

Wednesday, May 3, 2006

BBC/Reuters/Media Center Poll: Trust in the Media

'Media More Trusted Than Governments' – Poll

More people trust the media than their governments, especially in developing countries, according to a ten-country opinion poll for the BBC, Reuters, and The Media Center.

Media is trusted by an average of 61 percent compared to 52 percent for governments across the countries polled. But the US bucked the trend — with government ahead of media on trust (67% vs 59%) along with Britain (51% vs 47%).

Trust in media was highest in Nigeria (88% vs 34% gov't.) followed by Indonesia (86% vs 71%), India (82% vs 66%), Egypt (74%, gov't. not asked), and Russia (58% vs 54%).

National TV was the most trusted news source overall (trusted by 82%, with 16% not trusting it) - followed by national/regional newspapers (75% vs 19%), local newspapers (69% vs 23%), public radio (67% vs 18%), and international satellite TV (56% vs 19%). Internet blogs were the least trusted source (25% vs 23%) – with one in two unable to say whether they trusted them.

TV was also seen as the most 'important' news source (56%) followed by Newspapers (21%), internet (9%) and radio (9%).

One in four (28%) reported abandoning a news source over the last year after losing trust in its content.

A total of 10,230 adults were questioned by GlobeScan in the UK, USA, Brazil, Egypt, Germany, India, Indonesia, Nigeria, Russia, and South Korea in March and April.

Other key findings included:

- Strong demand across all countries and ages for news: seven in ten (72%) follow news closely every day — including two in three (67%) in the 18-24 age range.
- Two in three people believe news is reported accurately (65%), but more than half (57%) believe governments interfere too much with the media and

only 42 percent think journalists can report freely. People are divided on whether the media covers all sides of a story, with 41 percent disagreeing.

- Nigerians believed most strongly that government interferes too much in the media (75%) followed by South Korea (71%), Brazil (64%), Indonesia (59%), Britain (58%), India (56%), and the US (52%).
- Three of four (77%) prefer to check several news sources instead of relying on just one, especially Internet users.
- More men (76%) than women (69%) said they followed the news closely every day.
- Trust in media has increased overall over the last four years – in Britain up from 29 percent to 47 percent and in the US from 52 percent to 59 percent.
- Younger people use online sources most, being the first choice among 19 percent aged between 18 and 24 compared to just 3 percent in the 55–64 age range. But 56 percent overall valued the opportunity to obtain news online – South Koreans being the most enthusiastic at 85 percent. Britain was on 57 percent and the US on 60 percent.

GlobeScan President, Doug Miller, said: "The poll suggests that media is generally trusted across the world - more so than national governments, particularly in the developing world.

"National TV is still the most trusted news source by a wide margin, although the Internet is gaining ground among the young. The jury is still out on 'blogs' – just as many people distrust them as trust them."

FULL 10-COUNTRY POLL RESULTS

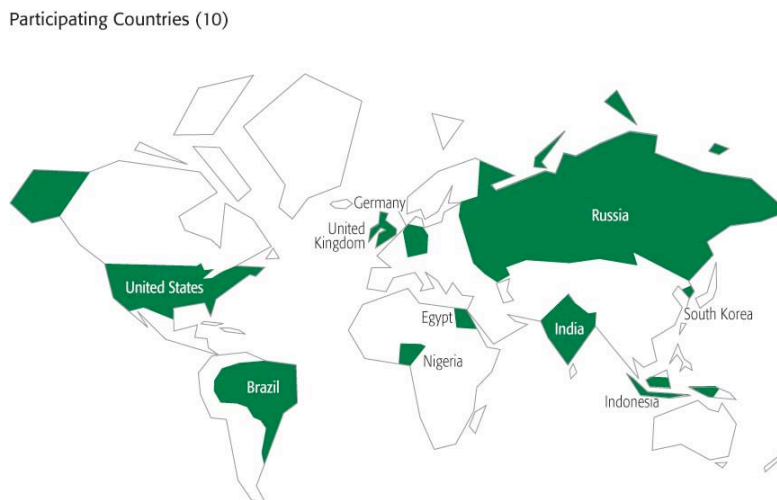
Section 1: The Overall Results

A major 10-nation public opinion poll exploring Trust in the Media has found that even though the media is more trusted than the national government in half the countries surveyed, significant numbers of people are switching news sources because they do not trust the information they receive.

Fully 28 percent of the people polled report abandoning a news source in the past year because of lack of trust in its content. While the poll shows that overall trust in the media has remained relatively stable over the past 4 years, it also reveals clear trust winners and losers among different news media.

Internet news sources appear to be winning audiences as a result of loss of trust in traditional sources — especially young urban men. However, just as many people distrust blogs as trust them.

