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The Sacred Heart University Polling Institute maintains the anonymity of respondents to surveys the organization conducts. No information will be released that might, in any way, reveal the identity of the respondents.

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1 INTRODUCTION

The Sacred Heart University Polling Institute is pleased to present the results of a nationwide survey of Americans.

Interviews were conducted among 800 residents nationwide approximately proportional to population contribution of all 50 states.

This report summarizes statistics collected from telephone surveys conducted from September 8 to September 11, 2009.

Areas for investigation within the telephone survey included:

- Most watched and most trusted television news organizations;
- Trust in the news media and today's most trusted news anchor;
- Perceived news media influence on public opinion and public policies;
- Perceptions of news media's political philosophy;
- Ratings of national electronic and print news media;
- Awareness of "Mainstream Media";
- Perceived bias of news media organizations;
- Opinions of the role the news media played in electing President Obama;
- Perceptions of the role government should play in regulating what is reported;
- Importance of limits on media outlet ownership;
- Views of media coverage on both the Iraq and Afghanistan wars; and
- Views on the future of newspapers.

Section two of this report discusses the methodology used in the poll while section three includes highlights derived from a review of the quantitative research. Section four is a summary of findings from the poll.

Section five is an appendix containing the survey instrument and a crosstabulation table.

METHODOLOGY

The Sacred Heart University Polling Institute is pleased to present the results of a nation-wide survey of Americans.

All telephone interviews were conducted between September 8 and September 11, 2009. One survey instrument was used to elicit information from all respondents.

Training of telephone researchers and a pre-test of the survey instrument occurred on September 8, 2009.

All facets of the Sacred Heart University Poll were completed by Institute researchers and senior staff. These aspects included survey design, sample design, pre-test, computer programming, fielding, coding, data entry, validation and logic checks, computer analysis, analysis, report writing and presentations.

Statistically, a sample of 800 completed telephone interviews represents a margin for error of +/- 3.5% at a 95% confidence level.

In theory, a sample of residents nationwide would differ no more than +/-3.5% than if all the residents in the designated geographic area were contacted and included in the survey. That is, if random probability sampling procedures were reiterated over and over again, sample results would be expected to approximate the population values within +/-3.5% -- 95 out of 100 times.

Readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time period in which the survey was undertaken. Should concerted public information or public relations campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein could be expected to change and should be, therefore, carefully interpreted and extrapolated.

Furthermore, it is important to note that all surveys contain some component of “sampling error.” Error that is attributable to systematic bias has been significantly reduced by utilizing strict random probability procedures. This sample was strictly random in that selection of each potential respondent was an independent event, based on known probabilities.

Each qualified respondent had an equal chance of participating in the study. Statistical random error, however, can never be eliminated, but may be significantly reduced by increasing sample size.

HIGHLIGHTS

ON MEDIA HISTORY...

- Researchers asked respondents which television news organization they turn to most frequently. The top five news organizations included Fox News (28.4% - up from 26.5% in 2007), CNN (14.9% - down from 16.0% in 2007), NBC News (10.6% - down from 11.8% in 2007), ABC News (9.3% - down from 11.0% in 2007), and “local news” (7.6% - down from 8.5% in 2007).
- Other organizations respondents turned to most frequently included: CBS News (7.4%), MSNBC (4.3%), PBS News (1.3%), CNBC (0.6%) and CBN (0.1%).
- Respondents were asked if they selected their favorite because they offer objective reporting or because they view the issues as they did. In results that were nearly three-to-one, 59.0% suggested they made their selection based on objective reporting, while 19.0% chose their favorite because they share the same views on issues. Another 21.0% were unsure or didn’t know.
- Nearly three-quarters of all respondents, 73.3%, indicated they did not have a personal page on a social network such as Facebook or MySpace. Another 25.5% said they did.

ON MEDIA TRUST, INFLUENCE AND RATINGS...

- Respondents were asked if they believed all, most, some, little or none of news media reporting. Just 24.3% indicated they believe all or most news media reporting. While this is up from 19.6% in 2007, it remains lower than the 27.4% recorded in 2003.
- Just over half of all respondents, 54.0%, said they believe “some” news media reporting. This is down slightly from 55.3% in 2007. Those believing little or no news media reporting dropped to 20.4% in 2009 from 23.9% in 2007.
- In 2009, 86.6% (87.6% in 2007 and 70.3% in 2003) strongly and somewhat agreed that the news media has their own political and public policy positions and attempt to influence public opinion.
- And, 85.3% (86.0% in 2007 and 76.7% in 2003) strongly and somewhat agreed that the news media has their own political positions and attempt to influence public policies.
- Researchers asked respondents for their perceptions of political leanings of various news sources. The Daily Show/Colbert Report was viewed, by a six-to-one margin, as mostly or somewhat liberal over mostly or somewhat conservative.

