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Eight Nation, People & The Press Survey
**MIXED MESSAGE ABOUT PRESS FREEDOM
ON BOTH SIDES OF ATLANTIC**

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MIXED MESSAGE ABOUT PRESS FREEDOM ON BOTH SIDES OF ATLANTIC

In a comparative media survey across eight countries, the publics of North America and Western Europe credit the news media for its positive overall impact on their countries. Large majorities said the press helps their democracies and has a good influence on their societies -- usually better than the influence of other institutions, including even the churches in most cases.

But the Times Mirror-led surveys of public opinion in five major European nations and in Canada, Mexico and the United States also found alarming levels of public support for government restrictions on the press. In the abstract, the concept of censorship was rejected by most North Americans as well as the French, Germans, Italians, Spaniards and British. But when questioned about specific types of stories, respondents in all nations surveyed favored limits on press freedom for reasons ranging from protecting military secrets to reducing portrayals of sex and violence in the media.

Relative to Europeans, Americans expressed moderate support for such measures. Nonetheless, U.S. majorities did favor censorship to restrict portrayals of explicit sex (59%) and violence (52%). Americans were divided over censorship to curb racial or ethnic insults, while most in the U.K. (60%), Germany (52%), France (75%) and Canada (61%) favored such limits.

Similarly, while the polling found the media to be highly credible to audiences on both sides of the Atlantic, the publics qualified their praise with important caveats regarding press objectivity. Large majorities of those surveyed said the press is often influenced by powerful people and institutions, for example, and most believe the media is often not fair in the way it covers political and social issues.

Solid majorities in most countries, including more than six in ten Americans, think that television and newspapers are one-sided in the way they cover political and social issues. The only exception to this view was found in Britain where a majority judged television news (*but definitely not newspapers*) to be fair.

The polls also found that to a surprising degree, these disparate societies had much the same criticisms about the way the media approaches its job. They complained that the press is sensational, intrusive and negative. Majorities in just about every country thought the press invades peoples privacy, rather than respecting it, and few in any country believed the press is particularly responsible in the way it covers the personal and ethical behavior of politicians.

Watchdog Valued

Despite such complaints and the inclination to use a muzzle, the watchdog role of the press emerges as a very significant component of overall attitudes toward the media in Europe and North America. Huge majorities of at least two-thirds said media criticism keeps politicians honest. Few in any country think that press scrutiny keeps politicians from doing their jobs. And the public of every country surveyed overwhelmingly reject the idea of restrictions on news organizations in order to avoid embarrassment to political leaders.

But Still Believable

Furthermore, for all the criticisms about *how* the press does its job, the publics of every country in the survey judged the result as positive. They said the media was the most believable of most institutions in their society. In virtually all countries, news organizations were rated more believable than the churches, than government officials, than the Congresses (or Parliaments), and than the top political leaders in each country. Mexicans alone rated the church higher.

In the U.S., 73% rated television news and 68% newspapers as believable. Comparatively, Bill Clinton achieved a 49% believable rating from Americans and the Congress only 24%. In this respect, Clinton's credibility topped all other heads of government except Mexico's president Carlos Salinas de Gortari (72%) whose rating may have been boosted amid the Indian rebellion in that country, and the newly elected Canadian prime minister, Jean Chretien, 53%, who was enjoying a honeymoon following his election victory. Other ratings were: Francois Mitterand (41%), Helmut Kohl (40%), Felipe Gonzalez (27%), Luigi Scalforo (38%) and John Major (26%).

The publics of Western Europe and North America clearly see the news media as helping, rather than hurting, their democracies. And by wide margins in most countries, both television news and newspapers were judged as having a good, rather than bad, influence on society. The press gets a much better review in this regard than political parties, legislators, business leaders, movie makers and entertainment television in most countries surveyed. The churches were rated roughly as high as the press for being a good influence, except in France, Germany and Spain where the Church did poorly in this measure. Overall, only environmentalists scored higher than the media in being judged a good influence.

Among the media itself, newspapers and television news were generally rated the same with regard to accuracy and believability. However, in most countries television news was somewhat better regarded. The British and Italian publics, however, find their television news *much more* credible and accurate than their newspapers. In Spain, the reverse is true.

Brits Read More

British skepticism about the believability of newspapers does not appear to inhibit readership. In the U.K., 62% had read a paper on the day before the survey interview was conducted. This was only surpassed in Germany (78%), and it far eclipsed American newspaper readership (49%). In all countries save Germany, considerably more watched a television news report than read a paper the day before the interview.

The polling found the international publics about equally attentive to major international news stories, with a few notable exceptions. The Germans paid more attention to the results of the December elections in Russia, and the French and Italian publics were more attentive to news about the war in Bosnia. The U.S. and Mexican publics followed the Michael Jackson's personal problems more closely than others.

Americans Know Less

A five-question current events test showed Americans know less than most other publics. U.S. respondents ranked next to last in the study, only above the Spaniards. The German public was clearly the best informed; 79% correctly identified the PLO as reaching a peace accord with Israel,

and 58% could identify Boutros Boutros Ghali. In the U.S., although the Mideast accord was signed in the White House and the United Nations chief is headquartered in New York, those figures were 40% and 13%, respectively. Although Spanish respondents had a lower average score than Americans, they did better than U.S. respondents by another measure: 32% in Spain failed to answer any question correctly compared to 37% in the U.S.

These are among the key results of an international survey which asked the same questions in the same mid-January time period in the eight nations on both sides of the Atlantic. The hour-long questionnaire was developed by the Times Mirror Center for The People & the Press in consultation with participating colleagues and the help of researchers in each country. The polling was conducted by national organizations in each country, and the results coordinated and analyzed by the Times Mirror Center.

Cooperating in the project were the following news organizations: in Spain, El Pais; in Italy, La Repubblica; in France, Liberation; in Mexico, El Norte.

A methodology section is contained in the appendix, as well as the specific questions asked and the country-by-country results.

Challenges to Press

The survey comes at a time when the press is under fire in most Western democracies on various grounds. Such attacks have spanned centuries, cultures, and continents, but only lately have efforts to curb the media had an international thrust. Notable was the UNESCO attempt a decade ago to establish the New World Information Order. Most recent was the Council of Europe's proposal, put forward last year, that urged member states to enact a 38-item code of journalistic ethics. Among other things, "the code calls for establishment of a bureaucracy to regulate the media and for national laws to penalize them for errors."¹

To consider the wealth of data collected by the polls, this report is divided into several sections. First it discusses how the press is viewed overall by the various publics. Second is the believability of the media compared to other institutions, as well as its accuracy and objectivity. Third it examines how the press does its job, including what the publics like most and least about the media, and the media's closely related watchdog role in society. Fourth it looks at the media and society, whether the media helps or hurts democracy and what influence it exerts relative to other institutions, groups and entertainments. Fifth, the report considers attitudes toward press freedom and toward censorship. Sixth, it examines how attentive and knowledgeable the different publics are to news events. The seventh section deals with media usage in the respective countries. Other lesser issues are mentioned in the final section.

¹"Free Press Threat in Europe," by George Garneau, Editor & Publisher, Nov. 6, 1993, p.14.

I. HOW THE PRESS IS VIEWED OVERALL

The media's role is perceived differently in different countries. Indeed, television and newspapers are often seen in different lights, not only due to cultural factors but also because of each nation's unique history as it related to these media outlets, and because of the structural characteristics of the media industry.

When the publics were asked to volunteer what they *liked least* about the media, bias, sensationalism and invasion of privacy were among the top complaints in every country. In the United States, Italy and Spain, the main criticism was about one-sidedness and non-objectivity. In Canada, Germany and Mexico, it was yellow journalism and sensationalism. In France and the United Kingdom, it was violation of privacy. Repetition and emphasis on bad news were other complaints voiced by significant numbers of respondents.

| CRITICISMS OF THE NEWS MEDIA (Top Three By Country) | | | |
|--|--|---|---|
| Country: | First | Second | Third |
| Canada | Sensationalism | Repetition/ Over Emphasis | Lack of Objectivity, Emphasis on Bad News |
| France | Invasion of Privacy, Too Much Advertising | Repetition/Over Over Emphasis | Sensationalism, Emphasis on Bad News |
| Germany | Sensationalism | Too Much Advertising | Invasion of Privacy |
| Italy | Lack of Objectivity | Sensationalism, Personalities/ Appearance of Reporters | Inaccuracies/Dishonesty, Invasion of Privacy |
| Mexico | Sensationalism | Lack of Objectivity | Too Much Advertising |
| Spain | Lack of Objectivity | Sensationalism | Emphasis on Bad News |
| United Kingdom | Invasion of Privacy | Emphasis on Bad News | Sensationalism |
| United States | Lack of Objectivity | Emphasis on Bad News | Sensationalism |

In what was a recurring pattern in the data, the ex-Communist East Germans were more critical than West Germans on most media issues. Long accustomed to a controlled press, they focused criticism particularly on sensationalism (cited by 51% of respondents vs. 34% in West Germany) and invasion of privacy (32% vs. 20%). In contrast, Canadians stood out as the public with least criticisms; 19% had no complaints, which was six times higher than the proportion of French who offered no criticism and twice the level of Americans.

Asked what they *liked most*, the publics in seven of the eight nations said most often that the media keeps them informed and up to date. This virtue was cited in widely varying degrees, however; publics in France, Germany and the United Kingdom appear to value this functional feature

of the media considerably more often than in the United States, Canada and Italy where preferences were more diverse.

Objectivity and fairness were values most often cited in Spain; interestingly, the criticism most often made of the press in Spain was non-objectivity. Speed and promptness were other virtues cited often by most publics. Again, the French and Germans had the most to say.

II. BELIEVABILITY

Perhaps the most striking finding of the poll was that the media, despite all its flaws, remained more credible than other key political and social organizations and individuals.

Responses were registered on a four-point scale which ranged, at one end, from the respondent saying he or she believes all or most of what an individual or organization says, to the other end where almost nothing is believed. The most meaningful comparisons were found by adding together the two top (positive) ratings of relative belief, and the bottom two (negative) ratings of relative disbelief.

Television received somewhat higher believability ratings overall. Positive totals were registered by at least two-thirds of the publics in all eight countries. Among them, Germany was highest at 90%, with the U.K. close behind at 85%. Spain and Italy were lowest, at 64% and 67%, respectively.

Newspapers were comparable to television in seven of the countries, although their ratings were marginally lower. Germans were still highest, for example, but at 84%; and Spain lowest, at 60%. The exception was the British, where only 53% said they believe their newspapers.

Believability of **radio news** was intermediate between television and newspapers for the publics in seven countries. The exception in this case were the Italians; only 47% gave radio positive ratings.

And **news magazines** had significantly lower believability ratings in all nations. Roughly one in three respondents, and sometimes more, gave magazines a low believability score, particularly in Spain where significantly more respondents said they disbelieve news magazines than believe them.

The difference in believability ratings between television and newspapers was generally the same for all countries as in the United States, where television rated 73% compared to 68% for newspapers. The remarkable exception in the U.K., where 85% believed television while only 53% believed newspapers, may have reflected not only the vaunted sensationalism of British tabloids but also the recent print exposes affecting Members of Parliament and the Monarchy.

PERCENT RATING EACH ORGANIZATION BELIEVABLE*

| Country: | News-Papers | TV News | The Church | Nation's Leader |
|----------------|-------------|---------|------------|-----------------|
| Canada | 71 | 81 | 47 | 53 |
| France | 68 | 74 | 35 | 41 |
| Germany | 84 | 90 | 40 | 40 |
| Italy | 63 | 67 | 52 | 38 |
| Mexico | 74 | 75 | 79 | 72 |
| Spain | 60 | 64 | 40 | 27 |
| United Kingdom | 53 | 85 | 44 | 26 |
| United States | 68 | 73 | 60 | 49 |

* Rated 4 or 3 on 4 point scale.

Churches' Credibility

Churches came out second best in believability, behind all types of media, except in Mexico. There the Church was registered believable by 79%, somewhat above television and newspapers (75% and 74%, respectively). Next highest rating for the churches was the United States (60%), but

this was lower than for all media except newsmagazines (also 60%). In Italy, the only Catholic country among those surveyed without an anti-clerical tradition, the Church registered 52%, in contrast to television's 67% and newspapers 63%. The lowest believability result for churches was registered in Spain and Germany, both 40%.

The *chief political leader* in each country -- president or prime minister -- registered relatively believable, although with wide individual variations. *Government officials* and *national legislatures* -- Congresses, Parliaments, Chambers of Deputies -- were lowest in the ratings except for advertisers, with no more than one-third of respondents calling them believable.

III. HOW THE PRESS DOES ITS JOB

Important qualifications to the media's believability ratings were found in the significant criticism among respondents about the media's objectivity and accuracy. The public in each country also expressed complaints about how the press does its job.

Much as with their likes and dislikes about the press, the publics in all countries were quite similar in how they felt about specific press activities. Majorities or pluralities in all nations felt the newspapers and/or television are intrusive and often unfair, and substantial minorities said the media behaves not very responsibly. Newspapers were usually criticized more than TV.

Majorities in Canada, France and the United States believe that both print and broadcast journalism unnecessarily invade people's privacy. Americans objected most among all publics in this regard, with better than six in ten complaining about intrusiveness. Among most of the other nations², print was criticized more than television on the privacy issue.

This was particularly true in the United Kingdom where the public was highly critical of the print media. By a three to two margin, Britons said newspapers invades privacy more than television (76% vs. 50%). Italians also blamed print more than TV by a similarly large margin (50% vs. 31%).

Majorities or near majorities in all countries believe the media covers the personal and ethical behavior of politicians rather responsibly (either "very responsibly" or "fairly responsibly"). But of them, few respondents -- usually less than 10% -- chose to say the media behaves "very responsibly." Television received somewhat better grades than newspapers, particularly in the United Kingdom, where 70% said television behaves (very plus fairly) responsibly vs. 48% for newspapers. In the United States, television and newspapers were judged much the same in this regard; television 66%, newspapers 62%.

Fairness at Issue

The objectivity of the media and its inaccuracies drew considerable fire from most respondents.

Huge majorities in all countries said the media is often influenced by powerful groups and people. Even in Germany, which registered the lowest rate of such criticism, 50% saw the press being swayed by the powerful.

² Mexican data did not permit the media results to be divided between television and newspapers on some questions.

Asked if the media deals fairly in its coverage, huge majorities in most countries said the press tends to favor one side. The French and Italian publics were particularly strong in their criticism on this issue, with more than three out of four respondents in each country saying both television and newspapers are unfair.

Only the Germans lacked a majority in this respect, but by a high plurality they said the media was unfair (48% for newspapers, 46% for television).

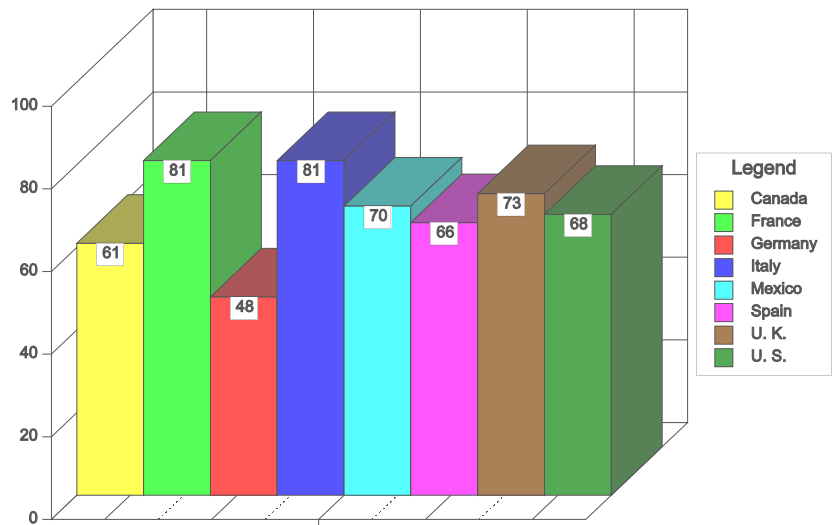
Newspapers came out somewhat worse in Canada (61% vs. 54% for television), Spain (66% vs. 59%), and the United States (68% vs. 63%), and very much worse in the United Kingdom (73% vs. 42%) in this regard.

Finally, there was significant majorities or pluralities who faulted the press on accuracy. More than 70% of respondents in France and Italy found newspapers often inaccurate, with television somewhat less so.

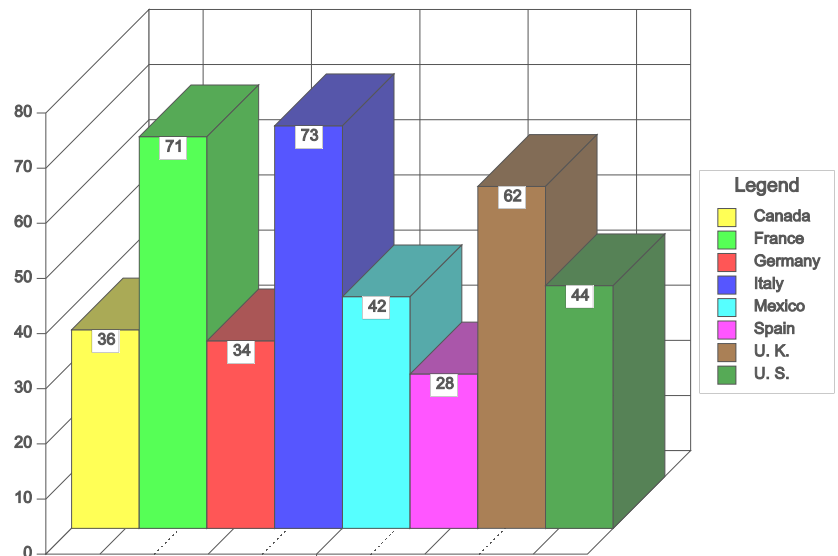
In the United States, both television and newspapers were said to be often inaccurate by more than 40% of respondents. Twice as many people in the U.K. (62%) said newspapers were often inaccurate compared to television (31%). Considerably more respondents in the formerly communist East Germany than in West Germany were critical of media accuracy.

