

YouGov Survey Results

Sample Size: 1095
Fieldwork: 21st - 25th October 2011

Total	Gender		Age					Region				Education					
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast	Midwest	South	West	No HS	High school graduate	Some college	2-year	4-year	Post-grad

For the question below, please think about the media in the USA.

How trustworthy or untrustworthy do you think the general content from each of the following types of media in the US is? (Please tick one option per row)

Newspapers (e.g. New York Times, Washington Post, USA Today etc.):

Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Completely trustworthy	8%	5%	9%	14%	9%	5%	10%	5%	10%	7%	8%	6%	16%	9%	4%	4%	7%	10%
Somewhat trustworthy	36%	32%	40%	43%	44%	33%	33%	34%	41%	35%	35%	36%	36%	31%	38%	31%	42%	46%
Trustworthy (NET)	44%	37%	49%	57%	53%	38%	43%	39%	50%	42%	43%	42%	51%	39%	42%	34%	49%	56%
Neither trustworthy nor untrustworthy	20%	17%	23%	17%	18%	25%	21%	19%	21%	22%	19%	20%	26%	22%	21%	28%	15%	12%
Somewhat untrustworthy	17%	21%	14%	16%	12%	19%	20%	18%	19%	12%	19%	18%	6%	16%	18%	20%	24%	18%
Completely untrustworthy	13%	19%	9%	4%	8%	13%	12%	19%	4%	17%	14%	15%	12%	13%	16%	14%	10%	14%
Untrustworthy (NET)	31%	40%	23%	20%	20%	32%	32%	38%	23%	30%	33%	33%	18%	29%	33%	35%	34%	31%
Don't know	5%	6%	5%	5%	9%	5%	5%	4%	5%	6%	5%	5%	5%	10%	4%	3%	2%	1%

Magazines (e.g. Newsweek, People, Time, Sports Illustrated, Good Housekeeping, Oprah Magazine etc.):

Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Completely trustworthy	6%	4%	7%	7%	7%	4%	7%	4%	9%	5%	6%	4%	9%	8%	5%	3%	4%	4%
Somewhat trustworthy	36%	32%	40%	28%	38%	40%	36%	35%	38%	35%	39%	32%	37%	35%	33%	30%	41%	44%
Trustworthy (NET)	42%	36%	47%	35%	45%	43%	43%	40%	47%	40%	45%	35%	46%	43%	38%	33%	44%	47%
Neither trustworthy nor untrustworthy	27%	27%	26%	40%	28%	29%	24%	24%	32%	26%	24%	27%	33%	26%	27%	27%	26%	23%
Somewhat untrustworthy	18%	19%	17%	12%	12%	15%	21%	22%	14%	16%	19%	21%	8%	15%	19%	28%	23%	19%
Completely untrustworthy	9%	12%	6%	8%	5%	9%	9%	12%	2%	13%	8%	11%	7%	8%	13%	10%	5%	10%
Untrustworthy (NET)	27%	31%	23%	21%	17%	24%	30%	33%	16%	29%	27%	32%	15%	23%	32%	38%	28%	29%
Don't know	5%	6%	4%	5%	10%	4%	3%	3%	5%	5%	4%	6%	5%	8%	3%	2%	2%	1%

TV (e.g. CNN, Fox, CBS, NBC, ABC etc.):

Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Completely trustworthy	7%	5%	10%	6%	9%	5%	11%	6%	11%	8%	8%	4%	14%	11%	5%	3%	5%	3%
Somewhat trustworthy	35%	30%	39%	37%	35%	33%	34%	35%	35%	36%	37%	30%	40%	33%	35%	33%	36%	35%
Trustworthy (NET)	42%	34%	49%	43%	43%	37%	45%	41%	46%	44%	45%	34%	55%	44%	40%	37%	40%	38%
Neither trustworthy nor untrustworthy	23%	22%	24%	19%	25%	27%	24%	20%	25%	23%	23%	22%	23%	25%	22%	21%	21%	22%
Somewhat untrustworthy	22%	26%	19%	24%	17%	22%	21%	26%	21%	18%	22%	27%	6%	17%	24%	27%	31%	29%
Completely untrustworthy	10%	14%	6%	10%	6%	10%	8%	12%	5%	12%	8%	13%	9%	8%	12%	15%	7%	9%
Untrustworthy (NET)	32%	40%	24%	33%	23%	32%	29%	38%	26%	30%	30%	40%	15%	25%	36%	42%	38%	38%
Don't know	3%	4%	3%	5%	8%	4%	1%	1%	4%	4%	2%	5%	7%	6%	2%	-	1%	1%

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Total	Gender		Age				Region				Education						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast	Midwest	South	West	No HS	High school graduate	Some college	2-year	4-year	Post-grad

For the question below, please think about the media in the USA.

