



“My” Media Versus “The” Media: Trust in News Depends on Which News Media You Mean

**Conducted by the Media Insight Project
An initiative of the American Press Institute and The Associated Press-NORC
Center for Public Affairs Research**

Interviews: 3/8-27/2017

2,036 adults

Margin of error: +/- 3.0 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

“MY” MEDIA VERSUS “THE” MEDIA: TRUST IN NEWS DEPENDS ON WHICH NEWS MEDIA YOU MEAN

Respondents were randomly assigned to one of two conditions. In Condition A, 1,018 respondents were asked Q2-Q6 and Q8-Q10 with the phrase “the news media.” In Condition B, 1,018 respondents received those questions with the phrase “the news media you use most often.” The margin of sampling error for Condition A is +/- 4.2 percentage points. The margin of sampling error for Condition B is +/- 4.0 percentage points.

A (+) indicates that the proportion providing a response option in that condition is statistically greater ($p < .05$) than the proportion responding the same way in the other condition.

Q1. How often do you watch, read, hear, or see news? By news, we mean any kind of news, including sports, traffic, weather, stocks, politics, lifestyle, or any other kind of news, by any means. Do you generally watch, read, hear, or see news ...?

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Several times/Once a day NET	79	79
Several times a day	58	58
Once a day	21	21
Several times a week	10+	7
Weekly/Less often NET	10	14
Weekly	5	5
Less often	5	7
Never	*	2+
Don’t know	1	*
SKIPPED ON WEB/REFUSED	*	-
N=	1,018	1,018

Q2. Thinking of [the news media/the news media you use most often] how much, if at all, do you trust the information you get?

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
A lot/Some NET	76	80
A lot	17	24+
Some	59	56
Not too much/Not at all NET	23	20
Not too much	20	17
Not at all	3	3
DON’T KNOW	-	-
SKIPPED ON WEB/REFUSED	-	-
N=	1,018	1,018

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**Q3. The last question asked about trust in [the news media/the news media you use most often].
When you think of [the news media/the news media you use most often], what media outlets
or organizations do you have in mind?¹**

[OPEN ENDED RESPONSE]

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Local news	18	22
Cited 5 or more specific sources or source types	9+	3
Cable news	48+	41
Broadcast TV	37+	28
Local TV	11	11
Local newspaper	3	5
National newspaper	16+	12
Magazine	3+	1
Specialty media (e.g. ESPN)	3	3
Social media	3	4
News site/Internet	11	16+
Radio	9	8
News wire	6+	3
FOX	21	19
CNN	33+	23
MSNBC	11+	5
NBC	15+	8
CBS	11+	6
ABC	12+	6
The New York Times	8	6
NPR	6	4
BBC	4+	2
The Washington Post	5+	2
Anything/all	4+	2
Nothing	2	3
Other	5+	2
DON'T KNOW	1	1
N=	961	972

¹ Proportions are based on the 1,933 panelists who provided a valid response to the open-ended question.

Q4. In general, how well do [the news media/the news media you use most often] keep you informed of the most important stories of the day?

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Very/Fairly well NET	84	87
Very well	24	33+
Fairly well	59+	53
Not too/Not at all well NET	16	13
Not too well	14	11
Not at all well	2	2
DON'T KNOW	1	*
SKIPPED ON WEB/REFUSED	-	*
N=	1,018	1,018

Q5. Would you say the news from [the news media/the news media you use most often] is...?

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Very/Somewhat accurate NET	83	90+
Very accurate	17	34+
Somewhat accurate	66+	56
Not too/Not at all accurate NET	17+	10
Not too accurate	13+	9
Not at all accurate	4	2
DON'T KNOW	-	-
SKIPPED ON WEB/REFUSED	*	-
N=	1,018	1,018

Q6. In presenting the news dealing with political and social issues, do you think that [the news media/the news media you use most often] deal fairly with all sides, or do they tend to favor one side?

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Deal fairly with all sides	30	48+
Tend to favor one side	69+	50
DON'T KNOW	1	*
SKIPPED ON WEB/REFUSED	*	1
N=	1,018	1,018

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Q7. 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?

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Keeps political leaders from doing their job	32	34
Keeps political leaders from doing things that shouldn’t be done	65	63
DON’T KNOW	3	2
SKIPPED ON WEB/REFUSED	1	1
<i>N=</i>	<i>1,018</i>	<i>1,018</i>

Q8. Do you think [the news media/the news media you use most often] are too liberal, just about right, or too conservative?

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Too liberal	36+	22
Just about right	49	68+
Too conservative	13+	9
DON’T KNOW	*	*
SKIPPED ON WEB/REFUSED	1	*
<i>N=</i>	<i>1,018</i>	<i>1,018</i>

Q9. Here are some pairs of opposite phrases. Which phrase do you feel better describes [the news media/the news media you use most often]?

Would you say [the news media/the news media you use most often]...

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Care about the people they report on	22	41+
Don’t care about the people they report on	36+	24
Neither applies	42+	35
DON’T KNOW	*	*
SKIPPED ON WEB/REFUSED	*	*
<i>N=</i>	<i>1,018</i>	<i>1,018</i>

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Would you say [the news media/the news media you use most often]...

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Are willing to admit their mistakes	27	47+
Try to cover up their mistakes	58+	32
Neither applies	14	20+
DON'T KNOW	*	1
SKIPPED ON WEB/REFUSED	1	*
<i>N=</i>	<i>1,018</i>	<i>1,018</i>

Would you say [the news media/the news media you use most often]...