The poll of 10,230 people was conducted for the BBC, Reuters, and The Media Center by the international polling firm GlobeScan and its research partners in each country, with interviews conducted between 10 March and 4 April 2006.



Trust in Media

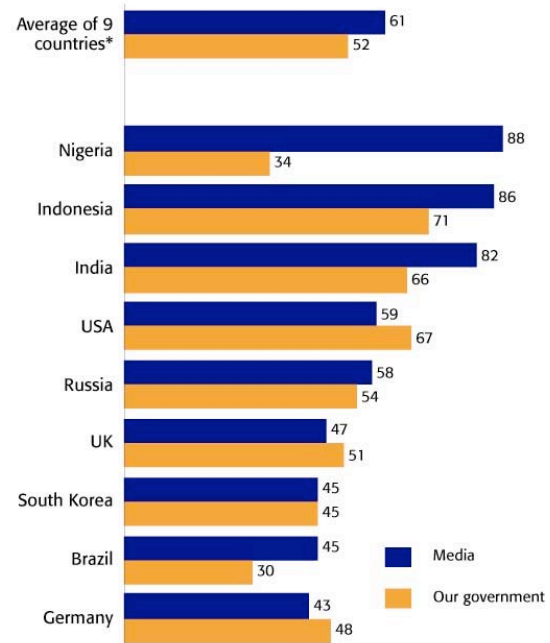
Overall trust in the media varies across the 10 countries, with the greatest trust expressed in developing countries such as Nigeria (88% have a lot or some trust), Indonesia (86%), India (82%), and Egypt (74%). These are the countries where trust in national governments tends to be lower in comparison (please see accompanying chart).

Interestingly, Americans (59%) and Russians (58%) express similar levels of trust in their media “to operate in the best interests of society.”

In the four other countries surveyed, media is more distrusted than trusted, including in the UK where only 47 percent have trust in the media, South Korea (45%), Brazil (45%), and Germany (43%).

Comparing these current trust findings with 2002 results to the same question shows media is trusted the same or more today in 7 of the 8 countries for which comparative results are available (that is, all countries except Germany, where trust has fallen from 49 percent to 43 percent; and Egypt and Brazil where no tracking is available). Trust has increased over the last four years in Nigeria (from 61% to 88%), India (76% to 82%), USA (52% to 59%), Russia (48% to 58%), and the UK (29% to 47%).

Trust in National Governments and the Media
“A Lot” and “Some Trust,” by Country



Base: Representative sample of 9,000 adults aged 18–65 in nine countries

*Government not asked in Egypt

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GlobeScan President Doug Miller comments, “With public trust levels in general eroding over the last four years, it is noteworthy that the media has retained or increased its trust in most of the 10 countries in the same period.”

Distrust Leads to Switching

Over one in four people (28%) across the 10 countries surveyed either strongly agrees (13%) or somewhat agrees (15%) with the statement, “In the past year I have stopped using a specific media source because it lost my trust.”

This is particularly the case in Brazil (44%), Egypt (40%), South Korea (39%), and the US (32%). Russians (10%) are least likely to say this, as are Germans (15%), and Indonesians (17%). Citizens of the UK (29%), India (28%), and Nigeria (27%) define the average position across the 10 countries.

Those most likely to have stopped using a news source because of a breach of trust (the 13% strongly agreeing they have done so in the past year) are more likely to be urban males, aged 18-24. Further analysis of the findings suggests

this young male audience is moving away from television towards the Internet – ten percent fewer of them, compared to the average, name television as their most important news source (46% as opposed to 56% overall); and 15 percent say the Internet is now their most important news source in an average week, compared to just 9 percent of respondents as a whole.

GlobeScan’s Doug Miller comments, “Trustworthy news matters very much to people; if they feel they aren’t getting it, a significant minority switch sources; and young urban men are voting with their ‘clicks’ to get the news they want on-line.”

Who’s Trusted, Who’s Not?

Some types of news sources are more trusted than others. National television is the most trusted by some distance – overall, 82 percent trust it, with just 16 percent distrusting it. This is the case in all markets except Brazil, where national or regional newspapers come first. National newspapers (75%) are next most trusted in the other nine countries. National television and newspapers are also the news sources most used across the 10 countries.