Newspapers Favor One Side

Reporting on Social & Political Issues



Newspaper Reports Often Inaccurate



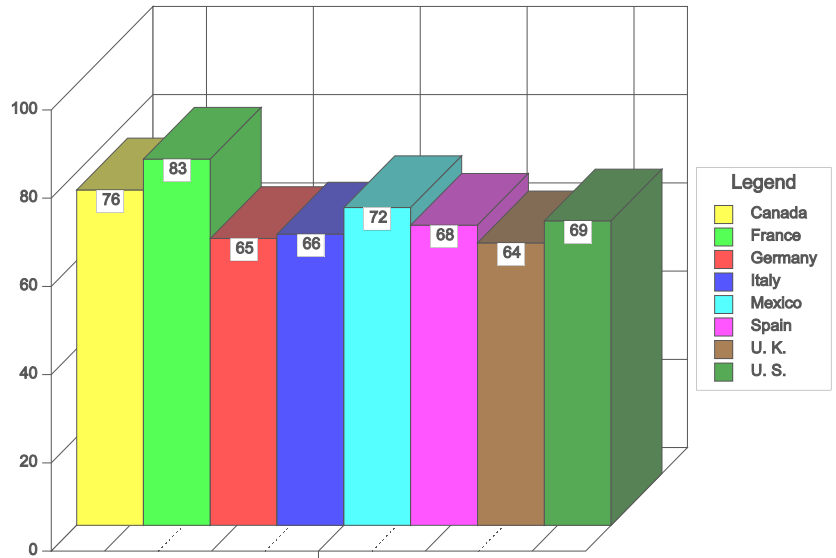
IV. MEDIA AND SOCIETY

The media's crucially important watchdog role in democracies was acknowledged and applauded in all nations by large majorities. From 83% in France to 64% in the United Kingdom (69% in the United States), the publics said media criticism of politicians keeps political leaders from doing things that should not be done.

Majorities -- often large ones -- in all countries said newspapers, television, and radio help democracy in general, with roughly equal percentages for these types of media. The

United Kingdom again stands out as particularly hostile to its newspapers, with 49% saying the newspapers help democracy, compared to 69% for television and 64% for radio. Fully 23% of the British public said newspapers hurt democracy, almost twice the level in the next closest nations.

News Media Keeps Pol.'s Honest



Press Positive Impact

Again, as in the case of credibility/believability, the media emerged very strong when compared to other institutions. More people in all countries said newspapers and television were a good influence than said that about trade unions, about national legislatures (Congress, Parliament, Chamber of Deputies), about business leaders, and even, in most cases, about the church and religious authorities.

PERCENT WHO FEEL EACH HAS A "GOOD INFLUENCE" ON SOCIETY

| Country: | News-Papers | TV News | Enter-tainment Television | The Church |
|----------------|-------------|---------|---------------------------|------------|
| Canada | 73 | 71 | 36 | 61 |
| France | 59 | 55 | 39 | 39 |
| Germany | 47 | 49 | 18 | 24 |
| Italy | 37 | 50 | 26 | 45 |
| Mexico | 70 | 64 | 43 | 73 |
| Spain | 71 | 64 | 33 | 48 |
| United Kingdom | 38 | 66 | 34 | 41 |
| United States | 74 | 71 | 25 | 73 |

Only in three countries -- Mexico, the United States and Canada -- did a majority of respondents say the churches were a good influence. Only in Mexico was the Church more often judged a good influence than both newspapers and television (73% vs. 70% newspapers, 64% TV). In Italy, the Church registered between newspapers and television (45%, vs. 50% for TV, 37% for newspapers). In Spain and France, the two other overwhelmingly Catholic countries, the Church fared worse than both newspapers and television. Churches fared best in the United States, where 73% said they were a good influence, but that was dead even with newspapers (74%) and television (71%).

Newspapers and television news also fared much better than entertainment -- *movies/films, rock music, and TV shows* generally -- in all the nations in terms of influence. In fact, in many countries, most of the public judged these entertainments by large margins to have a bad rather than a good influence.

The influence of *movies* was judged more good than bad only in Italy, and that was only marginally so (22% good vs. 15% bad). Elsewhere, movies were deemed more bad than good, from marginally so (as in Germany) to overwhelmingly bad (as in the United States, where 54% said bad vs. 27% good).

Rock music registered only slightly better results, with the French and Spanish joining the Italians in judging its influence more good than bad. Americans again led in the opposite direction, with three to one margin saying bad rather than good influence (64% vs. 21%).

TV shows of all kinds were judged more bad than good only by Americans (53% vs. 25%). Canadians were split (37% vs. 36%), while in all the rest, the publics found more good than bad in such entertainments. This may be as much a judgment of the quality of the TV programs in each country as of television entertainment per se.

Attitudes about the influence of other social institutions and groups:

- *Military*: more good than bad in all nations. The armed forces were judged most positively by far in the United States and Canada (71% and 62%, respectively), and least positively in Germany, where the public was split (21% good, 20% bad). East Germans were more hostile to the military on balance (14% good vs. 20% bad influence).

- *Foreign investors*: more pluses than minuses in most countries. Mexicans were most positive, by more than four to one. But investors from abroad received more bad than good ratings in two countries, France (42% vs. 29%) and the United States (53% vs. 33%).

- *Feminists*: more good than bad in all countries. The movement registered highest in the United States (59%), and its narrowest margin in France (35% good, 28% bad influence).

- *Environmentalists*: positive in all nations by large majorities. Only this group did better overall than the media.

V. FREEDOM OF THE PRESS

The survey found that between one-fourth and one-half of publics in all eight nations believe that the media is not free to report the truth about political and national issues. Spaniards made this judgment least (27%), Italians most (50%). In fact, only in Italy did more respondents believe the press was not free than free (50% vs. 44%).

The English-speaking publics were more likely to say the press was free to report truthfully even when they also believed, somewhat paradoxically, that it was influenced by powerful forces. The other nations surveyed did not. Specifically, among respondents who believed the media was influenced by powerful forces, majorities in the U.S., U.K. and Canada said the media was nonetheless free to report the truth. Elsewhere, of respondents who believed the press was influenced by the powerful, most said the media was not free, in margins rising from narrow pluralities (France 49%) to significant majorities (up to 59% in Italy).

The main threat to press freedom are political parties or the government, according to all publics surveyed. Respondents in Italy, Germany and France cited political parties most often, with Italians singling out parties almost twice as often as the publics in these other countries (48% vs. 26% in Germany, 22% in France). Mexicans, Britons, Americans and Canadians most often pointed at the government, with Mexicans and British citing the government more often (43% and 39%, respectively) than the others (20% in Canada, 17% in the U.S.). The Spanish were closely divided between political parties and the government as the main threat.

While all publics cited either the government or parties as the biggest threat, Germans and Italians put big corporations in second place. In Germany, in particular, corporations were essentially tied with political parties as the main threat (25% and 26%, respectively), and in East Germany, corporations were cited above all other institutions (31%) as a press threat.

Oppose In Principle, Support In Practice

Publics around the world say they favor a free press, and indeed, majorities in the nations surveyed said they opposed restrictions on what the media can report. These majorities ranged from a high of 73% in Spain to a low of 52% in the United Kingdom; in the United States it was 65%.

But the darker side of this coin is that there were substantial minorities in most countries who said, when asked in general about censorship, that they favored restrictions. They topped one-third in the U.K., Canada and France.

Moreover, these minorities became majorities, and even strong majorities, in favor of censorship when the publics were asked about various specific reasons for restricting press freedom.

Some broad inclinations and disinclinations to censorship were found:

- The ***French and British*** look most favorably on censorship among all the nations. ***East Germans***, the only former Communists in the survey, were significantly more sympathetic to censorship than West Germans, particularly when asked about specific types of stories.

- ***Americans*** are just about as likely to support restrictions on the media as other peoples on average despite Constitutional guarantees of freedom of the press. ***Canadians***, who are otherwise most like Americans in various measures, are considerably more willing to accept restrictions on the media in general and in particular.

- *Italians* are more consistently opposed to censorship than other peoples surveyed. They clearly march to a different, more permissive drummer than the other countries regarding the media. The *Spanish* were next most opposed to press restrictions.

In terms of specific stories that attract censorship:

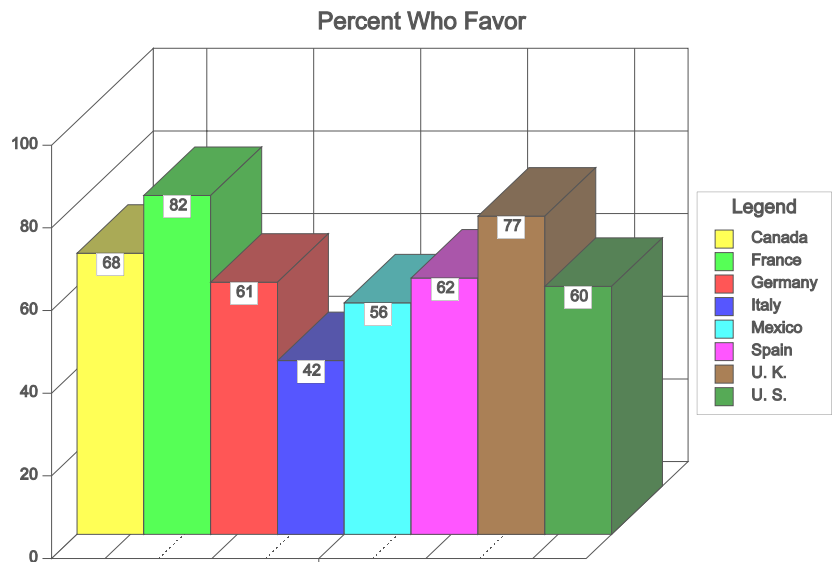
- Majorities in all countries favored censorship to restrict portrayals of unnecessary violence. Respondents in France were most heavily in favor of such restrictions (83%), while Americans were least enthusiastic (52% for, 44% against).

- Censorship to discourage terrorism drew strong majorities in seven of the eight countries. Margins ranged from 82% in France to 56% in Mexico. Italy was the exception, with a bare majority opposed (52%, to 42%).

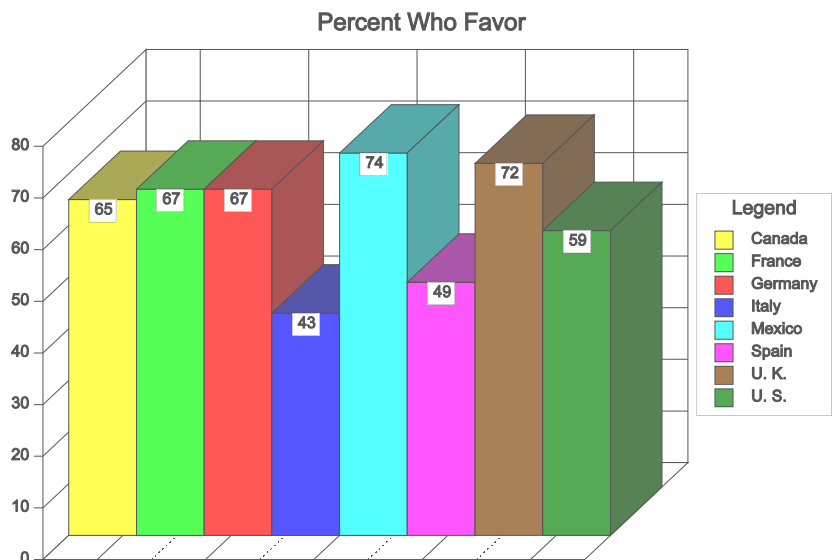
- Censorship to restrict portrayals of explicit sex was supported by strong majorities in six of the eight countries, ranging from highs of 74% in Mexico and 72% in the U.K. to a low of 59% in the U.S. A plurality of Spaniards also approved of censoring pornography, 49% to 35%. But most Italians were against it, 52% to 43%.

- Similarly strong majorities in six of the eight nations favored censorship to protect military secrets. Greatest support for restrictions came from the U.K. (80%). In Spain, a narrow plurality favored censorship on national security grounds (44% for, 41% against).

Censor To Discourage Terrorism



Censor Portrayals of Explicit Sex



Italians opposed it, 54% to 40%.

- Censorship to discourage racial or ethnic insults was favored by the same six countries, although by much narrower margins than for violence, terrorism and sex. Majorities were found in four countries -- France, Canada, the U.K., and Germany, with France most supportive of such restrictions by far (75% in favor). Mexico and Italy were least supportive (39% and 43%, respectively).

- All publics in the survey were united only in opposition to censorship if the restrictions were intended to avoid embarrassing politicians.³

³A degree of TV self-censorship has already been adopted by Canada's private broadcasters in the form of "a voluntary ban on any programming that 'sanctions, promotes or glamorizes violence' or contains 'gratuitous violence in any form'." "Hear No Evil, See No Evil: Canada Gets Tough on TV Violence," by Charles Trueheart, Washington Post, Nov. 23, 1993, pB1.

A similar code has been under debate in the U.S. Congress. "Canadians Debate New Curbs on Speech, Press," by Charles Trueheart, Washington Post, Jan.31, 1994, pA13.

Another limitation on the media came in a Canadian Supreme Court ruling in 1992 which made freedom of expression, including freedom of the press, subject to "such reasonable limits prescribed by law as can be demonstrably justified in a free and democratic society." Trueheart, Washington Post, Jan. 31, 1994, pA13.

VI. NEWS ATTENTIVENESS & KNOWLEDGE

Europeans show only marginally more interest in the major international stories of the day than do Americans, even though the stories in question were usually closer to home for them. But while Americans are not alone in their parochial interests, they are less informed than Europeans about what's going on in the larger world.

Most attention in all countries was given to reports about *economic conditions* there. In France, 40% said they followed such reports "very closely," with proportions ranging down to 22% in Spain and 16% in Mexico.

Next highest attentiveness went to the *civil war in Bosnia*, with France again most attentive (32% followed very closely), down to 15% in both the U.S. and U.K. and 8% in Mexico. Some nations with ground forces in Bosnia scored high (France, at 32%, and Spain, 23%), but others showed only average to low attention to the issue (Canada, 19%; U.K., 15%). Italians showed fairly high interest (25%), presumably because of their proximity to the Balkan conflict.

The *Russian elections* of December, 1993, were followed very closely by 16% of Germans, which was a small proportion but nevertheless, highest among all the surveyed countries. Next was the U.S. with 11%.

Michael Jackson's personal problems drew more attention in the U.S. (19% followed very closely) than elsewhere, understandably, but with the exception of Mexico (17%), he does not merit being seen as an international phenomenon. Nowhere else does he rise above single digit percentages.

Similarly, *Italy's political and business corruption* scandal was big news in Italy (53%) but did not rise above 6% elsewhere.

In generational terms, respondents 55 years old and over were usually somewhat more attentive to the Bosnian war and to the Russian elections, except in Mexico and Spain where the younger people were most attentive. Not surprisingly, younger people (18 to 34 years old) were more attentive to Michael Jackson.

On stories of mainly national importance in each country, a huge proportion of Mexicans (61%) followed very closely the armed confrontation between the army and *Chiapas guerrillas* but less dramatic national stories got much less attention (i.e., 16% for the electoral fraud allegations in the Yucatan).

Canadians were most attentive (45%) to their *Federal elections*. In Italy, 41% gave the same level of attention to *mayoral elections*. In the U.S., 40% followed the Clinton *health care reform* proposal very closely. In the U.K, 35% followed the *Northern Ireland peace* efforts the same way. Lower attentiveness went to national stories in Spain and Germany, and none of the national stories in France rose above 20%.

Current Events Quiz

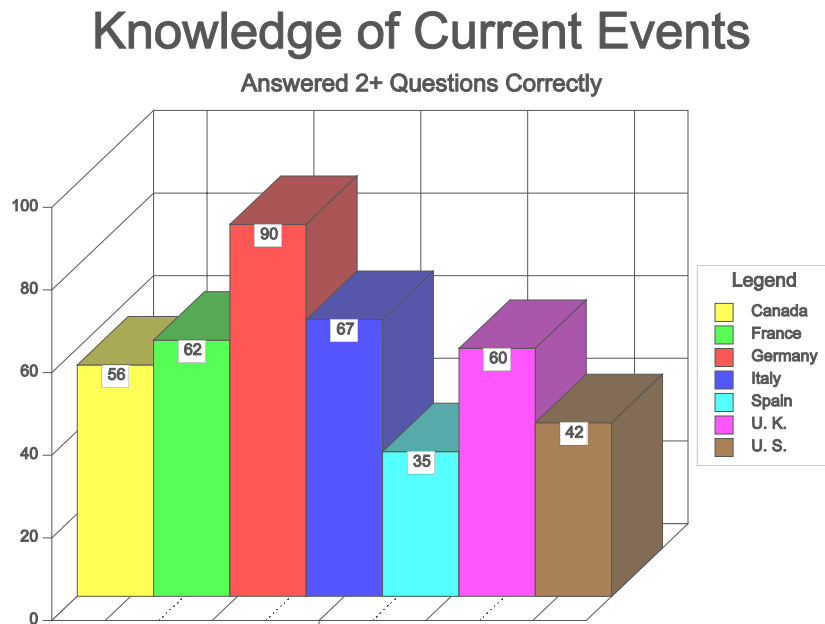
Germans scored highest by far in answering correctly five questions to probe knowledge about world leaders and events. Americans did worst of all by this measure. Only 3% of Germans failed all five questions, compared to fully 37% of Americans. In between were Italians (18%), British (22%), French (23%), Canadians (27%), Mexicans (28%), and Spaniards (32%). When scores were

averaged, Americans came in slightly better, with 1.5 correct answers compared to 3.6 for the Germans and 1.4 for the Spanish.

Americans responded most correctly on the name of the country that is threatening to withdraw from the nuclear non-proliferation treaty; 22% correctly said North Korea or Korea. But this was still only middling well in comparison. Germans scored 45% and Italians 26% although their countries are not committed, as the U.S. is, to defending South Korea.

On two other questions, Americans were also in the middle rank. Some 28% correctly identified the ethnic group that has conquered much of Bosnia and surrounded the city of Sarajevo (Serbs), which was better than the Spaniards (24%) and Mexicans (12%) but nowhere near the Germans (77%). And 40% of Americans correctly said the Palestinians were the group that recently reached a peace accord with Israel, again somewhat better than the Spanish (29%) and Mexicans (21%) but half the German level (79%).

Americans did little better on the name of the President of Russia; 50% said Boris Yeltsin, compared to 94% of Germans and 42% of Mexicans. And only 13% of Americans knew that Boutros Boutros Ghali was Secretary General of the United Nations, compared to 58% of Germans and 14% of Mexicans, 15% of Spanish.



A 1 1

publics were asked which nation or region of the world was most powerful politically and economically. More than 60% in all countries said the United States was politically the most powerful, but economically, the U.S. was neck in neck with Japan. A narrow plurality of Germans and Canadians gave Japan the nod slightly, while the two nations were essentially tied among Americans, Britons and the French.

