

AEJMC Poll on Public Attitudes Toward the Press

Data Sheet

*Poll released Tuesday,
September 23*

Public's Engagement with News

% of Public Getting News 7 Days Per Week	57%
% of Public Purposely Seeking News 7 Days Per Week	44%

Platform Public Usually Uses to Access News

TV	41%
Laptop	23%
Smartphone	13%
Print Paper	8%
Tablet	7%
Other	5%
Radio	3%

The Public Grades the Press

Grade	News Coverage	Coverage of Most Important Problem
A	13%	11%
B	36%	28%
C	33%	32%
D	12%	15%
F	6%	13%

Public's Trust of Different Sources for News

% Saying "A Lot"

Local TV News	42%
Local Newspaper	34%
Network TV News	30%
Family & Friends	28%
Cable News	27%
National Newspaper	26%
Google	22%
Journalists	17%
Facebook	14%
Government Websites	13%
Twitter	9%
Bloggers	9%

Public's Attitudes about Journalism and News in their Lives

% Strongly Agreeing

News on Internet should be free	45%
Duty to keep informed	37%
Enjoy keeping up with news	36%
Raised to believe being informed is important	35%
Important for news media to be watchdog	30%
News organizations more concerned about being first than right	28%
Mobile devices make it easy to keep up with news	27%
Most news is biased	24%
News organizations should be helpful and caring like good neighbors	22%
People important to you value keeping up with news	20%
News media care little about people like you	19%
Being informed makes you feel empowered	19%
Depend on news to help with daily life	16%
News is often inaccurate	16%
Poor job providing context	14%
News media protect democracy more than hurt it	14%
Press has too much freedom	13%
Depend on social media to help with daily life	12%
News projects accurate representation of constituent	10%
News organizations willing to admit mistakes	10%
Keeping up with news is a waste of time	7%

Types of News the Public Pays Attention to Often

Local News	69%
Weather	66%
Breaking News	58%
National News	57%
International News	42%
Natural Disasters	38%
Crime News	34%
Government	32%
Politics	31%
Sports	30%
Election News	27%
Accidents	27%
Technology	23%
Health News	22%
Celebrity and Entertainment News	21%
Environment	20%
Consumer and Personal Finance	19%
Business News	19%
Opinion about the News	15%
Art and Culture	13%

About the AEJMC Poll

The poll was conducted July, 2014 under the direction of Dr. Paula Poindexter, 2013-2014 AEJMC president. Poindexter, a journalism professor at the University of Texas at Austin, commissioned the Office of Survey Research (OSR) at the University of Texas at Austin to handle the fieldwork. The sample of online respondents, 18 years and older, was acquired through Survey Sampling International, an internationally respected survey sampling firm. The source of the online sample was an actively managed panel. Since the panel sample was non-probability rather than random, it was requested that the sample match U.S. demographic statistics.

Of the 1,505 respondents who completed the questionnaire, 52% were female. An analysis of the sample's race and ethnicity found 61% were white, 18% were Latino/Hispanic, 13% were African American, 5% were Asian American, and 1% were Native American.

29% of survey participants were between the ages 18 to 31. This age group is also known as the Millennial generation. 31% of respondents were ages 32 to 49. This age group is also known as Generation X. 34% were between the ages of 50 and 68 which is the age group for Baby Boomers. 6% of respondents were 69 years or older which would make them pre-Baby Boomers.

An analysis of education found 21% had a high school degree or less; 31% had some college or technical school degree; 30% had a college degree and the remaining had some graduate education or more. Approximately half of the survey sample had a household income of \$40,000 or more. 48% had a landline and a cellphone or smartphone and 44% had a cell or smartphone only.

Note:

1) For information on online panels and evaluating non-probability Internet panels, please see Callegaro & Disogra (2008) and AAPOR's Standard Definitions (2011, p. 38).