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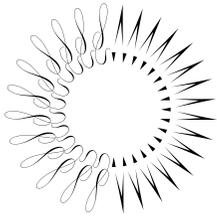
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Trust

The Pew Charitable Trusts

WHEN
YOU
SAY
YOU
BELIEVE
IN GOD,
WHAT
DO
YOU
MEAN?

Nearly all
Americans believe
in a higher power,
but only a slim
majority believe in
the biblical God.



TIME CAPSULE

Two sons and two daughters of Sun Oil Co. founder Joseph N. Pew and his wife, Mary Anderson Pew, created The Pew Memorial Foundation in 1948 to honor their parents. By 1956, the founders realized they needed a larger, more structured organization and created The Glenmede Trust Co., which operated on Walnut Street in Philadelphia (right) to administer The Pew Memorial Trust. It was the first and remains the largest of the seven trusts that constitute The Pew Charitable Trusts today. Many of the large grants from The Pew Memorial Trust provided assistance for buildings or campus development at institutions such as Lankenau Hospital, Grove City College, Cornell University, and the University of Pennsylvania.



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Cover photo: Rodrigo Rodriguez/Unsplash

Preparing for a Changing Future



with a guaranteed source of income for life. But over the past three decades, many employers have shifted from these plans to offering 401(k)s and other savings programs that require action by employees. A recent Pew report notes that Millennials are the first generation to rely on these “defined contribution” plans as their main means of saving for retirement.

Analyses by Pew’s retirement savings project also suggest that Millennials are stepping up to the challenge. Among the key findings: Young workers had higher savings than members of the previous generation did at the same age. Because Millennials are now the largest generation of Americans, their ability—and willingness—to save for retirement will have a profound impact for decades. You’ll learn more about how Millennials are preparing for retirement in this issue of *Trust*.

Optimism, adaptability, and anticipating change were central to the philosophy of the founders of The Pew Charitable Trusts—and to the organization they created. Having lived through the tumultuous early years of the 20th century, J. Howard, Mary Ethel, J.N., and Mabel Pew knew they could not predict the many challenges the world would face decades down the road. In their work, their volunteer activities, and their philanthropy, they welcomed the use of new approaches to solve emerging problems in service of the public good.

Seventy years later, we are guided by those principles as well as the adage credited to the ultimate change agent, Benjamin Franklin: “By failing to prepare, you are preparing to fail.” All of Pew’s projects begin with sound planning and rigorous design—and strategies that can garner broad and diverse coalitions. Each initiative is built with discipline and focus, with an emphasis on projects that can produce consequential outcomes, foster new partnerships, avoid partisanship, and achieve measurable results that address key challenges and opportunities.

Franklin’s astute observation is more than just a good starting place for our work; it is also enduring wisdom that can help every individual and every family successfully navigate uncertainty. Saving for retirement, for example, is essential to preparing for the future. But how people achieve those financial goals has changed dramatically over the past few decades. Some older workers and retirees are still able to rely on pensions,

All of Pew’s projects begin with sound planning and rigorous design—and strategies that can garner broad and diverse coalitions. Each initiative is built with discipline and focus, with an emphasis on projects that can produce consequential outcomes, foster new partnerships, avoid the challenges of partisanship, and achieve measurable results that address key challenges and opportunities.

Another generational change now unfolding is how we view God and our spirituality. Majorities of adults in the U.S. believe in God or a higher power, but young adults are less likely than those who are older to say they believe in God as described in the Bible. Two new surveys from the Pew Research Center drill down on these attitudes and uncover data from Americans and Western Europeans that help answer the question, “When people say they believe in God, what do they mean?” We explore these fascinating trends in our cover story.

Trust

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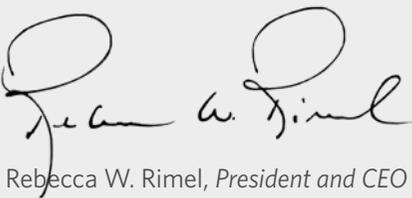
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This year also marks the 15th anniversary of the Pew Research Center's "State of the News Media" report. That period coincides with the end of the golden age of print newspapers and the rise of digital news sources. These annual reports have documented troubling trends for journalism, with fewer reporters and greater financial constraints on traditional news organizations. Through this regular analysis, the center has documented the changes that legacy news organizations have made, and sometimes failed to make, to prepare for evolving news consumption habits. This issue highlights the center's record of keeping the public informed about the health and vitality of the media, and what lies ahead for this indispensable guardian of democracy.

Benjamin Franklin understood the importance of a free press. He was, after all, a journalist, publisher, and printer. But while journalism is often called the first draft of history, wisdom has a much longer shelf life. That's why preparing for the future has always been a guiding principle for Pew—driving us to seek deeper understanding of the world's challenges and concerns and respond creatively to new opportunities. As we continue to learn from our research and our partners, we can more effectively serve the public—and advance unwaveringly on our journey toward an ever-changing and inspiring future.



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THE BIG PICTURE

Water spills onto the main road of Hoopers Island in Dorchester County, Maryland, during high tide. One of the oldest settled areas in the state, the island is losing about two acres a month into the Chesapeake Bay as sea levels rise. Flood-related disasters are the costliest and most frequent natural disaster threat in the nation, accounting for \$750 billion in losses from 2000 to 2017. Pew is working to advance policies that will modernize federal flood insurance, mitigate disasters, prioritize investments in flood-ready infrastructure, and promote nature-based solutions.





Krill swarm underneath sea ice, feeding on microscopic phytoplankton. The shrimplike crustaceans received a reprieve from fishing companies that pledged to stop fishing in areas around the Antarctic peninsula, where krill are a key food source for many sea animals.

Paul Nicklen/National Geographic

A Big Win for Tiny Crustaceans

BY CAROL KAUFMANN

Antarctic krill—the small shrimplike crustaceans that are a critical food source for key species in the Southern Ocean, namely penguins, seals, and whales—have been a target for fishing companies in ever-expanding numbers. Since 2010, the global catch has increased by 40 percent, and since 1980, the krill industry has shifted its efforts from all regions of the Southern Ocean to concentrate on the waters around the Antarctic Peninsula, where large coastal areas are key forage grounds. Today's advanced industrial fishing vessels can vacuum up krill, allowing for a large catch in a short period of time.

But now, this linchpin species in the Southern Ocean food web will catch a break. In early July, the Association of Responsible Krill harvesting companies (ARK), which represents 85 percent of the krill industry in the Antarctic, committed to stop fishing in sensitive coastal areas around the Antarctic Peninsula. ARK members also pledged to support the creation of a network of

marine protected areas surrounding the continent that would include large no-fishing zones.

Historically, krill has been plentiful. In fact, scientists believe the total weight of all Antarctic krill is greater than the cumulative weight of any other animal species on the planet. But today, the demand for krill is higher than it's ever been. It's used in animal feed for industrial farming and aquaculture, as bait for fishing, and in the popular omega-3 supplements many people take. The combination of increased fishing around the peninsula and warming waters has reduced the availability of krill for the marine species that depend on it.

"ARK's decision is a positive step that's a huge win for Southern Ocean species whose survival is threatened by diminishing food sources," says Andrea Kavanagh, who directs Pew's project to protect Antarctica's Southern Ocean.

Pew is working to encourage more fishing companies in Antarctica and around the world to follow suit.

Payday Loan Law Will Save Ohioans Money

Approximately 12 million Americans use payday loans annually. The only requirements to obtain these short-term, high-cost loans that are usually due on the borrower's next payday are a checking account and a source of income. Typical borrowers earn about \$30,000 per year, and most use the loans to cover recurring expenses such as rent, mortgage payments, groceries, and utilities. These loans carry large payments, typically taking one-third of a paycheck, leaving these consumers in a cycle of debt.

In July, Ohio Governor John Kasich (R) signed into law bipartisan payday loan reform that promises to save consumers in the state more than \$75 million annually in interest rates and fees. Known as the Fairness in Lending Act, the law provides for lower fees and affordable installment repayments, typically giving consumers several months to repay and a clear pathway out of debt. The provisions balance the interests of consumers while maintaining a viable business model for lenders, and ensure that borrowers will continue to have access to credit.

The Ohio reform “creates a balance between quick access to credit and making sure that the credit is safer and much less expensive.”

“By enacting a bipartisan measure to reform payday lending, Ohio legislators have helped protect borrowers from the cycle of debt that has harmed hundreds of thousands of residents while ensuring that they continue to have access to credit,” says Nick Bourke, director of Pew’s consumer finance project. “The Fairness in Lending Act is a model for reform in states where payday loan stores operate.”

The Pew team began researching Ohio’s market in 2014, finding that payday loans there are the country’s most expensive. A typical consumer who has a \$300 loan out for five months, for example, would pay \$680 in fees. It will cost about one-fourth that amount under the new law.



Legislators at the Ohio Statehouse in Columbus passed a bipartisan law that will reform the payday loan industry in the state. *Douglas Sacha/Getty Images*

The payday loan industry in Ohio is also the least regulated in the nation. Lending companies charge higher prices there than in any neighboring state. More than 90 percent of the payday loan industry in Ohio is owned and operated by large chains that offer lower prices in other states.

Federal rules for payday loans are not expansive enough to protect Ohio consumers. The Consumer Financial Protection Bureau, the federal agency that sets rules for payday loans, has proposed that lenders review borrowers’ credit reports and evaluate their debt obligations before making loans. But under this requirement, lenders are still allowed to issue 400 and 500 percent APR payday and auto title loans in Ohio. Only the Ohio General Assembly has the power to license lenders and set reasonable prices and other terms for these loans.

Nationally, borrowers overwhelmingly want payday loan reform. “Eight in 10 payday loan borrowers favor requirements that payments take up only a small amount of each paycheck and allow more time to repay the loan,” says Bourke.

“The payday loan reform in Ohio creates a balance between quick access to credit and making sure that the credit is safer and much less expensive,” says Bourke. “It will save households from financial distress by ensuring loans are still widely available, but on terms where they no longer pay more in fees and interest than they originally got in credit.”

—Carol Kaufmann

An Influx of Immigrants Is Changing Philadelphia

Philadelphia had more than 232,000 residents in 2016 who were born abroad, an increase of 69 percent since the beginning of the century, with these immigrants representing 15 percent of city residents, 19 percent of workers, and 14 percent of those living in poverty.

The findings come from an analysis released in June by Pew’s Philadelphia research initiative, which found that immigration has become a major driver of population growth in the city in recent years, with long-term demographic and economic implications for the city and region.

“The degrees to which immigrants have fueled the city’s population resurgence is striking,” says Larry Eichel, who directs the research initiative. “Remember, these years marked the first time in half a century that the city’s population grew. The number of foreign-born residents rose by roughly 95,000 while the number of U.S.-born Philadelphians fell by 44,500.”

The report painted a statistical portrait of immigrants with the goal of informing discussion about their impact

on the city. It looked at their economic and social characteristics—including countries of origin, income, education level, and work status—and examined how those things have changed in recent years. It also compared the findings with the nation, the Philadelphia suburbs, and nine other major cities: Baltimore; Boston; Denver; Minneapolis; New York; Portland, Oregon; San Jose, California; Seattle; and Washington.

The study relied primarily on the latest available census data, from 2016, and included results of a public opinion survey taken by Pew that year. In that survey, immigrants were overwhelmingly upbeat about the city’s future and more positive than U.S.-born Philadelphians about certain elements of city life, such as public schools. Most U.S.-born Philadelphians, for their part, had positive things to say about immigration, and nearly two-thirds described themselves as “sympathetic” or “very sympathetic” to unauthorized immigrants in the city.

—Daniel LeDuc



Shoppers peruse the goods in Philadelphia’s Hung Vuong Supermarket, which sells a variety of groceries from Asia. *Lexey Swall/GRAIN*

Do Sin Taxes Help State Budgets?

To help close a projected \$900 million budget shortfall in Kansas last year, then-Governor Sam Brownback (R) proposed raising taxes on alcohol and cigarettes—the latter for the second time in three years. While state lawmakers ultimately chose other revenue-generating measures, they weren't alone in considering the idea.

Since 2000, all but nine states have significantly increased tax rates on cigarettes and other tobacco products. The extra dollars and cents from these “sin taxes”—which also include those levied on alcohol and gambling—have a dual and seemingly contradictory aim: to raise money for the state and to deter the behavior being taxed, which eventually can negate the first goal. A report released in July by The Pew Charitable Trusts and the Nelson A. Rockefeller Institute of Government analyzed the effectiveness of sin taxes as a revenue tool, examining trends from 2008 through 2016.

It found that despite the frequent tax hikes on tobacco products, inflation-adjusted revenue declined nationwide. The reason? As with alcohol, tobacco is taxed on the amount sold, not its value. And smoking dropped over the study period, in part because of the higher price, research shows. Alcohol use increased during the study period, with revenue rising as well without significant tax hikes. But because such gains depend on either higher consumption or raising rates, the report found them to be an unreliable long-term source of revenue.



