

**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS**  
**SURVEY OF JOURNALISTS**  
**FINAL TOPLINE**  
**November 20, 1998 - February 11, 1999**  
**N=552**

Hello, I am \_\_\_\_\_ calling for the Pew Research Center for The People & The Press in Washington, D.C. May I please speak with (RESPONDENT). (WHEN RESPONDENT IS ON PHONE:) (REPEAT INTRODUCTION IF NECESSARY.) Is now a convenient time to conduct the interview that Andrew Kohut wrote to you about? (IF NO: ASK TO SET UP AN APPOINTMENT.)

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

<i>TOTAL</i>	<i>TOTAL</i>		<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
23	28	Credibility problem	33	11	42	15	32	29	15	30	29	26	26
12	6	Reporting objectively/fairly	9	15	2	10	14	11	12	7	5	7	5
10	10	Reporting accurately/factually	8	11	7	13	11	8	10	9	12	10	8
10	7	Decline in circulation/audience	16	3	14	2	7	16	7	10	5	7	2
10	2	Making sure coverage is relevant	12	9	3	2	9	11	11	0	5	2	7
9	8	Lack of ethics/moral code/principles	8	10	4	11	4	8	11	7	10	6	13
9	9	Competing with other forms of media	10	9	12	7	14	5	10	9	13	7	13
8	12	Coverage should be less sensationalized	4	13	6	18	7	4	12	9	9	16	13
8	7	Competition damaging journalism	8	8	9	4	7	15	4	2	10	6	0
8	7	Too much emphasis on costs/profits	3	12	2	11	4	5	10	5	5	9	3
8	5	Coverage should be more selective	4	13	2	7	9	8	8	4	6	6	5
6	9	Defining journalism/what is news	6	7	7	10	14	3	6	5	9	10	7

**Q.1 CONTINUED ...**

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
6	8		<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
		Lack of trustworthiness	8	4	8	7	4	8	6	7	5	10	5
6	3	Too much news/information overload	2	10	3	3	4	7	6	0	1	6	7
5	4	Attention to audience/readers' interests	6	3	5	2	2	5	5	2	6	3	5
5	2	Lack of confidence	7	3	2	2	9	4	4	2	1	3	3
4	4	Attracting readers/viewers/listeners	5	4	4	4	0	4	6	5	6	3	0
4	3	Following fads/pack journalism	2	6	1	4	2	3	5	0	2	4	5
4	3	Confusion between opinions & reporting	1	7	2	4	2	3	5	4	3	3	5
4	3	24-hour competition	2	7	2	3	0	8	3	5	1	3	12
4	3	Erosion of standards/morals	4	4	2	4	2	4	4	2	2	4	5
3	4	Ratings take precedence over quality	2	4	1	6	7	1	2	4	2	4	0
3	4	Financial cutbacks/budget constraints	2	4	1	7	2	1	4	4	5	4	0
3	4	People mistaking tabloid tv for news	2	4	2	4	2	1	5	0	3	6	0
3	3	The public lack of interest in issues	4	2	2	3	0	4	3	0	3	4	0
2	2	Corporate ownership	2	2	3	1	0	0	4	4	0	3	0
2	2	Commercialism	2	4	1	2	2	1	3	2	1	2	7
1	2	Circulation problems/pressures	2	1	2	1	2	0	2	2	1	2	0
1	2	Writing should get attention/interest	2	1	2	2	0	3	1	2	3	1	2

**Q.1 CONTINUED ...**

<i>TOTAL</i>	<i>TOTAL</i>		<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
1	2		1	1	2	2	2	1	0	2	3	1	2
		Writing should be more creative											
1	1	Less aimed at insiders/each other	2	1	1	2	0	1	2	4	1	0	3
1	0	Arrogance	2	0	0	0	0	0	2	0	0	0	2
*	6	Staffing problems/too few journalists	0	1	2	9	0	0	1	2	10	4	2
6	8	Other	6	6	2	12	2	7	8	9	11	4	6
3	2	Don't know/Refused	5	1	2	2	4	0	4	4	2	0	8
<b>50</b>	<b>44</b>	<b>NET: QUALITY AND STANDARDS</b>	<b>43</b>	<b>57</b>	<b>31</b>	<b>54</b>	<b>46</b>	<b>51</b>	<b>51</b>	<b>35</b>	<b>48</b>	<b>44</b>	<b>51</b>
44	37	Sub-net: Quality of coverage	36	52	26	47	43	43	44	30	39	40	39
11	10	Sub-net: Ethics and standards	11	11	6	13	7	11	14	7	13	9	13
3	3	Sub-net: Quality of writing	3	3	3	3	2	5	2	4	5	2	3
<b>40</b>	<b>37</b>	<b>NET: BUSINESS/FINANCIAL</b>	<b>42</b>	<b>40</b>	<b>42</b>	<b>34</b>	<b>34</b>	<b>45</b>	<b>40</b>	<b>35</b>	<b>42</b>	<b>34</b>	<b>30</b>
22	23	Sub-net: Economic pressures	25	19	25	21	14	23	25	25	24	21	7
19	17	Sub-net: Competition	19	20	21	14	18	25	16	16	21	16	25
6	6	Sub-net: Commericalism	3	8	2	8	9	3	6	5	5	6	7
<b>30</b>	<b>34</b>	<b>NET: CREDIBILITY/ TRUSTWORTHINESS</b>	<b>41</b>	<b>18</b>	<b>47</b>	<b>23</b>	<b>43</b>	<b>33</b>	<b>22</b>	<b>35</b>	<b>33</b>	<b>34</b>	<b>31</b>
<b>7</b>	<b>6</b>	<b>NET: PUBLIC APPETITE</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>4</b>	<b>5</b>	<b>8</b>	<b>0</b>	<b>7</b>	<b>8</b>	<b>0</b>

Q.2 I'm going to read a list of personal reasons people sometimes give for ENTERING journalism. As I read each, please tell me how important — if at all — it was to YOU. First, how about (INSERT ITEM)? Was this very important, fairly important, not too important, or not at all important? ... How about (INSERT ITEM; ROTATE)? Was this very important, fairly important, not too important, or not at all important?

<i>TOTAL</i> <u>National</u>	<i>TOTAL</i> <u>Local</u>		<i>NATIONAL</i> <u>Print TV&amp;Radio</u>		<i>LOCAL</i> <u>Print TV&amp;Radio</u>		<i>NATIONAL</i> <u>Exe Sen Jour</u>			<i>LOCAL</i> <u>Exe Sen Jour</u>			<i>TOTAL</i> <u>Internet</u>
		a. The opportunity to travel											
14	10	Very important	9	20	7	12	11	16	14	7	9	12	12
36	26	Fairly important	37	34	26	27	27	35	40	14	25	33	21
28	32	Not too important	32	25	38	27	25	29	29	30	34	33	41
20	27	Not at all important	20	19	26	27	30	20	15	39	25	22	23
<u>2</u>	<u>5</u>	Don't know/refused	<u>2</u>	<u>2</u>	<u>3</u>	<u>7</u>	<u>7</u>	<u>0</u>	<u>2</u>	<u>10</u>	<u>7</u>	<u>0</u>	<u>3</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		b. To be able to write or communicate for a living											
71	63	Very important	77	64	64	61	57	74	74	54	64	66	72
21	22	Fairly important	15	27	20	23	30	17	20	16	23	24	23
3	5	Not too important	3	3	6	5	2	5	2	5	5	6	2
3	5	Not at all important	3	4	7	4	4	4	3	14	1	4	0
<u>2</u>	<u>5</u>	Don't know/refused	<u>2</u>	<u>2</u>	<u>3</u>	<u>7</u>	<u>7</u>	<u>0</u>	<u>1</u>	<u>11</u>	<u>7</u>	<u>0</u>	<u>3</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		c. To be one of the first people to know something											
27	29	Very important	24	31	29	29	20	37	24	21	26	36	26
38	38	Fairly important	42	35	40	35	34	33	43	35	40	36	44
25	19	Not too important	26	23	20	19	25	23	26	19	20	19	17
8	9	Not at all important	6	9	9	10	14	7	6	14	7	9	10
<u>2</u>	<u>5</u>	Don't know/refused	<u>2</u>	<u>2</u>	<u>2</u>	<u>7</u>	<u>7</u>	<u>0</u>	<u>1</u>	<u>11</u>	<u>7</u>	<u>0</u>	<u>3</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

**Q.2 CONTINUED ...**

<i>TOTAL</i>	<i>TOTAL</i>		<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
		d. The promise of an exciting career											
62	53	Very important	66	59	50	57	57	60	66	47	52	58	61
27	32	Fairly important	26	28	36	29	25	31	25	26	35	32	26
6	7	Not too important	4	8	8	7	7	7	5	9	6	7	10
3	3	Not at all important	2	3	4	1	4	2	3	7	0	3	0
<u>2</u>	<u>5</u>	Don't know/refused	<u>2</u>	<u>2</u>	<u>2</u>	<u>6</u>	<u>7</u>	<u>0</u>	<u>1</u>	<u>11</u>	<u>7</u>	<u>0</u>	<u>3</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		e. To have a job that is not tied to a desk											
29	26	Very important	29	28	18	32	7	27	37	33	14	31	28
30	34	Fairly important	25	35	34	35	30	24	34	18	49	31	28
25	21	Not too important	29	22	27	15	27	36	18	21	20	21	26
14	15	Not at all important	15	13	19	12	29	13	9	19	10	17	15
<u>2</u>	<u>4</u>	Don't know/refused	<u>2</u>	<u>2</u>	<u>2</u>	<u>6</u>	<u>7</u>	<u>0</u>	<u>2</u>	<u>9</u>	<u>7</u>	<u>0</u>	<u>3</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		f. The collegiality of the newsroom											
15	13	Very important	15	15	9	15	16	20	11	12	15	11	13
31	33	Fairly important	37	26	39	27	25	40	29	25	34	35	25
30	31	Not too important	30	30	29	33	29	27	32	28	29	34	43
20	18	Not at all important	14	25	20	18	16	12	26	25	15	18	16
<u>4</u>	<u>5</u>	Don't know/refused	<u>4</u>	<u>4</u>	<u>3</u>	<u>7</u>	<u>14</u>	<u>1</u>	<u>2</u>	<u>10</u>	<u>7</u>	<u>2</u>	<u>3</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Now, on another subject ...

