

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
SURVEY OF JOURNALISTS
FINAL TOPLINE
March 10 - April 20, 2004
Total National Press N=247
Total Local Press N=232
Total Internet Press N=68

Results are reported separately for national, local, and internet journalists. Further breakdowns by medium (*Print* includes newspapers, magazines, wire services and news services. *Broadcast* includes national TV and radio news, and local TV news) and by employment level (*Executives* include presidents, CEOs, general managers and publishers; *Senior editors and producers*; and *working journalists and editors*). See *Survey Methodology* section for complete sample descriptions.

Q.1 What do you feel is the most important problem facing journalism today? (**OPEN-ENDED; RECORD VERBATIM RESPONSE; PROBE FOR CLARITY: INTERVIEWER NOTE: IF NECESSARY, QUESTION REFERS TO JOURNALISM "IN GENERAL."**)

<u>TOTAL</u> <u>National</u>		<u>TOTAL</u> <u>Local</u>			<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
<u>'04</u>	<u>'99</u>	<u>'04</u>	<u>'99</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
				N=	(130)	(117)	(118)	(114)	(37)	(83)	(127)	(55)	(72)	(105)	(68)
41	44	33	39		32	51	30	37	32	45	41	35	28	36	32
					QUALITY OF COVERAGE (NET)										
8	10	10	10		7	9	7	12	5	7	9	11	4	12	6
8	8	5	12		4	13	2	8	3	10	9	4	1	8	3
7	12	7	6		9	4	13	0	8	8	5	7	10	4	10
7	2	3	*		3	10	1	5	3	7	7	2	6	2	4
6	--	4	--		3	9	3	6	3	4	8	4	3	6	6
5	12	4	6		2	9	3	6	14	4	3	7	4	3	3
3	--	4	--		3	3	6	2	3	4	2	2	1	7	0
2	8	*	5		0	3	0	1	0	2	2	0	0	1	0
1	3	1	3		2	0	2	1	0	0	2	2	0	2	2
1	4	0	3		0	2	0	0	0	1	1	0	0	0	2
30	25	35	25		31	28	36	33	32	29	29	35	31	37	32
					ECONOMIC/BUSINESS PRESSURES (NET)										
9	14	8	11		15	2	15	1	14	8	7	13	8	6	10
8	3	9	4		7	9	8	10	8	12	6	7	8	10	7
5	8	9	7		5	3	9	9	5	5	4	7	8	10	9
5	2	4	2		5	4	3	4	5	5	4	6	1	5	6
5	*	3	6		5	4	3	4	5	2	6	4	4	3	2
3	6	4	6		0	6	1	8	3	2	3	0	3	8	6
1	--	2	--		0	2	3	2	0	0	2	2	0	4	0
1	--	2	--		1	1	1	4	0	1	1	2	3	2	0

<i>TOTAL</i>		<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>	
<u>National</u>		<u>Local</u>			N=	<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'99	'04	'99			(130)	(117)	(118)	(114)	(37)	(83)	(127)	(55)	(72)	(105)	(68)
28	30	23	34	CREDIBILITY / PUBLIC TRUST (NET)	39	15	33	12	22	30	28	16	29	22	19	
22	23	17	28	Credibility problem	30	12	28	6	16	19	24	15	24	14	16	
5	6	4	8	Lack of public trust	7	3	4	4	0	7	5	6	6	3	3	
2	6	3	3	Other credibility issues	3	1	2	4	5	4	0	0	1	5	0	
15	24	7	19	MEDIA ENVIRONMENT (NET)	15	14	6	9	22	15	13	9	8	6	27	
5	17	2	15	Too much competition / Fragmentation	5	5	2	2	11	4	4	4	1	1	7	
5	--	2	--	Speed / pace of reporting / Too fast	2	7	0	4	0	6	5	2	1	3	4	
3	--	2	--	Need to adapt to changing technology / society	5	1	3	1	11	2	2	2	3	2	10	
2	6	1	3	Too much news / Overload of information	2	2	1	1	3	2	1	2	1	0	2	
2	4	0	3	24/7 News cycle	2	3	0	0	0	5	2	0	0	0	2	
1	--	*	--	Other media environment	2	0	0	1	3	0	1	0	1	0	4	
5	11	6	10	ETHICS AND STANDARDS (NET)	6	4	6	5	0	6	6	6	7	5	4	
MISCELLANEOUS																
4	3	3	3	Public lacks interest / Public apathy	4	3	6	1	5	2	4	2	6	3	6	
3	--	3	--	Limits on press freedom / Government secrecy	2	4	2	5	3	0	5	0	4	5	2	
3	4	1	3	Confusion between opinion & reporting	2	4	1	2	3	2	3	0	3	1	2	
2	--	*	--	Undue criticism of the press	1	3	1	0	3	4	1	0	1	0	0	
0	4	0	4	Confusion between tabloid TV and news	0	0	0	0	0	0	0	0	0	0	0	
*	1	0	0	Arrogance	1	0	0	0	0	1	0	0	0	0	0	
5	8	10	14	OTHER	5	4	9	10	3	5	6	7	11	10	3	
1	3	3	2	NO ANSWER	0	2	1	5	0	0	2	2	4	3	0	

Q.2 What do you think journalism is doing especially WELL these days? (OPEN-ENDED; RECORD VERBATIM RESPONSE; PROBE FOR CLARITY: INTERVIEWER NOTE: IF NECESSARY, QUESTION REFERS TO JOURNALISM "IN GENERAL.")