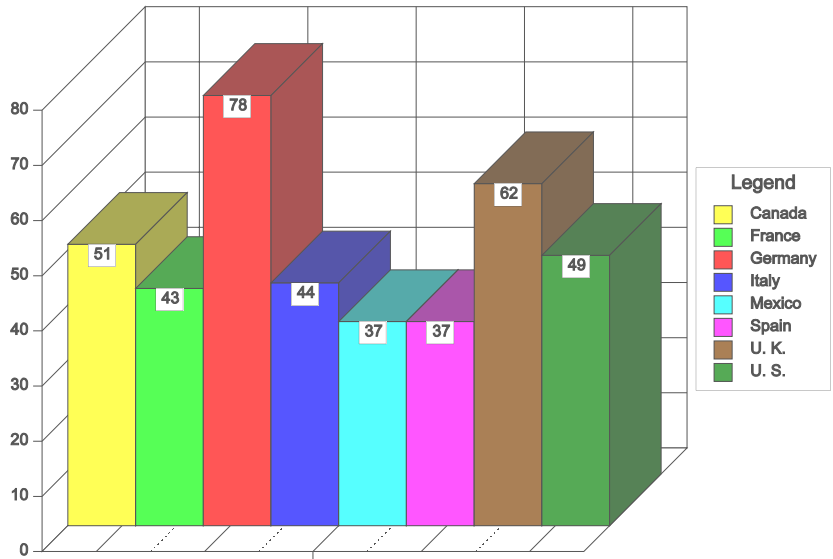
VII. MEDIA USAGE

Newspapers have their highest readership levels in Germany (78% said they read a newspaper the day before the poll) and in the United Kingdom (62%), and in these two countries, more than one in four respondents said they spent at least a half hour reading the papers. These two nations have the strongest popular (i.e., tabloid or yellow) press. This finding was somewhat surprising, in the case of Britain, in view of the high level of hostility to newspapers.

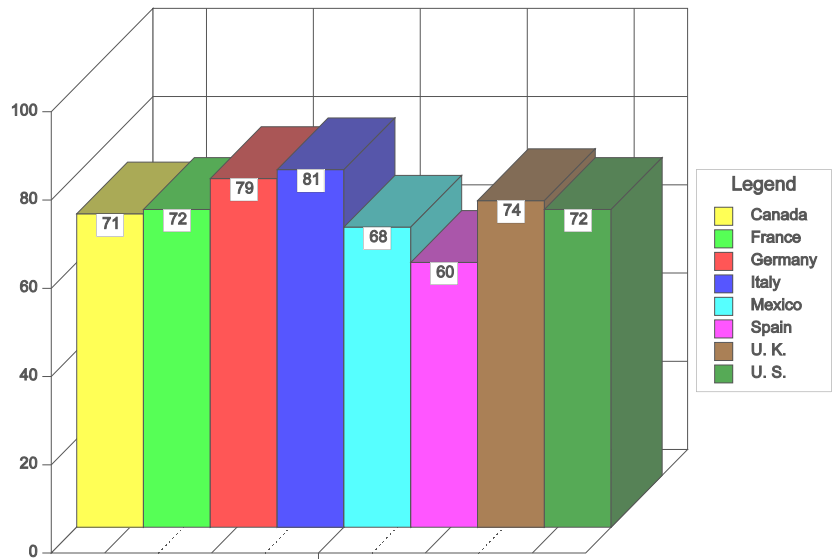
Elsewhere, readership rates drop to 51% in Canada and 49% in the United States, although here, too, more than one in four respondents spent a half hour or more in reading the papers. Lowest newspaper readership and reading time was found in the Mediterranean countries and Mexico.

TV news viewing, in contrast, was high and rather uniform across the board; 60% in Spain to 81% in Italy watched "yesterday." In the United States it was 72%. The English-speaking nations watched longest. Some 61% of Americans said they watched at least 30 minutes worth of TV news, as did 55% of Canadians and 46% of the British. In comparison, only 15% of Germans watched that long.

Read A Newspaper Yesterday



Watched Television News Yesterday



Radio news was listened to most often in Germany and Canada, least in Spain and Italy. Some 41% of German respondents said they spent between five and 20 minutes listening to news

broadcasts. Some 26% of Canadians said the same, but another 22% said they listened for 30 minutes or more, a reflection of Canada's large territorial expanse as well as its excellent radio news network.

Television dominates the media as the source of national and international news. Between 79% and 59% of respondents in all countries said they get "most" of their news from TV; for Americans, it was 72%. Newspapers were a distant second; between 47% (in Germany) and 11% (in France) said newspapers was their primary news source; for Americans it was 15%.

Asked the best way to get their **latest** news, most respondents said television, ranging from 74% in the U.S. to 43% in Spain. Newspapers came next in most other countries, but radio was second as source of late news in France and Spain where one-third of respondents cited it.

Asked the best way to learn **why** events were occurring, television and newspapers were roughly balanced, with TV getting a slight nod. Four nations chose television -- Italy, the U.K., the U.S., and Mexico -- while two chose newspapers -- France and Spain -- and the final two nations were evenly split. It is worth noting that in the two nations where newspapers are considered more insightful in this respect, France and Spain have the lowest newspapers readership rates.

Huge majorities in all countries said they read newspapers -- sometimes, at least -- about a news event they had earlier seen on television. Numbers ranged from 62% in Spain to 100% in Germany. Pluralities in all nations said they receive a better understanding as a result, but very large minorities said the newspapers essentially repeated what had already appeared on TV. Spain exhibited the highest perception of the insightful quality of newspapers in this respect, with three times more respondents (43%) saying they received a better understanding rather than that the newspapers pretty much repeated what they had seen earlier (14%).

Generational Patterns

Younger people were lighter consumers of newspapers and television news in virtually every country surveyed. Watching the news on television was somewhat less prevalent among younger people in most countries; however, newspaper readership fell off much more steeply than TV viewing in every country by age group. This was especially the case in France, Canada and the United States where 20 percentage points fewer respondents under age 35 read newspapers "yesterday" than did middle age and older people. (*See Media Use By Generation Table*)

Correspondingly, the generation under 35 showed less attentiveness than older people to major news stories ranging from the Russian elections to the Bosnian civil war. Younger people in some countries also scored lower on the current events quiz -- particularly in Canada, France and the United States, where the newspaper readership generation gap is greatest.

In contrast, younger people in Germany, Spain and Italy knew as much about current affairs as older people.

VIII. OTHER ISSUES

Majorities of the publics in all countries except Canada said there was *too many American-made films* and television programs appear on their national TV networks. The French led in saying there was too much (70%)⁴. Most Canadians said the right amount (56%).

All publics found *excessive violence* most objectionable about American films and TV programs, and indeed, Americans were most outspoken in this respect; 62% of U.S. respondents criticized television for showing too much violence, the highest level of any country. Next most objectionable was *too much sex*, with Americans (41%) again most critical while the French, at 8%, least so. The Germans and French were critical of too many U.S. *soap operas and mini-series* on their television. And the Germans complained most among respondents that U.S. films *discourage movies* from being made in their own country (21%) and *advances American values* in their country (15%).

More Britons were currently reading a novel (58%) than any other peoples, with the rate in Canada and Germany also over 50%, while Spain and Mexico were lowest at 37% and 27%, respectively. Americans were in the middle, at 44%.

⁴ France has led a European campaign against "Anglo-Saxon cultural hegemony" which has included protests by movie stars against "such box-office hits as 'Jurassic Park' and plans by CNN plans to beam a cartoon channel into European homes." "EuroThrash: Our Allies Up in Arms," Washington Post, Oct. 24, 1993, pC1.

SELECTED TABLES

INTEREST IN NEWS STORIES BY GENERATION

(Percentage Who Followed Each Story Very or Fairly Closely)

| | <i>Canada</i> | <i>France</i> | <i>Germany</i> | <i>Italy</i> ⁵ | <i>Mexico</i> ⁶ | <i>Spain</i> | <i>UK</i> | <i>US</i> |
|-------------------------------------|---------------|---------------|----------------|---------------------------|----------------------------|--------------|-----------|-----------|
| <i>Civil War In Bosnia</i> | | | | | | | | |
| 18-34 | 56 | 70 | 50 | 62 | 40 | 75 | 52 | 49 |
| 35-54 | 61 | 78 | 62 | 67 | 44 | 76 | 64 | 57 |
| 55-69 | 74 | 78 | 73 | 68 | 39 | 72 | 63 | 54 |
| 70+ | 76 | 80 | 67 | 61 | 30 | 67 | 67 | 49 |
| <i>Political/Business</i> | | | | | | | | |
| <i>Corruption in Italy</i> | | | | | | | | |
| 18-34 | 7 | 18 | 18 | 84 | 12 | 10 | 7 | 7 |
| 35-54 | 11 | 23 | 29 | 87 | 17 | 23 | 11 | 7 |
| 55-69 | 21 | 25 | 32 | 86 | 15 | 32 | 16 | 10 |
| 70+ | 25 | 28 | 45 | 87 | 16 | 33 | 16 | 15 |
| <i>The Russian Elections</i> | | | | | | | | |
| 18-34 | 27 | 20 | 41 | 26 | 23 | 20 | 26 | 32 |
| 35-54 | 37 | 29 | 59 | 29 | 26 | 27 | 33 | 46 |
| 55-69 | 47 | 34 | 57 | 36 | 24 | 26 | 43 | 56 |
| 70+ | 57 | 39 | 51 | 31 | 27 | 31 | 38 | 47 |
| <i>Michael Jackson's</i> | | | | | | | | |
| <i>Personal Problems</i> | | | | | | | | |
| 18-34 | 43 | 14 | 30 | 20 | 61 | 19 | 43 | 55 |
| 35-54 | 31 | 7 | 25 | 10 | 49 | 16 | 33 | 43 |
| 55-69 | 28 | 7 | 19 | 12 | 42 | 15 | 20 | 50 |
| 70+ | 30 | 3 | 20 | 7 | 38 | 11 | 20 | 44 |
| <i>Condition of Own</i> | | | | | | | | |
| <i>Nation's Economy</i> | | | | | | | | |
| 18-34 | 76 | 74 | 73 | 69 | 66 | 68 | 66 | 76 |
| 35-54 | 80 | 86 | 86 | 77 | 63 | 75 | 74 | 83 |
| 55-69 | 85 | 80 | 82 | 76 | 70 | 71 | 79 | 86 |
| 70+ | 93 | 81 | 81 | 69 | 46 | 58 | 78 | 75 |

⁵In Italy and Spain, the age breaks are as follows: 18-29, 30-49, 50-64, and 65+.

⁶Percents for Mexico are based on unweighted numbers.

KNOWLEDGE OF NEWS OF CURRENT EVENTS BY GENERATION

(Percentage Who Answered Each Question Correctly)

| | <i>Canada</i> | <i>France</i> | <i>Germany</i> | <i>Italy</i> ⁷ | <i>Mexico</i> ⁸ | <i>Spain</i> | <i>UK</i> | <i>US</i> |
|-------------------------------|---------------|---------------|----------------|---------------------------|----------------------------|--------------|-----------|-----------|
| <i>President of Russia</i> | | | | | | | | |
| <i>Is Yeltsin</i> | | | | | | | | |
| 18-34 | 55 | 59 | 93 | 75 | 67 | 74 | 60 | 46 |
| 35-54 | 61 | 64 | 95 | 78 | 65 | 74 | 68 | 54 |
| 55-69 | 67 | 65 | 97 | 77 | 59 | 54 | 61 | 53 |
| 70+ | 56 | 63 | 93 | 67 | 43 | 46 | 63 | 42 |
| | | | | | | | | |
| <i>North Korea Won't Sign</i> | | | | | | | | |
| <i>Nuclear Non-Pro. Pact</i> | | | | | | | | |
| 18-34 | 9 | 6 | 46 | 25 | 12 | 5 | 10 | 16 |
| 35-54 | 12 | 9 | 47 | 28 | 9 | 5 | 11 | 24 |
| 55-69 | 18 | 7 | 46 | 22 | 12 | 2 | 12 | 30 |
| 70+ | 12 | 6 | 41 | 21 | 5 | 7 | 17 | 22 |
| | | | | | | | | |
| <i>Boutros Boutros Ghali</i> | | | | | | | | |
| <i>Is Sec. Gen. of UN</i> | | | | | | | | |
| 18-34 | 16 | 27 | 62 | 38 | 27 | 15 | 17 | 7 |
| 35-54 | 28 | 38 | 61 | 52 | 27 | 18 | 25 | 16 |
| 55-69 | 42 | 36 | 57 | 41 | 23 | 13 | 25 | 17 |
| 70+ | 31 | 27 | 45 | 24 | 8 | 12 | 22 | 13 |
| | | | | | | | | |
| <i>Serbs The Ethnic Group</i> | | | | | | | | |
| <i>Surrounding Sarajevo</i> | | | | | | | | |
| 18-34 | 34 | 50 | 77 | 48 | 25 | 31 | 45 | 26 |
| 35-54 | 48 | 58 | 80 | 55 | 21 | 28 | 48 | 34 |
| 55-69 | 50 | 59 | 82 | 59 | 17 | 14 | 46 | 29 |
| 70+ | 35 | 62 | 71 | 36 | 11 | 16 | 45 | 20 |
| | | | | | | | | |
| <i>Israeli Peace Accord</i> | | | | | | | | |
| <i>With Palestinians</i> | | | | | | | | |
| 18-34 | 39 | 58 | 78 | 59 | 36 | 28 | 51 | 31 |
| 35-54 | 56 | 63 | 80 | 59 | 38 | 37 | 58 | 49 |
| 55-69 | 63 | 65 | 82 | 54 | 26 | 23 | 69 | 43 |
| 70+ | 61 | 63 | 73 | 41 | 27 | 23 | 66 | 40 |

⁷In Italy and Spain, the age breaks are as follows: 18-29, 30-49, 50-64, and 65+.

⁸Percents for Mexico are based on unweighted numbers.

MEDIA USE BY GENERATION

(Percentage Who Said They Did The Various Activities)

| | <i>Canada</i> | <i>France</i> | <i>Germany</i> | <i>Italy</i> ⁹ | <i>Spain</i> | <i>UK</i> | <i>US</i> |
|---|---------------|---------------|----------------|---------------------------|--------------|-----------|-----------|
| <i>Read Newspaper Yesterday</i> | | | | | | | |
| 18-34 | 41 | 29 | 72 | 40 | 39 | 54 | 36 |
| 35-54 | 51 | 44 | 82 | 46 | 44 | 61 | 50 |
| 55-69 | 67 | 57 | 85 | 51 | 32 | 76 | 65 |
| 70+ | 62 | 62 | 81 | 37 | 27 | 70 | 66 |
| <i>Watched TV News Yesterday</i> | | | | | | | |
| 18-34 | 61 | 65 | 65 | 80 | 61 | 67 | 67 |
| 35-54 | 69 | 69 | 83 | 79 | 61 | 72 | 69 |
| 55-69 | 83 | 85 | 90 | 84 | 54 | 86 | 79 |
| 70+ | 91 | 89 | 91 | 84 | 66 | 87 | 80 |
| <i>Listened To News On Radio Yesterday</i> | | | | | | | |
| 18-34 | 56 | 41 | 60 | 30 | 19 | 46 | 49 |
| 35-54 | 61 | 44 | 66 | 26 | 30 | 50 | 56 |
| 55-69 | 67 | 53 | 67 | 32 | 32 | 48 | 36 |
| 70+ | 68 | 42 | 69 | 32 | 27 | 53 | 32 |
| <i>Use Computer Regularly Or Sometimes</i> | | | | | | | |
| 18-34 | 34 | 18 | 28 | 16 | 19 | 35 | 34 |
| 35-54 | 37 | 15 | 17 | 12 | 17 | 30 | 37 |
| 55-69 | 18 | 4 | 4 | 5 | 5 | 13 | 15 |
| 70+ | 10 | 1 | 2 | 1 | 2 | 4 | 4 |
| <i>Presently Reading A Novel Or Book</i> | | | | | | | |
| 18-34 | 56 | 45 | 52 | 46 | 50 | 53 | 45 |
| 35-54 | 58 | 44 | 55 | 41 | 40 | 57 | 46 |
| 55-69 | 55 | 41 | 52 | 39 | 26 | 66 | 40 |
| 70+ | 55 | 48 | 46 | 18 | 24 | 60 | 40 |

⁹In Italy and Spain, the age breaks are as follows: 18-29, 30-49, 50-64, and 65+. The Mexican data was unavailable for this table.

SURVEY METHODOLOGY

ABOUT THIS SURVEY

The American questionnaire was prepared by the Times Mirror Center in collaboration with its partners. It was translated into the language of the participating countries and then retranslated back into English by Times Mirror to insure that the essential meaning of the question was retained. In Canada, the questionnaire was administered in both French and English. In the United Kingdom, several questions were slightly modified (as indicated in the results) to conform to British usage.

For the United States, the survey results are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,494 adults, 18 years of age or older, during the period Jan. 6-13, 1994. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 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.

In Canada, the results are based on telephone interviews conducted under the direction of Environics Research Group Ltd of Toronto among a nationwide sample of 1,025 adults, 18 years of age or older, during the period Jan. 7-18, 1994, with an error of 3 percentage points.

In France, the Liberation survey results are based on face-to-face interviews of 1,000 adults, 15 years of age and older, Jan. 7-10, with an error of 3 percentage points.

In Germany, the survey was administered by Emnid and consisted of face-to-face interviews of 1,592 adults 18 years old and older. Those in the former East Germany were conducted between Jan. 6-16, 1994, and in West Germany between Jan. 13-23, 1994. The margin of error was 3 percentage points.

In Italy, the La Repubblica survey, conducted by CIRM Institute, consisted of telephone interviews of 815 adults 18 years old and older, between Jan. 7-13, 1994. The margin of error is 4 percentage points.

In Mexico, the survey was conducted under the direction of El Norte and consisted of 1,507 face-to-face interviews of adults 18 years and older among an eight-city sample during the period of Jan. 15-23, 1994, with an error of 3 percentage points.

In Spain, the El Pais survey, conducted under the direction of Demoscopia S.A., consisted of telephone interviews of 1,508 adults, 18 years of age and older, Jan. 13-17, 1994, with an error of 3 percentage points.

In the United Kingdom, the survey covered all regions except Northern Ireland. It consisted of face-to-face interviews conducted under the supervision of Social Surveys (Gallup Poll) Ltd, among a sample of 1,077 adults aged 18 years and above, completed between Jan. 8-18, 1994, with a margin of error of 3 percentage points.

THE QUESTIONNAIRE

**TIMES MIRROR CENTER FOR THE PEOPLE & THE PRESS
INTERNATIONAL MEDIA MONITOR
FINAL TOPLINE - MASTER VERSION**

BASIS IS U.S. VERSION, WITH EXCEPTIONS AND ADDITIONS AS NOTED.