Q.3 In your opinion, what is it about journalism that distinguishes it from anything else? That is, what makes journalism, journalism? (OPEN-ENDED. RECORD VERBATIM RESPONSE. PROBE ONCE FOR CLARITY. INTERVIEWER NOTE: Q. REFERS TO JOURNALISM IN GENERAL)

<i>TOTAL</i>	<i>TOTAL</i>		<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
14	12	Valuing truth/honesty	18	10	15	9	16	15	13	16	12	10	3
13	16	Provide information/inform the public	12	14	9	22	18	11	13	25	20	9	23
13	8	Opportunity to record/witness history	10	16	8	8	7	15	14	4	12	7	10
11	17	Diverse/unpredictable/new everyday	11	11	13	21	16	11	9	10	14	23	10
9	12	Making a difference/be of service	11	7	14	11	16	5	8	10	15	11	10
9	6	Opportunity for learning	11	7	7	4	4	11	9	2	5	8	5
8	8	Provide previously unknown information	4	11	7	10	4	9	8	5	8	10	12
8	7	Reporting accurately/factually	6	9	4	10	9	7	8	7	8	6	12
8	5	Provides flexibility/no rigid rules	10	5	7	3	0	8	10	4	3	6	7
6	10	Influence public opinion/shape attitudes	4	8	14	7	0	3	10	9	12	9	13
6	9	Cover issues important to people	5	6	8	10	9	7	3	10	8	9	7
6	7	Reporting objectively/fairly	5	8	4	9	2	7	8	7	8	6	12
6	6	Watchdog/uncover wrongdoing	6	6	8	4	2	4	9	4	3	10	3
5	4	Opportunity for creativity/self expression	6	3	4	3	4	4	5	5	1	4	7
5	3	Key to democracy/checks & balances	4	5	4	2	9	3	4	4	6	1	7

**Q.3 CONTINUED ...**

<i>TOTAL</i> <u>National</u>	<i>TOTAL</i> <u>Local</u>		<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
4	9	Chance to make world/community/ country better	3	4	14	5	4	4	3	14	7	8	7
4	6	Writing/communicating/telling a story	4	4	2	8	4	4	4	4	5	7	3
4	3	Immediacy/Knowing first/fast pace	2	5	1	4	4	3	4	5	3	1	2
3	3	Influence opinion makers/policymakers	2	4	4	2	0	4	3	4	0	4	2
3	2	In Constitution/1st Amendment	3	4	2	2	4	1	4	2	2	2	3
3	2	Cover international/global news	3	3	3	1	7	1	2	0	5	1	0
2	4	Provides personal fulfillment/job satisfaction	2	3	4	4	2	5	1	0	3	7	2
2	4	Build a relationship to/support community	2	3	4	4	9	1	0	4	8	2	2
2	3	Interesting stories that get attention	1	4	2	4	0	3	2	0	5	3	3
2	2	Affecting/Moving people's emotions	3	2	1	3	4	3	2	4	1	2	5
2	0	Gatekeepers	3	1	0	0	0	0	4	0	0	0	2
1	1	Be a voice for afflicted	1	2	1	1	2	1	1	0	1	1	0
1	1	Cover national news	0	2	1	1	0	3	0	0	1	1	0
1	*	Stand up/speak truth to authority	2	1	1	0	2	3	0	0	0	1	2
8	8	Other	8	8	12	5	11	13	3	4	10	9	8
6	4	Don't know/Refused	9	3	4	4	2	4	8	4	7	3	10

**Q.3 CONTINUED ...**

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u> <u>Print</u>	<u>TV&amp;Radio</u>	<u>LOCAL</u> <u>Print</u>	<u>TV&amp;Radio</u>	<u>NATIONAL</u> <u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>LOCAL</u> <u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>TOTAL</u> <u>Internet</u>
<b>60</b>	<b>65</b>	<b>NET: CONTRIBUTION TO SOCIETY</b>	<b>54</b>	<b>67</b>	<b>66</b>	<b>65</b>	<b>70</b>	<b>52</b>	<b>62</b>	<b>63</b>	<b>74</b>	<b>60</b>	<b>66</b>
37	39	Sub-net: Provide information/ News	29	45	34	43	39	37	36	42	48	30	44
20	23	Sub-net: Influence	19	22	30	16	14	17	25	23	20	26	28
17	20	Sub-net: Public Service	18	16	21	18	32	11	15	18	26	16	20
5	5	Sub-net: Affect Audience	4	5	2	7	4	5	4	4	6	4	8
<b>37</b>	<b>38</b>	<b>NET: PERSONAL SATISFACTION</b>	<b>37</b>	<b>37</b>	<b>36</b>	<b>39</b>	<b>27</b>	<b>41</b>	<b>38</b>	<b>26</b>	<b>31</b>	<b>49</b>	<b>30</b>
<b>24</b>	<b>22</b>	<b>NET: JOURNALISTIC VALUES</b>	<b>27</b>	<b>22</b>	<b>19</b>	<b>24</b>	<b>25</b>	<b>27</b>	<b>23</b>	<b>28</b>	<b>22</b>	<b>18</b>	<b>16</b>

Q.4 How I'm going to read a list of reasons that people sometimes give for BEING journalists. As I read each one, please tell me how important— if at all you think it is for JOURNALISTS YOU KNOW. First, how about (INSERT ITEM)? Do you think this is very important, fairly important, not too important, or not at all important for JOURNALISTS YOU KNOW? ... How about (INSERT ITEM; ROTATE)? Do you think this is very important, fairly important, not too important, or not at all important for JOURNALISTS YOU KNOW?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u> <u>Print</u>	<u>TV&amp;Radio</u>	<u>LOCAL</u> <u>Print</u>	<u>TV&amp;Radio</u>	<u>NATIONAL</u> <u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>LOCAL</u> <u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>TOTAL</u> <u>Internet</u>
		a. Having the chance to uncover wrongdoing											
50	52	Very important	56	44	58	46	48	55	48	51	49	54	46
43	43	Fairly important	39	47	40	46	48	41	43	42	45	42	49
6	4	Not too important	5	8	1	7	4	3	9	7	5	3	5
0	1	Not at all important	0	0	0	1	0	0	0	0	0	1	0
<u>1</u>	<u>*</u>	Don't know/refused	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

**Q.4 CONTINUED ...**

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
		b. Providing people with information they need in their lives											
70	76	Very important	67	73	74	78	77	71	67	75	74	78	69
26	23	Fairly important	28	24	25	20	23	28	25	23	26	20	31
4	1	Not too important	4	2	1	1	0	0	7	0	0	2	0
*	0	Not at all important	1	0	0	0	0	0	1	0	0	0	0
*	*	Don't know/refused	0	1	0	1	0	1	0	2	0	0	0
100	100		100	100	100	100	100	100	100	100	100	100	100
		c. Becoming famous or well known											
7	10	Very important	6	9	2	17	7	7	8	7	10	11	5
36	28	Fairly important	38	33	21	34	20	33	43	23	29	30	33
44	46	Not too important	44	45	58	37	57	45	39	56	45	43	56
11	16	Not at all important	11	11	19	12	16	11	9	14	16	16	6
2	0	Don't know/refused	1	2	0	0	0	4	1	0	0	0	0
100	100		100	100	100	100	100	100	100	100	100	100	100
		d. Helping to create a sense of community											
18	29	Very important	23	13	32	27	28	24	11	33	30	26	23
39	46	Fairly important	38	40	48	44	43	39	38	46	44	47	41
35	23	Not too important	31	39	18	28	27	32	39	19	25	24	34
7	2	Not at all important	8	5	2	1	2	1	12	2	1	3	0
1	0	Don't know/refused	0	3	0	0	0	4	0	0	0	0	2
100	100		100	100	100	100	100	100	100	100	100	100	100
		e. Working to reform society											
27	26	Very important	34	18	36	17	34	27	24	28	24	26	20
38	53	Fairly important	37	40	50	56	39	40	36	51	57	52	56
28	18	Not too important	24	32	12	23	18	27	32	18	16	19	20
5	3	Not at all important	4	7	2	4	9	2	6	3	2	3	3
2	*	Don't know/refused	1	3	0	*	0	4	2	0	1	0	1
100	100		100	100	100	100	100	100	100	100	100	100	100

**Q.4 CONTINUED ...**

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
		f. Being a witness to history											
55	36	Very important	50	60	34	38	59	56	52	37	34	37	46
38	51	Fairly important	42	32	56	47	39	38	37	46	51	54	41
6	12	Not too important	6	6	10	13	2	5	8	17	14	7	10
*	1	Not at all important	1	0	0	2	0	0	1	0	1	2	3
<u>1</u>	<u>0</u>	Don't know/refused	<u>1</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.5 Next, I'm going to read a list of things that are being talked about in journalism today. For each one that I read, please tell me whether you think this development is having a positive effect on journalism, having a negative effect on journalism, or isn't it having much of an effect. First what about... (INSERT ITEM; ROTATE)? Is this having a positive effect on journalism, having a negative effect on journalism, or isn't it having much of an effect.

