

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: GOVERNANCE

-- FINAL TOPLINE --

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Note: Q.20-36 should be reported as a *USA Today*/Gallup poll.

Results are based on telephone interviews conducted September 13-16, 2010 with a random sample of ~1,019—adults, aged 18+, living in the continental U.S., selected using random-digit dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the age 18+ non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

13. In general, how much trust and confidence do you have in the mass media -- such as newspapers, T.V. and radio -- when it comes to reporting the news fully, accurately, and fairly -- a great deal, a fair amount, not very much, or none at all?

	<u>Great deal</u>	<u>Fair amount</u>	<u>Not very much</u>	<u>None at all</u>	<u>No opinion</u>	<i>Great deal/Fair amount</i>
2010 Sep 13-16	12	31	36	21	*	43
2009 Aug 31-Sep 2	10	35	37	18	1	45
2008 Sep 8-11	9	34	35	21	1	43
2007 Sep 14-16	9	38	35	17	*	47
2005 Sep 12-15	13	37	37	12	1	50
2004 Sep 13-15	9	35	39	16	1	44
2003 Sep 8-10	14	40	35	11	*	54
2002 Sep 5-8	10	44	35	11	*	54
2001 Sep 7-10	12	41	33	14	*	53
2000 Jul 6-9	12	39	37	12	*	51
1999 Feb 4-8	11	44	34	11	*	55
1998 Dec 28-29	11	44	35	9	1	55
1997 May 30-Jun 1	10	43	31	15	1	53
1976 Jun	18	54	22	4	2	72
1974 Apr	21	48	21	8	2	69
1972 May	18	50	24	6	2	68

24. In general, do you think the news media are -- [ROTATED: too liberal, just about right, or too conservative]?

	<u>Too liberal</u>	<u>Just about right</u>	<u>Too conservative</u>	<u>No opinion</u>
2010 Sep 13-16	48	33	15	4
2009 Aug 31-Sep 2	45	35	15	5
2008 Sep 8-11	47	36	13	5
2007 Sep 14-16 ^	45	35	18	2
2006 Sep 7-10	44	33	19	4
2005 Sep 12-15	46	37	16	1
2004 Sep 13-15	48	33	15	4
2003 Sep 8-10	45	39	14	2
2003 Feb 17-19	45	36	15	4
2002 Sep 5-8	47	37	13	3
2001 Sep 7-10	45	40	11	4

^ Asked of a half sample.