3	43	4	*
May 5-8, 2011 (Killing of bin Laden)¹	74	22	13	1	39	2	1
Dec 1-5, 2010	66	31	16	3	41	1	1
Jul 8-11, 2010	68	24	17	3	41	2	1
Jan 14-17, 2010 (Haiti earthquake)	69	18	11	1	31	2	2
Dec 9-13, 2009	70	32	17	3	35	1	1
Jul 22-26, 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
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, 2005 (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	*

Total exceeds 100% because of multiple responses.

¹ For May 5-8, 2011, the question asked about how people had been getting news about "the killing of Osama bin Laden." For Jan. 14-17, 2010, the question asked about "the earthquake in Haiti." In Early September 2005, the question asked about "news about the impact of Hurricane Katrina." In March 2003, the question asked about "news about the war in Iraq." In Mid-September 2001, the question asked about "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 TELEVISION (1) AS EITHER 1ST OR 2ND RESPONSE IN Q.46 ASK:

Q.47 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]

BASED ON TOTAL:

	<u>Local</u>	<u>ABC</u>	<u>CBS</u>	<u>NBC</u>	<u>CNN</u>	<u>MSNBC</u>	<u>Channel</u>	<u>Other</u>	<u>DK/Ref</u>	<i>TV not a main source</i>
Jul 17-21, 2013	19	11	9	11	19	6	19	5	1	(31)
Jul 20-24, 2011	16	8	7	10	15	6	19	4	2	(34)
Dec 1-5, 2010	16	10	7	9	16	7	16	3	2	(34)
Jul 8-11, 2010	17	9	8	8	17	5	19	4	2	(32)
Dec 9-13, 2009	16	12	8	10	19	6	19	3	2	(30)
Jul 22-26, 2009	18	11	10	13	22	6	19	3	1	(29)
December, 2008	15	12	9	10	23	8	17	4	2	(30)
September, 2007	18	11	8	13	22	7	16	3	2	(26)
August, 2006	13	10	9	12	24	6	20	6	1	(28)
November, 2005	16	14	12	15	24	8	22	5	3	(27)
Early Sept, 2005² (Hurricane Katrina)	19	14	8	12	31	9	22	3	3	(11)
June, 2005	13	12	9	12	18	5	16	2	4	(26)
December, 2004	15	11	9	14	20	6	19	3	3	(26)
October, 2003	17	12	8	13	20	6	17	--	4	(20)
August, 2003	17	12	10	15	26	7	18	3	4	(21)
Early July, 2003	17	12	11	14	27	9	22	3	3	(21)
January, 2002	16	11	11	15	28	8	16	4	2	(18)

Total exceeds 100% because of multiple responses.

ASK IF Q.46 DOES NOT INCLUDE INTERNET (5) IN EITHER RESPONSE:

Q.48 Do you ever get news online, or not?

BASED ON TOTAL:

<u>Jul 17-21 2013</u>		<u>Jul 20-24 2011</u>
20	Yes	20
30	No	37
*	Don't know/Refused (VOL.)	0
50	Reported getting news online in Q.46	43
70	NET: Ever gets news online	63

ASK ALL:

On a different subject...

Q.49 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>	<u>(VOL.) DK/Ref</u>
Jul 17-21, 2013	21	68	10
Jul 20-24, 2011	25	58	17
July, 2009	22	62	16
July, 2007	27	58	15
November, 2005	22	62	16

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

Q.49 CONTINUED...

	Keeps leaders <u>from doing their job</u>	Keeps leaders from doing things <u>that shouldn't be done</u>	(VOL.) <u>DK/Ref</u>
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.50 In general, do you think news organizations get the facts straight, or do you think that their stories and reports are often inaccurate?

	Get the <u>facts straight</u>	Stories often <u>inaccurate</u>	(VOL.) <u>DK/Ref</u>
Jul 17-21, 2013	26	67	6
Jul 20-24, 2011	25	66	9
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
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.51 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>
Jul 17-21, 2013	19	76	5
Jul 20-24, 2011	16	77	7
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

Q.51 CONTINUED...

	<u>Deal fairly with all sides</u>	<u>Tend to favor one side</u>	(VOL.) <u>DK/Ref</u>
January, 1988	30	59	11
December, 1986	39	54	7
July, 1986	37	57	6
July, 1985	34	53	13

ASK ALL:

Q.52 In general, do you think news organizations are pretty independent, or are they often influenced by powerful people and organizations?