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
		a. Buy outs of local newspapers by large newspaper chains											
7	9	Positive effect	9	4	10	8	14	7	4	16	5	9	7
70	61	Negative effect	61	81	59	63	50	76	75	45	62	68	70
18	26	Not much effect	23	12	28	25	32	13	15	37	29	19	20
<u>5</u>	<u>4</u>	Don't know/Refused	<u>7</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>6</u>	<u>2</u>	<u>4</u>	<u>4</u>	<u>3</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		b. Buy outs of news organizations by diversified corporations											
3	5	Positive effect	1	6	0	10	7	7	0	2	6	7	5
73	68	Negative effect	74	71	70	66	57	69	80	58	63	77	64
23	22	Not much effect	24	22	25	19	34	23	19	37	25	11	25
<u>1</u>	<u>5</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>5</u>	<u>5</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>3</u>	<u>6</u>	<u>5</u>	<u>6</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

**Q.5 CONTINUED...**

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
		c. Tabloid television programs like Hard Copy or Inside Edition											
4	3	Positive effect	3	4	3	2	2	1	6	5	2	2	12
85	84	Negative effect	85	85	82	86	91	84	84	72	88	88	72
10	12	Not much effect	10	10	14	12	7	14	8	21	9	10	16
<u>1</u>	<u>1</u>	Don't know/Refused	<u>2</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		d. Network TV news magazines											
35	46	Positive effect	31	40	29	60	30	39	35	33	43	54	36
41	30	Negative effect	43	39	41	21	36	43	42	35	38	22	38
22	22	Not much effect	24	18	28	18	34	17	19	30	18	22	25
<u>2</u>	<u>2</u>	Don't know/Refused	<u>2</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>4</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>1</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		e. The increasing number of cable news outlets											
60	52	Positive effect	57	63	41	63	71	60	56	51	52	54	61
25	26	Negative effect	25	25	29	23	23	25	25	31	27	21	21
12	18	Not much effect	14	10	26	10	4	15	13	16	14	22	13
<u>3</u>	<u>4</u>	Don't know/Refused	<u>4</u>	<u>2</u>	<u>4</u>	<u>4</u>	<u>2</u>	<u>0</u>	<u>6</u>	<u>2</u>	<u>7</u>	<u>3</u>	<u>5</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		f. Newspapers and TV networks establishing their own web sites											
78	74	Positive effect	75	83	70	76	75	81	78	67	70	80	89
4	3	Negative effect	2	5	6	1	5	3	4	7	4	1	0
16	22	Not much effect	21	10	21	23	18	15	16	24	25	18	11
<u>2</u>	<u>1</u>	Don't know/Refused	<u>2</u>	<u>2</u>	<u>3</u>	<u>0</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

**Q.5 CONTINUED ...**

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u> <u>Print TV&amp;Radio</u>	<u>LOCAL</u> <u>Print TV&amp;Radio</u>	<u>NATIONAL</u> <u>Exe Sen Jour</u>	<u>LOCAL</u> <u>Exe Sen Jour</u>	<u>TOTAL</u> <u>Internet</u>
		g. The emergence of online-only news pages and magazines					
61	51	Positive effect	55 68	50 52	55 61 63	48 49 54	93
14	21	Negative effect	15 12	25 18	11 15 14	19 18 24	5
18	24	Not much effect	20 16	22 25	23 19 16	26 28 19	2
<u>7</u>	<u>4</u>	Don't know/Refused	<u>10</u> <u>4</u>	<u>3</u> <u>5</u>	<u>11</u> <u>5</u> <u>7</u>	<u>7</u> <u>5</u> <u>3</u>	<u>0</u>
100	100		100 100	100 100	100 100 100	100 100 100	100
		h. The ability of the public to bypass the news media and go directly to information sources					
50	30	Positive effect	43 57	23 36	43 54 50	25 31 32	74
29	38	Negative effect	33 26	47 31	27 33 28	35 38 40	13
16	29	Not much effect	19 12	28 29	25 9 16	40 28 24	8
<u>5</u>	<u>3</u>	Don't know/Refused	<u>5</u> <u>5</u>	<u>2</u> <u>4</u>	<u>5</u> <u>4</u> <u>6</u>	<u>0</u> <u>3</u> <u>4</u>	<u>5</u>
100	100		100 100	100 100	100 100 100	100 100 100	100

Q.6 Do you think that there is such a thing as a true and accurate account of an event that most journalists could agree on, or do you think that perceptions of an event are so personal that it is impossible to get a true and accurate account? (PROBE ONCE)

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u> <u>Print TV&amp;Radio</u>	<u>LOCAL</u> <u>Print TV&amp;Radio</u>	<u>NATIONAL</u> <u>Exe Sen Jour</u>	<u>LOCAL</u> <u>Exe Sen Jour</u>	<u>TOTAL</u> <u>Internet</u>
79	73	True and accurate account possible	79 80	79 68	80 84 76	79 68 75	71
10	21	True and accurate account impossible	9 11	16 25	11 8 11	19 24 19	26
9	5	Neither/Both/Other (VOL.)	10 8	3 6	7 8 10	2 6 5	0
<u>2</u>	<u>1</u>	Don't know/Refused (VOL.)	<u>2</u> <u>1</u>	<u>2</u> <u>1</u>	<u>2</u> <u>0</u> <u>3</u>	<u>0</u> <u>2</u> <u>1</u>	<u>3</u>
100	100		100 100	100 100	100 100 100	100 100 100	100

Q.7 Do you think it is possible for journalists to develop a systematic method to cover events in a disinterested and fair way, or don't you think this is possible? (PROBE ONCE)

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
71	70	Yes, possible	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
24	27	No, not possible	72	69	74	67	82	65	69	74	63	74	59
3	2	Neither/Both/Other (VOL.)	22	25	24	29	14	28	25	24	32	23	31
2	1	Don't know/refused	3	4	1	3	2	3	4	0	4	3	5
<u>100</u>	<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

On another subject...

Q.8 I'm going to read to you a list of phrases some people apply to journalism today. For each one that I read, please tell me how well — if at all — you think it describes journalism. First, how well do you think (INSERT ITEM; ROTATE) describes journalism today? Very well, fairly well, not too well or not at all well? How about.. (INSERT ITEM; ROTATE)? Does this describe journalism very well, fairly well, not too well, or not at all well?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
26	28	a. A business enterprise, accountable to shareholders, just like other businesses	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
50	47	Very well	27	26	33	24	34	21	27	24	32	27	23
18	21	Fairly well	51	48	48	46	46	60	45	46	42	51	44
5	4	Not too well	15	20	15	25	16	16	19	23	21	19	25
1	0	Not at all well	6	5	4	5	4	3	7	7	5	3	8
<u>100</u>	<u>100</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
			<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

**Q.8 CONTINUED...**

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u> <u>Print TV&amp;Radio</u>	<u>LOCAL</u> <u>Print TV&amp;Radio</u>	<u>NATIONAL</u> <u>Exe Sen Jour</u>	<u>LOCAL</u> <u>Exe Sen Jour</u>	<u>TOTAL</u> <u>Internet</u>		
		b. A public service, providing information to citizens for self-governance							
25	30	Very well	28	21	40	22	21 27 25	37 28 29	23
54	51	Fairly well	56	51	47	55	57 57 50	31 55 57	56
18	18	Not too well	13	24	13	21	18 12 22	30 16 13	18
2	1	Not at all well	2	3	0	2	2 3 2	2 1 1	2
<u>1</u>	<u>0</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>2</u> <u>1</u> <u>1</u>	<u>0</u> <u>0</u> <u>0</u>	<u>1</u>
100	100		100	100	100	100	100 100 100	100 100 100	100
		c. A watchdog against corruption and abuse							
25	27	Very well	31	18	39	17	27 27 23	35 25 24	17
58	58	Fairly well	54	62	53	62	61 55 59	51 58 61	62
14	14	Not too well	11	18	8	19	7 16 15	11 17 14	18
3	1	Not at all well	4	2	0	2	5 2 3	3 0 1	3
<u>0</u>	<u>0</u>	Don't know/Refused	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u> <u>0</u> <u>0</u>	<u>0</u> <u>0</u> <u>0</u>	<u>0</u>
100	100		100	100	100	100	100 100 100	100 100 100	100

Q.9 In your opinion, is increased bottom line pressure seriously hurting the quality of news coverage these days or is it mostly just changing the way news organizations do things?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u> <u>Print TV&amp;Radio</u>	<u>LOCAL</u> <u>Print TV&amp;Radio</u>	<u>NATIONAL</u> <u>Exe Sen Jour</u>	<u>LOCAL</u> <u>Exe Sen Jour</u>	<u>TOTAL</u> <u>Internet</u>		
49	46	Hurting	45	53	46	46	30 52 53	39 44 51	44
40	46	Just changing	42	38	47	45	59 35 37	53 49 39	49
1	2	Neither/no effect (VOL.)	2	0	2	2	0 0 3	3 2 1	2
9	5	Both (VOL.)	9	9	3	7	9 12 7	3 5 7	5
<u>1</u>	<u>1</u>	Don't know/Refused	<u>2</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>2</u> <u>1</u> <u>0</u>	<u>2</u> <u>0</u> <u>2</u>	<u>0</u>
100	100		100	100	100	100	100 100 100	100 100 100	100

