



THE PEW RESEARCH CENTER  
For The People & The Press

THURSDAY, SEPTEMBER 22, 2011

## Views of the News Media: 1985-2011

---

# Press Widely Criticized, But Trusted More than Other Information Sources

---

**FOR FURTHER INFORMATION CONTACT:**

**Andrew Kohut**

President, Pew Research Center

**Carroll Doherty and Michael Dimock**

Associate Directors

**Scott Keeter**

Director of Survey Research

1615 L St, N.W., Suite 700

Washington, D.C. 20036

Tel (202) 419-4350

Fax (202) 419-4399

[www.peoplepress.org](http://www.peoplepress.org)

---

## Views of the News Media: 1985-2011

# Press Widely Criticized, But Trusted More than Other Information Sources

Negative opinions about the performance of news organizations now equal or surpass all-time highs on nine of 12 core measures the Pew Research Center has been tracking since 1985. However, these bleak findings are put into some perspective by the fact that news organizations are more trusted sources of information than are many other institutions, including government and business.

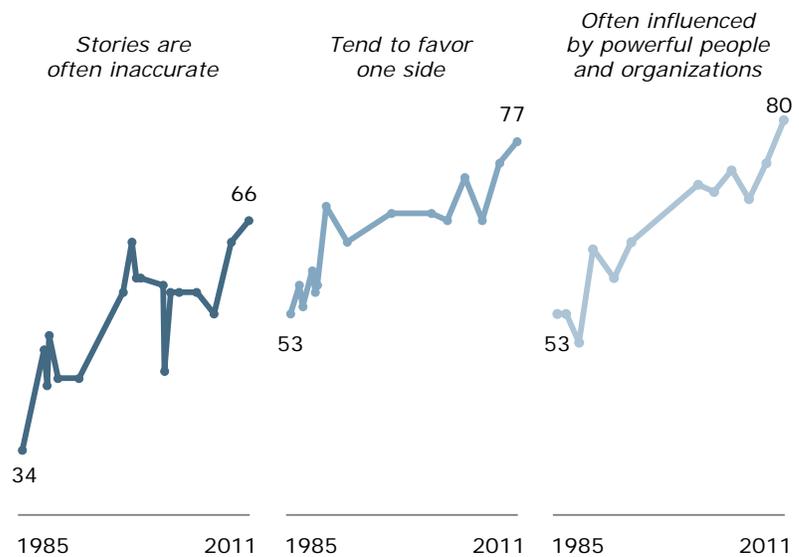
Further, people rate the performance of the news organizations they rely on much more positively than they rate the performance of news organizations generally.

And the public's impressions of the national media may be influenced more by their opinions of cable news

outlets than their views of other news sources, such as network or local TV news, newspapers or internet news outlets. When asked what first comes to mind when they think of "news organizations," most name a cable news outlet, with CNN and Fox News receiving the most mentions by far.

The Pew Research Center for the People & the Press has been tracking views of press performance since 1985, and the overall ratings remain quite negative. Fully 66% say news stories often are inaccurate, 77% think that news organizations tend to favor one side, and 80% say news organizations are often influenced by powerful people and organizations.

### Evaluations of Overall Press Performance Grow Even More Negative



PEW RESEARCH CENTER July 20-24, 2011.

The widely-shared belief that news stories are inaccurate cuts to the press’s core mission: Just 25% say that in general news organizations get the facts straight while 66% say stories are often inaccurate. As recently as four years ago, 39% said news organizations mostly get the facts straight and 53% said stories are often inaccurate.

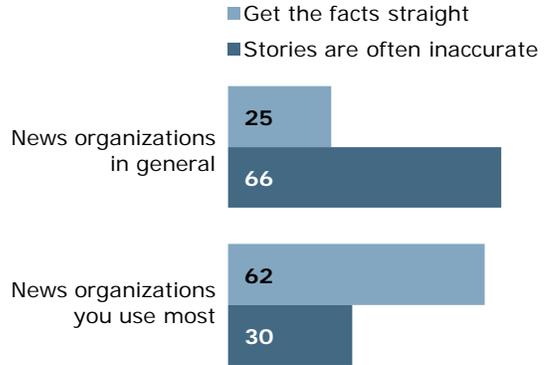
But Americans have a very different view of the news sources they rely on than they do of the news media generally. When asked to rate the accuracy of stories from the sources where they get most of their news, the percentage saying these outlets get the facts straight more than doubles. Fully 62% say their main news sources get the facts straight, while just 30% say stories are often inaccurate.

The biennial news attitudes survey was conducted July 20-24 among 1,501 adults nationwide, with supplemental data collected on other, smaller surveys in June, July and August. These surveys find that while the public holds news organizations in low regard, they are more trusted as a source of information than are federal, state and local governments, the Obama administration and business corporations.

Nearly seven-in-ten (69%) say they have a lot or some trust in information they get from local news organizations, while 59% say they trust information from national news organizations.

By comparison, about half say they have a lot or some trust in information provided by their

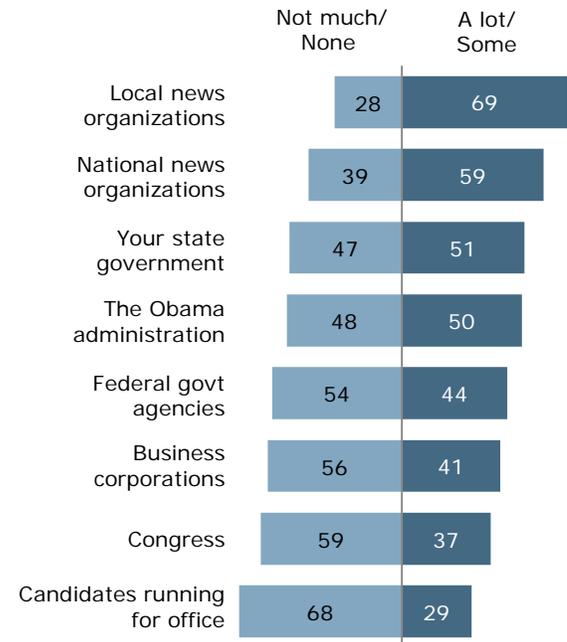
### Public Offers Better Evaluations of the News Sources They Use Most



PEW RESEARCH CENTER July 20-24, 2011. Q38. July 21-24, 2011 Omnibus. PEW4.

### Press More Trusted than Government, Business

Trust in the information you get from ...



PEW RESEARCH CENTER Aug. 4-7, 2011 Omnibus. PEW5.

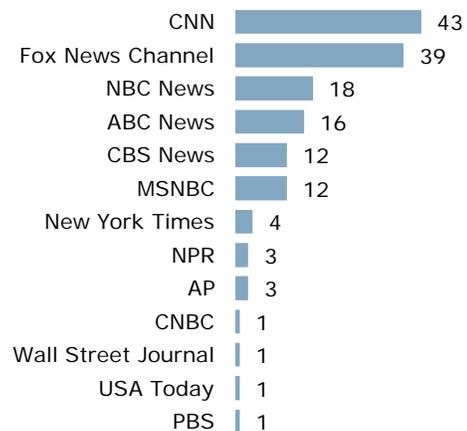
state government (51%) and the Obama administration (50%). Smaller percentages trust information from federal agencies (44%), business corporations (41%), Congress (37%) or candidates running for office (29%).

Overall, television continues to be the public's main source for national and international news. Currently, 66% say they get most of their news from television, while 43% cite the internet as their main news source. While this is little changed from last year, over the long term the gap between TV and the internet has narrowed: Four years ago, roughly three times as many people cited TV than the internet as their main source of national and international news (74% vs. 24%).

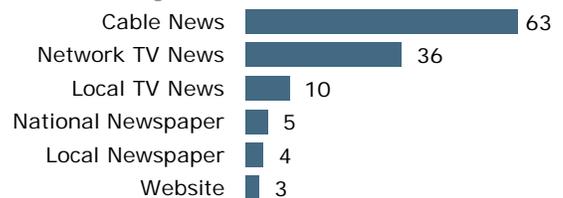
Despite the growth of internet news, it is clear that television news outlets, specifically cable news outlets, are central to people's impressions of the news media. When asked what first comes to mind when they think of news organizations, 63% volunteer the name of a cable news outlet, with CNN and Fox News by far the most prevalent in people's minds. Only about a third (36%) name one of the broadcast networks. Fewer than one-in-five mention local news outlets and only 5% mention a national newspaper such as the New York Times, Wall Street Journal or USA Today. Just 3% name a website – either web-only or linked to a traditional news organization – when asked what comes to mind when they think of news organizations.

### What Comes To Mind When You Think About "News Organizations"

*Most-named sources:*



*Categories:*



PEW RESEARCH CENTER June 23-26, 2011 Omnibus. PEW3. Figures add to more than 100% because of multiple responses.

The survey finds that the growth in negative attitudes toward the news media in recent years in several key areas has come among Democrats and independents. Since Barack Obama took office, the proportion of Democrats saying that news stories are often inaccurate has risen sharply, and they are now nearly as critical as Republicans.