- By nearly five-to-one margins, respondents see “news media journalists and broadcasters,” The New York Times and MSNBC as mostly or somewhat liberal over those that see them as mostly or somewhat conservative.
- Fox News is viewed as mostly or somewhat conservative over mostly or somewhat liberal by a four-to-one margin.
- And, by approximately three-to-one margins, CNN and USA Today are viewed as mostly or somewhat liberal over mostly or somewhat conservative.
- The Wall Street Journal is viewed as more conservative by a two-to-one margin while National Public Radio is viewed as more liberal by the same two-to-one margin.
- Researchers were asked which national television news organization they trust most for accurate reporting. Fox News was named by 30.0% of all respondents – up from 19.5% in 2003 and 27.0% in 2007.
- Those named most frequently as the television news organizations most trusted for accurate reporting in 2009 included: Fox News (30.0%), CNN (19.5%), NBC News (7.5%) and ABC News (7.5%).
- Fox News was also the television news organization trusted least. Just over one-quarter, 26.2%, named Fox News, followed by NBC News (9.9%), MSNBC (9.4%), CNN (8.5%), CBS News (5.3%) and ABC News (3.7%).
- Researchers read the following question to respondents: “Many considered Walter Cronkite, who recently passed away, the most trusted television news anchor. In your view, who is the most trusted news anchor today?” A total of twenty-five different individuals were named in the open-end format question. The top six mentioned as most trusted included: Charles Gibson (19.8%), Brian Williams (17.3%), Katie Couric (9.9%), Bill O’Reilly (9.3%), Tom Brokaw (8.0%) and Jim Lehrer (2.4%).
- Over half of all respondents, 56.1%, suggested they trust the electronic and print news media for accurate news and information over blogs (7.8%), the social media such as Facebook (3.4%) and entertainers/celebrities (4.3%). Others, 28.5% were unsure whom they trusted most.
- The average, overall positive rating for the national electronic and print news media across eight service characteristics was 35.9%. Most organizations strive to attain and maintain customer satisfaction ratings in the high eighties and low nineties.
- The highest positive ratings were recorded for “quality of reporting” (40.6%) and “meeting expectations” (40.0%). The lowest positive ratings were recorded for “presenting negative and positive news equally” (30.6%), “keeping any personal bias out of stories” (33.0%), “presenting an even balance of news” (33.6%) and “fairness” (33.1%).

- More respondents agreed (strongly or somewhat) with the statement, “The news media are not as responsive to consumer preferences and market desires as they claim to be” (70.4%), than disagree (25.5%). Some, 4.1%, were unsure.

ON THE MAINSTREAM MEDIA – MSM...

- A large majority of respondents, 85.3%, suggested they were very (41.5%) or somewhat aware (43.8%) of the term “Mainstream Media.” Just 14.0% suggested they were somewhat (5.5%) or not at all aware (8.5%) of the term.
- Two-thirds, 66.9%, suggested their favorite news media source was a member of the Mainstream Media.
- Further, those named most frequently as members of the Mainstream Media included: NBC (37.6%), CBS (32.6%), ABC (29.5%), CNN (27.8%), Fox News (19.9%) and MSNBC (12.6%). Multiple responses were allowed.
- Over half (56.1%) suggested that the Mainstream Media was mostly (34.3%) or somewhat liberal (21.6%) liberal. Just 16.7% indicated they believe the Mainstream Media was somewhat (9.8%) or mostly conservative (6.9%). Another 19.7% said they were mostly neutral and 7.7% were unsure.

ON BIAS...

- A large majority, 83.6%, of all respondents suggested the news media organizations are very (29.8%) or somewhat (53.6%) biased. Just 14.1% indicated they believed news media organizations were somewhat unbiased (9.0%) or not at all biased (5.1%). Others, 2.4%, were unsure.
- And, 89.3% suggested that the national media played a very strong (60.0%) or somewhat strong (29.3%) role in helping to elect President Obama. Others, 10.0%, said the media’s role was not very strong (7.1%) or they had no role at all (2.9%).
- Majorities also believed the news media are promoting President Obama’s healthcare reform without objective criticism (56.4%), seem intent on promoting the Obama Presidency (69.9%) and are coordinating efforts to diminish former Alaska Governor Sarah Palin’s record to harm her politically (57.6%).
- Nearly half, 45.9%, say they have permanently stopped using a news media organization (print or electronic) because of perceived bias. And, just 55.9% expect the media to tell the truth.

ON THE FAIRNESS DOCTRINE...

- While strong majorities of survey respondents (73.4%) believed the news media (newspapers, radio, TV and the internet) should provide equal time and space for multiple sides of issues, a similar percentage (70.9%) said the same media should be free from government involvement and allow the market to determine programming demand.

ON MEDIA OWNERSHIP...

