



Executive, Congressional and Consumer Attitudes Toward Media, Marketing and the Public Relations Profession

Total U.S. Adult 18+, Executive and Congressional Data

Prepared For:

Public Relations Society of America

Prepared By:

**Harris Interactive
Public Relations Research**

Survey Methodology

U.S. Adults 18+

Harris Interactive® conducted the telephone survey for the Public Relations Society of America (PRSA) between June 7 and 12, 2005 among a nationwide cross section of 1,015 U.S. adults ages 18+. Figures for age, sex, race, education, number of adults, number of voice/telephone lines in the household, region and size of place were weighted where necessary to align them with their actual proportions in the population. In theory, with a probability sample of this size, one can say with 95 percent certainty that the results for the overall sample have a sampling error of plus or minus 3 percentage points of what they would be if the entire U.S. adult population had been polled with complete accuracy.

Executives

The Executive Omnibus™ is a nationwide telephone survey of 150 leading executives in Fortune 1000 companies. The survey was conducted between June 10 and July 14, 2005. Executives from a broad range of industries, services, locales, and sizes of companies were interviewed. Data from this sample are not weighted and are representative only of the body of individuals surveyed. In theory, with a probability sample of this size, one can say with 95 percent certainty that the results for the overall sample have a sampling error of plus or minus 8 percentage points.

Congressional Staffers

The Congressional Omnibus™, a unique bipartisan survey which provides an in-depth, scientific analysis of what Congress thinks. From among Hill offices, 150 senior staff members and aides are interviewed via telephone and stratified according to party, chamber, years in office, and title. The survey was conducted between June 7 and August 17, 2005. Data from this sample are not weighted and are representative only of the body of individuals surveyed. In theory, with a probability sample of this size, one can say with 95 percent certainty that the results for the overall sample have a sampling error of plus or minus 8 percentage points.

Notes on reading the results

The percentage of respondents has been included for each item. An asterisk (*) signifies a value of less than one-half percent. A dash represents a value of zero. Percentages may not always add up to 100% because of computer rounding, the acceptance of multiple answers from respondents answering that question, and/or the exclusion of any "Not sure" or "Decline to answer" responses.

BASE: ALL RESPONDENTS

Q1 To what extent do you personally agree or disagree with the following statements?

	<u>Agree</u> <u>(Net)</u>	<u>Strongly</u> <u>Agree</u>	<u>Somewhat</u> <u>Agree</u>	<u>Disagree</u> <u>(Net)</u>	<u>Somewhat</u> <u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
You have a defined set of news sources that you trust to provide you with fair and balanced coverage, other sources you largely ignore.						
Total U.S. adults 18+ (n=1,015)	71	28	43	25	16	9
Total Executives (n=150)	87	58	29	13	9	5
Total Congressional (n=150)	77	49	28	23	16	7
You actively look for news and information that challenges your political opinions and social beliefs.						
Total U.S. adults 18 + (n=1,015)	65	25	40	33	21	12
Total Executives (n=150)	75	40	35	25	15	10
Total Congressional (n=150)	80	34	46	20	14	6
You believe that most of the news you see is accurate and unbiased.						
Total U.S. adults 18+ (n=1,015)	43	10	33	56	28	28
Total Executives (n=150)	28	4	24	72	41	31
Total Congressional (n=150)	33	3	31	66	40	26

BASE: ALL RESPONDENTS

Q1 To what extent do you personally agree or disagree with the following statements?
[continued from previous page]

	<u>Agree</u> <u>(Net)</u>	<u>Strongly</u> <u>Agree</u>	<u>Somewhat</u> <u>Agree</u>	<u>Disagree</u> <u>(Net)</u>	<u>Somewhat</u> <u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
You rely heavily on independent sources like Internet chat rooms, blogs or other alternative media to get news and information.						
Total U.S. adults 18+ (n=1,015)	42	16	26	54	24	30
Total Executives (n=150)	21	3	17	79	28	51
Total Congressional (n=150)	30	9	21	70	27	43

BASE: ALL RESPONDENTS

Q2 Which of these statements best describes you personally?

You like to keep up with the news, but it's just one of many ways that you spend your leisure time

Total U.S. adults 18+ (n=1,015)	66
Total Executives (n=150)	71
Total Congressional (n=150)	53

You are a news junky – it's a favorite leisure time activity

Total U.S. adults 18+ (n=1,015)	15
Total Executives (n=150)	23
Total Congressional (n=150)	43

You are not really interested in the news- there are other ways that you prefer to spend your leisure time

Total U.S. adults 18+ (n=1,015)	15
Total Executives (n=150)	5
Total Congressional (n=150)	4

None of these

Total U.S. adults 18+ (n=1,015)	4
Total Executives (n=150)	1
Total Congressional (n=150)	-

BASE: ALL RESPONDENTS

Q3 How much do you trust the following types of information sources to provide accurate and unbiased news and information?