Q.1 Do you happen to read any daily newspaper or newspapers regularly, or not?

| | United | | | | | | United | |
|------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>Kingdom</u> | <u>States</u> |
| Yes | 66 | 47 | 63 | 56 | 72 | 70 | 74 | 71 |
| No | 34 | 53 | 37 | 44 | 26 | 30 | 26 | 29 |
| Don't know | $\frac{0}{100}$ | $\frac{*}{100}$ | $\frac{*}{100}$ | $\frac{0}{100}$ | $\frac{2}{100}$ | $\frac{*}{100}$ | $\frac{*}{100}$ | $\frac{*}{100}$ |
| N = | (1025) | (1000) | (1592) | (815) | (1507) | (1508) | (1077) | (1494) |

IN UNITED KINGDOM ONLY

Q.1 Which daily national newspaper do you read on a regular basis, that is, at least four issues out of every six?
(PLEASE CODE ALL THOSE THAT APPLY BELOW)

- 6 The Daily Telegraph
- 3 The Times
- 4 The Guardian
- 3 The Independent
- 1 The Financial Times
- 12 The Daily Mail
- 6 The Daily Express
- 3 Today
- 20 The Sun
- 13 The Mirror
- 3 The Daily Star
- 13 Other
- 26 None
- * Don't know

Q.2 Do you happen to watch any TV news programs regularly, or not?

| | United | | | | | | United | |
|------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>Kingdom</u> | <u>States</u> |
| Yes | 83 | 84 | 79 | 91 | 92 | 91 | 86 | 85 |
| No | 17 | 16 | 21 | 9 | 8 | 9 | 14 | 15 |
| Don't know | $\frac{0}{100}$ | $\frac{*}{100}$ | $\frac{*}{100}$ | $\frac{*}{100}$ | $\frac{0}{100}$ | $\frac{*}{100}$ | $\frac{0}{100}$ | $\frac{*}{100}$ |

Q.3 Do you listen to the news on the radio regularly or not?

| | United | | | | | | United | |
|------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>Kingdom</u> | <u>States</u> |
| Yes | 62 | 57 | 58 | 34 | 63 | 46 | 57 | 52 |
| No | 38 | 43 | 40 | 65 | 36 | 54 | 43 | 48 |
| Don't know | $\frac{0}{100}$ | $\frac{*}{100}$ | $\frac{2}{100}$ | $\frac{1}{100}$ | $\frac{1}{100}$ | $\frac{*}{100}$ | $\frac{*}{100}$ | $\frac{*}{100}$ |

INTERVIEWER NOTE: FOR QUESTIONS 4, 5, 6, 7 AND 8, PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY IS NOT SUNDAY, READ "YESTERDAY."¹⁰

ASK ALL:

Q.4 Did you get a chance to read a daily newspaper yesterday (Friday)?

IF RESPONDENT ANSWERED '1' YES, READ IN Q.4, ASK:

Q.5 About how much time did you spend reading a daily newspaper yesterday (Friday)?
(DO NOT READ)

| | United | | | | | | | States |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | Canada | France | Germany | Italy | Mexico | Spain | Kingdom | |
| Yes, read paper | 51 | 43 | 78 | 44 | 37 | 37 | 62 | 49 |
| Less than five minutes | 1 | 1 | 1 | 1 | * | * | 2 | 1 |
| Five to less than ten minutes | 3 | 3 | 3 | 4 | 3 | 2 | 5 | 2 |
| Ten to less than fifteen minutes | 5 | 7 | 15 | 7 | 6 | 4 | 7 | 4 |
| Fifteen to less than twenty minutes | 6 | 7 | 15 | 7 | 6 | 5 | 9 | 7 |
| Twenty to less than thirty minutes | 11 | 7 | 19 | 10 | 6 | 8 | 11 | 8 |
| Thirty minutes to less than one hour | 15 | 9 | 17 | 9 | 7 | 10 | 15 | 17 |
| One hour or more | 11 | 8 | 8 | 6 | 8 | 7 | 13 | 10 |
| Don't know | * | 1 | * | * | 1 | 1 | * | * |
| Didn't read paper (No, something came up) | 49 | 57 | 19 | 53 | 61 | 63 | 37 | 50 |
| Don't know | $\frac{*}{100}$ | $\frac{*}{100}$ | $\frac{3}{100}$ | $\frac{3}{100}$ | $\frac{2}{100}$ | $\frac{*}{100}$ | $\frac{*}{100}$ | $\frac{1}{100}$ |

¹⁰ In France and U.K., interviewer note read: If the day of the week is Monday, please read "Saturday". If the day is not Sunday, read "Yesterday".

Q.6 Did you watch the news or a news program on television yesterday (Friday)? **(DO NOT READ)**
IF RESPONDENT ANSWERED '1' YES, WATCHED IN Q.6, ASK:

Q.7 About how much time did you spend watching the news or any news programs on TV yesterday (Friday)?

| | United | | | | | | | |
|--------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>Kingdom</u> | <u>States</u> |
| Watched TV news | 71 | 72 | 79 | 81 | 68 | 60 | 74 | 72 |
| Less than five minutes | * | 0 | 2 | * | 2 | * | 1 | * |
| Five to less than ten minutes | 1 | 4 | 6 | 2 | 4 | 2 | 1 | 1 |
| Ten to less than fifteen minutes | 2 | 4 | 19 | 7 | 7 | 3 | 6 | 2 |
| Fifteen to less than twenty minutes | 3 | 7 | 21 | 10 | 6 | 5 | 4 | 3 |
| Twenty to less than thirty minutes | 7 | 19 | 16 | 23 | 11 | 30 | 16 | 5 |
| Thirty minutes to less than one hour | 24 | 27 | 12 | 23 | 13 | 14 | 28 | 25 |
| One hour or more | 31 | 11 | 3 | 14 | 24 | 5 | 18 | 36 |
| Don't know | * | 0 | * | 2 | 1 | 1 | * | * |
| Did not watch | 29 | 28 | 18 | 15 | 31 | 37 | 25 | 27 |
| Don't know | $\frac{1}{100}$ | $\frac{*}{100}$ | $\frac{3}{100}$ | $\frac{4}{100}$ | $\frac{1}{100}$ | $\frac{3}{100}$ | $\frac{1}{100}$ | $\frac{1}{100}$ |

Q.8 About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday (Friday)?

| | United | | | | | | | |
|--------------------------------------|-----------------|-----------------|-----------------|-----------------|------------------|-----------------|-----------------|-----------------|
| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>Kingdom</u> | |
| Yes, listened | 60 | 44 | 64 | 29 | 46 | 27 | 49 | 47 |
| Less than five minutes | 3 | 3 | 10 | 4 | 8 | 1 | 5 | 3 |
| Five to less than ten minutes | 7 | 6 | 14 | 6 | 4 | 2 | 10 | 6 |
| Ten to less than fifteen minutes | 10 | 8 | 17 | 5 | 8 | 3 | 9 | 6 |
| Fifteen to less than twenty minutes | 9 | 7 | 10 | 3 | 3 | 2 | 4 | 6 |
| Twenty to less than thirty minutes | 8 | 7 | 7 | 5 | 4 | 5 | 6 | 4 |
| Thirty minutes to less than one hour | 10 | 6 | 4 | 3 | 7 | 5 | 7 | 10 |
| One hour or more | 12 | 7 | 2 | 3 | 12 | 9 | 8 | 12 |
| Didn't listen | 39 | 56 | 31 | 66 | 40 | 71 | 50 | 52 |
| Don't know/Refused | $\frac{1}{100}$ | $\frac{*}{100}$ | $\frac{5}{100}$ | $\frac{5}{100}$ | $\frac{14}{100}$ | $\frac{2}{100}$ | $\frac{1}{100}$ | $\frac{1}{100}$ |

U.S. ONLY

Q.8a Is Cable-TV currently available in your community?

90 Yes

10 No-**SKIP TO Q.9**

$$\frac{*}{100}$$
 Don't know-**SKIP TO Q.9**

Q.8b Do you currently subscribe to Cable TV?

72 Yes

28 No

$$\frac{*}{100}$$
 Don't know
ALL EXCEPT THE U.S.

Q.8a Are you able to watch at home any satellite or cable television? (In Spain, this is Q.8b)

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> |
|------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------------|
| Yes | 75 | 7 | 70 | 6 | 28 | 9 | 19 |
| No | 25 | 92 | 28 | 94 | 70 | 90 | 80 |
| Don't know | $\frac{0}{100}$ | $\frac{1}{100}$ | $\frac{2}{100}$ | $\frac{0}{100}$ | $\frac{2}{100}$ | $\frac{1}{100}$ | $\frac{1}{100}$ |

(N=206)

Q.9 What do you like most about the way news organizations do their job? (ACCEPT MULTIPLE RESPONSES)¹¹

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|---|---------------|---------------|----------------|--------------|---------------|--------------|-----------------------|----------------------|
| Keeps public up To date with Current affairs | 14 | 66 | 64 | 22 | 26 | 1 | 58 | 20 |
| Hardworking/Serious/ Professional/do a Good job | | 6 | 20 | 13 | 15 | 10 | 5 | 3 |
| 4 | | | | | | | | |
| Concise/To the point/ Clear reporting and Presentation | 12 | 21 | 26 | 16 | 12 | 6 | 6 | 9 |
| Thoroughness/Detail In covering stories | 9 | 5 | 16 | 8 | 11 | 1 | 6 | 10 |
| Speed and promptness Of coverage | 7 | 31 | 38 | 10 | 17 | 7 | 6 | 9 |
| Keep public generally Well-informed | 7 | 26 | 32 | 7 | 11 | 6 | 30 | 7 |
| Honesty/Accuracy | 5 | 7 | 10 | 7 | 6 | 2 | 5 | 5 |
| Objective/Unbiased/Fair | 6 | 8 | 12 | 7 | 4 | 9 | 3 | 3 |
| Broad range of news Covered/They cover Everything/Variety | 12 | 42 | 28 | 4 | 8 | 2 | 14 | 5 |
| Make news interesting/ Good | 5 | 26 | 15 | 4 | 9 | 2 | 5 | 3 |
| Pictures | 3 | 53 | 24 | 3 | 5 | * | 2 | * |
| Format | 3 | - | - | - | - | 6 | - | - |
| Commentaries/Opinions | - | - | - | - | - | 2 | - | - |
| Weather | - | - | - | - | - | - | - | 2 |
| Newscasters/Reporters | 2 | - | - | - | - | 3 | - | 1 |
| Nothing | 12 | 3 | 3 | 8 | 2 | 7 | 4 | 12 |
| Other | 2 | 1 | 3 | 2 | 12 | 3 | 4 | 3 |
| Don't know/Refused | 18 | 1 | 4 | 10 | 3 | 44 | 9 | 25 |

¹¹ In U.K. asked as: What do you regard as the most positive aspects of the job that is done by the news organizations?

Q.10 What do you like least about the way news organizations do their job? (ACCEPT MULTIPLE RESPONSES)¹²

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|---|---------------|---------------|----------------|--------------|---------------|--------------|-----------------------|----------------------|
| Not objective/ One-sided/biased | 10 | 21 | 10 | 24 | 18 | 12 | 11 | 21 |
| Yellow journalism/ Sensationalism | 21 | 39 | 38 | 10 | 21 | 8 | 13 | 13 |
| Inaccuracies/ Dishonesty/ Poor research | 4 | 16 | 10 | 9 | 9 | 6 | 8 | 8 |
| Invasion of privacy/ Insensitivity/ Too pushy | 7 | 46 | 22 | 9 | 3 | 4 | 24 | 11 |
| Repetition/ Over coverage/ Over emphasis | 11 | 43 | 21 | 8 | 10 | 4 | 10 | 10 |
| Lack of in-depth Coverage/not Enough detail | 6 | 15 | 11 | 5 | 5 | 2 | 3 | 8 |
| Emphasize negative/ Bad news | 10 | 39 | 14 | 6 | 5 | 7 | 16 | 14 |
| Personalities/ Appearance of Reporters | 2 | 13 | 5 | 10 | 3 | 1 | 1 | 3 |
| Too much emphasis On minor issues | 8 | 25 | 11 | 5 | 2 | 2 | 11 | 7 |
| Too much advertising | 4 | 46 | 26 | 4 | 8 | 4 | 2 | 2 |
| Too competitive | 0 | 10 | 7 | 3 | 1 | 1 | 1 | 1 |
| Commentaries/Opinions | - | - | - | - | - | 2 | - | - |
| Too much emphasis on Politics | - | - | - | - | - | - | 2 | - |
| Other | 6 | 2 | 3 | 4 | 10 | 4 | 5 | 6 |
| Nothing | 19 | 3 | 11 | 9 | 14 | 12 | 13 | 8 |
| Don't know/Refused | 11 | 2 | 9 | 11 | 5 | 38 | 12 | 16 |

¹² In U.K. asked as: What do you regard as the most negative aspects of the job that is done by the news organizations?

NOW ON A DIFFERENT SUBJECT ...

Q.11 Which of the following nations or regions is the most powerful **politically** in the world today? (**READ CATEGORIES 1 THROUGH 6**).

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|----------------------------------|-----------------|-----------------|-----------------|------------------|-----------------|------------------|-----------------------|----------------------|
| East Asia 3 | | 2 | 0 | 4 | 1 | 1 | * | 1 |
| Western Europe | 5 | 7 | 11 | 8 | 4 | 4 | 6 | 4 |
| United States | 74 | 74 | 62 | 63 | 74 | 71 | 67 | 67 |
| Japan | 4 | 4 | 6 | 9 | 5 | 7 | 3 | 7 |
| China | 3 | 2 | 4 | 2 | 1 | 2 | 4 | 4 |
| Russia | 5 | 5 | 4 | 5 | 7 | 2 | 8 | 7 |
| California & Texas ¹³ | - | - | - | - | 1 | - | - | - |
| Other | 1 | * | 1 | 1 | 1 | - | 2 | * |
| Don't know/Refused | <u>6</u> 100 | <u>8</u> 100 | <u>8</u> 100 | <u>11</u> 100 | <u>6</u> 100 | <u>14</u> 100 | <u>9</u> 100 | <u>8</u> 100 |

¹³ Asked in Mexico only.

Q.12 Which of the following nations or regions is the most powerful **economically** in the world today? (**READ CATEGORIES 1 THROUGH 6**).

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|----------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|-----------------------|----------------------|
| East Asia 4 | | 6 | 3 | 6 | 3 | 1 | * | 3 |
| Western Europe | 6 | 7 | 18 | 7 | 4 | 6 | 9 | 4 |
| United States | 35 | 39 | 30 | 46 | 56 | 46 | 36 | 42 |
| Japan | 39 | 38 | 36 | 31 | 26 | 30 | 33 | 39 |
| China | 6 | 5 | 2 | 2 | 3 | 2 | 4 | 3 |
| Russia | 1 | 1 | 1 | 1 | 3 | 1 | 2 | 1 |
| California & Texas ¹⁴ | - | - | - | - | * | - | - | - |
| Other | 1 | * | 0 | 1 | 3 | - | 2 | * |
| Don't know/Refused | <u>6</u> 100 | <u>8</u> 100 | <u>8</u> 101 | <u>9</u> 100 | <u>4</u> 100 | <u>15</u> 100 | <u>11</u> 100 | <u>7</u> 100 |

¹⁴ Asked in Mexico only.

Q.13 How have you been getting most of your news about national and international issues ... from television, from newspapers, from radio or from magazines? [**ACCEPT THE FIRST TWO ANSWERS, IF ONLY ONE PROBE FOR SECOND:** What other source have you gotten most of your news about national and international issues from?]

PERCENTS FOR GERMANY REPRESENT A COMBINED TOTAL FOR FIRST AND SECOND MENTIONS.

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|----------------------|---------------|---------------|----------------|--------------|---------------|--------------|-----------------------|----------------------|
| Television | | | | | | | | |
| First | 69 | 70 | 74 | 79 | 77 | 59 | 71 | 72 |
| Second | 18 | 20 | | 16 | 14 | 27 | 22 | 11 |
| Newspapers | | | | | | | | |
| First | 18 | 11 | 47 | 15 | 11 | 23 | 18 | 15 |
| Second | 43 | 33 | | 56 | 46 | 33 | 53 | 36 |
| Radio | | | | | | | | |
| First | 9 | 15 | 25 | 2 | 14 | 16 | 9 | 6 |
| Second | 18 | 28 | | 11 | 22 | 19 | 16 | 9 |
| Magazines | | | | | | | | |
| First | 3 | 3 | 5 | 2 | 2 | 1 | * | 4 |
| Second | 10 | 10 | | 7 | 2 | 3 | 2 | 6 |
| Word of Mouth | | | | | | | | |
| First | 1 | - | 1 | - | - | * | - | 1 |
| Second | 1 | - | | - | - | 1 | - | 2 |
| Other: SPECIFY (VOL) | | | | | | | | |
| First | * | * | 1 | 1 | * | * | * | 1 |
| Second | * | 1 | | 3 | 1 | 16 | 1 | 1 |
| Don't know/Refused | | | | | | | | |
| First | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Second | 10 | 8 | | 7 | 5 | 1 | 6 | * |

Q.14 What's the best way to get the **latest** news about important events occurring in this country - to read a newspaper, to listen to the radio, or to watch the news on tv?

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|-----------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------------|----------------------|
| Newspaper | 11 | 12 | 21 | 16 | 15 | 18 | 14 | 15 |
| TV | 66 | 51 | 56 | 72 | 71 | 43 | 68 | 74 |
| Radio | 19 | 33 | 14 | 7 | 12 | 33 | 14 | 8 |
| Magazines ¹⁵ | - | - | - | - | 1 | - | - | - |
| Consult the Minitel ¹⁶ | - | 2 | - | - | - | - | - | - |
| All/None(VOL) | 3 | 1 | 5 | 5 | 1 | 4 | 2 | 2 |
| Don't know/Refused | $\frac{1}{100}$ | $\frac{1}{100}$ | $\frac{4}{100}$ | $\frac{*}{100}$ | $\frac{*}{100}$ | $\frac{2}{100}$ | $\frac{2}{100}$ | $\frac{1}{100}$ |

Q.15 What's the best way to learn **why** these events are occurring - by reading about them in the newspaper, listening to the radio, or watching the news on TV?

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|-----------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------------|----------------------|
| Newspaper | 43 | 45 | 42 | 37 | 29 | 37 | 36 | 39 |
| TV | 44 | 35 | 42 | 51 | 55 | 32 | 50 | 47 |
| Radio | 5 | 11 | 6 | 3 | 11 | 24 | 7 | 5 |
| Magazines ¹⁷ | - | - | - | - | 1 | - | - | - |
| Consult the Minitel ¹⁸ | - | 3 | - | - | - | - | - | - |
| All/None (VOL) | 6 | 4 | 5 | 8 | 3 | 4 | 4 | 6 |
| Don't know/Refused | $\frac{2}{100}$ | $\frac{2}{100}$ | $\frac{6}{101}$ | $\frac{1}{100}$ | $\frac{1}{100}$ | $\frac{3}{100}$ | $\frac{3}{100}$ | $\frac{3}{100}$ |

¹⁵ Asked in Mexico only.

¹⁶ Asked in France only.

¹⁷ Asked in Mexico only.

¹⁸ Asked in France only.

Q.16 Do you ever read a story in the newspaper about a news event that you had seen reported earlier on TV?

IF YES

Q.16a Do you find that newspaper accounts give you a better understanding of what you have seen on television or do they pretty much repeat what you have seen on TV?