How trustworthy or untrustworthy do you think the general content from each of the following types of media in the US is? (Please tick one option per row)
continued

Radio (e.g. WABC-AM (New York) etc.):

	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Completely trustworthy	5%	3%	7%	12%	5%	5%	8%	3%	7%	5%	7%	2%	11%	6%	4%	2%	4%	3%
Somewhat trustworthy	33%	31%	35%	28%	35%	34%	37%	29%	35%	28%	34%	35%	26%	32%	30%	33%	36%	43%
Trustworthy (NET)	38%	34%	41%	40%	40%	39%	45%	31%	41%	33%	40%	36%	37%	38%	34%	35%	40%	46%
Neither trustworthy nor untrustworthy	29%	27%	32%	29%	26%	30%	33%	29%	31%	33%	29%	27%	29%	30%	30%	28%	32%	24%
Somewhat untrustworthy	17%	22%	13%	19%	16%	15%	14%	21%	17%	16%	18%	19%	6%	15%	19%	28%	18%	21%
Completely untrustworthy	5%	6%	5%	6%	4%	7%	3%	7%	4%	7%	5%	6%	7%	4%	8%	5%	4%	5%
Untrustworthy (NET)	23%	28%	18%	25%	20%	22%	17%	29%	20%	23%	23%	25%	13%	19%	27%	33%	22%	26%
Don't know	10%	11%	9%	6%	15%	10%	5%	11%	8%	11%	8%	12%	21%	13%	9%	4%	6%	4%

Websites (e.g. Yahoo! News, The Onion, www.nytimes.com etc.):

	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Completely trustworthy	5%	4%	7%	15%	7%	5%	6%	2%	9%	4%	7%	2%	11%	7%	5%	3%	2%	3%
Somewhat trustworthy	32%	29%	35%	34%	37%	37%	32%	26%	26%	32%	33%	33%	25%	31%	31%	26%	36%	39%
Trustworthy (NET)	37%	33%	41%	49%	44%	42%	38%	28%	36%	36%	40%	35%	37%	38%	36%	30%	38%	42%
Neither trustworthy nor untrustworthy	30%	30%	31%	34%	31%	28%	33%	29%	36%	27%	30%	30%	37%	29%	33%	26%	31%	26%
Somewhat untrustworthy	18%	19%	17%	9%	11%	16%	20%	23%	17%	19%	17%	19%	8%	17%	18%	27%	21%	17%
Completely untrustworthy	8%	10%	6%	3%	5%	9%	5%	11%	3%	9%	8%	8%	11%	6%	8%	13%	6%	11%
Untrustworthy (NET)	26%	29%	23%	12%	16%	25%	25%	35%	20%	29%	25%	28%	19%	23%	25%	40%	28%	28%
Don't know	7%	8%	6%	5%	9%	5%	4%	8%	8%	9%	5%	8%	8%	10%	6%	4%	3%	4%

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Total	Gender		Age				Region				Education						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast	Midwest	South	West	No HS	High school graduate	Some college	2-year	4-year	Post-grad

For the question below, please think about the media in the USA.