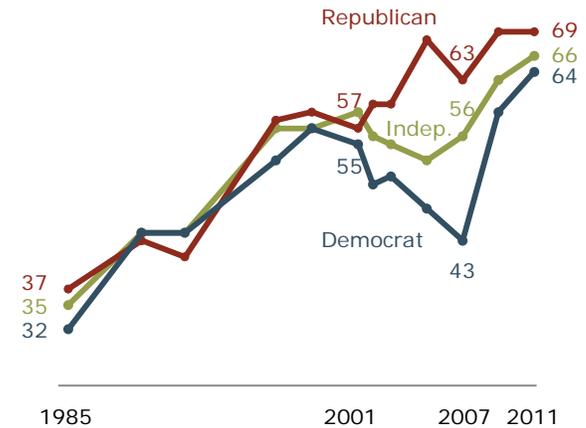
In 2007, 43% of Democrats and 56% of independents said stories were often inaccurate. Since then, the percentage of Democrats expressing skepticism about the accuracy of news reports has increased by 21 points to 64%, and the percentage of independents saying this has grown by 10 points. Republican views have held fairly steady: 69% see stories as often inaccurate, little changed from four years ago (63%).

While the press's overall reputation in many areas has declined, majorities continue to say that news organizations care about how good a job they do (62%) and are highly professional (57%). However, these evaluations also have slipped somewhat since 2007.

The public also continues to view press criticism of political leaders as a check on possible wrongdoing. A majority (58%) says "such criticism is worth it because it keeps political leaders from doing things that should not be done." Just a quarter (25%) say that press criticism of political leaders keeps them "from doing their job."

## As Democratic Criticisms Rise, Partisan Gap Closes

*Percent saying news stories are often inaccurate*



PEW RESEARCH CENTER July 20-24, 2011. Q38.

Partisan differences in views of the press's watchdog role have disappeared in recent years. In 2007, during the Bush administration, 71% of Democrats and just 44% of Republicans said press criticism of political leaders was worth it because it kept them from doing things that should not be done. In 2009, after Obama took office, somewhat more Republicans (65%) than Democrats (55%) favored a watchdog role for the press. In the new survey, nearly identical percentages of Republicans (59%), Democrats (58%) and independents (58%) support the watchdog role.

The survey finds that most Americans prefer news with no political point of view, and this feeling is particularly widespread when it comes to getting news online. Fully 74% of online news consumers say they prefer internet sources that do not have a political point of view. Just 19% prefer sources that have a political point of view.

Social networking has expanded the ways in which the public gets news and information. About a quarter (27%) of adults say they regularly or sometimes get news or news headlines through Facebook, Twitter or other social networking sites. This rises to 38% of people younger than 30, but now spans a notable share of older Americans (12% of those 65 and older) as well.

Most of those who get news from social networks (72%) say they mostly just get the same news and information they would get elsewhere. Just 27% say the news they get over social networking sites is different than the

---

## Bipartisan Support for Press Watchdog Role

<i>Press criticism of political leaders keeps them "from doing things that should not be done"</i>	<b>Bush</b>	<b>Obama</b>	
	<b>2007</b>	<b>2009</b>	<b>2011</b>
Total	58	62	58
Republican	44	65	59
Democrat	71	55	58
Independent	60	66	58
<b>R-D Gap</b>	-27	+10	+1

PEW RESEARCH CENTER July 20-24, 2011. Q37.

---



---

## Getting the News from Social Networks

<i>Is the news you get over social networks and Twitter...</i>	%
Different news than you get elsewhere	27
The same news you would get elsewhere	72
Don't know	2
	100

*What do you like most about the news you get over SNS and Twitter?*

<b>Convenient:</b> Brief, easy, efficient, portable, where and when I need it	20
<b>Variety:</b> Different views, multiple sources, info not covered by mainstream media	18
<b>Quality:</b> Up-to-date and immediate, accurate, higher quality	12
<b>Keeps me informed</b>	8
<b>Customized:</b> Can be tailored to my interests, references from friends, can share own views	7
<b>Special Topics:</b> Good for business, sports, other topics	4
<b>Entertaining/Interesting</b>	4
<b>Has positive news</b>	2
<b>More personal/Features opinions</b>	2
Other/Don't know	28

PEW RESEARCH CENTER July 20-24, 2011. Q53 & Q54. Based on people who regularly or sometimes get news over social networks and Twitter. Figures for what you like most about news from social networks add to more than 100% because of multiple responses.

---

news they get elsewhere. And when asked to describe what they like about getting news over social networks and Twitter, answers range from features of the technology such as speed, portability and brevity to ways in which the content is more customized, personal and topical.

## Broad Criticism of Press Performance

While the public has long been critical of many aspects of the press's performance, negative attitudes are at record levels in a number of areas. The percentage saying news organizations are often influenced by powerful people and organizations has reached an all-time high of 80%.

Other measures, including the press's perceived lack of fairness (77%), its unwillingness to admit mistakes (72%), inaccurate reporting (66%) and political bias (63%) match highs reached in 2009.

The public is about evenly divided over whether news organizations are immoral (42%) or moral (38%), but the proportion saying the press is immoral also equals an all-time high.

On the positive side, majorities continue to say that news organizations care about how good a job they do (62%) and are highly professional (57%). However, the percentage saying news organizations do not care about how good a job they do (31%) is at an all-time high, while the percentage saying they are not professional (32%) equals its previous high, reached in 1999.

---

### Evaluations of the News Media 2011

*Responses that equal or surpass record highs in **bold***

	<u>Positive</u>	OR	<u>Negative</u>
Pretty independent	15	<b>80</b>	<b>Often influenced by powerful people and organizations</b>
Deal fairly with all sides	16	<b>77</b>	<b>Tend to favor one side</b>
Willing to admit their mistakes	18	<b>72</b>	<b>Try to cover up their mistakes</b>
Get the facts straight	25	<b>66</b>	<b>Stories are often inaccurate</b>
Careful to not be politically biased	25	<b>63</b>	<b>Politically biased in their reporting</b>
Care about the people they report on	26	63	Don't care about the people they report on
Moral	38	<b>42</b>	<b>Immoral</b>
Protect democracy	42	<b>42</b>	<b>Hurt democracy</b>
Stand up for America	41	39	Too critical of America
Highly professional	57	<b>32</b>	<b>Not professional</b>
Care about how good a job they do	62	<b>31</b>	<b>Don't care about how good a job they do</b>
Keep leaders from doing things that shouldn't be done	58	25	Keep leaders from doing their job

PEW RESEARCH CENTER July 20-24, 2011.

---

## Long-Term Views of the Press

In the Pew Research Center's first survey on news attitudes in 1985, majorities said that news organizations were often influenced by powerful people and organizations (53%) and tended to favor one side (53%). However, by a 55% to 34% margin, more Americans said that news organizations get the facts straight than said their stories were often inaccurate.

Opinions of news organizations in all three areas have grown more negative since then. And since 2007, there have been increases in the percentages saying that news stories are often inaccurate (from 53% to 66%), that news organizations are often influenced by the powerful (from 69% to 80%), and that news organizations tend to favor one side (from 66% to 77%).

---

### More See News Stories as Inaccurate, News Media as Favoring One Side

	1985	1988	1992	1997	2001	2003	2005	2007	2009	2011
<i>News organizations ...</i>	%	%	%	%	%	%	%	%	%	%
Get the facts straight	55	44	49	37	35	36	36	39	29	25
Stories are often inaccurate	34	48	44	56	57	56	56	53	63	66
Don't know	<u>11</u>	<u>8</u>	<u>7</u>	<u>7</u>	<u>8</u>	<u>8</u>	<u>8</u>	<u>8</u>	<u>8</u>	<u>9</u>
	100	100	100	100	100	100	100	100	100	100
Are pretty independent	37	40	35	--	23	23	21	23	20	15
Often influenced by powerful people and organizations	53	49	58	--	71	70	73	69	74	80
Don't know	<u>10</u>	<u>11</u>	<u>7</u>	--	<u>6</u>	<u>7</u>	<u>6</u>	<u>8</u>	<u>6</u>	<u>5</u>
	100	100	100		100	100	100	100	100	100
<i>On political and social issues, news organizations ...</i>										
Deal fairly with all sides	34	30	31	27	26	26	21	26	18	16
Tend to favor one side	53	59	63	67	67	66	72	66	74	77
Don't know	<u>13</u>	<u>11</u>	<u>6</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>7</u>	<u>8</u>	<u>8</u>	<u>7</u>
	100	100	100	100	100	100	100	100	100	100

PEW RESEARCH CENTER July 20-24, 2011. Q38-40. Figures may not add to 100% because of rounding. 1988 figures from January; 2001 figures from early September.

---

## Most Say News Organizations Are Highly Professional

A majority (57%) views news organizations as highly professional, while 32% say they are not professional. However, the percentage saying news organizations are not professional has risen 10 points since 2007.

About six-in-ten (62%) say news organizations care about how good a job they do. However, just 18% think the media is willing to admit their mistakes; this is little changed from 2009 (21%).