Alcohol and cigarettes are popular targets when states need extra revenue to cover budget shortfalls. But they may not be a long-term solution. *Rudolf Vlicek/Moment/Getty Images*

And for lawmakers tempted by another traditional sin tax—on gambling—the report urged caution: Revenue growth from newly legalized casinos and “racinos” (casino-racetrack hybrids) tends to be short-lived. Competition is a significant factor, suggesting that as more states legalize these activities, those already collecting gaming revenue could see further erosion in these tax streams.

“Historical revenue data on sin taxes show them to be unreliable over the long term,” says Mary Murphy, who helps direct Pew’s state fiscal health research. “While sin taxes may aid public health goals and generate short-term revenue, long-term reliance on these kinds of taxes could pose structural budget challenges for states.”
—Anne Usher



Collins Discusses Drug Prices

U.S. Senator Susan Collins (R-ME) has long been troubled by skyrocketing drug prices and has worked across the aisle to champion bipartisan legislation that gives consumers more affordable choices. In July, she spoke at Pew’s Washington office about evidence-based solutions to manage prescription costs and ensure that Americans get the medicine they need.



Priscilla Du Preez/Unsplash



**WHEN
YOU SAY
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BELIEVE
IN GOD,
WHAT
DO YOU
MEAN?**

BY DAVID O'REILLY

IT SEEMS A SIMPLE QUESTION: FIVE WORDS INVITING A PLAIN YES-OR-NO ANSWER:

“DO YOU BELIEVE IN GOD?”

The question has been a staple of American religious attitude surveys since Gallup first asked it in 1944. With some 95 percent of Americans answering “yes” over the next five decades, George Gallup Jr., then head of Gallup Inc., opined in 1996 that “so many people in this country say they believe in the basic concept of God that it almost seems unnecessary to conduct poll questions” on the topic.

And yet year after year, the question still surfaces, not only in Gallup polls but in Harris and Barna Group polls, the Baylor Religion Survey, the American Religious Identification Survey, the General Social Survey, and many others.

Now, after a decade of conducting its own wide-ranging, in-depth religious attitude surveys in the United States and abroad, the Pew Research Center recently concluded that the time had come for an expansive new approach to the age-old, and maybe not-so-simple, question of transcendent belief.

The result is two major surveys, published separately in the spring of 2018, that explore contemporary understandings of what it means when Americans and Western Europeans say they believe in God—or don’t.

“We wanted to dig deeper,” explains Greg Smith, associate director of religion research at the center, “which required a whole new set of questions. In the past, we asked people if they believed in God or a universal spirit. But this time we asked follow-up questions based on the way people responded.”

Pew’s domestic survey—“When Americans Say They Believe in God, What Do They Mean?”—found that although 9 in 10 Americans say they believe in a higher power, only a slim majority believe in the God of the Bible.

Pew’s massive Religious Landscape Surveys published in 2007 and 2014 had already shown that the share of Americans who believe in God with absolute certainty has trended downward in recent years to about 63 percent, while those voicing doubts about God’s existence has grown.

“These trends raise a series of questions,” notes the new survey report. “When respondents say they don’t believe in God, what are they rejecting?” Just as important: What do respondents mean when they say they do believe in God?

The survey of 4,729 adults, conducted online in December 2017 via Pew’s American Trends Panel, began by asking respondents, “Do you believe in God, or not?” Although 80 percent of respondents answered “yes,” subsequent questions revealed that just 56 percent believe in the divine being described in the

Bible. Roughly a quarter (23 percent) of all the “yes” respondents said they believed instead in a “higher power or spiritual force.”

And although 19 percent of respondents said they did not believe in “God,” half of them said they believe in a higher force or power. Just 10 percent of those surveyed said they believed in no transcendent force, power, or being.

Self-identified believers were next asked whether their image of the divine was loving, all-knowing and/or all-powerful; whether they felt God had rewarded or punished them; whether they talk or pray to God; and whether they feel God talks to them. Still more questions correlated these responses with income, education, and religious and political affiliations.

“There are so many different ways to ask this interesting question about belief in God,” says Frank Newport, editor-in-chief of Gallup Inc. “Our core is still ‘Do you believe in God, question mark,’” although Gallup added “God or a universal spirit” to some of its polls in 1976.

What Newport says he appreciates about the Pew belief-in-God survey is that it “colored in the details of what people mean when they say they believe.”

“It’s interesting,” he says, “because belief in God is such a subjective area, and asking people to retrieve aspects of it from their brains is tricky. So I think it’s great they did this. It extends our understanding of religion in this country.”

The findings appear to pose challenges for traditional denominations. Charles Zech, director emeritus of Villanova University’s Center for Church Management, calls the survey “fascinating” and “scary news for any organized religion.”

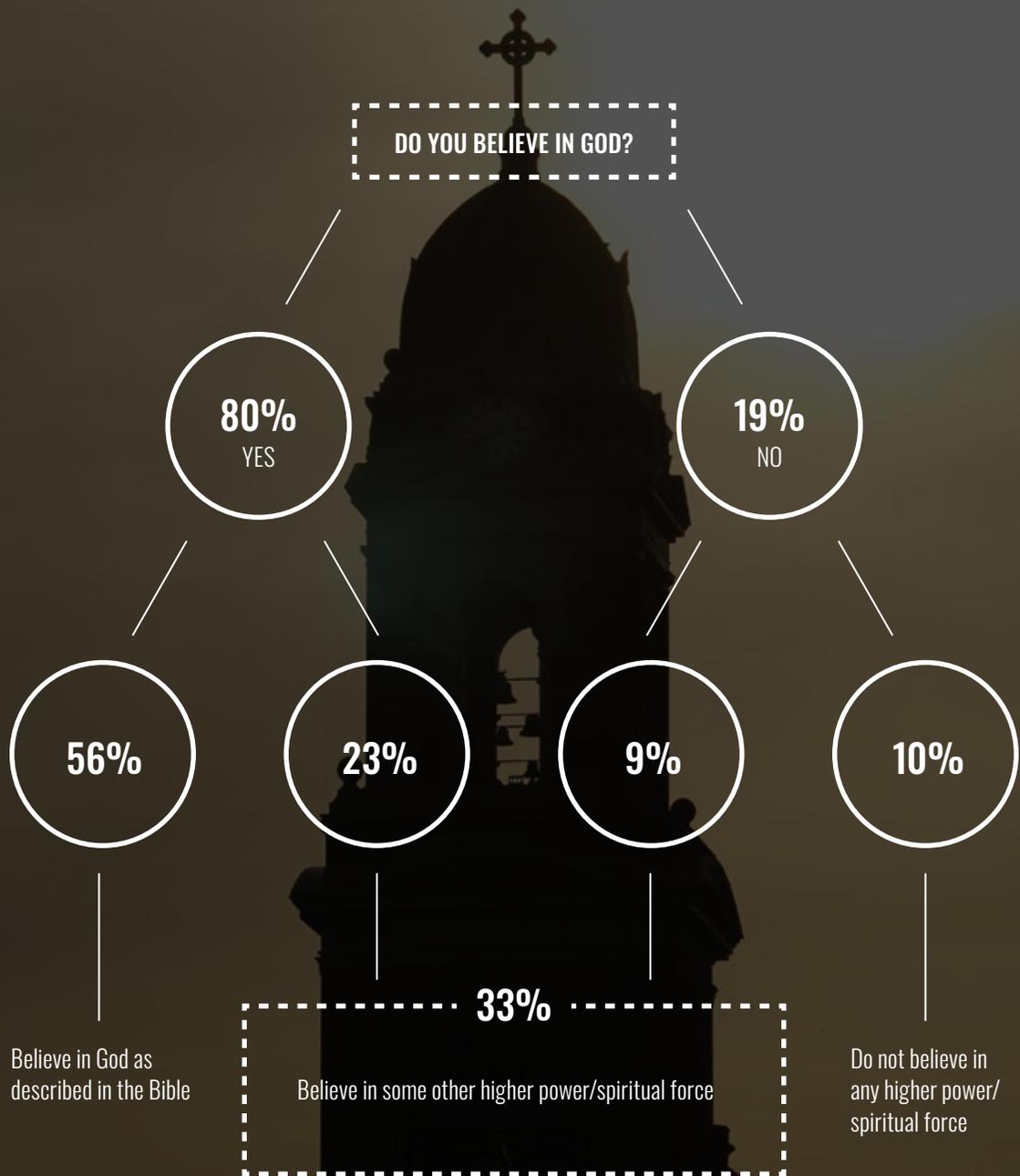
“It’s one thing to see the growing number of ‘nones’ who identify with no religious denomination, says Zech. “It’s another thing to have your members not believing the very things you’re preaching. Quite honestly, this trend really caught me off-guard. This is brand-new information for me.”

Zech, the co-author of *Catholic Parishes in the 21st Century*, adds that the survey’s finding that highly educated Americans are the least likely to believe in God “has serious implications for the finances of religious institutions,” because churches have long relied on the wealthier and better-educated for their financial support.

Pew’s survey questions referencing the biblical deity did not cite any Scripture, leaving respondents to reference their own image or conception. But the great majority of Americans who believe in “God as described in the Bible” envision “an all-powerful, all-knowing, loving deity who determines most or all of what happens in their lives,” the survey found.

By contrast, the report noted, those who said they believe instead in a “higher power or spiritual force” are

ONE-THIRD OF U.S. ADULTS BELIEVE IN A HIGHER POWER OF SOME KIND, BUT NOT IN THE BIBLICAL GOD



Note: Don't know or unclear responses not shown. Figures may not add to subtotals indicated due to rounding.
Source: Survey conducted Dec. 4-18, 2017 among U.S. adults. "When Americans Say They Believe in god, What Do They Mean?", Pew Research Center

“much less likely to believe in a deity who is omnipotent, omniscient, benevolent and active in human affairs.”

Pew was motivated to “dig deeper” into the God question not by a sense that previous polls had fallen short, says Smith. Rather, “it was a matter of our wanting to know more.”

That curiosity had already impelled another belief-in-God survey that the Pew Research Center conducted across 15 Western European countries in mid-2017 as part of its large “Being Christian in Western Europe” study. The results were published in May, a month after the U.S. report.

With large pluralities of Western Europeans identifying themselves as either nonpracticing Christians or having no religious affiliation whatsoever, “we felt this was a good time to test out people’s nuanced concepts of God,” says Neha Sahgal, associate director of research at the center, who oversees international polling, particularly on topics related to interreligious relations.

With support from the John Templeton Foundation, the Pew Research Center had already studied Pentecostalism in 10 countries, the rise of Protestantism in Latin America, religious identity in the former Soviet Union, and Christianity’s modern interaction with Islam in Africa and—with funding from the Neubauer Family Foundation—had conducted a religious attitudes survey in Israel. The “Being Christian in Western Europe” survey, which included the belief-in-God poll, is Pew’s first religion study in that region.

All 15 nations surveyed are historically Christian, and nearly all claim Christian majorities. Yet the poll found that a median of just 27 percent of adults in Western Europe believe in the God described in the Bible.

And although 38 percent of Western Europeans said they believe in a “spiritual force or higher power,” another 26 percent said they held no belief in any divine being or higher power—2½ times the proportion of Americans who profess the same.

The survey also found that people in predominantly Catholic countries—especially Italy (46 percent), Ireland (39 percent), and Portugal (36 percent)—tend to have higher levels of belief in a biblical God than those in historically Protestant countries. “Still,” the report notes, “belief in the God of the Bible is lower in all of these countries than in the United States.”

The U.S. and European surveys asked the same questions, and both are nationally representative, according to Sahgal, who notes that the surveys differ chiefly in how they were administered. The U.S. poll was self-administered, while the European survey of 24,599 adults was conducted by telephone.

“There is some research to suggest that when respondents take surveys over the phone, they may temper their responses toward what they think is socially desirable, because they’re talking to another

person,” she says. “So in the U.S. you may say you go to church when you don’t, because it’s thought you’re ‘supposed to.’ But in a secular culture, the socially desirable answer may be not being religious. So we have to be careful comparing the two surveys.”

The nuances of beliefs become sharper in an examination of the findings in the American survey. It found, for example, that nearly all of the respondents who believe in the biblical deity—97 percent—hold that God “loves all people regardless of their faults.” But a smaller percentage of those who believe in a spiritual force or power—69 percent—believe in a God who is loving without regard to fault.

There are other differences in the view of God between those groups. Nearly all of those who believe in the God of the Bible—94 percent—hold that God “knows everything.” Eighty-six percent say God has the power to “direct or change everything,” 70 percent say God determines all or most of what happens in their lives, half say God has punished them, and 40 percent say God talks to them.

