



GREENBERG QUINLAN ROSNER



Building a Narrative Toward Trust

March 20, 2018

CAMPAIGNS | CORPORATIONS | ADVOCACY | WORLDWIDE

Fig. 1 Trust in national media and online sources low

How much you trust that news outlet or platform – do you trust it a great deal, some, just a little, or not at all?

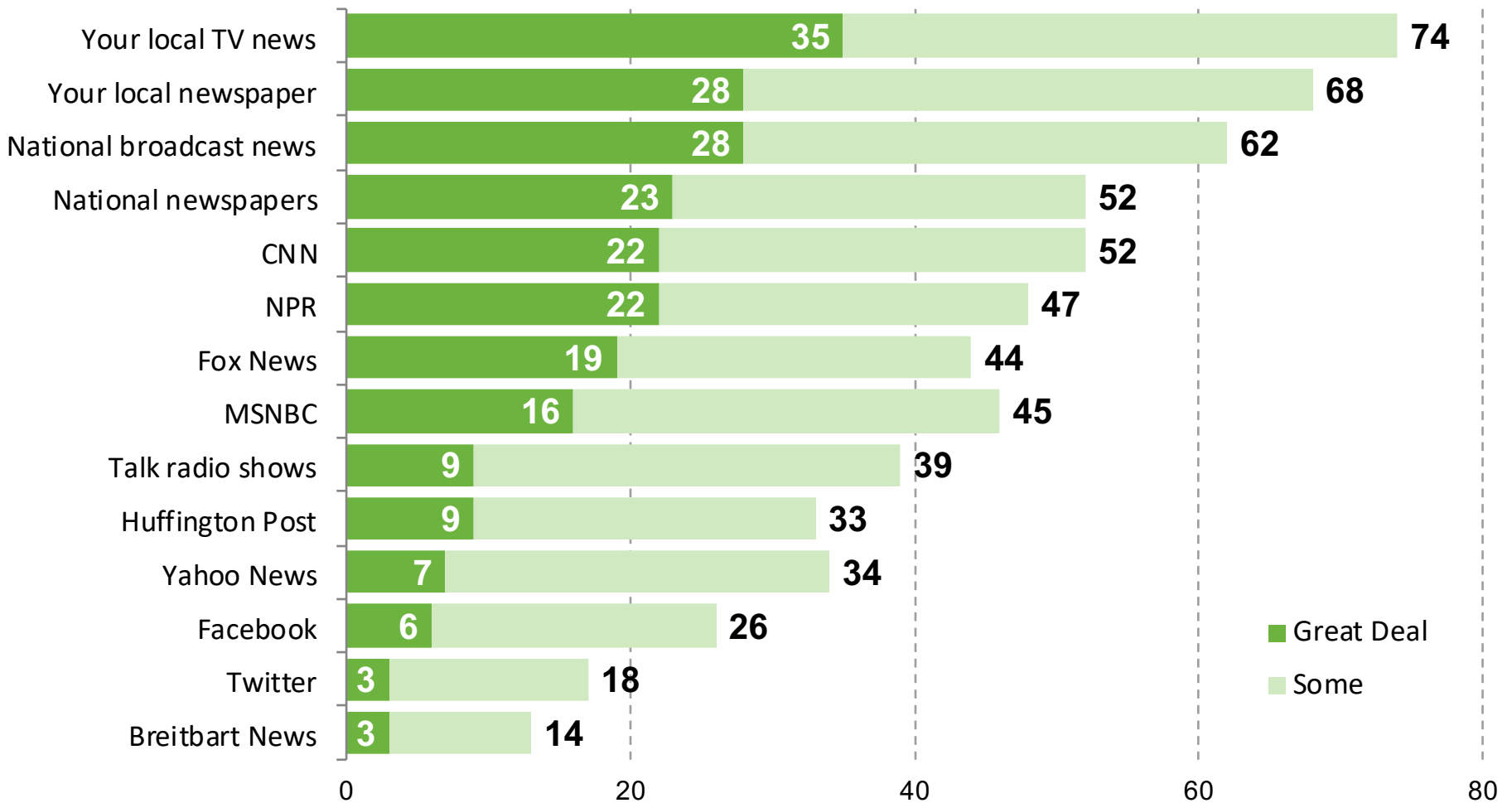


Fig. 2 Driving concerns about the news media

Which TWO things raise the biggest doubts about the national news media in the U.S.?