---

## Press Seen as Highly Professional, But Politically Biased

<i>Which better describes news organizations generally?</i>	1985	1986	1999	2001	2002	2003	2005	2007	2009	2011
	%	%	%	%	%	%	%	%	%	%
Highly professional	72	71	52	54	49	62	59	66	59	57
Not professional	11	13	32	27	31	24	25	22	27	32
Neither/Don't know	<u>17</u>	<u>16</u>	<u>16</u>	<u>19</u>	<u>20</u>	<u>14</u>	<u>16</u>	<u>12</u>	<u>14</u>	<u>11</u>
	100	100	100	100	100	100	100	100	100	100
Care about how good a job they do	79	77	69	69	65	68	65	69	67	62
Don't care about how good a job they do	11	16	22	22	23	22	25	23	23	31
Neither/Don't know	<u>10</u>	<u>7</u>	<u>9</u>	<u>9</u>	<u>12</u>	<u>10</u>	<u>10</u>	<u>8</u>	<u>9</u>	<u>8</u>
	100	100	100	100	100	100	100	100	100	100
Politically biased in their reporting	45	42	56	59	59	53	60	55	60	63
Careful that reporting is not politically biased	36	41	31	26	26	29	28	31	26	25
Neither/Don't know	<u>19</u>	<u>17</u>	<u>13</u>	<u>15</u>	<u>15</u>	<u>18</u>	<u>12</u>	<u>14</u>	<u>14</u>	<u>12</u>
	100	100	100	100	100	100	100	100	100	100
Willing to admit mistakes	34	--	26	24	23	27	28	29	21	18
Try to cover up mistakes	55	--	66	67	67	62	62	63	70	72
Neither/Don't know	<u>11</u>	--	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>10</u>	<u>8</u>	<u>9</u>	<u>9</u>
	100		100	100	100	100	100	100	100	100

PEW RESEARCH CENTER July 20-24, 2011. Q42gF2, Q42fF2, Q42bF1. Figures may not add to 100% because of rounding. 2001 figures from early September.

---

By two-to-one (62% to 31%), more Americans say that news organizations are politically biased than say they are careful to avoid biased reporting. These views have changed only modestly in recent years. During the mid-1980s, far fewer said news organizations were politically biased; in Pew Research's first news attitudes survey, 45% said news

organizations were politically biased while 36% said they were careful that their reporting was not politically biased.

The news media also is faulted for invading people's privacy and focusing too much attention on bad news, but these opinions have not become more negative over the past quarter century. In the current survey, 69% say news organizations invade people's privacy, while 24% say they respect people's privacy. In 1985, about as many (73%) said the press invaded people's privacy.

About two-thirds of Americans (66%) say news organizations pay too much attention to bad news, while 24% say news organizations report the kinds of stories they should be covering and just 3% say the media pay too much attention to good news. These opinions have varied little over the past decade.

## More See Press Hurting Democracy

For the first time in a Pew Research Center survey, as many say that news organizations hurt democracy (42%) as protect democracy (42%). In the mid-1980s, about twice as many said that news organizations protect democracy rather than hurt democracy.

The public also is divided over whether news organizations stand up for America (41%) or are too critical of America (39%). These opinions have changed little in recent years, but in 2002 and 2003 somewhat more said that news organizations stand up for America.

Yet majorities have consistently expressed the view that criticism of political leaders by news organizations keeps them from doing things that should not be done. Today, 58% say this, while just 25% say that the news media's criticism keeps political leaders from doing their jobs. Even as attitudes toward the press have grown more negative, support for the press's watchdog role has remained stable.

---

## Public Divided Over Media's Impact on Democracy, Supportive of Watchdog Role

<i>Which better describes news organizations generally?</i>	1985	1986	1987	1989	1999	2001	2002	2003	2005	2007	2009	2011
	%	%	%	%	%	%	%	%	%	%	%	%
Protect democracy	54	58	52	55	45	46	50	52	47	44	46	42
Hurt democracy	23	18	27	19	38	32	29	28	33	36	37	42
Neither/Don't know	<u>23</u>	<u>24</u>	<u>21</u>	<u>26</u>	<u>17</u>	<u>22</u>	<u>21</u>	<u>20</u>	<u>20</u>	<u>20</u>	<u>17</u>	<u>16</u>
	100	100	100	100	100	100	100	100	100	100	100	100
Stand up for America	52	53	53	--	41	43	49	51	42	41	41	41
Too critical of America	30	28	35	--	42	36	35	33	40	43	44	39
Neither/Don't know	<u>18</u>	<u>19</u>	<u>12</u>	--	<u>17</u>	<u>21</u>	<u>16</u>	<u>16</u>	<u>18</u>	<u>16</u>	<u>15</u>	<u>20</u>
	100	100	100		100	100	100	100	100	100	100	100
<i>By criticizing political leaders, news organizations ...</i>												
Keep leaders from doing things that should not be done	67	60	--	68	58	60	59	54	60	58	62	58
Keep leaders from doing their jobs	17	26	--	23	31	25	26	29	28	27	22	25
Don't know	<u>16</u>	<u>14</u>	--	<u>9</u>	<u>11</u>	<u>15</u>	<u>15</u>	<u>17</u>	<u>12</u>	<u>15</u>	<u>16</u>	<u>17</u>
	100	100		100	100	100	100	100	100	100	100	100

PEW RESEARCH CENTER July 20-24, 2011. Q37, Q42eF1, Q42hF2. Figures may not add to 100% because of rounding. 2001 figures from early September.

---

## Partisan Perceptions of the News Media

Over the past decade, Republicans have been more critical of the press's performance than have independents or Democrats. But partisan differences in a number of areas have narrowed in recent years.

Views of media accuracy and independence have become much more uniform across partisan groups, as Democrats and independents express increasingly critical views. Since 2007, the percentage of Democrats saying news organizations are often influenced by powerful people and organizations has grown by 12 points; there has been a comparable increase among independents (14 points). Meanwhile, Republicans' views have shown less change.

Even on issues where there continue to be substantial partisan differences, such as in views of political bias and whether the media is too critical of America, the gaps have narrowed.

Three-quarters of Republicans (76%) say news organizations are politically biased, a view shared by 54% of Democrats. In 2007, 70% of Republicans but only 39% of Democrats said the press was politically biased. Views on this question among independents have changed little (63% now, 61% in 2007).

### Smaller Partisan Differences in Views of News Media

News orgs are...	85	87	99	01	02	03	05	07	09	11
	%	%	%	%	%	%	%	%	%	%
<b>Politically biased</b>										
Total	45	47	56	59	59	53	60	55	60	63
Republican	49	55	69	68	69	62	73	70	78	76
Democrat	43	42	51	55	57	44	53	39	50	54
Independent	44	47	53	57	56	55	59	61	62	63
<i>R-D diff</i>	+6	+13	+18	+13	+12	+18	+20	+31	+28	+22
<b>Too critical of America</b>										
Total	30	35	42	36	35	33	40	43	44	39
Republican	34	43	43	40	42	47	67	63	60	49
Democrat	25	28	41	30	26	32	24	23	33	31
Independent	32	35	41	36	39	25	33	45	41	42
<i>R-D diff</i>	+9	+15	+2	+10	+16	+15	+43	+40	+27	+18
<b>Stories often inaccurate</b>										
Total	34	44*	58	57	56	56	56	53	63	66
Republican	37	43	59	57	60	60	68	63	69	69
Democrat	32	44	57	55	50	51	47	43	59	64
Independent	35	44	57	59	56	55	53	56	63	66
<i>R-D diff</i>	+5	-1	+2	+2	+10	+9	+21	+20	+10	+5
<b>Influenced by powerful people and organizations</b>										
Total	53	62*	--	71	--	70	73	69	74	80
Republican	57	60	--	72	--	73	74	75	83	81
Democrat	48	60	--	70	--	68	67	65	66	77
Independent	54	65	--	71	--	70	76	69	76	83
<i>R-D diff</i>	+9	0		+2		+5	+7	+10	+17	+4

PEW RESEARCH CENTER July 20-24, 2011. Q42iF2, Q42hF2, Q38, Q40.  
\* Figures from 1989.

Four years ago, Republicans were much more likely than Democrats to view the news media as too critical of America (63% vs. 23%). But in the current survey, far fewer Republicans (49%) say this, while the proportion of Democrats that see the press as too critical of America has grown eight points to 31%.

Democrats (64%) and independents (66%) now are about as likely as Republicans (69%) to say news media produce inaccurate stories, a notable shift from just a few years ago, when Democrats and independents had more faith in media accuracy. Partisan gaps on these two issues had been as high as 21 points for inaccuracy and 17 points for influence, but the divides have narrowed to 5 points and 4 points, respectively.

### Media Trusted More than Other Sources

Despite their declining assessments of news media, Americans say they trust the information they get from news organizations more than they trust information they get from other places, including government and business sources.

The public is most inclined to believe information from local news organizations: 69% say they trust such information a lot (17%) or some (52%). Almost six-in-ten (59%) say the same about national news organizations: 14% say they trust a lot of what they learn from the national media, while 45% say they have some trust in information provided by national news organizations.

By comparison, Americans are about evenly divided over whether they trust information from the Obama administration: 50% say they trust it a lot or some, while 48% have not much or no trust in administration information. The public also is about evenly split over whether they trust information from their state governments (51% a lot or some, 47% not much or not at all). Fewer trust information from federal government agencies, business corporations or Congress. Just about three-in-ten trust a lot (1%) or some (28%) of what they learn from candidates running for office.

There are no partisan differences in how much people trust national or local news organizations. About six-in-ten Republicans (62%), Democrats (60%) and independents

---

#### Trust Information From ...

<i>% saying "a lot" or "some" trust</i>	<b>National news orgs</b>	<b>Local news orgs</b>
	%	%
Total	59	69
18-29	59	69
30-49	61	70
50-64	64	73
65+	47	57
<i>Family income:</i>		
\$75,000+	69	76
\$30k-74,999	58	70
Less than \$30k	55	65
Republican	62	75
Democrat	60	68
Independent	58	69

PEW RESEARCH CENTER Aug. 4-7, 2011. PEW5.

