

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JULY 2003 MEDIA UPDATE
FINAL TOPLINE
June 19 - July 2, 2003
N=1201

Q.1 Do you approve or disapprove of the way George W. Bush is handling his job as president? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way George W. Bush is handling his job as president? [IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>
July, 2003	60	29	11=100
June, 2003	62	27	11=100
May, 2003	65	27	8=100
April 10-16, 2003	72	22	6=100
April 9, 2003	74	20	6=100
April 2-7, 2003	69	25	6=100
March 28-April 1, 2003	71	23	6=100
March 25-27, 2003	70	24	6=100
March 20-24, 2003	67	26	7=100
March 13-16, 2003	55	34	11=100
February, 2003	54	36	10=100
January, 2003	58	32	10=100
December, 2002	61	28	11=100
Late October, 2002	59	29	12=100
Early October, 2002	61	30	9=100
Mid-September, 2002	67	22	11=100
Early September, 2002	63	26	11=100
Late August, 2002	60	27	13=100
August, 2002	67	21	12=100
Late July, 2002	65	25	10=100
July, 2002	67	21	12=100
June, 2002	70	20	10=100
April, 2002	69	18	13=100
Early April, 2002	74	16	10=100
February, 2002	78	13	9=100
January, 2002	80	11	9=100
Mid-November, 2001	84	9	7=100
Early October, 2001	84	8	8=100
Late September, 2001	86	7	7=100
Mid-September, 2001	80	9	11=100
Early September, 2001	51	34	15=100
August, 2001	50	32	18=100
July, 2001	51	32	17=100
June, 2001	50	33	17=100
May, 2001	53	32	15=100
April, 2001	56	27	17=100
March, 2001	55	25	20=100
February, 2001	53	21	26=100

Q.2 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely. [INSERT ITEM; RANDOMIZE.]

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
a. The controversy over not finding weapons of mass destruction in Iraq so far	29	36	21	13	1=100
b. News about the current situation in Iraq	37	41	13	8	1=100
June, 2003	46	35	13	6	*=100
May, 2003	63	29	6	2	*=100
April 11-16, 2003 ¹	47	40	10	2	1=100
April 2-7, 2003	54	34	9	2	1=100
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003 ²	62	27	6	4	1=100
February, 2003	62	25	8	4	1=100
January, 2003	55	29	10	4	2=100
December, 2002	51	32	10	6	1=100
Late October, 2002	53	33	8	5	1=100
Early October, 2002	60	28	6	5	1=100
Early September, 2002	48	29	15	6	2=100
c. Continued violence in the Middle East between the Palestinians and the Israelis	26	40	20	13	1=100
December, 2002	29	36	22	12	1=100
Early October, 2002	32	39	20	8	1=100
June, 2002	38	33	18	10	1=100
April, 2002	38	37	14	10	1=100
Early April, 2002	44	33	13	9	1=100
December, 2001	31	40	19	9	1=100
Early September, 2001	21	33	25	20	1=100
April, 2001 ³	22	34	24	19	1=100
Mid-October, 2000	30	38	18	13	1=100
Early October, 2000	21	30	27	21	1=100
January, 1997	12	23	29	35	1=100
October, 1996	17	34	26	23	*=100
May, 1988	18	37	34	9	2=100
d. The murder of Laci Peterson, the pregnant California woman whose husband has been charged in her death	22	34	26	17	1=100
May, 2003	31	31	21	16	1=100
e. The publication of Hillary Clinton's book about her life	8	14	25	52	1=100

¹ From March 20 to April 16, 2003 the story was listed as "News about the war in Iraq."

² From October 2002 to March 13-16, 2003 the story was listed as "Debate over the possibility that the U.S. will take military action in Iraq." In Early September 2002 the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

³ In April 2001 the story was listed as "Continued violence in the Middle East." In Mid-October 2000 the story was listed as "Continued violence in the Middle East between the Palestinians and the Israelis." In Early October 2000 the story was listed as "Renewed violence in the Middle East between the Palestinians and the Israelis." In January 1997 the story was listed as "Renewed tensions between Israelis and Palestinians over Hebron." In October 1996 the story was listed as "Renewed violence between Israelis & Palestinians on the West Bank and in Jerusalem." In May 1988 the story was listed as "The conflict in the Middle East between the Palestinians and the Israelis in the occupied territories."

ASK FORM 1 ONLY:

ASK Q.3 ITEMS ONLY IF CORRESPONDING ITEM IN Q.2 WAS FOLLOWED VERY OR FAIRLY CLOSELY

Q.3F1 In general, how would you rate the job the press has done in covering [INSERT ITEM; RANDOMIZE], excellent, good, only fair, or poor?