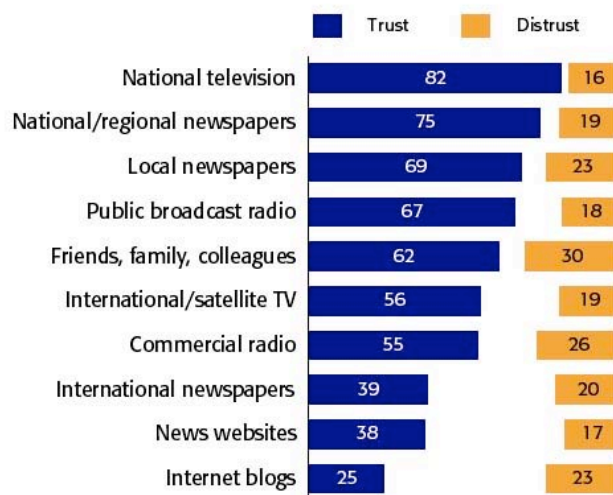
Internet blogs are the least trusted news sources across the 10 countries, with one in four (25%) saying they trust them and almost as many (23%) saying they distrust them. Blogs are least trusted in Brazil (where 20% trust them and 45% distrust them) and the US (25% trust vs 38% distrust). Blogs are most trusted in South Korea (38% vs 25%), Indonesia (36% vs 16%), and Egypt (30% vs 15%). Across the 10 countries, one in two felt unable to say whether they trusted blogs or not.

Only 3 percent name blogs as their most important news source. South Korea is the only exception (17%).

People were asked, without prompting, to name the specific news source that they most trust to provide them with the news they want. The most trusted individual news brands mentioned are usually country-specific television networks and

Trust in Different Media Channels

Trust vs Distrust, Average of 10 Countries, by News Source



Base: Representative sample of 10,000 adults aged 18–65 in ten countries
The white space in this chart represents “Other” and “DK/NA.”

newspapers. The following chart shows the top three mentions per country, along with the percentage naming them. (For more details, please see the country-specific information in the Country Profiles section starting on page 10.)

Most Trusted Media Brands

Unprompted, by Country, % Mentioning Each Brand

	Top mention	2nd mention	3rd mention
Brazil	Rede Globo (52)	O Globo (4)	TV Records (3)
Egypt	Al Jazeera (59)	Channel 1 Egypt TV (12)	Al Ahran (6)
Germany	ARD (22)	ZDF (7)	N-TV/N24 (6)
India	AAJ TAK (11)	DD (10)	Dainik Jagran (7)
Indonesia	RCTI (27)	SCTV (17)	Metro TV (14)
Nigeria	Channels TV (16)	NTA (16)	AIT (10)
South Korea	KBS (18)	NAVER (13)	Chosun (10)
Russia	ORT (36)	NTV (16)	RTR (15)
UK	BBC News (32)	ITV (8)	Sky News (7)
USA	FOX News (11)	CNN (11)	ABC (4)

Base: Representative sample of 10,000 adults aged 18-65 in ten countries

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Awareness of more ‘global’ news brands is very low in most countries. For the 16 specific international news brands tested in the survey (see questionnaire in Methodology Section for the total list), less than half of respondents across the ten countries were sufficiently aware of them to respond.

The most trusted global news brands among those tested include the BBC (with 48% across the 10 countries saying they have a lot or some trust) and CNN (44%). Even though Internet web sites in general do not receive particularly high trust ratings, three Internet portals received the next highest prompted trust ratings across the 10 countries; namely, Google (30%, a lot or some trust), Yahoo (28%), and Microsoft/MSN (27%).

Newsweek (25%) and Time (24%) are next most trusted among the 16 global news brands tested in all countries. Al Jazeera (23%) came next but it also had the highest percentage of people (19%) expressing no trust or not much trust in providing the information they want.

Perceptions of the Media

The survey asked people whether they agreed or disagreed with a wide range of statements about how they access the news and information they want as well as their perceptions of the media's performance on a range of trust-related factors. (Please see the questionnaire in the Methodology Section for the exact wording of these statements.)

The findings across the 10 countries paint a varied picture of both threats and opportunities for those involved in the news media:

- Fully seven in ten (72%) say they follow the news closely every day; even among the 18-24 age group 67 percent say this
- People are equally split on whether they get the news they want from mainstream media, with fully 46 percent saying they do not
- Six in ten (59%) agree that the media covers too many bad news stories, especially Brazilians (80%), South Koreans (69%) Americans (68%), and Britons (63%)
- One in two (52%) agree the media is too focused on Western values and concerns, especially in Brazil (67%), South Korea (66%) and Egypt (61%)
- More people disagree (46%) than agree (42%) that "journalists are able to report the news freely, without interference from owners," especially in South Korea (63% disagree) and Germany (59%)
- Fully 77 percent of people agree that they prefer to check several sources of news rather than relying on just one. This is particularly true of Internet users.

Analysis of the survey findings reveals that the perceptions that most drive people's overall trust in the media relate to basic journalistic standards such as accurate reporting and reporting all sides of stories.

While the media's performance in accurately reporting the news is widely acknowledged by an average of 65 percent of people across the 10 countries, only half the people in the US (46%), Brazil (45%), and the UK (43%) agree that this basic underpinning of journalism is delivered by the news media.

A slim majority (54%) across the 10 countries agrees that the media reports all sides of a story. Importantly, however, less than one in three American (29%) and UK citizens (32%) agree with this.