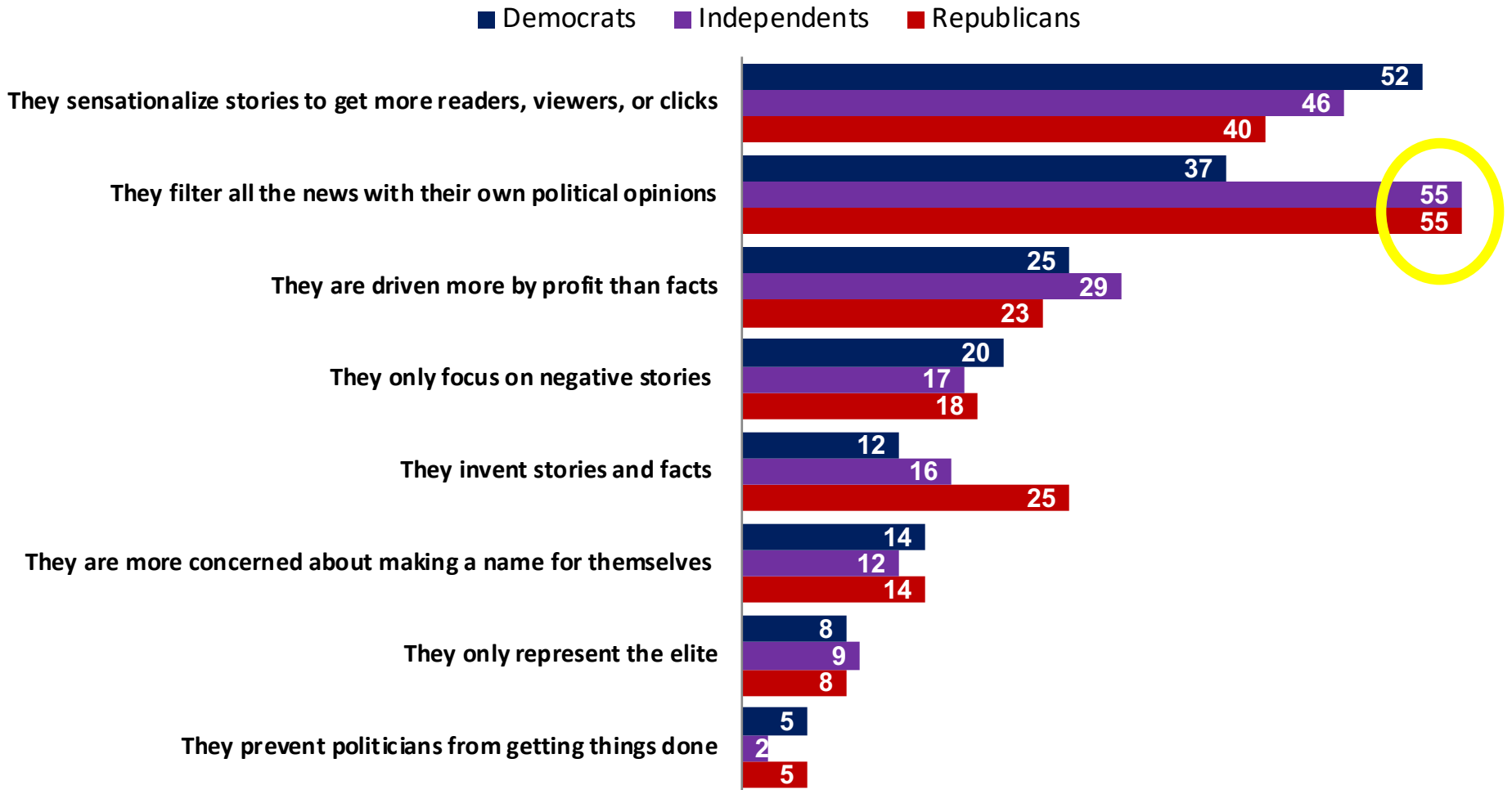


Fig. 3 Majority value media to keep people informed

Below is a list of reasons why some people value the media. Which are the TWO things that you value most about the national news media in the U.S.?

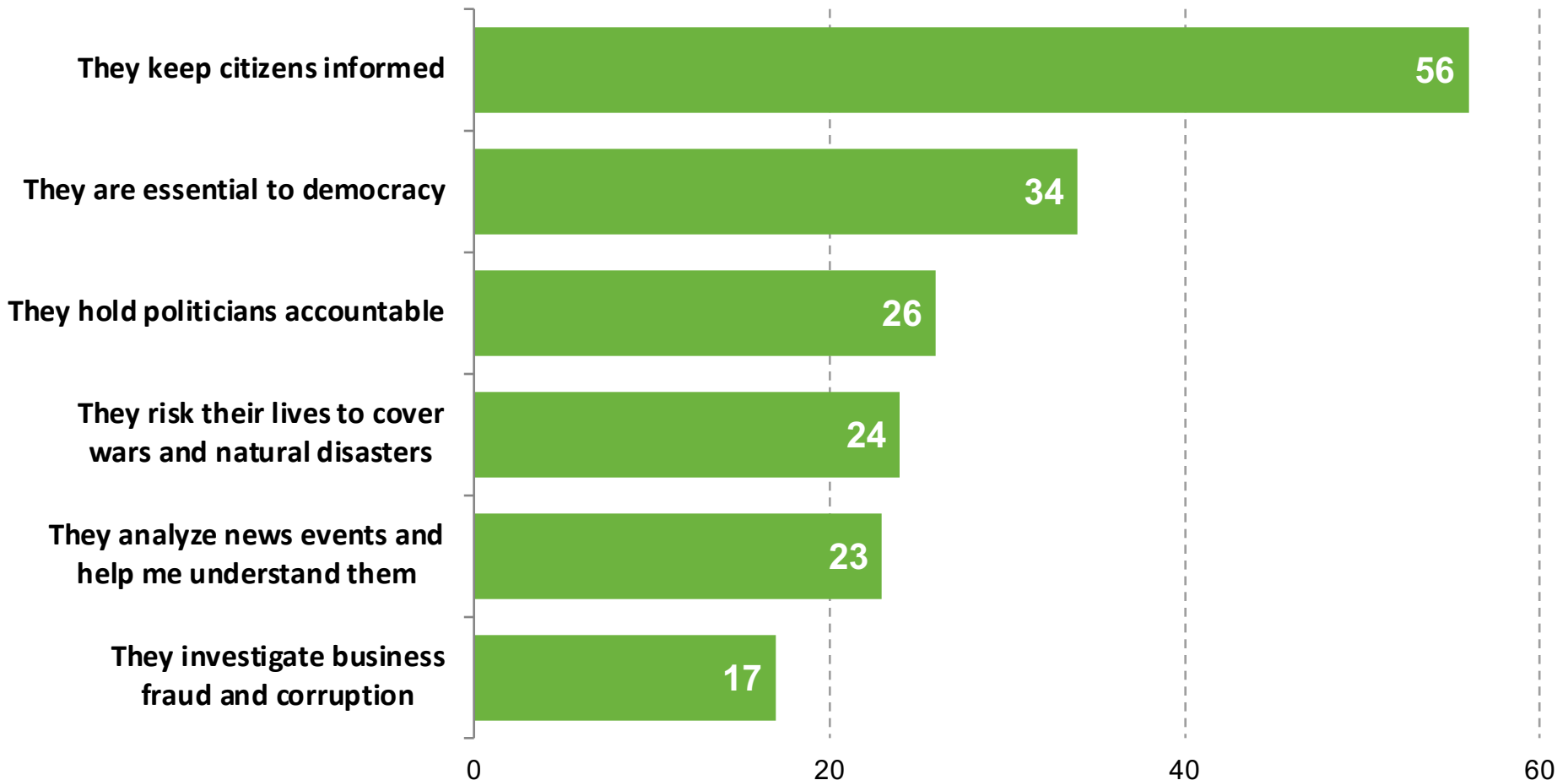
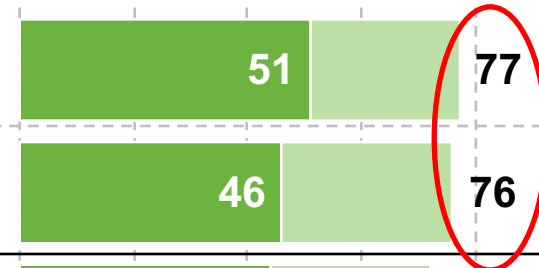


