

## Topline Report

# Annenberg Media: Elite Component\*

Prepared by Princeton Survey Research Associates International  
for the Annenberg Foundation Trust at Sunnylands and The Annenberg Public Policy Center

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n = 673 Journalists

Form A: N=338

Form B: N=335

Field Dates: 03.07.2005 – 05.02.05

Q1. To start, in your opinion, how good a job does journalism do striking a balance between what audiences want to know and what's important for them to know—very good, somewhat good, somewhat poor, or very poor?

Base	673
Very good	13%
Somewhat good	68%
Somewhat poor	15%
Very poor	3%
Don't know	2%
Refused	*

Q2. To what extent do journalists who report the news try to do so objectively and fairly, without regard to their own political views—to a great extent, moderate extent, small extent, or not at all?

Base	673
Great extent	56%
Moderate extent	38%
Small extent	4%
Not at all	*
Don't know	1%
Refused	1%

Q3. To what extent do journalists who report the news actually succeed in reporting the news objectively and fairly—to a great extent, moderate extent, small extent, or not at all?

*Based on those who believe journalists who report the news try to do so objectively and fairly*

Base	658
Great extent	32%
Moderate extent	62%
Small extent	6%
Not at all	-
Don't know	*
Refused	*

Q4a. Generally, how would you rate the ethical practices of journalists—very good, somewhat good, somewhat bad, or very bad?

Base	673
Very good	32%
Somewhat good	63%
Somewhat bad	4%
Very bad	*
Don't know	1%
Refused	1%

\*This study builds on the research efforts of many other scholars, most particularly the work of the Pew Research Center.

Q4b. Generally, how would you rate the ethical practices of lawyers—very good, somewhat good, somewhat bad, or very bad?

Base	673
Very good	9%
Somewhat good	60%
Somewhat bad	23%
Very bad	3%
Don't know	4%
Refused	1%

Q4c. Generally, how would you rate the ethical practices of teachers—very good, somewhat good, somewhat bad, or very bad?

Base	673
Very good	52%
Somewhat good	40%
Somewhat bad	2%
Very bad	*
Don't know	5%
Refused	1%

Q4d. Generally, how would you rate the ethical practices of government officials—very good, somewhat good, somewhat bad, or very bad?

Base	673
Very good	8%
Somewhat good	56%
Somewhat bad	27%
Very bad	5%
Don't know	2%
Refused	1%

Q4e. Generally, how would you rate the ethical practices of politicians —very good, somewhat good, somewhat bad, or very bad?

Base	673
Very good	2%
Somewhat good	38%
Somewhat bad	45%
Very bad	11%
Don't know	2%
Refused	1%

Q5. In your opinion, should journalists disclose all conflicts of interest involving themselves and their news organizations or are the journalistic standards of objectivity and fairness sufficient?

Base	673
Disclose all conflicts of interest	85%
Objectivity and fairness are sufficient	13%
Don't know	1%
Refused	1%

Q6. And, do you think journalists' self-reports of conflicts of interest involving themselves and their news organizations enhance the news media's credibility with the public or do such reports undermine their credibility?

Base	673
Enhance credibility	86%
Undermine credibility	10%
Don't know	3%
Refused	1%

Q7a. Based on your experience, to what extent do media organizations either intentionally or unintentionally avoid news stories that are potentially unfavorable toward major advertisers—to a great extent, moderate extent, small extent, or not at all?

Base	673
Great extent	11%
Moderate extent	22%
Small extent	35%
Not at all	28%
Don't know	2%
Refused	1%

Q7b. Based on your experience, to what extent do media organizations either intentionally or unintentionally avoid news stories that are potentially unfavorable toward owners of the company—to a great extent, moderate extent, small extent, or not at all?

Base	673
Great extent	17%
Moderate extent	30%
Small extent	31%
Not at all	19%
Don't know	2%
Refused	2%

Q7c. Based on your experience, to what extent do media organizations either intentionally or unintentionally avoid news stories that are potentially unfavorable toward friends of owners of the company—to a great extent, moderate extent, small extent, or not at all?

Base	673
Great extent	6%
Moderate extent	23%
Small extent	31%
Not at all	34%
Don't know	4%
Refused	2%

Q7d. Based on your experience, to what extent do media organizations either intentionally or unintentionally avoid news stories that are potentially unfavorable toward politicians supported by the owners—to a great extent, moderate extent, small extent, or not at all?

Base	673
Great extent	4%
Moderate extent	17%
Small extent	35%
Not at all	41%
Don't know	3%
Refused	1%

Q7e. Based on your experience, to what extent do media organizations either intentionally or unintentionally avoid news stories that are potentially unfavorable toward the federal government—to a great extent, moderate extent, small extent, or not at all?

Base	673
Great extent	3%
Moderate extent	12%
Small extent	24%
Not at all	59%
Don't know	2%
Refused	1%

Q8. Do you feel free to report the news as you see it or do you feel constrained by the viewpoint of your company?

Base	673
Feel free	86%
Feel constrained	12%
Don't know	1%
Refused	1%

Q9. What effect, if any, does the fact that most newspapers, radio stations, and television stations are owned by large companies have on the news the American public gets—very positive, somewhat positive, somewhat negative, very negative, or no effect at all?