	<i>TOTAL</i>		<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
	<u>National</u>	<u>Local</u>	<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	
'04		'04											
25	31	QUALITY OF COVERAGE (NET)	31	18	42	19	30	28	21	33	36	26	18
5	6	Large volume, scope of coverage	4	5	5	7	8	5	3	2	13	4	3
4	7	Other quality of coverage	5	3	10	4	3	5	4	9	7	7	4
4	2	Depth of coverage	5	3	1	4	11	4	2	4	0	3	7
3	5	Relevant to people's lives	4	2	7	4	3	1	4	11	3	4	0
3	3	Insightful analysis / What's behind the news	4	2	5	1	0	7	1	0	4	4	2
2	2	Interesting coverage	2	2	4	0	0	2	2	0	6	1	0
2	1	Covering trends / change	3	0	2	0	0	2	2	2	1	0	0
2	1	Accuracy	2	1	2	0	3	1	2	0	1	1	0
1	3	Graphics, color, design	2	0	6	0	0	1	1	4	1	4	0
1	2	Good writing	2	0	4	0	0	1	2	2	6	0	0
1	1	Relevant to important issues	1	1	2	1	3	0	1	4	0	1	3
23	24	TIMELINESS AND SPEED (NET)	11	37	14	33	24	25	21	13	25	29	24
19	17	Quick response to breaking news / speed	11	28	12	23	19	19	19	6	22	20	21
3	6	On-site reporting / Live coverage	1	6	0	12	0	6	2	4	4	9	0
1	4	Ability to cover 24-hour news cycle	0	3	3	5	3	1	1	6	0	6	2
*	0	Other timeliness and speed	0	1	0	0	3	0	0	0	0	0	2
20	18	COVERAGE OF SPECIFIC TOPICS (NET)	23	17	20	17	24	21	19	18	19	17	16
9	4	War, terrorism, foreign policy	7	10	3	4	8	8	9	0	6	5	2
6	1	Foreign reporting / International news	7	4	1	2	11	7	3	2	0	2	3
3	3	Other coverage of specific topics	5	1	3	3	0	2	4	0	4	4	6
2	1	Election / political coverage	4	1	1	1	3	1	3	0	0	2	0
1	9	Local news and issues	2	0	9	8	3	1	1	16	8	5	9
1	1	Economic issues / Business news	2	1	2	0	0	1	2	0	1	2	2
0	1	Sports	0	0	3	0	0	0	0	0	1	2	0
11	7	WATCHDOG ROLE (NET)	15	6	9	5	8	16	9	9	7	7	10
7	3	Investigative reporting	10	4	4	1	8	10	6	4	1	3	4
4	5	Watchdog/ Keep eye on government for public	6	2	5	4	0	7	3	6	6	4	6

<u>TOTAL</u> <u>National</u> '04	<u>TOTAL</u> <u>Local</u> '04		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u> <u>Internet</u>
			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	
		MISCELLANEOUS (NET)											
6	2	Wide variety of media sources / Choice	5	7	0	4	3	4	8	0	0	4	6
5	2	Technology (general mention)	2	8	1	4	5	5	4	2	0	4	4
2	5	Diversity of views/ Wide range of perspectives	2	1	6	4	0	2	2	4	4	7	4
2	3	Informing the public	2	3	2	5	5	2	2	6	3	3	7
2	3	Online websites / The Internet	1	4	1	5	5	0	3	0	1	6	15
2	3	Willing to examine itself / Self-policing	3	1	6	1	0	2	2	6	4	2	3
2	3	Fairness, balance, lack of bias	2	2	3	3	8	1	0	4	3	3	4
1	1	Innovation / Response to declining audience	2	0	3	0	3	0	1	0	1	2	3
1	1	Efficient, does a lot with limited resources	2	1	2	1	0	1	2	0	3	1	0
11	9	OTHER	12	10	9	9	14	10	12	11	8	8	18
10	6	NO ANSWER/NONE/NOTHING	9	11	3	9	5	6	14	9	1	8	6

Q.3 Thinking about journalism overall in the U.S. today, do you think it is generally going in the right direction or the wrong direction?

<u>TOTAL</u> <u>National</u> '04	<u>TOTAL</u> <u>Local</u> '04		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u> <u>Internet</u>
			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	
43	51	Right direction	52	33	53	48	57	43	39	49	60	46	54
51	46	Wrong direction	42	61	43	49	38	52	54	49	36	51	44
<u>6</u>	<u>3</u>	Don't know/Refused (VOL)	<u>6</u>	<u>6</u>	<u>4</u>	<u>3</u>	<u>5</u>	<u>5</u>	<u>7</u>	<u>2</u>	<u>4</u>	<u>3</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.4a Thinking more generally about the news media, what grade A, B, C, D, or F would you give network television news for its overall news coverage these days?

<i>TOTAL</i> <u>National</u>		<i>TOTAL</i> <u>Local</u>			<i>NATIONAL</i> <u>Print</u> <u>Broadcast</u>		<i>LOCAL</i> <u>Print</u> <u>Broadcast</u>		<i>NATIONAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>LOCAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>TOTAL</i> <u>Internet</u>
'04	'95	'04	'95												
4	2	8	4	"A"	1	7	4	12	11	2	3	4	7	10	3
39	46	44	45	"B"	31	48	34	55	35	35	43	45	37	49	35
44	38	36	41	"C"	48	39	45	26	43	45	43	40	38	32	47
11	8	10	6	"D"	17	5	13	7	8	15	10	9	14	8	12
1	*	2	1	"F"	1	1	3	0	0	2	0	2	4	*	2
<u>1</u>	<u>6</u>	<u>*</u>	<u>3</u>	Don't know/Refused (VOL)	<u>2</u>	<u>*</u>	<u>1</u>	<u>0</u>	<u>3</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>1</u>
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100
C+	B-	B-	B-	Average Grade	C+	B-	C+	B-	B-	C+	C+	C+	C+	B-	C+

Q.4b What grade A, B, C, D, or F would you give local television news for its overall coverage these days?

<i>TOTAL</i> <u>National</u>		<i>TOTAL</i> <u>Local</u>			<i>NATIONAL</i> <u>Print</u> <u>Broadcast</u>		<i>LOCAL</i> <u>Print</u> <u>Broadcast</u>		<i>NATIONAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>LOCAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>TOTAL</i> <u>Internet</u>
'04	'95	'04	'95												
1	1	4	5	"A"	0	3	2	6	3	0	2	7	4	2	0
20	13	28	34	"B"	14	27	16	41	19	18	22	22	31	29	37
39	37	39	34	"C"	38	40	40	37	51	34	39	40	36	40	35
31	30	23	19	"D"	39	21	35	11	21	38	28	24	22	24	25
7	13	6	6	"F"	8	6	7	5	3	10	7	7	7	5	3
<u>2</u>	<u>6</u>	<u>*</u>	<u>2</u>	Don't know/Refused (VOL)	<u>1</u>	<u>3</u>	<u>0</u>	<u>0</u>	<u>3</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100
C-	C-	C	C	Average Grade	C-	C	C-	C+	C	C-	C-	C	C	C	C

Q.4c What grade A, B, C, D, or F would you give the major national newspapers for their overall coverage these days?

<i>TOTAL</i> <u>National</u>		<i>TOTAL</i> <u>Local</u>			<i>NATIONAL</i> <u>Print</u> <u>Broadcast</u>		<i>LOCAL</i> <u>Print</u> <u>Broadcast</u>		<i>NATIONAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>LOCAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>TOTAL</i> <u>Internet</u>
'04	'95	'04	'95												
25	23	23	17	"A"	21	31	25	22	29	25	24	22	15	31	21
67	71	57	68	"B"	71	63	61	53	65	66	69	56	61	54	69
7	4	15	12	"C"	7	5	12	17	3	9	6	13	17	14	9
1	*	4	1	"D"	1	1	2	6	3	0	1	7	6	1	1
0	0	0	0	"F"	0	0	0	0	0	0	0	0	0	0	0
<u>0</u>	<u>2</u>	<u>1</u>	<u>2</u>	Don't know/Refused (VOL)	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>0</u>
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100
B+	B+	B	B	Average Grade	B+	B+	B	B	B+	B+	B+	B	B	B+	B

Q.4d What grade A, B, C, D, or F would you give the typical daily newspaper for its overall coverage these days?