		<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>DK/Ref</u>	<u>(N)</u>
a.F1	The controversy over not finding weapons of mass destruction in Iraq so far	16	34	33	15	2=100	(402)
b.F1	News about the current situation in Iraq March 20-April 7, 2003 ⁴	22 38	42 40	25 13	9 6	2=100 3=100	(470)
c.F1	Continued violence in the Middle East Between the Palestinians and the Israelis	20	42	25	10	3=100	(405)
d.F1	The murder of Laci Peterson	27	42	20	7	4=100	(333)
e.F1	The publication of Hillary Clinton's book about her life	17	47	24	5	7=100	(137)

ASK FORM 2 ONLY [N=610]:

Q.4F2 Do you think news organizations are giving too much coverage, too little coverage, or the right amount of coverage to [INSERT ITEM; RANDOMIZE]?

		<u>Too much coverage</u>	<u>Too little coverage</u>	<u>Right amount coverage</u>	<u>Don't Know/Refused</u>
a.F2	The controversy over not finding weapons of mass destruction in Iraq so far	30	24	40	6=100
b.F2	News about the current situation in Iraq May, 2003 Early April, 2003 ⁵	19 34 39	17 8 4	60 55 55	4=100 3=100 2=100
c.F2	Continued violence in the Middle East between the Palestinians and the Israelis	19	15	59	7=100
d.F2	The murder of Laci Peterson May, 2003	39 39	10 11	40 39	11=100 11=100
e.F2	The publication of Hillary Clinton's book about her life	55	7	24	14=100

⁴ From March 20-April 7, 2003, the story was listed as "... covering the war in Iraq."

⁵ In April 2003 the story was listed as "News about the war in Iraq."

ASK ALL:

Q.5 Next, I'm going to read you a list of some people who have been in the news lately. Not everyone will have heard of them. For each one that I name, please tell me whether or not you have heard of this person. (First,) (INSERT NAME; RANDOMIZE NAMES), have you heard of this person or not?

(IF HAVE HEARD, ASK)

How much of a chance is there that you would vote for (INSERT NAME) if (he/she) is a candidate for president in 2004 — is there a good chance, some chance, or no chance? Have you heard of (NEXT NAME) or not?

BASED ON REGISTERED VOTERS [N=905]:

Based on Those Who Have Heard

		Have	Have not	DK/	Good	Some	No	DK/	
		<u>Heard</u>	<u>Heard</u>	<u>Ref.</u>	<u>Chance</u>	<u>Chance</u>	<u>Chance</u>	<u>Ref.</u>	<u>(N)</u>
a.	George W. Bush	99	*	1=100	44	19	35	2=100	(895)
	August, 1999	98	2	*=100	40	30	27	3=100	
	June, 1999	96	4	*=100	34	35	27	4=100	
	May, 1999	95	4	1=100	34	34	28	4=100	
	February, 1999	95	5	*=100	32	36	27	5=100	
b.	John Kerry	58	42	*=100	13	29	46	12=100	(553)
	May, 1999 ⁶	52	46	2=100	8	37	44	11=100	
	February, 1999	38	61	1=100	8	37	48	7=100	
c.	Dick Gephardt	75	25	*=100	9	36	46	9=100	(709)
d.	Howard Dean	37	63	*=100	9	23	57	11=100	(350)
e.	John Edwards	39	60	1=100	7	29	53	11=100	(381)
f.	Carol Moseley Braun	36	64	*=100	10	19	63	8=100	(355)
g.	Dennis Kucinich	18	82	*=100	7	20	60	13=100	(176)
h.	Bob Graham	56	43	1=100	8	25	57	10=100	(524)
i.	Joe Lieberman	83	16	1=100	13	32	47	8=100	(772)
j.	Al Sharpton	66	34	*=100	5	12	77	6=100	(629)

Q.6 Compared with the past presidents, do you feel that Bill Clinton will turn out to have been one of the very best, better than most, not as good as most, or definitely worse than most of them?

		----- NBC/WSJ -----				
		Jan	March	Jan	Dec	Jan
		<u>2002</u>	<u>2001</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
14	One of the very best	12	13	16	13	12
35	Better than most	39	39	40	44	38
28	Not as good as most	25	23	24	24	26
18	Definitely worse than most	19	23	18	16	19
<u>5</u>	Not sure	<u>5</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>5</u>
100		100	100	100	100	100

⁶ In May, 1999 he was identified as "Senator John Kerry of Massachusetts."

On a different subject...