Fig. 4 Highlighting role to inform most compelling

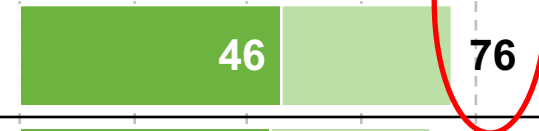
Please indicate how convincing you find that as a reason to defend the freedom of the press.

Very Convincing Somewhat Convincing

The media's job is to provide information to the public about what is happening in their gov't & communities so people can make informed decisions about what they think. Without a press that's free to publish this info, people would have to rely on what politicians and social media tell them to make their decisions.



A free press broke open the Watergate scandal, discovered unsafe water in Flint, Michigan, and has helped investigate corporate scams. The press serves as an essential watchdog for the American people.



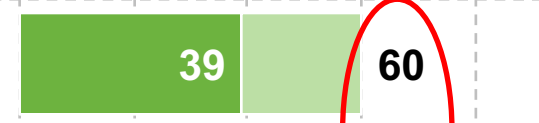
Political leaders may disagree with how the media covers them, especially when the media is critical. But even if they disagree, they cannot impede reporting or threaten journalists for asking questions.



Corrupt politicians are trying to muzzle the media and free press to distract voters and keep people from learning the truth. We need the press to stand up to them.



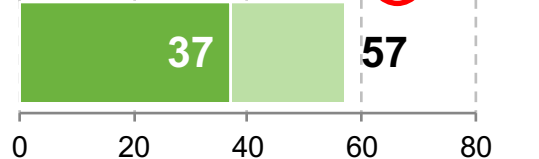
What makes America unique is our freedom and our free press, but now the president wants to change laws and make it easier to sue news outlets and journalists. We need to stand up for our democracy.



What makes America unique is our freedom and our free press, but now reporters are being threatened, and we are becoming more like Russia and China and other authoritarian countries. We need to stand up for our democracy.



President Trump and others are trying to muzzle the media and free press to distract voters and keep people from learning the truth. We need the press to stand up to him.



0 20 40 60 80

Fig. 5 Bias linked to money and influence

A 10 would mean you strongly agree with that statement, and a 0 would mean you strongly disagree with that statement.