<i>TOTAL</i> <u>National</u>		<i>TOTAL</i> <u>Local</u>			<i>NATIONAL</i> <u>Print</u> <u>Broadcast</u>		<i>LOCAL</i> <u>Print</u> <u>Broadcast</u>		<i>NATIONAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>LOCAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>TOTAL</i> <u>Internet</u>
'04	'95	'04	'95												
3	1	6	2	"A"	2	4	5	7	5	0	3	4	4	9	10
46	35	52	44	"B"	46	46	55	49	52	50	42	40	51	59	56
43	47	35	45	"C"	47	39	37	32	38	43	45	43	38	28	28
5	7	5	7	"D"	3	6	1	9	5	5	4	11	3	3	3
*	*	1	0	"F"	1	0	0	3	0	1	0	0	4	0	2
<u>3</u>	<u>10</u>	<u>1</u>	<u>2</u>	Don't know/Refused (VOL)	<u>1</u>	<u>5</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>6</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>1</u>
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100
B-	C+	B-	C+	Average Grade	B-	B-	B-	B-	B-	C+	B-	C+	B-	B-	B-

Q.4e What grade A, B, C, D, or F would you give cable TV news channels for their overall coverage these days?

<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04												
5	7	"A"	3	7	6	9	5	4	5	2	2	14	15
38	41	"B"	41	34	38	43	35	34	41	31	39	47	38
38	32	"C"	38	38	36	29	41	40	36	42	39	23	37
17	15	"D"	16	18	15	15	16	19	16	16	15	14	7
1	3	"F"	1	2	3	2	0	2	2	6	1	2	2
<u>1</u>	<u>2</u>	Don't know/Refused (VOL)	<u>1</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>0</u>	<u>4</u>	<u>4</u>	<u>0</u>	<u>1</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
C+	C+	Average Grade	C+	C+	C+	C+	C+	C+	C+	C	C+	B-	B-

Q.4f What grade A, B, C, D, or F would you give national news organizations for the way they have covered George W. Bush's presidency, so far?

<i>TOTAL</i>		<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>	<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'95	'04	'95												
4	4	6	4	"A"	5	3	5	7	3	2	5	4	4	8	6
49	61	37	43	"B"	48	51	33	42	54	54	45	36	31	43	29
37	29	43	43	"C"	37	38	46	39	35	37	38	43	50	38	47
7	5	11	9	"D"	8	5	14	8	5	4	9	13	12	9	13
2	*	2	1	"F"	1	3	2	2	3	1	2	2	3	1	2
<u>1</u>	<u>1</u>	<u>1</u>	<u>*</u>	Don't know/Refused (VOL)	<u>1</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>3</u>
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100
B-	B-	C+	C+	Average Grade	B-	B-	C+	B-	B-	B-	C+	C+	C+	B-	C+

1995 figures for the way news organizations "have covered Bill Clinton's presidency, so far."

Q.4g What grade A, B, C, D, or F would you give national news organizations for their websites?

<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04												
18	13	"A"	14	22	12	15	16	21	16	5	13	18	25
52	44	"B"	53	49	46	43	40	54	52	51	43	42	60
18	20	"C"	18	19	25	15	30	17	16	20	29	14	13
2	3	"D"	3	1	2	2	3	3	2	2	1	4	0
*	1	"F"	1	0	1	1	3	0	0	2	0	1	2
<u>10</u>	<u>19</u>	Don't know/Refused (VOL)	<u>11</u>	<u>9</u>	<u>14</u>	<u>24</u>	<u>8</u>	<u>6</u>	<u>14</u>	<u>20</u>	<u>14</u>	<u>21</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
B	B	Average Grade	B	B	B-	B	B-	B	B	B-	B	B	B

Q.4h What grade A, B, C, D, or F would you give (Name of respondent's news organization) for its overall coverage these days?

<i>TOTAL</i>		<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>	<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'95	'04	'95												
22	20	14	13	"A"	18	26	14	14	38	20	19	14	19	10	12
61	67	59	69	"B"	64	56	64	53	54	59	64	60	67	52	63
14	9	21	16	"C"	14	15	21	21	5	19	13	15	11	31	22
2	0	3	1	"D"	2	3	1	4	0	1	4	2	0	5	2
*	0	*	0	"F"	1	0	0	1	3	0	0	0	0	1	0
<u>1</u>	<u>4</u>	<u>3</u>	<u>1</u>	Don't know/Refused (VOL)	<u>1</u>	<u>0</u>	<u>0</u>	<u>7</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>9</u>	<u>3</u>	<u>1</u>	<u>1</u>
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100
B	B+	B	B	Average Grade	B	B	B	B	B+	B	B	B	B	B-	B

Q.5 Thus far, do you think press coverage of the presidential campaign has been better or worse than it was in 2000?

<i>TOTAL</i> <u>National</u>			<i>TOTAL</i> <u>Local</u>				<i>NATIONAL</i> <u>Print</u> <u>Broadcast</u>			<i>LOCAL</i> <u>Print</u> <u>Broadcast</u>			<i>NATIONAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>LOCAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>TOTAL</i> <u>Internet</u>
'04	'92'	'04	'92'																
56	46	46	51	Better		61	51	46	46	68	56	53	49	40	48				57
24	19	34	18	Worse		23	26	35	33	16	22	28	33	35	34				27
10	30	15	27	Same (VOL PHONE SURVEY ONLY)		8	12	13	18	11	11	9	14	21	12				6
<u>10</u>	<u>5</u>	<u>5</u>	<u>4</u>	Don't know/Refused (VOL)		<u>8</u>	<u>11</u>	<u>6</u>	<u>3</u>	<u>5</u>	<u>11</u>	<u>10</u>	<u>4</u>	<u>4</u>	<u>6</u>				<u>10</u>
100	100	100	100			100	100	100	100	100	100	100	100	100	100				100

Q.6 Would you say the press has been too critical, not critical enough, or fair in the way it has covered the Bush administration?