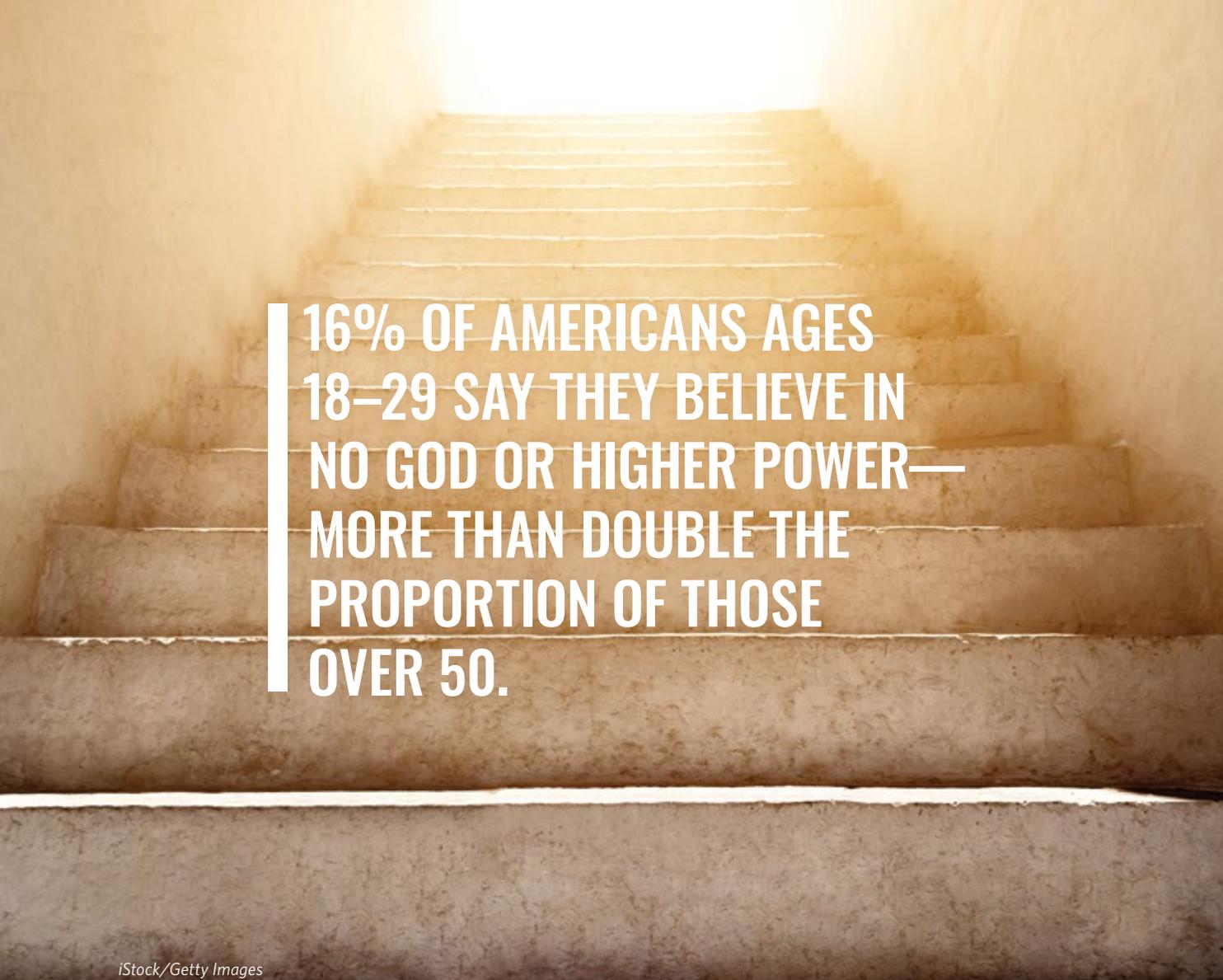
By contrast, those who view God as a force or power, rather than as the God of the Bible, view the divinity as markedly more impersonal and less involved in their lives. Although 53 percent of them believe that God knows everything, just one-quarter believe that God determines what happens in their lives, and only 16 percent say that God talks to them.

There are further differences among U.S. respondents by denomination, age, and political affiliation. More than 90 percent of evangelicals and those in the historically black Protestant tradition say they believe in the God of the Bible, while 72 percent of mainline Protestants and 69 percent of Catholics do. Nine out of 10 people in the historically black Protestant tradition believe God to be all-loving, all-knowing, and all-powerful, whereas just 6 in 10 Catholics ascribe all three attributes to God.

JUST 27 PERCENT OF ADULTS IN WESTERN EUROPE BELIEVE IN THE GOD DESCRIBED IN THE BIBLE.

Sixteen percent of Americans ages 18 to 29 say they believe in no God or higher power—more than double the proportion of those over 50. And Republicans are far more likely, at 70 percent, to believe in the God of the Bible than are Democrats, at 45 percent. Only one-third of white Democrats believe in the biblical God, and 21 percent do not believe in a higher power of any kind.

“The Pew data totally fits with the data we looked at,” says Baylor University sociologist Paul Froese, director of the Baylor Religion Surveys. He is co-author, with Christopher Bader, of the 2010 book *America’s*



**16% OF AMERICANS AGES
18–29 SAY THEY BELIEVE IN
NO GOD OR HIGHER POWER—
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PROPORTION OF THOSE
OVER 50.**

iStock/Getty Images

Four Gods: What We Say About God & What That Says About Us.

“When you ask somebody about God,” Froese says, “my thought is that you’re tapping into their deep sense of what is moral authority in the world.”

America’s Four Gods, which Pew’s belief-in-God report cites as a predecessor to its own survey, proposes that most Americans’ notions of God fit into four distinct categories.

There is, Froese and Bader argue, the Authoritative God, who is engaged in human affairs but punishes; Benevolent God, who rescues or provides alternatives in crises; Critical God, who does not intervene in human affairs but will judge us in the afterlife; and the unengaged Distant God, belief in whom is found more among the college-educated, who favor a more scientific view of how the world works.

Those who see the deity as an Authoritative God tend to believe that divine laws are immutable and

must be obeyed, Froese says, while those who envision a Benevolent God “feel they can talk to Him and work things out.”

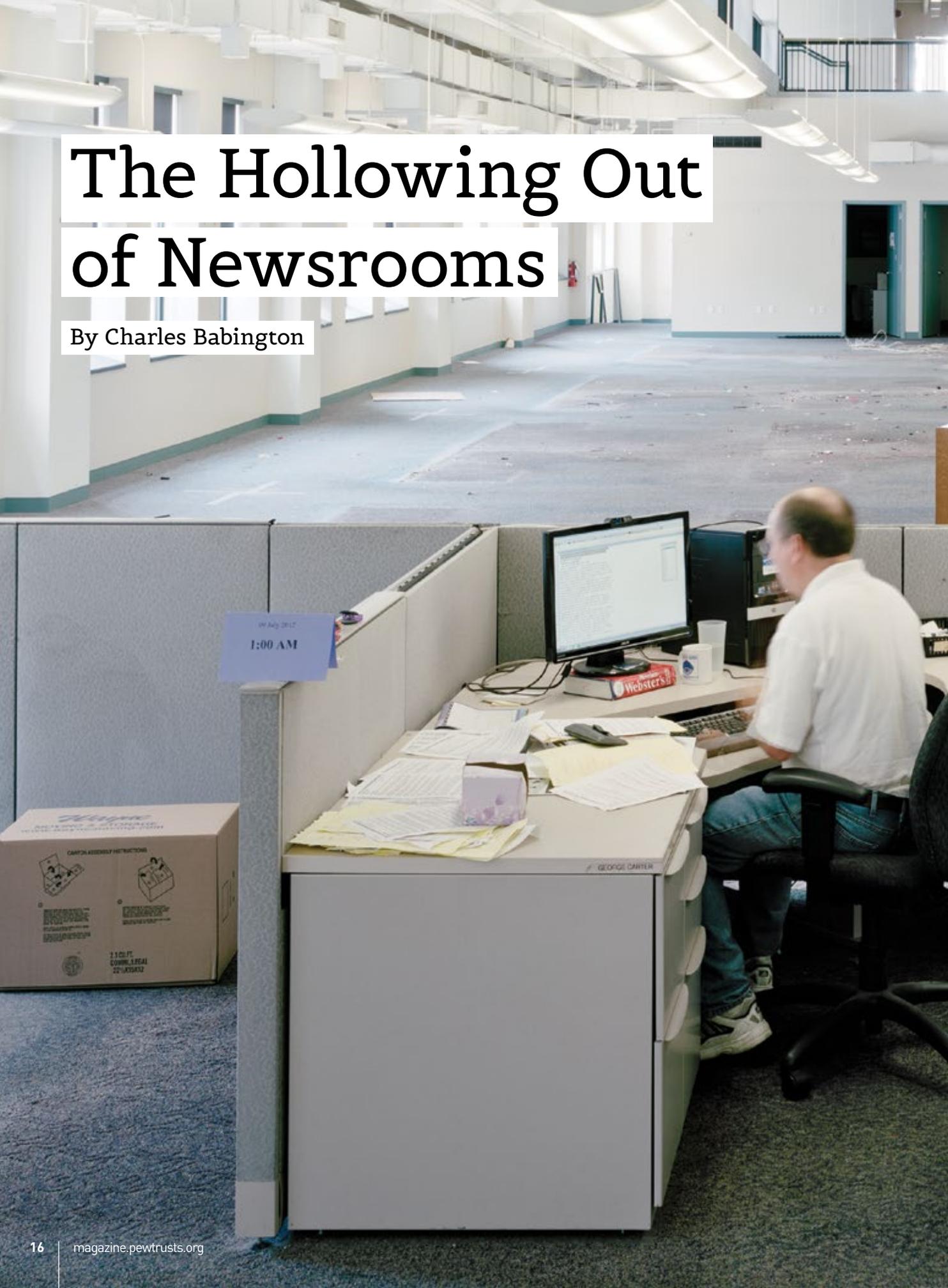
Froese says Pew’s multiple-question approach is useful in helping to understand people’s beliefs, because “when you push them [respondents] hard, things start to unwind. It gives you insight into their mental processes.”

And that, says Smith, is what the Pew Research Center’s religious surveys aspire to do: seek insights that “present good, nuanced information on complicated subjects—objective information that people of all kinds can use to better understand the world and the society in which they live.”

David O’Reilly spent more than two decades covering religion for The Philadelphia Inquirer and most recently wrote for Trust about the Pew Research Center’s survey marking the 500th anniversary of the Reformation.

The Hollowing Out of Newsrooms

By Charles Babington



19 Aug 2012
1:00 AM





In the past decade, America's newsrooms have lost nearly a quarter of their jobs—with newspapers leading the decline.

The offices of *The Philadelphia Inquirer* at 400 N. Broad Street look abandoned as the staff prepares to move to a smaller building in 2012. The previous year, the owner sold the headquarters that had been the paper's home for nearly a century. Drops in circulation and advertising dollars led to staff buyouts, cuts in the news and operational budgets, closure of international bureaus—and eventually a downsized office space. *Will Steacy*

“When you diminish newspapers, you diminish the real reporting.”

Melinda Henneberger recalls recently visiting old friends at *The Dallas Morning News*, where she had worked from 1984 to 1989, and being startled to see a large section of the newsroom unoccupied. “It was just so quiet,” she says. Henneberger, of course, knew why: Newspaper readership, and newspaper revenue, had been declining everywhere. *The Morning News*, which had already seen its rival the *Dallas Times-Herald* cease publication as readers spurned afternoon papers a generation ago, was responding like the others, with layoffs and downsizing.

Henneberger, however, has stuck it out, and now—after stops at various newspapers, including *The New York Times* and *The Washington Post*—is a prize-winning columnist and editorial writer at *The Kansas City Star* (which itself announced layoffs in late August). In a sense, she epitomizes the U.S. news industry: not surrendering its mission despite huge challenges and uncertainty.

The Pew Research Center has documented the media industry’s arc for the past 15 years, a period of epic change in the way news is gathered, disseminated, and consumed. The center’s annual “State of the News Media” reports provide a portrait of a multifaceted industry struggling to adapt to restless consumers who have ever-expanding choices for gathering information and entertaining themselves. The most recent report shows pillars of the industry still confronting erosions in readership, viewership, and revenue.

Perhaps the most striking trend is the declining number of newsroom employees—primarily reporters, editors, photographers, and videographers. In the decade from 2008 to 2017, newsroom employment nationwide declined by nearly one-fourth (from 114,000 workers to 88,000).

Newspapers led the way, losing a remarkable 45 percent of their newsroom employees over those 10 years (dropping from about 71,000 workers to 39,000).

The reasons are no mystery. Weekday circulation of U.S. newspapers peaked some 30 years ago, and started dropping in the early 1990s. Advertising revenue declined as well, propelled by changes led by technology—such as Craigslist’s near-domination of classified advertising, which had for decades been a cash cow for newspapers. Pew’s studies show that U.S. newspapers lost two-thirds of their ad revenue, print and digital combined, from 2006 to 2017.

The impact of round after round of layoffs is seen in darkened portions of newsrooms, the selling of iconic newspaper buildings such as *The Philadelphia Inquirer’s*, and most importantly, fewer reporters attending to what was once considered essential coverage. By 2014, 21 states didn’t have a single local daily newspaper with a dedicated D.C. correspondent covering Congress and tracking the issues of importance to state residents.