Q.7 How have you been getting most of your news about national and international issues? From television, from newspapers, from radio, from magazines, or from the Internet? [ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ADDITIONAL RESPONSE]

		March	Feb	Jan	Jan	Mid- Early						Early				
		2003 ⁷	2003	2003	2002	Sept	Sept	Feb	Oct	Jan	Jan	Sept	Jan	Sept	Jan	Jan
						2001 ⁸	2001	2001	1999	1999	1996	1995 ⁹	1994	1993	1993	1991 ¹⁰
79	Television	89	83	81	82	90	74	76	80	82	88	82	83	83	83	82
45	Newspapers	24	42	44	42	11	45	40	48	42	61	63	51	60	52	40
16	Radio	19	19	22	21	14	18	16	19	18	25	20	15	17	17	15
5	Magazines	*	4	4	3	*	6	4	5	4	8	10	10	9	5	4
19	Internet	11	15	17	14	5	13	10	11	6	--	--	--	--	--	--
1	Other (VOL)	2	3	2	2	1	1	2	2	2	2	1	5	3	1	1
*	Don't know/Ref	*	*	1	*	1	*	1	*	*	*	1	1	*	1	*

IF RESPONDENT ANSWERED '1' TELEVISION AS EITHER 1ST OR 2ND RESPONSE IN Q.7 ASK

Q.7a. IF NOT, SKIP TO H.1

Q.7a Do you get most of your news about national and international issues from [READ, RANDOMIZE ITEMS 2 THRU 4 AND 5 THRU 8 SEPARATELY, AND RANDOMIZE SETS OF ITEMS (LOCAL; NETWORK; CABLE). ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

		Jan 2002
17	Local news programming	16
12	ABC Network news	11
11	CBS Network news	11
14	NBC Network news	15
27	CNN Cable news	28
9	MSNBC Cable news	8
22	The Fox News Cable Channel	16
3	CNBC Cable news	4
3	(DO NOT READ) Don't know/Refused	2

ROTATE H.1 AND H.2

H.1 In your opinion, is President Bush doing as much as he can to improve economic conditions or do you think he could be doing more?

		May	Late	Jan	Early Oct	June	Jan	-- Bush, Sr. --	
		2003	March	2003	2002	2002	2002	March	Jan
			2003					1992	1992
33	Doing as much as he can	42	41	33	31	33	48	21	21
62	Could be doing more	53	52	61	63	62	46	76	76
<u>5</u>	Can't say	<u>5</u>	<u>7</u>	<u>6</u>	<u>6</u>	<u>5</u>	<u>6</u>	<u>3</u>	<u>3</u>
100		100	100	100	100	100	100	100	100

⁷ In March 2003 the question was worded "news about the war in Iraq."

⁸ In Mid-September 2001, the question was worded "news about the terrorist attacks."

⁹ In September 1995, question wording did not include "international."

¹⁰ In Early January 1991 the question asked about "the latest developments in the Persian Gulf."

H.2 In your opinion, is President Bush doing as much as he can to deal with health care problems in America or do you think he could be doing more?

22 Doing all he can
 72 Could be doing more
6 Can't Say/Don't know/Refused (VOL.)
 100

H.3 Next I have some questions about problems with the health care system. How often has this topic come up in your recent conversations with family and friends? Would you say... (READ, IN ORDER)

		March
		<u>1994</u>
37	Frequently	48
31	Occasionally	29
21	Hardly ever, OR	18
10	Never?	4
<u>1</u>	Don't know	<u>1</u>
100		100

H.4 In the past 12 months, which of the following things, if any have happened to you or your family? (First,) have you or your family...(INSERT ITEM. RANDOMIZE, WITH ITEM e. ALWAYS LAST.)?

		<u>Yes</u>	<u>No</u>	<u>DK</u>
a.	Had great difficulty affording the cost of necessary medical care	34	65	1=100
	March, 1994	29	70	1=100
b.	Been dropped from a health insurance plan, or refused coverage	10	89	1=100
	March, 1994	10	89	1=100
c.	Been refused coverage by a health insurance company for specific preexisting conditions or medical problems	12	87	1=100
	March, 1994	14	85	1=100
d.	Stayed at a job you didn't like just to keep the health insurance coverage	24	74	2=100
	March, 1994	21	77	2=100
e.	Had great difficulty affording the cost of prescription drugs	35	65	*=100

SUMMARY

Family affected by any of 4 problems in health care (H4a through H4d) 2003= 49%
1994= 45%

Family affected by any of 5 problems in health care (H4a through H4e) 2003= 55%

H.5 Which political party – the Republican Party or the Democratic party – do you think could do a better job of reforming the U.S. health care system?

