

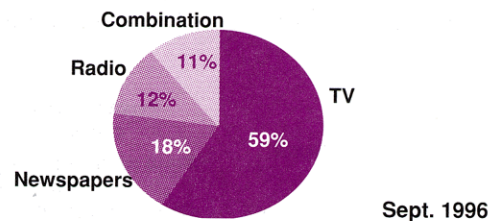
# How the Public Uses the Media

## Media Studies Center/Roper Center Surveys on "Voters and the Media in 1996"

Much of the data reported in this section are drawn from Media Studies Center/Roper Center surveys on "Voters and the Media in 1996." The project includes a series of national voter surveys through the course of the presidential campaign. Data from two surveys from this project are presented. One is a national survey conducted by telephone in February 1996 with 2,007 registered voters. The second is a September 1996 telephone survey with 1,002 registered voters. (The September survey includes 667 panel recontacts from the February survey and 335 new cross-sectional interviews.) Data from Media Studies Center/Roper Center surveys of Washington-based journalists (N=133), the nation's newspaper editors (N=100), and Members of the U.S. Congress, all conducted in November/December 1995, are also included here.

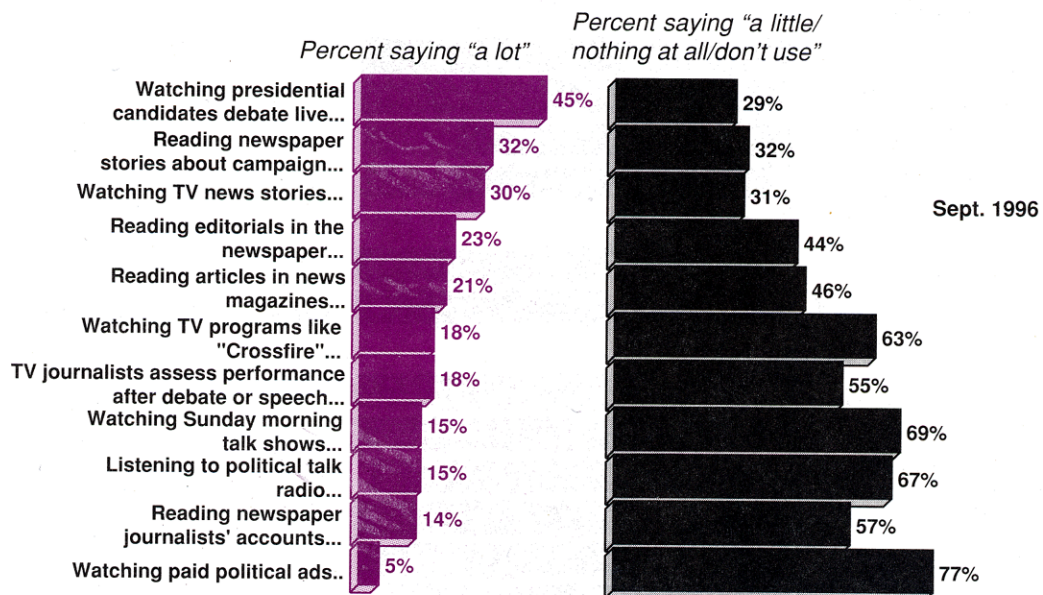
### Americans Get Most of Their Information About the Campaign from TV News...

**Question:** From which news medium would you say you get most of your information about the presidential campaign...?



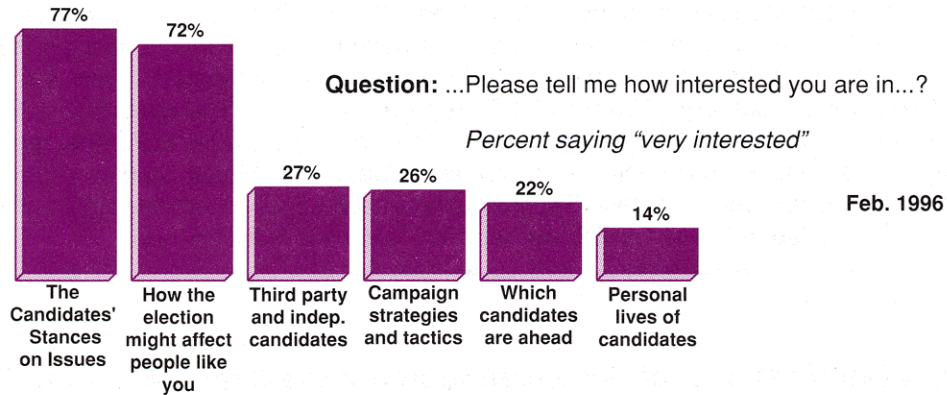
### ...But Learn More From Watching the Candidates Debate