Q.10 I'm going to ask you a few questions about some criticisms made of the press. For each, I would like to know if you feel this is a problem, or not. First, some critics charge that (READ ITEM)... Overall, do you think this is a valid criticism of the news media, or not? Some critics charge that ... (INSERT ITEM) Overall, do you think this is a valid criticism of the news media, or not?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u> <u>Print TV&amp;Radio</u>		<u>LOCAL</u> <u>Print TV&amp;Radio</u>		<u>NATIONAL</u> <u>Exe Sen Jour</u>			<u>LOCAL</u> <u>Exe Sen Jour</u>			<u>TOTAL</u> <u>Internet</u>
		a. The distinction between reporting and commentary has seriously eroded.											
69	68	Valid criticism	73	63	74	63	66	72	67	74	69	65	72
30	32	Not a valid criticism	25	36	26	37	32	28	31	26	31	35	26
<u>1</u>	<u>0</u>	Don't know/Refused	<u>2</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		b. News reports are increasingly full of factual errors and sloppy reporting.											
40	55	Valid criticism	43	37	48	62	36	41	41	60	50	57	54
58	42	Not a valid criticism	55	61	50	35	62	56	58	38	47	40	44
<u>2</u>	<u>3</u>	Don't know/Refused	<u>2</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		c. Too little attention is paid to complex issues.											
71	72	Valid criticism	67	76	68	75	62	71	75	77	72	68	75
27	28	Not a valid criticism	32	22	31	25	36	27	24	23	28	31	25
<u>2</u>	<u>*</u>	Don't know/Refused	<u>1</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		d. The press is too cynical.											
53	51	Valid criticism	59	46	58	45	59	53	50	45	59	47	52
45	48	Not a valid criticism	39	52	41	54	39	44	48	53	40	52	48
<u>2</u>	<u>1</u>	Don't know/Refused	<u>2</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

**Q.10 CONTINUED ...**

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
		e. The press is more adversarial than is necessary.											
34	33	Valid criticism	35	32	29	36	45	32	30	28	37	32	33
65	66	Not a valid criticism	63	68	70	63	55	67	68	70	62	68	67
<u>1</u>	<u>1</u>	Don't know/Refused	<u>2</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		f. The press inadequately covers positive developments.											
49	44	Valid criticism	47	51	40	48	50	45	51	44	39	48	33
51	56	Not a valid criticism	53	49	60	52	50	55	49	56	61	52	66
<u>0</u>	<u>0</u>	Don't know/Refused	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		g. Journalists have become obsessed with internal dynamics like being first with the big story and impressing their colleagues.											
58	65	Valid criticism	64	53	57	72	55	56	62	56	67	68	52
40	33	Not a valid criticism	35	45	41	27	41	44	36	40	31	31	43
<u>2</u>	<u>2</u>	Don't know/Refused	<u>1</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>4</u>	<u>0</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>1</u>	<u>5</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		h. News managers are not devoting enough time or space to correcting mistakes.											
41	43	Valid criticism	37	45	35	51	39	48	37	47	43	42	44
57	54	Not a valid criticism	61	53	63	47	54	52	62	53	55	54	49
<u>2</u>	<u>3</u>	Don't know/Refused	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>7</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>2</u>	<u>4</u>	<u>7</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

**Q.10 CONTINUED ...**

<i>TOTAL</i> <u>National</u>	<i>TOTAL</i> <u>Local</u>		<i>NATIONAL</i> <u>Print TV&amp;Radio</u>		<i>LOCAL</i> <u>Print TV&amp;Radio</u>		<i>NATIONAL</i> <u>Exe Sen Jour</u>			<i>LOCAL</i> <u>Exe Sen Jour</u>			<i>TOTAL</i> <u>Internet</u>
		i. Journalists have become out-of-touch with their audiences											
57	51	Valid criticism	63	50	57	46	52	64	54	49	61	44	62
41	49	Not a valid criticism	35	48	42	54	43	36	44	51	39	55	36
<u>2</u>	<u>*</u>	Don't know/Refused	<u>2</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>5</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

On another subject...

Q.11 Some people say that in covering the personal and ethical behavior of public figures news organizations are only reporting the news. Others say that news organizations are driving the controversies themselves, by devoting as much coverage to these stories as they do. Which view comes closer to your own?

<i>TOTAL</i> <u>National</u>	<i>TOTAL</i> <u>Local</u>		<i>NATIONAL</i> <u>Print TV&amp;Radio</u>		<i>LOCAL</i> <u>Print TV&amp;Radio</u>		<i>NATIONAL</i> <u>Exe Sen Jour</u>			<i>LOCAL</i> <u>Exe Sen Jour</u>			<i>TOTAL</i> <u>Internet</u>
45	39	Only reporting the facts	54	36	43	36	41	56	40	56	29	39	51
49	56	Driving the controversy	39	60	52	59	52	33	58	37	65	58	44
3	4	Neither (VOL.)	3	2	3	4	0	4	2	5	5	2	2
<u>3</u>	<u>1</u>	Don't know/Refused	<u>4</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>7</u>	<u>7</u>	<u>0</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>3</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.12 These days there are lots of people who appear on television or radio or write columns in the print press. As I read a list of people who frequently do commentary, please tell me if you think each one is a journalist, or not. (First,) how about ...? (READ LIST; ROTATE)

**BASED ON THOSE WHO COULD RANK EACH**

<i>TOTAL</i> <u>National</u>	<i>TOTAL</i> <u>Local</u>		<i>NATIONAL</i> <u>Print TV&amp;Radio</u>		<i>LOCAL</i> <u>Print TV&amp;Radio</u>		<i>NATIONAL</i> <u>Exe Sen Jour</u>			<i>LOCAL</i> <u>Exe Sen Jour</u>			<i>TOTAL</i> <u>Internet</u>
		a. Katie Couric											
70	65	Yes, a journalist	53	89	50	78	65	71	71	51	68	70	59
30	35	No, not a journalist	47	11	50	22	35	29	29	49	32	30	41
100	100		100	100	100	100	100	100	100	100	100	100	100
		b. Don Imus											
5	4	Yes, a journalist	5	5	3	5	7	5	4	6	3	4	5
<u>95</u>	<u>96</u>	No, not a journalist	<u>95</u>	<u>95</u>	<u>97</u>	<u>95</u>	<u>93</u>	<u>95</u>	<u>96</u>	<u>94</u>	<u>97</u>	<u>96</u>	<u>95</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		c. Matt Drudge											
28	34	Yes, a journalist	25	31	36	32	20	29	30	43	27	36	44
<u>72</u>	<u>66</u>	No, not a journalist	<u>75</u>	<u>69</u>	<u>64</u>	<u>68</u>	<u>80</u>	<u>71</u>	<u>70</u>	<u>57</u>	<u>73</u>	<u>64</u>	<u>56</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		d. Howard Stern											
*	2	Yes, a journalist	0	1	3	1	0	0	1	5	0	1	3
<u>100</u>	<u>98</u>	No, not a journalist	<u>100</u>	<u>99</u>	<u>97</u>	<u>99</u>	<u>100</u>	<u>100</u>	<u>99</u>	<u>95</u>	<u>100</u>	<u>99</u>	<u>97</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		e. George Stephanopoulos											
4	9	Yes, a journalist	3	5	7	11	5	4	4	12	7	9	8
<u>96</u>	<u>91</u>	No, not a journalist	<u>97</u>	<u>95</u>	<u>93</u>	<u>89</u>	<u>95</u>	<u>96</u>	<u>96</u>	<u>88</u>	<u>93</u>	<u>91</u>	<u>92</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		f. William Safire											
79	87	Yes, a journalist	85	72	97	75	82	86	73	87	87	86	77
<u>21</u>	<u>13</u>	No, not a journalist	<u>15</u>	<u>28</u>	<u>3</u>	<u>25</u>	<u>18</u>	<u>14</u>	<u>27</u>	<u>13</u>	<u>13</u>	<u>14</u>	<u>23</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		g. John McLaughlin											
34	60	Yes, a journalist	27	42	58	63	39	26	37	67	58	59	42
<u>66</u>	<u>40</u>	No, not a journalist	<u>73</u>	<u>58</u>	<u>42</u>	<u>37</u>	<u>61</u>	<u>74</u>	<u>63</u>	<u>33</u>	<u>42</u>	<u>41</u>	<u>58</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		h. Arianna Huffington											
9	18	Yes, a journalist	10	7	23	12	18	8	5	17	15	20	19
<u>91</u>	<u>82</u>	No, not a journalist	<u>90</u>	<u>93</u>	<u>77</u>	<u>88</u>	<u>82</u>	<u>92</u>	<u>95</u>	<u>83</u>	<u>85</u>	<u>80</u>	<u>81</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

**Q. 12 CONTINUED ...**  
**BASED ON THOSE WHO COULD RANK EACH**

<i>TOTAL</i>	<i>TOTAL</i>		<i>NATIONAL</i>	<i>LOCAL</i>	<i>NATIONAL</i>	<i>LOCAL</i>	<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Internet</u>
		i. David Gergen					
38	41	Yes, a journalist	38	39	41	41	53
<u>62</u>	<u>59</u>	No, not a journalist	<u>62</u>	<u>61</u>	<u>59</u>	<u>59</u>	<u>47</u>
100	100		100	100	100	100	100
		j. Rush Limbaugh					
8	7	Yes, a journalist	7	9	7	8	8
<u>92</u>	<u>93</u>	No, not a journalist	<u>93</u>	<u>91</u>	<u>93</u>	<u>92</u>	<u>92</u>
100	100		100	100	100	100	100
		k. Geraldo Rivera					
33	34	Yes, a journalist	28	39	24	43	43
<u>67</u>	<u>66</u>	No, not a journalist	<u>72</u>	<u>61</u>	<u>76</u>	<u>57</u>	<u>57</u>
100	100		100	100	100	100	100
		l. Tim Russert					
91	88	Yes, a journalist	91	92	86	90	80
<u>9</u>	<u>12</u>	No, not a journalist	<u>9</u>	<u>8</u>	<u>14</u>	<u>10</u>	<u>20</u>
100	100		100	100	100	100	100
		m. Larry King					
23	37	Yes, a journalist	23	24	32	41	34
<u>77</u>	<u>63</u>	No, not a journalist	<u>77</u>	<u>76</u>	<u>68</u>	<u>59</u>	<u>66</u>
100	100		100	100	100	100	100
		n. Paul Gigot					
72	56	Yes, a journalist	75	68	65	45	67
<u>28</u>	<u>44</u>	No, not a journalist	<u>25</u>	<u>32</u>	<u>35</u>	<u>55</u>	<u>33</u>
100	100		100	100	100	100	100
		o. David Broder					
95	89	Yes, a journalist	99	90	97	78	86
<u>5</u>	<u>11</u>	No, not a journalist	<u>1</u>	<u>10</u>	<u>3</u>	<u>22</u>	<u>14</u>
100	100		100	100	100	100	100
		p. Clarence Page					
83	78	Yes, a journalist	86	79	87	65	85
<u>17</u>	<u>22</u>	No, not a journalist	<u>14</u>	<u>21</u>	<u>13</u>	<u>35</u>	<u>15</u>
100	100		100	100	100	100	100

**ASK JOURNALISTS ONLY:**

Q.13 How much do you think owners and top editors in your news organization share your professional values? A great deal, a fair amount, not very much, or not at all?