	Republican <u>Party</u>	Democratic <u>Party</u>	Both Equally <u>(VOL)</u>	Neither <u>(VOL)</u>	Don't <u>Know</u>
July, 2003	31	38	6	10	15=100
Early September, 1998 ¹¹	31	43	7	7	12=100
March, 1998	25	53	6	8	8=100
October, 1994	34	41	5	10	10=100
July, 1994	34	48	2	8	8=100
December, 1993 ¹²	25	47	n/a	10	18=100
January, 1992	21	56	n/a	8	15=100
May, 1990	20	50	n/a	16	14=100

ASK FORM 1 ONLY [N=591]:

Thinking again about the news media,

Q.8F1 Some people think that by criticizing leaders, news organizations keep political leaders from doing their job. Others think that such criticism is worth it because it keeps political leaders from doing things that should not be done. Which position is closer to your opinion?

	Mid- July <u>2002</u>	Early Nov <u>2001</u>	Early Sept <u>2001</u>	Early Feb <u>1999</u>	Early Feb <u>1998</u>	Early Feb <u>1997</u>	Late Jan <u>1994</u>	Late Jan <u>1994</u>	Late Aug <u>1989</u>	Late Dec <u>1986</u>	Late July <u>1985</u>
29 Keeps leaders from doing their job	26	32	25	31	39	32	24	18	23	26	17
54 Keeps leaders from doing things that shouldn't be done	59	54	60	58	55	56	66	69	68	60	67
17 Don't know/Refused	15	14	15	11	6	12	10	13	9	14	16
100	100	100	100	100	100	100	100	100	100	100	100

ASK FORM 2 ONLY [N=610]:

Q.8F2 Some people think that by criticizing the military, news organizations weaken the country's defenses. Others think that such criticism helps keep our nation militarily prepared. Which position is closer to your opinion?

	July <u>2002</u>	Mid- Nov <u>2001</u>	March <u>1991</u>	Aug <u>1989</u>	Dec <u>1986</u>	July <u>1985</u>
43 Weakens defenses	40	37	28	33	31	31
45 Keeps nation prepared	49	49	59	56	57	51
12 Don't know/Refused	11	14	13	11	12	18
100	100	100	100	100	100	100

¹¹ In Early September 1998 and earlier the question was part of a list of items.

¹² In December 1993 question was worded "Reforming health care." In January 1992 and May 1990 the question was worded "improving health care in the U.S."

ASK ALL:

Q.9 In general, do you think news organizations get the facts straight, or do you think that their stories and reports are often inaccurate?

		Mid- Early				Early Early								
		July	Nov	Sept	Feb	Aug	Feb	Feb	Jan	Aug	Aug	May	Jan	July
		<u>2002</u>	<u>2001</u>	<u>2001</u>	<u>1999</u>	<u>1998</u>	<u>1998</u>	<u>1997</u>	<u>1992</u>	<u>1989</u>	<u>1988</u>	<u>1988</u>	<u>1988</u>	<u>1985</u>
36	Get the facts straight	35	46	35	37	33	34	37	49	54	40	48	44	55
56	Stories often inaccurate	56	45	57	58	58	63	56	44	44	50	43	48	34
<u>8</u>	Don't know/Refused	<u>9</u>	<u>9</u>	<u>8</u>	<u>5</u>	<u>9</u>	<u>3</u>	<u>7</u>	<u>7</u>	<u>2</u>	<u>10</u>	<u>9</u>	<u>8</u>	<u>11</u>
100		100	100	100	100	100	100	100	100	100	100	100	100	100

Q.10 In presenting the news dealing with political and social issues, do you think that news organizations deal fairly with all sides, or do they tend to favor one side?

		Early									
		Sept	Feb	Jan	Aug	Aug	May	Jan	Dec	July	July
		<u>2001</u>	<u>1997</u>	<u>1992</u>	<u>1989</u>	<u>1988</u>	<u>1988</u>	<u>1988</u>	<u>1986</u>	<u>1986</u>	<u>1985</u>
26	Deal fairly with all sides	26	27	31	28	36	34	30	39	37	34
66	Tend to favor one side	67	67	63	68	57	56	59	54	57	53
<u>8</u>	Don't know/Refused	<u>7</u>	<u>6</u>	<u>6</u>	<u>4</u>	<u>7</u>	<u>10</u>	<u>11</u>	<u>7</u>	<u>6</u>	<u>13</u>
100		100	100	100	100	100	100	100	100	100	100

Q.11 In general, do you think news organizations are pretty independent, or are they often influenced by powerful people and organizations?

		Early						
		Sept	Jan	Jan	Aug	Jan	July	July
		<u>2001</u>	<u>1994</u>	<u>1992</u>	<u>1989</u>	<u>1988</u>	<u>1986</u>	<u>1985</u>
23	Pretty independent	23	28	35	33	40	37	37
70	Often influenced by powerful people and organizations	71	63	58	62	49	53	53
<u>7</u>	Don't know/Refused	<u>6</u>	<u>9</u>	<u>7</u>	<u>5</u>	<u>11</u>	<u>10</u>	<u>10</u>
100		100	100	100	100	100	100	100

Q.12 In general, do you think news organizations pay too much attention to GOOD NEWS, too much attention to BAD NEWS, or do they mostly report the kinds of stories they should be covering?