	<u>Pretty independent</u>	<u>Often influenced by powerful people and organizations</u>	(VOL.) <u>DK/Ref</u>
Jul 17-21, 2013	20	75	5
Jul 20-24, 2011	15	80	5
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

NO QUESTIONS 53-54**ASK ALL:**

Q.55 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)]**

ASK FORM 1 ONLY [N=740]:

		Early		Mid-Early											
Jul 17-21 2013		Jul 11	Jul 09	Jul 07	Jun 05	Jul 03	Jul 02	Nov 01	Sep 01	Feb 99	Aug 89	Jan 87	Jul 86	Jul 85	
a.F1	Care about the people they report on, OR	26	32	35	28	31	30	47	23	21	--	41	--	35	
	Don't care about the people they report on	63	55	53	58	56	55	38	64	67	--	45	--	48	
	Neither applies	6	8	7	9	9	10	11	10	9	--	9	--	10	
	Don't know/Refused (VOL.)	4	4	5	5	4	5	4	3	3	--	5	--	7	
b.F1	Willing to admit their mistakes, OR	18	21	29	28	27	23	35	24	26	--	--	--	34	
	Try to cover up their mistakes	72	70	63	62	62	67	52	67	66	--	--	--	55	
	Neither applies	4	4	4	6	5	6	9	5	6	--	--	--	4	
	Don't know/Refused (VOL.)	5	5	4	4	6	4	4	4	2	--	--	--	7	
c.F1	Focus on the stories that are important to the country, OR	--	--	--	--	--	--	--	--	--	--	--	--	--	
	Spend too much time on unimportant stories	--	--	--	--	--	--	--	--	--	--	--	--	--	
	Neither applies	--	--	--	--	--	--	--	--	--	--	--	--	--	
	Don't know/Refused (VOL.)	--	--	--	--	--	--	--	--	--	--	--	--	--	

Q.55 CONTINUED...

			Early					Mid-Early						
Jul 17-21 <u>2013</u>			Jul	Jul	Jun	Jul	Jul	Nov	Sep	Feb	Aug	Jan	Jul	Jul
d.F1	48	Protect democracy, OR	42	46	44	47	52	50	60	46	45	55	52	58
	35	Hurt democracy	42	37	36	33	28	29	19	32	38	19	27	18
	11	Neither applies	11	10	13	12	13	14	14	15	13	20	13	17
	6	Don't know/Refused (VOL.)	5	7	7	8	7	7	7	7	4	6	8	7

NO ITEM e**ASK FORM 2 ONLY [N=740]:**

f.F2	67	Care about how good a job they do, OR Don't care about how good a job they do	62	67	69	65	68	65	78	69	69	--	--	77	79
	26	Neither applies	31	23	23	25	22	23	14	22	22	--	--	16	11
	5	Don't know/Refused (VOL.)	5	5	6	6	7	8	6	7	6	--	--	5	4
	2		3	4	2	4	3	4	2	2	3	--	--	2	6
g.F2	60	Highly professional, OR	57	59	66	59	62	49	73	54	52	--	--	71	72
	29	Not professional	32	27	22	25	24	31	12	27	32	--	--	13	11
	8	Neither applies	8	10	9	12	9	15	12	15	13	--	--	12	9
	2	Don't know/Refused (VOL.)	3	4	3	4	5	5	3	4	3	--	--	4	8
h.F2	58	Politically biased in their reporting, OR Careful that their reporting is NOT politically biased	63	60	55	60	53	59	47	59	56	--	47	42	45
	30	Neither applies	25	26	31	28	29	26	35	26	31	--	39	41	36
	8	Don't know/Refused (VOL.)	5	7	7	6	9	10	11	8	8	--	7	9	7
	4		7	7	7	6	9	5	7	7	5	--	7	8	12
i.F2	46	Liberal, OR	47	50	52	50	51	--	--	--	--	--	54	--	41
	26	Conservative	25	22	25	26	26	--	--	--	--	--	26	--	19
	19	Neither applies	18	17	14	16	14	--	--	--	--	--	12	--	20
	9	Don't know/Refused (VOL.)	10	10	9	8	9	--	--	--	--	--	8	--	20

**NO QUESTIONS 56-57, 59-60
QUESTION 58 PREVIOUSLY RELEASED****ASK FORM 1 ONLY [N=740]:**

Q.61F1 Just your impression, do you think the job of being a journalist today is **[READ; RANDOMIZE]**?