Base	673
Very positive	1%
Somewhat positive	10%
Somewhat negative	34%
Very negative	31%
No effect at all	21%
Don't know	2%
Refused	1%

Q10. Which of the following statements comes closest to describing your view of the recent trend in news media ownership with large corporations owning increasing numbers of newspapers, television stations, and radio stations?

Base	673
These changes in news media ownership increase the number of different voices and views that the American people can hear each day.	4%
These changes in news media ownership have no real impact on the number of different voices and views that Americans can hear each day.	22%
These changes in news media ownership reduce the number of different voices and views that the American people can hear each day.	72%
Don't know	1%
Refused	1%

Q11. And which of the following statements comes closest to your view about corporate media owners and the news the American public gets?

Base	673
The top priority of corporate media owners is to provide the public with factual, timely news coverage.	12%
Corporate media owners strive to provide the public with factual, timely news coverage but business realities sometimes prevent this from happening.	49%
Corporate media owners are usually more concerned with making a profit than with providing the public with factual, timely news coverage.	36%
Don't know	1%
Refused	2%



Q12. In general, to what extent **should** pressure to make a profit influence journalistic decisions at a media company—to a great extent, moderate extent, small extent, or not at all?

Base	673
Great extent	1%
Moderate extent	15%
Small extent	31%
Not at all	53%
Don't know	*
Refused	*

Q13. And to what extent **does** pressure to make a profit influence journalistic decisions at a media company—to a great extent, moderate extent, small extent, or not at all?

Base	673
Great extent	23%
Moderate extent	45%
Small extent	26%
Not at all	4%
Don't know	1%
Refused	1%

Q14a. At the news organizations you are familiar with, how have you seen the pressure to make a profit influence journalistic decisions? Has it caused reductions in the number of stories covered each day?

*Based on those who believe that pressure to make a profit influences journalistic decisions at a media company*

Base	630
Yes	53%
No	44%
Don't know	2%
Refused	1%

Q14b. At the news organizations you are familiar with, how have you seen the pressure to make a profit influence journalistic decisions? Has it caused cutbacks in the types of stories covered?

*Based on those who believe that pressure to make a profit influences journalistic decisions at a media company*

Base	630
Yes	64%
No	33%
Don't know	2%
Refused	1%

Q14c. At the news organizations you are familiar with, how have you seen the pressure to make a profit influence journalistic decisions? Has it led to cutbacks in the number of reporters and editors, without corresponding cutbacks in the workload?

*Based on those who believe that pressure to make a profit influences journalistic decisions at a media company*

Base	630
Yes	84%
No	14%
Don't know	1%
Refused	1%

Q14d. At the news organizations you are familiar with, how have you seen the pressure to make a profit influence journalistic decisions? Has it increased the number of quick-and-dirty stories?

*Based on those who believe that pressure to make a profit influences journalistic decisions at a media company*

Base	630
Yes	56%
No	39%
Don't know	2%
Refused	2%

Q14e. At the news organizations you are familiar with, how have you seen the pressure to make a profit influence journalistic decisions? Has it reduced the number of stories that take time and money to report?

*Based on those who believe that pressure to make a profit influences journalistic decisions at a media company*

Base	630
Yes	77%
No	20%
Don't know	1%
Refused	1%

Q14f. At the news organizations you are familiar with, how have you seen the pressure to make a profit influence journalistic decisions? Has it caused cutbacks in travel budgets?

*Based on those who believe that pressure to make a profit influences journalistic decisions at a media company*

Base	630
Yes	85%
No	13%
Don't know	1%
Refused	1%

Q15. To what extent, if at all, has the success of the Fox News Channel influenced the way other broadcasters **present** the news—to a great extent, moderate extent, small extent, or not at all?

Base	673
Great extent	18%
Moderate extent	39%
Small extent	25%
Not at all	8%
Don't know	7%
Refused	2%

Q16. And to what extent, if at all, has the success of the Fox News Channel influenced the way other broadcasters **cover** the news—to a great extent, moderate extent, small extent, or not at all?

Base	673
Great extent	14%
Moderate extent	37%
Small extent	29%
Not at all	11%
Don't know	7%
Refused	3%

Q17a. For each of the following, please tell me the effect, if any, on the quality of the news that the public receives. Would you say the availability of news 24 hours a day on cable news channels has a very positive, somewhat positive, somewhat negative, very negative, or not much of an effect on the quality of the news that the public receives?

Base	673
Very positive	23%
Somewhat positive	41%
Somewhat negative	15%
Very negative	14%
Not much of an effect	6%
Don't know	1%
Refused	1%

Q17b. Would you say buyouts of local newspapers by large newspaper chains have a very positive, somewhat positive, somewhat negative, very negative, or not much of an effect on the quality of the news that the public receives?

Base	673
Very positive	1%
Somewhat positive	9%
Somewhat negative	33%
Very negative	35%
Not much of an effect	18%
Don't know	4%
Refused	1%

Q17c. Would you say buyouts of news organizations by diversified corporations have a very positive, somewhat positive, somewhat negative, very negative, or not much of an effect on the quality of the news that the public receives?

Base	673
Very positive	1%
Somewhat positive	7%
Somewhat negative	35%
Very negative	30%
Not much of an effect	21%
Don't know	5%
Refused	1%

Q17d. Would you say the increasing number of online-only news pages and magazines has a very positive, somewhat positive, somewhat negative, very negative, or not much of an effect on the quality of the news that the public receives?