		Early			
		Sept	May	Aug	July
		<u>2001</u>	<u>1991</u>	<u>1989</u>	<u>1985</u>
2	Too much attention to good news	3	2	3	1
67	Too much attention to bad news	67	54	64	60
25	Report the kinds of stories they should be covering	24	37	30	35
<u>6</u>	Don't know/Refused	<u>6</u>	<u>7</u>	<u>3</u>	<u>4</u>
100		100	100	100	100

Q.13 I'm going to read you some pairs of opposite phrases. After I read each pair, tell me which ONE phrase you feel better describes news organizations generally. If you think that NEITHER phrase applies, please say so. [NOTE FORM SPLIT; RANDOMIZE ITEMS ON FORM 1; ASK ITEM h. FIRST ON FORM 2 AND RANDOMIZE THE REST]

			July	Mid-	Early	Feb	Aug	Jan	July	July
			2002	Nov	Sept	1999	1989	1987	1986	1985
ASK FORM 1 ONLY [N=591]:										
a.F1	31	Care about the people they report on, OR	30	47	23	21	--	41	--	35
	56	Don't care about the people they report on?	55	38	64	67	--	45	--	48
	9	Neither applies	10	11	10	9	--	9	--	10
	<u>4</u>	Don't know/Refused	<u>5</u>	<u>4</u>	<u>3</u>	<u>3</u>	--	<u>5</u>	--	<u>7</u>
	100		100	100	100	100		100		100
b.F1	27	Willing to admit their mistakes, OR	23	35	24	26	--	--	--	34
	62	Try to cover up their mistakes?	67	52	67	66	--	--	--	55
	5	Neither applies	6	9	5	6	--	--	--	4
	<u>6</u>	Don't know/Refused	<u>4</u>	<u>4</u>	<u>4</u>	<u>2</u>	--	--	--	<u>7</u>
	100		100	100	100	100				100
c.F1	45	Moral, OR	39	53	40	40	--	--	--	54
	32	Immoral?	36	23	34	38	--	--	--	13
	14	Neither applies	18	17	20	16	--	--	--	20
	<u>9</u>	Don't know/Refused	<u>7</u>	<u>7</u>	<u>6</u>	<u>6</u>	--	--	--	<u>13</u>
	100		100	100	100	100				100
d.F1	55	Growing in influence, OR	57	--	55	59	--	--	--	63
	29	Declining in influence?	29	--	29	32	--	--	--	17
	8	Neither applies	7	--	9	6	--	--	--	7
	<u>8</u>	Don't know/Refused	<u>7</u>	--	<u>7</u>	<u>3</u>	--	--	--	<u>13</u>
	100		100		100	100				100
e.F1	52	Protect democracy, OR	50	60	46	45	55	52	58	54
	28	Hurt democracy?	29	19	32	38	19	27	18	23
	13	Neither applies	14	14	15	13	20	13	17	13
	<u>7</u>	Don't know/Refused	<u>7</u>	<u>7</u>	<u>7</u>	<u>4</u>	<u>6</u>	<u>8</u>	<u>7</u>	<u>10</u>
	100		100	100	100	100	100	100	100	100
ASK FORM 2 ONLY [N=610]:										
f.F2	68	Care about how good a job they do, OR	65	78	69	69	--	--	77	79
	22	Don't care about how good a job they do?	23	14	22	22	--	--	16	11
	7	Neither applies	8	6	7	6	--	--	5	4
	<u>3</u>	Don't know/Refused	<u>4</u>	<u>2</u>	<u>2</u>	<u>3</u>	--	--	<u>2</u>	<u>6</u>
	100		100	100	100	100			100	100
g.F2	62	Highly professional, OR	49	73	54	52	--	--	71	72
	24	Not professional?	31	12	27	32	--	--	13	11
	9	Neither applies	15	12	15	13	--	--	12	9
	<u>5</u>	Don't know/Refused	<u>5</u>	<u>3</u>	<u>4</u>	<u>3</u>	--	--	<u>4</u>	<u>8</u>
	100		100	100	100	100			100	100

