Topline Report

Annenberg Media: Public Component*

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

May 16, 2005

n = 1,500 adults 18 and older

Form A: N=759 Form B: N=741

Field Dates: 03.03.2005 - 04.05.2005

Margin of Error = $\pm 3\%$ for results based on full sample

Q1. To start, what is your primary source of news about national and international issues—television, newspapers, radio or the Internet?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Television	66%
Newspapers	14%
Radio	7%
Internet	10%
Don't know	1%
Refused	1%

Q2. What is your second source of news about national and international issues—television, newspapers, radio or the Internet?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Television	21%
Newspapers	39%
Radio	18%
Internet	15%
Don't know	5%
Refused	2%

Q3. For major news stories, what do you usually want in the news? Are you mostly interested in the headlines, do you want the headlines plus some further reporting on what happened, or do you want in-depth analysis of the news by experts?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Headlines	28%
Headlines plus some further reporting on what happened	29%
In-depth analysis of the news by experts	36%
Don't know	6%
Refused	2%

^{*} This study builds on the research efforts of many scholars, most particularly the work of the Pew Research Center.

Q4. Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded or do you like having so much information available?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Feel overloaded	27%
Like having so much information available	69%
Don't know	4%
Refused	1%

Q5a. How interested are you in news stories about politics in Washington—very interested, somewhat interested, not too interested, or not at all interested?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very interested	32%
Somewhat interested	37%
Not too interested	14%
Not at all interested	15%
Don't know	*
Refused	1%

Q5b. How interested are you in news stories about political campaigns—very interested, somewhat interested, not too interested, or not at all interested?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very interested	21%
Somewhat interested	34%
Not too interested	20%
Not at all interested	24%
Don't know	*
Refused	*

Q5c. How interested are you in news stories about our nation—very interested, somewhat interested, not too interested, or not at all interested?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very interested	63%
Somewhat interested	30%
Not too interested	3%
Not at all interested	3%
Don't know	1%
Refused	*

Q5d. How interested are you in news stories about the world—very interested, somewhat interested, not too interested, or not at all interested?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very interested	53%
Somewhat interested	38%
Not too interested	4%
Not at all interested	4%
Don't know	*
Refused	*

Q5e. How interested are you in news stories about your local community—very interested, somewhat interested, not too interested, or not at all interested?

1500
1500
65%
27%
4%
3%
*
*

Q5f. How interested are you in news stories about business and the economy—very interested, somewhat interested, not too interested, or not at all interested?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very interested	42%
Somewhat interested	41%
Not too interested	10%
Not at all interested	6%
Don't know	1%
Refused	*

Q5g. How interested are you in news stories about health—very interested, somewhat interested, not too interested, or not at all interested?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very interested	55%
Somewhat interested	35%
Not too interested	6%
Not at all interested	3%
Don't know	*
Refused	*

Q5h. How interested are you in news stories about education—very interested, somewhat interested, not too interested, or not at all interested?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very interested	56%
Somewhat interested	32%
Not too interested	6%
Not at all interested	4%
Don't know	1%
Refused	*

Q5i. How interested are you in news stories about the weather—very interested, somewhat interested, not too interested, or not at all interested?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very interested	47%
Somewhat interested	37%
Not too interested	9%
Not at all interested	6%
Don't know	1%
Refused	*

Q6a. How many days in the past week, if any, did you watch national network news on TV—by which I mean Peter Jennings on ABC, Dan Rather on CBS [until March 2005 then Bob Schieffer], Brian Williams on NBC or Jim Lehrer on PBS?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Zero	36%
One	8%
Two	11%
Three	10%
Four	7%
Five	9%
Six	2%
Seven	17%
Don't know	1%
Refused	*

Q6b. How many days in the past week, did you watch cable news, such as CNN, Fox News Channel or MSNBC?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Zero	33%
One	8%
Two	10%
Three	9%
Four	5%
Five	8%
Six	2%
Seven	24%
Don't know	1%
Refused	*

Q6c. How many days in the past week, did you watch local TV news—for example, 'Eyewitness News' or 'Action News'?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Zero	15%
One	5%
Two	8%
Three	9%
Four	6%
Five	15%
Six	4%
Seven	37%
Don't know	*
Refused	*

Q6d. How many days in the past week, did you read a daily newspaper?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Zero	29%
One	10%
Two	11%
Three	8%
Four	4%
Five	5%
Six	3%
Seven	30%
Don't know	*
Refused	*

Q7a. 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?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Almost every day	23%
Every week	13%
Twice a month	8%
Once a month	10%
Never	46%
Don't know	*
Refused	*

Q7b. How often, if at all, do you listen to Rush Limbaugh—almost every day, every week, twice a month, once a month or never?

Based on Form A respondents

UNWEIGHTED BASE	759	
WEIGHTED BASE	754	
Almost every day	5%	
Every week	4%	
Twice a month	4%	
Once a month	6%	
Never	79%	
Don't know	1%	
Refused	-	

Q7c. How often, if at all, do you listen to National Public Radio, or NPR—almost every day, every week, twice a month, once a month or never?

LINIVACEICLITED DACE	750
UNWEIGHTED BASE	759
WEIGHTED BASE	754
Almost every day	12%
Every week	11%
Twice a month	6%
Once a month	8%
Never	61%
Don't know	1%
Refused	*

Q7d. How often, if at all, do you listen to Counterspin—every week, twice a month, once a month or never?

Based on Form A respondents

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Almost every day	-
Every week	3%
Twice a month	2%
Once a month	2%
Never	84%
Don't know	10%
Refused	-

Q7e. How often, if at all, do you watch West Wing—every week, twice a month, once a month or never?