**Question:** Generally speaking, how much do you learn about the campaign from each of the following...?



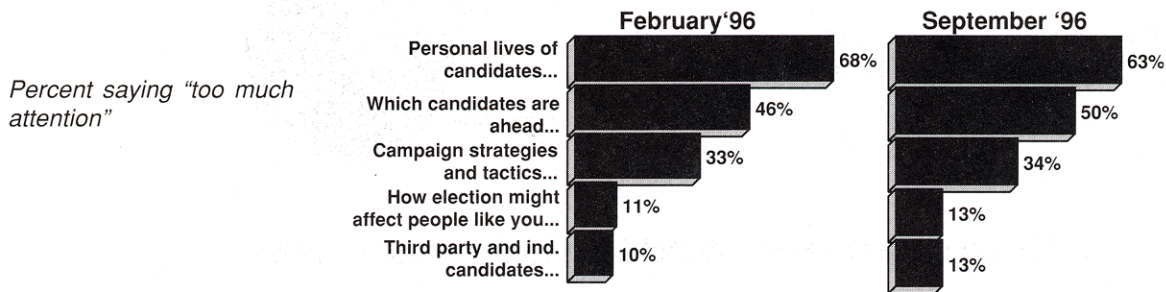
# Do the Media Cover What You Want Them To? Do They Give You, and the Nation, What is Needed?

We Want to Know More About Where the Candidates Stand on the Issues...

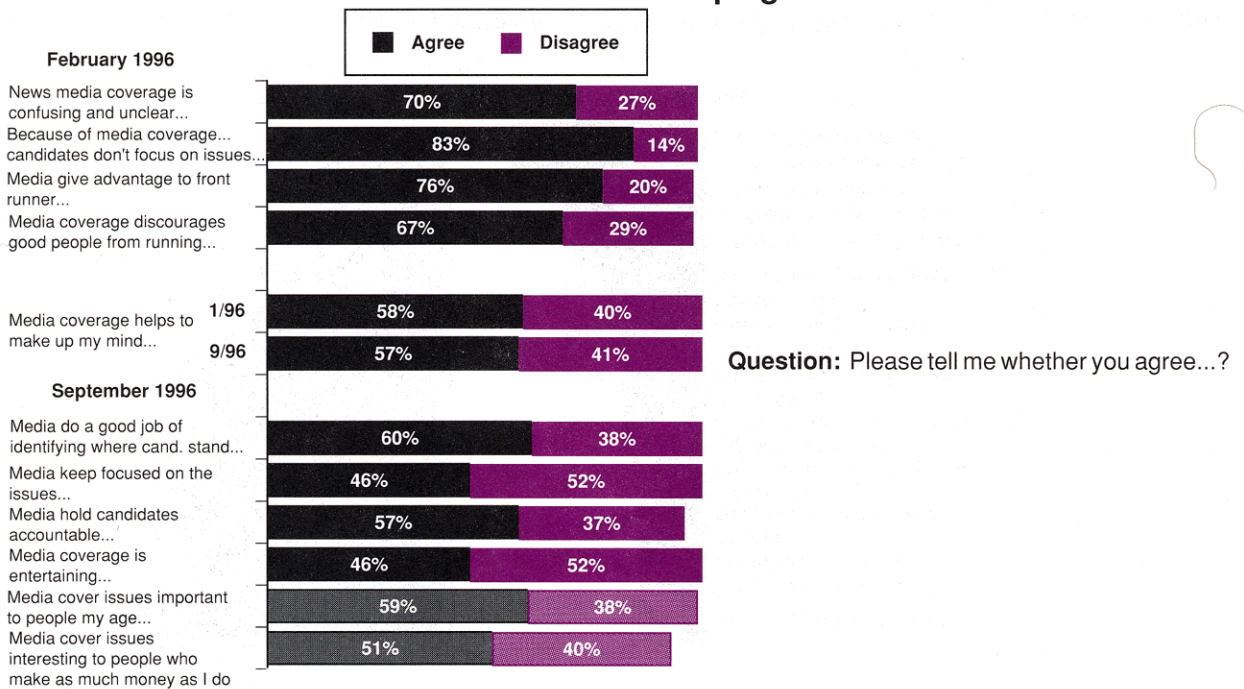


...And less About their Personal Lives and "Inside Politics"

Question: ...Do you think the news media devote too much attention, too little attention, or about the right amount of attention to...?



Our Assessment of the Media This Campaign Season is Mixed

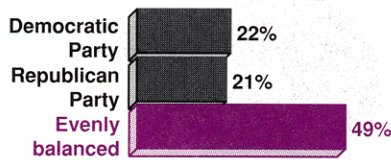


# Are the Media Biased in Partisan and Ideological Terms?

We Detect a Partisan Bias in Media Coverage, and This Sense Intensifies As The Campaign Proceeds

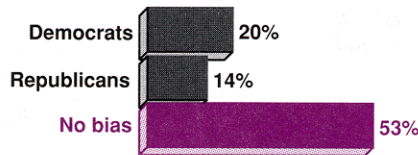
February 1996

**Question:** Overall, do you think news media coverage of the presidential campaign favors the ...?



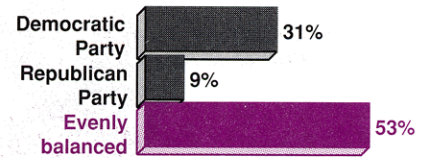
April 1996

**Question:** In the way they have been covering the presidential race so far, do you think that news organizations are biased in favor of...?