	<u>Trust</u> <u>(Net)</u>	<u>Trust</u> <u>Completely</u>	<u>Trust</u> <u>Somewhat</u>	<u>Distrust</u> <u>(Net)</u>	<u>Distrust</u> <u>Somewhat</u>	<u>Distrust</u> <u>Completely</u>	<u>Depends on</u> <u>the source</u>
News shows on public television or National Public Radio							
Total U.S. adults 18+ (n=1,015)	61	10	51	18	14	4	20
Total Executives (n=150)	75	11	64	16	14	2	9
Total Congressional (n=150)	70	18	52	17	13	3	13
National newspapers like the New York Times, Washington Post or Wall Street Journal							
Total U.S. adults 18+ (n=1,015)	56	13	43	21	15	7	15
Total Executives (n=150)	78	16	62	11	9	1	11
Total Congressional (n=150)	78	22	56	10	9	1	11
Commercial broadcast news including network television, cable and commercial radio networks							
Total U.S. adults 18+ (n=1,015)	53	4	49	26	20	6	21
Total Executives (n=150)	59	2	57	31	29	2	10
Total Congressional (n=150)	62	5	57	21	19	1	17

BASE: ALL RESPONDENTS

Q3 How much do you trust the following types of information sources to provide accurate and unbiased news and information? [continued from previous page]

	<u>Trust (Net)</u>	<u>Trust Completely</u>	<u>Trust Somewhat</u>	<u>Distrust (Net)</u>	<u>Distrust Somewhat</u>	<u>Distrust Completely</u>	<u>Depends on the source</u>
Advocacy groups like the NRA, AARP, and the ACLU							
Total U.S. adults 18+ (n=1,015)	44	8	36	33	19	14	18
Total Executives (n=150)	18	1	17	61	43	19	21
Total Congressional (n=150)	39	-	39	35	31	4	27
Elected or appointed government officials							
Total U.S. adults 18+ (n=1,015)	38	2	36	36	26	10	25
Total Executives (n=150)	31	1	30	47	40	7	22
Total Congressional (n=150)	53	2	51	19	17	1	27
Public opinion pollsters							
Total U.S. adults 18+ (n=1,015)	37	4	33	38	27	11	22
Total Executives (n=150)	45	1	43	35	29	6	19
Total Congressional (n=150)	51	2	49	24	21	3	25
People who work in the public relations industry							
Total U.S. adults 18+ (n=1,015)	37	3	33	40	27	13	21
Total Executives (n=150)	29	2	27	45	38	7	25
Total Congressional (n=150)	29	1	27	49	41	8	22

BASE: ALL RESPONDENTS

Q3 How much do you trust the following types of information sources to provide accurate and unbiased news and information? [continued from previous page]

	<u>Trust (Net)</u>	<u>Trust Completely</u>	<u>Trust Somewhat</u>	<u>Distrust (Net)</u>	<u>Distrust Somewhat</u>	<u>Distrust Completely</u>	<u>Depends on the source</u>
Conservative talk radio hosts							
Total U.S. adults 18+ (n=1,015)	35	4	31	39	21	18	22
Total Executives (n=150)	29	1	28	57	33	23	14
Total Congressional (n=150)	34	1	33	51	27	23	15
Liberal talk radio hosts							
Total U.S. adults 18+ (n=1,015)	31	2	29	42	22	20	22
Total Executives (n=150)	18	-	18	67	41	26	15
Total Congressional (n=150)	31	1	30	51	31	20	16
Entertainers or celebrities who support particular causes or issues							
Total U.S. adults 18+ (n=1,015)	30	2	28	45	22	24	22
Total Executives (n=150)	8	1	7	77	39	38	15
Total Congressional (n=150)	13	-	13	71	33	39	15
People who work in the advertising industry							
Total U.S. adults 18+ (n=1,015)	25	2	23	54	33	22	20
Total Executives (n=150)	24	-	24	60	49	11	15
Total Congressional (n=150)	20	-	20	62	49	13	17

BASE: ALL RESPONDENTS

Q4 Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers?

Paid advertisements to promote a product or service

Total U.S. adults 18+ (n=1,015)	74
Total Executives (n=150)	87
Total Congressional (n=150)	93

Corporate sponsorships, for example, companies sponsoring sporting events or particular athletes

Total U.S. adults 18+ (n=1,015)	70
Total Executives (n=150)	82
Total Congressional (n=150)	89

A paid spokesperson to promote a product or service

Total U.S. adults 18+ (n=1,015)	64
Total Executives (n=150)	75
Total Congressional (n=150)	87

Paying for a specific brand name product to be used in movies or TV shows like having a character on a sitcom drinking a specific brand of soda

Total U.S. adults 18+ (n=1,015)	55
Total Executives (n=150)	66
Total Congressional (n=150)	73

Gaining coverage of products, services or issues in a news story, for example in a story about migraine headaches that mentions a specific drug to treat migraines