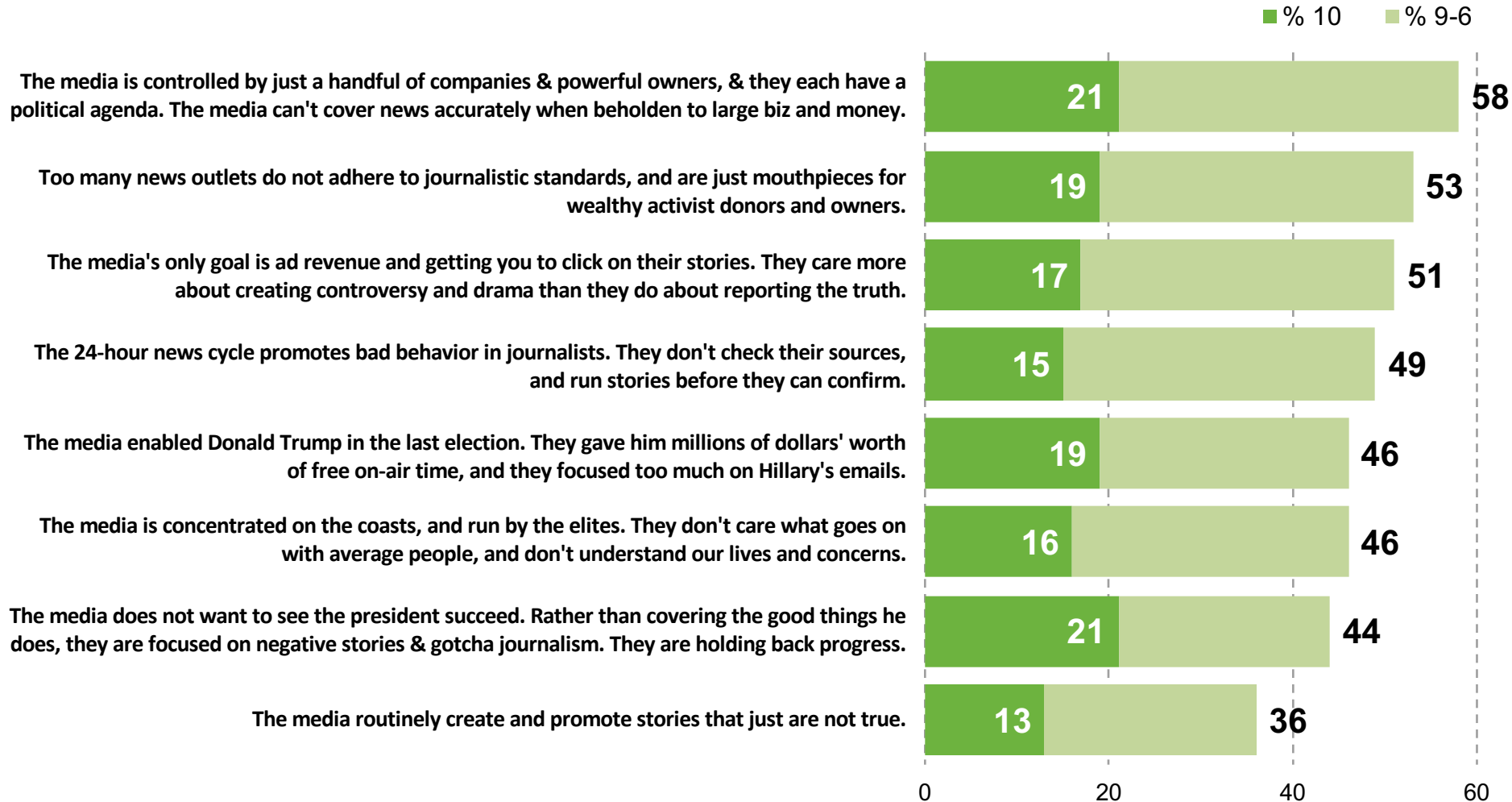


Fig. 6 Republicans and Independents far more critical

	Total %6-10	Democrats %6-10	Independents %6-10	Republicans %6-10
Beholden to business and money	58	43	64	72
Mouthpiece of owners	53	44	55	63
Only goal is ad revenue	51	33	60	70
24-hour news cycle and fact-checking	49	40	42	59
Enabled Trump in 2016	46	71	29	23
Run by the elites	46	33	44	60
Does not want to see president succeed	44	16	50	74
Create stories that are not true	36	19	38	53

Fig. 7 Approval of media strongly driven by Democrats

Generally speaking, do you approve or disapprove of the way *the media is covering President Trump*?

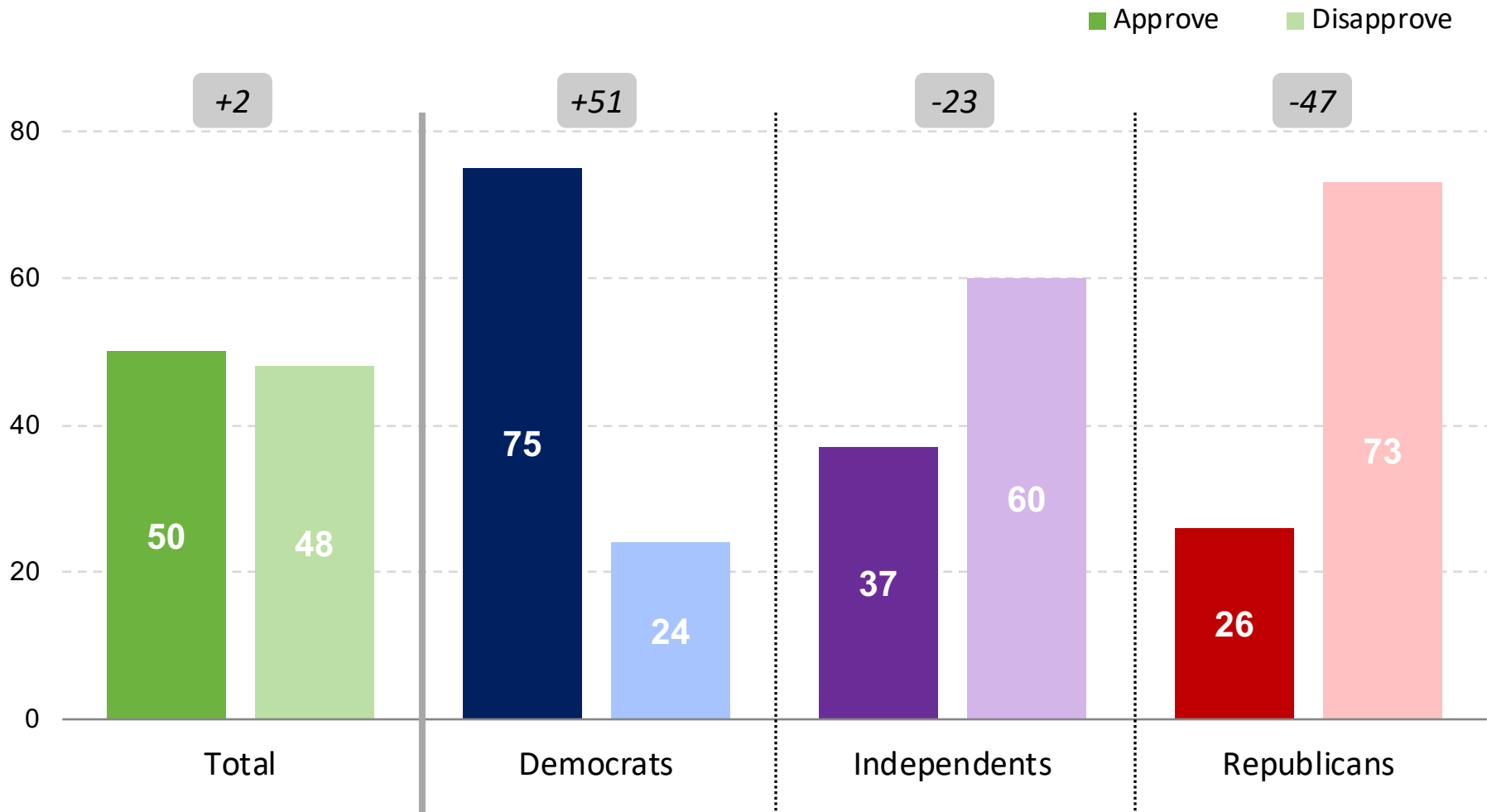


Fig. 8 Independents disapprove of both Trump and media

Generally speaking, do you approve or disapprove of the way **President Trump is acting toward the media?**