<i>TOTAL</i> <u>National</u>			<i>TOTAL</i> <u>Local</u>				<i>NATIONAL</i> <u>Print</u> <u>Broadcast</u>			<i>LOCAL</i> <u>Print</u> <u>Broadcast</u>			<i>NATIONAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>LOCAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>TOTAL</i> <u>Internet</u>
'04		'04																	
8		19		Too critical		9	8	14	25	19	4	9	26	17	18				12
55		37		Not critical enough		55	55	46	28	40	53	60	29	37	41				54
35		42		Fair		34	36	40	44	41	40	30	45	42	40				29
<u>2</u>		<u>2</u>		Don't know/Refused (VOL)		<u>2</u>	<u>1</u>	<u>0</u>	<u>3</u>	<u>0</u>	<u>3</u>	<u>1</u>	<u>0</u>	<u>4</u>	<u>1</u>				<u>5</u>
100		100				100	100	100	100	100	100	100	100	100	100				100

Q.7 In your opinion, is increased bottom line pressure seriously hurting the quality of news coverage these days or is it mostly just changing the way news organizations do things?

<i>TOTAL</i> <u>National</u>						<i>TOTAL</i> <u>Local</u>							<i>NATIONAL</i> <u>Print</u> <u>Broadcast</u>			<i>LOCAL</i> <u>Print</u> <u>Broadcast</u>			<i>NATIONAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>LOCAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>TOTAL</i> <u>Internet</u>
'04	'99	'95	'04	'99	'95																				
66	49	41	57	46	33	Hurting				68	63	54	60	32	69	74	49	53	65	63					
29	40	38	35	46	50	Just changing				28	31	39	30	57	28	22	44	39	26	34					
1	1	8	3	2	8	Neither/no effect (VOL PH. SURVEY ONLY)				2	1	3	2	3	0	2	4	3	2	0					
3	9	11	4	5	7	Both (VOL PHONE SURVEY ONLY)				2	3	4	5	3	3	2	2	4	6	2					
<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>2</u>	Don't know/Refused (VOL)				<u>0</u>	<u>2</u>	<u>0</u>	<u>3</u>	<u>5</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>					
100	100	100	100	100	100					100	100	100	100	100	100	100	100	100	100	100					

¹ In 1992 the question was worded: "...better or worse than it was in 1988."

Q.8 Here are some criticisms made of the press. For each one of these criticisms, do you think this is a valid criticism of the news media overall, or not?
(INSERT ITEM)

a. The distinction between reporting and commentary has seriously eroded.

<i>TOTAL</i>			<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>	
<u>National</u>			<u>Local</u>			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>	
'04	'99	'95	'04	'99	'95												
64	69	53	59	68	44	Valid criticism	58	71	57	61	54	64	67	62	63	55	57
35	30	44	40	32	53	Not a valid criticism	41	29	42	37	43	35	33	38	36	43	43
<u>1</u>	<u>1</u>	<u>3</u>	<u>1</u>	<u>0</u>	<u>3</u>	Don't know/Refused (VOL)	<u>1</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>0</u>
100	100	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100

b. News reports are increasingly full of factual errors and sloppy reporting.

<i>TOTAL</i>			<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>	
<u>National</u>			<u>Local</u>			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>	
'04	'99	'95	'04	'99	'95												
45	40	30	47	55	40	Valid criticism	44	47	41	54	35	48	47	51	44	48	57
54	58	65	52	42	59	Not a valid criticism	55	52	59	45	65	51	52	49	54	52	41
<u>1</u>	<u>2</u>	<u>5</u>	<u>1</u>	<u>3</u>	<u>1</u>	Don't know/Refused (VOL)	<u>1</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>2</u>
100	100	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100

c. Too little attention is paid to complex issues.

<i>TOTAL</i>			<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>	
<u>National</u>			<u>Local</u>			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>	
'04	'99	'95	'04	'99	'95												
78	71	80	77	72	75	Valid criticism	74	84	73	82	65	80	82	78	81	74	75
21	27	17	22	28	22	Not a valid criticism	25	15	27	17	32	20	17	22	18	26	25
<u>1</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>*</u>	<u>3</u>	Don't know/Refused (VOL)	<u>1</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>3</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>
100	100	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100

d. The press is too cynical.

<u>TOTAL</u> <u>National</u>			<u>TOTAL</u> <u>Local</u>				<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
<u>'04</u>	<u>'99</u>	<u>'95</u>	<u>'04</u>	<u>'99</u>	<u>'95</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
37	53	54	40	51	53	Valid criticism	38	36	42	38	43	36	35	40	47	34	24
63	45	44	59	48	45	Not a valid criticism	62	64	58	60	57	64	65	60	50	65	76
0	2	2	1	1	2	Don't know/Refused (VOL)	0	0	0	2	0	0	0	0	3	1	0
100	100	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100

e. Journalists have become out-of-touch with their audiences.

<u>TOTAL</u> <u>National</u>			<u>TOTAL</u> <u>Local</u>				<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
<u>'04</u>	<u>'99</u>	<u>'95</u>	<u>'04</u>	<u>'99</u>	<u>'95</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
47	57		44	51		Valid criticism	58	34	52	34	43	55	43	49	49	37	59
50	41		55	49		Not a valid criticism	39	63	47	64	51	42	55	51	50	61	41
3	2		1	*		Don't know/Refused (VOL)	3	3	1	2	6	3	2	0	1	2	0
100	100		100	100			100	100	100	100	100	100	100	100	100	100	100

f. Journalists are letting their ideological views show in their reporting too frequently.

<u>TOTAL</u> <u>National</u>		<u>TOTAL</u> <u>Local</u>			<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
<u>'04</u>	<u>'99</u>	<u>'04</u>	<u>'99</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
45		43		Valid criticism	43	46	43	44	38	46	46	73	36	33	47
53		56		Not a valid criticism	55	51	57	54	62	51	52	27	61	67	52
2		1		Don't know/Refused (VOL)	2	3	0	2	0	3	2	0	3	0	1
100		100			100	100	100	100	100	100	100	100	100	100	100

g. The press is too timid these days.

<u>TOTAL</u> <u>National</u>		<u>TOTAL</u> <u>Local</u>			<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
<u>'04</u>	<u>'99</u>	<u>'04</u>	<u>'99</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
47		42		Valid criticism	48	44	51	32	32	45	52	31	43	47	56
52		56		Not a valid criticism	52	53	47	67	62	55	47	66	56	52	44
1		2		Don't know/Refused (VOL)	0	3	2	1	6	0	1	4	1	1	0
100		100			100	100	100	100	100	100	100	100	100	100	100

h. There are too many talk shows on cable television today.

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u> <u>Internet</u>
			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	
'04	'04												
63	64	Valid criticism	63	64	69	59	54	70	62	64	62	65	52
34	31	Not a valid criticism	35	32	27	36	43	28	35	31	31	32	44
<u>3</u>	<u>5</u>	Don't know/Refused (VOL)	<u>2</u>	<u>4</u>	<u>4</u>	<u>5</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>5</u>	<u>7</u>	<u>3</u>	<u>4</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

i. The emergence of the 24 hour news cycle is weakening journalism.