How trustworthy or untrustworthy do you think the general content from each of the following types of media in the US is? (Please tick one option per row)
continued

Blogs (e.g. Huffington Post, Perez Hilton, Mashable, TMZ etc.):

	Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
	All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Completely trustworthy	2%	2%	3%	4%	4%	2%	3%	1%	5%	2%	3%	0%	5%	3%	1%	1%	2%	2%	
Somewhat trustworthy	16%	16%	15%	22%	17%	22%	14%	12%	19%	10%	16%	17%	17%	14%	16%	15%	17%	19%	
Trustworthy (NET)	18%	18%	18%	26%	21%	24%	17%	13%	24%	12%	19%	18%	22%	17%	17%	16%	19%	21%	
Neither trustworthy nor untrustworthy	26%	21%	30%	26%	24%	32%	27%	23%	27%	25%	28%	22%	33%	28%	25%	21%	26%	19%	
Somewhat untrustworthy	24%	26%	23%	25%	25%	16%	27%	26%	27%	28%	23%	22%	9%	21%	26%	26%	29%	31%	
Completely untrustworthy	23%	27%	19%	16%	18%	22%	22%	28%	11%	26%	23%	28%	28%	18%	26%	29%	21%	27%	
Untrustworthy (NET)	47%	53%	42%	40%	44%	38%	49%	54%	38%	54%	45%	50%	37%	40%	53%	55%	51%	57%	
Don't know	9%	9%	10%	8%	11%	7%	7%	11%	10%	10%	8%	10%	8%	15%	6%	8%	4%	3%	

Social media (e.g. Twitter, Facebook, YouTube etc.):

	Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
	All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Completely trustworthy	3%	2%	4%	9%	3%	3%	3%	2%	7%	2%	4%	1%	15%	4%	1%	-	1%	1%	
Somewhat trustworthy	16%	13%	18%	15%	21%	16%	14%	13%	18%	13%	17%	15%	14%	17%	17%	20%	11%	12%	
Trustworthy (NET)	19%	15%	21%	24%	25%	18%	17%	15%	24%	15%	20%	16%	29%	22%	18%	20%	12%	13%	
Neither trustworthy nor untrustworthy	32%	30%	34%	33%	31%	41%	31%	29%	35%	29%	33%	29%	37%	35%	32%	24%	29%	28%	
Somewhat untrustworthy	24%	24%	24%	24%	20%	17%	27%	27%	22%	27%	22%	26%	22%	21%	23%	22%	31%	31%	
Completely untrustworthy	20%	25%	16%	12%	16%	20%	22%	21%	13%	23%	20%	21%	7%	14%	22%	31%	25%	26%	
Untrustworthy (NET)	44%	49%	40%	36%	37%	38%	49%	49%	35%	50%	42%	47%	29%	35%	46%	53%	56%	57%	
Don't know	6%	6%	5%	6%	8%	3%	3%	7%	5%	5%	4%	8%	5%	9%	4%	3%	3%	3%	

Sample Size: 1095
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Total	Gender		Age				Region				Education						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast	Midwest	South	West	No HS	High school graduate	Some college	2-year	4-year	Post-grad

For the question below, please think about the media in the UK (United Kingdom).
How trustworthy or untrustworthy do you think the general content from each of the following types of media in the UK is? (Tick one option on each row)

Newspapers (e.g. The Guardian, The Sun, Daily Mail, The Times etc.):

Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Completely trustworthy	3%	2%	5%	6%	4%	3%	6%	1%	5%	3%	5%	1%	7%	4%	2%	2%	3%	4%
Somewhat trustworthy	17%	14%	21%	19%	18%	17%	17%	17%	15%	15%	19%	19%	22%	16%	15%	13%	25%	17%
Trustworthy (NET)	21%	16%	25%	24%	22%	21%	23%	18%	20%	18%	23%	20%	29%	20%	17%	15%	28%	21%
Neither trustworthy nor untrustworthy	19%	17%	21%	18%	18%	26%	20%	16%	22%	19%	19%	17%	21%	22%	21%	19%	13%	15%
Somewhat untrustworthy	13%	15%	11%	4%	12%	11%	13%	14%	14%	15%	12%	10%	4%	12%	11%	11%	15%	20%
Completely untrustworthy	9%	12%	6%	9%	6%	12%	9%	8%	5%	10%	10%	8%	9%	6%	12%	7%	7%	13%
Untrustworthy (NET)	21%	27%	16%	14%	18%	24%	22%	23%	18%	25%	22%	18%	13%	18%	23%	18%	22%	33%
Don't know	39%	40%	38%	44%	42%	30%	34%	43%	39%	38%	36%	44%	37%	39%	39%	48%	37%	31%

Magazines (e.g. Closer, OK! Magazine, Private Eye, Good Housekeeping, The Economist, Heat etc.):

Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Completely trustworthy	4%	3%	4%	9%	4%	5%	4%	2%	5%	3%	4%	2%	9%	4%	2%	2%	3%	3%
Somewhat trustworthy	16%	13%	19%	3%	19%	15%	16%	16%	14%	16%	17%	15%	14%	16%	15%	11%	18%	19%
Trustworthy (NET)	19%	16%	23%	12%	23%	20%	20%	18%	19%	19%	21%	17%	23%	20%	17%	13%	21%	22%
Neither trustworthy nor untrustworthy	22%	20%	23%	24%	21%	28%	21%	20%	26%	21%	23%	19%	32%	25%	20%	23%	16%	19%
Somewhat untrustworthy	11%	11%	11%	13%	7%	9%	15%	12%	11%	12%	11%	12%	2%	9%	12%	13%	15%	15%
Completely untrustworthy	7%	9%	4%	9%	7%	10%	6%	5%	3%	8%	9%	5%	6%	5%	10%	5%	7%	9%
Untrustworthy (NET)	18%	20%	16%	22%	13%	18%	22%	17%	14%	20%	19%	17%	8%	14%	22%	18%	22%	24%
Don't know	41%	44%	38%	42%	43%	33%	37%	45%	41%	40%	37%	47%	37%	42%	41%	45%	41%	36%

TV (e.g. BBC, ITV, Channel 4, Sky etc.):

Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Completely trustworthy	6%	4%	7%	9%	7%	6%	7%	3%	10%	4%	7%	2%	7%	6%	6%	5%	2%	8%
Somewhat trustworthy	23%	20%	25%	24%	24%	18%	26%	21%	21%	21%	23%	24%	31%	17%	19%	18%	35%	29%
Trustworthy (NET)	28%	24%	32%	33%	31%	24%	33%	24%	31%	26%	30%	26%	38%	24%	25%	22%	37%	37%
Neither trustworthy nor untrustworthy	18%	17%	20%	16%	15%	25%	18%	18%	21%	19%	20%	14%	21%	24%	19%	19%	12%	10%
Somewhat untrustworthy	10%	12%	8%	3%	8%	13%	10%	10%	7%	9%	10%	12%	4%	9%	10%	9%	11%	12%
Completely untrustworthy	7%	9%	5%	4%	6%	9%	5%	8%	4%	9%	7%	6%	6%	5%	9%	6%	5%	9%
Untrustworthy (NET)	17%	21%	12%	7%	14%	22%	16%	18%	11%	18%	17%	18%	10%	15%	19%	15%	16%	21%
Don't know	37%	38%	35%	44%	39%	29%	33%	40%	38%	38%	33%	41%	32%	38%	38%	43%	35%	32%

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Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast	Midwest	South	West	No HS	High school graduate	Some college	2-year	4-year	Post-grad

For the question below, please think about the media in the UK (United Kingdom).

How trustworthy or untrustworthy do you think the general content from each of the following types of media in the UK is? (Tick one option on each row)

Radio (e.g. BBC, Absolute, Heart; regional, i.e. LBC, Key, CityTalk etc.):

	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Completely trustworthy	4%	3%	5%	9%	4%	7%	5%	1%	6%	3%	4%	4%	10%	5%	1%	1%	3%	8%
Somewhat trustworthy	18%	17%	18%	17%	17%	16%	21%	16%	21%	16%	19%	15%	26%	15%	15%	10%	27%	20%
Trustworthy (NET)	22%	20%	23%	26%	22%	23%	26%	18%	27%	19%	23%	19%	36%	20%	16%	11%	30%	28%
Neither trustworthy nor untrustworthy	21%	20%	22%	24%	20%	24%	21%	20%	20%	20%	23%	20%	23%	26%	23%	22%	10%	16%
Somewhat untrustworthy	10%	10%	10%	5%	7%	12%	10%	11%	8%	10%	11%	9%	2%	9%	11%	9%	13%	11%
Completely untrustworthy	6%	8%	4%	3%	4%	7%	7%	6%	2%	10%	5%	5%	6%	4%	9%	5%	5%	7%
Untrustworthy (NET)	16%	18%	13%	8%	12%	18%	17%	18%	11%	20%	16%	14%	8%	13%	20%	14%	18%	18%
Don't know	41%	42%	41%	42%	47%	34%	36%	45%	42%	40%	38%	47%	34%	42%	40%	53%	42%	38%