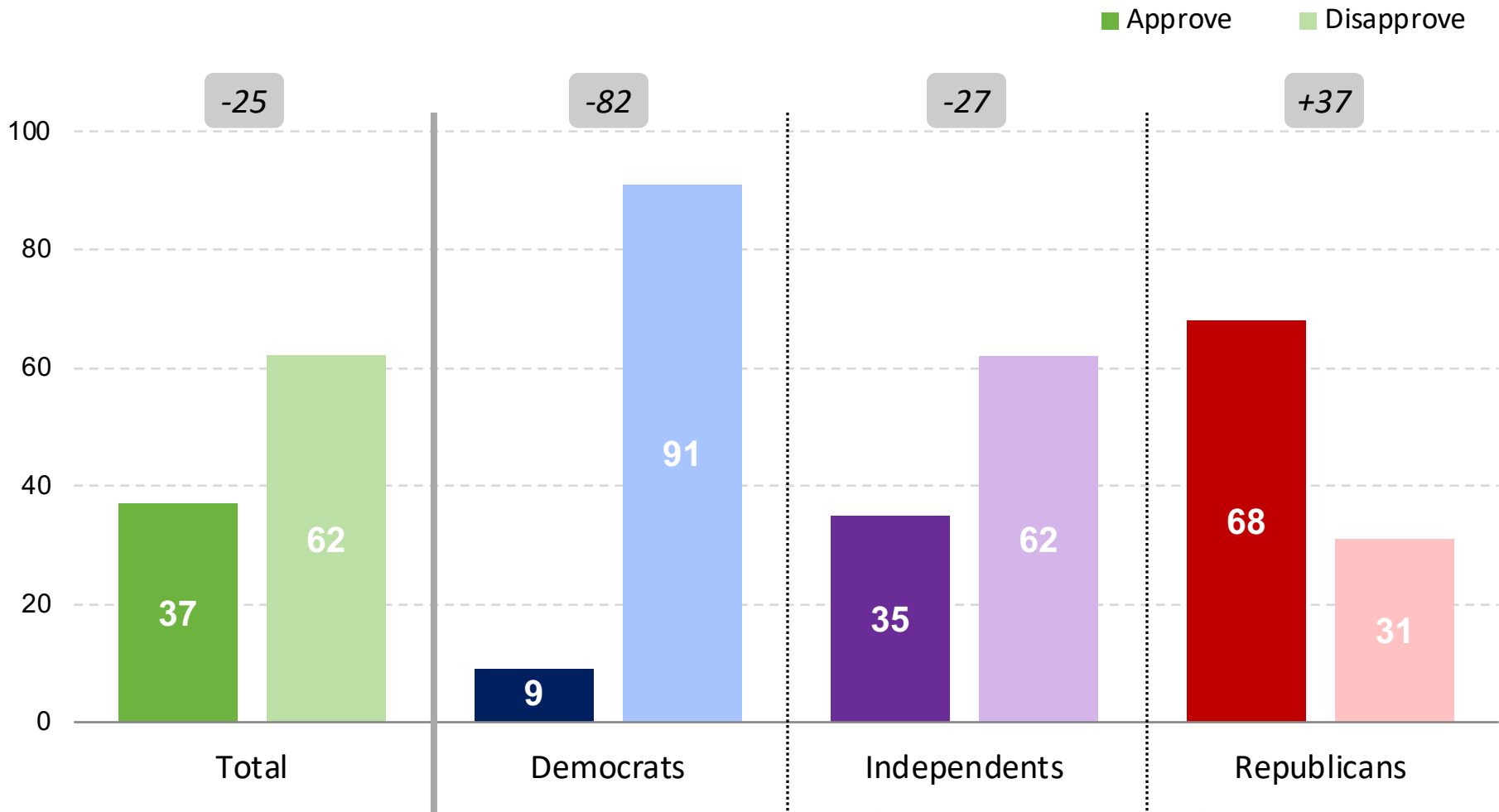


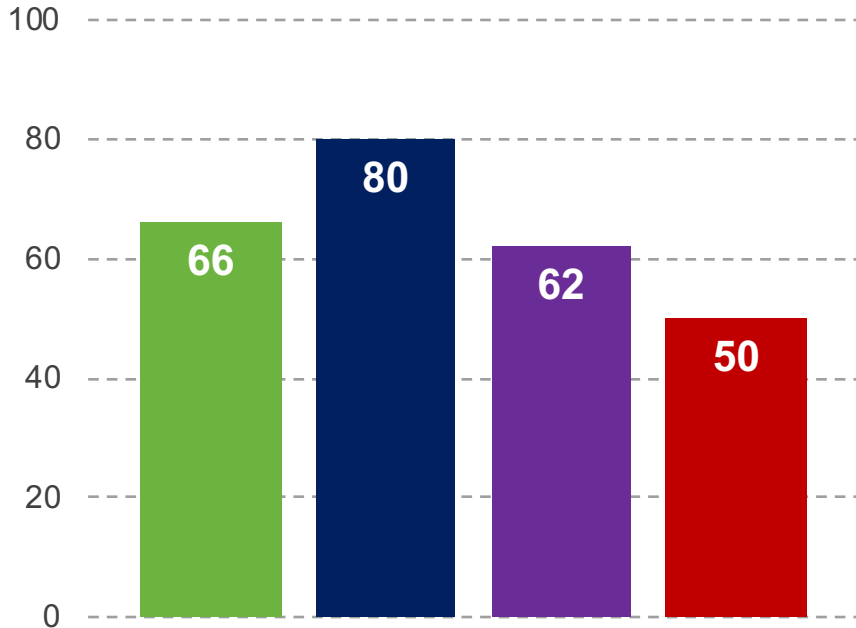
Fig. 9 Invoking Trump loses Republicans, Independents

SPLIT SAMPLE: Each statement asked to half the sample. Percent that find it a very or somewhat convincing reason to defend freedom of the press.

Corrupt politicians are trying to muzzle the media and free press to distract voters and keep people from learning the truth. We need the press to stand up to them.

President Trump and others are trying to muzzle the media and free press to distract voters and keep people from learning the truth. We need the press to stand up to him.

