

## Toplines

The tables below present both the unweighted and weighted (in gray) results from the open-ended coding. Only codable responses are included in the tables below — responses that could not be coded were excluded from further analysis. The weighted results apply respondents' individual survey weight that was calculated using several demographic and personal characteristics, including age, sex, education and macroregion.

Several of the open-ended categories also include subsets. For example, for the question about differences between news and journalism, categories within the “news + ...” section were graded only if the responses were initially assigned the binary “news +” code. Similarly, for the open-ended items for traits of producers of journalism, the “neutral, impartial and objective” category was a subset of the “ethical standards” category — if a response was graded as “objective” it was also included in the broader “ethical standards” category. Importantly, open-ended responses could also receive multiple across the range of categories for both questions.

### Differences between journalism and news:

Process & Product:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 31                      | 5%              | 603                 | 34                    | 6%            | 592               |
| <b>Brazil</b>        | 20                      | 4%              | 467                 | 15                    | 4%            | 415               |
| <b>South Africa</b>  | 32                      | 11%             | 300                 | 30                    | 10%           | 292               |
| <b>United States</b> | 61                      | 11%             | 536                 | 58                    | 11%           | 524               |

Different Medium:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 14                      | 2%              | 603                 | 11                    | 2%            | 592               |
| <b>Brazil</b>        | 17                      | 4%              | 467                 | 20                    | 5%            | 416               |
| <b>South Africa</b>  | 11                      | 4%              | 300                 | 13                    | 4%            | 293               |
| <b>United States</b> | 9                       | 2%              | 536                 | 8                     | 1%            | 524               |

Corporate vs. Individual:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 36                      | 6%              | 603                 | 35                    | 6%            | 592               |
| <b>Brazil</b>        | 2                       | <1%             | 467                 | 1                     | <1%           | 415               |
| <b>South Africa</b>  | 3                       | 1%              | 300                 | 1                     | <1%           | 292               |
| <b>United States</b> | 17                      | 3%              | 536                 | 17                    | 3%            | 524               |

Different Topics:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 38                      | 6%              | 603                 | 46                    | 8%            | 592               |
| <b>Brazil</b>        | 11                      | 2%              | 467                 | 17                    | 4%            | 416               |
| <b>South Africa</b>  | 17                      | 6%              | 300                 | 18                    | 6%            | 293               |
| <b>United States</b> | 50                      | 9%              | 536                 | 49                    | 9%            | 524               |

Sensationalism & Exaggeration:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 23                      | 4%              | 603                 | 21                    | 3%            | 593               |
| <b>Brazil</b>        | 14                      | 3%              | 467                 | 10                    | 2%            | 415               |
| <b>South Africa</b>  | 6                       | 2%              | 300                 | 3                     | 1%            | 292               |
| <b>United States</b> | 10                      | 2%              | 536                 | 10                    | 2%            | 524               |

News +

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 467                     | 77%             | 603                 | 451                   | 76%           | 592               |
| <b>Brazil</b>        | 348                     | 75%             | 467                 | 289                   | 70%           | 416               |
| <b>South Africa</b>  | 136                     | 45%             | 300                 | 117                   | 40%           | 292               |
| <b>United States</b> | 439                     | 82%             | 536                 | 429                   | 82%           | 523               |

News + Breadth:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 23                      | 4%              | 603                 | 29                    | 5%            | 593               |
| <b>Brazil</b>        | 8                       | 2%              | 467                 | 8                     | 2%            | 416               |
| <b>South Africa</b>  | 2                       | 1%              | 300                 | 1                     | <1%           | 292               |
| <b>United States</b> | 12                      | 2%              | 536                 | 11                    | 2%            | 524               |

News + Context:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 136                     | 23%             | 603                 | 125                   | 21%           | 592               |
| <b>Brazil</b>        | 69                      | 15%             | 467                 | 55                    | 13%           | 415               |
| <b>South Africa</b>  | 32                      | 11%             | 300                 | 23                    | 8%            | 292               |
| <b>United States</b> | 141                     | 26%             | 536                 | 141                   | 27%           | 524               |

News + Rigor:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 147                     | 24%             | 603                 | 141                   | 24%           | 592               |
| <b>Brazil</b>        | 112                     | 24%             | 467                 | 88                    | 21%           | 415               |
| <b>South Africa</b>  | 65                      | 22%             | 300                 | 58                    | 20%           | 293               |
| <b>United States</b> | 120                     | 22%             | 536                 | 123                   | 23%           | 524               |