---

(58%) say they trust a lot or some of the information they get from national news organizations. Figures are higher for local media: 75% of Republicans, 68% of Democrats and 69% of independents trust at least some of the information they get from local news outlets.

However, among Republicans and Republican-leaning independents, those who agree with the Tea Party movement express more skepticism about national media trustworthiness than do those who disagree or have no opinion of the Tea Party. Almost half of Tea Party supporters (47%) say they do not trust information from national news organizations much or at all, compared with only 31% of those who do not agree with the Tea Party or offer no opinion of it. There is no difference by Tea Party support when it comes to trust in local news organizations.

Older Americans are notably less likely to trust information from national news media: 47% say they trust information from national news organizations a lot or some; about six-in-ten in all other age groups say the same.

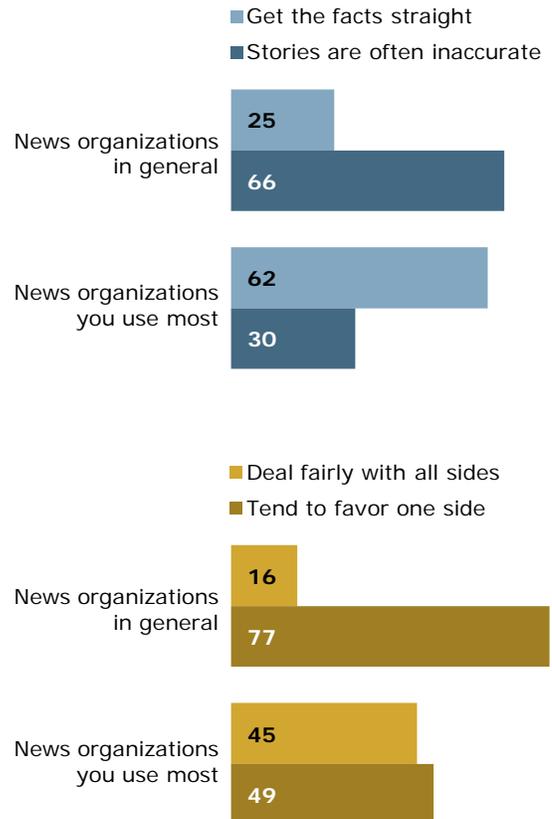
## Most Consider Their News Sources to Be More Accurate

Despite their negative views about the press and the accuracy and fairness of its reports, most people say they are able to find news that is accurate. About six-in-ten (62%) say the news sources they use most generally get the facts straight; by comparison, just 25% say that news organizations generally get the facts straight.

While the vast majority of people say the press, as a whole, tends to favor one side (77%), the public is divided over whether the sources they rely on most deal fairly with all sides or not. About half (49%) say the news sources they use most tend to favor one side, but about as many (45%) say their choice sources treat all sides fairly.

There are only modest partisan differences in people's views of the accuracy and independence of the news sources they use most.

### Public Offers Better Evaluations of the News Sources They Use Most



PEW RESEARCH CENTER July 20-24, 2011. Q38, Q39 and July 21-24, 2011. PEW4, PEW5.

## TV Still Top News Source

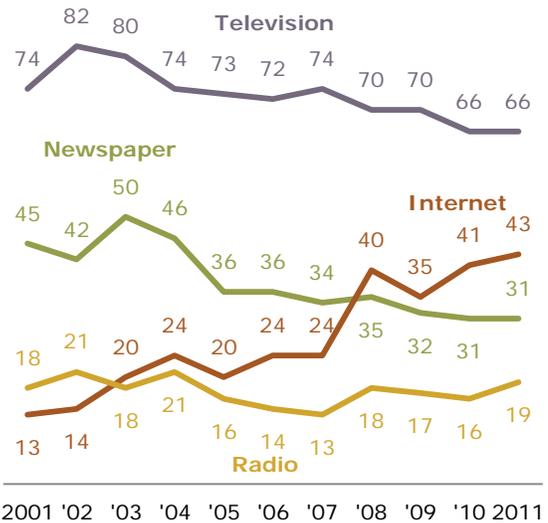
The public's top two sources of news remain television and the internet. Two-thirds of Americans (66%) say television is where they get most of their news about national and international events, while 43% say they turn to the internet. About three-in-ten Americans (31%) say they get most of their national and international news from newspapers. Radio was a distant fourth choice, with 19% saying they turned to it for news. (People were allowed to name up to two sources).

Television has dominated news consumption since the question was first asked in 1991, though the proportion naming it as a main source has declined over the past two decades. Throughout the 1990s and into the early 2000s, about eight-in-ten named television as their main source of national and international news.

The top sources of TV news are the Fox News Channel, cited by 19% of the public, CNN (15%), and local news programming (16%).

Audiences for the Fox News Channel remain divided along partisan lines. About a third of Republicans (34%) cite Fox as their main source of national and international news, compared with 17% of independents and 9% of Democrats. This is little

## Main Source of National and International News



PEW RESEARCH CENTER July 20-24, 2011. Q12. Figures do not add to 100% because of multiple responses.

## Fewer Democrats, Independents Cite CNN as Main News Source

Main source for nat'l & int'l news	Jul 2003	Jul 2005	Jul 2007	Jul 2009	Jul 2011
<b>Fox News</b>	%	%	%	%	%
Total	22	16	17	19	19
Republican	31	26	28	34	34
Democrat	17	11	11	10	9
Independent	21	14	16	19	17
<b>R-D Gap</b>	+14	+15	+17	+24	+25
<b>CNN</b>					
Total	27	18	16	22	15
Republican	26	15	13	13	12
Democrat	32	21	21	29	19
Independent	24	18	14	20	14
<b>R-D Gap</b>	-6	-6	-8	-16	-7

PEW RESEARCH CENTER July 20-24, 2011. Q12, Q13.

changed from 2009. Over the same period, the total audience for CNN, meanwhile, has declined from 22% of the public to 15%. Most of that decline has come among Democrats (down 10 points) and independents (down 6 points).

Television also is the most frequently cited source of local news, with 59% citing it as a main source. Newspapers are cited more often as a source of local (39%) than national news (31%). By contrast, just 17% cite the internet as their top source of local news, less than half the percentage citing the internet as their main source of national and international news (43%). The internet is on par with radio (14%) as a local news source.

There continue to be large age differences in the main sources for national news. Among those younger than 30, the internet far surpasses television as the main source for national and international news (65% vs. 51%). Television is the most frequently named source for older age groups, though the gap is fairly modest among those 30 to 49 (61% television vs. 51% internet).

Those 65 and older are only age group in which more cite newspapers (49%) than the internet (15%) as a main national news source. The internet is cited about as often as newspapers by those 50 to 64 (36% internet, 33% newspapers), and far more often by younger people.

Age differences are less pronounced in the leading sources of local news; majorities across all age groups cite television as their main source. Those under 50 are far more likely than older Americans to say they get local news from the internet, though only about quarter (23%) do so.

Across all groups, newspapers are mentioned more often as a source for local than national news. The difference is particularly notable among those younger than 30 – 37% say they rely on newspapers for local news compared with 24% who cite newspapers as a main source for national and international news.

---

### Internet Cited Far Less Often as Source of Local News

	Total	18-29	30-49	50-64	65+
<i>Nat'l/Int'l News</i>					
	%	%	%	%	%
Television	66	51	61	75	81
Internet	43	65	50	36	15
Newspapers	31	24	25	33	49
Radio	19	16	21	20	15
<i>Local News</i>					
Television	59	57	58	62	60
Internet	17	23	23	12	4
Newspapers	39	37	31	42	55
Radio	14	10	11	19	19

PEW RESEARCH CENTER July 20-24, 2011. Q12, Q15f2.  
 Figures do not add to 100% because not all categories are shown and because multiple responses were permitted.

---

When asked about the number of news sources available, 37% say the number of national news sources is growing while far fewer (13%) see the number of sources as shrinking; 47% say the number is staying the same. However, about as many say the number of local news sources is shrinking (21%) as growing (19%); 55% say the number is staying the same.

Those younger than 30 are much more likely to say the number of national news sources is growing (47%) than are those 65 and older (29%). This may be related to young people's greater reliance on the internet for national news.

### More or Fewer News Sources Available?

	Nat'l News	Local news
<i># of sources is:</i>	<b>%</b>	<b>%</b>
Growing	37	19
Shrinking	13	21
Staying the same	47	55
Don't know	3	4
	100	100

PEW RESEARCH CENTER July 20-24, 2011. Q45F1, Q46F2. Figures may not add to 100% because of rounding.

### Searching For News Online: Google, Yahoo Popular Destinations

About half of internet news users (51%) say that when they last looked for news on a specific topic or story on the internet, they went first to a website that offers links to stories from many news organizations; 43% say they went directly to the website of one of their favorite news organizations.

Among all internet users, search engine sites were the most popular place to look for news about a story or topic, with 21% citing Google and 14% citing Yahoo. CNN is the most popular news-organization website for searching, overall, offered by 13% of all internet news users.

### Where Internet News Users Search First

Among all internet news users	Among those who went to favorite news org. site	Among those who went to a site with links
%	%	%
21 Google	22 CNN	35 Google
14 Yahoo	13 Local news sites	17 Yahoo
13 CNN	10 Yahoo	6 MSN
8 Local news sites	10 Fox	5 CNN
6 Fox	7 MSNBC	3 Drudge Report
6 MSN	5 MSN	3 Local news sites

PEW RESEARCH CENTER July 20-24, 2011. Q49a. Based on internet news users who answered Q49. Top sites shown for all and for each group.

