

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: GOVERNANCE

-- FINAL TOPLINE --

Timberline: 927943  
G: 880  
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Results are based on telephone interviews conducted September 8-11, 2011 with a random sample of **-1,017—** adults, aged 18+, living in all 50 U.S. states and the District of Columbia.

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.

For results based on the sample of **-490—**national adults in Form A and **-527—**national adults in Form B, the maximum margins of sampling error are **±6** percentage points.

For results based on the sample of **-931—**registered voters, the maximum margin of sampling error is **±4** percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents by region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, and phone status (cell phone only/landline only/both, having an unlisted landline number, and being cell phone mostly). Demographic weighting targets are based on the March 2010 Current Population Survey figures for the age 18+ non-institutionalized population living in 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.

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15. 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>
2011 Sep 8-11	11	33	36	19	1	44
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

33. 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>
2011 Sep 8-11	47	36	13	4
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.