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|----------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------------|----------------------|
| Yes | 82 | 73 | 100 | 66 | 65 | 62 | 77 | 83 |
| Better Understanding | 44 | 43 | 47 | 38 | 34 | 43 | 49 | 53 |
| Pretty much repeats | 35 | 29 | 21 | 25 | 28 | 14 | 46 | 43 |
| Don't know/Refused | 3 | 1 | 32 | 3 | 3 | 5 | 5 | 4 |
| No | 16 | 26 | 0 | 27 | 31 | 29 | 21 | 15 |
| Don't Know | $\frac{2}{100}$ | $\frac{1}{100}$ | $\frac{0}{100}$ | $\frac{7}{100}$ | $\frac{4}{100}$ | $\frac{9}{100}$ | $\frac{2}{100}$ | $\frac{2}{100}$ |

Q.17 I'd like to know how often you do any of the following? For each that I read tell me if you do this regularly, sometimes, hardly ever or never. **(READ AND ROTATE LIST)**

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|----|--|---------------|----------------|--------------|---------------|--------------|-----------------------|----------------------|------------|
| a. | Watch (MOST POPULAR NATIONAL PROGRAM) on TV¹⁹ | | | | | | | | |
| | Regularly | 13 | 13 | 9 | 10 | 18 | 32 | 45 | 15 |
| | Sometimes | 23 | 22 | 25 | 12 | 14 | 33 | 19 | 23 |
| | Hardly Ever | 19 | 19 | 25 | 42 | 38 | 13 | 9 | 16 |
| | Never | 45 | 46 | 40 | 36 | 30 | 22 | 27 | 45 |
| | Don't Know | * | * | <u>1</u> | * | - | * | * | <u>1</u> |
| | | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> |
| b. | Watch religious shows on TV/Watch Mass on Sundays on TV | | | | | | | | |
| | Regularly | - | 4 | - | - | 38 | - | 10 | 14 |
| | Sometimes | - | 8 | - | - | 27 | - | 18 | 19 |
| | Hardly Ever | - | 7 | - | - | 28 | - | 20 | 22 |
| | Never | - | 81 | - | - | 7 | - | 52 | 45 |
| | Don't Know | - | * | - | - | - | - | * | * |
| | | - | <u>100</u> | - | - | <u>100</u> | - | <u>100</u> | <u>100</u> |
| c. | Go to nightclubs or dance club | | | | | | | | |
| | Regularly | 8 | 4 | 10 | 2 | 5 | 11 | 10 | 8 |
| | Sometimes | 16 | 10 | 20 | 7 | 3 | 14 | 17 | 18 |
| | Hardly Ever | 27 | 18 | 26 | 26 | 16 | 18 | 15 | 23 |
| | Never | 49 | 68 | 43 | 65 | 74 | 57 | 58 | 51 |
| | Don't Know | * | * | <u>1</u> | * | <u>2</u> | * | * | * |
| | | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> |
| d. | Play tennis, golf, soccer, softball or some other outdoor sport | | | | | | | | |
| | Regularly | 28 | 17 | 2 | 2 | 6 | 17 | 18 | 21 |
| | Sometimes | 26 | 16 | 5 | 8 | 6 | 13 | 16 | 25 |
| | Hardly Ever | 13 | 7 | 8 | 19 | 17 | 8 | 9 | 14 |
| | Never | 33 | 60 | 83 | 71 | 70 | 62 | 57 | 40 |
| | Don't Know | * | * | <u>2</u> | * | <u>1</u> | * | * | * |
| | | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> |

¹⁹ In U.S. "Roseanne". In Spain "Farmacia de Guardia". In Mexico "Siempre en Domingo". In U.K. "Coronation Street". In Canada "America's Funniest Home Videos". In France "Sacre Soiree". In Germany "Wheel of Fortune". In Italy "Scommettiamo...che".

Q.17 con't ...

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|----|---------------------------------------|---------------|----------------|--------------|---------------|--------------|-----------------------|----------------------|----------|
| e. | Go to a health club or exercise class | | | | | | | | |
| | Regularly | 15 | 8 | 6 | 3 | 10 | 21 | 14 | 15 |
| | Sometimes | 11 | 4 | 9 | 9 | 13 | 12 | 12 | 13 |
| | Hardly Ever | 11 | 6 | 12 | 18 | 17 | 7 | 7 | 11 |
| | Never | 63 | 82 | 70 | 70 | 58 | 60 | 67 | 61 |
| | Don't Know | <u>0</u> | <u>*</u> | <u>2</u> | <u>*</u> | <u>2</u> | <u>*</u> | <u>*</u> | <u>*</u> |
| | | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 |
| f. | Use a personal computer at home | | | | | | | | |
| | Regularly | 21 | 7 | 8 | 4 | 3 | 8 | 14 | 17 |
| | Sometimes | 9 | 5 | 8 | 6 | 2 | 4 | 11 | 11 |
| | Hardly Ever | 5 | 3 | 7 | 11 | 3 | 3 | 4 | 6 |
| | Never | 65 | 85 | 75 | 79 | 90 | 85 | 71 | 65 |
| | Don't Know | <u>*</u> | <u>*</u> | <u>1</u> | <u>*</u> | <u>2</u> | <u>*</u> | <u>*</u> | <u>1</u> |
| | | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 |
| g. | Go hunting or fishing | | | | | | | | |
| | Regularly | 13 | 7 | 1 | 1 | - | 7 | 3 | 13 |
| | Sometimes | 18 | 9 | 3 | 4 | - | 10 | 6 | 17 |
| | Hardly Ever | 14 | 6 | 5 | 12 | - | 4 | 3 | 14 |
| | Never | 55 | 78 | 90 | 83 | - | 79 | 88 | 56 |
| | Don't Know | <u>0</u> | <u>*</u> | <u>2</u> | <u>*</u> | <u>-</u> | <u>*</u> | <u>*</u> | <u>*</u> |
| | | 100 | 100 | 101 | 100 | - | 100 | 100 | 100 |
| h. | Play a video game | | | | | | | | |
| | Regularly | 7 | 7 | 2 | 1 | 3 | 2 | 8 | 7 |
| | Sometimes | 15 | 13 | 8 | 4 | 4 | 8 | 17 | 15 |
| | Hardly Ever | 19 | 8 | 14 | 20 | 10 | 7 | 8 | 19 |
| | Never | 59 | 72 | 75 | 75 | 80 | 83 | 67 | 59 |
| | Don't Know | <u>0</u> | <u>*</u> | <u>2</u> | <u>*</u> | <u>2</u> | <u>*</u> | <u>*</u> | <u>*</u> |
| | | 100 | 100 | 101 | 100 | 99 | 100 | 100 | 100 |
| i. | Go out to a movie | | | | | | | | |
| | Regularly | 10 | 8 | 4 | 4 | 10 | 19 | 9 | 14 |
| | Sometimes | 35 | 31 | 19 | 13 | 11 | 25 | 35 | 38 |
| | Hardly Ever | 29 | 25 | 30 | 48 | 27 | 19 | 20 | 27 |
| | Never | 26 | 36 | 45 | 35 | 51 | 37 | 36 | 21 |
| | Don't Know | <u>*</u> | <u>*</u> | <u>1</u> | <u>*</u> | <u>1</u> | <u>*</u> | <u>*</u> | <u>*</u> |
| | | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 |

Q.17 con't ...

| | | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|----|--|---------------|---------------|----------------|--------------|---------------|--------------|-----------------------|----------------------|
| j. | Watch sports on TV | | | | | | | | |
| | Regularly | 35 | 28 | 23 | 15 | 28 | 42 | 37 | 46 |
| | Sometimes | 29 | 33 | 28 | 22 | 27 | 28 | 33 | 26 |
| | Hardly Ever | 18 | 18 | 25 | 33 | 20 | 12 | 11 | 14 |
| | Never | 18 | 21 | 22 | 30 | 24 | 18 | 19 | 14 |
| | Don't Know | <u>*</u> | <u>*</u> | <u>1</u> | <u>0</u> | <u>1</u> | <u>*</u> | <u>-</u> | <u>*</u> |
| | | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 |
| k. | Jog or bicycle | | | | | | | | |
| | Regularly | - | - | - | - | - | 18 | - | - |
| | Sometimes | - | - | - | - | - | 20 | - | - |
| | Hardly Ever | - | - | - | - | - | 8 | - | - |
| | Never | - | - | - | - | - | 54 | - | - |
| | Don't Know | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>*</u> | <u>-</u> | <u>-</u> |
| | | - | - | - | - | - | 100 | - | - |
| l. | Watch CNN/Sky/MTV-Europe/ Astra/or other international TV news shows | | | | | | | | |
| | Regularly | 32 | 1 | 4 | 1 | 13 | 10 | 9 | 31 |
| | Sometimes | 33 | 4 | 19 | 3 | 11 | 11 | 10 | 33 |
| | Hardly Ever | 12 | 3 | 19 | 20 | 9 | 6 | 7 | 11 |
| | Never | 21 | 85 | 54 | 74 | 55 | 57 | 63 | 24 |
| | Don't Know | <u>2</u> | <u>7</u> | <u>5</u> | <u>2</u> | <u>13</u> | <u>16</u> | <u>11</u> | <u>1</u> |
| | | 100 | 100 | 101 | 100 | 101 | 100 | 100 | 100 |
| m. | Go to church | | | | | | | | |
| | Regularly | - | - | - | 13 | - | - | - | - |
| | Sometimes | - | - | - | 20 | - | - | - | - |
| | Hardly Ever | - | - | - | 40 | - | - | - | - |
| | Never | - | - | - | 26 | - | - | - | - |
| | Don't Know | <u>-</u> | <u>-</u> | <u>-</u> | <u>1</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> |
| | | - | - | - | 100 | - | - | - | - |
| n. | Go on outings | | | | | | | | |
| | Regularly | - | - | - | - | 26 | - | - | - |
| | Sometimes | - | - | - | - | 26 | - | - | - |
| | Hardly Ever | - | - | - | - | 36 | - | - | - |
| | Never | - | - | - | - | 11 | - | - | - |
| | Don't Know | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>1</u> | <u>-</u> | <u>-</u> | <u>-</u> |
| | | - | - | - | - | 100 | - | - | - |

Q.17 con't ...

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|----|-------------------------|---------------|----------------|--------------|---------------|--------------|-----------------------|----------------------|
| o. | | | | | | | | |
| | Watch a video cassette | | | | | | | |
| | Regularly | - 23 | - | - | - | - | - | - |
| | Sometimes | - 36 | - | - | - | - | - | - |
| | Hardly Ever | - 11 | - | - | - | - | - | - |
| | Never | - 30 | - | - | - | - | - | - |
| | Don't Know | - * | - | - | - | - | - | - |
| | | - 100 | - | - | - | - | - | - |
| p. | | | | | | | | |
| | Go out to a restaurant | | | | | | | |
| | Regularly | - 9 | - | - | - | - | - | - |
| | Sometimes | - 46 | - | - | - | - | - | - |
| | Hardly Ever | - 28 | - | - | - | - | - | - |
| | Never | - 17 | - | - | - | - | - | - |
| | Don't Know | - * | - | - | - | - | - | - |
| | | - 100 | - | - | - | - | - | - |
| q. | | | | | | | | |
| | Do home repairs, garden | | | | | | | |
| | Regularly | - 34 | - | - | - | - | - | - |
| | Sometimes | - 29 | - | - | - | - | - | - |
| | Hardly Ever | - 12 | - | - | - | - | - | - |
| | Never | - 25 | - | - | - | - | - | - |
| | Don't Know | - * | - | - | - | - | - | - |
| | | - 100 | - | - | - | - | - | - |

Q.18 Do you happen to be reading any books or novels at present?

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|----------------------|---------------|---------------|-----------------|--------------|-----------------|--------------|-----------------------|----------------------|
| Yes | 56 | 45 | 53 | 40 | 27 | 37 | 58 | 44 |
| No | 44 | 55 | 45 | 60 | 71 | 63 | 39 | 56 |
| Don't know/No Answer | * 100 | * 100 | <u>2</u> 100 | * 100 | <u>2</u> 100 | * 100 | <u>3</u> 100 | * 100 |

Q.19 con't ...

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|----|--|---------------|----------------|--------------|---------------|--------------|-----------------------|----------------------|-----|
| e. | Reports about the condition of the (COUNTRY) economy | | | | | | | | |
| | Very Closely | 38 | 40 | 36 | 31 | 16 | 22 | 29 | 36 |
| | Fairly Closely | 43 | 39 | 44 | 43 | 40 | 48 | 43 | 44 |
| | Not Too Closely | 12 | 15 | 11 | 17 | 26 | 22 | 17 | 13 |
| | Not At All Closely | 7 | 6 | 3 | 8 | 18 | 8 | 11 | 7 |
| | Don't Know | * | * | 6 | 1 | - | * | * | * |
| | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| f. | The Clinton Admin.' health care reform proposal | | | | | | | | |
| | Very Closely | - | - | - | - | - | - | - | 40 |
| | Fairly Closely | - | - | - | - | - | - | - | 40 |
| | Not Too Closely | - | - | - | - | - | - | - | 14 |
| | Not At All Closely | - | - | - | - | - | - | - | 6 |
| | Don't Know | - | - | - | - | - | - | - | * |
| | | - | - | - | - | - | - | - | 100 |
| g. | The intervention of the Bank of Spain in Banesto | | | | | | | | |
| | Very Closely | - | - | - | - | - | 27 | - | - |
| | Fairly Closely | - | - | - | - | - | 47 | - | - |
| | Not Too Closely | - | - | - | - | - | 21 | - | - |
| | Not At All Closely | - | - | - | - | - | 5 | - | - |
| | Don't Know | - | - | - | - | - | * | - | - |
| | | - | - | - | - | - | 100 | - | - |
| h. | Accusations of electoral fraud in Yucatan | | | | | | | | |
| | Very Closely | - | - | - | - | 16 | - | - | - |
| | Fairly Closely | - | - | - | - | 33 | - | - | - |
| | Not Too Closely | - | - | - | - | 19 | - | - | - |
| | Not At All Closely | - | - | - | - | 31 | - | - | - |
| | Don't Know | - | - | - | - | 1 | - | - | - |
| | | - | - | - | - | 100 | - | - | - |

Q.19 con't ...

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|----|---|---------------|----------------|--------------|---------------|--------------|-----------------------|----------------------|
| i. | Armed confrontation between the Mexican Army and the Chiapas guerrillas | | | | | | | |
| | Very Closely | - | - | - | 61 | - | - | - |
| | Fairly Closely | - | - | - | 34 | - | - | - |
| | Not Too Closely | - | - | - | 4 | - | - | - |
| | Not At All Closely | - | - | - | 1 | - | - | - |
| | Don't Know | - | - | - | - | - | - | - |
| | | - | - | - | 100 | - | - | - |
| j. | Attempts to achieve peace in Northern Ireland | | | | | | | |
| | Very Closely | - | - | - | - | - | 35 | - |
| | Fairly Closely | - | - | - | - | - | 43 | - |
| | Not Too Closely | - | - | - | - | - | 15 | - |
| | Not At All Closely | - | - | - | - | - | 7 | - |
| | Don't Know | - | - | - | - | - | * | - |
| | | - | - | - | - | - | 100 | - |
| k. | The recent Federal elections | | | | | | | |
| | Very Closely | 45 | - | - | - | - | - | - |
| | Fairly Closely | 35 | - | - | - | - | - | - |
| | Not Too Closely | 12 | - | - | - | - | - | - |
| | Not At All Closely | 7 | - | - | - | - | - | - |
| | Don't Know | <u>1</u> | - | - | - | - | - | - |
| | | 100 | - | - | - | - | - | - |
| l. | The GATT agreements | | | | | | | |
| | Very Closely | - | 20 | - | - | - | - | - |
| | Fairly Closely | - | 34 | - | - | - | - | - |
| | Not Too Closely | - | 27 | - | - | - | - | - |
| | Not At All Closely | - | 18 | - | - | - | - | - |
| | Don't Know | - | <u>1</u> | - | - | - | - | - |
| | | - | 100 | - | - | - | - | - |

Q.19 con't ...

| | | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|----|----------------------------------|---------------|---------------|-----------------|-----------------|---------------|---------------|-----------------------|----------------------|
| m. | The Villemin trial | | | | | | | | |
| | Very Closely | - | 20 | - | - | - | - | - | - |
| | Fairly Closely | - | 28 | - | - | - | - | - | - |
| | Not Too Closely | - | 28 | - | - | - | - | - | - |
| | Not At All Closely | - | 24 | - | - | - | - | - | - |
| | Don't Know | $\frac{-}{-}$ | $\frac{*}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ |
| | | - | 100 | - | - | - | - | - | - |
| n. | French soccer crisis | | | | | | | | |
| | Very Closely | - | 17 | - | - | - | - | - | - |
| | Fairly Closely | - | 22 | - | - | - | - | - | - |
| | Not Too Closely | - | 22 | - | - | - | - | - | - |
| | Not At All Closely | - | 39 | - | - | - | - | - | - |
| | Don't Know | $\frac{-}{-}$ | $\frac{*}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ |
| | | - | 100 | - | - | - | - | - | - |
| o. | The AIDS scandal in Germany | | | | | | | | |
| | Very Closely | - | - | 25 | - | - | - | - | - |
| | Fairly Closely | - | - | 45 | - | - | - | - | - |
| | Not Too Closely | - | - | 18 | - | - | - | - | - |
| | Not At All Closely | - | - | 6 | - | - | - | - | - |
| | Don't Know | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{7}{101}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ |
| | | - | - | 101 | - | - | - | - | - |
| p. | The Italian mayoral elections | | | | | | | | |
| | Very Closely | - | - | - | 41 | - | - | - | - |
| | Fairly Closely | - | - | - | 32 | - | - | - | - |
| | Not Too Closely | - | - | - | 17 | - | - | - | - |
| | Not At All Closely | - | - | - | 9 | - | - | - | - |
| | Don't Know | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{1}{100}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ | $\frac{-}{-}$ |
| | | - | - | - | 100 | - | - | - | - |

IN FOLLOWING FIVE KNOWLEDGE QUESTIONS, DO NOT SUGGEST ANSWERS.

Now I would like to ask you a few questions about some things that have been in the news. Not everyone will have heard about them.

Q.20 Who is the President of Russia?

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|--------------------|------------------|------------------|-----------------|------------------|------------------|------------------|-----------------------|----------------------|
| Boris Yeltsin | 59 | 61 | 94 | 76 | 42 | 65 | 63 | 50 |
| Other | 3 | 2 | 1 | 2 | 1 | 1 | 5 | 2 |
| Don't know/Refused | <u>38</u> 100 | <u>37</u> 100 | <u>5</u> 100 | <u>22</u> 100 | <u>57</u> 100 | <u>34</u> 100 | <u>32</u> 100 | <u>48</u> 100 |

Q.21 Do you happen to know the name of the country that is threatening to withdraw from the nuclear non-proliferation treaty?

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------------|----------------------|
| North Korea (Accept also Korea) | 12 | 7 | 45 | 26 | 6 | 5 | 11 | 22 |
| Other | 12 | 13 | 6 | 5 | 8 | 14 | 11 | 6 |
| Don't know/Refused | <u>76</u> 100 | <u>80</u> 100 | <u>49</u> 100 | <u>69</u> 100 | <u>86</u> 100 | <u>81</u> 100 | <u>78</u> 100 | <u>72</u> 100 |

Q.22 Who is Boutros Boutros Ghali?