Jul 17-21 <u>2013</u>	
28	Easier than it used to be
65	Harder than it used to be
3	About the same as it used to be (VOL.)
4	Don't know/Refused (VOL.)

NO QUESTION 62**ASK FORM 2 ONLY [N=740]:**

Q.63F2 Do you think it takes a special set of skills and training to be a journalist, or don't you think so?

Jul 17-21 <u>2013</u>	
79	Takes a special set of skills and training to be a journalist
19	Doesn't take a special set of skills
2	Don't know/Refused (VOL.)

ASK ALL:

Q.64 With the amount of news and information these days, do you think **[INSERT ITEM; RANDOMIZE]**?

Jul 17-21

2013

54 Journalists are more important than in the past because they help make sense of all the information that is available

38 Journalists are less important than in the past because people can get information without the help of journalists

4 About as important as they used to be **(VOL.)**

4 Don't know/Refused **(VOL.)**

NO QUESTIONS 65, 67**QUESTION 66 PREVIOUSLY RELEASED****ASK ALL:**

Next,

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

ASK IF INDEP/NO PREF/OTHER/DK/REF (PARTY=3,4,5,9):

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

				(VOL.)	(VOL.)	(VOL.)	Lean	Lean
	Republican	Democrat	Independent	No preference	Other party	DK/Ref	Rep	Dem
Jul 17-21, 2013	19	29	46	3	*	2	19	18
Jun 12-16, 2013	23	33	39	3	*	2	17	15
May 1-5, 2013	25	32	37	2	1	3	14	16
Mar 13-17, 2013	26	33	34	3	1	3	14	15
Feb 13-18, 2013	22	32	41	2	*	2	15	19
Jan 9-13, 2013	25	32	38	2	*	2	15	16
Dec 17-19, 2012	21	32	38	4	*	4	15	14
Dec 5-9, 2012	23	33	38	3	1	2	14	19
Oct 31-Nov 3, 2012	26	34	34	3	1	3	13	16
Oct 24-28, 2012	28	33	33	4	*	2	12	16
Oct 4-7, 2012	27	31	36	3	1	3	15	15
Sep 12-16, 2012	24	35	36	2	*	2	14	16
Jul 16-26, 2012	22	33	38	4	*	3	14	15
Yearly Totals								
2012	24.7	32.6	36.4	3.1	.5	2.7	14.4	16.1
2011	24.3	32.3	37.4	3.1	.4	2.5	15.7	15.6
2010	25.2	32.7	35.2	3.6	.4	2.8	14.5	14.1
2009	23.9	34.4	35.1	3.4	.4	2.8	13.1	15.7
2008	25.7	36.0	31.5	3.6	.3	3.0	10.6	15.2
2007	25.3	32.9	34.1	4.3	.4	2.9	10.9	17.0
2006	27.8	33.1	30.9	4.4	.3	3.4	10.5	15.1
2005	29.3	32.8	30.2	4.5	.3	2.8	10.3	14.9
2004	30.0	33.5	29.5	3.8	.4	3.0	11.7	13.4
2003	30.3	31.5	30.5	4.8	.5	2.5	12.0	12.6
2002	30.4	31.4	29.8	5.0	.7	2.7	12.4	11.6
2001	29.0	33.2	29.5	5.2	.6	2.6	11.9	11.6
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4
2001 Pre-Sept 11	27.3	34.4	30.9	5.1	.6	1.7	12.1	13.5
2000	28.0	33.4	29.1	5.5	.5	3.6	11.6	11.7
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5
1998	27.9	33.7	31.1	4.6	.4	2.3	11.6	13.1
1997	28.0	33.4	32.0	4.0	.4	2.3	12.2	14.1
1996	28.9	33.9	31.8	3.0	.4	2.0	12.1	14.9
1995	31.6	30.0	33.7	2.4	.6	1.3	15.1	13.5
1994	30.1	31.5	33.5	1.3	--	3.6	13.7	12.2
1993	27.4	33.6	34.2	4.4	1.5	2.9	11.5	14.9
1992	27.6	33.7	34.7	1.5	0	2.5	12.6	16.5

PARTY/PARTYLN CONTINUED...