- Nearly three-quarters, 71.0%, believe it is very (31.8%) or somewhat (39.3%) important that limits be placed on how many media outlets one company should own. Another 24.7% believe such limits are somewhat unimportant (8.4%) or not at all important (16.3%). Some, 4.4%, were unsure.
- Over half of all respondents, 56.7%, believed it's "bad for democracy" that six companies currently own almost all the major media outlets in the United States. Another 30.4% suggested it does not matter while 7.8% indicated it was good for democracy.
- Nearly two-thirds of Americans surveyed, 62.9%, suggested that these media ownership companies provide news that mostly generates ratings and advertising income over those (22.3%) who suggested these companies provide news that mostly inform the public about issues and policies.

ON THE WARS AND MEDIA COVERAGE...

- Researchers found that, by a six-to-one margin, Americans would have preferred to have their national news media cover the life of 1st Lieutenant Brian Bradshaw than that of entertainer Michael Jackson following their deaths on June 25, 2009.
- Two-thirds of Americans surveyed, 65.5%, suggested they would have preferred the national news media cover the life of 1st Lieutenant Brian Bradshaw who was killed fighting in Afghanistan on June 25, 2009 while 11.9% preferred to see coverage of Michael Jackson's death. Another 14.6% suggested they would have preferred an even balance of coverage and 8.0% were unsure.
- Over half, 57.4%, saw too little news about the men and women fighting the wars, while 7.3% saw too much and 31.3% suggested there was about the right amount.
- Overall, 45.1% saw too little news on the wars while 9.8% saw too much and 41.3% suggested war coverage was about right.
- Negative news on war development was too much for 31.3% and too little for 33.5%, while 30.3% said there was about the right amount.

- And, majorities saw too little truthful reporting on the wars (59.6%), news on successes (60.8%) and objective/unbiased news reporting (57.0%).

ON THE FUTURE...

- Nearly two-fifths of all respondents, 38.1%, said they are reading newspapers less often than they did five years ago.
- And, nearly half, 45.0%, agreed that the internet is adequately covering for failing newspapers, while 35.6% disagreed.
- More than three-quarters, 77.9%, disagreed with a statement suggesting tax dollars be used to prop up failing newspapers.
- Two-thirds, 64.1%, agreed that the health of our democracy is directly tied to the health of journalism.
- And, 67.9% agreed with a statement that read: “Old-style, traditionally objective and fair journalism is dead.”

ON BASEBALL...

- When asked to name the Major League Baseball team they consider to be “America’s Team,” the Yankees were named by 41.6% of respondents with an opinion. This was followed by the Red Sox at 16.3% and the Braves at 6.9%. A total of twenty-two teams were named.

SUMMARY OF FINDINGS

Readers are reminded that the following summarizes statistics collected from telephone interviews with 800 residents of the United States.

The text throughout this section refers to and presents results from the composite aggregate data collected in September 8-11, 2009. When available, results from previous years are compared.

MEDIA HISTORY

All respondents were asked which television news organization they turn to most frequently. The top organizations listed were Fox News (28.4%), CNN (14.9%), NBC News (10.6%) and ABC News (9.3%).

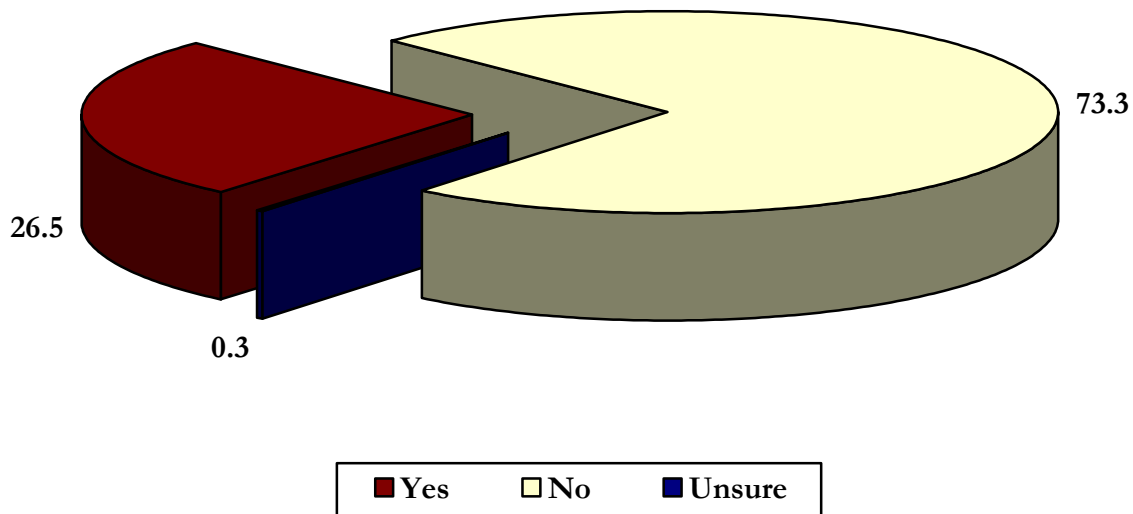
<i>Television news organization</i>	<i>Nov. 2007</i>	<i>Sept. 2009</i>
Fox News	26.5%	28.4
CNN	16.0	14.9
NBC News	11.8	10.6
ABC News	11.0	9.3
Local news	8.5	7.6
CBS News	7.0	7.4
Other	4.3	7.4
Don't watch TV/TV news	---	5.1
MSNBC	4.0	4.3
Don't know/unsure	---	3.1
PBS News	2.3	1.3
CNBC	0.4	0.6
CBN	0.4	0.1

Respondents were asked to think about the particular television news organization they turn to most frequently. They were asked if they selected their favorite because of objective reporting or similar views. The following table depicts the results as collected.

