

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JULY 2007 POLITICAL SURVEY / MEDIA UPDATE
FINAL TOPLINE
July 25-29, 2007
N=1,503

QUESTIONS 1-14 PREVIOUSLY RELEASED

Q.15 Now I'd like your opinion of some groups and organizations in the news. (First,) would you say your overall opinion of... **(INSERT ITEM; RANDOMIZE ITEMS a. THRU e. FOLLOWED BY RANDOMIZED ITEMS f. THRU i; OBSERVE FORM SPLITS)** is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? **(INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")**

		-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
		<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never	Can't
								Heard of	Rate
ITEMS a-e PREVIOUSLY RELEASED									
f.	Network television news such as ABC, NBC, and CBS	65	22	43	27	9	18	*	8=100
	June, 2005 ¹	68	19	49	23	6	17	*	9=100
	July, 2001	72	17	55	23	7	16	*	5=100
	August, 1999	74	19	55	24	6	18	*	2=100
	June, 1999	68	20	48	28	6	22	*	4=100
	February, 1998	76	16	60	22	5	17	*	2=100
	February, 1997	73	15	58	23	5	18	*	4=100
	April, 1996	79	21	58	17	4	13	0	4=100
	January, 1996	83	25	58	15	4	11	*	2=100
	June, 1995	67	16	51	30	9	21	*	3=100
	July, 1994	69	17	52	29	7	22	*	2=100
	May, 1993	81	23	58	15	3	12	0	4=100
	January, 1992	82	27	55	13	2	11	0	5=100
	November, 1991	75	24	51	21	5	16	0	4=100
	March, 1991	91	40	51	7	2	5	0	2=100
	May, 1990	82	22	60	15	3	12	*	3=100
	August, 1989	82	28	54	14	3	11		4=100
	February, 1989	82	21	61	15	3	12		3=100
	August, 1988 (RVs)	81	29	52	14	5	9		5=100
	May, 1988	78	20	58	18	4	14		4=100
	January, 1988	81	12	69	16	3	13		3=100
	January 7-18, 1988	78	18	60	18	4	14		4=100
	October, 1987	81	19	62	13	3	10		6=100
	May, 1987	84	21	63	14	3	11		2=100
	January, 1987	74	19	55	22	6	16		4=100
	July, 1986	83	30	53	14	4	10		3=100
	August, 1985	81	30	51	10	2	8		7=100
	July, 1985	84	25	59	10	2	8		6=100
g.	The daily newspaper you are most familiar with	69	21	48	19	6	13	*	12=100
	June, 2005	72	22	50	18	5	13	0	10=100
	July, 2001	75	24	51	17	5	12	*	8=100

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

Q15 CONTINUED...

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never Heard of	Can't Rate
August, 1999	78	22	56	18	5	13	*	4=100
June, 1999	79	24	55	17	6	11	*	4=100
February, 1998	74	18	56	18	5	13	*	8=100
February, 1997	74	21	53	19	4	15	0	7=100
April, 1996	80	24	56	16	4	12	0	4=100
January, 1996	79	27	52	16	5	11	*	5=100
June, 1995	74	22	52	21	7	14	1	4=100
July, 1994	80	23	57	18	5	13	*	2=100
May, 1993	81	26	55	14	4	10	0	5=100
January, 1992	78	27	51	18	5	13	0	4=100
November, 1991	80	24	56	16	5	11	0	4=100
March, 1991	85	30	55	10	3	7	*	5=100
May, 1990	78	22	56	17	5	12	*	5=100
August, 1989	77	25	52	17	5	12	6=100	
February, 1989	78	22	56	17	4	13	5=100	
August, 1988 (RVs)	78	30	48	15	5	10	7=100	
May, 1988	78	19	59	17	4	13	5=100	
January, 1988	81	19	62	14	3	11	5=100	
January 7-18, 1988	80	21	59	16	4	12	4=100	
October, 1987	79	21	58	13	4	9	8=100	
May, 1987	81	22	59	15	3	12	4=100	
January, 1987	76	19	57	19	6	13	5=100	
July, 1986	79	28	51	17	6	11	4=100	
August, 1985	77	25	52	15	5	10	8=100	
July, 1985	81	25	56	11	3	8	8=100	
h.	Large nationally influential newspapers such as the New York Times and the Washington Post							
	39	11	28	26	13	13	2	33=100
June, 2005	38	10	28	25	10	15	1	36=100
July, 2001	52	13	39	17	6	11	1	30=100
February, 1998	47	9	38	18	6	12	1	34=100
February, 1997	41	8	33	20	7	13	2	37=100
January, 1992	53	16	37	13	4	9	0	34=100
July, 1985	48	12	36	11	3	8	1	40=100
i.	Local television news							
	73	25	48	20	6	14	*	7=100
June, 2005	73	22	51	20	6	14	*	7=100
July, 2001	79	25	54	17	4	13	*	4=100
June, 1999	74	25	49	22	7	15	*	4=100
February, 1998	81	19	62	16	4	12	0	3=100
February, 1997	81	25	56	15	3	12	0	4=100
April, 1996	84	26	58	13	3	10	*	3=100
January, 1996	84	28	56	14	4	10	*	2=100
March, 1991	89	37	52	8	2	6	*	3=100
August, 1989	80	27	53	15	4	11	5=100	
July, 1985	84	27	57	11	2	9	5=100	