Based on Form A respondents

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Almost every day	-
Every week	11%
Twice a month	5%
Once a month	5%
Never	79%
Don't know	1%
Refused	*

Q7f. How often, if at all, do you watch David Letterman—almost every day, every week, twice a month, once a month or never?

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Almost every day	7%
Every week	12%
Twice a month	9%
Once a month	11%
Never	60%
Don't know	1%
Refused	-

Q7g. How often, if at all, do you watch Larry King Live—almost every day, every week, twice a month, once a month or never?

Based on Form A respondents

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Almost every day	3%
Every week	10%
Twice a month	9%
Once a month	13%
Never	64%
Don't know	1%
Refused	_

Q7h. How often, if at all, do you watch 'The O'Reilly Factor'—almost every day, every week, twice a month, once a month or never?

Based on Form A respondents

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Almost every day	8%
Every week	8%
Twice a month	5%
Once a month	8%
Never	71%
Don't know	1%
Refused	-

Q7i. How often, if at all, do you watch Sunday morning news shows such as Meet the Press, This Week or Face the Nation—every week, twice a month, once a month or never?

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Almost every day	-
Every week	20%
Twice a month	9%
Once a month	12%
Never	58%
Don't know	1%
Refused	*

Q7j. How often, if at all, do you watch Nightline—almost every day, every week, twice a month, once a month or never?

Based on Form A respondents

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Almost every day	6%
Every week	12%
Twice a month	11%
Once a month	14%
Never	56%
Don't know	1%
Refused	*

Q7k. How often, if at all, do you watch Saturday Night Live—every week, twice a month, once a month or never?

Based on Form A respondents

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Almost every day	-
Every week	11%
Twice a month	6%
Once a month	15%
Never	67%
Don't know	*
Refused	*

Q7m. How often, if at all, do you listen to Bill O'Reilly on The Radio Factor—almost every day, every week, twice a month, once a month or never?

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost every day	5%
Every week	5%
Twice a month	4%
Once a month	5%
Never	80%
Don't know	1%
Refused	*

Q7n. How often, if at all, do you listen to religious radio shows such as 'Focus on the Family'—almost every day, every week, twice a month, once a month or never?

Based on Form B respondents

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost every day	10%
Every week	9%
Twice a month	5%
Once a month	7%
Never	69%
Don't know	*
Refused	-

Q7o. How often, if at all, do you listen to Air America—almost every day, every week, twice a month, once a month or never?

Based on Form B respondents

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost every day	1%
Every week	1%
Twice a month	1%
Once a month	2%
Never	93%
Don't know	2%
Refused	-

Q7p. How often, if at all, do you watch Jay Leno-almost every day, every week, twice a month, once a month or never?

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost every day	8%
Every week	14%
Twice a month	9%
Once a month	14%
Never	55%
Don't know	*
Refused	-

Q7q. How often, if at all, do you watch The Daily Show on Comedy Central—almost every day, every week, twice a month, once a month or never?

Based on Form B respondents

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost every day	4%
Every week	7%
Twice a month	6%
Once a month	8%
Never	75%
Don't know	1%
Refused	*

Q7r. How often, if at all, do you watch 'Hardball with Chris Matthews'—almost every day, every week, twice a month, once a month or never?

Based on Form B respondents

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost every day	3%
Every week	5%
Twice a month	5%
Once a month	8%
Never	78%
Don't know	1%
Refused	-

Q7s. How often, if at all, do you watch Univision, Telemundo or some other Spanish-language television network—almost every day, every week, twice a month, once a month or never?

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost every day	5%
Every week	2%
Twice a month	1%
Once a month	2%
Never	90%
Don't know	*
Refused	-

Q7t. How often, if at all, do you watch 60 Minutes—every week, twice a month, once a month or never?

Based on Form B respondents

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost every day	-
Every week	25%
Twice a month	16%
Once a month	23%
Never	36%
Don't know	*
Refused	-

Q7u. How often, if at all, do you watch Desperate Housewives—every week, twice a month, once a month or never?

Based on Form B respondents

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost every day	-
Every week	11%
Twice a month	5%
Once a month	5%
Never	78%
Don't know	*
Refused	-

Q7v. How often, if at all, do you watch Dateline—every week, twice a month, once a month or never?

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost every day	-
Every week	22%
Twice a month	15%
Once a month	18%
Never	44%
Don't know	1%
Refused	-

Q7w. How often, if at all, do you read an Internet Blog-almost every day, every week, twice a month, once a month or never?

Based on Form B respondents

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost every day	10%
Every week	8%
Twice a month	3%
Once a month	7%
Never	69%
Don't know	3%
Refused	-

Q8. (Mention 1) 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, listen to Rush Limbaugh, or listen to Bill O'Reilly on The Radio Factor at least once a month

UNWEIGHTED BASE	881
WEIGHTED BASE	874
Jim Bohannon	*
Bob Brinker	*
Dr. Joy Browne	-
Jim Cramer	-
Dr. Dean Edell	-
Al Franken	1%
Bob Grant	-
Sean Hannity	3%
Don Imus	1%
Laura Ingraham	*
Ron Insana	*
Tom Joyner	2%
John and Ken	*
Larry King	1%
Tom Leykis	*
G. Gordon Liddy	*
Rush Limbaugh	12%
Bill O'Reilly	4%
Michael Reagan	*
Diane Rehm	1%
Michael Savage	1%
Dr. Laura Schlessinger	1%
Doug Stephan	-
Howard Stern	3%
Bruce Williams	-
Other [Record verbatim]	30%
Don't know	33%
Refused	6%

Q8. (Mention 2) 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, listen to Rush Limbaugh, or listen to Bill O'Reilly on The Radio Factor at least once a month