Base	673
Very positive	13%
Somewhat positive	46%
Somewhat negative	20%
Very negative	8%
Not much of an effect	9%
Don't know	3%
Refused	1%



Q17e. Would you say the increasing number of blogs has a very positive, somewhat positive, somewhat negative, very negative, or not much of an effect on the quality of the news that the public receives?

Base	673
Very positive	8%
Somewhat positive	37%
Somewhat negative	22%
Very negative	16%
Not much of an effect	12%
Don't know	3%
Refused	1%

Q17f. Would you say satellite phones have a very positive, somewhat positive, somewhat negative, very negative, or not much of an effect on the quality of the news that the public receives?

Base	673
Very positive	27%
Somewhat positive	31%
Somewhat negative	15%
Very negative	1%
Not much of an effect	14%
Don't know	11%
Refused	2%

Q17g. Would you say the increasing number of free daily newspapers available in larger cities has a very positive, somewhat positive, somewhat negative, very negative, or not much of an effect on the quality of the news that the public receives?

Base	673
Very positive	11%
Somewhat positive	42%
Somewhat negative	20%
Very negative	7%
Not much of an effect	14%
Don't know	4%
Refused	1%

Q17h. Would you say most news stories being available for free on the Internet has a very positive, somewhat positive, somewhat negative, very negative, or not much of an effect on the quality of the news that the public receives?

Base	673
Very positive	32%
Somewhat positive	38%
Somewhat negative	15%
Very negative	5%
Not much of an effect	8%
Don't know	2%
Refused	*

Q18. Generally speaking, do you think the quality of the news coverage provided by a news organization is improved when it is bought by a larger corporation, is the quality hurt or does it not make much difference?

Base	673
Improved	11%
Hurt	51%
No difference	28%
Don't know	7%
Refused	3%

Q19. During your years as a journalist, was the organization you were working for ever acquired by a larger company?

Base	673
Yes	46%
No	54%
Don't know	-
Refused	*

Q20. Did the change in ownership have a major impact, a minor impact, or no impact at all on the quality or amount of the news that was covered by the news organization?

*Based on those who during their years as a journalist worked for an organization ever acquired by a larger company*

Base	308
Major impact	46%
Minor impact	37%
No impact at all	16%
Don't know	1%
Refused	-

Q21. And how did the **quality** of the news coverage change after the news organization was acquired by the larger company? Did it improve a lot, improve somewhat, decline somewhat, decline a lot, or remain the same?

*Based on those who during their years as a journalist worked for an organization ever acquired by a larger company and the change in ownership had an impact on the quality or amount of news that was covered by the news organization*

Base	256
Improved a lot	11%
Improved somewhat	19%
Declined somewhat	24%
Declined a lot	27%
Remained the same	18%
Don't know	1%
Refused	-

Q22. How did the **amount** of news coverage change after the news organization was acquired by the larger company? Did it increase a lot, increase somewhat, decline somewhat, decline a lot, or remain the same?

*Based on those who during their years as a journalist worked for an organization ever acquired by a larger company and the change in ownership had an impact on the quality or amount of news that was covered by the news organization*

Base	256
Increased a lot	9%
Increased somewhat	15%
Declined somewhat	30%
Declined a lot	26%
Remained the same	20%
Don't know	*
Refused	*

Q23a. Please tell me how close, if at all, the person comes to your idea of what a journalist is. Does Rush Limbaugh come very close, somewhat close, not too close, or not at all close to your idea of what a journalist is?

*Based on Form A respondents*

Base	338
Very close	1%
Somewhat close	2%
Not too close	13%
Not at all close	82%
Don't know	*
Refused	2%

Q23b. Please tell me how close, if at all, the person comes to your idea of what a journalist is. Does Bill O'Reilly come very close, somewhat close, not too close, or not at all close to your idea of what a journalist is?

*Based on Form A respondents*

Base	338
Very close	1%
Somewhat close	10%
Not too close	19%
Not at all close	65%
Don't know	2%
Refused	3%

Q23c. Please tell me how close, if at all, the person comes to your idea of what a journalist is. Does George Will come very close, somewhat close, not too close, or not at all close to your idea of what a journalist is?

*Based on Form A respondents*

Base	338
Very close	20%
Somewhat close	41%
Not too close	21%
Not at all close	13%
Don't know	2%
Refused	3%

Q23d. Please tell me how close, if at all, the person comes to your idea of what a journalist is. Does Peter Jennings come very close, somewhat close, not too close, or not at all close to your idea of what a journalist is?

*Based on Form A respondents*

Base	338
Very close	44%
Somewhat close	44%
Not too close	8%
Not at all close	1%
Don't know	*
Refused	2%

Q23e. Please tell me how close, if at all, the person comes to your idea of what a journalist is. Does Bob Woodward come very close, somewhat close, not too close, or not at all close to your idea of what a journalist is?

*Based on Form A respondents*

Base	338
Very close	72%
Somewhat close	21%
Not too close	4%
Not at all close	-
Don't know	1%
Refused	2%

Q23f. Please tell me how close, if at all, the person comes to your idea of what a journalist is. Does Larry King come very close, somewhat close, not too close, or not at all close to your idea of what a journalist is?

*Based on Form B respondents*

Base	335
Very close	6%
Somewhat close	20%
Not too close	34%
Not at all close	38%
Don't know	1%
Refused	1%

Q23g. Please tell me how close, if at all, the person comes to your idea of what a journalist is. Does Chris Matthews come very close, somewhat close, not too close, or not at all close to your idea of what a journalist is?