September 1996

**Question:** Overall, do you think news media coverage of the presidential campaign favors the ...?

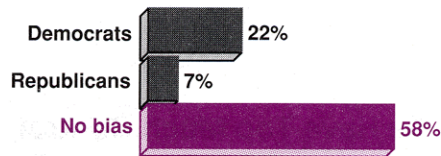


Source: Survey by Princeton Survey Research Associates, April 1996.

## (We felt the Same Way in the Heat of the 1988 Campaign)

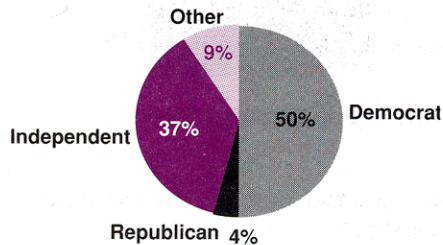
**Question:** In the way they have been covering the presidential race so far, do you think that news organizations are biased in favor of...?

Source: Survey by the Gallup Organization, August 1988.

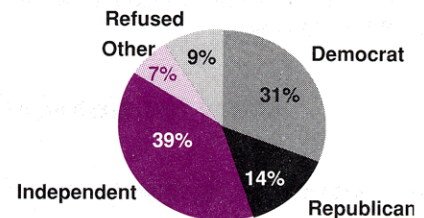


## Current Partisan Leanings and the 1992 Presidential Vote of Washington Journalists and Newspaper Editors Show a Marked Democratic Tilt

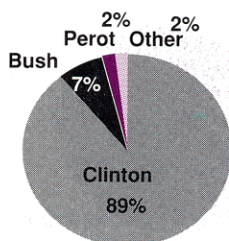
### Washington Journalists



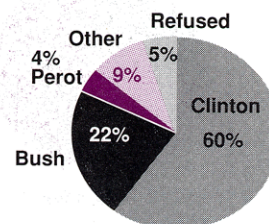
### Newspaper Editors



### Party ID



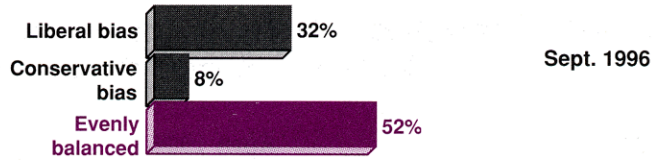
### 1992 Presidential Vote



Nov/Dec 1995

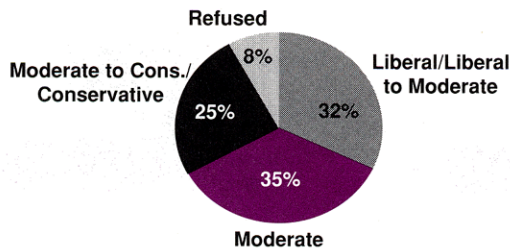
**We Detect an Ideological Bias in Media Coverage...**

**Question:** Overall, do you think news media coverage of the presidential campaign is biased toward the liberal point of view, the conservative point of view, or do you think coverage is pretty evenly balanced?



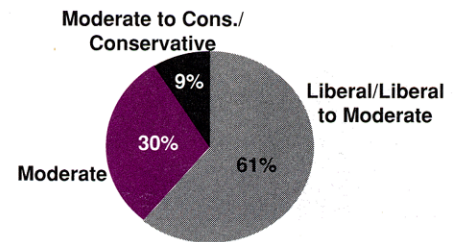
**...That is Compatible with the Orientation of Editors and Journalists in Washington**

**Newspaper Editors**



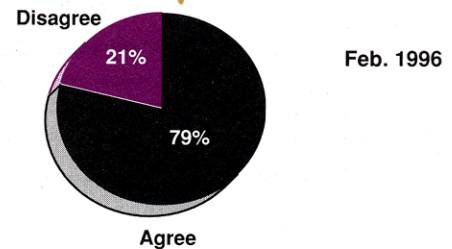
Nov/Dec 1995

**Washington Journalists**



**Concern Over Media Power and Influence**

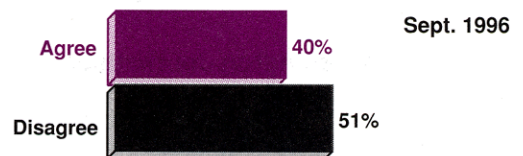
**“The News Media Have Too Much Control in Defining the Issues of the Campaign”**



Feb. 1996

**While Not Giving Politicians High Marks, We'll Take Their Word Over the Media's**

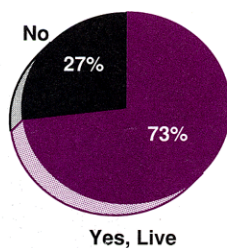
**Question:** Do you agree... “I'm more likely to believe what the news media say about the candidates than what the candidates say about themselves.”?



Sept. 1996

**Carry the Conventions Live...And Without All the Commentary**

**Question:** Do you think the networks should carry the conventions live...?



Sept. 1996

**Question:** Do you prefer watching the conventions with or without commentary...?

**Note:** Asked of those who said they followed the convention (76%).