UNWEIGHTED BASE	110
WEIGHTED BASE	94
Jim Bohannon	-
Bob Brinker	-
Dr. Joy Browne	-
Jim Cramer	1%
Dr. Dean Edell	-
Al Franken	1%
Bob Grant	-
Sean Hannity	18%
Don Imus	1%
Laura Ingraham	5%
Ron Insana	-
Tom Joyner	-
John and Ken	-
Larry King	-
Tom Leykis	-
G. Gordon Liddy	1%
Rush Limbaugh	12%
Bill O'Reilly	10%
Michael Reagan	3%
Diane Rehm	-
Michael Savage	4%
Dr. Laura Schlessinger	3%
Doug Stephan	-
Howard Stern	1%
Bruce Williams	-
Other [Record verbatim]	38%
Don't know	-
Refused	-

Q8. (Mention 3) 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, listen to Rush Limbaugh, or listen to Bill O'Reilly on The Radio Factor at least once a month

UNWEIGHTED BASE	34
WEIGHTED BASE	29
Jim Bohannon	-
Bob Brinker	-
Dr. Joy Browne	-
Jim Cramer	-
Dr. Dean Edell	3%
Al Franken	-
Bob Grant	-
Sean Hannity	19%
Don Imus	2%
Laura Ingraham	5%
Ron Insana	-
Tom Joyner	-
John and Ken	-
Larry King	-
Tom Leykis	1%
G. Gordon Liddy	-
Rush Limbaugh	6%
Bill O'Reilly	8%
Michael Reagan	3%
Diane Rehm	-
Michael Savage	13%
Dr. Laura Schlessinger	2%
Doug Stephan	-
Howard Stern	-
Bruce Williams	-
Other [Record verbatim]	38%
Don't know	-
Refused	-

Q9. Do you find you mostly agree or mostly disagree with radio hosts you listen to?

Based on those who listen to radio shows that invite listeners to call in to discuss current events, public issues or politics, listen to Rush Limbaugh, or listen to Bill O'Reilly on The Radio Factor at least once a month

UNWEIGHTED BASE	881
WEIGHTED BASE	874
Mostly agree	64%
Mostly disagree	16%
Don't know	17%
Refused	3%

Q10. Which do you enjoy more...news coverage from journalists who keep their political views out of their reporting or news coverage from journalists who make their political views clear?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Coverage from journalists who keep	57%
their political views out	
Coverage from journalists who make	35%
their political views clear	
Don't know	8%
Refused	1%

Q11. And, which do you learn more from...news coverage from journalists who keep their political views out of their reporting or news coverage from journalists who make their political views clear?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Coverage from journalists who keep	55%
their political views out	
Coverage from journalists who make	35%
their political views clear	
Don't know	10%
Refused	1%

Q12a. Please tell me if the following is a major reason, a minor reason or not a reason at all that you listen to or watch shows such as The O'Reilly Factor or Hardball--The programs help me keep up with the news.

Based on those who listen to radio shows that invite listeners to call in to discuss current events, public issues or politics, listen to Rush Limbaugh, listen to Bill O'Reilly on The Radio Factor, watch The O'Reilly Factor, or watch Hardball with Chris Matthews at least once a month

UNWEIGHTED BASE	991
WEIGHTED BASE	980
Major reason	65%
Minor reason	21%
Not a reason at all	11%
Don't know	2%
Refused	*

Q12b. Please tell me if the following is a major reason, a minor reason or not a reason at all that you listen to or watch shows such as The O'Reilly Factor or Hardball--The programs help me keep up with what people are thinking.

Based on those who listen to radio shows that invite listeners to call in to discuss current events, public issues or politics, listen to Rush Limbaugh, listen to Bill O'Reilly on The Radio Factor, watch The O'Reilly Factor, or watch Hardball with Chris Matthews at least once a month

UNWEIGHTED BASE	991
WEIGHTED BASE	980
Major reason	38%
Minor reason	38%
Not a reason at all	21%
Don't know	3%
Refused	1%

Q12c. Please tell me if the following is a major reason, a minor reason or not a reason at all that you listen to/watch shows like The O'Reilly Factor or Hardball--I like to listen to people who have a different point of view than me.

Based on those who listen to radio shows that invite listeners to call in to discuss current events, public issues or politics, listen to Rush Limbaugh, listen to Bill O'Reilly on The Radio Factor, watch The O'Reilly Factor, or watch Hardball with Chris Matthews at least once a month

UNWEIGHTED BASE	991
WEIGHTED BASE	980
Major reason	44%
Minor reason	36%
Not a reason at all	19%
Don't know	1%
Refused	*

Q12d. Please tell me if the following is a major reason, a minor reason or not a reason at all that you listen to or watch shows such as The O'Reilly Factor or Hardball--The programs are entertaining.

Based on those who listen to radio shows that invite listeners to call in to discuss current events, public issues or politics, listen to Rush Limbaugh, listen to Bill O'Reilly on The Radio Factor, watch The O'Reilly Factor, or watch Hardball with Chris Matthews at least once a month

UNWEIGHTED BASE	991
WEIGHTED BASE	980
Major reason	44%
Minor reason	33%
Not a reason at all	21%
Don't know	2%
Refused	1%

Q12e. Please tell me if the following is a major reason, a minor reason or not a reason at all that you listen to or watch shows such as The O'Reilly Factor or Hardball--I like to listen to people who mostly think like I do.