*Based on Form B respondents*

Base	335
Very close	10%
Somewhat close	36%
Not too close	28%
Not at all close	19%
Don't know	4%
Refused	2%

Q23h. Please tell me how close, if at all, the person comes to your idea of what a journalist is. Does Katie Couric come very close, somewhat close, not too close, or not at all close to your idea of what a journalist is?

*Based on Form B respondents*

Base	335
Very close	11%
Somewhat close	37%
Not too close	28%
Not at all close	21%
Don't know	1%
Refused	2%

Q23i. Please tell me how close, if at all, the person comes to your idea of what a journalist is. Does Brian Williams come very close, somewhat close, not too close, or not at all close to your idea of what a journalist is?

*Based on Form B respondents*

Base	335
Very close	30%
Somewhat close	42%
Not too close	10%
Not at all close	8%
Don't know	7%
Refused	2%

Q23j. Please tell me how close, if at all, the person comes to your idea of what a journalist is. Does Mike Wallace come very close, somewhat close, not too close, or not at all close to your idea of what a journalist is?

*Based on Form B respondents*

Base	335
Very close	58%
Somewhat close	33%
Not too close	5%
Not at all close	3%
Don't know	1%
Refused	*

Q23k. Please tell me how close, if at all, the person comes to your idea of what a journalist is. Does James Guckert also known as Jeff Gannon come very close, somewhat close, not too close, or not at all close to your idea of what a journalist is?

*Based on Form B respondents*

Base	335
Very close	*
Somewhat close	4%
Not too close	8%
Not at all close	61%
Don't know	19%
Refused	7%

Q24. Now thinking about the public, how easy is it for the public to distinguish between those who are journalists and those who are not journalists—very easy, somewhat easy, not too easy, or not easy at all?

Base	673
Very easy	3%
Somewhat easy	11%
Not too easy	48%
Not easy at all	37%
Don't know	1%
Refused	*

Q25. How important is it that the public be able to make this distinction—very important, somewhat important, not too important, or not important at all?

Base	673
Very important	85%
Somewhat important	12%
Not too important	2%
Not important at all	1%
Don't know	*
Refused	*

Q26. Do you think it is a good thing or a bad thing for the American people if some news organizations have a decidedly political point of view in their coverage of the news? Is this a very good thing, somewhat good, somewhat bad, or a very bad thing?

Base	673
Very good thing	2%
Somewhat good	14%
Somewhat bad	33%
Very bad thing	47%
Don't know	2%
Refused	2%

Q27. How many journalists in America today, if any, are obviously liberal or obviously conservative in their news reporting—most, some, only a few, or none?

Base	673
Most	11%
Some	57%
Only a few	28%
None	*
Don't know	3%
Refused	1%

Q28a. Do you think the majority of the American people in this country today are liberals, moderates, or conservatives?

Base	673
Liberals	1%
Moderates	70%
Conservatives	20%
Don't know	6%
Refused	3%

Q28b. Do you think the majority of newspaper journalists in this country today are liberals, moderates, or conservatives?

Base	673
Liberals	54%
Moderates	37%
Conservatives	1%
Don't know	6%
Refused	3%

Q28c. Do you think the majority of television and radio journalists in this country today are liberals, moderates, or conservatives?

Base	673
Liberals	34%
Moderates	46%
Conservatives	8%
Don't know	9%
Refused	3%

Q28d. Do you think the majority of editors and producers in this country today are liberals, moderates, or conservatives?

Base	673
Liberals	34%
Moderates	49%
Conservatives	5%
Don't know	9%
Refused	3%

Q28e. Do you think the majority of media owners in this country today are liberals, moderates, or conservatives?

Base	673
Liberals	5%
Moderates	19%
Conservatives	66%
Don't know	8%
Refused	3%

Q28f. Do you think the majority of radio talk show hosts in this country today are liberals, moderates, or conservatives?

Base	673
Liberals	6%
Moderates	5%
Conservatives	81%
Don't know	6%
Refused	3%

Q29. To what extent, if at all, has the charge by conservatives that the news media is liberal affected reporting—to a great extent, moderate extent, small extent, or not at all?

Base	673
Great extent	14%
Moderate extent	39%
Small extent	33%
Not at all	14%
Don't know	*
Refused	1%

Q30. To what extent, if at all, has the charge by liberals that the news media are representatives of big corporations affected reporting—to a great extent, moderate extent, small extent, or not at all?

Base	673
Great extent	2%
Moderate extent	17%
Small extent	44%
Not at all	36%
Don't know	1%
Refused	1%

Q31. To what extent do you consider bloggers who report or comment on current events or the media to be journalists—to a great extent, a moderate extent, a small extent, or not at all?

Base	673
Great extent	1%
Moderate extent	15%
Small extent	43%
Not at all	38%
Don't know	1%
Refused	1%

Q32. Do you feel that the emergence of blogs that comment on the news media has made journalists more accountable, less accountable, or has it not made much of a difference?

Base	673
More accountable	51%
Less accountable	3%
Not made much of a difference	44%
Don't know	2%
Refused	1%

Q33. In general, do you think news organizations get the facts straight or do you think their stories and reports are often inaccurate?