Total U.S. adults 18+ (n=1,015)	54
Total Executives (n=150)	65
Total Congressional (n=150)	50

Providing financial support to grassroots organizations to help promote their messages

Total U.S. adults 18+ (n=1,015)	53
Total Executives (n=150)	63
Total Congressional (n=150)	75

Paying to have a specific brand name product appear on TV news shows like a "Great Gifts" segment on a morning news show

Total U.S. adults 18+ (n=1,015)	53
Total Executives (n=150)	53
Total Congressional (n=150)	54

BASE: ALL RESPONDENTS

Q4 Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? [continued from previous page]

Paying private citizens to promote a product or service like paying customers at a restaurant to drink a certain brand of beverage

Total U.S. adults 18+ (n=1,015)	47
Total Executives (n=150)	45
Total Congressional (n=150)	57

Product placement in schools, such as vending machines

Total U.S. adults 18+ (n=1,015)	38
Total Executives (n=150)	24
Total Congressional (n=150)	34

The use of text messaging to deliver commercial messages to consumers

Total U.S. adults 18+ (n=1,015)	23
Total Executives (n=150)	17
Total Congressional (n=150)	19

Internet pop-up ads

Total U.S. adults 18+ (n=1,015)	16
Total Executives (n=150)	30
Total Congressional (n=150)	29

None of these

Total U.S. adults 18+ (n=1,015)	6
Total Executives (n=150)	-
Total Congressional (n=150)	1

BASE: ALL RESPONDENTS

Q5 Television news programs sometimes show stories that are not produced by a news organization, but come from companies, government or other types of organizations. These stories are created to communicate a particular position or message to the public. Do you think government should require TV news shows to state the sources for these stories, or not?

Yes, TV news shows should be required to state the sources of these stories (v)

Total U.S. adults 18+ (n=1,015)	71
Total Executives (n=150)	89
Total Congressional (n=150)	87

No, it should not be required (v)

Total U.S. adults 18+ (n=1,015)	28
Total Executives (n=150)	11
Total Congressional (n=150)	11

BASE: ALL RESPONDENTS

Q6 Do you think government should do more or less to regulate the types of activities that companies and organizations use to market to consumers or do you think government is doing about the right amount?

Government should do more

Total U.S. adults 18+ (n=1,015)	36
Total Executives (n=150)	13
Total Congressional (n=150)	31

Government should do less

Total U.S. adults 18+ (n=1,015)	9
Total Executives (n= 150)	17
Total Congressional (n=150)	8

Government is doing about the right amount

Total U.S. adults 18+ (n=1,015)	52
Total Executives (n=150)	67
Total Congressional (n=150)	59

BASE: ALL RESPONDENTS

Q7 Based on what you know or have heard, to what extent do you agree or disagree with the following statements about people who work in the public relations (PR) industry in the U.S.?

People who work in the PR industry...

	<u>Agree (Net)</u>	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Disagree (Net)</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>
Sometimes take advantage of the media to present misleading information that is favorable to their clients						
Total U.S. adults 18+ (n=1,015)	85	44	41	13	8	6
Total Executives (n=150)	67	19	48	33	21	12
Total Congressional (n=150)	85	28	57	14	13	1
Are just another tool that companies can use to market their products or state their positions on certain issues						
Total U.S. adults 18+ (n=1,015)	83	36	47	15	10	5
Total Executives (n=150)	87	32	55	13	9	5
Total Congressional (n=150)	89	32	57	11	10	1

BASE: ALL RESPONDENTS

Q7 Based on what you know or have heard, to what extent do you agree or disagree with the following statements about people who work in the public relations (PR) industry in the U.S.? [continued from previous page]

People who work in the PR industry...

	<u>Agree</u> <u>(Net)</u>	<u>Strongly</u> <u>Agree</u>	<u>Somewhat</u> <u>Agree</u>	<u>Disagree</u> <u>(Net)</u>	<u>Somewhat</u> <u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
Are only interested in disseminating information that helps their clients make money						
Total U.S. adults 18+ (n= 1,015)	79	43	36	19	12	7
Total Executives (n=150)	60	16	44	39	28	11
Total Congressional (n=150)	79	28	51	19	15	4
Help raise awareness about important issues that the public might not know about						
Total U.S. adults 18+ (n= 1,015)	71	22	50	26	16	10
Total Executives (n= 150)	84	23	61	15	13	2
Total Congressional (n= 150)	84	19	65	15	13	2
Help get the media to address issues that otherwise would fail to get the attention they deserve						
Total U.S. adults 18+ (n= 1,015)	71	18	53	26	18	8
Total Executives (n= 150)	81	23	58	18	16	2
Total Congressional (n= 150)	75	19	56	23	22	1
Help their clients provide fair and balanced information to the public and other groups						
Total U.S. adults 18+ (n= 1,015)	56	12	43	41	27	14
Total Executives (n= 150)	71	19	52	29	21	8
Total Congressional (n= 150)	55	13	43	43	33	9