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|--|------------------|------------------|------------------|------------------|------------------|------------------|-----------------------|----------------------|
| Secretary General of the United Nations | 26 | 32 | 58 | 43 | 14 | 15 | 22 | 13 |
| Other | 5 | 6 | 5 | 4 | 2 | 6 | 8 | 3 |
| Don't know/Refused | <u>69</u> 100 | <u>62</u> 100 | <u>37</u> 100 | <u>53</u> 100 | <u>84</u> 100 | <u>79</u> 100 | <u>70</u> 100 | <u>84</u> 100 |

Q.23 Do you happen to know the name of the ethnic group that has conquered much of Bosnia and has surrounded the city of Sarajevo?

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------------|----------------------|
| Serbs | 42 | 55 | 77 | 51 | 12 | 24 | 46 | 28 |
| Croats/Other | 11 | 9 | 11 | 19 | 9 | 13 | 20 | 10 |
| Don't know/Refused | <u>47</u> 100 | <u>36</u> 100 | <u>12</u> 100 | <u>30</u> 100 | <u>79</u> 100 | <u>63</u> 100 | <u>34</u> 100 | <u>62</u> 100 |

Q.24 Do you happen to know the name of the group with whom the Israelis recently reached a peace accord?

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|--------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------------|----------------------|
| Palestinians (Accept also P.L.O.) | 51 | 60 | 79 | 56 | 21 | 29 | 59 | 40 |
| Other | 4 | 7 | 2 | 1 | 4 | 2 | 4 | 4 |
| Don't know/Refused | <u>45</u> 100 | <u>33</u> 100 | <u>19</u> 100 | <u>43</u> 100 | <u>76</u> 101 | <u>69</u> 100 | <u>37</u> 100 | <u>56</u> 100 |

**SUMMARY TABLE
Q.20 through Q.24**

| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> |
|--------------------------------------|------------------|------------------|-----------------|------------------|---------------|------------------|-----------------------|----------------------|
| Answered 5 Correctly | 6 | 5 | 32 | 16 | - | 2 | 6 | 6 |
| Answered 4 Correctly | 13 | 20 | 26 | 18 | - | 8 | 13 | 9 |
| Answered 3 Correctly | 19 | 19 | 19 | 16 | - | 10 | 19 | 12 |
| Answered 2 Correctly | 18 | 18 | 13 | 17 | - | 15 | 22 | 15 |
| Answered 1 Correctly | 17 | 15 | 8 | 15 | - | 33 | 18 | 21 |
| Did Not Answer Any Correctly/None | <u>27</u> 100 | <u>23</u> 100 | <u>3</u> 101 | <u>18</u> 100 | <u>-</u> - | <u>32</u> 100 | <u>22</u> 100 | <u>37</u> 100 |
| Average | 1.92 | 2.13 | 3.55 | 2.49 | | 1.35 | 2.01 | 1.53 |

Q.25 con't ...

| | | Total | | | | | | United | United | | |
|----|------------------------------|---------------|----------------|------------------|--------------|---------------|--------------|----------------|---------------|-----------|----------|
| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>Kingdom</u> | <u>States</u> | | |
| d. | Radio news | | | | | | | | | | |
| | 4-Believe | 21 | 18 | 32 | 33 | 28 | 13 | 26 | 31 | 27 | 16 |
| | 3- | 57 | 54 | 54 | 54 | 55 | 34 | 35 | 30 | 44 | 51 |
| | 2- | 16 | 18 | 10 | 11 | 9 | 18 | 21 | 11 | 9 | 22 |
| | 1-Cannot | | | | | | | | | | |
| | Believe | 2 | 4 | 1 | 1 | 2 | 5 | 12 | 3 | 3 | 3 |
| | 5-Never | | | | | | | | | | |
| | Heard of | * | - | | 0 | 0 | 2 | * | 11 | * | * |
| | 6-Can't rate | <u>4</u> | <u>6</u> | <u>3</u> | <u>2</u> | <u>6</u> | <u>28</u> | <u>6</u> | <u>14</u> | <u>17</u> | <u>8</u> |
| | | 100 | 100 | 100 | 101 | 100 | 100 | 100 | 100 | 100 | 100 |
| e. | News magazines ²⁰ | | | | | | | | | | |
| | 4-Believe | 15 | 6 | 18 | 18 | 14 | 11 | 11 | 3 | 12 | 15 |
| | 3- | 46 | 36 | 41 | 44 | 30 | 39 | 24 | 10 | 22 | 45 |
| | 2- | 26 | 30 | 29 | 30 | 26 | 32 | 25 | 26 | 9 | 25 |
| | 1-Cannot | | | | | | | | | | |
| | Believe | 5 | 10 | 5 | 3 | 13 | 6 | 29 | 35 | 3 | 7 |
| | 5-Never | | | | | | | | | | |
| | Heard of | 1 | - | | 0 | 0 | 1 | * | 10 | 3 | * |
| | 6-Can't rate | <u>7</u> | <u>18</u> | <u>7</u> | <u>4</u> | <u>17</u> | <u>11</u> | <u>11</u> | <u>16</u> | <u>51</u> | <u>8</u> |
| | | 100 | 100 | 100 | 99 | 100 | 100 | 99 | 100 | 100 | 100 |
| f. | Government officials | | | | | | | | | | |
| | 4-Believe | 2 | 5 | 3 | 3 | 1 | 9 | 8 | 5 | 1 | 3 |
| | 3- | 15 | 29 | 31 | 33 | 27 | 13 | 20 | 12 | 13 | 19 |
| | 2- | 51 | 49 | 46 | 45 | 48 | 25 | 31 | 33 | 42 | 49 |
| | 1-Cannot | | | | | | | | | | |
| | Believe | 30 | 14 | 18 | 17 | 21 | 52 | 37 | 43 | 41 | 27 |
| | 5-Never | | | | | | | | | | |
| | Heard of | * | - | | 0 | 0 | * | * | * | * | 0 |
| | 6-Can't rate | <u>2</u> | <u>3</u> | <u>2</u> | <u>2</u> | <u>3</u> | <u>1</u> | <u>4</u> | <u>7</u> | <u>3</u> | <u>2</u> |
| | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

²⁰ The question was expanded in Germany to read: "Such as Spiegel or Focus"; in the U.K. to read "Such as Economist or Time".

Q.25 con't ...

| | | Total | | | | | | | United | United | |
|----|--|----------|----------|----------|-----------|----------|----------|----------|----------|-----------|----------|
| | | Canada | France | Germany | West/East | Italy | Mexico | Spain | Kingdom | States | |
| g. | The Churches | | | | | | | | | | |
| | 4-Believe | 15 | 9 | 8 | 8 | 11 | 24 | 57 | 22 | 12 | 22 |
| | 3- | 32 | 26 | 32 | 33 | 27 | 28 | 22 | 18 | 32 | 38 |
| | 2- | 34 | 30 | 39 | 40 | 35 | 26 | 10 | 26 | 28 | 24 |
| | 1-Cannot | | | | | | | | | | |
| | Believe | 16 | 30 | 19 | 18 | 23 | 22 | 9 | 29 | 18 | 10 |
| | 5-Never | | | | | | | | | | |
| | Heard of | * | - | | 0 | 0 | | * | * | * | * |
| | 0 | | | | | | | | | | |
| | 6-Can't rate | <u>3</u> | <u>5</u> | <u>2</u> | <u>1</u> | <u>4</u> | <u>0</u> | <u>2</u> | <u>5</u> | <u>10</u> | <u>6</u> |
| | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| h. | Advertisers | | | | | | | | | | |
| | 4-Believe | 5 | 2 | 2 | 2 | 0 | 7 | 10 | 4 | 2 | 3 |
| | 3- | 16 | 13 | 10 | 12 | 4 | 18 | 21 | 8 | 11 | 11 |
| | 2- | 42 | 40 | 41 | 45 | 29 | 34 | 38 | 28 | 36 | 45 |
| | 1-Cannot | | | | | | | | | | |
| | Believe | 36 | 43 | 46 | 40 | 65 | 35 | 30 | 55 | 48 | 39 |
| | 5-Never | | | | | | | | | | |
| | Heard of | 0 | - | | 0 | 0 | 2 | * | * | * | 0 |
| | 6-Can't rate | <u>1</u> | <u>2</u> | <u>1</u> | <u>1</u> | <u>2</u> | <u>4</u> | <u>1</u> | <u>5</u> | <u>3</u> | <u>2</u> |
| | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| i. | Congress/Parliament/Deputies ²¹ | | | | | | | | | | |
| | 4-Believe | 2 | 2 | 2 | 3 | 1 | 8 | 9 | 4 | 2 | 4 |
| | 3- | 15 | 23 | 28 | 29 | 27 | 12 | 19 | 14 | 12 | 20 |
| | 2- | 52 | 48 | 48 | 49 | 47 | 24 | 40 | 35 | 39 | 46 |
| | 1-Cannot | | | | | | | | | | |
| | Believe | 30 | 24 | 19 | 18 | 23 | 55 | 28 | 38 | 45 | 27 |
| | 5-Never | | | | | | | | | | |
| | Heard of | * | - | | 0 | 0 | * | * | * | * | 0 |
| | 6-Can't rate | <u>1</u> | <u>3</u> | <u>2</u> | <u>2</u> | <u>2</u> | <u>1</u> | <u>4</u> | <u>9</u> | <u>2</u> | <u>3</u> |
| | | 100 | 100 | 99 | 101 | 100 | 100 | 100 | 100 | 100 | 100 |

²¹ Members of Congress - U.S. & Mexico/ Members of Parliament - Britain, Germany, Italy, Canada & Spain/ Deputies - Canada & France

Q.25 con't ...

| | Total | | | | | | | United | United | |
|--------------|--------------------|------------------|----------------|------------------|-----------------|----------------|-----------------|----------------|----------------|----------|
| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>Kingdom</u> | <u>States</u> | |
| j. | Political figures: | | | | | | | | | |
| | <i>Chretien</i> | <i>Mitterand</i> | <i>Kohl</i> | <i>Kohl</i> | <i>Scalforo</i> | <i>Salinas</i> | <i>Gonzalez</i> | <i>Major</i> | <i>Clinton</i> | |
| 4-Believe | 14 | 10 | 7 | 7 | 5 | 13 | 33 | 10 | 6 | 11 |
| 3- | 39 | 31 | 33 | 32 | 34 | 25 | 39 | 17 | 20 | 38 |
| 2- | 32 | 34 | 35 | 36 | 31 | 31 | 16 | 26 | 30 | 31 |
| 1-Cannot | | | | | | | | | | |
| Believe | 12 | 22 | 24 | 23 | 28 | 29 | 12 | 43 | 42 | 18 |
| 5-Never | | | | | | | | | | |
| Heard of | * | - | | 0 | 0 | * | * | * | * | 0 |
| 6-Can't rate | <u>3</u> | <u>3</u> | <u>2</u> | <u>2</u> | <u>2</u> | <u>2</u> | <u>4</u> | <u>4</u> | <u>2</u> | <u>2</u> |
| | 100 | 100 | 101 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| k. | Commentators | | | | | | | | | |
| 4-Believe | - | - | - | - | - | - | 16 | - | - | - |
| 3- | - | - | - | - | - | - | 23 | - | - | - |
| 2- | - | - | - | - | - | - | 37 | - | - | - |
| 1-Cannot | | | | | | | | | | |
| Believe | - | - | - | - | - | - | 23 | - | - | - |
| 5-Never | | | | | | | | | | |
| Heard of | - | - | - | - | - | - | - | - | - | - |
| 6-Can't rate | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>1</u> | <u>-</u> | <u>-</u> | <u>-</u> |
| | - | - | - | - | - | - | 100 | - | - | - |

Q.26 I'd like your opinion of some groups and developments in the (**country name here**). For each that I name tell me if you think they are having mainly a good influence on the way things are going in this country or mainly a bad influence on the way things are going in this country. (**ROTATE**)

| | | Total | | | | | | | United | United | |
|----|--|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|
| | | Canada | France | Germany | West/East | Italy | Mexico | Spain | Kingdom | States | |
| a. | Newspapers | | | | | | | | | | |
| | Good Influence | 73 | 59 | 47 | 48 | 43 | 37 | 70 | 71 | 38 | 74 |
| | Bad Influence | 10 | 12 | 6 | 7 | 4 | 19 | 4 | 3 | 29 | 13 |
| | Neither (VOL) | 4 | 5 | 12 | 12 | 12 | 8 | 6 | 3 | 15 | 3 |
| | Both (VOL) | 11 | 14 | 28 | 26 | 33 | 32 | 17 | 15 | 15 | 6 |
| | No Opinion | <u>2</u> | <u>10</u> | <u>7</u> | <u>7</u> | <u>8</u> | <u>4</u> | <u>3</u> | <u>8</u> | <u>3</u> | <u>4</u> |
| | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| b. | Business executives/ Management | | | | | | | | | | |
| | Good Influence | 51 | 43 | 27 | 26 | 30 | 29 | 50 | 27 | 31 | 44 |
| | Bad Influence | 24 | 23 | 14 | 15 | 11 | 32 | 10 | 27 | 26 | 37 |
| | Neither (VOL) | 3 | 7 | 13 | 14 | 9 | 9 | 13 | 5 | 17 | 3 |
| | Both (VOL) | 12 | 8 | 37 | 37 | 39 | 24 | 14 | 19 | 11 | 5 |
| | No Opinion | <u>10</u> | <u>19</u> | <u>9</u> | <u>8</u> | <u>12</u> | <u>6</u> | <u>13</u> | <u>22</u> | <u>15</u> | <u>11</u> |
| | | 100 | 100 | 100 | 100 | 101 | 100 | 100 | 100 | 100 | 100 |
| c. | The Congress/ Parliament/Nat'l Assembly | | | | | | | | | | |
| | Good Influence | 44 | 40 | 23 | 24 | 19 | 13 | 38 | 42 | 27 | 39 |
| | Bad Influence | 35 | 30 | 16 | 16 | 17 | 55 | 15 | 23 | 43 | 44 |
| | Neither (VOL) | 5 | 5 | 8 | 8 | 9 | 11 | 17 | 5 | 14 | 4 |
| | Both (VOL) | 9 | 9 | 42 | 40 | 48 | 17 | 17 | 14 | 10 | 8 |
| | No Opinion | <u>7</u> | <u>16</u> | <u>11</u> | <u>12</u> | <u>8</u> | <u>4</u> | <u>13</u> | <u>16</u> | <u>6</u> | <u>5</u> |
| | | 100 | 100 | 100 | 100 | 101 | 100 | 100 | 100 | 100 | 100 |
| d. | The Church (or religion)/ The religious Authorities | | | | | | | | | | |
| | Good Influence | 61 | 39 | 24 | 22 | 30 | 45 | 73 | 48 | 41 | 73 |
| | Bad Influence | 18 | 34 | 14 | 14 | 13 | 19 | 5 | 21 | 22 | 15 |
| | Neither (VOL) | 6 | 9 | 16 | 16 | 15 | 15 | 9 | 7 | 20 | 2 |
| | Both (VOL) | 11 | 8 | 31 | 33 | 24 | 19 | 11 | 16 | 8 | 5 |
| | No Opinion | <u>4</u> | <u>10</u> | <u>15</u> | <u>15</u> | <u>17</u> | <u>2</u> | <u>2</u> | <u>8</u> | <u>9</u> | <u>5</u> |
| | | 100 | 100 | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 |
| e. | Trade Unions/ Labor Unions/ Unions | | | | | | | | | | |
| | Good Influence | 31 | 36 | 25 | 24 | 33 | 20 | 45 | 35 | 32 | 42 |
| | Bad Influence | 48 | 39 | 17 | 19 | 8 | 41 | 13 | 32 | 32 | 37 |
| | Neither (VOL) | 4 | 5 | 11 | 11 | 12 | 15 | 12 | 4 | 18 | 3 |
| | Both (VOL) | 11 | 12 | 37 | 38 | 33 | 18 | 14 | 19 | 9 | 4 |
| | No Opinion | <u>6</u> | <u>8</u> | <u>11</u> | <u>9</u> | <u>14</u> | <u>6</u> | <u>16</u> | <u>10</u> | <u>9</u> | <u>14</u> |
| | | 100 | 100 | 101 | 101 | 100 | 100 | 100 | 100 | 100 | 100 |

Q.26 con't ...

| | | Total | | | | | | | United | United | |
|----|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Canada | France | Germany | West/East | Italy | Mexico | Spain | Kingdom | States | |
| f. | Television network news | | | | | | | | | | |
| | Good Influence | 71 | 55 | 49 | 49 | 49 | 50 | 64 | 64 | 66 | 71 |
| | Bad Influence | 12 | 21 | 6 | 6 | 3 | 11 | 5 | 8 | 8 | 17 |
| | Neither (VOL) | 3 | 5 | 9 | 9 | 8 | 9 | 8 | 4 | 14 | 3 |
| | Both (VOL) | 11 | 14 | 31 | 30 | 35 | 29 | 21 | 19 | 9 | 5 |
| | No Opinion | <u>3</u> | <u>5</u> | <u>5</u> | <u>6</u> | <u>4</u> | <u>1</u> | <u>2</u> | <u>5</u> | <u>3</u> | <u>4</u> |
| | | 100 | 100 | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 |
| g. | Newscasts of live events on CNN and C-Span/Euronews/ MTV-Europe/SKY/ Astra, etc | | | | | | | | | | |
| | Good Influence | 68 | 15 | 26 | 29 | 17 | 35 | 32 | 29 | 23 | 73 |
| | Bad Influence | 10 | 7 | 6 | 6 | 5 | 9 | 3 | 3 | 3 | 8 |
| | Neither (VOL) | 2 | 5 | 14 | 15 | 11 | 9 | 7 | 2 | 6 | 1 |
| | Both (VOL) | 6 | 3 | 25 | 25 | 24 | 17 | 12 | 4 | 4 | 3 |
| | No Opinion | <u>14</u> | <u>70</u> | <u>29</u> | <u>25</u> | <u>44</u> | <u>30</u> | <u>46</u> | <u>62</u> | <u>64</u> | <u>15</u> |
| | | 100 | 100 | 100 | 100 | 101 | 100 | 100 | 100 | 100 | 100 |
| h. | Movies/Films | | | | | | | | | | |
| | Good Influence | 32 | 29 | 13 | 14 | 10 | 22 | 22 | 22 | 19 | 27 |
| | Bad Influence | 38 | 35 | 15 | 16 | 14 | 15 | 23 | 32 | 33 | 54 |
| | Neither (VOL) | 8 | 10 | 20 | 20 | 21 | 23 | 18 | 4 | 20 | 3 |
| | Both (VOL) | 18 | 18 | 37 | 35 | 44 | 35 | 32 | 34 | 17 | 10 |
| | No Opinion | <u>4</u> | <u>8</u> | <u>15</u> | <u>16</u> | <u>12</u> | <u>5</u> | <u>5</u> | <u>8</u> | <u>11</u> | <u>6</u> |
| | | 100 | 100 | 100 | 101 | 101 | 100 | 100 | 100 | 100 | 100 |
| i. | Rock Music | | | | | | | | | | |
| | Good Influence | 29 | 38 | 12 | 13 | 10 | 24 | 15 | 38 | 23 | 21 |
| | Bad Influence | 45 | 24 | 13 | 13 | 11 | 14 | 40 | 25 | 28 | 64 |
| | Neither (VOL) | 10 | 19 | 27 | 28 | 25 | 32 | 17 | 8 | 23 | 5 |
| | Both (VOL) | 9 | 5 | 26 | 26 | 27 | 20 | 20 | 12 | 9 | 4 |
| | No Opinion | <u>7</u> | <u>14</u> | <u>21</u> | <u>20</u> | <u>28</u> | <u>10</u> | <u>8</u> | <u>17</u> | <u>17</u> | <u>6</u> |
| | | 100 | 100 | 99 | 100 | 101 | 100 | 100 | 100 | 100 | 100 |
| j. | Environ- mentalists | | | | | | | | | | |
| | Good Influence | 76 | 56 | 58 | 58 | 58 | 56 | 82 | 80 | 67 | 67 |
| | Bad Influence | 11 | 23 | 5 | 6 | 3 | 10 | 4 | 5 | 9 | 21 |
| | Neither (VOL) | 3 | 5 | 8 | 9 | 7 | 17 | 5 | 2 | 11 | 2 |
| | Both (VOL) | 7 | 10 | 23 | 22 | 27 | 14 | 5 | 6 | 6 | 6 |
| | No Opinion | <u>3</u> | <u>6</u> | <u>7</u> | <u>6</u> | <u>5</u> | <u>3</u> | <u>4</u> | <u>7</u> | <u>7</u> | <u>4</u> |
| | | 100 | 100 | 101 | 101 | 100 | 100 | 100 | 100 | 100 | 100 |