Websites (e.g. telegraph.co.uk, bbc.co.uk etc.):

	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Completely trustworthy	3%	2%	4%	5%	4%	3%	4%	1%	4%	4%	3%	2%	3%	4%	3%	1%	2%	2%
Somewhat trustworthy	15%	15%	16%	22%	16%	18%	17%	11%	21%	15%	14%	15%	14%	13%	15%	9%	22%	22%
Trustworthy (NET)	18%	17%	20%	27%	20%	21%	21%	12%	25%	18%	17%	17%	17%	17%	18%	10%	23%	24%
Neither trustworthy nor untrustworthy	23%	21%	25%	19%	21%	28%	25%	21%	24%	22%	26%	19%	33%	28%	19%	21%	18%	19%
Somewhat untrustworthy	10%	11%	9%	5%	8%	11%	10%	12%	7%	11%	12%	10%	6%	8%	12%	10%	14%	14%
Completely untrustworthy	6%	8%	5%	4%	5%	7%	7%	7%	2%	8%	7%	6%	6%	5%	9%	8%	4%	6%
Untrustworthy (NET)	16%	19%	14%	9%	12%	17%	17%	19%	9%	19%	19%	15%	12%	13%	20%	17%	18%	19%
Don't know	42%	43%	42%	44%	46%	33%	36%	47%	42%	41%	39%	49%	38%	42%	42%	52%	41%	37%

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Total	Gender		Age				Region				Education						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast	Midwest	South	West	No HS	High school graduate	Some college	2-year	4-year	Post-grad

For the question below, please think about the media in the UK (United Kingdom).
How trustworthy or untrustworthy do you think the general content from each of the following types of media in the UK is? (Tick one option on each row)

Blogs (e.g. Mashable or individual's opinions etc.):

	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
Completely trustworthy	2%	1%	2%	3%	2%	2%	2%	1%	2%	3%	2%	-	3%	3%	0%	-	1%	1%
Somewhat trustworthy	7%	7%	8%	7%	13%	6%	8%	5%	9%	5%	9%	7%	15%	7%	7%	7%	7%	9%
Trustworthy (NET)	9%	8%	10%	10%	15%	8%	9%	5%	11%	7%	10%	7%	19%	9%	7%	7%	8%	10%
Neither trustworthy nor untrustworthy	22%	20%	24%	25%	20%	26%	25%	18%	23%	19%	23%	20%	29%	24%	20%	21%	19%	17%
Somewhat untrustworthy	15%	14%	16%	15%	11%	16%	17%	15%	15%	16%	15%	14%	3%	14%	15%	8%	20%	18%
Completely untrustworthy	11%	13%	10%	6%	8%	15%	12%	12%	5%	15%	13%	10%	8%	8%	14%	13%	11%	16%
Untrustworthy (NET)	26%	27%	26%	20%	18%	31%	29%	28%	20%	31%	27%	24%	12%	22%	29%	22%	31%	34%
Don't know	43%	46%	41%	45%	47%	35%	37%	49%	45%	43%	40%	49%	40%	44%	43%	50%	42%	39%

Social media (e.g. Twitter, Facebook, YouTube etc.):

	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
Completely trustworthy	3%	2%	3%	9%	3%	3%	3%	1%	6%	3%	3%	1%	13%	3%	2%	1%	1%	3%
Somewhat trustworthy	10%	10%	10%	10%	14%	9%	11%	7%	9%	8%	10%	11%	8%	12%	9%	8%	7%	8%
Trustworthy (NET)	13%	12%	13%	19%	18%	12%	14%	8%	15%	11%	14%	11%	21%	15%	11%	9%	8%	11%
Neither trustworthy nor untrustworthy	22%	19%	25%	22%	20%	32%	24%	19%	24%	20%	25%	19%	30%	26%	20%	17%	19%	18%
Somewhat untrustworthy	15%	14%	17%	14%	13%	10%	16%	19%	16%	17%	14%	16%	6%	13%	17%	18%	20%	17%
Completely untrustworthy	14%	18%	11%	8%	12%	18%	15%	13%	6%	16%	15%	14%	8%	9%	16%	14%	19%	22%
Untrustworthy (NET)	29%	31%	27%	22%	25%	28%	31%	32%	22%	33%	29%	30%	14%	22%	32%	33%	39%	39%
Don't know	36%	37%	34%	37%	37%	27%	32%	41%	38%	37%	32%	40%	35%	37%	36%	41%	33%	32%