			July <u>2002</u>	Mid- Nov <u>2001</u>	Early Sept <u>2001</u>	Feb <u>1999</u>	Aug <u>1989</u>	Jan <u>1987</u>	July <u>1986</u>	July <u>1985</u>
h.F2	51	Stand up for America, OR	49	69	43	41	--	53	53	52
	33	Too critical of America?	35	17	36	42	--	35	28	30
	12	Neither applies	12	10	16	13	--	8	15	10
	<u>4</u>	Don't know/Refused	<u>4</u>	<u>4</u>	<u>5</u>	<u>4</u>	--	<u>4</u>	<u>4</u>	<u>8</u>
	100		100	100	100	100		100	100	100
i.F2	53	Politically biased in their reporting, OR	59	47	59	56	--	47	42	45
	29	Careful that their reporting is NOT	26	35	26	31	--	39	41	36
	9	politically biased	10	11	8	8	--	7	9	7
	<u>9</u>	Neither applies	<u>5</u>	<u>7</u>	<u>7</u>	<u>5</u>	--	<u>7</u>	<u>8</u>	<u>12</u>
	100	Don't know/Refused	100	100	100	100		100	100	100
j.F2	51	Liberal, OR	--	--	--	--	--	54	--	41
	26	Conservative	--	--	--	--	--	26	--	19
	14	Neither applies	--	--	--	--	--	12	--	20
	<u>9</u>	Don't know/Refused	--	--	--	--	--	<u>8</u>	--	<u>20</u>
	100							100		100

ASK FORM 1 ONLY [N=591]:

Q.14F1 Do you think some news organizations are becoming too critical of America, or don't you think so?

46 Yes, too critical of America
 48 No, not too critical of America
6 Don't know/Refused
 100

ASK FORM 2 ONLY [N=610]:

Q.14F2 Do you think some news organizations are becoming too pro-American, or don't you think so?

IF YES IN Q.14F2, ASK:

Q.15F2 Why do you think they are doing this? To boost their ratings or for other reasons?

25 Yes, too pro-American
 14 To boost their ratings
 8 For other reasons
 1 Both (VOL.)
 * Neither (VOL.)
 2 Don't know/Refused (VOL.)
 66 No, not too pro-American
9 Don't know/Refused
 100

ASK ALL:

Q.16 I am going to mention some issues about television news reporting. For each, tell me if you think it is a good thing or a bad thing... First [INSERT ITEM, RANDOMIZE] is that a good thing or a bad thing in your opinion?

	<u>Good Thing</u>	<u>Bad Thing</u>	<u>Neither</u>	<u>DK/Ref</u>
a. Hosts of cable news shows having strong opinions about politics July, 2002	47 50	40 38	5 6	8=100 6=100
b. News organizations taking a strong pro-American point of view	70	20	5	5=100
c. The growing number of political news talk shows on cable T.V.	47	41	4	8=100

ASK FORM 1 ONLY [N=591]:

Q.17F1 In your opinion, are the news organizations you are familiar with being fair or unfair to the Bush administration?

	<u>Fair</u>	<u>Unfair</u>	<u>DK/Refused</u>
G.W. Bush: July, 2003	62	24	14=100
G.W. Bush: February, 2001	65	19	16=100
Clinton: Early September, 1998	52	40	8=100
Clinton: February, 1998	49	44	7=100
Clinton: September, 1994	67	26	7=100
Clinton: May, 1994	52	36	12=100
Clinton: August, 1993	66	21	13=100
Clinton: June, 1993	51	43	6=100
Clinton: February, 1993	72	17	11=100
Bush, Sr.: January, 1992	77	15	8=100
Bush, Sr.: November, 1990	72	15	13=100
Bush, Sr.: January, 1990	76	14	10=100
Bush, Sr.: August, 1989	82	12	6=100
Reagan: January, 1988	66	21	13=100
Reagan: January, 1987	67	25	8=100
Reagan: July, 1985	78	12	10=100

ASK FORM 2 ONLY [N=610]:

Q.18F2 Do you think the press has been too critical of the Bush Administration policies and performance so far, not critical enough or do you think that the press has handled this about right?

	<u>Clinton June 1993</u>
25 Press too critical	35
23 Not critical enough	12
48 About right	49
<u>4</u> Don't know/Refused	<u>4</u>
100	100

ASK ALL:

On another subject...

Q.19 How much, if anything, have you heard about a Federal Communications Commission proposal to reduce current limits on the number of news outlets one company can own ... a lot, a little, or nothing at all?

		Feb <u>2003</u>
12	A lot	3
36	A little	23
51	Nothing at all	72
<u>1</u>	Don't know/Refused	<u>2</u>
100		100

Q.20 Currently federal rules limit how many news outlets a company can own nationally and in any one community. What's your opinion – do you think allowing companies to own more TV, radio and newspaper outlets in a community would have a positive or negative impact on the country, or wouldn't it make much difference?

		Feb <u>2003</u>
10	Positive	11
50	Negative	34
36	Wouldn't make much difference	46
<u>4</u>	Don't know/Refused	<u>9</u>
100		100

Q.21 Have you, yourself, ever been quoted or mentioned in a news story that was published or aired?

IF ANSWERED 'YES' IN Q.21:

Q.22 About how many times has this happened to you?