Demographic Differences

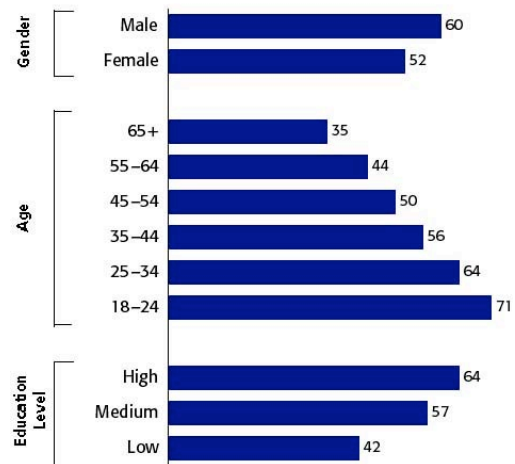
Age is the most significant demographic factor when it comes to the use of different news sources, and also important in shaping attitudes towards the news media. The younger people are, the less likely they are to get their news from either television or newspapers, and the more likely they are to rely on the Internet. One in five (19%) of those aged 18 to 24 names the Internet as their most important news source, compared to 9 percent overall.

This 18 to 24 year old audience is also most likely to say that they value opportunities to get their news from on-line or mobile sources (71% vs average of 56%), that they trust the international media more than national sources (36% vs 30%), and that they seldom get the news they want from mainstream media (50% vs 46%).

Women are more likely than men to name television as their more important source of news while men are more likely than women to name newspapers and the Internet. Men are also more likely than women to: follow the news closely every day (76% vs 69%), value new technologies for getting their news (60% vs 52%), and abandoning a distrusted news source (31% vs 25%).

Looking to the future, the attached chart shows there is a clear demographic pattern in those who most value the growing opportunities to get the news and information they want using the latest Internet and wireless technologies.

I Value the Opportunity to Get News Using Internet/Wireless Technology
"Strongly" and "Somewhat Agree," by Demographic Groups



Polling was conducted in-person or by telephone from 10 March to 4 April 2006 with a total sample of 10,230 people. In 4 of the 10 countries, the sample was limited to major urban areas. The margin of error per country is +/- 3% 19 times out of 20. For more details, please see the Methodology section or visit www.GlobeScan.com.

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or contact the participating pollsters in each country by using the contact details given on page 19.

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Section 2: Country Profiles

The United States

Americans' most important news sources in a typical week are television (mentioned first by 50%), newspapers (21%), Internet (14%), and radio (10%). Fully 20 percent of American men name the Internet as their most important news source (second only to South Koreans in the survey). Americans (87%) are second only to Germans in preferring to check several sources of news rather than rely on just one — something that is correlated with the use of Internet news sources.

When asked how much they trust different news sources, Americans give the highest trust ratings to local newspaper (81% a lot or some trust), friends and family (76%), national television (75%), national/regional newspapers (74%), and public broadcast radio (73%) and the lowest ratings to blogs (25%), international newspapers (52%), and news web sites on the Internet (55%).

The most trusted specific news sources mentioned without prompting by Americans include FOX News (mentioned by 11%), CNN (11%), ABC (4%), NBC (4%), National Public Radio (3%), CBS (3%), Microsoft/MSN (2%), USA Today (2%), New York Times (2%), CNN.com (1%), Time Magazine (1%), and friends/family (1%).

Attitudinally, Americans stand out from citizens of the other countries surveyed on a number of dimensions. They are the most critical of the news media's reporting of all sides of a story; fully 69 percent disagree that the media does this. They are also significantly more inclined to disagree (46%) that the media reports news accurately; and more likely to agree (68%) that the media covers too many 'bad news' stories.

The United Kingdom

The most important news sources for UK citizens in a typical week are television (mentioned first by 55%), newspapers (19%), radio (12%), and the Internet (8%). As in the United States, it is men who are most likely name the Internet as their most important news source, 11 percent compared to 5 percent of women.

When asked which news sources they trust the most, UK citizens give the highest ratings to national television (86% a lot or some trust), friends and family (78%), national/regional and local newspapers (both 75%), and public broadcast radio (67%), and the lowest ratings to blogs (24%), news web sites on the Internet (44%), and international newspapers (55%).

The most trusted specific news sources mentioned spontaneously in the UK include BBC News (mentioned by 32%), ITV News (8%), Sky News (7%), the Daily Mail (3%), the BBC News website (3%), BBC Radio (with the World Service and national radio each receiving 2%), the Times (2%), the Daily Telegraph (2%), the Guardian (1%), and Google (1%).

UK citizens are strikingly similar to those in the US regarding many of their attitudes to the media. Like those in the US, they are much less likely than citizens in other parts of the world to think that the media reports all sides of a story, with 64 percent disagreeing that the media achieves this. Also 43 percent disagree that the media reports news accurately.