Among those whose last news searches took them first to a favorite news organization, CNN tops the list, with 22% citing it, followed by local news sites (13%). Yahoo and Fox also are popular options (10% each). Among those who went first to a site with links to other sites, Google was the most popular first destination, with more than a third naming it (35%), followed by Yahoo at 17%.

## Most Want News with No Political Point of View

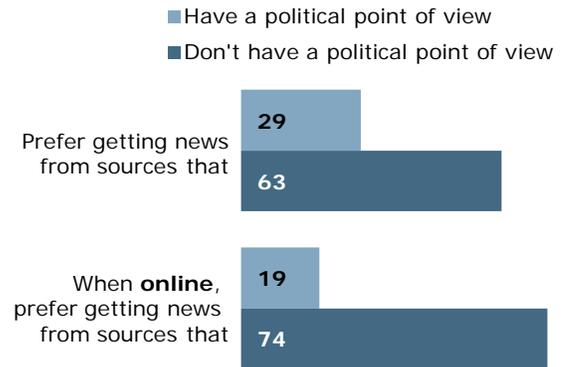
More than six-in-ten Americans (63%) say they prefer news sources with no particular point of view, while 29% prefer sources that have a political point of view. The preference for news without a political point of view is even stronger when it comes to online news: 74% of those who get news online want it to come without a political point of view, while just 19% prefer online sources that have a point of view.

About as many Democrats (35%) as Republicans (31%) say they want news with a political point of view; 24% of independents say this. The partisan differences are more pronounced for online news: 32% of Democrats prefer online news with a political point of view, but just 16% of Republicans and 14% of independents want the same.

Even when the public has been asked whether they want news from *their* point of view, the clear preference is that the news have no particular point of view. [In Pew Research's 2010 media consumption survey](#), 62% said they wanted news with no particular point of view while just 25% wanted news from their point of view.

---

### Most Want Online News With No Particular Point of View



PEW RESEARCH CENTER July 20-24, 2011 Q47FA, Q48FB.  
Online question based on internet news consumers.

---

## About the Surveys

Most of the analysis in this report is based on telephone interviews conducted July 20-24, 2011 among a national sample of 1,501 adults 18 years of age or older living in the continental United States (916 respondents were interviewed on a landline telephone, and 585 were interviewed on a cell phone, including 254 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see <http://people-press.org/methodology/>

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin, region, and population density to parameters from the March 2010 Census Bureau's Current Population Survey. The sample also is weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2010 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus ...
Total sample	1,501	3.5 percentage points
Republicans	389	6.0 percentage points
Democrats	464	5.5 percentage points
Independents	575	5.0 percentage points

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

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Some of the analysis in this report is based on telephone interviews conducted June 23-26, 2011, July 21-24, 2011, and August 4-7, 2011.

The June 23-26, 2011, survey was conducted among a national sample of 1,005 adults 18 years of age or older living in the continental United States (672 respondents were interviewed on a landline telephone, and 333 were interviewed on a cell phone, including 142 who had no landline phone).

The July 21-24, 2011, survey was conducted among a national sample of 999 adults 18 years of age or older living in the continental United States (602 respondents were interviewed on a landline telephone, and 397 were interviewed on a cell phone, including 169 who had no landline telephone).

The August 4-7, 2011, survey was conducted among a national sample of 1,001 adults 18 years of age or older living in the continental United States (601 respondents were interviewed on a landline telephone, and 400 were interviewed on a cell phone, including 164 who had no landline telephone.)

The surveys were conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. For each survey, a combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin, region, and population density to parameters from the March 2010 Census Bureau's Current Population Survey. The sample also is weighted to match current patterns of telephone status, based on extrapolations from the 2010 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

<b>June 23-26, 2011</b>		
<b>Group</b>	<b>Sample Size</b>	<b>Plus or minus ...</b>
Total sample	1,005	4.0 percentage points
Republicans	256	7.5 percentage points
Democrats	318	7.0 percentage points
Independents	339	6.5 percentage points

<b>July 21-24, 2011</b>		
<b>Group</b>	<b>Sample Size</b>	<b>Plus or minus ...</b>
Total sample	999	4.0 percentage points
Republicans	252	7.5 percentage points
Democrats	305	7.0 percentage points
Independents	349	6.5 percentage points

<b>August 4-7, 2011</b>		
<b>Group</b>	<b>Sample Size</b>	<b>Plus or minus ...</b>
Total sample	1,001	4.0 percentage points
Republicans	253	7.5 percentage points
Democrats	296	7.0 percentage points
Independents	363	6.5 percentage points

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

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**JULY 2011 POLITICAL AND MEDIA SURVEY**  
**FINAL TOPLINE**  
**July 20-24, 2011**  
**N=1,501**

**QUESTIONS 1-5, 7-8 PREVIOUSLY RELEASED**

**ASK ALL:**

Q.9 Do you [INSERT ITEM; RANDOMIZE, OBSERVE FORM SPLITS], or not?

	<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>
a. Regularly use online social networking sites like Facebook or Twitter Jul 20-24, 2011	44	56	*

**QUESTIONS 9b-e PREVIOUSLY RELEASED**

**NO QUESTIONS 10-11**

**ASK ALL:**

Q.12 How do you get most of your news about national and international issues? From [READ AND RANDOMIZE]? [ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE ONCE FOR ADDITIONAL: "Any others?"]

	<u>Tele-</u> <u>vision</u>	<u>News-</u> <u>papers</u>	<u>Radio</u>	<u>Maga-</u> <u>zines</u>	<u>Internet</u>	<u>(VOL.)</u> <u>Other</u>	<u>(VOL.)</u> <u>DK/Ref</u>
Jul 20-24, 2011	66	31	19	3	43	4	*
<b>May 5-8, 2011 (Killing of bin Laden)<sup>1</sup></b>	<b>74</b>	<b>22</b>	<b>13</b>	<b>1</b>	<b>39</b>	<b>2</b>	<b>1</b>
Dec 1-5, 2010	66	31	16	3	41	1	1
July 8-11, 2010	68	24	17	3	41	2	1
<b>Jan 14-17, 2010 (Haiti earthquake)</b>	<b>69</b>	<b>18</b>	<b>11</b>	<b>1</b>	<b>31</b>	<b>2</b>	<b>2</b>
Dec 9-13, 2009	70	32	17	3	35	1	1
July 22-26, 2009	71	33	21	3	42	1	1
December, 2008	70	35	18	5	40	2	1
September, 2007	74	34	13	2	24	2	1
Late September, 2006	74	37	16	4	21	3	1
August, 2006	72	36	14	4	24	2	1
November, 2005	73	36	16	2	20	2	*
<b>Early Sept, 2005 (Hurricane Katrina)</b>	<b>89</b>	<b>35</b>	<b>17</b>	<b>*</b>	<b>21</b>	<b>3</b>	<b>*</b>
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	*
<b>March, 2003 (War in Iraq)</b>	<b>89</b>	<b>24</b>	<b>19</b>	<b>*</b>	<b>11</b>	<b>2</b>	<b>*</b>
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	*
<b>Mid-September, 2001 (Terror Attacks)</b>	<b>90</b>	<b>11</b>	<b>14</b>	<b>*</b>	<b>5</b>	<b>1</b>	<b>1</b>
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	*

<sup>1</sup> For May 5-8, 2011, the question asked about how people had been getting news about "the killing of Osama bin Laden." For Jan. 14-17, 2010, the question asked about "the earthquake in Haiti." In Early September 2005, the question asked about "news about the impact of Hurricane Katrina." In March 2003, the question asked about "news about the war in Iraq," and in Mid-September 2001, the question asked about "news about the terrorist attacks." In September 1995, question wording did not include "international." In Early January 1991 the question asked about "the latest developments in the Persian Gulf."

## Q.12 CONTINUED...

	Tele- <u>vision</u>	News- <u>papers</u>	Radio	Maga- <u>zines</u>	Internet	(VOL.) <u>Other</u>	(VOL.) <u>DK/Ref</u>
January, 1996	88	61	25	8	--	2	*
September, 1995	82	63	20	10	--	1	1
January, 1994	83	51	15	10	--	5	1
September, 1993	83	60	17	9	--	3	*
January, 1993	83	52	17	5	--	1	1
<b>Early January, 1991 (Persian Gulf)</b>	82	40	15	4	--	1	*

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

IF TELEVISION (1) AS EITHER 1<sup>ST</sup> OR 2<sup>ND</sup> RESPONSE IN Q.12 ASK:

Q.13 On television, do you get most of your news about national and international issues from [READ, RANDOMIZE ITEMS 2 THRU 4 AND 5 THRU 7 SEPARATELY, AND RANDOMIZE SETS OF ITEMS (LOCAL; NETWORK; CABLE). ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

## BASED ON TOTAL:

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

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

## ASK IF Q.12 DOES NOT INCLUDE INTERNET (5) IN EITHER RESPONSE:

Q.14 Do you ever get news online, or not?