■ Total ■ Democrats ■ Independents ■ Republicans



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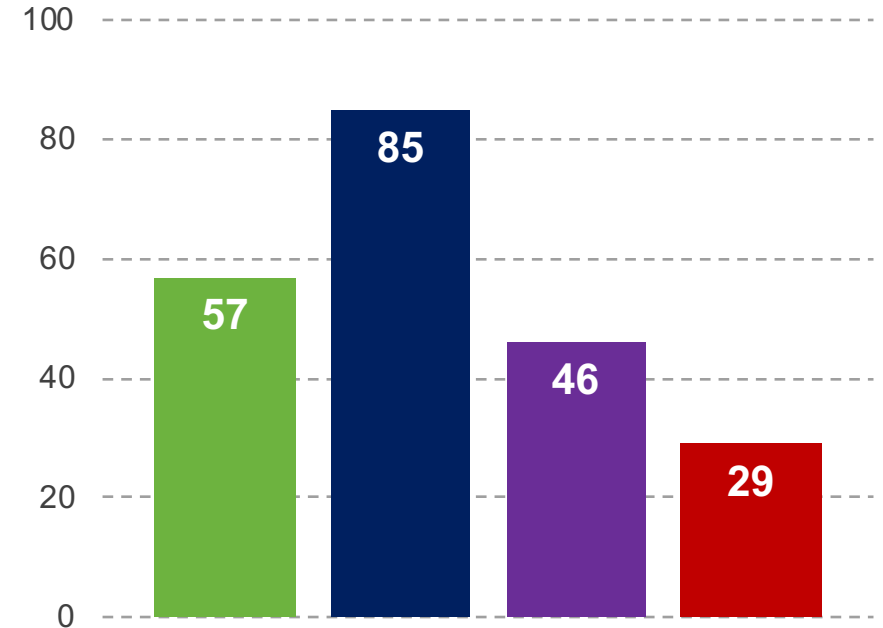


Fig. 10 Conservative allies less strong partisans

	Total Republicans	Conserv. press defenders	Conserv. approve of critical Trump coverage	Conserv. skeptical of Trump behavior
% total electorate	43	8	11	13
% total Republicans	100	19	26	31
Strong Republican	42	38	35	21
Weak/lean Republican	58	62	66	79
Male	55	60	51	50
White	87	89	83	88
College graduate	36	43	39	47
Over \$100k income	19	21	19	22

Fig. 11 Most do not see press under threat

On a scale from 0 to 10, please rate the current level of threat against the press, where 10 means an incredibly urgent threat, 0 means no threat at all, and 5 is somewhere in the middle.

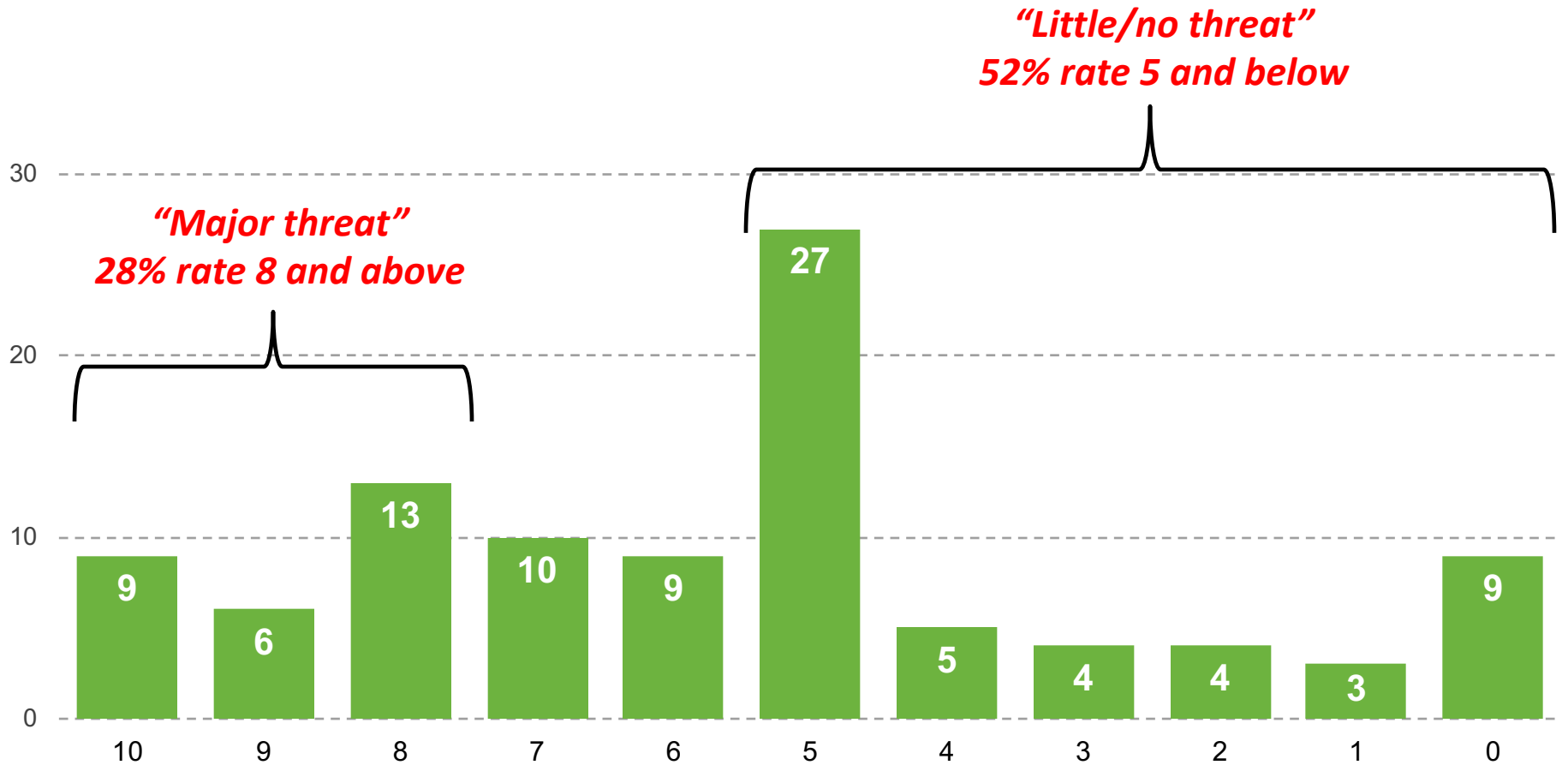


Fig. 12 Threat seen through partisan lens

On a scale from 0 to 10, please rate the current level of threat against the press, where 10 means an incredibly urgent threat, 0 means no threat at all, and 5 is somewhere in the middle.