And the latest Pew report, which focuses on data from 2017, shows that print media aren’t the only outlets struggling to attract and keep customers. Audiences were lower last year for network TV news, local TV news, cable news, and digital news than they were in 2016.

The center launched its annual reports on the news media in 2004, when the industry was already undergoing seismic changes but big-picture data were hard to find. Statistics on network news ratings were in one place, local TV news ratings were in another, and financial information in yet another, says Amy Mitchell, director of journalism research at the center. “Nothing existed that had all the data in one place,” she says. The annual reports became that crucial one-stop place for comprehensive views of a vital U.S. industry, helping fulfill Pew’s longtime interest in an informed public and its role in a functioning democracy. “The whole of our work focuses on how people are informed, and on different elements of our informed society,” Mitchell says. The reports focus on the industry perspective—one that the latest report shows suffered almost across-the-board losses in audiences last year.

While 2017 marked another in a long string of annual declines for newspapers, with weekday circulation (print and digital combined) of English-language papers falling by 11 percent from 2016 and readership of Spanish-language newspapers also dropping, the eye-popping numbers come from the worlds of television and online news.

Viewership for network news programs on ABC, CBS, and NBC fell in 2017, compared to 2016, for almost all time slots. It was down 10 percent for morning network news programs; down 7 percent for evening news broadcasts; and down 12 percent for news magazine shows (such as “60 Minutes” and “Dateline”).

News viewership also fell from 2016 for many local TV affiliates during key time slots. The biggest drop was in morning local news shows, but news programming in midday, early evening, and late night suffered too.

Financially, advertising on local TV stations generated less revenue in 2017 than in 2016, but such drops are typical in non-election years; campaign ads flood the airwaves, and fill local stations' coffers, during both presidential and midterm elections.

And at the three main cable news networks—Fox News, CNN, and MSNBC— combined viewership of prime-time programs fell 12 percent in 2017. (Revenue, however, was up.)

Digital news publishers saw the number of monthly unique visitors to their primary web address fall by 5 percent in the fourth quarter of 2017 compared to the previous year—a shift after several years of growth, and one that Mitchell says bears close watching to see if 2017 was an aberration or a sign of levelling off. Nonetheless, revenue rose at digital news companies last year.

Affiliates of NPR accounted for a rare bright spot in the media industry in 2017, with their audiences rising slightly.

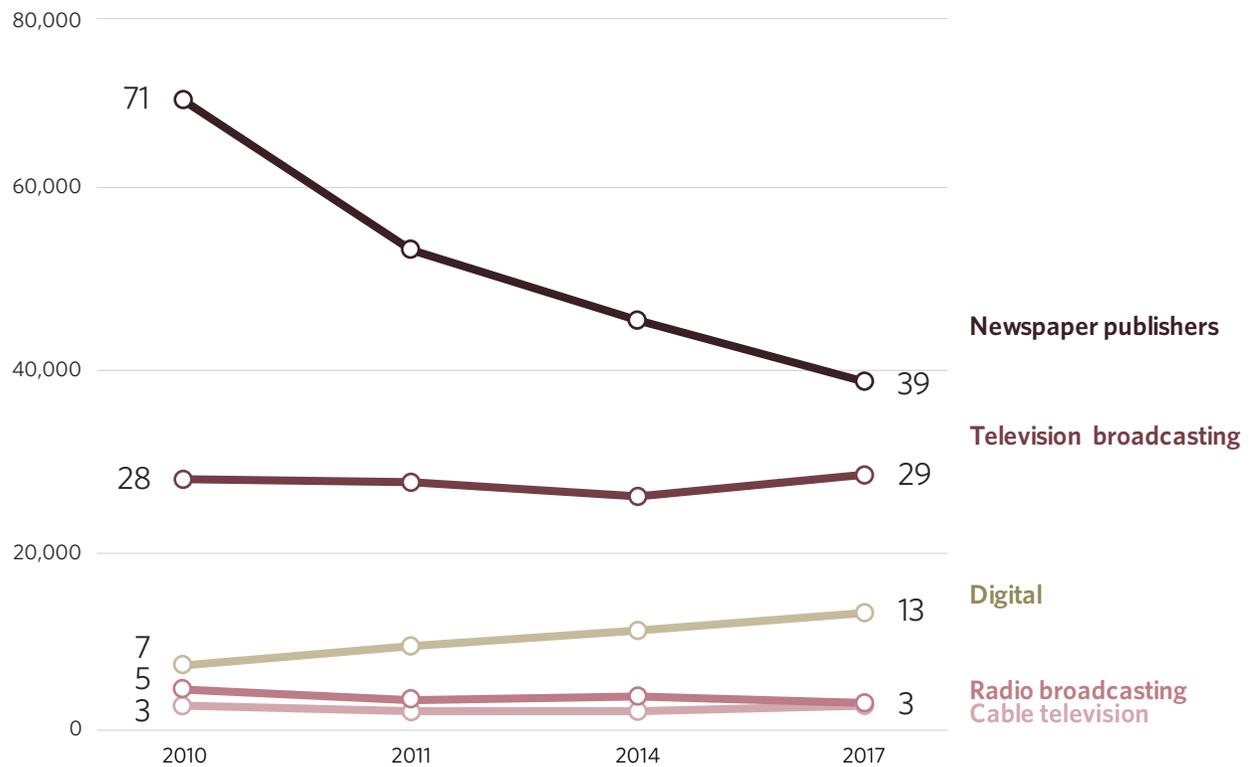
News industry analysts, who carefully track the center's data, say they're struck by the decline in

consumers of news in almost every format. The findings "raise the question of whether people are using their available time, which they used to devote to the news, to do other things," says Rick Edmonds, a media business analyst at the Poynter Institute, a journalism training center and think tank in St. Petersburg, Florida. Edmonds, who contributed to the first 10 "State of the News Media" reports, says Americans have many good-quality options for movies, serials, games, and other programs on their televisions, laptops, smartphones, and other devices. Millions of people also spend significant time on social media such as Facebook, Instagram, and Twitter, he notes.

While some people may be reading or streaming legitimate news stories on their devices, Edmonds says, the sharp decline in employment among professional journalists raises questions about the quality of available news, regardless of venue. In short, every news item—no matter where it's found—must begin somewhere, and the most reliable originators are professional journalists.

Newsroom employment declined 23% between 2008 and 2017, with newspapers suffering the greatest losses

Numbers of U.S. newsroom employees in each news industry



Newspapers drove the decline in newsroom employment, dropping by 45 percent from about 71,000 workers in 2008 to 39,000 in 2017. *Pew Research Center*

Local TV News

This remains the most common source of news for Americans, outpacing network and cable TV, but saw a slump in viewership and revenue in 2017.

Viewership for local news stations (affiliated with ABC, CBS, Fox, and

NBC) declined in most time slots, especially in the morning, which in 2017 saw a 15 percent drop from 2016. The average audience, defined as the average number of TVs tuned to a program throughout a time period, was down 7 percent for both late night and early evening time slots. Audiences for midday—11 a.m. to 2 p.m.—news programming declined 4 percent, while evening

news viewership remained relatively stable.

Financially, local TV companies generated less revenue in 2017 than in 2016: Local over-the-air TV advertising revenue totaled \$17.4 billion, a 13 percent drop from 2016. Total digital advertising revenue for local TV stations increased 3 percent in 2017, reaching about \$1 billion.

Network TV News

The average audience for the evening newscasts by ABC, CBS, and NBC fell to 5.2 million in 2017

(compared with 5.6 million the year before), a 7 percent drop. The decline was 10 percent for the morning news programs, which averaged about 3 million viewers last year.

Combined advertiser spending

for the evening broadcast news programs was \$552 million, roughly the same as 2016. ABC, CBS, and NBC also saw no change in advertiser expenditures for the morning news programs, holding roughly steady at \$1.1 billion in 2017.

Cable TV News

The evening audience for the major cable TV news outlets (CNN, Fox News, and MSNBC) declined

by 12 percent in 2017, reaching 1.2 million. The daytime audience remained stable.

Total revenue for the three cable channels, however, grew by 10 percent in 2017, reaching \$5 billion. All three networks were projected

to see higher profits in 2017, registering a combined increase of 13 percent. Total newsroom spending by the three channels combined increased by 6 percent in 2017, to a total of \$2.3 billion.

Digital News

More than 9 in 10 (93 percent) of U.S. adults say they get at least some of their news online. This category can include the digital homes of traditional news outlets

such as newspapers and TV networks, as well as new created-for-the-internet news outlets.

The State of the News Media analysis of digital news applies only to the 35 web-only outlets that averaged at least 10 million unique visitors per month to their primary web address from

October to December of each year analyzed.

The average fourth-quarter monthly unique visitors for these sites decreased 5 percent in 2017 to 22 million, compared with 23 million in 2016. The average minutes per visit was 2.4, on par with 2016.

Newspapers

The industry's financial fortunes and subscriber base have been declining for years, even as audience traffic for newspaper-affiliated websites has grown for many. Alt-weekly papers, which typically are free, also have seen

steady drops in circulation.

Two major national newspapers, *The New York Times* and *The Wall Street Journal*, reported increases in digital subscriptions in 2017. (Another national daily, *The Washington Post*, does not report its digital circulation.) But few other papers saw such a bump.

Newspaper advertising revenue continues to fall, dipping to \$16.5 billion in 2017—which was one-third its total back in 2006. In 2017, digital ads accounted for 31 percent of all newspaper ad revenues, compared to 19 percent five years earlier.

Edmonds cited a 2010 Pew Research Center study of news coverage in Baltimore that examined a local news ecosystem to trace the source of original reporting. It found that “while the news landscape has rapidly expanded, most of what the public learns is still overwhelmingly driven by traditional media—particularly newspapers.” Digital sites and other outlets often pick up these stories, the report said, but otherwise “much of the ‘news’ people receive contains no original reporting.”

“When you diminish newspapers, you diminish the real reporting,” Edmonds says. “It’s not that nonprofessionals have nothing to add. Some may be knowledgeable, inquisitive, and write pretty well.” But historically, he says, newspapers have carried the news-gathering load, and now newspapers are shrinking.

This trend is long-standing, and it’s unclear when and how it will end. The center’s researchers raised the alarm in 2004’s inaugural “State of the News Media” report, which noted: “Most sectors of the news media are losing audience. That audience decline, in turn, is putting pressures on revenues and profits.”

In the 14 intervening years, those pressures have grown only worse. Margaret Sullivan, a media columnist for *The Washington Post* and former public editor at *The New York Times*, says that many well-meaning people who read news on Facebook and other free formats may not stop to think that news outlets need money to pay professionals to gather, write, and distribute substantive stories.

“It’s a hard message to get to people,” Sullivan says. And as newsrooms have fewer reporters, she says, public corruption can go undetected because once-healthy newspapers no longer have the resources to root out the abuse. What this means for the public, she says, is that “you don’t know what you don’t know.”

Originally, the “State of the News Media” reports included comprehensive narratives, and often ran more than 100 pages. The report is now more concise and divided into various “fact sheets.” Online readers can quickly click on links to various sections, such as “Audio and Podcasting” and “Hispanic and African American News Media.”

“As technology has changed, we’ve changed the structure” of the reports,

Mitchell says. The newer reports are “more oriented to helping readers find the data quickly and easily” than were the first ones, she says. But the format change doesn’t alter the fundamental importance of keeping a close eye on the media industry: “The coming years,” Mitchell notes, “will be fascinating to watch.”

Charles Babington, who spent 37 years in daily journalism, wrote about the changing U.S. electorate in the Summer 2018 issue of Trust.



The last print edition of the *Seattle Post-Intelligencer* hit the stands in 2009, leaving *The Seattle Times* as the city’s sole source of print news. Like many other cities in the U.S., Seattle had two newspapers for more than a century.
Robert Giroux/Getty Images



401(K)



Retirement



Savings



Actually, Millennials *Are* Planning for Retirement

They're the nation's largest generation and frequently knocked for focusing on the here and now, but a new study shows many are saving for their futures.

BY TOM INFIELD | PHOTOGRAPHY BY SCOTT LEWIS

Having a drink with a friend one warm evening after work in Philadelphia, Michelle Wisnieski, 28, rolls her eyes when asked about the stereotypes surrounding her generation.

Yes, she says, Millennials themselves—that generation born between 1981 and 1996—joke ruefully about negative portrayals of them as party-loving, job-hopping, and frivolous with money, focused entirely on now and not the future. But that stereotype, Wisnieski says, does not describe her—nor many of her Millennial friends.

A Penn State graduate making “a little over \$50,000” as a premium analyst for an insurance company, she says she’s already investing for a retirement that’s likely more than three decades away.

She puts 4 percent of her earnings each payday into her 401(k) account at work, and her employer adds an additional 4 percent. She has disciplined herself to do this despite having substantial college debt, which she’s paying off at

a regular rate, as well.