Based on those who listen to radio shows that invite listeners to call in to discuss current events, public issues or politics, listen to Rush Limbaugh, listen to Bill O'Reilly on The Radio Factor, watch The O'Reilly Factor, or watch Hardball with Chris Matthews at least once a month

UNWEIGHTED BASE	991
WEIGHTED BASE	980
Major reason	28%
Minor reason	33%
Not a reason at all	37%
Don't know	2%
Refused	*

Q13a. Please tell me if the following is a major or minor reason that you do not listen to or watch shows such as The O'Reilly Factor or Hardball--The programs are one-sided and do not present information in an objective manner. Is this a major reason, a minor reason or not a reason at all that you do not listen to such shows?

Based on those who do not listen to radio shows that invite listeners to call in to discuss current events, public issues or politics, listen to Rush Limbaugh, listen to Bill O'Reilly on The Radio Factor, watch The O'Reilly Factor, or watch Hardball with Chris Matthews at least once a month

UNWEIGHTED BASE	509
WEIGHTED BASE	520
Major reason	33%
Minor reason	19%
Not a reason at all	40%
Don't know	7%
Refused	1%

Q13b. Please tell me if the following is a major or minor reason that you do not listen to or watch shows such as The O'Reilly Factor or Hardball--I don't have much interest or time for political issues. Is this a major reason, a minor reason or not a reason at all that you do not listen to such shows?

Based on those who do not listen to radio shows that invite listeners to call in to discuss current events, public issues or politics, listen to Rush Limbaugh, listen to Bill O'Reilly on The Radio Factor, watch The O'Reilly Factor, or watch Hardball with Chris Matthews at least once a month

UNWEIGHTED BASE	509
WEIGHTED BASE	520
Major reason	34%
Minor reason	24%
Not a reason at all	40%
Don't know	2%
Refused	*

Q13c. Please tell me if the following is a major or minor reason that you do not listen to or watch shows such as The O'Reilly Factor or Hardball--The shows are boring. Is this a major reason, a minor reason or not a reason at all that you do not listen to such shows?

Based on those who do not listen to radio shows that invite listeners to call in to discuss current events, public issues or politics, listen to Rush Limbaugh, listen to Bill O'Reilly on The Radio Factor, watch The O'Reilly Factor, or watch Hardball with Chris Matthews at least once a month

UNWEIGHTED BASE	509
WEIGHTED BASE	520
Major reason	35%
Minor reason	19%
Not a reason at all	39%
Don't know	6%
Refused	1%

Q13d. Please tell me if the following is a major or minor reason that you do not listen to or watch shows such as The O'Reilly Factor or Hardball--I don't agree with most of what the people on the shows say. Is this a major reason, a minor reason or not a reason at all that you do not listen to such shows?

Based on those who do not listen to radio shows that invite listeners to call in to discuss current events, public issues or politics, listen to Rush Limbaugh, listen to Bill O'Reilly on The Radio Factor, watch The O'Reilly Factor, or watch Hardball with Chris Matthews at least once a month

UNWEIGHTED BASE	509
WEIGHTED BASE	520
Major reason	27%
Minor reason	22%
Not a reason at all	43%
Don't know	7%
Refused	1%

Q14a. Please tell me if you think Rush Limbaugh is a journalist or not.

Based on Form A respondents

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Yes	27%
No	55%
Don't know	18%
Refused	*

Q14b. Please tell me if you think Bill O'Reilly is a journalist or not.

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Yes	40%
No	33%
Don't know	27%
Refused	*

Q14c. Please tell me if you think George Will is a journalist or not.

Based on Form A respondents

UNWEIGHTED BASE 759
WEIGHTED BASE 754
Yes 19%
No 19%
Don't know 62%
Refused *

Q14d. Please tell me if you think Peter Jennings is a journalist or not.

Based on Form A respondents

UNWEIGHTED BASE 759
WEIGHTED BASE 754
Yes 79%
No 11%
Don't know 10%
Refused *

Q14e. Please tell me if you think Bob Woodward is a journalist or not.

Based on Form A respondents

UNWEIGHTED BASE 759
WEIGHTED BASE 754
Yes 30%
No 17%
Don't know 53%
Refused *

Q14f. Please tell me if you think Larry King is a journalist or not.

Based on Form B respondents

UNWEIGHTED BASE 741
WEIGHTED BASE 746
Yes 37%
No 48%
Don't know 15%
Refused *

Q14g. Please tell me if you think Chris Matthews is a journalist or not.

Based on Form B respondents

UNWEIGHTED BASE 741
WEIGHTED BASE 746
Yes 33%
No 27%
Don't know 40%
Refused *

Q14h. Please tell me if you think Katie Couric is a journalist or not.

Based on Form B respondents

UNWEIGHTED BASE 741
WEIGHTED BASE 746
Yes 48%
No 29%
Don't know 23%
Refused -

Q14i. Please tell me if you think Brian Williams is a journalist or not.

Based on Form B respondents

UNWEIGHTED BASE 741
WEIGHTED BASE 746
Yes 42%
No 19%
Don't know 38%
Refused -

Q14j. Please tell me if you think Mike Wallace is a journalist or not.

Based on Form B respondents

UNWEIGHTED BASE 741
WEIGHTED BASE 746
Yes 64%
No 16%
Don't know 20%
Refused *

Q15. 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?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Great extent	18%
Moderate extent	47%
Small extent	17%
Not at all	12%
Don't know	5%
Refused	*

Q16. 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, without regard to their own political views

UNWEIGHTED BASE	1250
WEIGHTED BASE	1233
Great extent	16%
Moderate extent	60%
Small extent	18%
Not at all	3%
Don't know	2%
Refused	*

Q17. 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?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very good thing	6%
Somewhat good	37%
Somewhat bad	29%
Very bad thing	24%
Don't know	4%
Refused	*

Q18. Now, which comes closer to describing your view of the news media? (READ LIST)

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
All the news media are pretty much the same to me	30%
There are a few news sources I trust more than others	68%
Don't know	2%
Refused	*

Q19a. Would you say you believe almost all of what the local daily newspaper you are most familiar with says, most of what it says, only some, or almost none of what it says?