<i>TOTAL</i> <u>National</u>	<i>TOTAL</i> <u>Local</u>		<i>NATIONAL</i> <u>Print TV&amp;Radio</u>		<i>LOCAL</i> <u>Print TV&amp;Radio</u>		<i>NATIONAL</i> <u>Exe Sen Jour</u>			<i>LOCAL</i> <u>Exe Sen Jour</u>			<i>TOTAL</i> <u>Internet</u>
38	26	A great deal	47	29	27	26	--	--	38	--	--	26	--
46	55	A fair amount	38	54	58	52	--	--	46	--	--	55	--
12	17	Not very much	12	12	11	22	--	--	12	--	--	17	--
2	1	Not at all	2	3	2	0	--	--	2	--	--	1	--
<u>2</u>	<u>1</u>	Don't know/Refused	<u>1</u>	<u>2</u>	<u>2</u>	<u>0</u>	--	--	<u>2</u>	--	--	<u>1</u>	--
100	100		100	100	100	100	--	--	100	--	--	100	--

**ASK SENIOR EDITORS AND EXECUTIVES ONLY:**

Q.13a How much do you think reporters in your news organization share your professional values? A great deal, a fair amount, not very much, or not at all?

<i>TOTAL</i> <u>National</u>	<i>TOTAL</i> <u>Local</u>		<i>NATIONAL</i> <u>Print TV&amp;Radio</u>		<i>LOCAL</i> <u>Print TV&amp;Radio</u>		<i>NATIONAL</i> <u>Exe Sen Jour</u>			<i>LOCAL</i> <u>Exe Sen Jour</u>			<i>TOTAL</i> <u>Internet</u>
53	31	A great deal	60	45	38	24	57	51	--	30	31	--	--
41	58	A fair amount	35	48	53	63	36	44	--	61	56	--	--
3	7	Not very much	3	3	6	9	5	3	--	5	9	--	--
1	1	Not at all	0	2	0	1	0	1	--	2	0	--	--
<u>2</u>	<u>3</u>	Don't know/Refused	<u>2</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>1</u>	--	<u>2</u>	<u>4</u>	--	--
100	100		100	100	100	100	100	100	--	100	100	--	--

**ASK ALL:**

Q.14 In deciding what stories to cover, how much do you think journalists should take into account what the public is interested in — a great deal, a fair amount, not very much, or not at all?

<i>TOTAL</i> <u>National</u>	<i>TOTAL</i> <u>Local</u>		<i>NATIONAL</i> <u>Print TV&amp;Radio</u>		<i>LOCAL</i> <u>Print TV&amp;Radio</u>		<i>NATIONAL</i> <u>Exe Sen Jour</u>			<i>LOCAL</i> <u>Exe Sen Jour</u>			<i>TOTAL</i> <u>Internet</u>
31	46	Great deal	35	27	44	49	23	37	30	37	38	58	26
62	49	Fair amount	63	60	52	46	73	55	62	52	59	39	67
6	3	Not very much	2	10	2	3	4	7	6	7	2	1	7
1	1	Not at all	0	3	2	1	0	1	2	2	0	2	0
<u>0</u>	<u>1</u>	Don't know/refused	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.15 How good a job does journalism do striking a balance between the two goals of what audiences want to know and what's important for them to know?  
(READ CHOICES)

<i>TOTAL</i> <u>National</u>	<i>TOTAL</i> <u>Local</u>		<i>NATIONAL</i> <u>Print TV&amp;Radio</u>		<i>LOCAL</i> <u>Print TV&amp;Radio</u>		<i>NATIONAL</i> <u>Exe Sen Jour</u>			<i>LOCAL</i> <u>Exe Sen Jour</u>			<i>TOTAL</i> <u>Internet</u>
4	6	Excellent	2	6	4	7	7	4	3	2	7	6	1
45	49	Good	58	32	47	51	59	40	43	51	53	46	33
45	42	Only fair	36	54	47	37	27	52	47	38	40	44	61
4	3	Poor	2	7	2	5	5	4	5	9	0	4	5
<u>2</u>	<u>0</u>	Don't know/Refused	<u>2</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.16 How good a job does journalism do making important events interesting to the public? **(READ CHOICES)**

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
12	11	Excellent	9	15	6	16	14	9	13	11	13	10	8
51	58	Good	50	52	52	64	57	56	46	58	55	61	49
32	28	Only fair	34	31	38	18	25	32	35	28	28	27	40
4	3	Poor	5	2	4	2	2	3	5	3	4	2	3
<u>1</u>	<u>0</u>	Don't know/Refused	<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Now, thinking about your own newsroom...

Q.17 How would you rate the quality of leadership in your news organization? Would you say it is excellent, good, only fair, or poor?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
36	24	Excellent	39	31	23	24	52	42	25	42	25	13	31
44	51	Good	43	45	52	50	39	44	46	47	55	49	43
15	21	Only fair	15	16	20	22	5	13	20	11	14	33	23
5	4	Poor	3	7	5	3	2	1	9	0	5	5	2
<u>*</u>	<u>*</u>	Don't know/Refused	<u>0</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

**ASK SENIOR LEVEL AND JOURNALISTS ONLY:**

Q.18 If you have a problem or question about your ethics, values and responsibilities, who are you most likely to go to for help?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u> <u>Internet</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	
57	50	Your immediate supervisor	63	51	54	46	--	57	58	--	43	56	--
20	21	The top editors or producers	19	21	25	18	--	24	17	--	21	21	--
19	18	Your colleagues OR	15	24	16	19	--	15	22	--	18	17	--
3	10	Someone outside your news organization 2		3	4	14	--	3	2	--	15	5	--
1	*	Other	0	1	0	1	--	0	1	--	1	0	--
<u>*</u> 100	<u>1</u> 100	Don't know/Refused	<u>1</u> 100	<u>0</u> 100	<u>1</u> 100	<u>2</u> 100	<u>--</u> 100	<u>1</u> 100	<u>0</u> 100	<u>--</u> 100	<u>2</u> 100	<u>1</u> 100	<u>--</u> 100

**ASK ALL:**

Q.19 Is there any on-going effort to address ethical issues in your newsroom, directed by your news organization's management?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u> <u>Internet</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	
81	72	Yes	81	82	75	70	98	83	74	88	77	60	79
19	25	No	19	18	24	25	2	17	26	10	18	37	20
<u>0</u> 100	<u>3</u> 100	Don't know/Refused	<u>0</u> 100	<u>0</u> 100	<u>1</u> 100	<u>5</u> 100	<u>0</u> 100	<u>0</u> 100	<u>0</u> 100	<u>2</u> 100	<u>5</u> 100	<u>3</u> 100	<u>1</u> 100

Q.20 Would you like to see more of an organized effort, less of an organized effort, or is the current effort about right?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
35	43	More	31	40	41	45	32	32	39	32	38	53	39
2	*	Less	1	2	1	0	0	1	2	0	0	1	2
63	55	About right	67	58	58	52	68	67	58	68	57	46	59
<u>*</u> 100	<u>2</u> 100	Don't know/Refused	<u>1</u> 100	<u>0</u> 100	<u>0</u> 100	<u>3</u> 100	<u>0</u> 100	<u>0</u> 100	<u>1</u> 100	<u>0</u> 100	<u>5</u> 100	<u>0</u> 100	<u>0</u> 100

Q.21 In your opinion, to what extent do corporate owners influence news organizations' decisions about *which* stories to cover or emphasize? (**READ CHOICES**)

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
5	8	A great deal	5	5	4	11	5	4	6	12	5	8	3
21	29	A fair amount	23	19	30	29	2	17	30	9	29	40	38
54	42	Not very much	55	53	44	40	55	65	46	33	48	42	49
14	19	Not at all	11	17	21	16	36	7	10	44	16	7	5
<u>6</u> 100	<u>2</u> 100	Don't know/Refused	<u>6</u> 100	<u>6</u> 100	<u>1</u> 100	<u>4</u> 100	<u>2</u> 100	<u>7</u> 100	<u>8</u> 100	<u>2</u> 100	<u>2</u> 100	<u>3</u> 100	<u>5</u> 100

Q.22 In your opinion, to what extent do advertising concerns influence news organizations' decisions about *which* stories to cover or emphasize?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
2	8	A great deal	2	3	2	12	0	1	3	7	6	9	5
19	17	A fair amount	19	20	14	20	7	23	22	12	14	23	31
45	50	Not very much	53	37	51	49	48	48	42	35	54	54	54
32	25	Not at all	24	39	32	19	43	28	30	46	26	13	10
<u>2</u> 100	<u>*</u> 100	Don't know/Refused	<u>2</u> 100	<u>1</u> 100	<u>1</u> 100	<u>0</u> 100	<u>2</u> 100	<u>0</u> 100	<u>3</u> 100	<u>0</u> 100	<u>0</u> 100	<u>1</u> 100	<u>0</u> 100

Q.23 In attempting to attract readers or viewers, are news organizations going too far in the direction of entertainment, or not?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
68	66	Too far in direction of entertainment	65	71	60	71	57	65	74	54	65	74	66
27	33	Not too far in direction of entertainment	27	26	39	27	34	31	21	46	32	26	34
<u>5</u> 100	<u>1</u> 100	Don't know/Refused	<u>8</u> 100	<u>3</u> 100	<u>1</u> 100	<u>2</u> 100	<u>9</u> 100	<u>4</u> 100	<u>5</u> 100	<u>0</u> 100	<u>3</u> 100	<u>0</u> 100	<u>0</u> 100

Now, on another subject...