“I wouldn’t say I’m savvy with it, but I try to be conscientious that I am putting away enough money,” she says. “My dad always told me not to rely on Social Security; you have to invest for yourself. My dad has a pension, and he’s, like, ‘you’re not going to get that.’”

And, it turns out, Wisnieski and her friends are more typical of the Millennial generation than common wisdom might suggest.

A report released in May by Pew’s retirement savings project analyzed U.S. Census Bureau data and found that in 2012—when the most recent data were available—Millennials had higher balances in their 401(k)s and other defined-contribution plans than members of Generation Xers—born between 1965 and 1980—did at a similar age. The analysis also showed that workers had more access to these plans, but that those gains were offset by less access to other defined-benefit plans as employers continue moving away from more traditional retirement



Rob Barg, 33, who works for a software company and lives in Moorestown, NJ, says he saves as much as he can. He's typical of his generation: According to the latest data, Millennials (born between 1981 and 1996) have more money in their 401(k)s and other plans than members of Generation X (born between 1965 and 1980) did at similar ages.

programs—just as Wisnieski's father warned. In fact, Millennials are the first generation to rely primarily on defined-contribution plans, such as 401(k)s, which put responsibility on workers, rather than on their employers, for saving.

The increase in savings from Gen Xers to Millennials offers a glimmer of optimistic news at a time when surveys show most Americans aren't putting enough away for their retirement.

"I think the main takeaway is that while we may think of Millennials as not caring about their financial future, they're actually doing pretty well in terms of preparing for retirement—although they could be doing more," says John Scott, who directs the retirement savings project.

Given that Millennials are now the largest generation, how they do in meeting their retirement needs will matter not just to them but to the whole of American society and the national economy in the decades ahead.

"There are so many of them that it's important that they save for retirement," Scott says. "If they don't, the government is going to have to provide for them in some form when it's time for them to retire."

Their numbers also mean that Millennials are the largest segment of the labor force. More than 1 in 3 Americans who were working or looking for work in 2017—56 million people in total—were Millennials.

Financial industry research reinforces Pew's findings on Millennials and savings. The Transamerica Center for Retirement Studies said in a December 2017 report that 71 percent of Millennials are saving for retirement through employer-sponsored plans—perhaps spurred on by a decade of gains on Wall Street, combined with automatic enrollment in many employer plans. Recent conversations with young people in and around Philadelphia—a city that has become a magnet for Millennials in the past decade, helping to reverse decades

of population decline there—revealed a consistent theme of needing to think about retirement.

Phillip Spence, 31, who sells a health care reporting product for Medicare providers, notes that since the deduction is taken before he sees his pay, he doesn't feel the impact.

"I don't think about it; I know it's there," Spence says from a bench outside of Philadelphia City Hall, across a plaza from his office building. "I sometimes check my investments. They're doing well for now."

Rob Barg, an actuary for a software company who lives in Moorestown, a New Jersey suburb, says he has no idea, at age 33, what sort of financial goal he needs to set—but he knows he needs to save.

"I just sort of save as much as I can," he said. "I'm too far away from knowing how much I'll need."

He's not alone. A decade after the Great Recession, many Americans responding to polls and surveys still express unease about their economic futures. Millennials are no exception: A 2014 Pew Research Center survey indicated that 51 percent of them believe they won't get any benefits from Social Security and that 39 percent believe they'll get only reduced benefits.

That means that most of today's young adult workers believe the traditional three-legged stool of a successful retirement—Social Security benefits, a pension, and personal savings—could have only one leg left, their own savings, by the time they exit the workforce.

"I just sort of save as much as I can. I'm too far away from knowing how much I'll need."

ROB BARG

"I think part of the reason why we're seeing some Millennials taking charge of their retirement futures is that a lot of these folks went through the recession 10 years ago," Scott says. At the time, many millennials "were just coming out of college and trying to find a job, and I think that made

“I think part of the reason why we’re seeing some Millennials taking charge of their retirement futures is that a lot of these folks went through the recession 10 years ago.”

JOHN SCOTT, RETIREMENT SAVINGS PROJECT



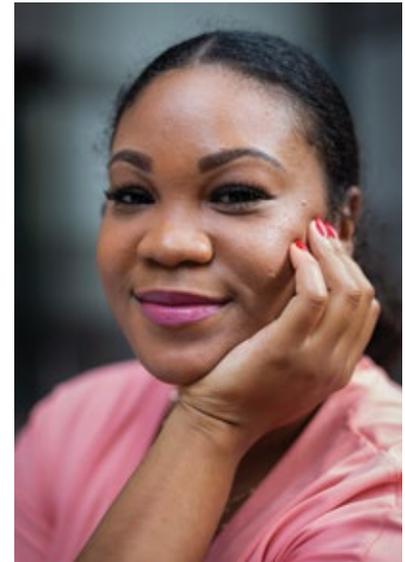
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PHILLIP SPENCE



“My dad was unemployed and so I definitely feel pressure to put away a lot of savings, and I have done that.”

MICHELLE LIU



“We’re doing a lot of things the stereotype says we don’t do. I think, for the most part, a lot of us have our heads on tight.”

CHERRAE BOURNE

an impression on a lot them. So now, when they do get a chance to save, they take advantage of it.”

Michelle Liu, who lives with her parents in the Philadelphia suburbs, was born in 1994 and remembers 2008 as “a scary time. My dad was unemployed and so I definitely feel pressure to put away a lot of savings, and I have done that.”

Cherrae Bourne, a 31-year-old registered nurse at Children’s Hospital of Philadelphia, says she’s taking the long view, too. She has stayed with one employer for six years, enrolled in her workplace retirement program, and takes the maximum matching contribution from her employer.

“We’re doing OK; we’re doing good,” she says of her friends as she lingers after work at an outdoor food-and-drink event sponsored by the Center City District. “We’re doing a lot of things the stereotype says we don’t

do. I think, for the most part, a lot of us have our heads on tight.”

Yet for all the good news, many Millennials face high college debt—which could be among the biggest obstacles to accumulating retirement nest eggs at a young age and reaching other financial milestones such as the purchase of their first home. A Pew survey found that in 2014, 41 percent of Millennials reported having education debt with a median amount of \$20,000.

“I think people are so concerned about paying off student debt that they don’t even think about retirement,” says Emily Gumpfer, who turns 25 in November. She studied psychology at Temple University and has a good job at the same insurance company where her friend Michelle Wisnieski works. But she’s struggling, she says, to reduce her student loan balance and participate in her 401(k) plan at the same time.

“We have a generation that is not buying houses,” Gumpfer says. “My parents were already on their second house when they were my age. I have to fix my credit first and then move on from there. It’s not easy paying off that debt.”

In fact, the Pew Research Center has reported that Millennials are the first U.S. generation in the modern era to have higher levels of student debt, poverty, and unemployment than their two immediate predecessor generations had at the same age.

But while heavily burdened, Millennials are optimistic about the future. More than 8 in 10 expect to have enough money for the lives they want to lead in the future. And some even dream of leaving the workforce earlier in life, compared with older generations. There’s a popular acronym for this movement: FIRE (financial independence, retire early).



“I’m the typical Millennial,” says Shamea Crafton, 31, a human-services case worker who lives in Melrose Park, just over the Philadelphia city line. “I don’t want to work for someone for the rest of my life.”

“I went to a free finance class at the University of Pennsylvania,” Crafton says, “and I learned about stocks and bonds. I just do it on my own.”

Jeff Rupertus, who, at 37, is an older Millennial, says it took him a number of years of “job-hopping and career-hopping” to get on course.

His last job, as a private school teacher, wasn’t getting him where he wanted to go. So now he buys houses in up-and-coming Philadelphia neighborhoods and



“I’m the typical Millennial. I don’t want to work for someone for the rest of my life.”

SHAMEA CRAFTON



“My goal is to be 45 years old, financially free, completely retired, and able to do what I want to do.”

JEFF RUPERTOS

pays them off with “other people’s money”—the rent paid by tenants, many of them Millennials.

“If I continue doing this, I’ll be well on track to retire,” Rupertus says. “My goal is to be 45 years old, financially free, completely retired, and able to do what I want to do.”

Tom Infield is a longtime Philadelphia journalist and frequent contributor to Trust.

Who Says Millennials Aren’t Saving?

- * Younger workers had higher balances in their defined-contribution plans, such as 401(k) or 403(b)s, than Gen-Xers did at a similar stage.
 - * Older Millennials between ages 25 and 31 were plowing more savings into retirement accounts than those right out of high school or college.
 - * Men and women had similar access to retirement plans and rates of taking advantage of them.
 - * Hispanics lagged blacks and whites. Those aged 25 to 31 had higher access to retirement plans (51 percent) than Hispanic Gen Xers did at the same age (44 percent). But two-thirds of black Millennials and three-quarters of white Millennials had access to plans.
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When 51 Percent Might Not Mean a ‘Majority’

How to write precisely about survey data.

BY MARK STRAUSS

Mark Twain once said that “the difference between the almost right word and the right word is really a large matter—’tis the difference between the lightning-bug and the lightning.” That advice is especially apt when writing about survey data.

For many people, “majority” is a word so common that they rarely have to think twice about what it means. But it’s a different matter for polling organizations like the Pew Research Center. By their nature, polls provide an *estimate* of what a large group of people say, since they’re based on a sample rather than the entire population. This basic reality can create challenges for writers who want to summarize poll findings in a precise way.

To better appreciate the problem, consider these three recent news headlines:

- Majority of Canadians would boycott U.S. in response to trade war
- A majority of travelers are picking destinations based on food
- Majority of Americans approve of Trump’s handling of the economy for the first time

Each headline includes the word “majority.” But take a moment to consider the wide variation in the survey data that’s actually being cited in each of the stories above. In the first article, a “majority of Canadians” refers to 72 percent. In the second story, “a majority of travelers” refers to 64 percent. And in the third article, a “majority of Americans” refers to 51 percent. These differences are substantial.

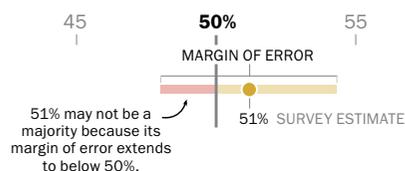
In order to present survey findings in an accurate and impartial manner in its reports, the Pew Research Center has developed internal guidelines for using certain terms consistently. At the center, writers cannot label a survey finding a “majority” unless it meets specific criteria.

One of these criteria is the survey’s margin of error. Since surveys only question a sample of a larger population that is being studied—whether that population is a single city, an entire country or something else—the margin of error describes the estimated range within which we would expect the exact answer to fall. (The results we would have gotten if we had surveyed everyone in that larger population is the “true population value.”) For example, if a survey has a margin of error of plus or minus 3 percentage points at the 95 percent confidence level, that means we can expect the result

to be within 3 percentage points of the true population value 95 out of 100 times.

Determining if a survey estimate is a majority

If a hypothetical survey question’s margin of error is plus or minus 3 percentage points ...



PEW RESEARCH CENTER

Let’s say our hypothetical survey asks a yes or no question about whether the economy should be the top concern of the country’s political leaders. If 51 percent of all respondents say “yes,” we would estimate the true population value to fall between 48 percent and 54 percent. As such, 51 percent in this survey would *not* necessarily translate to a “majority” of Americans. But if 54 percent say “yes”—again keeping in mind the 3-point margin of error—then we would estimate the true population value to fall between 51 percent and 57 percent. Therefore, it would be a fair characterization by our standards to say that a response of 54 percent or higher is a “majority” share of the population. (The center’s writing guidelines note, however, that caution is always warranted when you’re close to the threshold.)

It is important to remember that there are several sources of uncertainty in survey estimates, some of which can’t be quantified. For instance, question wording can introduce error or bias into the findings of opinion polls. Another potential source of error is nonresponse bias—that is, when the people who respond to surveys differ in important ways from the people who don’t respond.

Although the center’s writers can’t quantify all of the uncertainties when summarizing survey data, they seek to acknowledge them. Or, put another way, precise writing requires an accurate description of imprecision.

Mark Strauss is a writer and editor focusing on science and society at the Pew Research Center.

Australia Commits to Expand Protections in the Outback

By adding five Indigenous Protected Areas, the government hopes to bring more people, and improved land management, to the heart of the country.

BY JOHN BRILEY



The Australian Outback has always demanded a lot from its inhabitants—durability, persistence, ingenuity, and adaptability. And since people first settled there tens of thousands of years ago, they have met the challenges of this

vast and varied region. But over the past 150 years, the Outback has been left with fewer permanent residents to manage the land than ever before.

That trend may soon be reversing, thanks to the Australian government's decision in May to create five additional Indigenous Protected Areas (IPAs) in the Outback, on the lands of the Ngururrpa, Ngadju, Spinifex Pilki, Olkola, and Crocodile Islands Traditional Owner groups. Where once the government forcibly moved these people out of the region, the new areas now will provide opportunities for them to stay, protecting and conserving their land. The areas are expected to cover around 54,000 square miles—about the size of North Carolina—and increase the total area of IPAs to roughly 309,000 square miles, or nearly half the size of Alaska.