Brazil (urban-only sample)

The most important news sources for Brazilians living in major metropolitan areas are television (mentioned first by 56%), newspapers (19%), as well as radio and the Internet (both 10%). In Brazil, men are more likely to use both newspapers and the Internet, while women prefer television and the radio.

When asked which news sources they trust the most, Brazilians give the highest ratings to national/regional newspapers (68% a lot or some trust), national television (66%), local newspapers (64%) and friends and family (57%), and the lowest ratings to blogs (20%), international newspapers (40%) news web sites on the Internet (40%), and international television stations (45%).

The most trusted specific news sources mentioned spontaneously by Brazilians include Rede Globo (mentioned by 52%), O Globo (4%), Folha de Sao Paulo (3%), TV Records (3%), friends and family, Yahoo, and Google (all 1%).

Brazilians' attitudes to the media are characterized by dissatisfaction with content. Eighty percent, the highest of any country, think the media covers too many bad news stories, while 64 percent (also the highest), agree that they seldom get the news they like from the mainstream media. Seventy-seven percent agree that there is too much foreign influence in their media, while 64 percent think the government interferes too much – both higher than average. Along with those from the US and UK, people from Brazil are also relatively sceptical of the media's accuracy in reporting news (45% disagree that the media reports news accurately).

Egypt (urban-only sample)

Among urban Egyptians, the most important sources of news in a typical week are television (mentioned first by 72%), newspapers (17%), and the Internet (6%). Men have a greater preference than women for newspapers (24% to 10%), while women are more likely to have television as their main news source (81% compared to 61% of men).

Due largely to the influence of Al Jazeera, Egypt is unique in this survey in that its trust for international television: 77 percent have a lot or some trust in it. There are also more than three-quarters (77%) who trust national television, 68 percent who trust local newspapers, 65 percent national/regional newspapers, and 64 percent each of public radio and friends and family. There is little (28%) trust for international newspapers, while 30 percent trust blogs and 32 percent news websites.

Specific news sources mentioned spontaneously by Egyptians as being trustworthy were Al Jazeera (mentioned by 59%), Channel 1 Egypt TV (12%), Al Ahran (6%), Al Akhbar (5%), Nile News (4%), Yahoo and the CNN website (each 2%), Google and BBC World Service radio (each 1%).

Egyptians (43%) are the most likely to say they trust the international media more than their national media. They also have higher than average faith in the media to report news accurately (73% agree it does), although 61 percent agree that the media is too focused on Western values and concerns. Egyptians are among the most likely to have turned away from a media source due to a loss of trust, with 40 percent reporting having done so.

Germany

Germans are unique among the populations surveyed in that more name a newspaper (45%) than television (30%) as their most important news source. Other important news sources are the Internet (11%) and radio (10%). More German men than women have the Internet as their most important news source (15% compared to 7%).

The most trusted news sources in Germany are public broadcast radio (83% a lot or some trust), national television (81%), national/regional newspapers (80%) and local newspapers (74%). The least trusted are friends and family (25%) and blogs (38%).

The most trusted specific news sources mentioned spontaneously by Germans include ARD (mentioned by 22%), ZDF (7%), n-tv/N24 (6%), RTL (4%), Suddeutsche Zeitung (3%), Der Spiegel (2%), Deutsche Welle (1%), Google, the BBC and CNN websites (all 1%).

Germans appear to be exceptionally enthusiastic consumers of news, with 80 percent following the news every day and 91 percent preferring to check several sources for their news. However, Germany is the only country where a majority (51%) disagree that the media covers news that they care about. A majority of 54 percent also disagree that the media reports all sides of a story. Germans are confident of the independence of their media from government and foreign

influence, with only about one-third of respondents agreeing that these influences are too strong.

India

The most important news sources for Indians in a typical week are television (mentioned first by 37%), newspapers (36%), radio (7%), and news magazines (4%). There is no significant gender imbalance in India regarding where people get their news.

When asked which news sources they trust the most, Indians give the highest rating to national/regional newspapers and national television (85% give each a lot or some trust). Also strongly trusted are local newspapers (76%), friends and family (70%), and public broadcast radio (69%). Very low levels of awareness mean that blogs and news websites are each trusted by only 1 percent, while 10 percent trust international newspapers.

The most trusted specific news sources mentioned spontaneously by Indians include AAJ TAK (mentioned by 11%), DD television (10%), Dainik Jagran (7%), Sun TV (5%), Star News (4%), NDTV (4%), AIR (3%), the Times of India (3%), Zee News (2%), Rajasthan Patrika (2%), and BBC World Service radio (2%).