		July <u>1985</u>
24	Yes	19
	6 5 times or more	5
	10 2 - 4 times	8
	7 1 time	6
	1 DK	*
75	No	79
<u>1</u>	Don't know/Refused	<u>2</u>
100		100

Q.21 Have you, yourself, ever been quoted or mentioned in a news story that was published or aired?

IF ANSWERED 'YES' IN Q.21:

Q.23 Thinking about the last time you were quoted or mentioned in a news story, were you satisfied or dissatisfied overall with the way the story turned out?

		July <u>1985</u>
24	Yes	19
	17 Satisfied	16
	6 Dissatisfied	3
	1 Don't know/Refused	*
75	No	79
<u>1</u>	Don't know/Refused	<u>2</u>
100		100

ASK ALL:

Q.24 Do you think news organizations pay attention to complaints from the public about inaccuracies in news reports, or don't you think so?

35 Yes, pay attention
 58 No, don't pay attention
7 Don't know/Refused
 100

Q.25 How much, if anything, have you heard about some serious problems with reporting at the New York Times that led to the resignation of its top editors? A great deal, some, not much, or nothing at all?

21 A great deal
 29 Some
 17 Not much
 32 Nothing at all
1 Don't Know/Refused
 100

Q.26 A reporter at the New York Times was recently discovered making up news stories. How often do you think this happens at news organizations? Frequently, occasionally, only sometimes, or hardly ever?

22 Frequently
 36 Occasionally
 25 Only sometimes
 14 Hardly ever
3 Don't Know/Refused
 100

Q.27 In your opinion, which is better – that news coverage of the war on terrorism be pro-American or that news coverage of the war on terrorism be neutral?

		Early April <u>2003</u> ¹³	Late March <u>2003</u>	Feb <u>2003</u>	Mid-Nov <u>2001</u>	March <u>1991</u>
29	Pro-American	23	25	16	30	22
64	Neutral	69	68	78	64	71
<u>7</u>	No opinion/Don't know/Refused	<u>8</u>	<u>7</u>	<u>6</u>	<u>6</u>	<u>7</u>
100		100	100	100	100	100

¹³ In Early April 2003 and earlier the question was worded, "... that news coverage of a war be pro-American or that news coverage of a war be neutral?"

Q.28 Next, I'm going to read you a list of some people who have been in the news lately. Not everyone will have heard of them. For each one that I name, please tell me whether or not you have heard of this person. (First,) (INSERT NAME; RANDOMIZE NAMES), have you heard of this person or not? (IF HAVE HEARD, ASK)
 How much of a chance is there that you would vote for (INSERT NAME) if (he/she) is a candidate for president in 2004 — is there a good chance, some chance, or no chance?
 Have you heard of (NEXT NAME) or not?

BASED ON REGISTERED VOTERS [N=905]:				Based on Those Who Have Heard				
		Have	Have not	DK/	Good	Some	No	DK/
		<u>Heard</u>	<u>Heard</u>	<u>Ref.</u>	<u>Chance</u>	<u>Chance</u>	<u>Chance</u>	<u>Ref.</u>
a.	Hillary Clinton	99	1	*=100	20	22	55	3=100 (897)
b.	Al Gore	99	1	*=100	23	24	51	2=100 (895)
	August, 1999	98	2	*=100	25	28	44	3=100
	June, 1999	98	2	*=100	22	32	43	3=100
	May, 1999	97	3	0=100	20	27	49	4=100
	February, 1999	98	2	0=100	22	30	45	3=100

NO QUESTION 29

W.1 TO W.3 ASKED JUNE 20 - JULY 2, 2003 [N=1019]:

And one last topic...

W.1 Do you think the U.S. made the right decision or the wrong decision in using military force against Iraq?

		---- April ----			----- March 2003 -----				Late Jan
		<u>10-16</u>	<u>8-9</u>	<u>2-7</u>	<u>28-4/1</u>	<u>25-27</u>	<u>23-24</u>	<u>20-22</u>	<u>1991</u>
67	Right decision	74	74	72	69	74	74	71	77
24	Wrong decision	19	19	20	25	21	21	22	15
<u>9</u>	Don't know/Refused	<u>7</u>	<u>7</u>	<u>8</u>	<u>6</u>	<u>5</u>	<u>5</u>	<u>7</u>	<u>9</u>
100		100	100	100	100	100	100	100	100

W.2 How well is the U.S. military effort in Iraq going? [READ]

		---- April ----			--- March 2003 ---			Late	---- 2001 ----			
		<u>10-16</u>	<u>8-9</u>	<u>2-7</u>	<u>25-4/1</u>	<u>23-24</u>	<u>20-22</u>	<u>Aug</u>	Jan	Early	Oct	Oct
23	Very well	61	60	55	39	45	65	22	38	30	38	45
52	Fairly well	32	32	37	46	41	25	43	51	45	45	35
16	Not too well	3	3	3	8	6	2	18	6	12	9	6
5	Not at all well	1	3	2	2	2	1	4	3	4	2	4
<u>4</u>	Don't know/Refused	<u>3</u>	<u>2</u>	<u>3</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>13</u>	<u>2</u>	<u>9</u>	<u>6</u>	<u>10</u>
100		100	100	100	100	100	100	100	100	100	100	100

¹⁴ In Late August 2002 and earlier the question was worded "How well is the MILITARY effort to destroy the terrorist groups going?"