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Are moral	24	53+
Are immoral	30+	15
Neither applies	44+	31
DON'T KNOW	1	*
SKIPPED ON WEB/REFUSED	*	*
<i>N=</i>	<i>1,018</i>	<i>1,018</i>

Would you say [the news media/the news media you use most often]...

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Protect democracy	34	48+
Hurt democracy	30+	20
Neither applies	35	31
DON'T KNOW	1	*
SKIPPED ON WEB/REFUSED	*	1
<i>N=</i>	<i>1,018</i>	<i>1,018</i>

Q10. Many news organizations produce opinion content as well as report the news. How easy or difficult is it for you to tell the difference between the opinion content and news reporting in [the news media/the news media you use most often], or does it not matter to you?

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Very/Somewhat easy NET	54	62+
Very easy	21	26+
Somewhat easy	33	36
Very/Somewhat difficult NET	32+	25
Somewhat difficult	24	19
Very difficult	8	5
It doesn’t matter to me	14	14
DON’T KNOW	-	-
SKIPPED ON WEB/REFUSED	*	*
N=	1,018	1,018

IDEO. Generally speaking, do you consider yourself to be liberal, moderate or conservative?

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Liberal	24	20
Moderate	46	51
Conservative	29	26
DON’T KNOW	*	1
SKIPPED ON WEB/REFUSED	1	1
N=	1,018	1,018

PID1. Do you consider yourself a Democrat, a Republican, an independent or none of these?

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Democrat	37	35
Republican	23	25
Independent	26	24
None of these	14	15
DON’T KNOW	-	-
SKIPPED ON WEB/REFUSED	*	*
N=	1,018	1,018

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If Democrat in PID1

PIDA. Do you consider yourself a strong Democrat or a moderate Democrat?

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Strong Democrat	39	36
Moderate Democrat	61	64
DON'T KNOW	-	-
SKIPPED ON WEB/REFUSED	*	*
N=	372	360

If Republican in PID1

PIDB. Do you consider yourself a strong Republican or a moderate Republican?

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Strong Republican	32	33
Moderate Republican	68	67
DON'T KNOW	*	-
SKIPPED ON WEB/REFUSED	-	-
N=	237	245

If Independent, none of these, don't know, skipped, or refused in PID1

PIDi. Do you lean more toward the Democrats or the Republicans?

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Lean Democrat	29	25
Lean Republican	24	28
Don't lean	47	45
DON'T KNOW	1	*
SKIPPED ON WEB/REFUSED	-	1
N=	409	413

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POLITICS. Combines PID1, PIDi, PIDA, and PIDB.

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Democrat NET	48	45
Strong Democrat	14	13
Moderate Democrat	22	22
Lean Democrat	12	10
Independent/None – Don’t lean	19	18
Republican NET	33	36
Lean Republican	10	11
Moderate Republican	16	17
Strong Republican	7	8
Unknown	*	*
N=	1,018	1,018

GENDER

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Male	50	47
Female	50	53
N=	1,018	1,018

EDUCATION

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
No high school diploma	12	11
High school graduate or equivalent	30	28
Some college	32	33
Bachelor’s degree or above	25	28
N=	1,018	1,018

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AGE

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
18-24	13	11
25-34	18	19
35-49	24	24
50-64	24	27
65 and older	20	18
N=	1,018	1,018

INCOME

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
Under \$10,000	5	7
\$10,000 to under \$20,000	8	8
\$20,000 to under \$30,000	13	12
\$30,000 to under \$40,000	11	11
\$40,000 to under \$50,000	10	8
\$50,000 to under \$75,000	17	18
\$75,000 to under \$100,000	13	15
\$100,000 to under \$150,000	15	14
\$150,000 or more	7	7
N=	1,018	1,018

RACE/ETHNICITY

AP-NORC 3/8-27/2017	“The news media”	“The news media you use most often”
White	63	66
African American	11	12
Hispanic	17	14
Other	8	8
N=	1,018	1,018

Media Insight Project Poll – How People Evaluate the Media They Use Versus the Media Overall

This survey was conducted by the Media Insight Project, an initiative of the American Press Institute (API) and The Associated Press-NORC Center for Public Affairs Research. The survey was conducted from March 8 through March 27, 2017. The survey was funded by API. Staff from API and The AP-NORC Center collaborated on all aspects of the study.

Data were collected using the AmeriSpeak Panel, which is NORC’s probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, nonzero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from the AmeriSpeak Panel, and 2,036 completed the survey — 1,702 via the web and 334 via telephone. The final stage completion rate is 35.6 percent, the weighted household panel response rate is 34.4 percent, and the weighted household panel retention rate is 94.7 percent, for a cumulative response rate of 11.6 percent.

The overall margin of sampling error is +/- 3.0 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error for experimental Condition A is +/- 4.2 percentage points. The margin of sampling error for experimental Condition B is +/- 4.0 percentage points.

Respondents were offered a small monetary incentive for completing the survey. All interviews were conducted in English by professional interviewers who were carefully trained on the specific survey for this study.

Once the sample was selected and fielded, and all the study data had been collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under-and over- sampling resulting from the study-specific sample design. Poststratification variables included age, gender, Census region, race/ethnicity, and education. Weighting variables were obtained from the 2016 Current Population Survey. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

Details about the Media Insight Project can be found at: www.mediainsight.org.