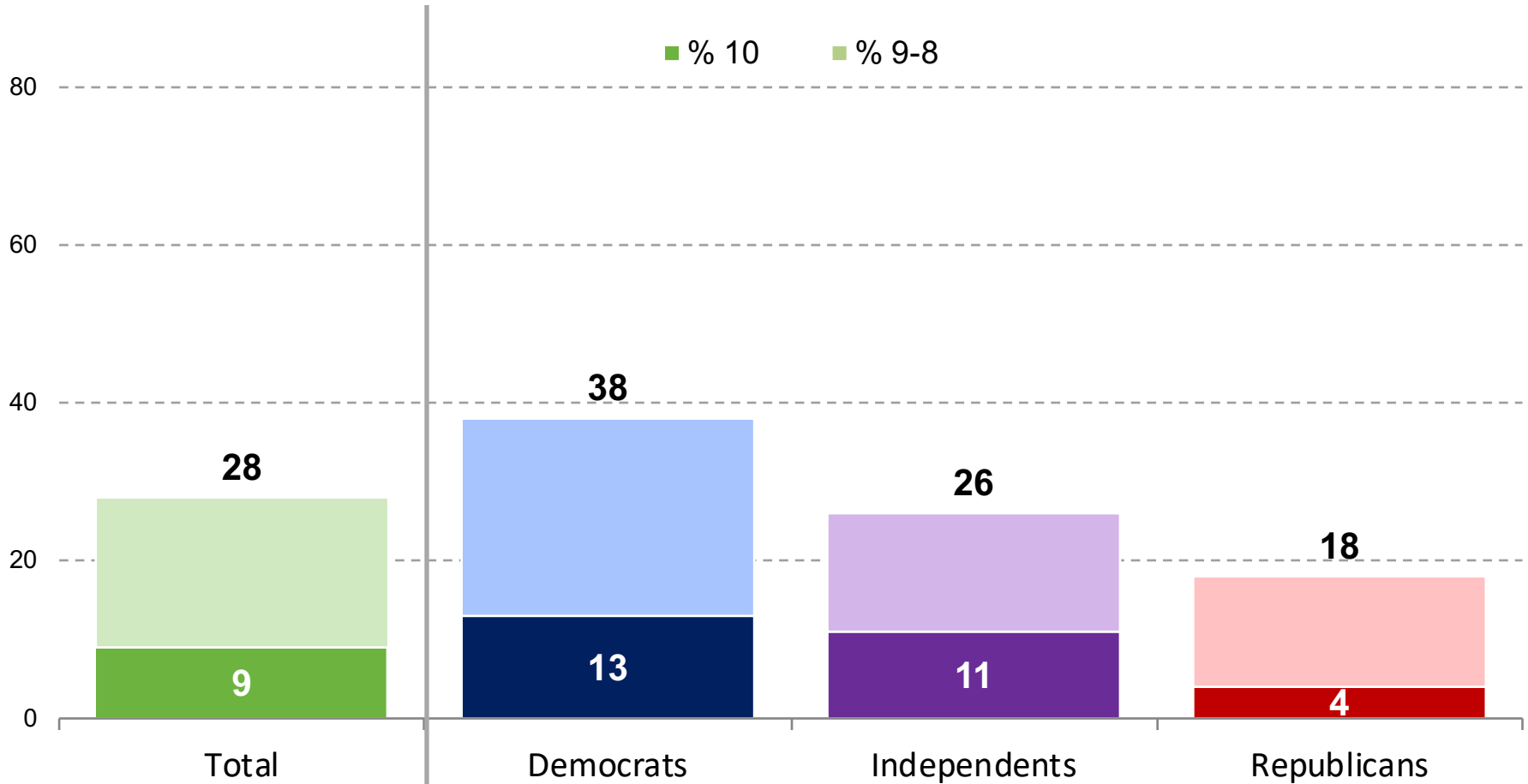


Fig. 13 Those who hear facts shift toward higher threat

On a scale from 0 to 10, please rate the current level of threat against the press, where 10 means an incredibly urgent threat, 0 means no threat at all, and 5 is somewhere in the middle.