## BASED ON TOTAL:

Jul 20-24

2011

20 Yes

37 No

0 Don't know/Refused (VOL.)

43 Reported getting news online in Q.12

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

**ASK FORM 2 ONLY [N=753]:**

Q.15F2 Now thinking about local news about issues and events in your area...How do you get most of your local news? From **[READ AND RANDOMIZE]?** **[ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ADDITIONAL RESPONSE]**

Jul 20-24 <u>2011</u>		Jul 22-26 <u>2009</u>
59	Television	64
39	Newspapers	41
14	Radio [OR]	18
17	The internet	17
2	Other <b>(VOL.)</b>	3
1	Don't know/Refused <b>(VOL.)</b>	2

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

**ASK IF FORM 1 AND IF INTERNET (5) IS EITHER 1<sup>ST</sup> OR 2<sup>ND</sup> RESPONSE IN Q.12 OR Q.14=1, ASK:**

Q.16F1 What web sites or apps do you use to get news and information? Just name a few of the online sources that you go to the MOST often. **[OPEN END; CODE UP TO THREE RESPONSES; DO NOT NEED TO TYPE ".com" EXTENSION; PROBE FOR ADDITIONAL: "Any others?"]**<sup>3</sup>

**BASED ON FORM 1 INTERNET USERS [N=464]:**

Jul 20-24 <u>2011</u>	
30	Yahoo
19	CNN
12	Local TV/radio/news sites
12	Google
10	MSN
9	Fox
6	New York Times
6	AOL
5	MSNBC
4	Facebook
4	Drudge Report
3	Wall Street Journal
2	BBC
2	Washington Post
2	ABC
2	Huffington Post
1	Internet service provider
1	USA Today
1	Atlanta Journal-Constitution
1	CBS
1	AP/Reuters
1	Politico
1	Newsmax
1	Comcast
1	NPR
1	The Guardian
30	Other
7	Don't know/Refused/No answer

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

<sup>3</sup> The reference to "apps" was added with the July 20-24, 2011, asking of this question.

**Q.16f1 CONTINUED (TRENDS)...**

Jun 8-28 <u>2010</u>		-----Trend for Comparison-----			
		<u>May 2008</u>		<u>April 2006<sup>4</sup></u>	
28	Yahoo	28	Yahoo	31	MSN/NBC
16	CNN	19	MSN/Microsoft	23	Yahoo
15	Google	17	CNN	23	CNN
14	MSN	11	Google	9	Google
11	Local	10	MSNBC/NBC	8	AOL
8	Fox	8	AOL	8	Fox
7	AOL	7	Fox	5	New York Times
7	MSNBC	4	New York Times	5	USA Today
6	New York Times	4	Local news website	4	ESPN/Sports-related
4	All ISP	2	BBC	4	ABC
2	BBC	2	ESPN/sports-related	3	Drudge Report
2	Drudge Report	2	ABC	3	Cable homepage
2	ABC	2	Drudge Report	2	BBC
2	USA Today	2	CNBC	2	Washington Post
2	Wall Street Journal	2	Wall Street Journal	1	CBS
2	NBC	2	USA Today	1	Los Angeles Times
1	Washington Post	2	Washington Post	1	Wall Street Journal
1	Huffington Post	2	ISP		
1	Facebook	1	CBS		
1	NPR				
1	Bing				
1	ESPN				
1	CBS				
18	Other	25	Other website	1	Don't like/Misunderstood
12	Don't know/Refused	10	Misunderstood/DK/Ref.	39	Other websites
				7	Don't know/Refused

**NO QUESTIONS 17, 22-23, 29-30**

**QUESTIONS 18-21, 24-28, 31-36 PREVIOUSLY RELEASED**

**ASK ALL:**

On a different subject...

Q.37 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?

	Keeps leaders from doing their job	Keeps leaders from doing things that shouldn't be done	(VOL.) DK/Ref
Jul 20-24, 2011	25	58	17
July, 2009	22	62	16
July, 2007	27	58	15
November, 2005	22	62	16
June, 2005	28	60	12
Early July, 2003	29	54	17
July, 2002	26	59	15
Mid-November, 2001	32	54	14
Early September, 2001	25	60	15
February, 1999	31	58	11
Early February, 1998	39	55	6
February, 1997	32	56	12
Late January, 1994	24	66	10
Early January, 1994	18	69	13
August, 1989	23	68	9
December, 1986	26	60	14
July, 1985	17	67	16

<sup>4</sup> Results from April 2006 are based on the broader category of all internet users. Also, in 2006, the MSN/NBC category included references to NBC, MSNBC, CNBC and MSN. In May 2008, MSN and Microsoft are coded together, MSNBC and NBC are coded together and CNBC has its own category. The 2006 category for "Comcast/Cox Cable homepages" is replaced in 2008 with an "Internet service provider" category.

**ASK ALL:**

Q.38 In general, do you think news organizations get the facts straight, or do you think that their stories and reports are often inaccurate?

	Get the <u>facts straight</u>	Stories often <u>inaccurate</u>	(VOL.) <u>DK/Ref</u>
Jul 20-24, 2011	25	66	9
July, 2009	29	63	8
July, 2007	39	53	8
June, 2005	36	56	8
Early July, 2003	36	56	8
July, 2002	35	56	9
Mid-November, 2001	46	45	9
Early September, 2001	35	57	8
February, 1999	37	58	5
Early August, 1998	33	58	9
Early February, 1998	34	63	3
February, 1997	37	56	7
January, 1992	49	44	7
August, 1989	54	44	2
August, 1988	40	50	10
May, 1988	48	43	9
January, 1988	44	48	8
July, 1985	55	34	11

**ASK ALL:**

Q.39 In presenting the news dealing with political and social issues, do you think that news organizations deal fairly with all sides, or do they tend to favor one side?

	Deal fairly <u>with all sides</u>	Tend to favor <u>one side</u>	(VOL.) <u>DK/Ref</u>
Jul 20-24, 2011	16	77	7
July, 2009	18	74	8
July, 2007	26	66	8
June, 2005	21	72	7
Early July, 2003	26	66	8
Early September, 2001	26	67	7
February, 1997	27	67	6
January, 1992	31	63	6
August, 1989	28	68	4
August, 1988	36	57	7
May, 1988	34	56	10
January, 1988	30	59	11
December, 1986	39	54	7
July, 1986	37	57	6
July, 1985	34	53	13

**ASK ALL:**

Q.40 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>(VOL.) DK/Ref</u>
Jul 20-24, 2011	15	80	5
July, 2009	20	74	6
July, 2007	23	69	8
June, 2005	21	73	6
Early July, 2003	23	70	7
Early September, 2001	23	71	6
January, 1994	28	63	9
January, 1992	35	58	7
August, 1989	33	62	5
January, 1988	40	49	11
July, 1986	37	53	10
July, 1985	37	53	10

**ASK ALL:**

Q.41 In general, do you think news organizations pay too much attention to GOOD NEWS, too much attention to BAD NEWS, or do they mostly report the kinds of stories they should be covering?

	<u>Too much attention to good news</u>	<u>Too much attention to bad news</u>	<u>Report the kinds of stories they should be covering</u>	<u>(VOL.) DK/Ref</u>
Jul 20-24, 2011	3	66	24	8
July, 2009	3	66	24	7
July, 2007	4	64	26	6
June, 2005	3	67	23	7
Early July, 2003	2	67	25	6
Early September, 2001	3	67	24	6
May, 1991	2	54	37	7
August, 1989	3	64	30	3
July, 1985	1	60	35	4

**ASK ALL:**

Q.42 I'm going to read you some pairs of opposite phrases. After I read each pair, tell me which ONE phrase you feel better describes news organizations generally. If you think that NEITHER phrase applies, please say so. First, would you say news organizations (are)... **[INSERT ITEM; RANDOMIZE ORDER OF THE ITEM PAIRS; DO NOT RANDOMIZE ORDER WITHIN PAIRS; NOTE FORM SPLITS]**. How about **[NEXT ITEM PAIR]? [IF NECESSARY: would you say news organizations (are)]**

**ASK FORM 1 ONLY [N=748]:**

		Jul 09	Jul 07	Jun 05	Early Jul 03	Mid-Jul 02	Nov 01	Early Sep 01	Feb 99	Aug 89	Jan 87	Jul 86	Jul 85
a.F1	Jul 20-24 2011												
	26 Care about the people they report on, OR	32	35	28	31	30	47	23	21	--	41	--	35
	63 Don't care about the people they report on	55	53	58	56	55	38	64	67	--	45	--	48
	6 Neither applies	8	7	9	9	10	11	10	9	--	9	--	10
	4 Don't know/Refused (VOL.)	4	5	5	4	5	4	3	3	--	5	--	7
b.F1	18 Willing to admit their mistakes, OR	21	29	28	27	23	35	24	26	--	--	--	34
	72 Try to cover up their mistakes	70	63	62	62	67	52	67	66	--	--	--	55
	4 Neither applies	4	4	6	5	6	9	5	6	--	--	--	4
	5 Don't know/Refused (VOL.)	5	4	4	6	4	4	4	2	--	--	--	7