Based on Form A respondents

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Almost all	20%
Most	36%
Only some	34%
Almost nothing	4%
Don't know	5%
Refused	*

Q19b. Would you say you believe almost all of what Peter Jennings & ABC News says, most of what he says, only some, or almost none of what he says?

Based on Form A respondents

LINIMETEL DACE	750
UNWEIGHTED BASE	759
WEIGHTED BASE	754
Almost all	22%
Most	37%
Only some	27%
Almost nothing	6%
Don't know	9%
Refused	-

Q19c. Would you say you believe almost all of what CNN says, most of what it says, only some, or almost none of what it says?

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Almost all	20%
Most	36%
Only some	24%
Almost nothing	6%
Don't know	14%
Refused	_

Q19d. Would you say you believe almost all of what Time Magazine says, most of what it says, only some, or almost none of what it says?

Based on Form A respondents

759
754
13%
27%
26%
5%
29%
*

Q19e. Would you say you believe almost all of what Rush Limbaugh says, most of what he says, only some, or almost none of what he says?

Based on Form A respondents

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Almost all	4%
Most	11%
Only some	35%
Almost nothing	29%
Don't know	21%
Refused	*

Q19f. Would you say you believe almost all of what the local TV news program you are most familiar with says, most of what it says, only some, or almost none of what it says?

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost all	30%
Most	40%
Only some	24%
Almost nothing	4%
Don't know	3%
Refused	*

Q19g. Would you say you believe almost all of what Brian Williams & NBC News says, most of what he says, only some, or almost none of what he says?

Based on Form B respondents

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost all	17%
Most	28%
Only some	23%
Almost nothing	6%
Don't know	26%
Refused	*

Q19h. Would you say you believe almost all of what Dan Rather [until March 2005 then Bob Schieffer] & CBS News says, most of what he says, only some, or almost none of what he says?

Based on Form B respondents

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost all	17%
Most	27%
Only some	25%
Almost nothing	10%
Don't know	21%
Refused	*

Q19i. Would you say you believe almost all of what The Fox News Channel says, most of what it says, only some, or almost none of what it says?

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost all	22%
Most	27%
Only some	27%
Almost nothing	10%
Don't know	14%
Refused	*

Q19j. Would you say you believe almost all of what People Magazine says, most of what it says, only some, or almost none of what it says?

Based on Form B respondents

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Almost all	5%
Most	12%
Only some	35%
Almost nothing	21%
Don't know	27%
Refused	*

Q20a. Generally, how would you rate the ethical practices of journalists—very good, somewhat good, somewhat bad, or very bad?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very good	7%
Somewhat good	67%
Somewhat bad	17%
Very bad	5%
Don't know	4%
Refused	*

Q20b. Generally, how would you rate the ethical practices of lawyers—very good, somewhat good, somewhat bad, or very bad?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very good	5%
Somewhat good	49%
Somewhat bad	25%
Very bad	13%
Don't know	7%
Refused	1%

Q20c. Generally, how would you rate the ethical practices of teachers—very good, somewhat good, somewhat bad, or very bad?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very good	38%
Somewhat good	51%
Somewhat bad	5%
Very bad	1%
Don't know	4%
Refused	1%

Q20d. Generally, how would you rate the ethical practices of government officials—very good, somewhat good, somewhat bad, or very bad?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very good	3%
Somewhat good	51%
Somewhat bad	28%
Very bad	12%
Don't know	4%
Refused	1%

Q20e. Generally, how would you rate the ethical practices of politicians—very good, somewhat good, somewhat bad, or very bad?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very good	2%
Somewhat good	41%
Somewhat bad	33%
Very bad	19%
Don't know	4%
Refused	1%

Q21. In your opinion, should journalists disclose all conflicts of interest involving themselves and their news organizations or is the journalistic standard of objectivity and fairness sufficient?

1500
1500
47%
39%
13%
1%

Q22. In the past few years, some people have started posting their own criticisms of the media on the Internet, in what is called blogs or web-blogs. Have you heard about or read a blog or web-blog that was critical of the news media?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Yes	23%
No	75%
Don't know	2%
Refused	*

Q23. 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?

Based on those who have heard about or read a blog that was critical of the news media

UNWEIGHTED BASE	364
WEIGHTED BASE	345
More accountable	43%
Less accountable	5%
Not made much of a difference	46%
Don't read a blog that comments on news media (Volunteered)	1%
Don't know	5%
Refused	-

Q24. In general, do you think news organizations get the facts straight or do you think their stories and reports are often inaccurate?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Get the facts straight	45%
Often inaccurate	48%
Don't know	6%
Refused	1%

Q25aa. Overall, how good a job do you think news organizations do covering news stories about politics in Washington—very good, fairly good, not too good, or not good at all?

Based on Form A respondents

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Very good	9%
Fairly good	56%
Not too good	25%
Not good at all	7%
Don't know	3%
Refused	*

Q25ab. Overall, how good a job do you think news organizations do covering news stories about our nation—very good, fairly good, not too good, or not good at all?

Based on Form A respondents

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Very good	13%
Fairly good	60%
Not too good	21%
Not good at all	5%
Don't know	2%
Refused	*

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Q25ac. Overall, how good a job do you think news organizations do covering news stories about your local community—very good, fairly good, not too good, or not good at all?

Based on Form A respondents

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Very good	22%
Fairly good	60%
Not too good	12%
Not good at all	4%
Don't know	2%
Refused	-

Q25ad. Overall, how good a job do you think news organizations do covering news stories about health issues—very good, fairly good, not too good, or not good at all?