<i>Why do you watch particular television news organizations?</i>	<i>Sept. 2009</i>
Because they offer objective reporting	59.4%
Because they view the issues as you do	19.0
Don't know/unsure	21.6

While 73.3% of respondents do not currently have a personal page on any social network such as Facebook or MySpace, 26.5% currently do have a page.

Currently have a personal page on a social network?

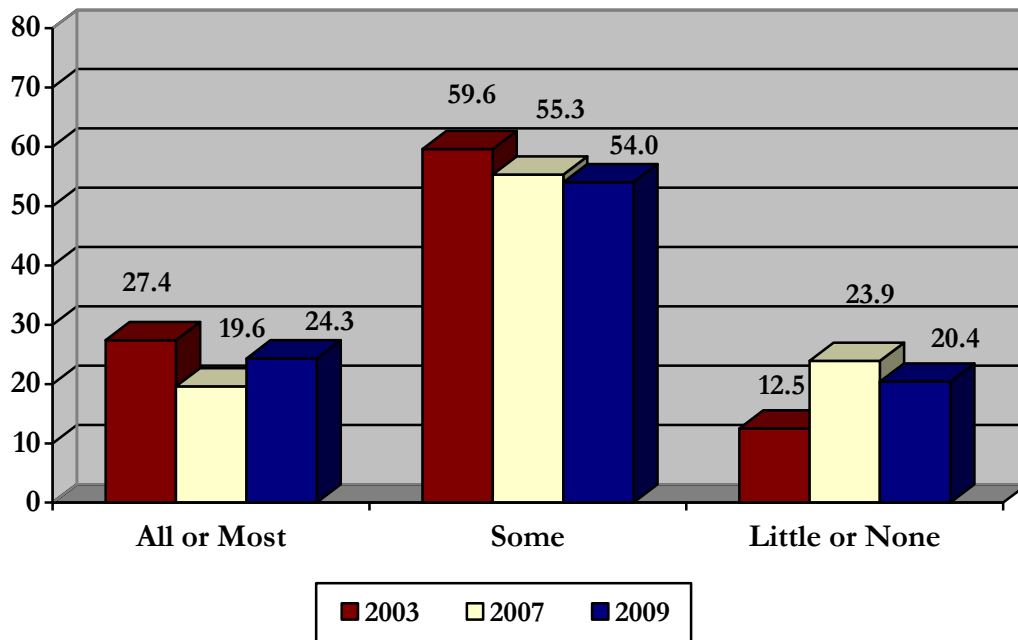


MEDIA TRUST, INFLUENCE AND RATINGS

Researchers asked all respondents if they believed all, most, some, little or none of media news reporting. Just over one-fifth, 24.3%, (19.6% in 2007 and 27.4% in 2003) reported believing all or most media news reporting. Over half, 54.0%, (55.3% in 2007 and 59.6% in 2003) suggested they believe some news reporting, while 20.4% (23.9% in 2007 12.5% in 2003) indicated they believe little or no media news reporting.

<i>Believe media news reporting</i>	<i>Sept. 2009</i>
All	3.1%
Most	21.1
Some	54.0
Little	15.9
None	4.5
Don't know/unsure	1.3
Don't see or hear news media	0.1

Believe Media News Reporting...



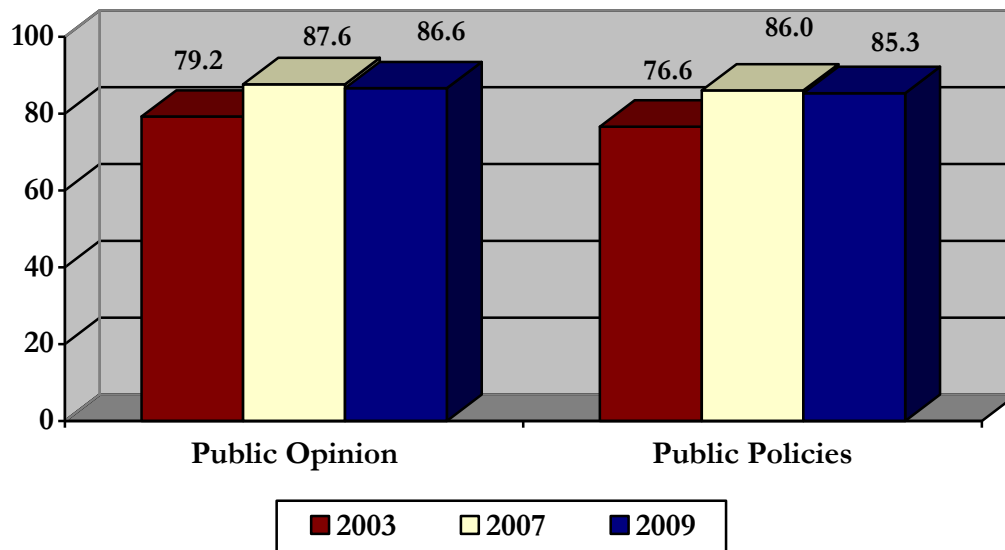
Researchers asked respondents if they strongly agree, somewhat agree, somewhat disagree, or strongly disagree that the news media attempt to influence public opinion and public policies.