There is broad satisfaction with standards in India's media with 76 percent agreeing that news is reported accurately, and 69 percent that the media report all sides of a story. A solid majority of 64 percent also agree that the media strikes the right balance between freedom of speech and respect for culture. Nonetheless 58 percent say that there is too much foreign influence in their media and 60 percent that the media is too focused on Western values and concerns.

Indonesia (urban-only sample)

In urban Indonesia, citizens' most important news sources in a typical week are television (mentioned first by 82%) and newspapers (14%). Just 2 percent mention radio first.

When asked which news sources they trust the most, an enormous 98 percent of Indonesians give national television a lot or some trust. Also enjoying very strong trust are national/regional newspapers (91%), public broadcast radio (90%), local newspapers (87%), commercial radio (85%), and friends and family (80%). Blogs are only trusted by 36 percent and news websites by 42 percent, while international newspapers and television are trusted by 54 percent and 57 percent respectively.

The most trusted specific news sources mentioned spontaneously by Indonesians include RCTI television (mentioned by 27%), SCTV (17%), Metro TV

(14%), Trans TV (11%), Indosiar (8%), TPI television, Jawa Pos and Kompas (each 3%).

Indonesians' exceptional levels of trust in their media carry over into specific aspects of its performance – 92 percent agree that news is reported accurately, 88 percent that all sides of a story are reported and, 88 percent that it covers news they care about. These are all greater than in any other country. A corollary is that only 17 percent have stopped using a media source because of a loss of trust. However, a majority of 59 percent do agree that government interferes too much in the media and 53 percent that there is too much foreign influence, although these are by no means the highest around the world.

Nigeria (urban-only sample)

In urban areas of Nigeria, citizens' most important news sources in a typical week are television (mentioned first by 63%), radio (22%), and newspapers (13%). Just 1 percent mention the Internet and 1 percent friends and family.

Nigerians are highly trusting of national television, with 90 percent saying they have a lot or some trust in it. Other well-trusted news sources are national/regional newspapers (75%), public broadcast radio (72%), commercial radio (71%), and international television stations (67%). Blogs are trusted by 21 percent, while news websites are trusted by 41 percent and friends and family by 42 percent.

Asked which specific news source they consider most trustworthy, Nigerians' responses include Channels TV, NTA television (both mentioned by 16%), AIT television (10%), Silver Bird TV (7%), Punch (5%), CNN, Radio Nigeria, Radio Lagos (all 4%), Radio Kano and BBC World Service radio (both 3%), and BBC World television (1%).

In some aspects Nigerians' are among the most satisfied with their media. Seventy-five percent agree that it covers news they care about, a figure that is higher only in Indonesia. A substantial 76 percent of Nigerians also believe that the news is reported accurately, although there are also three-quarters who believe government interferes too much with the media. No country polled has a greater proportion who are concerned with government involvement in the media. This may contribute to the fact that 41 percent trust the international media more than the national media, a figure that is only higher in Egypt.

Russia

In Russia, citizens' most important news sources in a typical week are television (mentioned first by 74%), newspapers (9%), and radio (6%).

Russians express the highest levels of trust in national television (84% with a lot or some trust) and friends and family as news sources (81%). They also tend to trust Russian newspapers (69% for local and 68% for regional/national), but not to trust international newspapers (32%). Also not trusted are blogs (16%), news websites (22%), and commercial radio (29%).

Asked which specific news source they consider most trustworthy, Russians' responses include ORT television (mentioned by 36%), NTV (16%), RTR television (15%), Argumenti i Fakti (6%), friends and family and Komsomolskaya Pravda (both 3%), and the BBC news website (1%). In Russia 3 percent of respondents say that there was no news source they trusted – easily the largest percentage responding this way.

Russians appear to have a strong sense of a national media, with just 30 percent (the lowest anywhere) agreeing that there is too much foreign influence in their media, and only 9 percent (also lowest) agreeing that they trust the international media more than their own. However Russians are also sceptical of press freedom in their country, with only 25 percent thinking that journalists are able to report news freely. Nevertheless Russians seem to get what they want from their media, with 63 percent disagreeing that they seldom get the news they want from the mainstream media.

South Korea

South Koreans' most important news sources in a typical week are television (mentioned first by 41%), the Internet (34%, by far the highest proportion in any of the ten countries), newspapers (19%), and radio (4%).

South Koreans express the highest levels of trust in national television (76% with a lot or some trust), national/regional newspapers (64%), and news websites (55%). International newspapers are little trusted, with 23 percent having a lot or some trust, and only 32 percent trust international television stations. Blogs are trusted by 38 percent, similarly to local newspapers with 39 percent.

Asked which specific news source they consider most trustworthy, South Koreans' responses include KBS television (mentioned by 18%), the website NAVER (13%), Chosun (10%), MBC television (9%), DongA and ChoongAng (both 6%), DAUM website (5%), Hankyoreh (3%), South Korea's National TV Station and YTN television (both 3%), and Yahoo and the Economist (both 1%). South Korea is the only country where websites are so trusted to provide for individuals' news consumption.