Based on Form A respondents

UNWEIGHTED BASE	759
WEIGHTED BASE	754
Very good	21%
Fairly good	58%
Not too good	14%
Not good at all	4%
Don't know	3%
Refused	*

Q25ba. Overall, how good a job do you think news organizations do covering news stories about political campaigns—very good, fairly good, not too good, or not good at all?

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Very good	18%
Fairly good	43%
Not too good	24%
Not good at all	10%
Don't know	4%
Refused	1%

Q25bb. Overall, how good a job do you think news organizations do covering news stories about the world—very good, fairly good, not too good, or not good at all?

Based on Form B respondents

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Very good	18%
Fairly good	54%
Not too good	18%
Not good at all	8%
Don't know	2%
Refused	-

Q25bc. Overall, how good a job do you think news organizations do covering news stories about business and the economy—very good, fairly good, not too good, or not good at all?

Based on Form B respondents

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Very good	15%
Fairly good	59%
Not too good	17%
Not good at all	5%
Don't know	4%
Refused	*

Q25bd. Overall, how good a job do you think news organizations do covering news stories about education issues—very good, fairly good, not too good, or not good at all?

UNWEIGHTED BASE	741
WEIGHTED BASE	746
Very good	12%
Fairly good	54%
Not too good	23%
Not good at all	7%
Don't know	4%
Refused	*

Q26. 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?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Quickly report	30%
Try to ignore	24%
Try to cover up	41%
Don't know	5%
Refused	*

Q27a. I'd like to find out if you have heard or read about various events involving the news media in recent years. Have you heard or read about the events at the New York Times involving Jayson Blair?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Yes	31%
No	65%
Don't know	4%
Refused	*

Q27b. I'd like to find out if you have heard or read about various events involving the news media in recent years. Have you heard or read about the events at CBS News involving Dan Rather?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Yes	72%
No	27%
Don't know	1%
Refused	-

Q28a. Overall, how good a job do you think has been done correcting the situation [Blair]? Did it do a very good job, somewhat good, somewhat poor, or very poor job?

Based on those who have read or heard about the events at the New York Times involving Jayson Blair

UNWEIGHTED BASE	524
WEIGHTED BASE	469
Very good	13%
Somewhat good	48%
Somewhat poor	20%
Very poor	10%
Don't know	9%
Refused	*

Q28b. Overall, how good a job do you think has been done correcting the situation [Rather]? Did it do a very good job, somewhat good, somewhat poor, or very poor job?

Based on those who have read or heard about the events at CBS News involving Dan Rather

UNWEIGHTED BASE	1152
WEIGHTED BASE	1084
	15%
Somewhat good	43%
Somewhat poor	22%
Very poor	13%
Don't know	7%
Refused	*

Q29. How much have you heard or read about the investigation into the CBS News and Dan Rather story—a great deal, fair amount, not too much or nothing at all?

Based on those who have read or heard about the events at CBS News involving Dan Rather

UNWEIGHTED BASE	1152
WEIGHTED BASE	1084
A great deal	14%
Fair amount	48%
Not too much	33%
Nothing at all	4%
Don't know	1%
Refused	*

Q30a. 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 that was a major reason, a minor reason, or not a reason at all for why CBS News and Dan Rather ran the story?

Based on those who have read or heard about the events at CBS News involving Dan Rather and have heard or read about the investigation into the CBS News and Dan Rather story

UNWEIGHTED BASE	1094
WEIGHTED BASE	1027
A major reason	40%
A minor reason	29%
Not a reason at all	26%
Don't know	5%
Refused	*

Q30b. 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 that was a major reason, a minor reason, or not a reason at all for why CBS News and Dan Rather ran the story?

Based on those who have read or heard about the events at CBS News involving Dan Rather and have heard or read about the investigation into the CBS News and Dan Rather story

UNWEIGHTED BASE	1094
WEIGHTED BASE	1027
A major reason	59%
A minor reason	23%
Not a reason at all	15%
Don't know	2%
Refused	*

Q30c. 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 that was a major reason, a minor reason or not a reason at all for why CBS News and Dan Rather ran the story?

Based on those who have read or heard about the events at CBS News involving Dan Rather and have heard or read about the investigation into the CBS News and Dan Rather story

UNWEIGHTED BASE	1094
WEIGHTED BASE	1027
A major reason	53%
A minor reason	28%
Not a reason at all	15%
Don't know	4%
Refused	*

Q30d. 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 that was a major reason, a minor reason, or not a reason at all for why CBS News and Dan Rather ran the story?

Based on those who have read or heard about the events at CBS News involving Dan Rather and have heard or read about the investigation into the CBS News and Dan Rather story

UNWEIGHTED BASE	1094
WEIGHTED BASE	1027
A major reason	42%
A minor reason	26%
Not a reason at all	23%
Don't know	8%
Refused	1%

Q31. 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?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Yes	80%
No	14%
Don't know	5%
Refused	*

Q32. 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 believe 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

UNWEIGHTED BASE	1228
WEIGHTED BASE	1204
The journalists	32%
The Bush Administration	53%
Don't know	14%
Refused	1%

Q33. Which of the following two statements about the news media do you agree with more or do you agree with both statements equally? (READ LIST)

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
The news media plays a useful role by identifying	36%
problems or issues in our society.	
The news media often exaggerates problems or	39%
issues and is often not very useful.	
Agree with both statements equally (DO NOT READ)	21%
Don't know	4%
Refused	*

Q34. Some people think the news media should not criticize President Bush and his Administration because it undermines their ability to get their job done. Others think the media has a responsibility to report what the president and his administration do and point out problems or faults in their plans or policies. Which position is closer to your opinion?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
The news media should not criticize President Bush	19%
and his administration because it undermines their	
ability to get their job done.	
The media has a responsibility to report what the	74%
president and his administration do and point out	
problems or faults in their plans or policies.	
Don't know	6%
Refused	1%

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Q35. Some people think it is wrong for the news media to criticize military leaders and the Pentagon, especially given the war on terrorism and the war in Iraq. Others think that the media has a responsibility to report what military leaders and the Pentagon are doing and point out problems or faults in their plans, or policies. Which position is closer to your opinion?