Base	673
Get the facts straight	86%
Often inaccurate	11%
Don't know	2%
Refused	1%

Q34. When there is a serious mistake made in a news story, do you think most news organizations quickly report they have made a mistake, do they try to ignore the mistake, or do they generally try to cover up the mistake?

Base	673
Quickly report	74%
Try to ignore	19%
Try to cover up	3%
Don't know	2%
Refused	3%

Q35. Now, thinking about the events at the *New York Times* involving Jayson Blair, how good a job do you think the *Times* has done correcting the situation—very good, somewhat good, somewhat poor, or very poor?

Base	673
Very good	32%
Somewhat good	48%
Somewhat poor	12%
Very poor	3%
Don't know	3%
Refused	1%



Q36. Turning now to the allegations that CBS News and Dan Rather used forged documents in a story about President Bush's service in the National Guard, how good a job do you think CBS News has done correcting the situation—very good, somewhat good, somewhat poor, or very poor?

Base	673
Very good	11%
Somewhat good	41%
Somewhat poor	32%
Very poor	11%
Don't know	2%
Refused	2%

Q37a. Here are some reasons various people have given for why the people at CBS News and Dan Rather ran the story about Bush—CBS News and Dan Rather are liberals who dislike President Bush. Do you think this was a major reason, a minor reason, or not a reason at all for why CBS News and Dan Rather ran the story?

Base	673
A major reason	10%
A minor reason	31%
Not a reason at all	54%
Don't know	3%
Refused	2%

Q37b. Here are some reasons various people have given for why the people at CBS News and Dan Rather ran the story about Bush—CBS News and Dan Rather were in too much of a rush because they were worried other news organizations would get the story first. Do you think this was a major, minor or not a reason at all for why CBS News and Dan Rather ran the story?

Base	673
A major reason	73%
A minor reason	20%
Not a reason at all	4%
Don't know	2%
Refused	2%

Q37c. Here are some reasons various people have given for why the people at CBS News and Dan Rather ran the story about Bush—CBS News and Dan Rather believed the story was accurate and provided new information about the controversy surrounding Bush's service in the National Guard. Do you think this was a major, minor or not reason at all for why CBS News and Dan Rather ran the story?

Base	673
A major reason	76%
A minor reason	15%
Not a reason at all	5%
Don't know	2%
Refused	2%

Q37d. Here are some reasons various people have given for why the people at CBS News and Dan Rather ran the story about Bush—CBS News and Dan Rather were lied to by their sources. Do you think this was a major reason, a minor reason, or not a reason at all for why CBS News and Dan Rather ran the story?

Base	673
A major reason	56%
A minor reason	21%
Not a reason at all	15%
Don't know	6%
Refused	3%

Q38. When journalists unintentionally let bias into their reporting, do you think it is most likely due to ...

Base	673
Tight deadlines	18%
Accepting information without checking	38%
Writing for the editor's approval	7%
Strong personal views on subject	29%
Writing to match the corporate owner's perspective	1%
Don't know	4%
Refused	2%

Q39. Recently, there have been stories in the news regarding commentators and columnists writing stories on issues they were being paid to promote by the Bush Administration. Do you think it is always the responsibility of the journalist to report to their readers or listeners if they are accepting money to promote a point of view?

Base	673
Yes	98%
No	1%
Don't know	1%
Refused	1%

Q40. Who is more at fault – the journalists for not disclosing a government contract or the Bush Administration for using government funds to promote their policies?

*Based on those who think that it is always the responsibility of the journalist to report to their readers or listeners if they are accepting money to promote a point of view*

Base	659
The journalists	69%
The Bush Administration	22%
Don't know	7%
Refused	2%

Q41. Now turning to the media and political campaigns...in general, during the time that you have been a journalist, has the quality of reporting about presidential general election campaigns increased, decreased or stayed about the same?

Base	673
Increased	36%
Decreased	32%
Stayed about the same	30%
Don't know	1%
Refused	1%

Q42. In a political campaign, if one side is using deceptive tactics more often than the opponents, do most journalists usually report the greater use of deception by one side, just report that both sides are using deception or avoid the matter completely?

Base	673
Report the greater use of deception by one side	25%
Just report that both sides are using deception	58%
Avoid the matter completely	11%
Don't know	4%
Refused	2%

Q43. Under these circumstances, do you think that by failing to point out that one side is more deceptive, journalists are suggesting that both sides are engaged in a similar amount of deception or not?

*Based on those who believe that most journalists usually either report that both sides are using deception OR avoid the matter completely*

Base	465
Suggesting similar amount	79%
Not suggesting similar amount	17%
Don't know	2%
Refused	2%

Q44. Is there a difference in the way the news media has covered the current Bush administration compared to the Clinton administration?

Base	673
Yes	62%
No	34%
Don't know	3%
Refused	2%

Q45. Overall, has the news media been more critical of the Bush administration or the Clinton administration?

*Based on those believe that there is a difference in the way the news media has covered the current Bush administration compared to the Clinton administration*

Base	414
Bush administration	30%
Clinton administration	64%
Don't know	3%
Refused	3%

Q46a. Overall, how good a job did the news media do of reporting on the problem of terrorism before September 11—very good, somewhat good, somewhat poor, or very poor?

Base	673
Very good	2%
Somewhat good	15%
Somewhat poor	44%
Very poor	37%
Don't know	1%
Refused	1%

Q46b. Overall, how good a job did the news media do of reporting on the health care reform debate of 1993-94—very good, somewhat good, somewhat poor, or very poor?