News + Opinion:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 188                     | 31%             | 603                 | 169                   | 29%           | 592               |
| <b>Brazil</b>        | 107                     | 23%             | 467                 | 75                    | 18%           | 416               |
| <b>South Africa</b>  | 18                      | 6%              | 300                 | 14                    | 5%            | 292               |
| <b>United States</b> | 178                     | 33%             | 536                 | 164                   | 31%           | 524               |

News + Opinion (Neutral-to-Positive):

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 117                     | 19%             | 603                 | 99                    | 17%           | 592               |
| <b>Brazil</b>        | 29                      | 6%              | 467                 | 22                    | 5%            | 416               |
| <b>South Africa</b>  | 10                      | 3%              | 300                 | 8                     | 3%            | 292               |
| <b>United States</b> | 96                      | 18%             | 536                 | 95                    | 18%           | 525               |

News + Opinion (Negative):

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 71                      | 12%             | 603                 | 70                    | 12%           | 592               |
| <b>Brazil</b>        | 78                      | 17%             | 467                 | 53                    | 13%           | 416               |
| <b>South Africa</b>  | 8                       | 3%              | 300                 | 6                     | 2%            | 292               |
| <b>United States</b> | 82                      | 15%             | 536                 | 70                    | 13%           | 525               |

News + Facts:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 47                      | 8%              | 603                 | 45                    | 8%            | 592               |
| <b>Brazil</b>        | 77                      | 16%             | 467                 | 76                    | 18%           | 415               |
| <b>South Africa</b>  | 26                      | 9%              | 300                 | 21                    | 7%            | 293               |
| <b>United States</b> | 50                      | 9%              | 536                 | 51                    | 10%           | 525               |

News + Storytelling:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 38                      | 6%              | 603                 | 38                    | 6%            | 592               |
| <b>Brazil</b>        | 7                       | 2%              | 467                 | 7                     | 2%            | 415               |
| <b>South Africa</b>  | 12                      | 4%              | 300                 | 10                    | 3%            | 292               |
| <b>United States</b> | 38                      | 7%              | 536                 | 41                    | 8%            | 524               |

## Traits of producers of journalism:

Journalism producers rely on verifiable facts:

|                      | Unweighted Frequency | Unweighted % | Unweighted Total | Weighted Frequency | Weighted % | Weighted Total |
|----------------------|----------------------|--------------|------------------|--------------------|------------|----------------|
| <b>Australia</b>     | 195                  | 24%          | 816              | 187                | 23%        | 798            |
| <b>Brazil</b>        | 183                  | 25%          | 726              | 137                | 22%        | 628            |
| <b>South Africa</b>  | 89                   | 15%          | 606              | 74                 | 13%        | 587            |
| <b>United States</b> | 233                  | 31%          | 742              | 224                | 31%        | 725            |

Journalism producers DO NOT rely on verifiable facts:

|                      | Unweighted Frequency | Unweighted % | Unweighted Total | Weighted Frequency | Weighted % | Weighted Total |
|----------------------|----------------------|--------------|------------------|--------------------|------------|----------------|
| <b>Australia</b>     | 36                   | 4%           | 816              | 37                 | 5%         | 798            |
| <b>Brazil</b>        | 29                   | 4%           | 726              | 23                 | 4%         | 628            |
| <b>South Africa</b>  | 24                   | 4%           | 606              | 30                 | 5%         | 587            |
| <b>United States</b> | 39                   | 5%           | 742              | 38                 | 5%         | 725            |

Journalism producers have clear ethical standards:

|                      | Unweighted Frequency | Unweighted % | Unweighted Total | Weighted Frequency | Weighted % | Weighted Total |
|----------------------|----------------------|--------------|------------------|--------------------|------------|----------------|
| <b>Australia</b>     | 376                  | 46%          | 816              | 358                | 45%        | 797            |
| <b>Brazil</b>        | 277                  | 38%          | 726              | 241                | 38%        | 628            |
| <b>South Africa</b>  | 123                  | 20%          | 606              | 103                | 18%        | 585            |
| <b>United States</b> | 343                  | 46%          | 742              | 319                | 44%        | 726            |