Q.24 As I read from a list, please tell me whether you think this a core principle of journalism, or not. (First), how about... (INSERT ITEM; ROTATE; ALWAYS BEGIN WITH ITEMS a AND b) ... do you believe this is a core principle of journalism, or not?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
		a. Avoiding the use of the first person											
40	46	Core principle	33	49	38	53	43	31	46	54	39	47	25
58	50	Not a core principle	65	50	58	43	52	68	53	39	54	53	75
<u>2</u> 100	<u>4</u> 100	Don't know/Refused	<u>2</u> 100	<u>1</u> 100	<u>4</u> 100	<u>4</u> 100	<u>5</u> 100	<u>1</u> 100	<u>1</u> 100	<u>7</u> 100	<u>7</u> 100	<u>0</u> 100	<u>0</u> 100

**Q. 24 CONTINUED ...**

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u> <u>Print</u>	<u>TV&amp;Radio</u>	<u>LOCAL</u> <u>Print</u>	<u>TV&amp;Radio</u>	<u>NATIONAL</u> <u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>LOCAL</u> <u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>TOTAL</u> <u>Internet</u>
		b. Always remaining neutral											
76	76	Core principle	68	83	68	84	73	79	75	77	71	80	52
21	22	Not a core principle	26	16	30	15	25	16	23	21	25	20	48
<u>3</u>	<u>2</u>	Don't know/Refused	<u>6</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>5</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		c. Getting the facts right											
100	99	Core principle	100	99	99	99	100	99	100	97	100	99	100
0	1	Not a core principle	0	0	1	1	0	0	0	3	0	1	0
<u>*</u>	<u>0</u>	Don't know/Refused	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		d. Not publishing rumors											
86	84	Core principle	86	88	84	84	89	85	86	90	89	78	77
12	16	Not a core principle	12	11	16	15	11	12	12	10	10	22	20
<u>2</u>	<u>*</u>	Don't know/Refused	<u>2</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>3</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>3</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		e. Keeping some distance from the people you cover											
84	76	Core principle	85	83	79	73	87	84	83	75	78	74	84
15	23	Not a core principle	14	16	19	27	11	13	17	21	22	25	13
<u>1</u>	<u>1</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>2</u>	<u>3</u>	<u>0</u>	<u>4</u>	<u>0</u>	<u>1</u>	<u>3</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		f. Getting the story FIRST											
54	52	Core principle	59	49	64	41	48	54	57	33	51	63	47
46	47	Not a core principle	41	50	35	58	52	45	43	65	48	37	51
<u>*</u>	<u>1</u>	Don't know/Refused	<u>0</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		g. Getting both sides of the story											
98	97	Core principle	99	97	99	95	98	97	99	95	98	98	100
1	2	Not a core principle	1	1	1	4	2	0	1	5	1	2	0
<u>1</u>	<u>1</u>	Don't know/Refused	<u>0</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>3</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

**Q. 24 CONTINUED ...**

<i>TOTAL</i> <u>National</u>	<i>TOTAL</i> <u>Local</u>		<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i> <u>Internet</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	
		h. Keeping the business people out of the newsroom											
84	73	Core principle	83	84	70	74	80	76	90	63	74	76	74
14	25	Not a core principle	15	12	26	25	18	20	8	37	25	19	21
<u>2</u>	<u>2</u>	Don't know/Refused	<u>2</u>	<u>4</u>	<u>4</u>	<u>1</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>5</u>	<u>5</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		i. Making your (reader/viewer/listener) your first obligation											
80	81	Core principle	83	77	86	77	84	85	75	79	82	83	84
18	18	Not a core principle	16	19	12	23	16	12	22	18	18	17	16
<u>2</u>	<u>1</u>	Don't know/Refused	<u>1</u>	<u>4</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>0</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		j. Providing at least 2 sources to confirm a story based on anonymous sources											
83	85	Core principle	77	89	80	90	86	83	82	81	87	85	82
16	14	Not a core principle	22	10	19	9	14	17	16	19	12	14	18
<u>1</u>	<u>1</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		k. Providing an interpretation to news											
59	59	Core principle	68	49	72	47	62	58	59	51	59	63	71
37	40	Not a core principle	29	46	26	52	36	37	37	47	40	36	29
<u>4</u>	<u>1</u>	Don't know/Refused	<u>3</u>	<u>5</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>5</u>	<u>4</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.25 Do you feel that competition and the increased number of cable news media outlets has made journalism better, worse, or hasn't it made much of a difference?

<i>TOTAL</i> <u>National</u>	<i>TOTAL</i> <u>Local</u>		<i>NATIONAL</i> <u>Print TV&amp;Radio</u>		<i>LOCAL</i> <u>Print TV&amp;Radio</u>		<i>NATIONAL</i> <u>Exe Sen Jour</u>			<i>LOCAL</i> <u>Exe Sen Jour</u>			<i>TOTAL</i> <u>Internet</u>
43	41	Better	36	52	35	45	55	47	37	30	43	45	51
33	31	Worse	35	30	33	30	23	29	39	40	30	28	23
17	23	Not much difference	24	9	27	20	16	16	18	30	24	19	16
6	3	Both (VOL.)	3	9	2	4	4	7	6	0	1	5	3
<u>1</u> 100	<u>2</u> 100	Don't know/refused	<u>2</u> 100	<u>0</u> 100	<u>3</u> 100	<u>1</u> 100	<u>2</u> 100	<u>1</u> 100	<u>0</u> 100	<u>0</u> 100	<u>2</u> 100	<u>3</u> 100	<u>7</u> 100

**IF "WORSE" (2) IN Q.25, ASK:**

Q.25a In what ways do you think this has changed journalism for the worse? (OPEN-ENDED; RECORD VERBATIM RESPONSE)

**BASED ON THOSE WHO SAY "WORSE" IN Q.25 (N=172)**

<i>TOTAL</i> <u>National</u>	<i>TOTAL</i> <u>Local</u>		<i>NATIONAL</i> <u>Print TV&amp;Radio</u>		<i>LOCAL</i> <u>Print TV&amp;Radio</u>		<i>NATIONAL</i> <u>Exe Sen Jour</u>			<i>LOCAL</i> <u>Exe Sen Jour</u>			<i>TOTAL</i> <u>Internet</u>
13	15	Need to compete lowers standards	9	17	13	17	40	18	4	9	23	13	0
13	5	More interest in getting first than right	14	11	8	2	0	14	15	4	0	10	7
12	12	Too eager to be first	9	14	10	15	10	9	13	13	12	13	0
12	2	Mistakes due to speed	9	14	5	0	30	23	2	4	0	3	14
10	13	Ratings take precedence over quality	9	11	5	20	10	4	13	13	15	10	0
10	10	Sensationalism/scandal/shock value	7	14	13	7	0	4	15	17	4	10	36
9	10	Careless/sloppy/thoughtless reporting	12	6	13	7	0	14	9	4	15	10	7
9	10	Using unreliable/unverifiable sources	14	3	3	17	10	4	11	0	15	13	0

Q.25a CONTINUED ...

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>	<u>Internet</u>
9	8		<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>		14
		Lower quality/standards			5	10	20	9	6	13	0	10		
8	11	Redundant/repetitive reporting/pack journalism	7	9	13	10	10	4	9	4	23	6		7
8	11	Entertainment/shallow/sexy news	9	6	15	7	0	9	9	13	4	16		7
6	9	24-hour format reduces quality	7	6	8	10	0	14	4	13	12	3		21
6	8	Reporting rumors/innuendos/speculation	5	9	10	5	0	9	6	17	0	6		0
5	8	Not enough consideration of context/importance/meaning of story	9	0	8	7	10	0	6	4	4	13		7
5	6	Narrow focus on fewer stories	7	3	5	7	10	4	4	0	19	0		7
8	5	Fewer qualified journalists in/entering field	2	14	3	7	0	9	9	9	8	0		7
4	5	Not enough attention to complex issues	5	3	5	5	0	9	2	0	8	6		7
1	5	Accelerated deadlines	0	3	5	5	0	4	0	4	12	0		7
1	4	Too many people without principles/ethics working in the business	0	3	5	2	0	0	2	0	8	3		0
1	2	Fewer talented/creative people in field	2	0	5	0	0	4	0	4	4	0		0
1	1	Speed (unspecified)	2	0	3	0	10	0	0	4	0	0		7
2	6	Other	0	6	2	10	0	0	4	9	4	6		0
1	0	Don't know/refused	2	0	0	0	0	0	2	0	0	0		7
0	1	Striving to be number one	0	0	0	2	0	0	0	4	0	0		0

**Q.25a CONTINUED ...**

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u> <u>Print TV&amp;Radio</u>	<u>LOCAL</u> <u>Print TV&amp;Radio</u>	<u>NATIONAL</u> <u>Exe Sen Jour</u>	<u>LOCAL</u> <u>Exe Sen Jour</u>	<u>TOTAL</u> <u>Internet</u>
60	70	<b>LOWERED QUALITY (NET)</b>	67 51	74 66	50 64 61	70 69 71	71
40	42	<b>COMPETITION (NET)</b>	40 40	33 51	60 36 37	35 50 42	7
14	8	<b>SPEED (NET)</b>	12 17	10 5	40 27 2	9 12 3	14
10	10	<b>QUALITY OF STAFF (NET)</b>	5 17	10 10	0 14 11	13 15 3	7