**Q.42 CONTINUED...**

Jul 20-24 2011			Early		Mid-		Early		Aug	Jan	Jul	Jul		
			Jul	Jul	Jul	Jul	Nov	Sep	Feb	Aug	Jan	Jul	Jul	
			09	07	05	03	02	01	01	99	89	87	86	85
c.F1	38	Moral, OR	41	46	43	45	39	53	40	40	--	--	--	54
	42	Immoral	38	32	35	32	36	23	34	38	--	--	--	13
	13	Neither applies	14	15	15	14	18	17	20	16	--	--	--	20
	7	Don't know/Refused (VOL.)	7	7	7	9	7	7	6	6	--	--	--	13
d.F1	52	Growing in influence, OR	52	52	49	55	57	--	55	59	--	--	--	63
	34	Declining in influence	34	36	36	29	29	--	29	32	--	--	--	17
	7	Neither applies	7	6	7	8	7	--	9	6	--	--	--	7
	7	Don't know/Refused (VOL.)	7	6	8	8	7	--	7	3	--	--	--	13
e.F1	42	Protect democracy,OR	46	44	47	52	50	60	46	45	55	52	58	54
	42	Hurt democracy	37	36	33	28	29	19	32	38	19	27	18	23
	11	Neither applies	10	13	12	13	14	14	15	13	20	13	17	13
	5	Don't know/Refused (VOL.)	7	7	8	7	7	7	7	4	6	8	7	10

**ASK FORM 2 ONLY [N=753]:**

f.F2	62	Care about how good a job they do, OR Don't care about how good a job they do	67	69	65	68	65	78	69	69	--	--	77	79
	31	Neither applies	23	23	25	22	23	14	22	22	--	--	16	11
	5	Don't know/Refused (VOL.)	5	6	6	7	8	6	7	6	--	--	5	4
	3		4	2	4	3	4	2	2	3	--	--	2	6
g.F2	57	Highly professional, OR	59	66	59	62	49	73	54	52	--	--	71	72
	32	Not professional	27	22	25	24	31	12	27	32	--	--	13	11
	8	Neither applies	10	9	12	9	15	12	15	13	--	--	12	9
	3	Don't know/Refused (VOL.)	4	3	4	5	5	3	4	3	--	--	4	8
h.F2	41	Stand up for America, OR	41	41	42	51	49	69	43	41	--	53	53	52
	39	Too critical of America	44	43	40	33	35	17	36	42	--	35	28	30
	14	Neither applies	10	12	14	12	12	10	16	13	--	8	15	10
	6	Don't know/Refused (VOL.)	5	4	4	4	4	4	5	4	--	4	4	8
i.F2	63	Politically biased in their reporting, OR Careful that their reporting is NOT politically biased	60	55	60	53	59	47	59	56	--	47	42	45
	25	Neither applies	26	31	28	29	26	35	26	31	--	39	41	36
	5	Don't know/Refused (VOL.)	7	7	6	9	10	11	8	8	--	7	9	7
	7		7	7	6	9	5	7	7	5	--	7	8	12
j.F2	47	Liberal, OR	50	52	50	51	--	--	--	--	--	54	--	41
	25	Conservative	22	25	26	26	--	--	--	--	--	26	--	19
	18	Neither applies	17	14	16	14	--	--	--	--	--	12	--	20
	10	Don't know/Refused (VOL.)	10	9	8	9	--	--	--	--	--	8	--	20

**ASK FORM 2 ONLY [N=647] <sup>5</sup>:**

Jul 21-24 2011			TREND FOR COMPARISON <sup>6</sup> :		
			May	Aug	Jun
			1991	1989	1985
k.F2	69	Often invade people's privacy, OR	72	73	73
	24	Generally respect people's privacy	22	23	21
	4	Neither applies	--	--	--
	3	Don't know/Refused (VOL.)	6	4	6

**NO QUESTIONS 43-44**<sup>5</sup> Question was asked of form 2 respondents only Jul 21-24.<sup>6</sup> In May 1991 and earlier trend for comparison, question did not offer "Neither applies" as an answer choice. Also, the question was not asked as part of a list.

**ASK FORM 1 ONLY [N=748]:**

Q.45F1 From your perspective, do you think the number of sources for national news is growing, shrinking or staying about the same?

**ASK IF Q.45F1 =1,2:**

Q.45aF1 In general, do you think the **[INSERT: growing number of news sources/shrinking number of news sources]** is a good thing or a bad thing?

Jul 20-24

2011

37	Growing
25	Good thing
9	Bad thing
1	Does not matter much (VOL.)
2	Don't know/Refused (VOL.)
13	Shrinking
2	Good thing
10	Bad thing
*	Does not matter much (VOL.)
*	Don't know/Refused (VOL.)
47	About the same
3	Don't know/Refused (VOL.)

**ASK FORM 2 ONLY [N=753]:**

Q.46F2 From your perspective, do you think the number of sources for LOCAL news is growing, shrinking or staying about the same?

**ASK IF Q.46F2=1,2:**

Q.46aF2 In general, do you think the **[INSERT: growing number of local news sources/shrinking number of local news sources]** is a good thing or a bad thing?

Jul 20-24

2011

19	Growing
16	Good thing
3	Bad thing
1	Does not matter much (VOL.)
*	Don't know/Refused (VOL.)
21	Shrinking
1	Good thing
20	Bad thing
*	Does not matter much (VOL.)
*	Don't know/Refused (VOL.)
55	About the same
4	Don't know/Refused (VOL.)

**ASK FORM A ONLY [N=741]:**

Q.47FA Thinking about the different kinds of political news available to you, do you prefer getting news from **[READ AND RANDOMIZE]**

Jul 20-24

2011

29	Sources that have a political point of view [OR]
63	Sources that DON'T have a political point of view
8	Don't know/Refused (VOL.)

**ASK IF FORM B AND IF INTERNET (5) IS EITHER 1<sup>ST</sup> OR 2<sup>ND</sup> RESPONSE IN Q.12 OR Q.14=1:**  
 Q.48FB When you're getting political news online, do you prefer getting news from **[READ AND RANDOMIZE]**

**BASED ON FORM B INTERNET NEWS USERS [N=491]:**

Jul 20-24

2011

- 19 Sources that have a political point of view [OR]
- 74 Sources that DON'T have a political point of view
- 1 Don't get news online (VOL.)
- 6 Don't know/Refused (VOL.)

**ASK IF INTERNET (5) IS EITHER 1<sup>ST</sup> OR 2<sup>ND</sup> RESPONSE IN Q.12 OR Q.14=1:**

Q.49 Thinking about the last time you looked for news on a specific topic or story on the internet, what did you do first? Did you **[READ AND RANDOMIZE]**

**BASED ON INTERNET NEWS USERS [N=932]:**

Jul 20-24

2011

- 43 Go directly to the website of one of your favorite news organizations [OR]
- 51 Go to a website that offers links to stories from many news organizations
- 6 Don't know/Refused (VOL.)

**ASK IF Q.49=1,2:**

Q.49a What website did you go to first? **[OPEN END; RECORD FIRST MENTION ONLY.] [IF PERSON OFFERS MULTITUDE OF WEBSITES, PROBE WITH: Which of those did you go to first?]**

<u>Based on ALL internet news users who answered Q.49</u>		<u>Based on those who went to favorite news org. site</u>		<u>Based on those who went to a site with links</u>	
21	Google	22	CNN	35	Google
14	Yahoo	13	Local news sites	17	Yahoo
13	CNN	10	Yahoo	6	MSN
8	Local news sites	10	Fox	5	CNN
6	Fox	7	MSNBC	3	Drudge Report
6	MSN	5	MSN	3	Local news sites
4	MSNBC	4	New York Times	2	AOL
2	Drudge Report	4	Google	2	Fox
2	New York Times	2	Wall Street Journal	2	MSNBC
2	AOL	1	NBC	1	ABC
1	ABC	1	Bloomberg	1	ISP
1	BBC	1	BBC	1	Facebook/Twitter
1	AP/Reuters	1	USA Today	1	AP/Reuters
1	Facebook/Twitter	1	NPR	1	Huffington Post
1	Wall Street Journal	1	ABC	1	BBC
1	Washington Post	1	AP/Reuters	*	Washington Post
1	Internet service provider (ISP)	1	Washington Post	*	New York Times
1	NBC	1	Facebook/Twitter	*	NPR
1	Bloomberg	1	AOL	*	USA Today
1	NPR	*	Drudge Report	0	Wall St. Journal
1	USA Today	*	Huffington Post	0	Bloomberg
1	Huffington Post	*	ISP	0	NBC
7	Other	7	Other	7	Other
8	No answer	5	No answer	10	No answer
N=	871		401		470

*Figures many not add to than 100% because of rounding.*

**NO QUESTIONS 50-51****ASK ALL:**

Q.52 How often, if ever, do you get news or news headlines through Facebook, Twitter or other social networking sites? **[READ]**

Jul 20-24

2011

13	Regularly
14	Sometimes
20	Hardly ever
53	Never
1	Don't know/Refused <b>(VOL.)</b>

**ASK IF REGULARLY/SOMETIMES GET NEWS OVER SOCIAL NETWORKS (Q.52=1,2):**

Q.53 Do you get different news over social networks and Twitter than you get elsewhere, or is it mostly just the same news and information that you would get elsewhere?