In 2009, 86.6% (87.6% in 2007 and 79.3% in 2003) strongly and somewhat agreed that the news media has their own political and public policy positions and attempt to influence public opinion.

In 2009, 85.3% (86.0% in 2007 and 76.7% in 2003) strongly and somewhat agreed that the news media has their own political positions and attempt to influence public policies.

The following table presents the results as collected.

Agree: The news media attempts to influence...



All respondents were asked if they would say a number of individuals or news sources were mostly liberal, somewhat liberal, somewhat conservative, mostly conservative or mostly neutral.

The following table presents the results as collected.

<i>News</i>	<i>Mostly and Somewhat Liberal</i>		<i>Mostly and Somewhat Conservative</i>		<i>Neutral</i>		<i>Don't know</i>
	<i>Nov. 2007</i>	<i>Sept. 2009</i>	<i>Nov. 2007</i>	<i>Sept. 2009</i>	<i>Nov. 2007</i>	<i>Sept. 2009</i>	<i>Sept. 2009</i>
News media journalists and broadcasters	45.4%	45.4	15.7	9.0	22.5	15.8	29.9
CNN	44.9	45.5	18.4	16.3	19.1	19.5	18.8
Fox News	22.3	15.4	48.7	56.5	13.8	12.3	15.9
The New York Times	41.9	43.0	11.8	8.8	10.8	7.8	40.5
MSNBC	38.8	49.0	15.8	9.4	19.1	12.9	28.8
National Public Radio (NPR)	40.3	32.5	11.2	11.5	15.9	16.1	39.9
The Daily Show, The Colbert Report	---	31.4	---	5.7	---	6.4	56.6
The Wall Street Journal	---	14.8	---	30.1	---	13.0	42.1
USA Today	---	28.1	---	11.8	---	14.4	45.8

All respondents were asked which national television news organizations they **trust most** for accurate reporting.

The following table presents the results as collected

<i>Television news organization</i>	<i>Trust most March 2003</i>	<i>Trust most Nov. 2007</i>	<i>Trust most Sept. 2009</i>
Fox News	19.5%	27.0	30.0
CNN	23.8	14.6	19.5
Other	0.7	5.5	8.9
NBC News	12.1	10.9	7.5
ABC News	6.2	7.0	7.5
Don't know/unsure	---	---	6.5
MSNBC	1.5	4.0	5.0
CBS News	9.5	6.8	4.9
PBS News	8.4	3.0	4.1
Don't watch TV/TV news	---	---	3.0
Local news	4.0	6.9	2.0
CNBC	1.3	0.6	0.6
CBN	2.4	0.5	0.5

Respondents were asked which national television news organization they **trust least** for accurate reporting.

The following table presents the results as collected.

<i>Television news organization</i>	<i>Trust least Sept. 2009</i>
Don't know/unsure	26.8%
Fox News	26.2
NBC News	9.9
MSNBC	9.4
CNN	8.5
CBS News	5.3
Other	4.6
ABC News	3.7
Don't watch TV/TV news	3.5
CNBC	1.2
Local news	0.8
PBS News	0.4
CBN	---

Researchers asked the following: *“Many considered Walter Cronkite, who recently passed away, the most trusted television news anchor. In your view, who is the most trusted news anchor today?”*

As the table below presents, respondents consider Charles Gibson (18.9%) to be the most trusted television news anchor today.

<i>Who is the most trusted news anchor today?</i>	<i>Sept. 2009</i>
Charles Gibson	18.9%
Brian Williams	17.3
Katie Couric	9.9
Bill O'Reilly	9.3
Tom Brokaw	8.0
Jim Lehrer	2.4

Others named with less frequency included: Diane Sawyer, Brit Hume, Matt Lauer, Chris Matthews, Glen Beck, Rush Limbaugh, Anderson Cooper, Robert Schieffer, John Stewart, Shepard Smith, Nancy Grace, Joe Gibson, Lou Dobbs, Dan Rather, Peter Jennings, Connie Chung, Geraldo Rivera, Barbara Walters and Sam Donaldson.

Respondents were read a list of four resources where they could receive news and information and asked which they would trust most for accurate news and information.