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u> <u>Internet</u>
			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	
'04	'04												
42	40	Valid criticism	35	49	41	39	27	43	45	38	40	40	38
57	59	Not a valid criticism	63	50	58	59	73	57	53	58	58	60	62
<u>1</u>	<u>1</u>	Don't know/Refused (VOL)	<u>2</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>4</u>	<u>1</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

j. The Internet allows too much posting of links to material that is unvetted or unfiltered.

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u> <u>Internet</u>
			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	
'04	'04												
57	58	Valid criticism	58	55	57	59	54	59	56	64	58	54	28
42	37	Not a valid criticism	41	44	40	34	43	40	43	33	35	41	72
<u>1</u>	<u>5</u>	Don't know/Refused (VOL)	<u>1</u>	<u>1</u>	<u>3</u>	<u>7</u>	<u>3</u>	<u>1</u>	<u>1</u>	<u>3</u>	<u>7</u>	<u>5</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

ROTATE Q.9 AND Q.10

Q.9 Is there any daily national news organization that you think is especially *liberal* in its coverage of the news, or can't you think of any?

<u>'04</u>	<u>'04</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	
38	41	Yes	38	38	48	34	30	40	39	51	43	34	34
59	56	Can't think of any	60	58	50	61	70	55	58	45	53	63	62
<u>3</u>	<u>3</u>	Don't know/Refused (VOL)	<u>2</u>	<u>4</u>	<u>3</u>	<u>5</u>	<u>0</u>	<u>5</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>4</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

IF 1, IN Q.9, ASK:

Q.9a What news organization is that? (RECORD VERBATIM. ALLOW MULTIPLE ANSWERS, BUT DO NOT PROBE)

BASED ON TOTAL:

<u>'04</u>	<u>'04</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	
20	17	New York Times	22	19	26	7	16	24	19	27	17	11	13
4	2	Washington Post	6	2	4	0	0	2	6	4	3	1	4
2	6	CNN	1	4	3	10	5	1	2	9	4	6	6
2	5	CBS	1	4	3	7	0	1	4	4	6	5	3
2	2	ABC	0	4	2	3	0	1	3	6	0	2	2
2	2	NPR	2	2	2	3	0	0	3	2	3	2	6
1	3	NBC	1	2	2	4	0	1	2	4	3	2	4
1	2	Los Angeles Times	2	0	3	0	0	0	2	2	3	1	2
1	1	Other Newspaper	2	1	2	1	0	2	1	0	0	3	3
*	1	Fox News Channel	1	0	0	3	3	0	0	0	1	2	3
5	5	OTHER (NET)	5	3	5	5	5	5	4	4	8	4	2
4	3	Don't know/Refused	3	5	3	3	0	5	5	2	0	6	2
8	15	TELEVISION (NET)	5	11	9	21	11	7	7	15	15	14	13
24	21	NEWSPAPER (NET)	28	21	33	8	16	29	24	33	24	12	18

Q.10 Is there any daily national news organization that you think is especially *conservative* in its coverage of the news, or can't you think of any?

	<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u> <u>Internet</u>
				<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	
'04	'04													
82	63	Yes		78	86	68	59	87	83	80	58	61	68	66
15	35	Can't think of any		20	10	30	39	14	13	17	42	35	30	29
3	2	Don't know/Refused (VOL)		2	4	2	2	0	4	3	0	4	2	5
100	100			100	100	100	100	100	100	100	100	100	100	100

IF 1, IN Q.10, ASK:

Q.10a What news organization is that? (RECORD VERBATIM. ALLOW MULTIPLE ANSWERS, BUT DO NOT PROBE)

BASED ON TOTAL:

	<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u> <u>Internet</u>
				<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	
'04	'04													
69	42	Fox News Channel		57	83	39	46	68	70	69	36	44	44	60
9	4	Washington Times		11	7	5	3	3	10	10	2	1	7	2
8	11	Wall St. Journal		11	5	18	4	16	6	7	11	11	11	6
2	2	Radio (Miscellaneous)		1	3	0	4	3	0	2	0	4	2	2
1	1	New York Post		2	1	2	1	0	4	0	0	0	3	2
1	1	Rupert Murdoch newspapers/NewsCorp		1	1	2	1	0	0	2	4	1	0	2
3	6	OTHER (NET)		5	2	7	5	5	4	2	6	3	9	3
1	2	Don't know/Refused		2	0	2	3	0	2	1	2	0	4	0
70	44	TELEVISION (NET)		58	83	40	48	70	70	69	38	44	47	60
19	20	NEWSPAPERS (NET)		24	13	31	9	22	19	17	20	15	23	9

Q.11 Do you think that it is a good thing or a bad thing if some daily news organizations have a decidedly ideological point of view in their coverage of the news?

	<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u> <u>Internet</u>
				<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	
'04	'04													
22	21	Good thing		23	21	20	21	24	17	25	20	22	20	25
72	74	Bad thing		74	69	77	72	68	78	69	76	72	75	74
6	5	Don't know/Refused (VOL)		3	10	3	7	8	5	6	4	6	5	1
100	100			100	100	100	100	100	100	100	100	100	100	100

Q.12 Do you feel that the emergence of the Internet has made journalism better, worse, or hasn't it made much of a difference?

<i>TOTAL</i>		<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>		<u>Local</u>			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'99	'04	'99												
60	54	51	47	Better	60	60	46	57	57	51	67	31	53	61	63
15	12	18	8	Worse	16	13	19	18	13	13	16	27	19	12	3
21	26	27	42	Not much difference	21	22	32	21	27	30	14	38	22	24	32
3	5	2	2	Both (VOL PHONE SURVEY ONLY)	2	4	2	1	3	4	3	2	4	0	2
<u>1</u>	<u>3</u>	<u>2</u>	<u>1</u>	Don't know/refused	<u>1</u>	<u>1</u>	<u>1</u>	<u>3</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>0</u>
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100

IF 1 OR 2 (BETTER OR WORSE) IN Q.12

Q.12a In what ways do you think this has changed journalism for the (worse)(better)? (OPEN-ENDED. RECORD VERBATIM RESPONSE)?

<i>TOTAL</i>		<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>		<u>Local</u>			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04														
47	61			Change for the Better:											16
25	20			Research tool for journalists / Easier/faster info											54
23	19			Greater speed /24 hour cycle /More competition											23
20	11			Public gets more information/greater accuracy											23
3	8			More voices heard/Democratizes news business											5
3	4			Promotes greater accountability for journalism											0
1	1			Other											2
(148)	(119)			Don't Know											(43)
				(N)											

<i>TOTAL</i>		<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>		<u>Local</u>			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04														
53	45			Change for the Worse:											n/a
17	29			Too much unvetted, unfiltered information											
17	7			Increased speed leads to error											
				Makes journalists lazy/encourages plagiarism											
14	21			Promotes rise of pseudo-journalism, junk sites,											
14	10			low-brow news											
14	17			Damages public credibility of journalism											
(36)	(42)			Other											(2)
				(N)											

Q.13 How confident are you that a news organization that is owned by a corporate parent can do a good job covering news about the parent company? Are you very confident, somewhat confident, not too confident, or not at all confident?