These protected areas are akin to national parks, but they are managed by local Aboriginal and Torres Strait Islander peoples, who use a combination of traditional methods, local knowledge, and modern science to safeguard their land and culture. The expansion of these areas over the past 20 years under the IPA program, and its benefit to the environment and local communities, has been one of remote Australia's success stories.

The Outback is one of only a small number of extensive natural landscapes remaining on Earth—places where ecosystems function and wildlife move as they

have for centuries. The region has the planet's largest intact tropical savanna, covering nearly 770,000 square miles across northern Australia, along with more than 1.1 million square miles of largely undisturbed desert and the 61,775-square-mile Great Western Woodlands, the largest remaining woodland habitat in the world's temperate Mediterranean climate zones.

The Outback also has an ancient cultural history that remains vibrant today. It has been home to Aboriginal Australians for over 50,000 years, and through this period these Traditional Owners of the land have shaped and nurtured the landscape. The land has reciprocated by sustaining people, helping them to forge and strengthen a unique sense of identity and culture.

But the long-term health of the Outback is under threat. Its population is at the lowest point in its history. This has led to the uncontrolled spread of feral animals, noxious weeds, and wildfires that unless addressed will further degrade a region known as the heart of Australia.

For years, Pew has been working in the Outback—in partnership with Aboriginal and Torres Strait Islander groups, conservationists, graziers, industry groups, and the federal and state governments—to protect and manage this remarkable region through three broad goals: enabling more people to manage the land, reforming outdated laws that stifle innovation, and supporting Aboriginal-led conservation.

These goals are especially relevant now: Federal and state policies are geared largely toward the 97 percent of Australians who live in population-dense areas and don't address how those who live in the Outback are modernizing land management.

Today, graziers and Aboriginal and Torres Strait Islander Indigenous Rangers use helicopters to conduct controlled burns, laptops and satellites to monitor distant paddocks, and drones to combat noxious weeds in otherwise inaccessible country. Many Outback sheep or cattle stations—large properties similar to ranches in the United States—supplement their income by attracting tourists or through carbon farming programs,



Pristine woodlands in Ngadju country, southwestern Australia, teem with biodiversity. This land will soon become one of five Indigenous Protected Areas (IPAs) in the Outback. Akin to national parks, IPAs also provide opportunities for native Aboriginal residents—who've lived on the land for 50,000 years—to manage it themselves. *Kerry Trapnell*

which reduce greenhouse gas emissions or capture and hold carbon in native vegetation and soils.

With these changes come new challenges, and addressing those will require laws specifically tailored to these remote areas. Even with new policies, the fate of this large, natural ecosystem lies with the people who live on, know, respect, and manage the land. Without people, the toll on nature will continue to rise.

By funding the five new areas, the government is investing in the success of locally driven Aboriginal and Torres Strait Islander organizations, which are managing their traditional lands and protecting nature and culture. There is widespread support for the Indigenous Protected Areas program by Traditional Owners, and political and public backing generated through the Country Needs People alliance—a growing group of individuals and Indigenous local organizations in Australia seeking, among other things, to increase growth and security of Indigenous land and sea management jobs.

The alliance is asking the government to double—from 2,500 to 5,000—the number of positions available to Traditional Owners for land and sea management. It also wants the government to double funding for the work.

Pew is a supporting partner of the alliance, which has worked to show policymakers and the public how IPAs and Indigenous Rangers benefit all Australians.

“This expansion is the result of a lot of hard work by Traditional Owners and local organizations over many years,” says Barry Traill, who directs Pew’s work in Australia. “We’re proud to be a part of the Country Needs People alliance and to work with each of these five groups, and we’re confident that they will successfully manage their new Indigenous Protected Areas.”

Protecting these areas is essential to the nation’s nearly 580,000-square-mile National Reserve System—a network of formally recognized parks, reserves, and protected areas. After the expansion is complete, Australia will have 80 dedicated IPAs accounting for more than 49 percent of the system’s total area.

Melissa Price, the country’s assistant minister for the environment, calls the new protected areas “a significant expansion [that] will deliver important biodiversity benefits, including protecting habitat, managing feral pests, and providing connectivity and linkages at the local and landscape scale.”

Indigenous Australians have worked their country for tens of thousands of years, and more recently many Traditional Owner groups have established a strong record of working with government and other stakeholders to manage traditional lands for conservation and to address local cultural, social, and economic priorities.

“We need to show our younger people how to look after the land. We want to have rangers so we can look after the country,” says Katherine Njamme, one of the Traditional Owners of the proposed Ngurrupa IPA. “I felt happy when I heard about the Indigenous Protected Areas, because we want to take our young people out there and show them where their grandparents and great-grandparents walked the country, keep them out of trouble in town, get them working hard on country, both young men and young ladies.”

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John Briley is a Trust staff writer.

‘Like a Kid in a Candy Store’: Remembering Gerry Lenfest

BY REBECCA W. RIMEL



Gerry Lenfest was the first donor to The Pew Charitable Trusts when the organization became a public charity, supplying a critical vote of confidence. His initial investments provided significant support in a campaign to conserve a billion acres of the Canadian boreal forest. And with a love for the sea, as evidenced by the collection of wooden sailing ships in his suburban Philadelphia office, he also partnered with Pew to create the Lenfest Ocean Program, which has supported nearly 100 important scientific projects by researchers around the world. *Katye Martens/The Pew Charitable Trusts*

When my dear friend Gerry Lenfest decided to embark on a second career as a full-time philanthropist, he was asked what challenges he most wanted to address. “All of them!” he said. “I’m like a kid in a candy store.”

After a long, successful tenure as a lawyer, magazine publisher, and cable television entrepreneur, he and his wife, Marguerite, sold their cable company in 2000 and were ready to give away their sizable fortune in the hope, as Gerry would say in his usual humble fashion, of “accomplishing some good things.”

Together, they would end up working as hard to give away their wealth as they had toiled to earn it in the first place—and create an impressive legacy.

Gerry left us too soon, on Aug. 5 at the age of 88. And as I look back on his philanthropy and our friendship, I’m astonished to see how many good things he and Marguerite accomplished in less than two decades of giving during that second career.

Gerry launched Lenfest Communications with 7,600 subscribers in 1974—a time when nobody really understood the potential of cable TV. He not only built

a company but also helped create an industry: He was instrumental in ushering in an era of change in how the world receives entertainment, news, and information. It should be no surprise that a man with that foresight would eagerly pursue his philanthropic passions with the same sagacity.

Not long after selling his cable company, Gerry came to my office in Philadelphia. He was launching his philanthropic journey and wanted to commit to some successful and innovative projects in the city. And like the good lawyer that he was, he interrogated me. He wanted to know how to select areas for investment and how to launch his new approach to giving. I remember it well—not just because he already had so many good ideas, but because he asked such terrific questions.

It was clear to me from the start that Gerry and Marguerite wanted to be proactive and deeply engaged in their giving, that they wanted to make changes that would benefit not only the Philadelphia region they called home but the nation and the world as well. It was also clear to me that they wanted to have fun doing it.

There are many ways to approach philanthropic giving, none necessarily more appropriate than another. Some philanthropists create foundations that will outlive them and have impact far into the future. Others, like Gerry and Marguerite, want to play an active role and deploy all of their resources while they are alive—which they did, giving away more than \$1.3 billion to a broad range of issues and institutions.

Their partnership was a treat to watch. They took different approaches—Gerry studying the data but relying primarily on his gut instincts, Marguerite analyzing plans and undertaking extensive due diligence. But they usually ended up coming to the same conclusions—or an artful compromise.

The beneficiaries—and this is only part of a long list—include the Philadelphia Museum of Art, the Curtis Institute of Music, the Barnes Foundation, and the Museum of the American Revolution. There are new buildings and endowments at Gerry's alma maters, including Columbia University, and scholarship programs for high school students in rural Pennsylvania. He purchased *The Philadelphia Inquirer* and *Daily News* and donated them to the Lenfest Institute for Journalism, the first organization of its kind dedicated to supporting business models for great local journalism. Millions more went to Teach for America.

In 2004, Gerry and Marguerite became the first donors to The Pew Charitable Trusts. We had recently changed our governance structure to become a public charity; Gerry quizzed me, wanting to understand the legal changes. We seek partners who share our goals so that we can leverage resources and accomplish more together than we could individually. And Gerry was fascinated and encouraging that we were trying this new model for philanthropic investing.

It was clear from the start that Gerry and Marguerite wanted to be proactive and deeply engaged in their giving, that they wanted to make changes that would benefit not only the Philadelphia region they called home but the nation and the world as well. It was also clear that they wanted to have fun doing it.

Gerry and Marguerite's early investment with us was critically important because we had not raised outside funding before and needed to prove the viability and potential impact of our new strategy; it was a real vote of confidence when we needed it. They donated to our work to conserve a billion acres of the ecologically essential boreal forest in Canada. They also asked Pew to create and manage a new effort to support world-class ocean research. Gerry knew that policymakers needed clear, reliable data to guide decision-making. He saw this void and agreed to partner with us in filling it with the Lenfest Ocean Program, which has supported almost 100 important scientific projects by researchers around the world—and become a model for how science can inform and improve public policy.

Gerry's love for the ocean was just one of the many things he and Marguerite shared with my husband, Patrick, and me. We sailed with them off the coast of Maine for several summers, and I got to see up close Gerry's passion for the sea and his exuberance for life. He was indeed like that kid in the candy store.

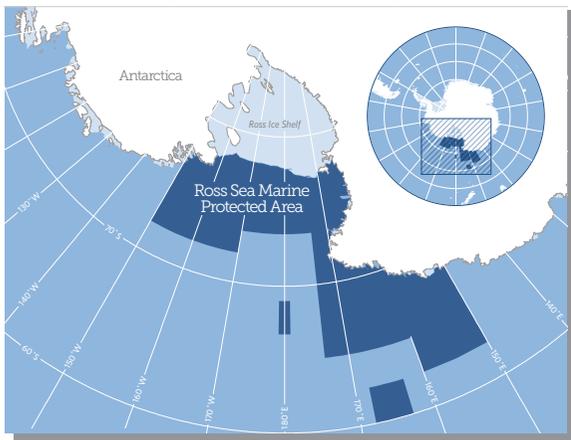
It was typical of Gerry that he could take the same glee with which he captained his boats and apply it to the challenging, complex, and often daunting business of balancing need, merit, potential for success, and available resources when determining his philanthropic investments. He and Marguerite had discovered perhaps the most important lesson in giving: the joy factor. When donors recognize the importance of the happiness they feel when they give and let the joy they reap guide their philanthropy, they become more engaged, informed, and successful. If Gerry were here now, he would happily explain that the joy he experienced from his second career was one of his greatest achievements. And certainly his life was a gift to those of us who knew him.

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Rebecca W. Rimel is president and CEO of The Pew Charitable Trusts. A version of this essay appeared Aug. 22, 2018, on HistPhil, a web publication devoted to the history of philanthropy.

Close Encounters With Killer Whales Offer Clues to Southern Ocean Health

New tools help researchers capture trove of data in Antarctica's Ross Sea Region.



BY POLITA GLYNN

Carefully sliding to the edge of the Antarctic ice, Regina Eisert reached out and offered her hand to the curious juvenile whales that had come to check out the scientists. The inquisitive whales surfaced, as they did almost daily for five weeks last January and February, near an array of acoustical and video equipment that recorded their images and vocalizations.

Eisert, a research scientist at the University of Canterbury in Christchurch, New Zealand, and 2017 Pew marine fellow, was in the Ross Sea Region Marine Protected Area (MPA), which covers almost 800,000 square miles of the Southern Ocean. She and her team traveled there to learn more about fish-eating Type C killer whales. These whales are a sentinel species for the effectiveness of the MPA, which carries heavy restrictions on fishing, including bans in most of the area. Although the MPA entered into force only recently, Dec. 1, the researchers hope to determine if changes in fishing for species like Antarctic toothfish is affecting whale numbers.

"We have to actively show with scientific evidence, using research and monitoring, whether the MPA is doing its job and is effectively protecting the marine environment," says Eisert, who plans to return to the area around the same time next year.

Type C killer whales are the smallest Southern Hemisphere orcas, reaching about 20 feet long, and are thought to be the southernmost type of killer whale. They are also opportunistic: Every January, after a supply ship cuts a channel in the sea ice en route to research stations on McMurdo Sound in the Ross Sea, the whales move in. This "whale highway" provides a unique opportunity for scientists to get up close to these animals.

Eisert and her team also collect small tissue samples with a low-impact biopsy dart gun. Skin and fat biopsies offer clues to the whales' diet and enable genetic analyses that can provide insights into population structure and taxonomy. The biopsies also help experts determine the animals' stress levels, reproductive status, and past exposure to pollutants.