100

Q.26 con't ...

| | | Total | | | | | | | United | United | |
|----|------------------------------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Canada | France | Germany | West/East | Italy | Mexico | Spain | Kingdom | States | |
| k. | Investors from other countries | | | | | | | | | | |
| | Good Influence | 56 | 29 | 29 | 28 | 34 | 37 | 56 | 41 | 47 | 33 |
| | Bad Influence | 25 | 42 | 12 | 12 | 12 | 21 | 14 | 25 | 17 | 53 |
| | Neither (VOL) | 2 | 2 | 10 | 11 | 7 | 12 | 8 | 2 | 12 | 1 |
| | Both (VOL) | 8 | 9 | 31 | 32 | 29 | 17 | 10 | 13 | 9 | 3 |
| | No Opinion | <u>9</u> | <u>18</u> | <u>17</u> | <u>16</u> | <u>18</u> | <u>13</u> | <u>12</u> | <u>19</u> | <u>15</u> | <u>10</u> |
| | | 100 | 100 | 99 | 99 | 100 | 100 | 100 | 100 | 100 | 100 |
| l. | The women's movement/ Feminists | | | | | | | | | | |
| | Good Influence | 53 | 35 | 42 | 39 | 52 | 39 | 32 | 42 | 45 | 59 |
| | Bad Influence | 25 | 28 | 8 | 9 | 6 | 13 | 24 | 24 | 15 | 28 |
| | Neither (VOL) | 5 | 13 | 14 | 14 | 14 | 23 | 13 | 5 | 15 | 3 |
| | Both (VOL) | 10 | 5 | 22 | 24 | 16 | 17 | 13 | 15 | 9 | 4 |
| | No Opinion | <u>7</u> | <u>19</u> | <u>13</u> | <u>14</u> | <u>11</u> | <u>8</u> | <u>18</u> | <u>14</u> | <u>16</u> | <u>6</u> |
| | | 100 | 100 | 99 | 100 | 99 | 100 | 100 | 100 | 100 | 100 |
| m. | Computers and technology | | | | | | | | | | |
| | Good Influence | 82 | 62 | 42 | 39 | 56 | 66 | 80 | 72 | 63 | 85 |
| | Bad Influence | 6 | 14 | 5 | 5 | 2 | 7 | 2 | 9 | 11 | 7 |
| | Neither (VOL) | 2 | 3 | 9 | 10 | 5 | 7 | 4 | 1 | 9 | * |
| | Both (VOL) | 5 | 10 | 30 | 32 | 21 | 16 | 5 | 10 | 9 | 3 |
| | No Opinion | <u>5</u> | <u>11</u> | <u>15</u> | <u>15</u> | <u>16</u> | <u>4</u> | <u>9</u> | <u>8</u> | <u>8</u> | <u>5</u> |
| | | 100 | 100 | 101 | 101 | 100 | 100 | 100 | 100 | 100 | 100 |
| n. | Radio | | | | | | | | | | |
| | Good Influence | 81 | 66 | 56 | 56 | 55 | 60 | 73 | 88 | 72 | 71 |
| | Bad Influence | 4 | 8 | 3 | 4 | 1 | 5 | 2 | 1 | 3 | 11 |
| | Neither (VOL) | 3 | 6 | 9 | 9 | 8 | 13 | 6 | * | 12 | 3 |
| | Both (VOL) | 7 | 10 | 25 | 24 | 28 | 13 | 14 | 5 | 5 | 5 |
| | No Opinion | <u>5</u> | <u>10</u> | <u>8</u> | <u>8</u> | <u>8</u> | <u>9</u> | <u>5</u> | <u>6</u> | <u>8</u> | <u>10</u> |
| | | 100 | 100 | 101 | 101 | 100 | 100 | 100 | 100 | 100 | 100 |
| o. | The Military | | | | | | | | | | |
| | Good Influence | 62 | 47 | 21 | 22 | 14 | 33 | 58 | 42 | 51 | 71 |
| | Bad Influence | 19 | 27 | 20 | 20 | 20 | 27 | 12 | 26 | 15 | 18 |
| | Neither (VOL) | 7 | 9 | 14 | 14 | 15 | 17 | 10 | 7 | 17 | 3 |
| | Both (VOL) | 5 | 5 | 31 | 30 | 33 | 15 | 14 | 15 | 7 | 3 |
| | No Opinion | <u>7</u> | <u>12</u> | <u>15</u> | <u>13</u> | <u>18</u> | <u>8</u> | <u>6</u> | <u>10</u> | <u>10</u> | <u>5</u> |
| | | 100 | 100 | 101 | 99 | 100 | 100 | 100 | 100 | 100 | 100 |
| p. | The United Nations | | | | | | | | | | |
| | Good Influence | 71 | 46 | 35 | 37 | 30 | 48 | 61 | 57 | 61 | 67 |
| | Bad Influence | 13 | 26 | 8 | 8 | 6 | 14 | 7 | 12 | 9 | 18 |
| | Neither (VOL) | 5 | 7 | 13 | 13 | 16 | 12 | 11 | 5 | 13 | 3 |
| | Both (VOL) | 5 | 7 | 30 | 30 | 30 | 18 | 10 | 10 | 7 | 4 |
| | No Opinion | <u>6</u> | <u>14</u> | <u>14</u> | <u>13</u> | <u>17</u> | <u>8</u> | <u>11</u> | <u>16</u> | <u>10</u> | <u>8</u> |
| | | 100 | 100 | 100 | 101 | 99 | 100 | 100 | 100 | 100 | 100 |

Q.26 con't ...

| | | Total | | | | | | | United | United | |
|----|----------------|---------------|----------------|------------------|--------------|---------------|--------------|----------------|---------------|----------|----------|
| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>Kingdom</u> | <u>States</u> | | |
| q. | TV shows/TV | | | | | | | | | | |
| | Variety shows | | | | | | | | | | |
| | Good Influence | 36 | 39 | 18 | 18 | 19 | 26 | 43 | 33 | 34 | 25 |
| | Bad Influence | 37 | 27 | 12 | 12 | 11 | 18 | 11 | 27 | 19 | 53 |
| | Neither (VOL) | 4 | 21 | 30 | 30 | 28 | 33 | 11 | 5 | 24 | 4 |
| | Both (VOL) | 19 | 5 | 25 | 25 | 26 | 18 | 31 | 26 | 16 | 12 |
| | No Opinion | <u>4</u> | <u>8</u> | <u>15</u> | <u>15</u> | <u>16</u> | <u>5</u> | <u>4</u> | <u>9</u> | <u>7</u> | <u>6</u> |
| | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| u. | Political | | | | | | | | | | |
| | Parties | | | | | | | | | | |
| | Good Influence | - | - | - | - | - | - | 23 | - | - | - |
| | Bad Influence | - | - | - | - | - | - | 29 | - | - | - |
| | Neither (VOL) | - | - | - | - | - | - | 10 | - | - | - |
| | Both (VOL) | - | - | - | - | - | - | 31 | - | - | - |
| | No Opinion | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>7</u> | <u>-</u> | <u>-</u> | <u>-</u> |
| | | - | - | - | - | - | - | 100 | - | - | - |

Q.27 In your opinion, does (list item ie., newspapers) help democracy in general or hurt democracy in general.
(Repeat for each item. **(ROTATE ORDER OF PRESENTATION)**)

| | | Total | | | | | | | United | United | |
|----|-----------------|---------------|----------------|------------------|--------------|---------------|--------------|----------------|---------------|-----------|-----------|
| | <u>Canada</u> | <u>France</u> | <u>Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>Kingdom</u> | <u>States</u> | | |
| a. | Newspapers | | | | | | | | | | |
| | Help | 76 | 65 | 55 | 57 | 49 | 55 | 66 | 64 | 49 | 74 |
| | Hurt | 7 | 11 | 3 | 2 | 6 | 12 | 4 | 6 | 23 | 13 |
| | Neither (VOL) | 3 | 9 | 20 | 20 | 19 | 7 | 10 | 2 | 7 | 2 |
| | Both (VOL) | 7 | 6 | 15 | 14 | 19 | 22 | 17 | 16 | 13 | 5 |
| | Don't know | <u>7</u> | <u>9</u> | <u>6</u> | <u>6</u> | <u>7</u> | <u>4</u> | <u>3</u> | <u>12</u> | <u>8</u> | <u>6</u> |
| | | 100 | 100 | 99 | 99 | 100 | 100 | 100 | 100 | 100 | 100 |
| b. | Television news | | | | | | | | | | |
| | Help | 76 | 68 | 55 | 56 | 53 | 59 | 67 | 65 | 69 | 75 |
| | Hurt | 6 | 12 | 3 | 2 | 4 | 11 | 6 | 6 | 8 | 14 |
| | Neither (VOL) | 3 | 8 | 19 | 21 | 15 | 7 | 9 | 3 | 9 | 2 |
| | Both (VOL) | 7 | 5 | 17 | 16 | 21 | 21 | 15 | 17 | 9 | 4 |
| | Don't know | <u>8</u> | <u>7</u> | <u>6</u> | <u>5</u> | <u>5</u> | <u>2</u> | <u>3</u> | <u>9</u> | <u>5</u> | <u>5</u> |
| | | 100 | 100 | 100 | 100 | 98 | 100 | 100 | 100 | 100 | 100 |
| c. | Radio News | | | | | | | | | | |
| | Help | 75 | 71 | 53 | 54 | 51 | 56 | 67 | 66 | 64 | 72 |
| | Hurt | 6 | 8 | 3 | 3 | 3 | 8 | 3 | 4 | 6 | 11 |
| | Neither (VOL) | 4 | 8 | 18 | 19 | 14 | 7 | 9 | 3 | 9 | 3 |
| | Both (VOL) | 6 | 4 | 18 | 16 | 22 | 17 | 14 | 14 | 7 | 3 |
| | Don't know | <u>9</u> | <u>9</u> | <u>8</u> | <u>8</u> | <u>10</u> | <u>12</u> | <u>7</u> | <u>13</u> | <u>14</u> | <u>11</u> |
| | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| d. | News Magazines | | | | | | | | | | |
| | Help | 69 | 47 | 44 | 45 | 38 | 56 | 54 | 38 | 39 | 69 |
| | Hurt | 7 | 14 | 7 | 8 | 7 | 11 | 7 | 19 | 5 | 14 |
| | Neither (VOL) | 5 | 9 | 17 | 17 | 16 | 7 | 13 | 6 | 6 | 2 |
| | Both (VOL) | 6 | 4 | 18 | 17 | 21 | 19 | 12 | 16 | 5 | 3 |
| | Don't know | <u>13</u> | <u>26</u> | <u>14</u> | <u>13</u> | <u>19</u> | <u>7</u> | <u>14</u> | <u>21</u> | <u>45</u> | <u>12</u> |
| | | 100 | 100 | 100 | 100 | 101 | 100 | 100 | 100 | 100 | 100 |

Q.28 Some people think that by criticizing political 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>Canada</u> | <u>France</u> | Total <u>Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | United <u>Kingdom</u> | United <u>States</u> | |
|---|-----------------|-----------------|-------------------------|------------------|------------------|------------------|------------------|--------------------------|-------------------------|------------------|
| Criticism by the press keeps political leaders from doing their job | 15 | 10 | 11 | 12 | 10 | 19 | 17 | 13 | 22 | 18 |
| Criticism keeps political leaders from doing things that should not be done | 76 | 83 | 65 | 65 | 67 | 66 | 72 | 68 | 64 | 69 |
| Don't Know | $\frac{9}{100}$ | $\frac{7}{100}$ | $\frac{24}{100}$ | $\frac{24}{101}$ | $\frac{23}{100}$ | $\frac{15}{100}$ | $\frac{11}{100}$ | $\frac{19}{100}$ | $\frac{14}{100}$ | $\frac{13}{100}$ |

SPLIT SAMPLE, ASK ONE HALF ABOUT NEWSPAPERS, OTHER HALF ABOUT TV NEWS PROGRAMS, FOR NEXT 5 QUESTIONS.

FOR MEXICO, PERCENTS REPRESENT NEWSPAPERS AND TV COMBINED.

Q.29f1 Do you feel newspapers unnecessarily invade people's privacy or do they only involve themselves in people's privacy when it is in the public interest?

| | <u>Canada</u> | <u>France</u> | Total <u>Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | United <u>Kingdom</u> | United <u>States</u> | |
|--------------------------|-----------------|-----------------|-------------------------|------------------|------------------|-----------------|-----------------|--------------------------|-------------------------|-----------------|
| Invade people's privacy | 50 | 57 | 52 | 50 | 61 | 50 | 41 | 41 | 76 | 60 |
| Respect people's privacy | 44 | 36 | 30 | 31 | 26 | 47 | 52 | 48 | 20 | 35 |
| Don't know/Refused | $\frac{6}{100}$ | $\frac{7}{100}$ | $\frac{17}{99}$ | $\frac{19}{100}$ | $\frac{13}{100}$ | $\frac{3}{100}$ | $\frac{7}{100}$ | $\frac{11}{100}$ | $\frac{4}{100}$ | $\frac{5}{100}$ |

Q.29f2 Do you feel TV news programs unnecessarily invade people's privacy or do they only involve themselves in people's privacy when it is in the public interest?

| | <u>Canada</u> | <u>France</u> | Total <u>Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | United <u>Kingdom</u> | United <u>States</u> | |
|--------------------------|-----------------|-----------------|-------------------------|------------------|------------------|-----------------|--------------|--------------------------|-------------------------|-----------------|
| Invade people's privacy | 53 | 55 | 48 | 47 | 53 | 31 | - | 36 | 50 | 63 |
| Respect people's privacy | 42 | 38 | 35 | 34 | 37 | 63 | - | 49 | 45 | 32 |
| Don't know/Refused | $\frac{5}{100}$ | $\frac{7}{100}$ | $\frac{17}{100}$ | $\frac{19}{100}$ | $\frac{10}{100}$ | $\frac{6}{100}$ | - | $\frac{15}{100}$ | $\frac{5}{100}$ | $\frac{5}{100}$ |

Q.30f1 How responsibly do you think newspapers cover stories about the personal and ethical behavior of politicians? Do you think they cover them very responsibly, fairly responsibly, not very responsibly, or not at all responsibly?

| | <u>Canada</u> | <u>France</u> | <u>Total Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|------------------------|-----------------|------------------|--------------------------|------------------|-----------------|-----------------|-----------------|---------------------------|--------------------------|-----------------|
| Very responsibly | 7 | 7 | 6 | 6 | 4 | 8 | 35 | 11 | 7 | 10 |
| Fairly responsibly | 65 | 41 | 54 | 55 | 47 | 51 | 31 | 33 | 41 | 56 |
| Not very responsibly | 21 | 34 | 27 | 25 | 32 | 31 | 22 | 34 | 29 | 24 |
| Not at all responsibly | 4 | 8 | 5 | 5 | 5 | 5 | 9 | 6 | 19 | 7 |
| Don't know/Refused | <u>3</u> 100 | <u>10</u> 100 | <u>10</u> 102 | <u>9</u> 100 | <u>11</u> 99 | <u>5</u> 100 | <u>4</u> 101 | <u>16</u> 100 | <u>4</u> 100 | <u>3</u> 100 |

Q.30f2 How responsibly do you think TV news programs cover stories about the personal and ethical behavior of politicians? Do you think they cover them very responsibly, fairly responsibly, not very responsibly, or not at all responsibly?

| | <u>Canada</u> | <u>France</u> | <u>Total Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|------------------------|-----------------|------------------|--------------------------|------------------|----------------|-----------------|---------------|---------------------------|--------------------------|-----------------|
| Very responsibly | 8 | 7 | 7 | 7 | 7 | 9 | - | 10 | 14 | 10 |
| Fairly responsibly | 60 | 43 | 58 | 60 | 49 | 50 | - | 40 | 56 | 52 |
| Not very responsibly | 25 | 32 | 22 | 21 | 29 | 32 | - | 30 | 21 | 28 |
| Not at all responsibly | 4 | 7 | 4 | 4 | 7 | 4 | - | 5 | 7 | 8 |
| Don't know/Refused | <u>3</u> 100 | <u>11</u> 100 | <u>8</u> 99 | <u>8</u> 100 | <u>7</u> 99 | <u>5</u> 100 | <u>-</u> - | <u>15</u> 100 | <u>2</u> 100 | <u>2</u> 100 |

Q.31f1 In general, do you think newspapers get the facts straight or do you think that their stories and reports are often inaccurate?²²

| | <u>Canada</u> | <u>France</u> | <u>Total Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|--------------------|-----------------|-----------------|--------------------------|------------------|------------------|-----------------|-----------------|---------------------------|--------------------------|-----------------|
| Get facts straight | 57 | 22 | 51 | 54 | 42 | 22 | 52 | 53 | 28 | 49 |
| Inaccurate | 36 | 71 | 34 | 33 | 40 | 73 | 42 | 28 | 62 | 44 |
| Can't say | <u>7</u> 100 | <u>7</u> 100 | <u>15</u> 100 | <u>13</u> 100 | <u>18</u> 100 | <u>5</u> 100 | <u>6</u> 100 | <u>19</u> 100 | <u>10</u> 100 | <u>7</u> 100 |

²² In Britain question is worded "get the facts correct" instead of "get facts straight".