<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04												
18	12	Very confident	14	22	12	13	46	15	12	7	21	10	10
43	39	Somewhat confident	41	45	40	38	40	48	39	49	38	35	43
29	36	Not too confident	35	22	35	37	11	25	37	33	25	45	34
10	12	Not at all confident	9	11	13	10	3	12	11	9	15	10	13
*	1	Don't know/refused	1	0	0	2	0	0	1	2	1	0	0
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.14 Which of the following statements comes closer to your view about plagiarism in journalism today? First (READ OPTIONS)...

<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04												
21	23	There is more plagiarism today than in the past	24	18	20	25	16	19	24	27	24	20	27
77	72	We are hearing more about plagiarism but its prevalence has not increased	76	77	78	67	84	78	73	71	72	73	72
2	5	Don't know/Refused (VOL)	0	5	2	8	0	2	3	2	4	7	1
100	100		100	100	100	100	100	100	100	100	100	100	100

Now, thinking about your own newsroom...

Q.15 How would you rate the quality of leadership in your news organization? Would you say it is excellent, good, only fair, or poor?

<i>TOTAL</i>		<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>	<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'99	'04	'99												
30	36	22	24	Excellent	30	30	23	21	54	30	23	40	18	15	21
41	44	47	51	Good	45	37	55	38	38	41	42	38	67	38	47
22	15	21	21	Only fair	19	25	20	23	3	25	25	9	10	35	25
5	5	6	4	Poor	3	7	2	9	0	3	8	2	1	11	4
2	*	4	*	Don't know/Refused (VOL)	3	1	0	2	5	1	2	11	4	1	3
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100

Q.16 Is there any on-going effort to address ethical issues in your newsroom, directed by your news organization's management?

<i>TOTAL</i>		<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>		<u>Local</u>			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'99	'04	'99												
76	81	77	72	Yes	75	77	85	68	92	82	67	86	81	69	78
21	19	18	25	No	22	19	13	24	5	13	30	9	14	27	21
<u>3</u>	<u>0</u>	<u>5</u>	<u>3</u>	Don't know/Refused (VOL)	<u>3</u>	<u>4</u>	<u>2</u>	<u>8</u>	<u>3</u>	<u>5</u>	<u>3</u>	<u>5</u>	<u>5</u>	<u>4</u>	<u>1</u>
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100

Q.17 Compared to three years ago, has the size of the newsroom staff at your organization increased, decreased, or stayed the same?

<i>TOTAL</i>		<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>		<u>Local</u>			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04														
18	23			Increased	15	22	16	30	24	17	17	24	28	19	19
37	43			Decreased	48	26	54	31	19	43	39	40	40	46	62
41	30			Stayed the same	34	47	29	32	54	35	40	29	28	33	18
<u>4</u>	<u>4</u>			Don't know/Refused (VOL)	<u>3</u>	<u>5</u>	<u>1</u>	<u>7</u>	<u>3</u>	<u>5</u>	<u>4</u>	<u>7</u>	<u>4</u>	<u>2</u>	<u>1</u>
100	100				100	100	100	100	100	100	100	100	100	100	100

Q.18 Approximately how many stories or packages do most reporters at your news organization produce in a typical week?

<i>TOTAL</i>		<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>		<u>Local</u>			<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04														
0	*			None	0	0	0	1	0	0	0	0	1	0	0
33	20			1-3	45	20	35	5	13	40	35	20	31	13	22
27	44			4-7	21	33	36	52	14	29	29	27	39	55	38
5	12			8-10	2	7	2	22	14	2	3	9	13	13	10
8	4			10+	2	15	0	7	5	4	12	6	3	3	6
<u>27</u>	<u>20</u>			Don't know/Refused (VOL)	<u>30</u>	<u>25</u>	<u>27</u>	<u>13</u>	<u>54</u>	<u>25</u>	<u>21</u>	<u>38</u>	<u>14</u>	<u>15</u>	<u>24</u>
100	100				100	100	100	100	100	100	100	100	100	100	100

Q.19 These days, are you rewriting or repackaging stories for multiple uses more, less or the same as in the past, or don't you do this at all?

[IF REWRITING OR REPACKAGING "MORE" (CODE 1 IN Q.19)]

Q.19a Are you happy or unhappy about this change, or doesn't it matter to you?

	<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u> <u>Internet</u>
				<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	
'04		'04												
48	48	48	More	52	43	53	42	54	56	41	62	46	42	71
18	16	16	Happy	24	11	18	12	46	19	9	27	22	5	44
6	8	8	Unhappy	6	5	4	12	5	5	6	6	6	11	9
23	24	24	Doesn't matter	21	26	30	18	3	30	25	29	17	26	18
1	*	*	Don't know/Refused (VOL)	1	1	1	0	0	1	1	0	1	0	0
1	4	4	Less	0	2	3	5	0	3	0	0	4	6	0
20	19	19	Same	16	25	15	24	24	19	20	18	19	20	16
12	10	10	Don't do this at all	13	10	6	14	6	10	15	7	14	8	0
<u>20</u>	<u>19</u>	<u>19</u>	Don't know/Refused (VOL)	<u>19</u>	<u>20</u>	<u>23</u>	<u>15</u>	<u>16</u>	<u>13</u>	<u>24</u>	<u>13</u>	<u>17</u>	<u>24</u>	<u>13</u>
100	100	100		100	100	100	100	100	100	100	100	100	100	100

Q.20 In the past 12 months, did you participate in training or professional development - other than technical training - provided by your news organization?

	<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u> <u>Internet</u>
				<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	
'04		'04												
47	56	56	Yes	58	36	65	47	68	47	42	62	73	41	66
52	41	41	No	41	64	32	50	27	53	58	33	24	57	34
<u>1</u>	<u>3</u>	<u>3</u>	Don't know/Refused (VOL)	<u>1</u>	<u>0</u>	<u>3</u>	<u>3</u>	<u>5</u>	<u>0</u>	<u>0</u>	<u>5</u>	<u>3</u>	<u>2</u>	<u>0</u>
100	100	100		100	100	100	100	100	100	100	100	100	100	100

IF YES, PARTICIPATED IN TRAINING (Q.20=1)

Q.20a On approximately how many days did you participate in training or professional development?