1500
1500
32%
62%
5%
1%

Q36. Do you believe the government never, rarely, sometimes, or always has the right to limit the right of the press to report a story?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Never	29%
Rarely	17%
Sometimes	37%
Always	14%
Don't know	4%
Refused	*

Q37. 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?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Never	17%
Rarely	14%
Sometimes	37%
Always	28%
Don't know	4%
Refused	*

Q38. Now, turning to a slightly different topic, do you happen to know if television and radio stations own the airwaves they use to transmit their broadcasts, or are they owned by the public?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Television and radio stations own the airwaves	30%
Owned by the public	29%
Don't know	40%
Refused	1%

Q39. The federal government has rules that restrict how many television and radio stations one company can own. In general, how do feel about these restrictions and their effect on the news coverage we get in this country? Are they very good, somewhat good, somewhat bad or very bad for the news coverage we get in this country?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very good	19%
Somewhat good	49%
Somewhat bad	14%
Very bad	7%
Don't know	9%
Refused	*

Q40. Some experts say the restriction on how many television and radio stations one company can own is bad because it limits big companies that have the resources to offer more programming and higher quality programming than small companies. Other experts say this restriction is good because it prevents a few big companies from determining the quality and content of much of the country's television and radio programs. Which view is closer to your own?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
The restriction is bad	20%
The restriction is good	71%
Don't know	8%
Refused	1%

Q41. Do you think the first priority for news media companies in America today is to... (READ)

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Generate high profits for the owners	48%
Deliver high quality news coverage	46%
Don't know	6%
Refused	1%

Q42. Do you think that the priority given to making high profits usually hurts the quality of news coverage a great deal, a fair amount, not too much or not at all?

Based on those who believe the first priority for news media companies in America today is to generate high profits for the owners

UNWEIGHTED BASE	707
WEIGHTED BASE	713
A great	36%
A fair amount	45%
Not too much	14%
Not at all	4%
Don't know	2%
Refused	-

Q43. Most news companies in America are businesses that seek to make a profit. Do you think trying to make a profit gets in the way of providing high quality news coverage or not?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Profits get in the way	72%
Profits do not get in the way	23%
Don't know	5%
Refused	*

Q44. To what extent does wanting to make a profit affect the ability of news companies to provide high quality news coverage—a great extent, moderate extent, small extent or not at all?

Based on those who believe trying to make a profit gets in the way of providing high quality news coverage

UNWEIGHTED BASE	1073
WEIGHTED BASE	1080
A great extent	34%
Moderate extent	54%
Small extent	8%
Not at all	2%
Don't know	2%
Refused	*

Q45. And what about journalists? Do you think journalists are motivated mainly by the desire for financial and professional success or mainly by the desire to inform the American people about important news stories?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Financial and professional success	49%
Inform the American people	42%
Don't know	9%
Refused	*

Q46. Do you believe a media company that receives substantial advertising revenue from a company would hesitate to report negative stories about that company?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Yes	79%
No	14%
Don't know	6%
Refused	*

Q47a. How important is it to you to live in a country where you can openly say what you think and can criticize the government? Is it very important, somewhat important, not too important or not important at all?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very important	81%
Somewhat important	14%
Not too important	2%
Not important at all	2%
Don't know	1%
Refused	*

Q47b. How important is it to you to live in a country where there is a judicial system that treats everyone in the same way? Is it very important, somewhat important, not too important or not important at all?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very important	91%
Somewhat important	6%
Not too important	1%
Not important at all	1%
Don't know	1%
Refused	*

Q47c. How important is it to you to live in a country where news organizations can report the news without government censorship? Is it very important, somewhat important, not too important or not important at all?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very important	67%
Somewhat important	25%
Not too important	3%
Not important at all	2%
Don't know	2%
Refused	*

Q47d. How important is it to you to live in a country where you can practice your religion freely? Is it very important, somewhat important, not too important or not important at all?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very important	92%
Somewhat important	6%
Not too important	1%
Not important at all	1%
Don't know	*
Refused	*

Q47e. How important is it to you to live in a country where honest elections are held regularly with a choice of at least two political parties? Is it very important, somewhat important, not too important or not important at all?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very important	84%
Somewhat important	10%
Not too important	3%
Not important at all	2%
Don't know	1%
Refused	*

Q48a. And how well does the statement "you can openly say what you think and can criticize the government" describe the United States? Does it describe it very well, somewhat well, not too well or not well at all?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very well	50%
Somewhat well	35%
Not too well	10%
Not well at all	4%
Don't know	2%
Refused	*

Q48b. And how well does the statement "there is a judicial system that treats everyone in the same way" describe the United States? Does it describe it very well, somewhat well, not too well or not well at all?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very well	26%
Somewhat well	46%
Not too well	16%
Not well at all	9%
Don't know	2%
Refused	*

Q48c. And how well does the statement "news organizations can report the news without government censorship" describe the United States? Does it describe it very well, somewhat well, not too well or not well at all?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very well	30%
Somewhat well	51%
Not too well	10%
Not well at all	6%
Don't know	3%
Refused	*

Q48d. And how well does the statement "you can practice your religion freely" describe the United States? Does it describe it very well, somewhat well, not too well or not well at all?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very well	64%
Somewhat well	27%
Not too well	6%
Not well at all	2%
Don't know	1%
Refused	-