				(VOL.) No	(VOL.) Other	(VOL.) DK/Ref	Lean Rep	Lean Dem
	Republican	Democrat	Independent	preference	party			
1991	30.9	31.4	33.2	0	1.4	3.0	14.7	10.8
1990	30.9	33.2	29.3	1.2	1.9	3.4	12.4	11.3
1989	33	33	34	--	--	--	--	--
1987	26	35	39	--	--	--	--	--

**QUESTIONS 68-71, 73-79 PREVIOUSLY RELEASED
NO QUESTIONS 72, 80-82****ASK ALL:**

TEAPARTY2 From what you know, do you agree or disagree with the Tea Party movement, or don't you have an opinion either way?

	Agree	Disagree	No opinion either way	(VOL.) Haven't heard of	(VOL.) Refused	Not heard of/ DK
Jul 17-21, 2013	18	25	52	4	1	--
Jun 12-16, 2013	22	29	46	2	2	--
May 23-26, 2013	17	20	56	3	4	--
Feb 14-17, 2013	19	26	52	2	1	--
Dec 5-9, 2012	18	29	50	2	1	--
Oct 31-Nov 3, 2012 (RVs)	19	29	47	1	3	--
Oct 4-7, 2012	19	25	52	2	2	--
Sep 12-16, 2012	18	26	53	2	2	--
Jul 16-26, 2012	16	27	54	2	1	--
Jun 28-Jul 9, 2012	19	27	49	3	2	--
Jun 7-17, 2012	21	25	52	2	1	--
May 9-Jun 3, 2012	16	25	54	2	3	--
Apr 4-15, 2012	20	26	50	3	2	--
Mar 7-11, 2012	19	29	48	2	2	--
Feb 8-12, 2012	18	25	53	2	2	--
Jan 11-16, 2012	20	24	52	2	2	--
Jan 4-8, 2012	18	25	52	2	3	--
Dec 7-11, 2011	19	27	50	2	2	--
Nov 9-14, 2011	20	27	51	1	1	--
Sep 22-Oct 4, 2011	19	27	51	2	1	--
Aug 17-21, 2011	20	27	50	1	1	--
Jul 20-24, 2011	20	24	53	1	1	--
Jun 15-19, 2011	20	26	50	3	2	--
May 25-30, 2011	18	23	54	2	2	--
Mar 30-Apr 3, 2011	22	29	47	1	1	--
Mar 8-14, 2011	19	25	54	1	1	--
Feb 22-Mar 1, 2011	20	25	52	2	2	--
Feb 2-7, 2011 ³	22	22	53	2	2	--
Jan 5-9, 2011	24	22	50	2	1	--
Dec 1-5, 2010	22	26	49	2	2	--
Nov 4-7, 2010	27	22	49	1	1	--
Oct 27-30, 2010 (RVs)	29	25	32	--	1	13
Oct 13-18, 2010 (RVs)	28	24	30	--	1	16
Aug 25-Sep 6, 2010 (RVs)	29	26	32	--	1	13
Jul 21-Aug 5, 2010	22	18	37	--	1	21
Jun 16-20, 2010	24	18	30	--	*	27

3

In the February 2-7, 2011, survey and before, question read "...do you strongly agree, agree, disagree or strongly disagree with the Tea Party movement..." In October 2010 and earlier, question was asked only of those who had heard or read a lot or a little about the Tea Party. In May 2010 through October 2010, it was described as: "the Tea Party movement that has been involved in campaigns and protests in the U.S. over the past year." In March 2010 it was described as "the Tea Party protests that have taken place in the U.S. over the past year."

TEAPARTY2 CONTINUED...

	<u>Agree</u>	<u>Disagree</u>	No opinion <u>either way</u>	(VOL.) Haven't <u>heard of</u>	(VOL.) <u>Refused</u>	<i>Not heard of/ <u>DK</u></i>
May 20-23, 2010	25	18	31	--	1	25
Mar 11-21, 2010	24	14	29	--	1	31

Q.83 PREVIOUSLY RELEASED