Q.31f2 In general, do you think TV news programs get the facts straight or do you think that their stories and reports are often inaccurate?²³

| | <u>Canada</u> | <u>France</u> | <u>Total Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|--------------------|-----------------|-----------------|--------------------------|------------------|------------------|-----------------|--------------|---------------------------|--------------------------|-----------------|
| Get facts straight | 59 | 25 | 54 | 56 | 48 | 28 | - | 64 | 61 | 50 |
| Inaccurate | 33 | 69 | 31 | 29 | 39 | 63 | - | 23 | 31 | 42 |
| Can't say | <u>8</u> 100 | <u>6</u> 100 | <u>15</u> 100 | <u>15</u> 100 | <u>13</u> 100 | <u>9</u> 100 | - | <u>13</u> 100 | <u>8</u> 100 | <u>8</u> 100 |

Q.32f1 In presenting the news dealing with political and social issues, do you think that newspapers deal fairly with all sides or do they tend to favor one side?

| | <u>Canada</u> | <u>France</u> | <u>Total Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|----------------------------|-----------------|-----------------|--------------------------|------------------|------------------|-----------------|-----------------|---------------------------|--------------------------|-----------------|
| Deal fairly with all sides | 30 | 11 | 33 | 36 | 25 | 14 | 24 | 18 | 19 | 24 |
| Tend to favor one side | 61 | 81 | 48 | 46 | 56 | 81 | 70 | 66 | 73 | 68 |
| Can't say | <u>9</u> 100 | <u>8</u> 100 | <u>19</u> 100 | <u>19</u> 101 | <u>19</u> 100 | <u>5</u> 100 | <u>6</u> 100 | <u>16</u> 100 | <u>8</u> 100 | <u>8</u> 100 |

Q.32f2 In presenting the news dealing with political and social issues, do you think that TV news programs deal fairly with all sides or do they tend to favor one side?

| | <u>Canada</u> | <u>France</u> | <u>Total Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|----------------------------|-----------------|-----------------|--------------------------|------------------|------------------|-----------------|--------------|---------------------------|--------------------------|-----------------|
| Deal fairly with all sides | 40 | 18 | 36 | 36 | 34 | 16 | - | 28 | 50 | 30 |
| Tend to favor one side | 54 | 75 | 46 | 45 | 50 | 78 | - | 59 | 42 | 63 |
| Can't say | <u>6</u> 100 | <u>7</u> 100 | <u>18</u> 100 | <u>18</u> 99 | <u>16</u> 100 | <u>6</u> 100 | - | <u>13</u> 100 | <u>8</u> 100 | <u>7</u> 100 |

²³ In Britain question is worded "get the facts correct" instead of "get facts straight".

Q.33f1 In recent years do you believe that the government's control of newspapers has been increasing, or do you feel it has been getting less, or has it stayed about the same?

| | <u>Canada</u> | <u>France</u> | <u>Total Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|------------------------|-----------------|------------------|--------------------------|------------------|------------------|------------------|-----------------|---------------------------|--------------------------|-----------------|
| Increasing | 18 | 20 | 19 | 19 | 17 | 26 | 41 | 28 | 23 | 15 |
| Decreasing | 12 | 15 | 16 | 14 | 20 | 29 | 17 | 24 | 19 | 14 |
| Staying about the same | 61 | 47 | 42 | 45 | 30 | 35 | 34 | 34 | 51 | 63 |
| Don't Know | <u>9</u> 100 | <u>18</u> 100 | <u>24</u> 101 | <u>21</u> 99 | <u>34</u> 101 | <u>10</u> 100 | <u>8</u> 100 | <u>14</u> 100 | <u>7</u> 100 | <u>8</u> 100 |

Q.33f2 In recent years do you believe that the government's control of television has been increasing, or do you feel it has been getting less, or has it stayed about the same?

| | <u>Canada</u> | <u>France</u> | <u>Total Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|------------------------|-----------------|------------------|--------------------------|------------------|-----------------|-----------------|---------------|---------------------------|--------------------------|-----------------|
| Increasing | 24 | 24 | 19 | 20 | 15 | 27 | - | 35 | 29 | 26 |
| Decreasing | 14 | 13 | 13 | 11 | 22 | 32 | - | 19 | 16 | 21 |
| Staying about the same | 53 | 49 | 42 | 44 | 31 | 33 | - | 33 | 47 | 48 |
| Don't Know | <u>9</u> 100 | <u>14</u> 100 | <u>26</u> 100 | <u>24</u> 99 | <u>31</u> 99 | <u>8</u> 100 | <u>-</u> - | <u>13</u> 100 | <u>8</u> 100 | <u>5</u> 100 |

ASK ALL:

Now I'd like to ask you a few questions about the news organizations generally, including Newspapers, Television, Radio, and Magazines:

Q.34 Do you believe the media is free or not free these days to report the truth about political and national issues?

| | <u>Canada</u> | <u>France</u> | <u>Total Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|----------------|-----------------|-----------------|--------------------------|------------------|------------------|-----------------|-----------------|---------------------------|--------------------------|-----------------|
| Free to report | 59 | 55 | 54 | 56 | 50 | 44 | 52 | 64 | 61 | 63 |
| Not Free | 36 | 40 | 30 | 28 | 38 | 50 | 42 | 27 | 31 | 31 |
| Don't Know | <u>5</u> 100 | <u>5</u> 100 | <u>15</u> 99 | <u>16</u> 100 | <u>12</u> 100 | <u>6</u> 100 | <u>6</u> 100 | <u>9</u> 100 | <u>8</u> 100 | <u>6</u> 100 |

Q.35 What factors or groups most threaten the freedom of the press in this country these days? (**DO NOT SUGGEST ANSWERS**)

| | <u>Canada</u> | <u>France</u> | <u>Total Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|---|---------------|---------------|--------------------------|------------------|--------------|---------------|--------------|---------------------------|--------------------------|----|
| The government | 20 | 8 | 18 | 18 | 7 | 16 | 43 | 14 | 39 | 17 |
| Political parties | 11 | 22 | 26 | 27 | 25 | 48 | 17 | 17 | 14 | 8 |
| Special interest Groups of all kinds | 6 | - | - | - | - | - | - | 1 | - | 5 |
| Ethnic and racial Interest groups | 2 | - | - | - | - | - | - | - | - | 2 |
| Religion/Churches | 2 | - | - | - | - | - | - | 1 | - | 4 |
| Liberals/ACLU/ Politically correct | - | - | - | - | - | - | - | - | - | 3 |
| Press itself/Media Owners | - | - | - | - | - | - | - | 1 | 5 | 3 |
| Conservative groups/ Moral majority | - | - | - | - | - | - | - | - | - | 3 |
| U.S. Government | 1 | - | - | - | - | - | 2 | - | - | - |
| The Judicial/Legal system/ Courts/Judges | 6 | 1 | - | - | - | - | - | - | - | - |
| Labor unions | 3 | 3 | 7 | 9 | 3 | 3 | - | 1 | 2 | 1 |
| Corporations | 8 | 3 | 25 | 24 | 31 | 22 | - | 5 | 4 | 2 |
| Right wing fanatics/ Zealots | 1 | - | - | - | - | - | - | 4 | - | 2 |
| Mafia | - | - | - | - | - | 13 | - | - | - | - |
| Army/Military | * | 1 | 3 | 3 | 4 | 1 | - | 1 | 1 | 1 |
| Drug Traffickers | * | 2 | 8 | 9 | 6 | - | 6 | * | * | * |
| Women's groups/Feminists | - | - | - | - | - | - | - | - | - | 1 |
| Rich/Powerful people | - | - | - | - | - | - | - | 6 | - | 2 |
| Royal family/Monarchy | - | - | - | - | - | - | - | - | 2 | - |
| Other | 6 | 18 | 4 | 4 | 3 | 3 | 10 | 2 | 7 | 19 |
| Don't know | 47 | 55 | 39 | 39 | 37 | 19 | 25 | 53 | 32 | 53 |
| Nothing | 2 | - | - | - | - | - | - | 5 | 4 | - |

Q.36 Generally, do you favor or oppose putting restrictions on what newspapers and TV news programs can report?

| | <u>Canada</u> | <u>France</u> | <u>Total</u> <u>Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United</u> <u>Kingdom</u> | <u>United</u> <u>States</u> |
|--------------------|-----------------|-----------------|--------------------------------|--------------------------------|-----------------|-----------------|------------------|---------------------------------|--------------------------------|
| Favor | 36 | 36 | 14 | 13 18 | 28 | 23 | 16 | 38 | 29 |
| Oppose | 59 | 56 | 71 | 71 71 | 65 | 68 | 73 | 52 | 65 |
| Don't know/Refused | <u>5</u> 100 | <u>8</u> 100 | <u>16</u> 101 | <u>16</u> <u>12</u> 100 101 | <u>7</u> 100 | <u>9</u> 100 | <u>11</u> 100 | <u>10</u> 100 | <u>6</u> 100 |

Q.37 I am going to read a list of reasons why the government might want to restrict what news organizations can report. As I read each, tell me if you favor or oppose any restrictions of the news for this purpose:

| | <u>Canada</u> | <u>France</u> | <u>Total</u> <u>Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United</u> <u>Kingdom</u> | <u>United</u> <u>States</u> |
|--|-----------------|------------------|--------------------------------|--------------------------------|-----------------|------------------|------------------|---------------------------------|--------------------------------|
| First ... | | | | | | | | | |
| a. To protect military secrets | | | | | | | | | |
| Favor | 67 | 69 | 59 | 59 58 | 40 | 53 | 44 | 80 | 69 |
| Oppose | 27 | 23 | 20 | 21 19 | 54 | 37 | 41 | 16 | 26 |
| Don't know | <u>6</u> 100 | <u>8</u> 100 | <u>21</u> 100 | <u>20</u> <u>23</u> 100 100 | <u>6</u> 100 | <u>10</u> 100 | <u>15</u> 100 | <u>4</u> 100 | <u>5</u> 100 |
| b. To curb racial or ethnic insults | | | | | | | | | |
| Favor | 61 | 75 | 52 | 49 62 | 43 | 39 | 48 | 60 | 49 |
| Oppose | 34 | 18 | 30 | 30 28 | 52 | 50 | 41 | 29 | 46 |
| Don't know | <u>5</u> 100 | <u>7</u> 100 | <u>19</u> 101 | <u>21</u> <u>10</u> 100 100 | <u>5</u> 100 | <u>11</u> 100 | <u>11</u> 100 | <u>11</u> 100 | <u>5</u> 100 |
| c. To avoid embarrassing political leaders | | | | | | | | | |
| Favor | 23 | 33 | 15 | 14 18 | 20 | 29 | 20 | 22 | 23 |
| Oppose | 73 | 56 | 68 | 69 66 | 77 | 67 | 66 | 71 | 72 |
| Don't know | <u>4</u> 100 | <u>11</u> 100 | <u>17</u> 100 | <u>16</u> <u>17</u> 99 101 | <u>3</u> 100 | <u>4</u> 100 | <u>14</u> 100 | <u>7</u> 100 | <u>5</u> 100 |
| d. To discourage terrorism | | | | | | | | | |
| Favor | 68 | 82 | 61 | 60 66 | 42 | 56 | 62 | 77 | 60 |
| Oppose | 27 | 13 | 23 | 23 20 | 52 | 32 | 30 | 18 | 34 |
| Don't know | <u>5</u> 100 | <u>5</u> 100 | <u>16</u> 100 | <u>16</u> <u>14</u> 99 100 | <u>6</u> 100 | <u>12</u> 100 | <u>8</u> 100 | <u>5</u> 100 | <u>6</u> 100 |

Q.37 con't ...

| | <u>Canada</u> | <u>France</u> | <u>Total</u> <u>Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United</u> <u>Kingdom</u> | <u>United</u> <u>States</u> | |
|---|---------------|---------------|--------------------------------|------------------|--------------|---------------|--------------|---------------------------------|--------------------------------|----------|
| e. To restrict portrayals of explicit sex | | | | | | | | | | |
| Favor | 65 | 67 | 67 | 65 | 77 | 43 | 74 | 49 | 72 | 59 |
| Oppose | 30 | 26 | 16 | 16 | 15 | 52 | 20 | 35 | 21 | 36 |
| Don't know | <u>5</u> | <u>7</u> | <u>17</u> | <u>19</u> | <u>8</u> | <u>5</u> | <u>6</u> | <u>16</u> | <u>7</u> | <u>5</u> |
| | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| f. To restrict portrayals of unnecessary violence | | | | | | | | | | |
| Favor | 67 | 83 | 72 | 70 | 81 | 58 | 73 | 73 | 76 | 52 |
| Oppose | 30 | 13 | 16 | 17 | 13 | 39 | 22 | 19 | 19 | 44 |
| Don't know | <u>3</u> | <u>4</u> | <u>12</u> | <u>13</u> | <u>7</u> | <u>3</u> | <u>5</u> | <u>8</u> | <u>5</u> | <u>4</u> |
| | 100 | 100 | 100 | 100 | 101 | 100 | 100 | 100 | 100 | 100 |

Q.38 In general, do you think news organizations are pretty independent, or are they often influenced by powerful people and organizations?

| | <u>Canada</u> | <u>France</u> | <u>Total</u> <u>Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United</u> <u>Kingdom</u> | <u>United</u> <u>States</u> | |
|----------------------------------|---------------|---------------|--------------------------------|------------------|--------------|---------------|--------------|---------------------------------|--------------------------------|----------|
| Pretty independent | 31 | 25 | 37 | 38 | 33 | 19 | 31 | 20 | 28 | 28 |
| Often influenced by the powerful | 62 | 67 | 50 | 49 | 56 | 74 | 62 | 65 | 62 | 63 |
| Can't say | <u>7</u> | <u>8</u> | <u>13</u> | <u>14</u> | <u>11</u> | <u>7</u> | <u>7</u> | <u>15</u> | <u>10</u> | <u>9</u> |
| | 100 | 100 | 100 | 101 | 100 | 100 | 100 | 100 | 100 | 100 |

Q.39 Do you think each newspaper should give equal treatment to all political points of view or should each newspaper have a well-defined political entity or party affiliation?

| | <u>Canada</u> | <u>France</u> | Total <u>Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | United <u>Kingdom</u> | United <u>States</u> | |
|--------------------------------------|-----------------|-----------------|-------------------------|------------------|-----------------|-----------------|-----------------|--------------------------|-------------------------|-----------------|
| Equal treatment for all views | 82 | 82 | 60 | 61 | 58 | 76 | 61 | 67 | 72 | 83 |
| A well-defined political identity | 11 | 10 | 29 | 28 | 35 | 20 | 33 | 22 | 20 | 10 |
| Don't Know | <u>7</u> 100 | <u>8</u> 100 | <u>10</u> 99 | <u>12</u> 101 | <u>7</u> 100 | <u>4</u> 100 | <u>6</u> 100 | <u>11</u> 100 | <u>8</u> 100 | <u>7</u> 100 |

ALL EXCEPT U.S.:

Q.40 Do you think there are too many American-made films and television programs on national television, or too few, or just about the right amount?

| | <u>Canada</u> | <u>France</u> | Total <u>Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | United <u>Kingdom</u> | United <u>States</u> | |
|--------------|-----------------|-----------------|-------------------------|------------------|-----------------|-----------------|------------------|--------------------------|-------------------------|---|
| Too many | 33 | 70 | 51 | 50 | 54 | 52 | 57 | 64 | 50 | - |
| Too few | 5 | 4 | 5 | 6 | 2 | 9 | 11 | 3 | 4 | - |
| Right amount | 56 | 24 | 27 | 26 | 29 | 32 | 23 | 23 | 41 | - |
| Don't know | <u>6</u> 100 | <u>2</u> 100 | <u>18</u> 101 | <u>19</u> 101 | <u>14</u> 99 | <u>7</u> 100 | <u>10</u> 101 | <u>10</u> 100 | <u>5</u> 100 | - |

Q.41 What if anything do you find most objectionable about American-made movies and TV programs? (**DO NOT SUGGEST ANSWERS**)

| | <u>Canada</u> | <u>France</u> | <u>Total Germany</u> | <u>West/East</u> | <u>Italy</u> | <u>Mexico</u> | <u>Spain</u> | <u>United Kingdom</u> | <u>United States</u> | |
|--|---------------|---------------|--------------------------|------------------|--------------|---------------|--------------|---------------------------|--------------------------|----|
| Too much sex | 16 | 8 | 19 | 19 | 16 | 15 | 46 | 11 | 12 | 41 |
| Too much violence | 45 | 49 | 58 | 58 | 60 | 47 | 45 | 51 | 38 | 62 |
| Language/obscenity | 5 | - | - | - | - | - | - | * | 8 | 16 |
| General poor quality/ Low standards | 1 | - | - | - | - | - | - | 1 | 6 | 8 |
| Superficial/Mindless | 2 | - | - | - | - | - | - | 1 | - | - |
| Values/Morals/Not for families | - | - | - | - | - | - | - | - | - | 7 |
| Racism/Sexism/ Discrimination | 1 | - | - | - | - | - | - | - | - | 3 |
| Arrogance/Patriotism | - | - | - | - | - | - | - | 2 | - | - |
| Too exaggerated/Not real/Truthful | - | - | - | - | - | - | - | - | - | 2 |
| Too graphic/Sensational | 2 | - | - | - | - | - | - | - | - | - |
| Too many romantic programs | - | - | - | - | - | - | 1 | - | - | - |
| Unrealistic | 2 | - | - | - | - | - | - | - | 5 | - |
| Too many soap operas & miniseries | 1 | 24 | 20 | 19 | 23 | 10 | - | 3 | 6 | 2 |
| Commercials/Ads | - | - | - | - | - | - | - | - | - | 2 |
| Poor image/Knowledge of (COUNTRY) | 2 | - | - | - | - | - | - | - | - | - |
| Discourages (COUNTRY)-made films and programs | 4 | 10 | 21 | 21 | 22 | 5 | 4 | 5 | 6 | - |
| Advances American values in our country | 14 | 8 | 15 | 14 | 15 | 8 | 8 | 11 | 8 | - |
| Language differences/ Bad diction/Vocabulary/ Accent, etc. | - | - | - | - | - | - | - | - | 2 | - |
| Humor differences | - | - | - | - | - | - | - | - | 2 | - |
| Other | 5 | 28 | 7 | 7 | 5 | 5 | 8 | 2 | 9 | 6 |
| Nothing | 6 | 14 | 19 | 19 | 19 | - | - | 4 | 9 | - |
| Don't know/No answer | 23 | 3 | 1 | 1 | 0 | 25 | 13 | 28 | 19 | 15 |