	<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
	<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04		N=	(75)	(42)	(77)	(53)	(25)	(39)	(53)	(34)	(53)	(43)	(45)
38	38	1-3 days		35	45	29	51	20	36	49	29	36	47	31
33	34	4-6 days		35	29	35	32	44	38	23	32	32	37	36
21	18	7-13 days		20	21	26	7	12	18	26	27	26	2	22
4	9	14 + days		4	5	9	8	8	5	2	12	6	9	11
4	1	Don't know/Refused (VOL)		6	0	1	2	16	3	0	0	0	5	0
100	100			100	100	100	100	100	100	100	100	100	100	100

Q.21 Have there been instances in which your newsroom was encouraged to do a story because it related to an owner, advertiser, or sponsor?

	<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
	<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04			18	12	29	36	5	18	16	24	31	38	35
15	32	Yes		77	84	64	56	87	80	79	69	65	52	57
81	60	No		5	4	7	8	8	2	5	7	4	10	8
4	8	Don't know/Refused (VOL)		100	100	100	100	100	100	100	100	100	100	100
100	100													

IF Q.21=1, ASK:

Q.21a PLEASE DESCRIBE _____

	<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
	<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04													
38	36	INTERNAL SOURCE:												
24	24	Corporate ownership, or managerial influence												
8	12	Coverage of company-sponsored events												
8	3	Promotions of other programming on network/station												
27	36	EXTERNAL SOURCE: Advertiser/sponsor influence												
11	16	Other												
27	20	Refused/Rather not say												
(37)	(75)	(N)												

Q.22 Generally speaking, how good a job does journalism do striking a balance between what audiences want to know and what's important for them to know?
(READ CHOICES)

<i>TOTAL</i> <u>National</u>			<i>TOTAL</i> <u>Local</u>				<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>'04</u>	<u>'00</u>	<u>'99</u>	<u>'04</u>	<u>'00</u>	<u>'99</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
3	2	4	4	2	6	Excellent	4	3	5	3	8	0	5	2	4	5	0
46	35	45	44	33	49	Good	46	45	49	39	57	39	47	47	46	42	55
43	55	45	45	57	42	Only fair	45	41	43	46	24	55	41	47	44	44	41
6	5	4	5	5	3	Poor	5	7	2	9	8	5	5	4	3	7	4
<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>0</u>	Don't know/Refused (VOL)	<u>0</u>	<u>4</u>	<u>1</u>	<u>3</u>	<u>3</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>3</u>	<u>2</u>	<u>0</u>
100	100	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100

Q.23 For each of the following, please indicate whether you think it is a major reason, a minor reason, or not a reason some types of news media have lost audience or readership.

a. The press does not pay enough attention to stories that are meaningful to average Americans.

<i>TOTAL</i> <u>National</u>		<i>TOTAL</i> <u>Local</u>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>'04</u>	<u>'99</u>	<u>'04</u>	<u>'99</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
39	41	48	42	Major reason	54	23	54	43	32	43	39	58	53	41	52
39	40	36	40	Minor reason	34	44	36	35	46	34	39	27	36	39	35
21	18	14	18	Not a reason	12	31	10	18	22	19	22	13	8	19	13
<u>1</u>	<u>1</u>	<u>2</u>	<u>*</u>	Don't know/Refused (VOL)	<u>0</u>	<u>2</u>	<u>0</u>	<u>4</u>	<u>0</u>	<u>4</u>	<u>0</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>0</u>
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100

b. The public is not interested in serious news.

<i>TOTAL</i> <u>National</u>		<i>TOTAL</i> <u>Local</u>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>'04</u>	<u>'99</u>	<u>'04</u>	<u>'99</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
30	22	24	26	Major reason	30	30	19	29	19	29	34	25	15	29	24
36	42	43	43	Minor reason	35	37	50	36	32	40	34	44	49	39	44
33	35	32	31	Not a reason	35	31	31	32	49	30	31	31	33	31	32
<u>1</u>	<u>1</u>	<u>1</u>	<u>*</u>	Don't know/Refused (VOL)	<u>0</u>	<u>2</u>	<u>0</u>	<u>3</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>3</u>	<u>1</u>	<u>0</u>
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100

c. Specialized news outlets allow people to get only the news they want.

<i>TOTAL</i> <u>National</u>		<i>TOTAL</i> <u>Local</u>			<i>NATIONAL</i> <u>Print</u> <u>Broadcast</u>		<i>LOCAL</i> <u>Print</u> <u>Broadcast</u>		<i>NATIONAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>LOCAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>TOTAL</i> <u>Internet</u>
'04	'99	'04	'99												
45	40	42	40	Major reason	44	47	40	44	52	46	43	46	43	39	55
43	42	40	50	Minor reason	45	40	45	35	43	39	46	38	42	40	32
10	17	17	10	Not a reason	10	9	15	18	5	12	9	14	14	20	13
<u>2</u>	<u>1</u>	<u>1</u>	<u>*</u>	Don't know/Refused (VOL)	<u>1</u>	<u>4</u>	<u>0</u>	<u>3</u>	<u>0</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>0</u>
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100

d. News organizations focus too much on sensational stories and scandals.

<i>TOTAL</i> <u>National</u>		<i>TOTAL</i> <u>Local</u>			<i>NATIONAL</i> <u>Print</u> <u>Broadcast</u>		<i>LOCAL</i> <u>Print</u> <u>Broadcast</u>		<i>NATIONAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>LOCAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>TOTAL</i> <u>Internet</u>
'04	'04														
37	43			Major reason	25	50	33	54	22	40	39	37	39	50	37
38	39			Minor reason	43	33	45	32	48	37	36	47	38	35	41
24	17			Not a reason	31	15	22	12	30	22	23	16	22	14	22
<u>1</u>	<u>1</u>			Don't know/Refused (VOL)	<u>1</u>	<u>2</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>
100	100				100	100	100	100	100	100	100	100	100	100	100

e. News coverage is too boring and static for a fast-paced society.

<i>TOTAL</i> <u>National</u>		<i>TOTAL</i> <u>Local</u>			<i>NATIONAL</i> <u>Print</u> <u>Broadcast</u>		<i>LOCAL</i> <u>Print</u> <u>Broadcast</u>		<i>NATIONAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>LOCAL</i> <u>Exec</u> <u>Sr.</u> <u>Jour</u>			<i>TOTAL</i> <u>Internet</u>
'04	'04														
15	22			Major reason	17	13	33	11	11	15	17	34	24	14	31
45	41			Minor reason	48	42	44	39	38	46	46	46	38	42	37
39	35			Not a reason	35	43	23	47	51	37	36	18	37	42	32
<u>1</u>	<u>2</u>			Don't know/Refused (VOL)	<u>0</u>	<u>2</u>	<u>0</u>	<u>3</u>	<u>0</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>0</u>
100	100				100	100	100	100	100	100	100	100	100	100	100

f. Americans are too busy these days.