Base	673
Very good	7%
Somewhat good	38%
Somewhat poor	30%
Very poor	13%
Don't know	8%
Refused	3%

Q46c. Overall, how good a job has the news media done of reporting on George W. Bush's tax cuts—very good, somewhat good, somewhat poor, or very poor?

Base	673
Very good	9%
Somewhat good	44%
Somewhat poor	32%
Very poor	12%
Don't know	1%
Refused	1%

Q46d. Overall, how good a job has the news media done of reporting on the Bush administration's justification for war in Iraq—very good, somewhat good, somewhat poor, or very poor?

Base	673
Very good	11%
Somewhat good	28%
Somewhat poor	33%
Very poor	26%
Don't know	*
Refused	1%

Q47. Do you believe the government never, rarely, sometimes, or always has the right to limit the right of the press to report a story?

Base	673
Never	44%
Rarely	48%
Sometimes	6%
Always	*
Don't know	-
Refused	1%

Q48. And what about for purposes of fighting terrorism? Do you believe the government never, rarely, sometimes, or always has the right to limit the right of the press to report a story?

Base	673
Never	29%
Rarely	53%
Sometimes	15%
Always	1%
Don't know	1%
Refused	1%

Q49a. Now turning to your opinion of some organizations and institutions, how much do you trust advocacy groups such as AARP to operate in the best interests of the American people—a great deal, a fair amount, not too much, or not at all?

Base	673
A great deal	7%
A fair amount	47%
Not too much	32%
Not at all	8%
Don't know	3%
Refused	3%

Q49b. Now turning to your opinion of some organizations and institutions, how much do you trust the news media to operate in the best interests of the American people—a great deal, a fair amount, not too much, or not at all?

Base	673
A great deal	25%
A fair amount	61%
Not too much	10%
Not at all	1%
Don't know	1%
Refused	2%

Q49c. Now turning to your opinion of some organizations and institutions, how much do you trust the Supreme Court to operate in the best interests of the American people—a great deal, a fair amount, not too much, or not at all?

Base	673
A great deal	30%
A fair amount	53%
Not too much	12%
Not at all	1%
Don't know	1%
Refused	3%

Q49d. Now turning to your opinion of some organizations and institutions, how much do you trust Congress to operate in the best interests of the American people—a great deal, a fair amount, not too much, or not at all?

Base	673
A great deal	5%
A fair amount	44%
Not too much	42%
Not at all	5%
Don't know	1%
Refused	3%

Q49e. Now turning to your opinion of some organizations and institutions, how much do you trust the President and his administration to operate in the best interests of the American people—a great deal, a fair amount, not too much, or not at all?

Base	673
A great deal	5%
A fair amount	41%
Not too much	37%
Not at all	12%
Don't know	2%
Refused	3%

Q49f. Now turning to your opinion of some organizations and institutions, how much do you trust the federal government as a whole to operate in the best interests of the American people—a great deal, a fair amount, not too much, or not at all?

Base	673
A great deal	5%
A fair amount	59%
Not too much	29%
Not at all	3%
Don't know	1%
Refused	3%

Q50acong. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with the following statement: The policy decisions Congress makes are often negatively influenced by special interest groups.

*Based on FORM A respondents*

Base	338
Strongly agree	45%
Agree	48%
Disagree	2%
Strongly disagree	1%
Don't know	2%
Refused	2%

Q50bcong. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with the following statement: The policy decisions Congress makes are often negatively influenced by poorly informed citizens.

*Based on FORM A respondents*

Base	338
Strongly agree	22%
Agree	40%
Disagree	31%
Strongly disagree	2%
Don't know	3%
Refused	2%

Q50ccong. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with the following statement: The policy decisions Congress makes are often based more on political beliefs than facts.

*Based on FORM A respondents*

Base	338
Strongly agree	38%
Agree	50%
Disagree	7%
Strongly disagree	*
Don't know	3%
Refused	2%

Q50apres. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with the following statement: The policy decisions the president makes are often negatively influenced by special interest groups.

*Based on FORM B respondents*

Base	335
Strongly agree	35%
Agree	47%
Disagree	10%
Strongly disagree	1%
Don't know	3%
Refused	5%

Q50bpres. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with the following statement: The policy decisions the president makes are often negatively influenced by poorly informed citizens.

*Based on FORM B respondents*

Base	335
Strongly agree	17%
Agree	41%
Disagree	30%
Strongly disagree	4%
Don't know	2%
Refused	5%

Q50cpres. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with the following statement: The policy decisions the president makes are often based more on political beliefs than facts.

*Based on FORM B respondents*

Base	335
Strongly agree	39%
Agree	45%
Disagree	10%
Strongly disagree	1%
Don't know	3%
Refused	3%

Q51. Do you believe that the Democratic and Republican parties sincerely disagree about how the government can best serve the nation, or do you believe that they just attack one another for political purposes?

Base	673
Sincerely disagree	68%
Just attack one another	27%
Don't know	3%
Refused	2%

Q52. Do you favor or oppose a law in your state that would allow two men or two women to marry each other?

Base	673
Favor	59%
Oppose	20%
Don't know	7%
Refused	14%

Q53. Now a few questions about your media habits. How often, if at all, do you listen to radio shows that invite listeners to call in to discuss current events, public issues or politics—almost every day, every week, twice a month, once a month or never?