Underwater sound recordings will help the team create a basis for acoustic monitoring of the MPA. The technique, called passive acoustic monitoring to distinguish it from active echo sounders such as those used in fish finders, is effective for studying whales, including species that are not easily sighted, and has no impact on the whales. The scientists hope this work will also help them assign calls to specific groups and individuals, and reveal patterns in the whales' movements.

"Initially, we were worried that we wouldn't be able to find any whales in the channel, but as soon as we installed the first array, we had visitors," Eisert says.

Unlike many marine mammals, Type C orcas are right at home in the dense ice pack that keeps out most other types of killer whales, Eisert says. During the Antarctic summer, the cetaceans stay close to the edge of the ice as it recedes southward and often surface through small openings to breathe or "spy hop"—poke their heads high out of the water for views of their surroundings.

This expedition is laying the groundwork for larger-scale acoustic monitoring of numerous species of whales in the Ross Sea region.

The team was also able to record the first underwater video footage of a minke whale in the area. Minke whales are an understudied but likely important player in the ecosystem and appear to

Two orca pups surface near their mother in Antarctica's Ross Sea. Orcas, also called killer whales, regularly feast on fish in the sea's frigid waters. Researchers are testing the orcas' diet to gauge the effectiveness of recently-enacted marine protections. *Regina Eisert*



travel farther south than any baleen whale in Antarctica.

As part of her Pew fellowship, Eisert is developing and testing low-impact tags to track whales by satellite over long distances to help understand their migrations and identify key foraging and breeding areas. These would be a significant improvement over current tags (other than the short-term ones that are attached with suction cups). The new tags are deployed by

shooting a barbed steel pin into a whale's back or dorsal fin. Eisert's team plans to test the tags on New Zealand whales before attempting to use them in Antarctica.

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Polita Glynn directs the Pew Fellows Program in Marine Conservation for The Pew Charitable Trusts.

Stateline, an initiative of The Pew Charitable Trusts, is a team of veteran journalists who report and analyze trends in state policy with a focus on fiscal and economic issues, health care, demographics, and the business of government. More stories are available at pewtrusts.org/stateline.



In Hackleburg, Alabama—population 1,430—Nellie Allen (center) and O’Neal West (right) receive boxloads of food from the West Alabama Food Bank’s mobile pantry. *Elaine S. Povich/The Pew Charitable Trusts*

Mobile Food Banks Serve Isolated, Rural Poor

BY ELAINE S. POVICH

On a recent sultry summer afternoon, 81-year-old widow Nellie Allen sits on the porch of her one-story brick home, one in a strip of government-subsidized houses surrounded by fields and country roads in Hackleburg, Alabama.

Allen makes do on \$900 a month from Social Security. She raised four kids and never worked outside the home. She doesn’t drive, so she can’t get to the nearest grocery store, which is several miles away. Even if she did, she wouldn’t be able to afford to buy what she needs.

The big truck heading her way pulls to the side of a one-lane road to let oncoming cars pass by before it can reach her.

The truck is the West Alabama Food Bank’s mobile pantry. Its cargo includes some 5,000 pounds of food—boxes of bread, fruits, vegetables, drinks, and pastries that it will deliver to dozens of people in rural Alabama, many of them poor, aging, or disabled. All of them, like Allen, need help to make ends meet.

Allen pushes her wheelbarrow down a cracked

sidewalk to a dead end to receive her groceries. Allen examines the contents of the box: She happily notices the lettuce and other greens she can put into a salad. With ranch dressing.

"We don't get the same stuff every time," she says. "But I can cook with it."

Food pantries and soup kitchens tend to be in densely populated cities, where they can draw a lot of people. That model doesn't work in rural counties, where settlement is sparse.

Counties with the highest rates of "food insecurity," where people don't have enough access to affordable, nutritious food, are disproportionately rural.

Rural counties make up 63 percent of U.S. counties but 79 percent of those with the worst food insecurity rates, according to Feeding America, a network of 200 food banks.

A confluence of events has led to a recent push for mobile food pantries. Hunger has decreased somewhat in urban settings since the Great Recession, but it remains stubborn in rural areas.

"The persistence is in these rural communities," says Erin McDonald, vice president of research at Feeding America. That, combined with a trend in food service toward fresh and healthy food, even for the poor, instead of the old-fashioned canned and packaged goods, has led pantries to use trucks.

Fresh food doesn't keep, she says, and the rural poor lack transportation to food outlets with reasonable prices.

"Lack of availability, or cost, even with SNAP benefits, is a real challenge," she says, referring to the Supplemental Nutrition Assistance Program, formerly known as food stamps. "The combination of those factors results in a lot of our food banks stepping in ... and turning to mobile access."

The West Alabama Food Bank has a handful of refrigerated delivery trucks and recently received a \$47,150 state grant to retrofit a 28-foot trailer with air conditioning, handicapped-accessible features, a freezer, and a cooler to serve more residents of "food deserts" in the western part of the state, near the Mississippi border.

While traditional food pantry trucks distribute boxes of pre-selected food, the new trailer, to be hitched up to a pickup truck, will allow people to select their own food. Most of it will be free, and the rest will be sold at or below cost.

Rural poverty levels have exceeded urban poverty for decades, according to a 2017 U.S. Department of Agriculture report. In the South, nearly 22 percent of residents who don't live in metropolitan areas are in poor households. Over 15 percent of rural counties are "persistently poor," compared with just 4 percent of urban counties.

The West Alabama Food Bank serves nine rural counties where more than 15 percent of the residents live

below the federal poverty line, which is drawn at \$25,100 for a family of four in 2018. Jean Rykaczewski, executive director of the West Alabama Food Bank, notes that one county in her territory, Sumter, has only three grocery stores, two of them in the town of Livingston.

"The rest of the time people are having to go to convenience stores, where they pay up to \$5.99 for a gallon of milk that could be had for about \$2.50 in Tuscaloosa," she says. "We don't have a big public transportation system out here. People are paying neighbors or friends or even family \$25 for a trip to the grocery store."

Rural poverty levels have exceeded urban poverty for decades, according to a 2017 U.S. Department of Agriculture report. In the South, nearly 22 percent of residents who don't live in metropolitan areas are in poor households.

The new, large mobile food market will give people more control over what they get to eat, Rykaczewski says. Rather than taking a pre-filled box, they will get to make food choices, especially if they can buy some of the items at a low cost.

On the truck, Sabine Nad, who grew up in a farming community in Germany and was taught from an early age not to waste food, keeps a record of all her clients. They must register with the county social service department and qualify for the free food based on their incomes.

"I make it a bit easier for them because I come right to them," says Nad, 49. She packs boxes in the Alabama heat, perspiring as she chooses from donated bags of lettuce, fresh celery, squash, grapes, and oranges. A few drinks like soda, juice, or Vitamin Water go into the boxes, along with day-old breads, cakes, doughnuts, and boxes of cereal. The cartons are piled high.

Allen says the best part of meeting the food truck every other week is getting to talk to Nad, who has become her friend. They hug before Allen loads her box onto the wheelbarrow.

Allen's friend O'Neal West, 78, hovers nearby in overalls, readying a makeshift hand truck held together with black tape to haul his box. They walk off slowly together, Allen nursing a creaky back.

Down the road, John Seals, 83, pushes an empty wheelchair up to Nad's truck. He loads a box into the chair and starts off toward his home. "It's a real blessing to get this food," he says. The chair belonged to his late wife, he recalls wistfully. "We kept the chair, and it comes in handy."

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Elaine S. Povich is a Stateline staff writer.

Juvenile Justice Reform Can Help Young People ‘Turn Their Lives Around’

While a Kansas state senator, Greg Smith (R) championed a 2016 law that prioritizes out-of-home placements and intensive system responses for the highest-risk juveniles—and shifts resources toward evidence-based alternatives that allow youth to be supervised safely at home. Now a deputy sheriff in Johnson County, Smith chairs the Kansas Juvenile Justice Oversight Committee, which monitors implementation of the law. He serves as a distinguished adviser to Pew and is president of the Kelsey Smith Foundation, which he launched with his wife, Missey, in honor of their daughter, who was abducted and murdered in 2007.



Thad Allton/The Topeka Capital-Journal/AP

How would you describe your position on criminal justice or juvenile justice in the past?

I've been a cop most of my adult life, so I'm sure my views were shaped by that. When I was out on the street, I was definitely a lock-'em-up kind of guy. That was what you did with people who broke the law, whether they were kids or adults: Remove them from society for the benefit of everybody else. Growing up, I had your typical "Beaver Cleaver" childhood, and I just developed certain strong views on the way the world worked. If you did something wrong, you were supposed to get arrested and go to jail. It made sense, and that's what we did.

What were your early views on how youth confinement affects crime?

Before my election to the Legislature, I didn't think or know much about it. That was a separate branch of the criminal justice system, and I had no real reason to look at outcomes or research. My traditional upbringing and 10 years in the Navy left me with the belief that you don't do the crime

if you can't do the time, and my experience as a patrol officer only hardened that perspective. I do remember how disheartened I would get when a call would come over the radio and, sure enough, it was little Johnny again doing the same old stuff. But I essentially viewed juveniles who commit crimes as smaller, younger criminals and believed the best way to control crime was to get them off the street.

Can you describe your views about juvenile justice today?

I've learned a lot and know a lot more than I used to. I've read a lot of evidence-based research that shows that for certain types of lower-level crimes, locking up kids can do more harm than good. I've also learned a lot about cognitive development in kids, and the fact is, adolescence doesn't really end until age 25. Young people aren't as able as adults to see the consequences their actions and behaviors might have.

Some of what I've learned came through working as a schoolteacher after my career as a police officer. What you see in the classroom is that at a certain point in life, kids are just totally self-centered; life is all about them and their peer group. And no matter what the teacher or mom or dad says, they are impulsive, and they're going to make bad decisions sometimes. Crossing over to juvenile justice, I don't believe we should condemn them or give up on them because of those bad decisions. On the other hand, they need to be accountable for their behavior. Overall, I've come to believe that locking up a kid for shoplifting or vandalism and mixing him with more serious offenders is a bad idea. It's bad for the kid, it's expensive for taxpayers, and it's not the best approach for public safety.

What caused you to change your mind?

It started when I was elected to the Legislature and began hearing some of these other theories and views

on juvenile crime. It was new to me, and honestly I took it all with a grain of salt. Initially I wasn't seeing anything presented in any of my committees that convinced me that people had the answers to the key question: How do we change our approach and make things better?

Then I was appointed co-chair of the Kansas Juvenile Justice Workgroup in 2015. In the beginning, my mindset was: Here we go, this is just another touchy-feely thing to make everybody feel like they're doing the right thing but it won't make a bit of difference. What was really huge for me was the data on the adolescent brain, especially how long it takes for the prefrontal cortex—the decision-making part of the brain—to develop. That research and data on Kansas was convincing, and it all started to make sense.

“Overall, I've come to believe that locking up a kid for shoplifting or vandalism and mixing him with more serious offenders is a bad idea.”

Was there a moment when you realized that things had to change?

Not one moment. But during that six months with the work group, as we went over the data, heard presentations, met with all the stakeholders, I realized how reliant we were on out-of-home placements for all sorts of behavior. That's when it came together for me, and I started taking a hard look at all the ridiculous things we were doing to kids in Kansas. One example would be a kid who commits maybe his second or third shoplifting offense and would be sent to a group home 100 miles away, with no support or family contact.

One of the most meaningful groups we heard from included parents of children who had committed crimes. Not a one of them was impressed with the juvenile justice system. I remember one father who recognized that his son had issues and was in the system for legitimate reasons, but who was frustrated because there seemed to be no end to it. We'd hear these stories of kids being sent hundreds of miles from home for six months, but then if a kid didn't complete a program or broke a rule or something, the clock would restart and suddenly it's 12 months. It seemed like there was a fundamental lack of fairness. It became obvious from what I was hearing and from the data that our approach simply wasn't working.

What do you find most gratifying about the changes in Kansas' juvenile justice system?

Out-of-home placements are way down, and that's encouraging. We used to be very good at taking low-level, low-risk kids and locking them up. That wasn't helping; it was only creating the next batch of

adult criminals by exposing them to violent, high-risk offenders. Now we can intervene with kids early on to help them turn their lives around, avoid a future in the system, and become productive citizens.

Another big thing for me is the cost savings we've recouped here in Kansas. Because of the reduction in out-of-home placements, we've had several facilities close. In one year, we had about \$12 million in savings, and for Kansas that is huge. The great part is we've turned around and reinvested that money to give grants to areas of our state that lack resources. The vast majority of our state is rural, and small-town Kansas needed help to develop programs and services for youth. The challenge is that rural areas don't have the resources that the urban areas have. But savings from our reforms are being reinvested to address that gap. It's a start.

The abduction and murder of your daughter Kelsey in 2007 was a major reason you ran for office and worked to improve the juvenile justice system. Talk about that and the foundation that bears her name.