These figures demonstrate the great enthusiasm for the Internet in South Korea; further, 85 percent say they value the opportunity to receive news via the Internet or wireless means, higher than any other country. Despite the high endorsement of South Korean websites, a high 71 percent (greater than in any country except Brazil) feel there is too much foreign influence in their media. Many South Koreans also feel that there are not enough ethnic minorities working in their media; 64 percent is the highest anywhere. As in Nigeria, over 70 percent also think that the government interferes too much in the media – potentially a factor driving citizens to turn to less regulated online sources.

Attitudes towards Media
 "Agree" vs "Disagree," By Country, Part 1

	Brazil		Egypt		Germany		India		Indonesia	
	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
	%	%	%	%	%	%	%	%	%	%
Reports news accurately	51	45	73	24	58	36	76	17	92	6
Reports all sides of story	49	48	59	37	41	54	69	24	88	10
Covers news I care about	65	32	66	31	47	51	68	25	88	8
Too much foreign influence	77	20	48	37	34	60	58	28	53	43
Government interferes too much	64	32	49	38	32	63	56	29	59	34
Not enough ethnic minorities	57	37	46	44	33	44	46	31	58	31
Strikes the right balance between freedom of speech / respecting cultures	61	37	63	30	55	38	64	16	87	9
Too focused on Western values/concerns	67	30	61	33	51	42	60	26	32	60
Covers too many bad news stories	80	19	59	33	62	35	55	33	44	51
Journalists able to report news freely	48	48	41	47	33	59	42	31	69	25
Too critical of govt/business leaders	62	35	52	42	24	71	51	29	68	27
I follow the news every day	82	16	74	21	80	18	69	19	70	22
Seldom get news I like from mainstream media	64	32	52	42	39	56	49	37	44	50
Trust international media more than national media	30	66	43	49	19	73	35	47	20	71
Value opportunity to get news over Internet/wireless	69	23	42	26	52	40	47	21	64	18
Prefer to check several sources of news	84	13	68	25	91	8	63	19	86	10
Have stopped using media source because it lost my trust	44	52	40	45	15	82	28	43	17	71

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"Agree" vs "Disagree," By Country, Part 2

	Nigeria		Russia		South Korea		UK		USA	
	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
	%	%	%	%	%	%	%	%	%	%
Reports news accurately	76	23	54	34	64	35	51	43	51	46
Reports all sides of story	63	35	64	22	48	49	32	64	29	69
Covers news I care about	75	24	61	26	65	34	67	28	68	29
Too much foreign influence	46	49	30	47	71	26	48	44	42	49
Government interferes too much	75	22	49	32	71	26	58	35	52	42
Not enough ethnic minorities	47	40	22	38	64	22	42	40	39	48
Strikes the right balance between freedom of speech / respecting cultures	68	26	41	22	39	52	56	36	56	39
Too focused on Western values/concerns	43	51	39	39	66	29	53	40	48	43
Covers too many bad news stories	30	63	58	28	69	30	63	33	68	29
Journalists able to report news freely	47	47	25	47	33	63	45	44	38	50
Too critical of govt/business leaders	56	40	16	62	58	39	48	45	48	47
I follow the news every day	77	22	55	32	72	27	72	27	72	27
Seldom get news I like from mainstream media	54	43	21	63	33	65	47	44	55	39
Trust international media more than national media	41	52	9	71	33	62	33	54	34	55
Value opportunity to get news over Internet/wireless	56	28	25	43	85	9	57	22	60	24
Prefer to check several sources of news	81	17	50	31	79	21	79	18	87	12
Have stopped using media source because it lost my trust	27	61	10	73	39	60	29	64	32	60

bbcreut_6_overview_p2

Section 3: Methodology

Country	Sample Size (unweighted)	Field dates	Sample	Survey Methodology	Type of sample
Brazil	1000	Mar 16–22, 2006	18+	telephone	Major Metropolitan Areas ¹
Egypt	1003	Mar 21–27, 2006	18+	face-to-face	Urban ²
Germany	1010	Mar 16–25, 2006	18+	telephone	National
India	1158	Mar 23–26, 2006	18+	face-to-face	National
Indonesia	1000	Mar 13–24, 2006	18+	face-to-face	Major Urban Areas ³
Nigeria	1000	Mar 13–25, 2006	18+	face-to-face	Urban ⁴
Russia	1056	Mar 14–22, 2006	18+	face-to-face	National
South Korea	1003	Apr 3–4, 2006	18+	telephone	National
United Kingdom	1000	Mar 10–19, 2006	18+	telephone	National
United States	1000	Mar 15–28, 2006	18+	telephone	National