<i>Which do you trust most for accurate news and information?</i>	<i>Sept. 2009</i>
The electronic and print news media	56.1%
Blogs	7.8
Entertainment and celebrities	4.3
Social media such as Facebook	3.4
Don't know/unsure	28.5

Respondents were asked to rate the national news media on eight different customer service characteristics. Each was asked to use a scale of one to ten where one was very good and ten was very poor.

The table below presents the cumulative totals for positive ratings of one through four. "Don't know" respondents were removed from the data.

<i>Characteristics</i>	<i>Positive Ratings W/o DKs Nov. 2007</i>	<i>Positive Ratings W/o DKs Sept. 2009</i>
Quality of reporting	40.7%	40.6
Accuracy of reporting	36.9	38.5
Fairness	31.3	33.1
Presenting an even balance of views	30.4	33.6
Keeping any personal bias out of stories	33.3	33.0
Presenting negative and positive news equally	27.5	30.6
As a trustworthy source	---	38.0
Meeting your expectations	---	40.0

Respondents were asked, based on all they know or have heard, to state if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with the following statement: **“The news media are not as responsive to the consumer preferences and market desires as they claim to be.”**

While more than two-thirds of respondents, 70.4%, reported they “strongly agree” (35.5%) or “somewhat agree” (36.9%) with the above statement, another 25.5% “somewhat disagree” (18.5%) or “strongly disagree” (7.0%).

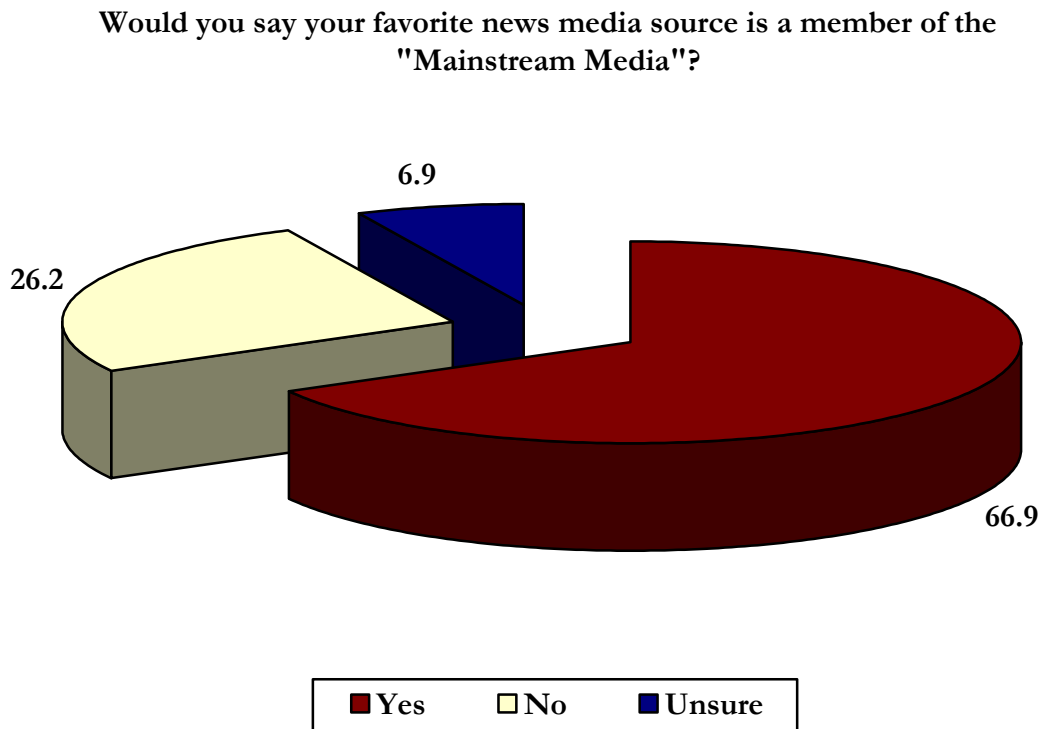
<i>“The news media are not as responsive to the consumer preferences and market desires as they claim to be.”</i>	<i>Sept. 2009</i>
Strongly agree	35.5%
Somewhat agree	36.9
Somewhat disagree	18.5
Strongly disagree	7.0
Don't know/unsure	4.1
<i>Total agree</i>	<i>70.4</i>
<i>Total disagree</i>	<i>25.5</i>

THE MAINSTREAM MEDIA

A majority of respondents, 85.3%, reported they were “very aware” (41.5%) or “somewhat aware” (43.8%) of the term “Mainstream Media.” Another 14.0% were “somewhat unaware” (5.5%) or “not at all aware” (8.5%) of the term.

<i>Awareness of term “Mainstream Media”</i>	<i>Sept. 2009</i>
Very aware	41.5%
Somewhat aware	43.8
Somewhat unaware	5.5
Not at all aware	8.5
Don’t know/unsure	0.8
<i>Total aware</i>	<i>85.3</i>
<i>Total unaware</i>	<i>14.0</i>

When asked if they would say their favorite news media source is a member of the “Mainstream Media,” 66.9% said it is while 26.2% said it is not.



