

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	*
May 5-8, 2011 (Killing of bin Laden)¹	74	22	13	1	39	2	1
Dec 1-5, 2010	66	31	16	3	41	1	1
July 8-11, 2010	68	24	17	3	41	2	1
Jan 14-17, 2010 (Haiti earthquake)	69	18	11	1	31	2	2
Dec 9-13, 2009	70	32	17	3	35	1	1
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	*
Early Sept, 2005 (Hurricane Katrina)	89	35	17	*	21	3	*
June, 2005	74	44	22	5	24	2	1
December, 2004	74	46	21	4	24	2	3
October, 2003	80	50	18	4	20	2	1
August, 2003	79	46	15	3	18	2	1
Early July, 2003	79	45	16	5	19	1	*
March, 2003 (War in Iraq)	89	24	19	*	11	2	*
February, 2003	83	42	19	4	15	3	*
January, 2003	81	44	22	4	17	2	1
January, 2002	82	42	21	3	14	2	*
Mid-September, 2001 (Terror Attacks)	90	11	14	*	5	1	1
Early September, 2001	74	45	18	6	13	1	*
February, 2001	76	40	16	4	10	2	1
October, 1999	80	48	19	5	11	2	*
January, 1999	82	42	18	4	6	2	*

¹ For May 5-8, 2011, the question asked about how people had been getting news about "the killing of Osama bin Laden." For Jan. 14-17, 2010, the question asked about "the earthquake in Haiti." In Early September 2005, the question asked about "news about the impact of Hurricane Katrina." In March 2003, the question asked about "news about the war in Iraq," 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
Early January, 1991 (Persian Gulf)	82	40	15	4	--	1	*

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

IF TELEVISION (1) AS EITHER 1ST OR 2ND 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)
Early Sept, 2005² (Hurricane Katrina)	19	14	8	12	31	9	22	3	3	(11)
June, 2005	13	12	9	12	18	5	16	2	4	(26)
December, 2004	15	11	9	14	20	6	19	3	3	(26)
October, 2003	17	12	8	13	20	6	17	--	4	(20)
August, 2003	17	12	10	15	26	7	18	3	4	(21)
Early July, 2003	17	12	11	14	27	9	22	3	3	(21)
January, 2002	16	11	11	15	28	8	16	4	2	(18)

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

² 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 (VOL.)	3
1	Don't know/Refused (VOL.)	2

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

ASK IF FORM 1 AND IF INTERNET (5) IS EITHER 1ST OR 2ND 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?"]**³

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.

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

Q.16f1 CONTINUED (TRENDS)...

Jun 8-28 2010		-----Trend for Comparison-----			
		May 2008		April 2006 ⁴	
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

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

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] ⁵:

Jul 21-24 2011			TREND FOR COMPARISON ⁶ :		
			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

⁵ Question was asked of form 2 respondents only Jul 21-24.

⁶ 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 1ST OR 2ND 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 1ST OR 2ND 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 (VOL.)

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 (VOL.)

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

20	NET: CONVENIENCE
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
18	NET: VARIETY
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
12	NET: QUALITY
7	Immediate/Timely/Up-to-date
2	More accurate/Truthful
2	High(er) quality (general)
1	Unbiased
1	Depth/In-Depth
8	Keeps me informed
7	NET: CUSTOMIZATION AND ENGAGEMENT
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
4	Like coverage of specific topics (e.g. sports, business)
4	Entertaining/Interesting
2	Has good/positive news
2	More personal/Features opinions
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?

				(VOL.)	(VOL.)	(VOL.)	Lean	Lean
	Republican	Democrat	Independent	No preference	Other party	DK/Ref	Rep	Dem
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
Yearly Totals								
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>	<u>(VOL.) Haven't heard of</u>	<u>(VOL.) 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 ⁷	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

63	NET: CABLE TV
43	CNN
39	Fox News Channel
12	MSNBC
1	CNBC
1	Cable news (general mentions)
36	NET: NETWORK TV
18	NBC/NBC News
16	ABC/ABC News
12	CBS/CBS News
1	PBS
2	National network news (general mentions)
10	Local TV news (generic mention)
5	NET: NATIONAL NEWSPAPERS
4	New York Times
1	Wall Street Journal
1	USA Today
4	Local newspapers
3	Website (general mentions or named site)
3	Call letters given (radio or TV)
3	NPR
3	Associated Press
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 (VOL.)

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 (VOL.)

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