W.3 Do you favor or oppose a major American effort to rebuild Iraq and establish a stable government there?

		Late March <u>2003</u> ¹⁵	Feb <u>2003</u> ¹⁶	Early Oct <u>2002</u>
66	Favor	71	63	60
26	Oppose	21	30	32
<u>8</u>	Don't know/Refused	<u>8</u>	<u>7</u>	<u>8</u>
100		100	100	100

Now, just a few questions for statistical purposes only.

Q.30 Do you use a computer at your workplace, at school, at home or anywhere else on at least an occasional basis?

IF "1, YES" (USE A COMPUTER) IN Q.30, ASK:

Q.31 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	<i>Computer User</i>			Based on Total Respondents: <i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
July, 2003	75	25	*=100	65	35	*=100
January, 2003	76	24	0=100	67	33	*=100
December, 2002	76	24	*=100	67	33	*=100
Early October, 2002	75	25	*=100	63	37	*=100
August, 2002	78	22	*=100	69	31	*=100
June, 2002	74	26	*=100	66	34	*=100
May, 2002	75	25	*=100	66	34	*=100
April, 2002	71	29	*=100	62	38	0=100
February, 2002	71	29	*=100	62	38	0=100
January, 2002	73	27	0=100	62	38	0=100
Mid-November, 2001	73	27	0=100	62	38	0=100
Mid-September, 2001	72	28	*=100	62	38	*=100
June, 2001	72	28	*=100	62	38	0=100
May, 2001	75	25	*=100	64	36	0=100
April, 2001	72	28	*=100	62	38	0=100
February, 2001	72	28	0=100	60	40	*=100
January, 2001	71	29	*=100	61	39	0=100
July, 2000	68	31	1=100	55	45	*=100
June, 2000	68	31	1=100	56	44	*=100
April, 2000	68	32	*=100	54	46	*=100
March, 2000 ¹⁷	72	28	0=100	61	39	0=100
February, 2000	67	33	*=100	52	48	0=100
January, 2000	68	32	*=100	52	48	*=100
December, 1999	67	33	*=100	53	47	0=100
October, 1999	67	33	*=100	50	50	0=100
Late September, 1999	68	32	*=100	52	48	*=100
September, 1999	70	30	*=100	53	47	0=100
August, 1999	67	33	*=100	52	48	0=100
July, 1999	68	32	*=100	49	51	0=100

¹⁵ In Late March 2003 the question was worded, "Would you favor or oppose a major American effort in Iraq after the war to rebuild the country and establish a stable government?"

¹⁶ In February 2003 the question was preceded by "If the U.S. takes military action against Iraq..."

¹⁷ In March 2000, "or anywhere else" was added to the question wording.

Q.30/31 CONTINUED...

	<i>Computer User</i>			Based on Total Respondents: <i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
June, 1999	64	35	1=100	50	50	*=100
May, 1999	66	33	1=100	48	52	0=100
April, 1999	71	29	*=100	51	49	*=100
March, 1999	68	32	*=100	49	51	*=100
February, 1999	68	32	*=100	49	51	*=100
January, 1999	69	31	*=100	47	53	*=100
Early December, 1998	64	36	*=100	42	58	0=100
November, 1998	--	--	--	37	63	*=100
Early September, 1998	64	36	*=100	42	58	*=100
Late August, 1998	66	34	0=100	43	57	*=100
Early August, 1998	66	34	*=100	41	59	*=100
April, 1998	61	39	*=100	36	64	0=100
January, 1998	65	35	*=100	37	63	0=100
November, 1997	66	34	*=100	36	63	1=100
June, 1997	60	40	0=100	29	71	0=100
Early September, 1996	56	44	*=100	22	78	0=100
July, 1996	56	44	*=100	23	77	0=100
April, 1996	58	42	*=100	21	79	*=100
March, 1996	61	39	*=100	22	78	0=100
February, 1996	60	40	0=100	21	79	*=100
January, 1996	59	41	0=100	21	79	0=100
June, 1995 ¹⁸	--	--	--	14	86	*=100

¹⁸ The 1995 figure combines responses from two separate questions: (1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?) (2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?