

PEW RESEARCH CENTER
July 19-22, 2012 OMNIBUS
FINAL TOPLINE
N=1,001

QUESTIONS PEW.1, PEW.3 AND PEW.4 PREVIOUSLY RELEASED; NO QUESTION PEW.2

ASK ALL:

PEW.5 As I name some news organizations¹, please rate how much you think you can BELIEVE each that I name on a scale of 4 to 1. On this four point scale, "4" means you can believe all or most of what the news organization says, and "1" means you believe almost nothing of what they say. First, how would you rate the believability of **[INSERT ITEM; RANDOMIZE]** on this scale of 4 to 1? How about **[NEXT ITEM]**? **[IF NECESSARY: How would you rate the believability of [NEXT ITEM] on this scale of 4 to 1 where "4" means you can believe all or most of what the news organization says, and "1" means you believe almost nothing of what they say?]** **[INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE"]**

		Believe			Cannot Believe	(VOL.) Never Heard of	(VOL.) Can't Rate
		4	3	2	1		
a.	USA Today						
	July 19-22, 2012	12	28	27	16	2	15
	July 8-11, 2010	13	30	22	12	1	22
	Late May, 2008	13	35	26	8	2	16
	June, 2006	15	30	25	10	2	18
	May, 2004	15	32	22	8	2	21
	May, 2002	15	36	19	6	1	23
	May, 2000	17	31	20	7	2	23
	May, 1998	18	35	21	5	2	19
	April, 1996	20	34	20	9	3	14
	February, 1993	20	36	21	7	1	15
	August, 1989	21	32	18	5	6	18
	June, 1985	13	26	13	2	4	42
b.	The Wall Street Journal						
	July 19-22, 2012	17	30	19	15	1	18
	July 8-11, 2010	18	27	17	11	*	27
	Late May, 2008	20	34	17	8	2	19
	June, 2006	19	29	17	8	3	24
	May, 2004	18	31	17	8	1	25
	May, 2002	22	29	11	4	1	33
	May, 2000	27	24	9	6	4	30
	May, 1998	30	30	9	4	2	25
	April, 1996	28	29	13	7	3	20
	February, 1993	30	32	14	6	2	16
	August, 1989	30	26	9	3	6	26
	June, 1985	25	23	6	2	1	43
c.	The New York Times						
	July 19-22, 2012	14	26	24	17	*	19
	July 8-11, 2010	15	28	15	15	1	26
	Late May, 2008	14	32	19	14	2	19
	June, 2006	15	26	19	14	2	24
	May, 2004	16	31	18	10	2	23

¹ In 2010 and earlier, question introduction referred to "organizations," not "news organizations."

PEW.5 CONTINUED...

	Believe <u>4</u>	<u>3</u>	<u>2</u>	Cannot Believe <u>1</u>	(VOL.) Never Heard of	(VOL.) Can't Rate	
d.	The daily newspaper you are most familiar with						
	July 19-22, 2012	18	34	27	13	*	8
	July 8-11, 2010	19	35	25	12	0	9
	Late May, 2008	21	39	23	8	1	8
	June, 2006	18	37	26	12	1	6
	May, 2004	17	33	30	12	*	8
	May, 2002	20	39	25	9	0	7
	May, 2000	23	38	24	8	*	7
	May, 1998	27	36	24	7	*	6
	April, 1996	24	37	26	8	*	5
	February, 1993	22	41	25	8	*	4
	August, 1989	26	41	24	7	*	2
	June, 1985	28	52	13	2	*	5
e.	CNN						
	July 19-22, 2012	24	31	23	17	*	6
	July 8-11, 2010	26	32	20	12	1	9
	Late May, 2008	28	36	18	9	1	8
	June, 2006	25	35	20	10	1	9
	May, 2004	29	36	17	8	1	9
	May, 2002	32	34	15	6	1	12
	May, 2000	33	32	14	5	1	15
	May, 1998	37	35	11	4	1	12
	April, 1996	34	37	14	4	1	10
	February, 1993	41	35	10	4	2	8
	August, 1989	33	31	11	2	8	16
	June, 1985	20	24	7	1	10	38
f.	The Fox News CABLE Channel						
	July 19-22, 2012	20	24	23	24	*	8
	July 8-11, 2010	25	26	20	20	*	8
	Late May, 2008	21	32	21	15	2	9
	June, 2006	22	29	21	15	1	12
	May, 2004	21	33	23	9	1	13
	May, 2002	19	34	20	6	2	19
	May, 2000	19	28	19	9	3	22
g.	MSNBC						
	July 19-22, 2012	17	28	24	21	1	9
	July 8-11, 2010	19	32	18	16	3	12
	Late May, 2008	21	34	22	10	2	11
	June, 2006	17	34	24	8	2	15
	May, 2004	18	36	22	8	2	14
	May, 2002	21	34	17	5	4	19
	May, 2000	19	29	15	6	8	23
h.	ABC News						
	July 19-22, 2012	21	35	25	13	*	7
	July 8-11, 2010	19	39	21	12	1	8
	Late May, 2008	22	37	25	9	1	6
	June, 2006	20	39	23	10	*	8
	May, 2004	22	36	24	9	*	9
	May, 2002	22	43	19	6	*	10