Journalism producers DO NOT have clear ethical standards:

|                      | Unweighted Frequency | Unweighted % | Unweighted Total | Weighted Frequency | Weighted % | Weighted Total |
|----------------------|----------------------|--------------|------------------|--------------------|------------|----------------|
| <b>Australia</b>     | 99                   | 12%          | 816              | 98                 | 12%        | 797            |
| <b>Brazil</b>        | 111                  | 15%          | 726              | 73                 | 12%        | 628            |
| <b>South Africa</b>  | 28                   | 5%           | 606              | 30                 | 5%         | 585            |
| <b>United States</b> | 108                  | 15%          | 742              | 102                | 14%        | 726            |

Journalism producers are neutral, impartial, objective and fair:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 135                     | 17%             | 816                 | 132                   | 17%           | 798               |
| <b>Brazil</b>        | 91                      | 13%             | 726                 | 61                    | 10%           | 628               |
| <b>South Africa</b>  | 26                      | 4%              | 606                 | 19                    | 3%            | 585               |
| <b>United States</b> | 189                     | 25%             | 742                 | 173                   | 24%           | 725               |

Journalism producers are NOT neutral, impartial, objective and fair:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 70                      | 9%              | 816                 | 71                    | 9%            | 798               |
| <b>Brazil</b>        | 91                      | 13%             | 726                 | 58                    | 9%            | 628               |
| <b>South Africa</b>  | 13                      | 2%              | 606                 | 14                    | 2%            | 585               |
| <b>United States</b> | 103                     | 14%             | 742                 | 98                    | 13%           | 725               |

Journalism producers are analytical:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 90                      | 11%             | 816                 | 82                    | 10%           | 797               |
| <b>Brazil</b>        | 31                      | 4%              | 726                 | 22                    | 4%            | 627               |
| <b>South Africa</b>  | 65                      | 11%             | 606                 | 58                    | 10%           | 586               |
| <b>United States</b> | 69                      | 9%              | 742                 | 69                    | 10%           | 725               |

Journalism producers have “grit” and work hard:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 85                      | 10%             | 816                 | 87                    | 11%           | 798               |
| <b>Brazil</b>        | 61                      | 8%              | 726                 | 70                    | 11%           | 627               |
| <b>South Africa</b>  | 109                     | 18%             | 606                 | 99                    | 17%           | 585               |
| <b>United States</b> | 95                      | 13%             | 742                 | 98                    | 14%           | 725               |

Journalism producers have mental acumen:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 120                     | 15%             | 816                 | 130                   | 16%           | 798               |
| <b>Brazil</b>        | 84                      | 12%             | 726                 | 77                    | 12%           | 628               |
| <b>South Africa</b>  | 115                     | 19%             | 606                 | 125                   | 21%           | 586               |
| <b>United States</b> | 99                      | 13%             | 742                 | 101                   | 14%           | 726               |

Journalism producers can communicate complicated topics clearly:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 105                     | 13%             | 816                 | 104                   | 13%           | 798               |
| <b>Brazil</b>        | 75                      | 10%             | 726                 | 71                    | 11%           | 627               |
| <b>South Africa</b>  | 103                     | 17%             | 606                 | 94                    | 16%           | 586               |
| <b>United States</b> | 70                      | 9%              | 742                 | 72                    | 10%           | 725               |

Journalism producers provide work that is timely and proximate:

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 31                      | 4%              | 816                 | 29                    | 4%            | 798               |
| <b>Brazil</b>        | 26                      | 4%              | 726                 | 22                    | 3%            | 628               |
| <b>South Africa</b>  | 41                      | 7%              | 606                 | 40                    | 7%            | 586               |
| <b>United States</b> | 24                      | 3%              | 742                 | 24                    | 3%            | 725               |

Overall valence (positive):

|                      | Unweighted<br>Frequency | Unweighted<br>% | Unweighted<br>Total | Weighted<br>Frequency | Weighted<br>% | Weighted<br>Total |
|----------------------|-------------------------|-----------------|---------------------|-----------------------|---------------|-------------------|
| <b>Australia</b>     | 688                     | 84%             | 816                 | 667                   | 84%           | 798               |
| <b>Brazil</b>        | 578                     | 80%             | 726                 | 529                   | 84%           | 627               |
| <b>South Africa</b>  | 546                     | 90%             | 606                 | 523                   | 89%           | 585               |
| <b>United States</b> | 605                     | 82%             | 742                 | 596                   | 82%           | 725               |