Sample Size: 1095
Fieldwork: 21st - 25th October 2011

Total	Gender		Age				Region				Education						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast	Midwest	South	West	No HS	High school graduate	Some college	2-year	4-year	Post-grad

The question below is about the media in the UK (united Kingdom).
Please remember, by "media" we mean Newspapers, Magazines, TV, Radio, Websites, Blogs and Social media.
Thinking about the UK's Media...
Which, if any, of the following statements do you agree with? (Please tick all that apply)

Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
I <u>always</u> trust the UK media in terms of its content, no matter what type of story or area that is being covered.	3%	3%	4%	6%	5%	5%	4%	1%	6%	2%	4%	2%	7%	4%	4%	2%	1%	3%
I don't always trust the UK media in terms of its content, but I do trust it if a significant <u>global event</u> is being covered	21%	22%	20%	19%	25%	21%	22%	19%	25%	20%	19%	23%	24%	14%	22%	19%	30%	32%
I don't always trust the UK media in terms of its content, but I do trust it if a significant <u>UK-specific</u> event is being covered	15%	16%	15%	12%	12%	16%	17%	16%	15%	16%	14%	17%	9%	13%	16%	11%	20%	21%
I <u>never</u> trust the UK media in terms of its content, no matter what type of story or area that is being covered.	7%	9%	6%	4%	5%	8%	7%	9%	4%	9%	9%	6%	6%	7%	10%	5%	4%	10%
None of these	11%	10%	11%	11%	12%	17%	9%	8%	11%	8%	12%	10%	8%	11%	6%	18%	14%	11%
Don't know	45%	43%	47%	52%	45%	39%	43%	49%	43%	47%	46%	44%	48%	53%	47%	45%	35%	30%

Sample Size: 1095
Fieldwork: 21st - 25th October 2011

Total	Gender		Age			Region				Education							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast	Midwest	South	West	No HS	High school graduate	Some college	2-year	4-year	Post-grad

For the following questions, by "media" we mean Newspapers, Magazines, TV, Radio, Websites, Blogs and Social media.

You may recall a news story originating from the UK in July earlier this year which was about phone-hacking allegations and the media

How, if at all, have the recent phone-hacking revelations affected your trust in both the UK media as a whole, and specifically in the UK's newspapers? (Please tick one option on each row. If you were unaware of this news story, please select the "Don't know" option)

UK Newspapers:

	Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults		1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Strongly REDUCED my level of trust of this		13%	16%	11%	11%	9%	12%	14%	16%	13%	15%	12%	13%	9%	12%	17%	9%	13%	16%
Slightly REDUCED my level of trust of this		14%	17%	11%	15%	12%	15%	13%	15%	13%	15%	13%	15%	6%	13%	15%	7%	17%	20%
Reduced trust (NET)		27%	32%	22%	25%	20%	27%	27%	31%	26%	30%	25%	28%	15%	25%	31%	16%	30%	36%
Neither INCREASED nor REDUCED my level of trust of this		33%	33%	34%	31%	39%	34%	34%	30%	37%	28%	34%	35%	36%	31%	32%	35%	40%	34%
Slightly INCREASED my level of trust of this		3%	3%	2%	-	2%	4%	4%	2%	2%	3%	3%	4%	5%	1%	2%	2%	5%	5%
Strongly INCREASED my level of trust of this		1%	1%	1%	-	-	1%	1%	1%	-	1%	1%	0%	-	1%	1%	1%	1%	-
Increased trust (NET)		3%	4%	3%	-	2%	5%	5%	3%	2%	4%	3%	4%	5%	2%	2%	3%	5%	5%
Don't know		36%	31%	41%	44%	38%	34%	34%	36%	35%	37%	38%	33%	44%	42%	34%	46%	25%	25%

UK Media as a whole:

	Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults		1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Strongly REDUCED my level of trust of this		11%	13%	9%	4%	7%	11%	11%	15%	11%	13%	10%	10%	6%	10%	13%	11%	10%	14%
Slightly REDUCED my level of trust of this		14%	16%	12%	19%	13%	13%	15%	14%	17%	15%	13%	14%	9%	14%	16%	8%	17%	15%
Reduced trust (NET)		25%	30%	21%	23%	19%	24%	26%	29%	28%	28%	23%	24%	15%	24%	29%	18%	27%	29%
Neither INCREASED nor REDUCED my level of trust of this		36%	36%	36%	31%	40%	40%	36%	32%	35%	32%	36%	39%	41%	32%	33%	37%	43%	39%
Slightly INCREASED my level of trust of this		2%	3%	2%	3%	3%	3%	2%	2%	3%	2%	2%	4%	3%	1%	2%	1%	3%	6%
Strongly INCREASED my level of trust of this		1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	-	-	1%	1%	-	1%	1%
Increased trust (NET)		3%	4%	3%	3%	4%	4%	3%	3%	3%	2%	3%	4%	3%	2%	3%	1%	4%	6%
Don't know		36%	31%	41%	44%	37%	32%	35%	36%	34%	38%	38%	33%	40%	42%	34%	44%	26%	26%

Sample Size: 1095
Fieldwork: 21st - 25th October 2011

Total	Gender		Age			Region				Education							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast	Midwest	South	West	No HS	High school graduate	Some college	2-year	4-year	Post-grad

And now thinking about Twitter...
If a significant news story is breaking, which ONE of the following would you trust the most on Twitter to get the full details of the story? (If you never use Twitter, please choose the "Not applicable" option)

	Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
	All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
A media industry's individual Twitter feed (e.g. Jon Stewart, Larry King etc.)	5%	5%	4%	15%	7%	5%	3%	2%	9%	3%	4%	5%	12%	4%	7%	-	3%	4%	
A media brand's Twitter feed (e.g. @nytimes, @CNN etc.)	7%	8%	7%	17%	14%	11%	3%	4%	8%	8%	7%	8%	2%	7%	8%	6%	8%	12%	
I trust tweets from both of these sources the same amount	8%	7%	9%	15%	15%	10%	7%	3%	8%	9%	9%	6%	3%	7%	9%	6%	11%	7%	
I don't trust tweets from either of these sources at all	13%	15%	12%	3%	9%	19%	15%	13%	6%	16%	15%	12%	14%	10%	15%	18%	13%	17%	
Not applicable - I never use Twitter	67%	66%	67%	50%	55%	55%	71%	78%	69%	64%	65%	70%	70%	71%	62%	70%	64%	60%	

Which, if any, of the following types of media do you think you will be using MORE of to keep up-to-date with current affairs? Please compare the amount you have used them in 2011 to the amount you think you will use them in 2012. (Please tick all that apply)

	Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
	All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Newspapers	27%	25%	29%	34%	17%	21%	30%	33%	31%	27%	24%	30%	15%	35%	25%	32%	19%	22%	
Magazines	10%	10%	11%	6%	7%	8%	10%	15%	13%	9%	11%	8%	11%	12%	9%	10%	11%	8%	
TV	41%	40%	43%	34%	31%	33%	46%	49%	37%	39%	44%	41%	52%	48%	38%	45%	34%	28%	
Radio	24%	31%	18%	15%	14%	19%	29%	31%	24%	22%	22%	28%	21%	26%	23%	24%	24%	22%	
Websites	34%	41%	28%	44%	32%	36%	40%	29%	28%	32%	35%	37%	22%	28%	39%	36%	40%	41%	
Blogs	8%	10%	6%	12%	9%	7%	8%	6%	8%	9%	7%	8%	6%	6%	9%	8%	9%	6%	
Twitter	7%	8%	7%	23%	10%	10%	5%	3%	11%	8%	7%	4%	9%	5%	8%	8%	10%	7%	
Facebook	16%	14%	18%	30%	23%	17%	15%	10%	20%	15%	15%	17%	26%	16%	18%	14%	17%	7%	
YouTube	10%	11%	9%	10%	7%	12%	12%	8%	8%	11%	9%	10%	11%	10%	11%	6%	9%	6%	
Other media source	6%	8%	5%	-	5%	9%	6%	7%	6%	7%	4%	9%	10%	5%	9%	3%	7%	2%	
None of these - I will not be using any media source more in 2012 than I did in 2011	21%	19%	24%	10%	26%	23%	17%	23%	24%	24%	21%	18%	16%	21%	20%	17%	23%	29%	
Don't know	7%	6%	8%	8%	12%	7%	7%	4%	7%	7%	7%	8%	15%	7%	8%	7%	4%	5%	