PEW.5 CONTINUED...

	Believe	<u>3</u>	<u>2</u>	Cannot Believe	(VOL.) Never Heard of	(VOL.) Can't Rate
	<u>4</u>			<u>1</u>		
May, 2000	26	36	20	6	*	12
May, 1998	28	43	18	4	*	7
April, 1996	30	44	17	5	*	4
February, 1993	34	42	17	4	*	3
August, 1989	30	46	14	3	1	7
June, 1985	32	51	11	1	*	5
i. CBS News						
July 19-22, 2012	19	35	28	12	*	6
July 8-11, 2010	19	36	21	13	1	11
Late May, 2008	20	36	26	10	1	7
June, 2006	20	34	27	10	1	8
May, 2004	22	35	24	9	1	9
May, 2002	23	41	19	6	*	11
May, 2000	26	37	20	7	*	10
May, 1998	26	43	21	4	*	6
April, 1996	30	42	17	6	*	5
February, 1993	31	44	16	5	*	4
August, 1989	29	45	16	4	1	5
June, 1985	33	51	11	1	*	4
j. NBC News						
July 19-22, 2012	19	33	26	15	*	5
July 8-11, 2010	18	40	22	13	*	7
Late May, 2008	23	40	21	11	*	5
June, 2006	21	39	24	8	*	8
May, 2004	22	39	24	9	*	6
May, 2002	23	43	19	6	*	9
May, 2000	26	37	21	7	*	9
May, 1998	28	42	20	4	*	6
April, 1996	28	46	18	5	*	3
February, 1993	31	42	18	6	*	3
August, 1989	32	47	14	2	*	5
June, 1985	31	51	12	1	*	5
k. Your local TV news						
July 19-22, 2012	27	35	24	9	*	5
July 8-11, 2010	27	38	21	7	0	7
Late May, 2008	27	40	21	8	*	4
June, 2006	22	38	25	10	*	5
May, 2004	23	36	27	9	*	5
May, 2002	26	39	22	7	*	6
May, 2000	30	39	19	6	*	6
May, 1998	32	38	19	6	*	4
June, 1985	34	47	13	1	*	5
l. 60 Minutes						
July 19-22, 2012	27	32	21	11	1	9
July 8-11, 2010	28	29	19	9	1	14
Late May, 2008	27	36	21	7	1	8
June, 2006	24	34	22	9	1	10
May, 2004	29	33	19	9	*	10
May, 2002	30	39	15	5	*	11
May, 2000	31	37	17	7	*	8

PEW.5 CONTINUED...

	Believe			Cannot Believe	(VOL.) Never Heard of *	(VOL.) Can't Rate
May, 1998	<u>4</u> 32	<u>3</u> 37	<u>2</u> 20	<u>1</u> 4		<u>7</u>
m. NPR, National Public Radio						
July 19-22, 2012	19	22	19	19	5	16
July 8-11, 2010	20	23	18	11	7	21
Late May, 2008 ²	19	23	18	10	12	18
June, 2006	17	27	20	12	4	20
May, 2004	17	25	22	12	3	21
May, 2002	16	28	20	7	6	23
May, 2000	16	21	18	8	13	24
May, 1998	13	34	17	7	7	22

² In 2008 and earlier, item was "National Public Radio."