Q15 CONTINUED...

		-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
		<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never	Can't
								Heard of	Rate
ASK FORM 1 ONLY [N=753]:									
j.F1	Cable news networks such as CNN, Fox News Channel and MSNBC	68	25	43	22	5	17	*	10=100
	June, 2005 ²	67	23	44	18	4	14	*	15=100
	July, 2001	78	28	50	11	3	8	*	11=100
	February, 1998	71	26	45	12	3	9	1	16=100
ASK FORM 2 ONLY [N=750]:									
k.F2	CNN – Cable News Network	59	22	37	23	8	15	*	18=100
	January, 1992	82	44	38	4	3	1	3	11=100
	September, 1987	53	23	30	5	3	2	6	36=100
l.F2	The Fox News Cable Channel	61	26	35	20	10	10	1	18=100

ASK ALL:

Q.16 How do you get most of your news about national and international issues? From television, from newspapers, from radio, from magazines, or from the Internet? **[ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ADDITIONAL RESPONSE]**

	News-					(VOL)	Don't Know/
	<u>Television</u>	<u>papers</u>	<u>Radio</u>	<u>Magazines</u>	<u>Internet</u>	<u>Other</u>	<u>Refused</u>
July, 2007	65	27	15	2	26	2	1
Late September, 2006	74	37	16	4	21	3	1
August, 2006	72	36	14	4	24	2	1
November, 2005	73	36	16	2	20	2	*
Early Sept, 2005³ (Hurricane Katrina)	89	35	17	*	21	3	*
June, 2005	74	44	22	5	24	2	1
December, 2004	74	46	21	4	24	2	3
October, 2003	80	50	18	4	20	2	1
August, 2003	79	46	15	3	18	2	1
Early July, 2003	79	45	16	5	19	1	*
March, 2003 (War in Iraq)	89	24	19	*	11	2	*
February, 2003	83	42	19	4	15	3	*
January, 2003	81	44	22	4	17	2	1
January, 2002	82	42	21	3	14	2	*
Mid-September, 2001 (Terror Attacks)	90	11	14	*	5	1	1
Early September, 2001	74	45	18	6	13	1	*
February, 2001	76	40	16	4	10	2	1
October, 1999	80	48	19	5	11	2	*
January, 1999	82	42	18	4	6	2	*
January, 1996	88	61	25	8	--	2	*
September, 1995	82	63	20	10	--	1	1

2 In June 2005, "Fox News Channel" was added to the question wording.

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

Q.16 CONTINUED...

	Television	News- papers	Radio	Magazines	Internet	(VOL) Other	Don't Know/ Refused
January, 1994	83	51	15	10	--	5	1
September, 1993	83	60	17	9	--	3	*
January, 1993	83	52	17	5	--	1	1
Early January, 1991	82	40	15	4	--	1	*

IF '1' TELEVISION AS EITHER 1ST OR 2ND RESPONSE IN Q.16 ASK:

Q.17 On television, do you get most of your news about national and international issues from [READ, RANDOMIZE ITEMS 2 THRU 4 AND 5 THRU 7 SEPARATELY, AND RANDOMIZE SETS OF ITEMS (LOCAL; NETWORK; CABLE). ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

BASED ON TOTAL:	<i>Hurricane Katrina</i>							Early	
	Aug 2006	Nov 2005	Early Sept 2005 ⁴	June 2005	Dec 2004	Oct 2003	Aug 2003	July 2003	Jan 2002
12 Local news programming	13	16	19	13	15	17	17	17	16
10 ABC Network news	10	14	14	12	11	12	12	12	11
7 CBS Network news	9	12	8	9	9	8	10	11	11
11 NBC Network news	12	15	12	12	14	13	15	14	15
16 CNN Cable news	24	24	31	18	20	20	26	27	28
5 MSNBC Cable news	6	8	9	5	6	6	7	9	8
17 The Fox News Cable Channel	20	22	22	16	19	17	18	22	16
2 Other (VOL)	6	5	3	2	3	--	3	3	4
1 DK/Ref	1	3	3	4	3	4	4	3	2