Base	673
Almost every day	32%
Every week	25%
Twice a month	10%
Once a month	15%
Never	17%
Don't know	*
Refused	1%

Q54.1 (First Mention) Which talk radio hosts did you listen to in the past month?

*Based on those who listen to radio shows that invite listeners to call in to discuss current events, public issues or politics*

Base	553
Jim Bohannon	2%
Bob Brinker	1%
Dr. Joy Browne	1%
Jim Cramer	1%
Dr. Dean Edell	2%
Al Franken	7%
Bob Grant	*
Sean Hannity	6%
Don Imus	6%
Laura Ingraham	2%
Ron Insana	1%
Tom Joyner	1%
John and Ken	-
Larry King	5%
Tom Leykis	*
G. Gordon Liddy	*
Rush Limbaugh	8%
Bill O'Reilly	1%
Michael Reagan	-
Diane Rehm	8%
Michael Savage	1%
Dr. Laura Schlessinger	-
Doug Stephan	-
Howard Stern	3%
Bruce Williams	-
Other [Record verbatim]	30%
Don't know	10%
Refused	4%

Q54.2 (Second Mention) Which talk radio hosts did you listen to in the past month?

*Based on those who listen to radio shows that invite listeners to call in to discuss current events, public issues or politics*

Base	223
Jim Bohannon	*
Bob Brinker	-
Dr. Joy Browne	-
Jim Cramer	1%
Dr. Dean Edell	3%
Al Franken	6%
Bob Grant	*
Sean Hannity	11%
Don Imus	12%
Laura Ingraham	5%
Ron Insana	*
Tom Joyner	1%
John and Ken	*
Larry King	7%
Tom Leykis	2%
G. Gordon Liddy	-
Rush Limbaugh	12%
Bill O'Reilly	7%
Michael Reagan	-
Diane Rehm	8%
Michael Savage	2%
Dr. Laura Schlessinger	*
Doug Stephan	-
Howard Stern	5%
Bruce Williams	-
Other [Record verbatim]	16%
Don't know	-
Refused	-



Q54.3 (Third Mention) Which talk radio hosts did you listen to in the past month?

*Based on those who listen to radio shows that invite listeners to call in to discuss current events, public issues or politics*

Base	143
Jim Bohannon	-
Bob Brinker	-
Dr. Joy Browne	-
Jim Cramer	-
Dr. Dean Edell	-
Al Franken	3%
Bob Grant	-
Sean Hannity	6%
Don Imus	10%
Laura Ingraham	6%
Ron Insana	4%
Tom Joyner	1%
John and Ken	-
Larry King	5%
Tom Leykis	1%
G. Gordon Liddy	1%
Rush Limbaugh	17%
Bill O'Reilly	10%
Michael Reagan	-
Diane Rehm	6%
Michael Savage	5%
Dr. Laura Schlessinger	1%
Doug Stephan	1%
Howard Stern	2%
Bruce Williams	1%
Other [Record verbatim]	19%
Don't know	-
Refused	-

Q54.4 (Fourth Mention) Which talk radio hosts did you listen to in the past month?

*Based on those who listen to radio shows that invite listeners to call in to discuss current events, public issues or politics*

Base	85
Jim Bohannon	-
Bob Brinker	-
Dr. Joy Browne	-
Jim Cramer	-
Dr. Dean Edell	-
Al Franken	1%
Bob Grant	-
Sean Hannity	4%
Don Imus	5%
Laura Ingraham	4%
Ron Insana	4%
Tom Joyner	2%
John and Ken	-
Larry King	14%
Tom Leykis	1%
G. Gordon Liddy	-
Rush Limbaugh	13%
Bill O'Reilly	9%
Michael Reagan	-
Diane Rehm	6%
Michael Savage	6%
Dr. Laura Schlessinger	4%
Doug Stephan	-
Howard Stern	15%
Bruce Williams	-
Other [Record verbatim]	13%
Don't know	-

Refused -

Q55. How often, if at all, do you read a blog—almost every day, a few times a week, a few times a month, about once a month, less than monthly or never?

Base	673
Almost every day	20%
A few times a week	17%
A few times a month	15%
About once a month	5%
Less than monthly	18%
Never	24%
Don't know	-
Refused	1%

Q56. Which blog do you read most often?

*Based on those who read a blog at least once a month*

Base	387
Answer given	65%
Don't know	20%
Refused	15%

Q57. Do you write a blog?

Base	673
Yes	4%
No	95%
Don't know	-
Refused	1%

Q58a. How often, if at all, do you watch the following Sunday morning news shows—This Week with George Stephanopoulos (ABC)? Do you watch this every week, about twice a month, about once a month, less than monthly or never?

Base	673
Every week	6%
About twice a month	11%
About once a month	13%
Less than monthly	23%
Never	46%
Don't know	-
Refused	2%

Q58b. How often, if at all, do you watch the following Sunday morning news shows—Face the Nation with Bob Schieffer (CBS)? Do you watch this every week, about twice a month, about once a month, less than monthly or never?

Base	673
Every week	5%
About twice a month	12%
About once a month	16%
Less than monthly	25%
Never	40%
Don't know	*
Refused	2%



Q58c. How often, if at all, do you watch the following Sunday morning news shows—Meet the Press with Tim Russert (NBC)? Do you watch this every week, about twice a month, about once a month, less than monthly or never?