Q48e. And how well does the statement "honest elections are held regularly with a choice of at least two political parties" describe the United States? Does it describe it very well, somewhat well, not too well or not well at all?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very well	51%
Somewhat well	35%
Not too well	8%
Not well at all	3%
Don't know	2%
Refused	*

Q49a. 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?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
A great deal	18%
A fair amount	46%
Not too much	17%
Not at all	7%
Don't know	11%
Refused	*

Q49b. 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?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
A great deal	13%
A fair amount	65%
Not too much	16%
Not at all	4%
Don't know	1%
Refused	*

Q49c. 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?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
A great deal	26%
A fair amount	50%
Not too much	14%
Not at all	6%
Don't know	3%
Refused	*

Q49d. 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?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
A great deal	13%
A fair amount	53%
Not too much	23%
Not at all	9%
Don't know	2%
Refused	*

Q49e. 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?

1500
1500
25%
40%
18%
15%
1%
1%

Q49f. How much do you trust the federal government in Washington to operate in the best interests of the American people—a great deal, a fair amount, not too much or not at all?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
A great deal	15%
A fair amount	51%
Not too much	23%
Not at all	9%
Don't know	2%
Refused	*

Q50a. Do you think the majority of the American people in this country today are liberals, moderates or conservatives?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Liberals	17%
Moderates	39%
Conservatives	33%
Don't know	10%
Refused	1%

Q50b. Do you think the majority of journalists in this country today are liberals, moderates or conservatives?

1500
1500
42%
29%
16%
13%
1%

Q50c. Do you think the majority of media owners in this country today are liberals, moderates or conservatives?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Liberals	36%
Moderates	20%
Conservatives	25%
Don't know	19%
Refused	1%

D1. In general, would you describe your political views as... [READ LIST]

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Very liberal	5%
Liberal	19%
Moderate	33%
Conservative	29%
Very Conservative	9%
Don't know	4%
Refused	1%

D2. In politics today, do you consider yourself a Republican, Democrat or Independent?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Republican	31%
Democrat	32%
Independent	30%
No Preference (VOLUNTEERED)	4%
Other (VOLUNTEERED)	1%
Don't know	2%
Refused	2%

D3. As of today do you lean more to the Republican Party or more to the Democratic Party?

Based on those who did not say they are either Republican or Democrat

UNWEIGHTED BASE	546
WEIGHTED BASE	561
Republican	27%
Democrat	38%
Other (volunteered)	12%
Don't know	15%
Refused	7%

D4. In talking with people about politics and elections, we often find that they did not get a chance to vote in last November's presidential elections. Did you happen to vote in the November 2004 election?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Yes	74%
No	26%
Don't know	-
Refused	*

D5. For president, did you vote for (Read)

Based on those who voted in last November's presidential election

UNWEIGHTED BASE	1177
WEIGHTED BASE	1109
George W. Bush, the Republican	47%
John Kerry, the Democrat	41%
Someone else	4%
None	*
Don't know	1%
Refused	8%

D6. Record sex

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Male	48%
Female	52%

D7. What is your age?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
18-29	20%
30-49	39%
50-64	24%
65+	17%
Refused	1%

D8. Are you now employed full-time, part-time or are you not employed for pay?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Full-time	50%
Part-time	12%
Not employed for pay	38%
Don't know	-
Refused	*

D9. Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

 UNWEIGHTED BASE
 1500

 WEIGHTED BASE
 1500

 Yes
 10%

 No
 89%

 Don't know
 *

 Refused
 1%

D10. What is your race? [Are you white, black, Asian or some other race?] [Are you white Hispanic, black Hispanic, or some other race?]

1500 1500 79%
700/
1970
12%
2%
5%
*
2%

D11. How often do you attend religious services, apart from special events like weddings and funerals? (Read)

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
More than once a week	15%
Once a week	25%
Once or twice a month	16%
A few times a year	27%
Or never	16%
Don't know	*
Refused	*

D12. Do you mostly attend a place of worship that is (Read)

Based on those who attend religious services at least a few times a year

UNWEIGHTED BASE	1261
WEIGHTED BASE	1252
Protestant	60%
Roman Catholic	28%
Jewish	1%
Mormon	2%
an Orthodox Church	*
Muslim	1%
Some other religion [Record verbatim]	6%
Don't know	1%
Refused	1%

D13. Does your home have either cable or satellite television?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Yes	84%
No	15%
Don't know	-
Refused	*

D14. Do you have access to the Internet either at home, work or someplace else?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Yes	80%
No	20%
Don't know	-
Refused	*

D15. How many days in the past week did you go online to get information about current events, public issues, or politics?

Based on those who have Internet access either at home, work, or someplace else

UNWEIGHTED BASE	1209
WEIGHTED BASE	1201
0	44%
1	9%
2	9%
3	7%
4	4%
5	4%
6	2%
7	22%
Don't know	*
Refused	*

D16. What is the highest degree you completed in school?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
High school degree or less	50%
Some college	23%
College graduate	13%
Graduate course work	5%
Graduate degree	8%
Don't know	-
Refused	1%

D17. Last year, that is 2004, what was your total household income before taxes?

UNWEIGHTED BASE	1500
WEIGHTED BASE	1500
Less than \$10,000	8%
\$10,000 to less than \$15,000	6%
\$15,000 to less than \$25,000	9%
\$25,000 to less than \$35,000	11%
\$35,000 to less than \$50,000	15%
\$50,000 to less than \$75,000	16%
\$75,000 to less than \$100,000	10%
\$100,000 to less than \$150,000	7%
\$150,000 or more	4%
Don't know	5%
Refused	9%