Sample Size: 1095
Fieldwork: 21st - 25th October 2011

Total	Gender		Age					Region				Education					
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast	Midwest	South	West	No HS	High school graduate	Some college	2-year	4-year

And which, if any, of the following types of media do you think you will be using LESS of to keep up-to-date with current affairs? Please compare the amount you have used them in 2011 to the amount you think you will use them in 2012. (Please tick all that apply)

	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Newspapers	19%	25%	14%	16%	16%	21%	20%	20%	13%	18%	19%	23%	16%	15%	21%	19%	25%	24%
Magazines	18%	23%	13%	11%	15%	19%	24%	16%	10%	16%	19%	23%	13%	16%	19%	20%	19%	20%
TV	13%	18%	9%	16%	11%	14%	14%	13%	13%	14%	12%	15%	8%	9%	14%	22%	18%	15%
Radio	9%	10%	9%	11%	9%	8%	9%	10%	8%	10%	10%	7%	6%	9%	9%	11%	10%	11%
Websites	5%	5%	4%	-	3%	3%	6%	6%	4%	4%	3%	8%	7%	5%	3%	8%	3%	3%
Blogs	13%	15%	12%	6%	7%	9%	18%	16%	9%	12%	13%	17%	4%	13%	13%	7%	18%	13%
Twitter	14%	14%	14%	7%	8%	10%	20%	16%	8%	12%	14%	18%	6%	14%	13%	12%	17%	16%
Facebook	15%	16%	14%	19%	7%	12%	18%	17%	12%	14%	15%	17%	2%	15%	17%	11%	15%	16%
YouTube	12%	13%	11%	9%	9%	11%	14%	13%	9%	13%	11%	15%	11%	12%	12%	10%	15%	11%
Other media source	4%	4%	4%	9%	4%	3%	4%	5%	3%	4%	5%	3%	5%	4%	3%	9%	4%	3%
None of these – I will not be using any media source less in 2012 than I did in 2011	32%	30%	35%	19%	36%	35%	26%	36%	40%	34%	32%	28%	35%	32%	33%	33%	30%	35%
Don't know	17%	14%	19%	22%	20%	17%	16%	14%	14%	17%	18%	16%	33%	21%	13%	16%	10%	10%

The question below is about the media in the USA. Please remember, by "media" we mean Newspapers, Magazines, TV, Radio, Websites, Blogs and Social media.

How important, if at all, do you think having an internationally trusted media is on the USA's overall reputation overseas?

	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
Unweighted Base	1095	509	586	58	187	160	279	411	158	236	436	265	38	370	277	91	185	134
All US Adults	1095	514	581	71	215	169	258	382	161	236	429	268	61	402	262	84	172	113
Very important	45%	42%	48%	23%	30%	41%	50%	56%	42%	49%	44%	46%	35%	45%	47%	42%	48%	42%
Somewhat important	30%	31%	29%	48%	34%	32%	32%	21%	38%	29%	29%	27%	23%	26%	30%	34%	34%	37%
Important (NET)	75%	73%	77%	71%	65%	73%	82%	78%	79%	78%	73%	73%	58%	71%	78%	76%	82%	79%
Not very important	9%	10%	8%	9%	14%	8%	6%	8%	7%	7%	9%	10%	12%	9%	6%	9%	10%	9%
Not at all important	4%	6%	2%	2%	3%	5%	3%	5%	2%	4%	4%	6%	8%	3%	4%	3%	5%	6%
Unimportant (NET)	13%	16%	10%	11%	17%	13%	9%	12%	9%	11%	13%	16%	19%	11%	10%	12%	15%	15%
Don't know	12%	11%	14%	19%	19%	13%	8%	10%	11%	11%	14%	11%	23%	17%	12%	11%	3%	6%