<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04												
47	51	Major reason	52	40	58	42	46	48	46	53	56	46	55
34	32	Minor reason	34	35	31	34	38	36	32	29	31	35	35
18	16	Not a reason	14	22	11	21	16	15	20	18	12	17	10
<u>1</u>	<u>1</u>	Don't know/Refused (VOL)	<u>0</u>	<u>3</u>	<u>0</u>	<u>3</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

g. Too much of news coverage is repetitive.

<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04												
43	55	Major reason	41	44	39	50	49	49	36	56	40	41	38
39	44	Minor reason	41	37	47	41	38	39	40	38	44	47	44
17	10	Not a reason	18	16	14	6	13	11	22	6	13	11	16
<u>1</u>	<u>1</u>	Don't know/Refused (VOL)	<u>0</u>	<u>3</u>	<u>0</u>	<u>3</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>3</u>	<u>1</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.24 How much trust and confidence do you have in the wisdom of the American people when it comes to making choices on election day? A great deal, a fair amount, not very much, or none at all?

<i>TOTAL</i>		<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>	<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'99	'04	'99												
31	52	22	28	A great deal	27	35	24	21	48	34	24	12	28	24	15
51	41	54	56	A fair amount	54	48	57	51	38	48	57	62	54	49	53
15	6	21	13	Not very much	18	13	19	22	8	17	16	22	14	25	28
2	1	2	3	None at all	0	3	0	3	3	1	2	2	1	2	3
<u>1</u>	<u>*</u>	<u>1</u>	<u>*</u>	Don't know/Refused (VOL)	<u>1</u>	<u>1</u>	<u>0</u>	<u>3</u>	<u>3</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>0</u>	<u>1</u>
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100

Q.25 Has the Internet increased or decreased the deadline pressure you face, or has there been no change?

<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04												
42	35	Increased	53	31	48	22	57	41	39	34	49	25	78
2	4	Decreased	1	2	3	3	0	1	2	2	1	6	0
55	60	No change	45	66	49	72	40	58	58	60	49	69	22
<u>1</u>	<u>1</u>	Don't know/Refused (VOL)	<u>1</u>	<u>1</u>	<u>0</u>	<u>3</u>	<u>3</u>	<u>0</u>	<u>1</u>	<u>4</u>	<u>1</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.26 Has the Internet increased or decreased the amount of misinformation, such as false rumors, that finds its way into news stories in general, or has there been no change?

<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'04												
65	57	Increased	60	70	60	54	54	66	67	56	58	56	38
1	2	Decreased	2	1	3	1	0	1	2	2	3	1	6
31	38	No change	35	26	35	41	41	30	29	42	35	38	54
<u>3</u>	<u>3</u>	Don't know/Refused (VOL)	<u>3</u>	<u>3</u>	<u>2</u>	<u>4</u>	<u>5</u>	<u>3</u>	<u>2</u>	<u>0</u>	<u>4</u>	<u>5</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Finally a few questions about your personal views and values.

Q.27 How would you describe your political thinking. Would you say you are:

<i>TOTAL</i>		<i>TOTAL</i>			<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>	<u>National</u>	<u>Local</u>		<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'95	'04	'95												
5	2	2	2	Very liberal	5	3	2	1	0	2	7	0	0	4	
29	20	21	12	Liberal	36	20	28	14	16	25	34	11	24	25	
54	64	61	64	Moderate	48	61	57	65	60	59	49	76	60	53	
7	4	11	17	Conservative	8	7	11	11	19	4	6	11	11	11	
*	1	1	1	Very conservative	0	1	1	2	0	0	1	2	1	1	
<u>5</u>	<u>2</u>	<u>4</u>	<u>4</u>	Don't know/Refused (VOL)	<u>3</u>	<u>8</u>	<u>1</u>	<u>7</u>	<u>5</u>	<u>10</u>	<u>2</u>	<u>0</u>	<u>4</u>	<u>6</u>	
100	100	100	100		100	100	100	100	100	100	100	100	100	100	

Q.28 Which comes closer to your own views, even if neither is exactly right?

<u>TOTAL</u> <u>National</u>		<u>TOTAL</u> <u>Local</u>			<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
					<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04		'04													
91		78		It IS NOT necessary to believe in God in order to be moral and have good values	95	86	90	65	92	86	93	80	78	76	94
				OR											
6		18		It IS necessary to believe in God in order to be moral and have good values	3	8	9	27	5	7	5	16	17	20	4
*		*		Neither (VOL)	0	1	0	1	0	1	0	0	1	0	2
<u>3</u>		<u>4</u>		Don't know/Refused (VOL)	<u>2</u>	<u>5</u>	<u>1</u>	<u>7</u>	<u>3</u>	<u>6</u>	<u>2</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>0</u>
100		100			100	100	100	100	100	100	100	100	100	100	100

Q.29 Which comes closer to your own views, even if neither is exactly right?

<u>TOTAL</u> <u>National</u>		<u>TOTAL</u> <u>Local</u>			<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
					<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04	'95	'04	'95												
88	83	74	75	Homosexuality is a way of life that should be accepted by society	94	82	79	68	92	87	88	78	75	71	91
				OR											
5	4	14	14	Homosexuality is a way of life that should be discouraged by society	4	7	14	14	3	5	6	13	14	14	7
<u>7</u>	<u>13</u>	<u>12</u>	<u>11</u>	Neither /Don't know/Refused (VOL)	<u>2</u>	<u>11</u>	<u>7</u>	<u>18</u>	<u>5</u>	<u>8</u>	<u>6</u>	<u>9</u>	<u>11</u>	<u>15</u>	<u>2</u>
100	100	100	100		100	100	100	100	100	100	100	100	100	100	100

Q.30 What's more important in American society – that everyone be free to pursue their life's goals without interference from the government OR that the government play an active role in society so as to guarantee that nobody is in need?

<u>TOTAL</u> <u>National</u>		<u>TOTAL</u> <u>Local</u>			<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
					<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Exec</u>	<u>Sr.</u>	<u>Jour</u>	<u>Internet</u>
'04		'04													
49		58		Free to pursue their life's goals without government interference	44	54	53	64	70	40	48	69	57	53	51
42		35		Government guarantees nobody in need	49	34	42	27	27	49	42	26	33	41	43
<u>2</u>		<u>7</u>		Don't know/Refused (VOL)	<u>7</u>	<u>12</u>	<u>5</u>	<u>9</u>	<u>3</u>	<u>11</u>	<u>10</u>	<u>5</u>	<u>10</u>	<u>6</u>	<u>6</u>
100		100			100	100	100	100	100	100	100	100	100	100	100