**ASK ALL:**

Q.26 Do you feel that the emergence of the Internet has made journalism better, worse, or hasn't it made much of a difference?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u> <u>Print TV&amp;Radio</u>	<u>LOCAL</u> <u>Print TV&amp;Radio</u>	<u>NATIONAL</u> <u>Exe Sen Jour</u>	<u>LOCAL</u> <u>Exe Sen Jour</u>	<u>TOTAL</u> <u>Internet</u>
54	47	Better	50 60	42 51	43 50 62	25 56 52	82
12	8	Worse	12 12	9 7	16 13 10	12 7 6	5
26	42	Not much difference	29 23	44 40	36 27 22	60 35 38	8
5	2	Both (VOL.)	5 4	3 1	5 5 4	3 0 2	5
$\frac{3}{100}$	$\frac{1}{100}$	Don't know/refused	$\frac{4}{100}$ $\frac{1}{100}$	$\frac{2}{100}$ $\frac{1}{100}$	$\frac{0}{100}$ $\frac{5}{100}$ $\frac{2}{100}$	$\frac{0}{100}$ $\frac{2}{100}$ $\frac{2}{100}$	$\frac{0}{100}$

**IF “WORSE” (2) IN Q.26, ASK:**

Q.26a In what ways do you think this has changed journalism for the worse? (OPEN-ENDED; RECORD VERBATIM RESPONSE)

**BASED ON THOSE WHO ANSWERED “WORSE” IN Q.26 (N=52)**

<u>TOTAL</u> National	<u>TOTAL</u> Local		<u>NATIONAL</u> Print	<u>TV&amp;Radio</u>	<u>LOCAL</u> Print	<u>TV&amp;Radio</u>	<u>NATIONAL</u> Exe Sen Jour	<u>LOCAL</u> Exe Sen Jour	<u>TOTAL</u> Internet
21	15	COMPETITION (NET)	--	--	--	--	-- -- --	-- -- --	--
59	90	LOWERED QUALITY (NET)	--	--	--	--	-- -- --	-- -- --	--
17	10	QUALITY OF STAFF (NET)	--	--	--	--	-- -- --	-- -- --	--
10	10	SPEED (NET)	--	--	--	--	-- -- --	-- -- --	--

**ASK ALL:**

Q.27 Do you personally have direct access to the Internet at your job?

<u>TOTAL</u> National	<u>TOTAL</u> Local		<u>NATIONAL</u> Print	<u>TV&amp;Radio</u>	<u>LOCAL</u> Print	<u>TV&amp;Radio</u>	<u>NATIONAL</u> Exe Sen Jour	<u>LOCAL</u> Exe Sen Jour	<u>TOTAL</u> Internet
98	95	Yes	97	100	96	94	98 100 98	97 98 92	100
2	5	No	3	0	4	6	2 0 2	3 2 8	0
<u>0</u> 100	<u>0</u> 100	Don't know/refused	<u>0</u> 100	<u>0</u> 100	<u>0</u> 100	<u>0</u> 100	<u>0</u> <u>0</u> <u>0</u> 100 100 100	<u>0</u> <u>0</u> <u>0</u> 100 100 100	<u>0</u> 100

Q.28 In your opinion, compared to print, how difficult is it for television news to cover complicated stories? Very difficult, fairly difficult, not too difficult or not at all difficult?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
46	41	Very difficult	61	30	57	28	50	41	47	58	32	40	51
43	40	Fairly difficult	32	56	31	48	43	47	42	25	44	45	39
4	11	Not too difficult	3	6	8	12	7	3	4	10	14	8	8
5	7	Not at all difficult	2	7	2	11	0	7	5	5	8	7	2
<u>2</u>	<u>1</u>	Don't know/Refused	<u>2</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.29 I am going to read a number of possible reasons why some types of news media have lost audience or readership. For each one, please tell me if you think it is a major reason, a minor reason, or not a reason for this problem. First (INSERT ITEM; ROTATE?) Is this a major reason, a minor reason or not a reason why some types of news media have lost audiences?... How about...? Is this a major reason, a minor reason or not a reason why some types of news media have lost audiences? ...

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
		a. The public is not well informed enough to follow serious news.											
21	29	Major reason	20	23	30	29	25	19	21	39	21	32	23
42	43	Minor reason	43	41	41	44	36	40	46	37	42	45	48
36	28	Not a reason	35	36	28	27	39	40	31	24	37	22	29
1	*	Don't know/Refused	<u>2</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		b. The press is too concerned with what goes on in Washington, DC.											
41	31	Major reason	40	41	31	30	27	48	41	23	36	31	38
44	50	Minor reason	42	47	50	50	53	34	48	45	49	53	44
14	18	Not a reason	16	11	17	20	18	17	10	30	15	15	16
<u>1</u>	<u>1</u>	Don't know/Refused	<u>2</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

**Q. 29 CONTINUED ...**

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
		c. The press does not pay enough attention to stories that are meaningful to average Americans.											
41	42	Major reason	45	37	46	39	36	40	43	33	47	43	44
40	40	Minor reason	40	39	44	36	48	34	41	44	33	43	44
18	18	Not a reason	13	23	10	24	16	25	14	23	19	14	10
<u>1</u>	<u>*</u>	Don't know/Refused	<u>2</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		d. The public is not interested in serious news.											
22	26	Major reason	20	25	24	27	21	21	24	26	17	32	29
42	43	Minor reason	42	42	48	38	36	39	46	46	51	35	33
35	31	Not a reason	36	33	27	35	43	39	29	28	32	32	38
<u>1</u>	<u>*</u>	Don't know/Refused	<u>2</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		e. The press lacks credibility with the public.											
48	54	Major reason	50	47	54	54	43	51	48	47	56	56	51
42	39	Minor reason	42	41	40	37	41	37	45	44	37	37	44
9	7	Not a reason	7	11	6	9	14	11	7	9	7	7	3
<u>1</u>	<u>0</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		f. The public is increasingly able to contact information sources directly.											
29	28	Major reason	26	32	19	37	23	31	30	23	30	30	23
48	49	Minor reason	48	47	58	41	39	49	50	54	47	48	52
22	22	Not a reason	24	20	23	21	36	17	20	23	21	22	23
<u>1</u>	<u>1</u>	Don't know/Refused	<u>2</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		g. Most Americans don't believe they have a civic responsibility to follow the news.											
34	39	Major reason	30	39	37	40	30	33	36	49	34	37	36
42	43	Minor reason	48	36	47	39	36	43	44	33	45	46	41
20	18	Not a reason	17	23	15	21	27	20	17	18	21	16	23
<u>4</u>	<u>*</u>	Don't know/Refused	<u>5</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>7</u>	<u>4</u>	<u>3</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

**Q. 29 CONTINUED ...**

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
		h. Specialized news outlets allow people to get only the news they want.											
40	40	Major reason	36	44	37	43	20	46	43	32	44	42	38
42	50	Minor reason	47	38	55	45	64	36	39	61	45	48	52
17	10	Not a reason	15	18	8	11	16	17	17	7	11	9	10
<u>1</u>	<u>*</u>	Don't know/Refused	<u>2</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100
		i. Americans feel overloaded by so much news and information.											
52	61	Major reason	55	47	65	57	46	52	54	56	62	62	61
41	31	Minor reason	39	43	29	32	50	43	36	37	24	33	34
7	8	Not a reason	5	10	6	10	4	4	10	7	13	5	5
<u>*</u>	<u>*</u>	Don't know/Refused	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.30 Some people think that by criticizing political leaders, news organizations keep political leaders from doing their jobs. Others think that such criticism is worth it because it keeps political leaders from doing things that should not be done. Which position comes closer to your view?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
			<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
5	9	Criticism from press keeps political leaders from doing their job	4	6	2	16	2	3	7	5	7	14	10
87	88	Criticism keeps political leaders from doing things that should not be done	91	83	96	81	87	89	86	95	87	84	84
<u>8</u>	<u>3</u>	Don't know/Refused	<u>5</u>	<u>11</u>	<u>2</u>	<u>3</u>	<u>11</u>	<u>8</u>	<u>7</u>	<u>0</u>	<u>6</u>	<u>2</u>	<u>6</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.30a Do you think that national news organizations have made too much, or too little of the Clinton-Lewinsky scandal, or has the coverage been about right?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
57	60		<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
		Too much	56	57	49	64	44	48	66	48	62	65	57
0	0	Too little	0	0	0	0	0	0	0	0	0	0	0
42	39	Covered in the right way	44	41	49	35	53	50	34	50	36	35	41
<u>1</u>	<u>1</u>	Don't know/Refused	<u>0</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>0</u>	<u>2</u>	<u>2</u>	<u>0</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.31 How much trust and confidence do you have in the wisdom of the American people when it comes to making choices on election day? A great deal, a fair amount, not very much, or none at all?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u>		<u>LOCAL</u>		<u>NATIONAL</u>			<u>LOCAL</u>			<u>TOTAL</u>
52	28		<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
		A great deal	50	54	28	27	59	57	47	19	36	25	39
41	56	A fair amount	46	35	60	52	32	35	47	60	51	58	46
6	13	Not very much	3	8	9	16	7	7	4	14	12	13	15
1	3	None at all	0	3	3	4	2	1	1	5	1	4	0
<u>*</u>	<u>*</u>	Don't know/Refused	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

Q.32 Do you think the American public knows enough about the issues you cover to form wise opinions about these issues, or not?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u> <u>Print TV&amp;Radio</u>	<u>LOCAL</u> <u>Print TV&amp;Radio</u>	<u>NATIONAL</u> <u>Exe Sen Jour</u>	<u>LOCAL</u> <u>Exe Sen Jour</u>	<u>TOTAL</u> <u>Internet</u>	
65	54	Yes	72	59	75 76 55	44 58 57	57	
7	6	Maybe/Depends (VOL.)	5	9	6 5	7 3 9	5 8 4	7
26	39	No	21	30	36 41	18 19 33	49 32 39	31
<u>2</u> 100	<u>1</u> 100	Don't know/Refused	<u>2</u> 100	<u>2</u> 100	<u>1</u> 100	<u>2</u> 100	<u>3</u> 100	<u>5</u> 100

Q.33 When you meet someone for the first time and tell them where you work, do you generally feel proud, or do you feel somewhat apologetic?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u> <u>Print TV&amp;Radio</u>	<u>LOCAL</u> <u>Print TV&amp;Radio</u>	<u>NATIONAL</u> <u>Exe Sen Jour</u>	<u>LOCAL</u> <u>Exe Sen Jour</u>	<u>TOTAL</u> <u>Internet</u>	
93	92	Proud	91	96	88 95	96 96 91	98 91 89	88
5	6	Somewhat apologetic	7	2	10 2	4 3 6	0 7 8	7
2	2	Both/Neither/Depends (VOL.)	2	2	2 2	0 1 3	0 2 3	5
<u>0</u> 100	<u>*</u> 100	Don't know/Refused	<u>0</u> 100	<u>0</u> 100	<u>0</u> 100	<u>1</u> 100	<u>0</u> 100	<u>0</u> 100

Q.34 Do you think most opinion polls work for or against the best interests of the general public?