ASK ALL:

ROTATE SUBJECT OF Q.18 AND Q.19:

Q.18 In general, would you say you follow [NATIONAL] news closely ONLY when something important is happening, OR do you follow [NATIONAL] news closely most of the time, whether or not something important is happening”?

- 29 Only when something important is happening
- 68 Most of the time, whether or not something important is happening
- 3 Don't know/Refused
- 100

Q.19 How about [INTERNATIONAL] news... do you tend to follow [INTERNATIONAL] news closely ONLY when something important is happening OR do you follow [INTERNATIONAL] news closely most of the time, whether or not something important is happening?

- 43 Only when something important is happening
- 54 Most of the time, whether or not something important is happening
- 3 Don't know/Refused
- 100

4 In Early September 2005, the question was worded: “Have you been getting most of your news about the disaster from...”

Thinking about the news...

Q.20 Some people think that by criticizing leaders, news organizations keep political leaders from doing their job. Others think that such criticism is worth it because it keeps political leaders from doing things that should not be done. Which position is closer to your opinion?

	<u>Keeps leaders from doing their job</u>	<u>Keeps leaders from doing things that shouldn't be done</u>	<u>Don't know/ Refused</u>
July, 2007	27	58	15=100
November, 2005	22	62	16=100
June, 2005	28	60	12=100
Early July, 2003	29	54	17=100
July, 2002	26	59	15=100
Mid-November, 2001	32	54	14=100
Early September, 2001	25	60	15=100
February, 1999	31	58	11=100
Early February, 1998	39	55	6=100
February, 1997	32	56	12=100
Late January, 1994	24	66	10=100
Early January, 1994	18	69	13=100
August, 1989	23	68	9=100
December, 1986	26	60	14=100
July, 1985	17	67	16=100

Q.21 In general, do you think news organizations get the facts straight, or do you think that their stories and reports are often inaccurate?

	<u>Get the facts straight</u>	<u>Stories often inaccurate</u>	<u>Don't know/ Refused</u>
July, 2007	39	53	8=100
June, 2005	36	56	8=100
Early July, 2003	36	56	8=100
July, 2002	35	56	9=100
Mid-November, 2001	46	45	9=100
Early September, 2001	35	57	8=100
February, 1999	37	58	5=100
Early August, 1998	33	58	9=100
Early February, 1998	34	63	3=100
February, 1997	37	56	7=100
January, 1992	49	44	7=100
August, 1989	54	44	2=100
August, 1988	40	50	10=100
May, 1988	48	43	9=100
January, 1988	44	48	8=100
July, 1985	55	34	11=100

Q.22 In presenting the news dealing with political and social issues, do you think that news organizations deal fairly with all sides, or do they tend to favor one side?

	<u>Deal fairly with all sides</u>	<u>Tend to favor one side</u>	<u>Don't know/ Refused</u>
July, 2007	26	66	8=100
June, 2005	21	72	7=100
Early July, 2003	26	66	8=100
Early September, 2001	26	67	7=100
February, 1997	27	67	6=100

Q.22 CONTINUED...

	<u>Deal fairly with all sides</u>	<u>Tend to favor one side</u>	<u>Don't know/ Refused</u>
January, 1992	31	63	6=100
August, 1989	28	68	4=100
August, 1988	36	57	7=100
May, 1988	34	56	10=100
January, 1988	30	59	11=100
December, 1986	39	54	7=100
July, 1986	37	57	6=100
July, 1985	34	53	13=100

Q.23 In general, do you think news organizations are pretty independent, or are they often influenced by powerful people and organizations?

	<u>Pretty independent</u>	<u>Often influenced by powerful people and organizations</u>	<u>Don't know/ Refused</u>
July, 2007	23	69	8=100
June, 2005	21	73	6=100
Early July, 2003	23	70	7=100
Early September, 2001	23	71	6=100
January, 1994	28	63	9=100
January, 1992	35	58	7=100
August, 1989	33	62	5=100
January, 1988	40	49	11=100
July, 1986	37	53	10=100
July, 1985	37	53	10=100

Q.24 In general, do you think news organizations pay too much attention to GOOD NEWS, too much attention to BAD NEWS, or do they mostly report the kinds of stories they should be covering?