Respondents were asked who or which news media organizations are members of the “Mainstream Media.”

The following table presents the results as collected.

<i>Who or which news media organizations are members of the “Mainstream Media”?</i>	<i>Sept. 2009</i>
NBC	37.6%
CBS	32.6
ABC	29.5
CNN	27.8
FOX	19.9
MSNBC	12.6

While 56.1% of respondents said that the “Mainstream Media” are “mostly liberal” (34.4%) or “somewhat liberal” (21.7%), another 16.7% said the MSM are “somewhat conservative” (9.8%) or “mostly conservative” (6.9%). Another 19.6% said the MSM are “mostly neutral.”

<i>“Mainstream Media” are...</i>	<i>Sept. 2009</i>
Mostly liberal	34.4%
Somewhat liberal	21.6
Somewhat conservative	9.8
Mostly conservative	6.9
Mostly neutral	19.6
Don’t know/unsure	7.7
<i>Total liberal</i>	<i>56.1</i>
<i>Total conservative</i>	<i>16.7</i>

BIAS

Respondents were asked if, generally speaking, the news media are very biased, somewhat biased, somewhat unbiased or not at all biased. As presented in the following table, 83.4% of respondents suggested the news media are “very biased” (29.8%) or “somewhat biased” (53.6%) biased, while 14.1% suggested the news media are “somewhat unbiased” (9.0%) or “not at all biased” (5.1%).

<i>News media are...</i>	<i>Sept. 2009</i>
Very biased	29.8%
Somewhat biased	53.6
Somewhat unbiased	9.0
Not at all biased	5.1
Don't know/unsure	2.4
<i>Total biased</i>	<i>83.4</i>
<i>Total unbiased</i>	<i>14.1</i>

Respondents were read the following: “Think about the role of the news media in the last election. How strong of a role would you say the national media played in helping to elect President Barack Obama? Would you say...”

A majority of respondents, 89.3%, reported the media played a “very strong” (60.0%) or “somewhat strong” (29.3%) role in helping elect President Obama. Another 10.0% suggested the media’s role was “not very strong” (7.1%) or that it played “no role at all” (2.9%) in electing the President.

<i>How strong a role did the national media play in electing Obama?</i>	<i>Sept. 2009</i>
Very strong	60.0%
Somewhat strong	29.3
Not very strong	7.1
No role at all	2.9
Don't know/unsure	0.6
<i>Total strong</i>	<i>89.3</i>
<i>Total not strong</i>	<i>10.0</i>

Respondents were read a list of statements and asked if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with each.

In the following table, cumulative totals are presented in the second column for those respondents who reported they “strongly agreed” or “somewhat agreed.” The final column presents cumulative totals for those suggesting they “somewhat disagreed” or “strongly disagreed.”

<i>Statements</i>	<i>Strongly and Somewhat Agree</i>	<i>Somewhat or Strongly Disagree</i>
The news media seem intent on promoting the Obama Presidency	69.9%	26.5
The news media appear to be coordinating efforts to diminish former Alaskan Governor Sarah Palin’s record to harm her politically	57.6	34.6
The news media are promoting President Obama’s healthcare reform without objective criticism	56.4	39.3

While 45.4% of respondents reported they permanently stopped watching one or more news media organizations (print or electronic) because of bias they perceived, 52.6% had not.

<i>Have you permanently stopped watching news media because of perceived bias?</i>	<i>Sept. 2009</i>
Yes	45.9%
No	52.6
Don’t know/unsure	1.5

While more than half of respondents, 55.9%, expect the news media to tell them the truth, another 42.1% do not.

<i>Do you expect news media to tell the truth?</i>	<i>Sept. 2009</i>
Yes	55.9%
No	42.1
Don’t know/unsure	2.1

THE FAIRNESS DOCTRINE

Respondents were read two statements and asked which best reflects their personal view on the responsibility of the news media to present multiple sides of issues equally.

Nearly three-quarters of respondents, 73.4%, suggested the news media, including newspapers, radio, TV and the internet, should provide equal time and space for multiple sides of an issue.

<i>Your view of the news media's responsibility to present multiple sides of issues equally</i>	<i>Sept. 2009</i>
The news media, including newspapers, radio, TV and the internet, should provide equal time and space for multiple sides of an issue	73.4%
The news media should be free from any responsibility for how they report the news	21.3
Don't know/unsure	5.4

Researchers asked respondents which of two views best reflected their personal opinion on government involvement in ensuring the media present all sides of issues equally.

More than two-thirds of respondents, 70.9%, suggested radio, TV, newspapers and the internet should be free from government involvement and allow the market to determine programming demand.