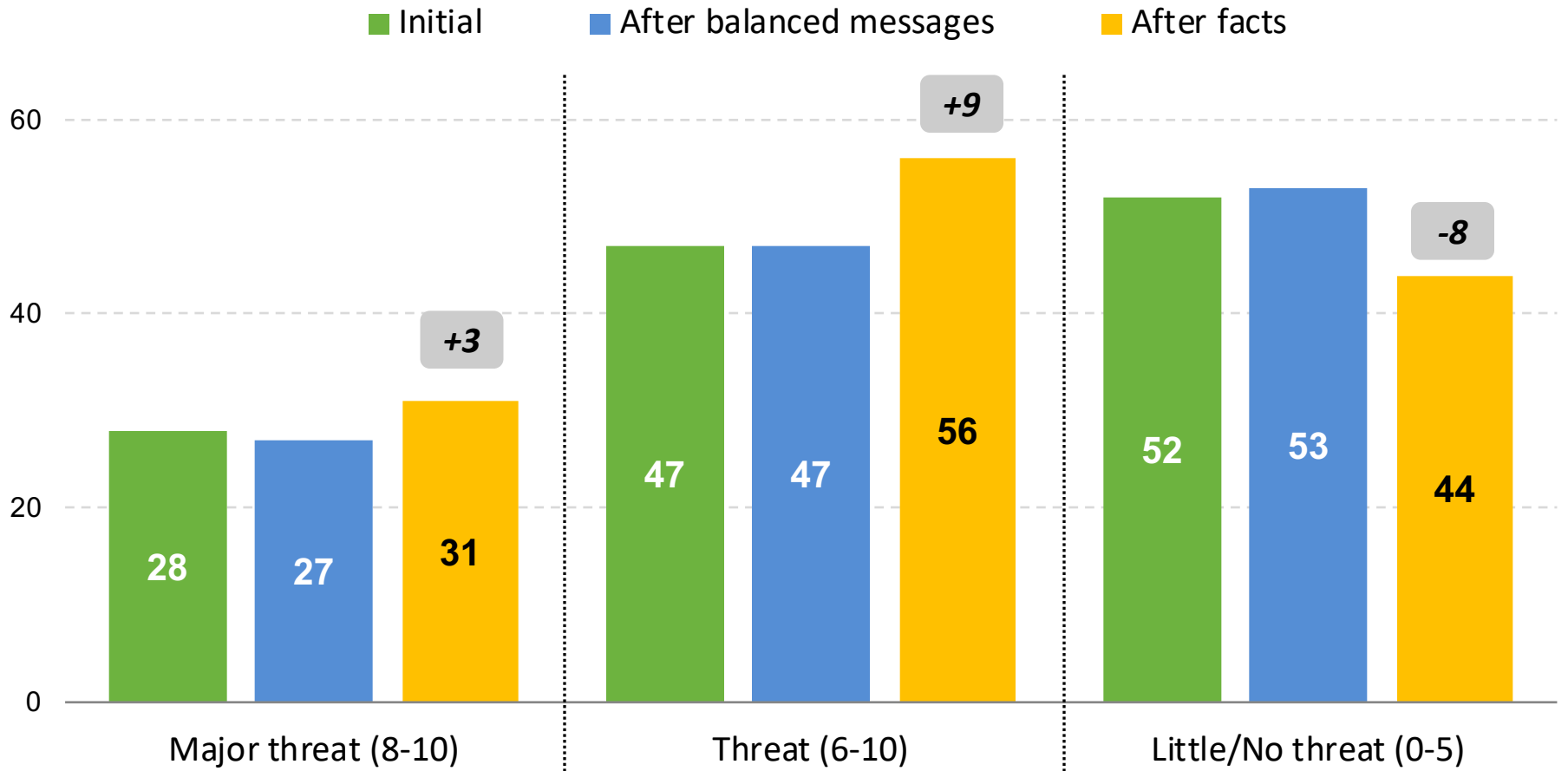


Fig. 14 Facts produce shifts in key targets; and facts keep Republicans from slipping after hearing negatives

Total threat (6-10)	Initial	After balanced messages	After facts	Shift after facts
Total	47	47	56	+9
Democrat	61	67	78	+17
Independent	43	49	46	+3
Republican	33	25	35	+2
Initial "little/no threat" (0-5)	0	17	34	+34
Conserv. approve critical Trump coverage	49	48	57	+8
Conserv. skeptical of Trump	40	43	58	+18

Fig. 15 Corrections important across party & key targets

%8-10	Total	Dem	Ind	Rep	Little/no threat	Conserv. press defenders	Conserv. approve of critical Trump coverage	Conserv. Trump skeptical
Acknowledge mistakes	70	70	64	71	67	85	57	72
Label reporting versus opinion	57	52	60	62	55	76	56	60
Editorial balance	45	40	40	52	43	63	41	52
Balanced # of pos/neg stories on government	43	36	37	53	45	49	38	50
More positive stories	40	39	40	40	38	36	35	41
Balanced # of pos/neg stories on Trump	37	26	35	50	38	34	28	36
Take behind the scenes	32	34	25	32	31	31	33	33
Info on journalists	31	29	31	34	30	38	27	31

Fig. 16 News sources

% get news daily/weekly	Total	Dem	Ind	Rep	Under 30	30-49	50+	Non-coll	College
Local TV	68	67	57	71	49	58	80	68	66
Local newspaper	50	52	39	50	32	42	61	47	54
National broadcast	49	56	39	43	35	38	62	49	49
News on Facebook	40	43	34	38	59	49	28	43	37
Fox News	34	22	21	51	27	29	41	38	28
Talk Radio	32	28	26	39	30	34	32	32	33
CNN	29	40	16	19	27	29	29	28	30
Yahoo News	24	26	20	23	21	28	23	23	26
National newspapers	23	28	20	17	26	23	21	17	32
NPR	23	29	28	17	24	24	22	19	29
MSNBC	22	32	11	13	16	19	26	22	22
Twitter	15	18	8	14	28	19	8	15	15
Huffington Post	13	19	8	8	17	17	9	12	15
Breitbart News	5	3	3	8	5	6	4	5	4

Fig. 17 Trust across outlets

% trust great deal+somewhat	Total	Dem	Ind	Rep	Under 30	30-49	50+	Non-college	College grad
Local TV news	74	82	63	67	62	72	80	74	75
Local newspaper	68	76	53	62	66	65	71	66	70
National broadcast	62	78	47	47	56	59	65	58	68
National newspaper	52	69	40	36	57	54	49	46	62
CNN	52	74	35	31	50	53	52	50	55
NPR	47	61	42	34	47	50	46	41	58
MSNBC	45	64	30	29	44	48	44	42	50
Fox News	44	28	33	65	40	42	48	49	37
Talk radio	39	36	25	45	38	41	37	40	37
Yahoo News	34	41	23	28	36	39	30	32	36
Huffington Post	33	48	19	19	37	37	29	30	39
Facebook	26	30	17	24	37	31	19	39	22
Twitter	18	21	8	16	28	23	11	20	15
Breitbart	14	9	12	19	15	14	13	15	12

Fig. 18 Younger, more downscale get news from Facebook

	Get news from Facebook	Trust news from Facebook
Total	40	26
Democrat	43	30
Independent	34	17
Republican	38	24
Men	31	22
Women	48	29
Under 30	59	37
30-49	49	31
50+	28	19
Non-college grad	43	29
College grad	37	22
Income under \$50k	46	33
Income over \$50k	37	22

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