	<u>Too much attention to good news</u>	<u>Too much attention to bad news</u>	<u>Report the kinds of stories they should be covering</u>	<u>Don't know/ Refused</u>
July, 2007	4	64	26	6=100
June, 2005	3	67	23	7=100
Early July, 2003	2	67	25	6=100
Early September, 2001	3	67	24	6=100
May, 1991	2	54	37	7=100
August, 1989	3	64	30	3=100
July, 1985	1	60	35	4=100

Q.25 I'm going to read you some pairs of opposite phrases. After I read each pair, tell me which ONE phrase you feel better describes news organizations generally. If you think that NEITHER phrase applies, please say so. (Would you say news organizations...) [NOTE FORM SPLIT; RANDOMIZE ITEMS]

		June	July	July	Nov	Sept	Feb	Aug	Jan	July	July
ASK FORM 1 ONLY [N=753]:		<u>05</u>	<u>03</u>	<u>02</u>	<u>01</u>	<u>01</u>	<u>99</u>	<u>89</u>	<u>87</u>	<u>86</u>	<u>85</u>
a.F1	35 Care about the people they report on, OR	28	31	30	47	23	21	--	41	--	35
	53 Don't care about the people they report on	58	56	55	38	64	67	--	45	--	48
	7 Neither applies	9	9	10	11	10	9	--	9	--	10
	<u>5</u> Don't know/Refused	<u>5</u>	<u>4</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>3</u>	--	<u>5</u>	--	<u>7</u>
	100	100	100	100	100	100	100		100		100

Q.25 CONTINUED...

			Early	Mid-	Early							
			June	July	July	Nov	Sept	Feb	Aug	Jan	July	July
			<u>05</u>	<u>03</u>	<u>02</u>	<u>01</u>	<u>01</u>	<u>99</u>	<u>89</u>	<u>87</u>	<u>86</u>	<u>85</u>
b.F1	29	Willing to admit their mistakes, OR	28	27	23	35	24	26	--	--	--	34
	63	Try to cover up their mistakes	62	62	67	52	67	66	--	--	--	55
	4	Neither applies	6	5	6	9	5	6	--	--	--	4
	<u>4</u>	Don't know/Refused	<u>4</u>	<u>6</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>2</u>	--	--	--	<u>7</u>
	100		100	100	100	100	100	100				100
c.F1	46	Moral, OR	43	45	39	53	40	40	--	--	--	54
	32	Immoral	35	32	36	23	34	38	--	--	--	13
	15	Neither applies	15	14	18	17	20	16	--	--	--	20
	<u>7</u>	Don't know/Refused	<u>7</u>	<u>9</u>	<u>7</u>	<u>7</u>	<u>6</u>	<u>6</u>	--	--	--	<u>13</u>
	100		100	100	100	100	100	100				100
d.F1	52	Growing in influence, OR	49	55	57	--	55	59	--	--	--	63
	36	Declining in influence	36	29	29	--	29	32	--	--	--	17
	6	Neither applies	7	8	7	--	9	6	--	--	--	7
	<u>6</u>	Don't know/Refused	<u>8</u>	<u>8</u>	<u>7</u>	--	<u>7</u>	<u>3</u>	--	--	--	<u>13</u>
	100		100	100	100		100	100				100
e.F1	44	Protect democracy, OR	47	52	50	60	46	45	55	52	58	54
	36	Hurt democracy	33	28	29	19	32	38	19	27	18	23
	13	Neither applies	12	13	14	14	15	13	20	13	17	13
	<u>7</u>	Don't know/Refused	<u>8</u>	<u>7</u>	<u>7</u>	<u>7</u>	<u>7</u>	<u>4</u>	<u>6</u>	<u>8</u>	<u>7</u>	<u>10</u>
	100		100	100	100	100	100	100	100	100	100	100
ASK FORM 2 ONLY [N=750]:												
f.F2	69	Care about how good a job they do, OR	65	68	65	78	69	69	--	--	77	79
	23	Don't care about how good a job they do	25	22	23	14	22	22	--	--	16	11
	6	Neither applies	6	7	8	6	7	6	--	--	5	4
	<u>2</u>	Don't know/Refused	<u>4</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>3</u>	--	--	<u>2</u>	<u>6</u>
	100		100	100	100	100	100	100			100	100
g.F2	66	Highly professional, OR	59	62	49	73	54	52	--	--	71	72
	22	Not professional	25	24	31	12	27	32	--	--	13	11
	9	Neither applies	12	9	15	12	15	13	--	--	12	9
	<u>3</u>	Don't know/Refused	<u>4</u>	<u>5</u>	<u>5</u>	<u>3</u>	<u>4</u>	<u>3</u>	--	--	<u>4</u>	<u>8</u>
	100		100	100	100	100	100	100			100	100
h.F2	41	Stand up for America, OR	42	51	49	69	43	41	--	53	53	52
	43	Too critical of America	40	33	35	17	36	42	--	35	28	30
	12	Neither applies	14	12	12	10	16	13	--	8	15	10
	<u>4</u>	Don't know/Refused	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>5</u>	<u>4</u>	--	<u>4</u>	<u>4</u>	<u>8</u>
	100		100	100	100	100	100	100		100	100	100
i.F2	55	Politically biased in their reporting, OR	60	53	59	47	59	56	--	47	42	45
		Careful that their reporting is NOT										
	31	politically biased	28	29	26	35	26	31	--	39	41	36
	7	Neither applies	6	9	10	11	8	8	--	7	9	7
	<u>7</u>	Don't know/Refused	<u>6</u>	<u>9</u>	<u>5</u>	<u>7</u>	<u>7</u>	<u>5</u>	--	<u>7</u>	<u>8</u>	<u>12</u>
	100		100	100	100	100	100	100		100	100	100