Base	673
Every week	14%
About twice a month	19%
About once a month	17%
Less than monthly	20%
Never	29%
Don't know	-
Refused	1%

Q58d. How often, if at all, do you watch the following Sunday morning news shows—Late Edition with Wolf Blitzer (CNN)? Do you watch this every week, about twice a month, about once a month, less than monthly or never?

Base	673
Every week	4%
About twice a month	8%
About once a month	9%
Less than monthly	21%
Never	55%
Don't know	-
Refused	2%

Q58e. How often, if at all, do you watch the following Sunday morning news shows—Fox News Sunday with Chris Wallace (FOX)? Do you watch this every week, about twice a month, about once a month, less than monthly or never?

Base	673
Every week	3%
About twice a month	6%
About once a month	7%
Less than monthly	17%
Never	64%
Don't know	-
Refused	3%

Q59a. How often, if at all, do you read the following newspapers or news sources—*The New York Times*? Do you read this every day, a few times a week, about once a week, less than weekly, or rarely or never?

Base	673
Every day	55%
A few times a week	18%
About once a week	9%
Less than weekly	7%
Rarely or never	10%
Don't know	-
Refused	1%

Q59b. How often, if at all, do you read the following newspapers or news sources—*The Los Angeles Times*? Do you read this every day, a few times a week, about once a week, less than weekly, or rarely or never?

Base	673
Every day	17%
A few times a week	13%
About once a week	10%
Less than weekly	20%
Rarely or never	39%
Don't know	-
Refused	3%

Q59c. How often, if at all, do you read the following newspapers or news sources—*Wall Street Journal*? Do you read this every day, a few times a week, about once a week, less than weekly, or rarely or never?

Base	673
Every day	26%
A few times a week	17%
About once a week	14%
Less than weekly	18%
Rarely or never	23%
Don't know	-
Refused	2%

Q59d. How often, if at all, do you read the following newspapers or news sources—*Washington Post*? Do you read this every day, a few times a week, about once a week, less than weekly, or rarely or never?

Base	673
Every day	31%
A few times a week	17%
About once a week	11%
Less than weekly	16%
Rarely or never	23%
Don't know	-
Refused	2%

Q59e. How often, if at all, do you read the following newspapers or news sources—AP wire? Do you read this every day, a few times a week, about once a week, less than weekly, or rarely or never?

Base	673
Every day	76%
A few times a week	11%
About once a week	3%
Less than weekly	3%
Rarely or never	6%
Don't know	-
Refused	2%

D1. What type of news organization do you work for?

Base	673
Newspaper	63%
Magazine	2%
News Service	3%
Television	20%
Radio	6%
Internet	5%
Other	1%
Refused	*

D2. How many years of experience do you have as a journalist?

Base	673
1-9	12%
10-19	22%
20-29	37%
30 or more	29%
Refused	1%

D3. What is your age?

Base	673
18-29	8%
30-49	50%
50-64	38%
65+	3%
Refused	2%

D4. Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

Base	673
Yes	4%
No	94%
Don't know	-
Refused	2%

D5. What is your race? [Are you white, black, Asian or some other race?] [Are you white Hispanic, black Hispanic, or some other race?]

Base	673
White	88%
Black	6%
Asian	2%
Other or mixed race (SPECIFY)	1%
Don't know	*
Refused	2%

D6. How often do you go to religious services or some other place to worship?

Base	673
Every week	17%
Almost every week	10%
Once or twice a month	13%
A few times a year	34%
Never	23%
Don't know	-
Refused	2%

D7. What is your job title?

Base	673
Anchor	3%
Assignment Editor/Manager	3%
Assistant Editor/Assistant News Editor/ Deputy City Editor/Foreign/Political Editor	4%
Assistant Managing Editor	2%
Bureau Chief	3%
Business Editor	1%
Columnist	4%
Correspondent	8%
Editor-in-Chief	3%
Editorial Editor	3%
Executive Editor	2%
Executive Producer	2%
General Manager	1%
Managing Editor	3%
Metro/City Editor/News Editor	2%
National Editor	1%
Network Executive	-
News Director	1%
News Producer	3%
Online editor	1%
President	1%
Program Director	1%
Publisher	3%
Section Editor, Other (Fashion/Science/Education Editor/etc)	4%
Senior Editor	1%
Senior Producer	1%
Senior Vice President/Vice President	2%
Sports Editor	1%
Station Manager	*
Reporter/Writer	35%
Website producer	*
Website reporter	*
Other (Specify)	4%
Refused	*

D8. What was the last grade you completed in school?

Base	673
Less than high school	*
High school graduate	2%
College graduate	42%
Some graduate work (incomplete)	22%
Graduate degree (after college)	34%
Don't know	-
Refused	*

D9. Do you have a degree in journalism or communications?

*Based on those who are college graduates or higher*

Base	655
Yes--Journalism	46%
Yes--Communications	10%
Yes--Both Journalism and Communications	5%
No	40%
Don't know	-
Refused	*

D10. How would you describe your political thinking? Would you say you are very liberal, liberal, moderate, conservative, very conservative, or libertarian?

Base	673
Very liberal	5%
Liberal	26%
Moderate	49%
Conservative	8%
Very conservative	1%
Libertarian	2%
Don't know	1%
Refused	7%