¹ In Brazil, the survey was conducted in Belém, Belo Horizonte, Curitiba, Fortaleza, Porto Alegre, Recife, Rio de Janeiro, Salvador, and São Paulo, representing 17% of national population

² In Egypt, the survey was conducted in Alexandria, Cairo, Giza, and Shobra Al Khema, representing 21% of national population

³ In Indonesia, the survey was conducted in Bandung, Medan, Jakarta, Semarang, and Surabaya, representing 10% of national population

⁴ In Nigeria, the survey was conducted in Lagos, Kano, Port Harcourt, Maiduguri, Abuja, and Enugu, representing 10% of national population

Research Partners (with contact information)

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Questionnaire

Q1t. Please tell me how much you trust each of the following institutions **to operate in the best interest of our society**. Would you say you have a lot of trust, some trust, not much trust, or no trust at all in . . .? **READ AND ROTATE. CODE ONLY ONE EACH.**

at) Our national government

- 01 A lot of trust
- 02 Some trust
- 03 Not much trust
- 04 No trust at all

VOLUNTEERED (DO NOT READ)

- 98 Other (Do Not Specify)
- 99 DK/NA

bt) The press and media

Now I would like to ask you some questions about how you get the news and information you want on current affairs.

Q2A. Please tell me which of the following is your **most important news source** in an average week. Would it be . . .[read list of main categories below]? And would that be... [read list of sub-categories below for the chosen category]?

- a) A newspaper
 - b) A newsmagazine
 - c) Television
 - d) Radio
 - International
 - National
 - Regional (within country)
 - Local
- e) The Internet
 - News/current affairs web site
 - An internet 'blog' / weblog
 - Other on-line source
- f) Friends, family and colleagues
 - In-person
 - Telephone
 - E-mail

Q2B. And what would be your **second most important news source**?

Q3. How much would you say you trust each of the following media sources to provide you with the news and information you want on current affairs? Would you say you have a lot of trust, some trust, not much trust, or no trust at all in . . . **READ AND ROTATE.**

a) National or regional newspapers

- 01 A lot of trust
- 02 Some trust
- 03 Not much trust
- 04 No trust at all

VOLUNTEERED (DO NOT READ)

- 98 Other (Do not specify)
- 99 DK/NA

- b) Local newspapers
- c) International newspapers
- d) National television
- e) International or satellite television
- f) Commercial radio
- g) Public broadcast radio
- h) News or current affairs web sites on the Internet
- i) Internet “blogs” or weblogs
- j) Friends, family and colleagues as news sources

Q4. I would now like you to name the specific news source you **MOST TRUST** to provide you with the news you want. **DO NOT READ. CODE ONE ONLY.**

Q5. What about each of the following specific news sources; how much do you trust them to provide the news and information you want? Would you say you have . . . [read response categories] in . . . [read list A or B].

ASK LIST A TO HALF OF SAMPLE; ASK LIST B TO OTHER HALF OF SAMPLE

- 01 – A lot of trust
- 02 – Some trust
- 03 – Not much trust
- 04 – No trust at all

VOLUNTEERED (DO NOT READ)

- 05 – Never heard of organization
- 98 – Other (Do not specify)
- 99 – DK/NA

LIST A

- Aa) Google
- Ab) Microsoft / MSN
- Ac) Yahoo
- Ad) The Economist
- Ae) Inter Press Service
- Af) Time Magazine
- Ag) The New York Times
- Ah) Der Spiegel

LIST B

- Ba) Al Jazeera
- Bb) Associated Press (AP)
- Bc) BBC
- Bd) CNN
- Be) Reuters
- Bf) Newsweek
- Bg) International Herald Tribune
- Bh) The Financial Times

Q6. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

READ AND ROTATE. CODE ONE FOR EACH.

01 – Strongly agree

02 – Somewhat agree

03 – Somewhat disagree

04 – Strongly disagree

VOLUNTEERED (DO NOT READ)

05 – Depends / neither agree nor disagree

99 – DK/NA

- a) The media reports the news accurately
- b) The media reports all sides of a story
- c) The media covers the news that I care about
- d) There is too much foreign influence in the media in our country
- e) The government interferes too much in the media in our country
- f) There are not enough ethnic minorities in the media in our country
- g) The media strikes the right balance between exercising their freedom of speech and respecting different cultures and religions
- h) The media is too focused on Western values and concerns
- i) The media covers too many bad news stories
- j) Journalists are able to report the news freely, without interference from owners
- k) The media is too critical of government and business leaders in our country
- l) I follow the news closely every day
- m) I seldom get the kind of news I would like to get from mainstream media outlets
- n) I trust the international media more than the national media in our country
- o) I value the growing opportunity to get the news and information I want using the latest Internet and wireless technology.
- p) I prefer to check several sources of news rather than rely on just one
- q) In the past year I have stopped using a specific media source because it lost my trust