<i>Your view on government involvement to ensure news media present all issues equally</i>	<i>Sept. 2007</i>		<i>Sept. 2009</i>	
	<i>With DKs</i>	<i>W/o DKs</i>	<i>With DKs</i>	<i>W/o DKs</i>
The government should require radio, TV, newspapers and the internet to provide equal time and space for all sides of each issue	23.8	30.5	22.8	24.3
Radio, TV, newspapers and the internet should be free from government involvement and allow the market to determine programming demand	54.3	69.5	70.9	75.7
Don't know/unsure/undecided	21.9	---	6.4	---

MEDIA OWNERSHIP

Respondents were asked how important it is that limits are placed on how many media outlets one company should own. A majority, 71.1%, reported it is “very important” (31.8%) or “somewhat important” (39.3%) that limits are placed on how many media outlets one company owns. Another 24.7% said it was “somewhat unimportant” (8.4%) or “not at all important” (16.3%).

<i>How important is it that limits be placed on how many outlets one company owns?</i>	<i>Sept. 2009</i>
Very important	31.8%
Somewhat important	39.3
Somewhat unimportant	8.4
Not at all important	16.3
Don't know/unsure	4.4
<i>Total important</i>	<i>71.0</i>
<i>Total unimportant</i>	<i>24.7</i>

Researchers read the following: “Currently, six companies own almost all the major media outlets in the U.S. In your view, is this good or bad for democracy or doesn't it matter?”

A majority of respondents, 56.9%, stated that it is “bad” for democracy that six companies own almost all major media outlets in the U.S.

<i>Good or bad for democracy that six companies own almost all major media outlets in the U.S.</i>	<i>Sept. 2009</i>
Good	7.8%
Bad	56.9
Does not matter	30.4
Don't know/unsure	5.0

A majority of respondents, 62.9%, suggested that these media ownership companies are providing the news that mostly generates ratings and advertising income as opposed to mostly informing the public about issues and policies.

<i>Media ownership companies provide news that mostly...</i>	<i>Sept. 2009</i>
Generates ratings and advertising income	62.9%
Informs the public about issues and policies	22.3
Don't know/unsure	7.6
A good balance	4.9
Neither	2.4

THE WAR AND MEDIA COVERAGE

Respondents were asked to think about national news media coverage of the Iraq and Afghanistan wars in general. They were then read a number of aspects regarding news media reporting of the wars and asked if there is too much, too little, or about the right amount of coverage for each.

Three-fifths, 60.8%, suggested there is too little news of successes in the wars.

The table presents the results as collected.

Statements	Too much	Too Little	About right
Truthful reporting on the wars	6.3%	59.6	27.4
News of successes in the wars	7.3	60.8	27.3
Objective/unbiased reporting on the wars	8.6	57.0	28.9
News of negative developments in the wars	31.1	33.5	30.3
Overall news of the wars	9.8	45.1	41.3
News about the men and women fighting	7.3	57.4	31.1

Respondents read the following: “Recently two men died on the same day – entertainer Michael Jackson and a military service member killed in Afghanistan, 1st Lieutenant Brian Bradshaw. Would you have preferred to have the national news media cover the life of...”

A majority of respondents, 65.5%, felt the news media should have covered the life of 1st Lieutenant Brian Bradshaw.

News media should have covered the life of...	Sept. 2009	Sept. 2009 W/o DKs
Michael Jackson	11.9%	12.9
1 st Lieutenant Brian Bradshaw	65.5	71.2
Don't know/unsure	8.0	---
Both/more evenly	14.6	15.9

THE FUTURE

Compared to five years ago, 45.5% of respondents reported they are reading newspapers at about the same frequency. Another 38.1% said they are reading newspapers less often than they did five years ago.

<i>Reading newspapers...</i>	<i>Sept. 2009</i>
More often	14.8%
Less often	38.1
At about the same frequency	45.5
Don't know/unsure	1.6

Respondents were read a list of statements and asked if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with each. The second column in the following table presents the cumulative total for those reporting “strongly agreed” or “somewhat agreed” while the last column presents the cumulative total for those reporting they “somewhat disagreed” or “strongly disagreed.”

<i>Statements</i>	<i>Strongly and Somewhat Agree</i>	<i>Somewhat and Strongly Disagree</i>
Old-style, traditionally objective and fair journalism is dead.	67.9%	26.5
The health of our democracy is directly tied to the health of journalism.	64.1	28.9
The internet is adequately covering for failing newspapers.	45.0	35.6
Tax dollars should be spent to prop up failing newspapers.	17.4	77.9

BASEBALL

In a final question, respondents were asked, in their view, which Major League Baseball team they consider to be “America’s Team.” More than two-fifths of respondents, 41.6% named the New York Yankees.

<i>Which MLB team do you consider to be “America’s Team”?</i>	<i>Sept. 2009</i>
Yankees	41.6%
Red Sox	16.3
Cubs	7.3
Braves	6.9
Cardinals	5.0
Phillies	4.2
Mets	2.5
Tigers	2.5

Other teams named with less frequency included: White Sox, Blue Jays, Oakland As, Orioles, Tampa Bay, Dodgers, Rangers, Brewers, Reds, Giants, Pirates, Indians, Twins and Angels.