**BASED ON THOSE WHO REGULARLY/SOMETIMES GET NEWS OVER SOCIAL NETWORKS [N=330]:**

Jul 20-24

2011

27	Different news than you get elsewhere
72	Same news you get elsewhere
2	Don't know/Refused <b>(VOL.)</b>

**ASK IF REGULARLY/SOMETIMES GET NEWS OVER SOCIAL NETWORKS (Q.52=1,2):**

Q.54 What do you like most about the news you get over social networks and Twitter? [OPEN END;  
ACCEPT UP TO THREE RESPONSES, BUT DO NOT PROBE]

**BASED ON THOSE WHO REGULARLY/SOMETIMES GET NEWS OVER SOCIAL NETWORKS  
[N=330]:**

Jul 20-24

2011

<b>20</b>	<b>NET: CONVENIENCE</b>
5	More to-the-point/Efficient/Brief
5	Convenience/Convenient (general)
4	Faster (to use/consume)
4	Accessibility/Ease
2	It comes to me/I don't have to do anything
2	Available when I want
1	Can read at my own pace/Re-read
<b>18</b>	<b>NET: VARIETY</b>
7	Variety of viewpoints/Interesting perspectives
3	Variety of sources
3	Variety (general)
2	Covers topics not covered by mainstream media
2	Less filtered by media/Can get first-hand sources
<b>12</b>	<b>NET: QUALITY</b>
7	Immediate/Timely/Up-to-date
2	More accurate/Truthful
2	High(er) quality (general)
1	Unbiased
1	Depth/In-Depth
<b>8</b>	<b>Keeps me informed</b>
<b>7</b>	<b>NET: CUSTOMIZATION AND ENGAGEMENT</b>
3	More relevant/targeted/tailored to me and my interests
3	Like getting information/references from my friends
2	Interaction—I can share my own views
<b>4</b>	<b>Like coverage of specific topics (e.g. sports, business)</b>
<b>4</b>	<b>Entertaining/Interesting</b>
<b>2</b>	<b>Has good/positive news</b>
<b>2</b>	<b>More personal/Features opinions</b>
11	Other
17	No answer

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

**NO QUESTIONS 55, 58-59**

**QUESTIONS 56-57, 60-63 PREVIOUSLY RELEASED**

**ASK ALL:**

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

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

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

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No <u>preference</u>	(VOL.) Other <u>party</u>	(VOL.) DK/Ref	<i>Lean</i> <u>Rep</u>	<i>Lean</i> <u>Dem</u>
Jul 20-24, 2011	24	32	38	4	*	2	16	14
Jun 15-19, 2011	26	34	32	4	*	4	13	13
May 25-30, 2011	24	33	38	3	*	2	15	17
Mar 30-Apr 3, 2011	25	32	37	3	*	3	17	16
Mar 8-14, 2011	24	33	38	3	*	2	17	15
Feb 22-Mar 1, 2011	24	33	37	3	*	3	15	16
Feb 2-7, 2011	24	31	39	3	*	2	16	16
Jan 5-9, 2011	27	32	35	4	*	2	15	14
Dec 1-5, 2010	25	33	34	5	1	2	13	14
Nov 4-7, 2010	26	30	37	4	*	2	17	13
Oct 27-30, 2010	25	34	31	6	1	4	13	11
Oct 13-18, 2010	25	31	36	4	*	3	16	13
Aug 25-Sep 6, 2010	24	32	39	2	*	2	15	17
Jul 21-Aug 5, 2010	26	33	34	4	*	3	14	14
<b>Yearly Totals</b>								
2010	25.2	32.7	35.2	3.6	.4	2.8	14.5	14.1
2009	23.9	34.4	35.1	3.4	.4	2.8	13.1	15.7
2008	25.7	36.0	31.5	3.6	.3	3.0	10.6	15.2
2007	25.3	32.9	34.1	4.3	.4	2.9	10.9	17.0
2006	27.8	33.1	30.9	4.4	.3	3.4	10.5	15.1
2005	29.3	32.8	30.2	4.5	.3	2.8	10.3	14.9
2004	30.0	33.5	29.5	3.8	.4	3.0	11.7	13.4
2003	30.3	31.5	30.5	4.8	.5	2.5	12.0	12.6
2002	30.4	31.4	29.8	5.0	.7	2.7	12.4	11.6
2001	29.0	33.2	29.5	5.2	.6	2.6	11.9	11.6
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4
2001 Pre-Sept 11	27.3	34.4	30.9	5.1	.6	1.7	12.1	13.5
2000	28.0	33.4	29.1	5.5	.5	3.6	11.6	11.7
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5
1998	27.9	33.7	31.1	4.6	.4	2.3	11.6	13.1
1997	28.0	33.4	32.0	4.0	.4	2.3	12.2	14.1
1996	28.9	33.9	31.8	3.0	.4	2.0	12.1	14.9
1995	31.6	30.0	33.7	2.4	.6	1.3	15.1	13.5
1994	30.1	31.5	33.5	1.3	--	3.6	13.7	12.2
1993	27.4	33.6	34.2	4.4	1.5	2.9	11.5	14.9
1992	27.6	33.7	34.7	1.5	0	2.5	12.6	16.5
1991	30.9	31.4	33.2	0	1.4	3.0	14.7	10.8
1990	30.9	33.2	29.3	1.2	1.9	3.4	12.4	11.3
1989	33	33	34	--	--	--	--	--
1987	26	35	39	--	--	--	--	--

**Q.64 PREVIOUSLY RELEASED**

**ASK ALL:**

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

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

7

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

**PEW RESEARCH CENTER MEDIA QUESTION TESTING**  
**June 23-26, 2011 OMNIBUS**  
**FINAL TOPLINE**  
**N=1,005**

**PEW.1, PEW.2, PEWWP.1 PREVIOUSLY RELEASED**

**ASK ALL FORM 2 (BOTH FORMS 2A and 2B) [N=544]:**

PEW.3F2 Next, I have a couple questions about your opinion of news organizations these days...First of all, when I mention NEWS ORGANIZATIONS – could you name the two or three news organizations that first come to mind? **[OPEN END; DO NOT PROBE FOR ADDITIONAL; RECORD UP TO THREE MENTIONS; RECORD NEWS ORGANIZATION WEB SITES UNDER THE MAIN BRAND]**

Jul 23-26

2011

<b>63</b>	<b>NET: CABLE TV</b>
43	CNN
39	Fox News Channel
12	MSNBC
1	CNBC
1	Cable news (general mentions)
<b>36</b>	<b>NET: NETWORK TV</b>
18	NBC/NBC News
16	ABC/ABC News
12	CBS/CBS News
1	PBS
2	National network news (general mentions)
<b>10</b>	<b>Local TV news (generic mention)</b>
<b>5</b>	<b>NET: NATIONAL NEWSPAPERS</b>
4	New York Times
1	Wall Street Journal
1	USA Today
<b>4</b>	<b>Local newspapers</b>
<b>3</b>	<b>Website (general mentions or named site)</b>
<b>3</b>	<b>Call letters given (radio or TV)</b>
<b>3</b>	<b>NPR</b>
<b>3</b>	<b>Associated Press</b>
9	Other
10	No answer

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

*Note: Other than evening news, mentions of specific shows (i.e. Today Show, 60 Minutes) are left in "other" and not back-coded to network. Anything that specifically mentioned a web only outlet (such as Huffington or Drudge) or used ".com" after the name of their source is coded in the Website category.*

**PEW RESEARCH CENTER**  
**July 21-24, 2011 OMNIBUS**  
**FINAL TOPLINE**  
**N=999**

**PEW.1-PEW.3 PREVIOUSLY RELEASED**

**ASK ALL:**

PEW.4 People get their news from many different news organizations these days. The next couple questions are about the news organizations where you get MOST of your news from. It could be a TV news network or program, radio station, newspaper, magazine, or website or web app. Just the one or two place you would say are your main sources of news these day. First, would you say your main sources get the facts straight, or do you think their stories and reports are often inaccurate?

Jul 21-24

2011

62	Get the facts straight
30	Stories often inaccurate
7	Don't know/Refused <b>(VOL.)</b>

**ASK ALL:**

PEW.5 And do you think these sources deal fairly with all sides, or do they tend to favor one side?

Jul 21-24

2011

45	Deal fairly with all sides
49	Tend to favor one side
6	Don't know/Refused <b>(VOL.)</b>

**NO PEW.6-PEW.7**

**PEW.8 THROUGH PEW.16 PREVIOUSLY RELEASED**

**PEW RESEARCH CENTER  
AUGUST 4-7, 2011 OMNIBUS  
FINAL TOPLINE  
N=1001**

**PEW.1 THROUGH PEW.5 AND PEWWP.1 AND PWEWP.2 PREVIOUSLY RELEASED**

**ASK ALL:**

PEW.5 Thinking about some of the ways you get information these days ... How much, if at all, do you trust the information you get from [INSERT ITEM; RANDOMIZE]? [READ RESPONSE CATEGORIES IN ORDER] [REPEAT AS NECESSARY: How much do you trust the information you get from [ITEM]?

	<u>A lot</u>	<u>Some</u>	<u>Not too much</u>	<u>Not at all</u>	<u>(VOL.) Don't get info. from that source</u>	<u>(VOL.) DK/Ref</u>
a. National news organizations August 4-7, 2011	14	45	25	14	*	1
b. Local news organizations August 4-7, 2011	17	52	20	8	1	2
c. Congress August 4-7, 2011	3	34	30	29	1	2
d. The Obama Administration August 4-7, 2011	14	36	19	29	1	2
e. Federal government agencies August 4-7, 2011	6	38	32	22	*	2
f. Candidates running for office August 4-7, 2011	1	28	37	31	1	3
g. Your state government August 4-7, 2011	8	43	29	18	1	1
h. Business corporations August 4-7, 2011	4	37	33	23	1	2