Q.25 CONTINUED...

			Early	Mid- Early								
			June	July	July	Nov	Sept	Feb	Aug	Jan	July	July
			<u>05</u>	<u>03</u>	<u>02</u>	<u>01</u>	<u>01</u>	<u>99</u>	<u>89</u>	<u>87</u>	<u>86</u>	<u>85</u>
j.F2	52	Liberal, OR	50	51	--	--	--	--	--	54	--	41
	25	Conservative	26	26	--	--	--	--	--	26	--	19
	14	Neither applies	16	14	--	--	--	--	--	12	--	20
	<u>9</u>	Don't know/Refused	<u>8</u>	<u>9</u>	--	--	--	--	--	<u>8</u>	--	<u>20</u>
	100		100	100						100		100

ASK ALL:

Q.26 In your opinion, are the news organizations you are familiar with being fair or unfair to the Bush administration?

	<u>Fair</u>	<u>Unfair</u>	(VOL) <u>DK/Ref</u>
July, 2007	57	32	11=100
April, 2006	56	31	13=100
Early November, 2005	50	31	19=100
Early July, 2003	62	24	14=100
February, 2001	65	19	16=100
Clinton			
Early September, 1998	52	40	8=100
February, 1998	49	44	7=100
September, 1994	67	26	7=100
May, 1994	52	36	12=100
August, 1993	66	21	13=100
June, 1993	51	43	6=100
February, 1993	72	17	11=100
Bush, Sr.			
January, 1992	77	15	8=100
November, 1990	72	15	13=100
January, 1990	76	14	10=100
August, 1989	82	12	6=100
Reagan			
January, 1988	66	21	13=100
January, 1987	67	25	8=100
July, 1985	78	12	10=100

NO QUESTIONS 27-29

QUESTIONS 30-56 PREVIOUSLY RELEASED

Q.57 How much confidence do you have that the U.S. military is giving the public an accurate picture of how the war is going? [READ]

		March 30- <u>April 2, 2007</u>	March <u>2003</u>	<i>Afghanistan</i> Mid-Nov <u>2001</u>	<i>---Gulf War---</i> March <u>1991</u>	Late Jan <u>1991</u>
17	A great deal of confidence	15	40	28	44	29
35	A fair amount of confidence	31	45	52	46	58
29	Not too much confidence	31	11	13	7	9
15	No confidence at all	21	*	4	2	2
<u>4</u>	Don't know/Refused (VOL.)	<u>2</u>	<u>4</u>	<u>3</u>	<u>1</u>	<u>2</u>
100		100	100	100	100	100

Q.58 How much confidence do you have that the press is giving the public an accurate picture of how the war is going?

		March 30- <u>April 2, 2007</u>	March <u>2003</u>	<i>Gulf War</i> Late Jan <u>1991</u>
7	A great deal of confidence	7	30	26
35	A fair amount of confidence	31	51	59
36	Not too much confidence	33	14	11
20	No confidence at all	27	1	2
<u>2</u>	Don't know/Refused (VOL.)	<u>2</u>	<u>4</u>	<u>2</u>
100		100	100	100