<u>TOTAL</u> <u>National</u>	<u>TOTAL</u> <u>Local</u>		<u>NATIONAL</u> <u>Print TV&amp;Radio</u>	<u>LOCAL</u> <u>Print TV&amp;Radio</u>	<u>NATIONAL</u> <u>Exe Sen Jour</u>	<u>LOCAL</u> <u>Exe Sen Jour</u>	<u>TOTAL</u> <u>Internet</u>	
57	56	Work for the best interests	61	53	55 57	59 60 55	56 53 58	58
26	32	Work against the best interests	21	31	31 33	23 25 27	33 26 36	26
<u>17</u> 100	<u>12</u> 100	Don't know/Refused	<u>18</u> 100	<u>16</u> 100	<u>14</u> 100	<u>10</u> 100	<u>18</u> 100	<u>15</u> 100

Q.35 How often do you think public opinion polls are right in reporting how people feel about issues? Would you say... (READ CHOICES)

<i>TOTAL</i>	<i>TOTAL</i>		<i>NATIONAL</i>		<i>LOCAL</i>		<i>NATIONAL</i>			<i>LOCAL</i>			<i>TOTAL</i>
<u>National</u>	<u>Local</u>		<u>Print</u>	<u>TV&amp;Radio</u>	<u>Print</u>	<u>TV&amp;Radio</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Exe</u>	<u>Sen</u>	<u>Jour</u>	<u>Internet</u>
4	4	All the time	5	3	4	4	3	3	6	7	5	3	5
65	57	Most of the time	63	68	63	52	75	68	59	58	67	49	48
28	36	Only sometimes	28	27	30	40	18	27	32	33	26	44	44
1	2	Hardly ever?	1	2	1	3	2	1	1	0	1	3	0
<u>2</u>	<u>1</u>	Don't know/Refused	<u>3</u>	<u>0</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>3</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**FEBRUARY 1999 NEWS INTEREST INDEX**  
**— FINAL TOPLINE —**  
**February 18 - 21, 1999**  
**N=1,203**

**NOW A FEW QUESTIONS ABOUT THE NEWS...**

**ASK FORM 1 ONLY: [N=603]**

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

		Early Feb <u>1998</u>	Feb 1997	Late Jan <u>1994</u>	Early Jan <u>1994</u>	Aug <u>1989</u>	Dec <u>1986</u>	June <u>1985</u>
31	Criticism by the press keeps political leaders from doing their job	39	32	24	18	23	26	17
58	Criticism keeps leaders from doing things that shouldn't be done	55	56	66	69	68	60	67
<u>11</u> 100	Don't know/Refused	<u>6</u> 100	<u>12</u> 100	<u>10</u> 100	<u>13</u> 100	<u>9</u> 100	<u>14</u> 100	<u>16</u> 100

**ASK FORM 2 ONLY: [N=600]**

Q.21 Some people say that in covering the personal and ethical behavior of public figures, news organizations are only reporting the news. Others say that news organizations are driving the controversies themselves, by devoting as much coverage to these stories as they do. Which view comes closer to your own?

		<u>March 1995</u>
24	Only reporting the news	20
72	Driving the controversy	74
1	Neither ( <b>VOL.</b> )	*
<u>3</u> 100	Don't know/Refused	<u>6</u> 100

**ASK ALL:**

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

		Early Aug <u>1998</u>	Early Feb <u>1998</u>	Feb <u>1997</u>	Jan <u>1992</u>	Aug <u>1989</u>	Aug <u>1988</u>	May <u>1988</u>	Jan <u>1988</u>	July <u>1985</u>
37	News organizations get the facts straight	33	34	37	49	54	40	48	44	55
58	Stories and reports often inaccurate	58	63	56	44	44	50	43	48	34
<u>5</u> 100	Don't know/Refused	<u>9</u> 100	<u>3</u> 100	<u>7</u> 100	<u>7</u> 100	<u>2</u> 100	<u>10</u> 100	<u>9</u> 100	<u>8</u> 100	<u>11</u> 100

Q.23 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. [ROTATE ITEMS]

			Jan <u>1987</u>	July <u>1986</u>	June <u>1985</u>
21	a.	Care about the people they report on, OR	41	--	35
67		Don't care about the people they report on?	45	--	48
9		Neither applies	9	--	10
<u>3</u>		Don't know/Refused	<u>5</u>	--	<u>7</u>
100			100		100
26	b.	Willing to admit their mistakes, OR	--	--	34
66		Try to cover up their mistakes?	--	--	55
6		Neither applies	--	--	4
<u>2</u>		Don't know/Refused	--	--	<u>7</u>
100					100
40	c.	Moral, OR	--	--	54
38		Immoral?	--	--	13
16		Neither applies	--	--	20
<u>6</u>		Don't know/Refused	--	--	<u>13</u>
100					100
59	d.	Growing in influence, OR	--	--	63
32		Declining in influence?	--	--	17
6		Neither applies	--	--	7
<u>3</u>		Don't know/Refused	--	--	<u>13</u>
100					100
45	e.	Protect democracy, OR	52	58	54
38		Hurt democracy?	27	18	23
13		Neither applies	13	17	13
<u>4</u>		Don't know/Refused	<u>8</u>	<u>7</u>	<u>10</u>
100			100	100	100
69	f.	Care about how good a job they do, OR	--	77	79
22		Don't care about how good a job they do?	--	16	11
6		Neither applies	--	5	4
<u>3</u>		Don't know/Refused	--	<u>2</u>	<u>6</u>
100				100	100
52	g.	Highly professional, OR	--	71	72
32		Not professional?	--	13	11
13		Neither applies	--	12	9
<u>3</u>		Don't know/Refused	--	<u>4</u>	<u>8</u>
100				100	100
41	h.	Stand up for America, OR	53	53	52
42		Too critical of America?	35	28	30
13		Neither applies	8	15	10
<u>4</u>		Don't know/Refused	<u>4</u>	<u>4</u>	<u>8</u>
100			100	100	100

**Q.23 CONTINUED ...**

			<u>Jan</u> <u>1987</u>	<u>July</u> <u>1986</u>	<u>June</u> <u>1985</u>
56	i.	Politically biased in their reporting, OR	47	42	45
31		Careful that their reporting is NOT politically biased?	39	41	36
8		Neither applies	7	9	7
<u>5</u>		Don't know/Refused	<u>7</u>	<u>8</u>	<u>12</u>
100			100	100	100

Q.29 Thinking back over the past year, what grade would you give the press for the way it has covered the investigation and impeachment trial of Bill Clinton? Would you grade the press an A, B, C, D, or F?

13	A
26	B
28	C
17	D
14	F
<u>2</u>	Don't know/Refused
100	
2.1	<i>Mean Rating</i>

Finally, I'd like to ask you a few questions for statistical purposes only...

Q.32 Do you use a computer at your workplace, at school, or at home on at least an occasional basis?

		Early					Late Early										
		Jan	Dec	Sept	Aug	Aug	April	Jan	Nov	June	Sept	Sept	July	April	March	Feb	Jan
		<u>1999</u>	<u>1998</u>	<u>1998</u>	<u>1998</u>	<u>1998</u>	<u>1998</u>	<u>1998</u>	<u>1997</u>	<u>1997</u>	<u>1996</u> <sup>1</sup>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>
68	Yes	69	64	64	66	66	61	65	66	60	59	56	56	58	61	60	59
32	No	31	36	36	34	34	39	35	34	40	41	44	44	42	39	40	41
*	DK/Ref	*	*	*	<u>0</u>	*	*	*	*	<u>0</u>	*	*	*	*	*	<u>0</u>	<u>0</u>
100		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

**IF YES (USE A COMPUTER) IN Q.32, ASK:**

Q.33 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

**BASED ON TOTAL RESPONDENTS:**

		Early			Early		Early		
		Jan	Dec	Nov	Sept	Aug	Nov	July	June
		<u>1999</u>	<u>1998</u>	<u>1998</u>	<u>1998</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>	<u>1995</u> <sup>2</sup>
49	Goes online	47	42	37	42	43	36	23	14
51	Does not go online	53	58	63	58	57	63	77	86
*	Don't know/Refused	*	<u>0</u>	*	*	*	<u>1</u>	<u>0</u>	*
100		100	100	100	100	100	100	100	100

<sup>1</sup> Based on registered voters only.

<sup>2</sup> The 1995 figure combines responses from two separate questions:  
 (1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?)  
 (2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?