After Kelsey was murdered, we worked to get the Kelsey Smith Act passed in Kansas in 2009. Our state now has one of the best missing person laws in the country, and it is easier to make a report of a missing person. At that point, I looked at my wife and said, “I wonder what else we could accomplish if we were more involved in the political system.” Now 23 states have passed similar legislation, and the act was reintroduced on Missing Children's Day—May 25, 2018—in both houses of Congress. So, my entire legislative career was based on that, and those issues are things I worked on with the most passion.

When we formed the Kelsey Smith Foundation, our overriding goal was to spread information that would help youth and young adults stay out of situations that put them at risk for kidnapping, sexual assault, or murder. So, we provide safety awareness seminars and other programs all across the country, and everything we do is evidence-based. The United Kingdom and Europe also have expressed interest in our work.

Any thoughts on next steps for juvenile justice improvements in Kansas?

There's still more work to do. We have the oversight committee to guide us and our state advisory group. No legislation is perfect the first time it goes through, and I think that as time goes on, we will continue to see things that need to be tweaked. As data comes in and we monitor and evaluate it, changes will be necessary to help us move forward.

But clearly what we were doing in the past, just tossing kids into group homes, didn't work. The overwhelming theme in our work group's review was that the juvenile justice system didn't want to deal with kids. It was out of sight, out of mind. And that isn't going to help anyone.

Focused on the Facts

The Pew Research Center analyzes the issues and trends shaping our world.

BY DEMETRA AOSPOROS

How valuable is accurate information? Pew donor Roger Perry, a former circuit judge in West Virginia, would say it is extremely valuable, maybe even priceless.

"Making decisions based on good information—and discerning what counts as good information—was terribly important in my work as a lawyer, prosecutor, and judge for some three decades. But it's also important for my activities as a citizen," Perry says. "I feel the Pew Research Center provides good information across many areas."

Perry is just one of many avid readers of the center's reports—which receive wide coverage in the news media and are available to anyone on the center's website—who have supported this work through a gift to The Pew Charitable Trusts.

The center employs an array of research methods—including content analysis, public opinion polling, and other data-driven social science research—making the self-described "fact tank" an important public resource. Created in 2004 but rooted in a 1990 research project called the Times Mirror Center for the People & the Press, the center is a subsidiary of The Pew Charitable Trusts.

Susan Sims, a public affairs officer for her church in Iowa, also believes in the importance of accurate information, and regularly relies on finding it in reports and newsletters from the center, which prompted her gift to Pew in support of the center's work. "If I want to understand something on a larger topic, I prefer to read Pew research first," she says. "Pew helps me find depth, puts in the right amount of scholarship, and strives to be as unbiased as possible. In this world of quick sound bites, it's good to have an organization like Pew that does research before they speak—as a consumer of information and a parent to five children, I need good information."

Since its creation, the Pew Research Center has earned the trust of policymakers and the public and helped both to gain a deeper understanding of complicated issues that is grounded in the facts. And by conducting and publishing public opinion polls, the

center often gives a collective voice to citizens in the United States and around the globe.

Its Hispanic research, for example, is regularly cited by parties on both sides of the national debate over immigration because it is unbiased and detailed. Center reports have explored attitudes of the Millennial generation, now the largest generational group in the nation and poised to have deep influence on politics, the workplace, and social issues. The center also has probed demographic trends on motherhood and gender issues as well as differing perspectives among rural and city dwellers.

Its journalism project has documented the evolution of the news business over the past decade and a half as newspapers declined and digital sources moved to the fore. And the center has become a leading source on the digital revolution that is touching every American's life, documenting the rise of smartphones and use of social media while exploring future trends.

The center also is one of the few organizations polling on and analyzing the public's practice of and dedication to religion. It was one of the first research groups to survey Muslims in the U.S.; its initial 2007 survey took note of the fast-growing religion that has been gaining influence. And since then, it has surveyed tens of thousands of Muslims around the globe in a series of illuminating reports that showed Islam is poised to become the world's largest faith group later this century.

It was the religion work that attracted Sims' attention during the 2011 political season, when Mitt Romney was running for president. A colleague had forwarded to Sims, who is a member of the Church of Jesus Christ of Latter-day Saints, an article that covered issues important to Romney, the first member of that church to seek the presidency. She thought the piece was well-structured scholarship, logged on to the center's website, and immediately signed up for its daily religion newsletter. Sims says the newsletter not only helps her understand her own faith but also benefits her work. "It helps me when I reach out to other faiths looking for opportunities to cooperate, learn, and work together



Many readers of the Pew Research Center's reports support the center's work through a gift to The Pew Charitable Trusts.
Kaleidico/Unsplash

in service if I understand some of the challenges they are facing," she says. "And I'm more sensitive to things important to other people in their faith."

For his part, Perry referenced center data and articles on a regular basis during his professional career, and even used one of its reports to spur conversation in a Sunday school class he was teaching several years ago at his Presbyterian church. The subject was how current topics dominating the news had become polarized, and Perry used center information to promote a reasonable, calm, and sensible discussion of some hot-button topics, including the environment, labor, and mining.

Sims and Perry both say their appreciation for the depth of research prompted them to make donations to Pew to help support the center's work. "As a retired West Virginia circuit judge, I certainly appreciate decisions based on evidence, rather than emotion. Pew is part of this, and I appreciate its work," Perry says.

Sims adds that she values the good scholarship. "I'm a researcher by habit, and I really appreciate organizations that do solid research without bias, and really believe Pew is like that. You produce information where the data and facts take you, without spin and without judgment."

Indeed, the center does not take policy positions. Its main goal, according to its president, Michael Dimock,

is helping the public to be well-informed. "Our reports and analyses are intended to generate a foundation of facts that enrich the public dialogue and support sound decision-making," Dimock says. "We value independence, objectivity, accuracy, and transparency. We are grateful for all the partners who help support our work, from leading foundations to members of the public. In fact, it's especially gratifying to hear from members of the public and know the information and data we provide is valued."

For Sims, such support was never a question. "My donation was modest, but I wanted to give to the center because it is an asset to the whole world," she says. "I will be an annual supporter for as much as I can, because I believe in supporting the things I use. I don't believe in getting something for free."



For more information about philanthropic partnerships at Pew, please contact Senior Vice President Sally O'Brien at 202-540-6525 or sobrien@pewtrusts.org. Direct contributions to The Pew Charitable Trusts to support the Pew Research Center can be made online at pewresearch.org.

Demetra Aposporos is the senior editor of Trust.

RETURN ON INVESTMENT

*The Pew Charitable Trusts applies a rigorous, analytical approach to **improve public policy, inform the public, and invigorate civic life**, as these recent accomplishments illustrate.*

IMPROVING PUBLIC POLICY



A rare and endangered juvenile Napoleon wrasse is selected from a tank in a Hong Kong restaurant. Pew is educating the seafood industry on how to keep illegally caught fish out of the supply chain. *Peter Parks/AFP/Getty Images*

Hong Kong industry coalition agrees to code of conduct for sourcing seafood

The Hong Kong Sustainable Seafood Coalition—an organization of 12 Hong Kong and Macau seafood importers, international hotel chains, and retailers—agreed in June to focus on the assessment and avoidance of illegal, unreported, and unregulated (IUU) fishing in its members' supply chains. Hong Kong imports 90 percent of its seafood, of which up

to 75 percent falls within the IUU category, according to local industry estimates. Pew's ending illegal fishing project says this commitment will help its efforts to persuade global seafood buyers to adopt policies that avoid and assess IUU risks in their supply chains and provide leadership on this issue in the East Asia region.

Congress advances flood-preparedness measure

The Senate homeland security committee passed a bill in June that would create a new source of federal funding for preparedness activities that reduce flood risks and damage from disasters. A provision in the bill sets aside an additional 6 percent of all federal disaster spending for mitigation, establishing a permanent funding source for such activities. Preventive actions such as elevation of structures and relocation of flood-prone properties have a \$6 return on every \$1 invested. Pew supports increased investment in mitigation to reduce the nation's disaster costs and better prepare communities for the increased threat of flooding.

An Austin, Texas, street remains underwater after days of heavy rain and flooding along the Blanco River. Pew supports preparing communities for the increased threat of flooding. *Drew Anthony Smith/Getty Images*



Coral habitats receive protection

The Gulf of Mexico Fishery Management Council voted in June to protect vulnerable deep-sea corals. Twenty-one coral hot spots identified by scientists as priorities for protection—totaling 484 square miles, an area twice the size of New Orleans—were designated as “Habitat Areas of Particular Concern.” Under this measure, damaging fishing gear such as trawls, bottom longlines, and traps is now banned year-round in most sites. Corals grow slowly and can live thousands of years; once damaged, they may take centuries or longer to recover. For five years, Pew staff provided recommendations, met with managers and fishermen, developed maps to educate fishing crews, and generated strong public support.

Pew teams with CDC to examine inappropriate antibiotic use

In July, the antibiotic resistance project and the Centers for Disease Control and Prevention published new research in *JAMA Internal Medicine* on inappropriate antibiotic prescribing in urgent care centers and retail health clinics in the U.S. The study found that patients going to urgent care centers for conditions that do not require an antibiotic (e.g., cold, flu, allergies) still received such a drug 46 percent of the time. The research is part of an ongoing collaboration between Pew and CDC to improve antibiotic prescribing across all health care settings.

States improve fiscal health

Pew's experts recently worked on fiscal issues in a number of states that led to new policies to establish warning systems for school finances, stabilize revenue, evaluate tax incentive effectiveness, and improve public retirement programs:

- In May, Indiana Governor Eric Holcomb (R) signed legislation that includes a provision requiring the Distressed Unit Appeal Board to adopt policies and procedures to identify school corporations demonstrating signs of financial distress; decide when a corrective action plan is needed; and determine when a school corporation can be considered financially healthy.
- Also in May, Kansas Governor Jeff Colyer (R) signed a budget bill that contains new deposit rules for the state's budget stabilization fund for fiscal years 2020, 2021, and 2022. The deposits are designed to hedge against revenue surprises at the end of the fiscal year, setting money aside when revenue exceeds expectations—something Kansas had struggled with for many years.
- In June, Connecticut Governor Dannel Malloy (D) signed legislation eliminating three tax credits after a Department of Economic and Community Development evaluation showed they were ineffective, potentially saving the state millions of dollars in the coming years. The department's study was the first under an overhauled tax incentive review process.
- North Carolina Governor Roy Cooper (D) signed a bill in June that creates a reserve fund to address the unfunded liabilities of the state's public retiree health benefit and retirement system. The fund will be paid for through savings strategies that Pew's state fiscal health team helped put in place last year.



A smartphone draws the attention of Somali women at a refugee complex in Kenya. *Yasuyoshi Chiba/AFP/Getty Images*

Information overload

The Pew Research Center published a survey in June showing that almost 7 in 10 Americans (68 percent) are exhausted by the amount of news. But the analysis also revealed that the sentiment is more common on the right side of the political spectrum, with 77 percent of Republicans or those leaning Republican feeling overwhelmed, and 61 percent of Democrats or those leaning Democratic in agreement. The percentage expressing feelings of information overload is in line with how Americans felt during the 2016 presidential election, when a majority expressed feelings of exhaustion from election coverage.

Attitudes on immigration

A Pew Research Center report released in June found that support for increasing the level of legal immigration has risen, while the share saying legal immigration should decrease has fallen. The study found that 32 percent of Americans say legal immigration should be increased, the highest percentage since at least 2001. Twenty-four percent say legal immigration should be reduced, which was the lowest percentage since at least 2001. Almost 4 in 10 (38 percent) Americans believe legal immigration should be kept at current levels.

Global technology use

A Pew Research Center June report examining technology use in 39 countries found that social media use continues to increase in emerging economies while it has plateaued in wealthier nations. The survey also found that a median of 87 percent of adults in advanced economies use the internet at least occasionally or own a smartphone, compared with 64 percent in emerging and developing economies. A smaller gap exists among adults using online social networking sites, with 60 percent of those in advanced economies and 53 percent of those in emerging and developing economies saying they use such sites.

Unity and division in the U.S.

In May, the Pew Research Center published a report examining what unites and divides Americans in urban, suburban, and rural areas. It found that majorities in each community say their problems are not understood by most people who live elsewhere. The study also found that 62 percent of urban registered voters identify as Democrats or lean Democratic while 54 percent of registered rural voters identify as Republican or lean Republican. Suburban voters are more equally divided, with 47 percent identifying as Democrats or leaning Democratic, and 45 percent identifying as Republican or leaning Republican.

Media polarization in Western Europe

In May, the Pew Research Center published a report examining news consumption habits and attitudes toward the media in eight countries in Western Europe (Denmark, France, Germany, Italy, the Netherlands, Spain, Sweden, and the United Kingdom). It found that people with populist leanings have more negative attitudes about the news media than do those with nonpopulist views. Trust in the news media is especially low in southern Europe: Only 29 percent of Italians and 31 percent of Spaniards express at least some trust in the press. About two-thirds of the Dutch (67 percent), the Germans (64 percent), and the Swedes (64 percent) feel that way.



Philadelphia's interactive exhibit and working garden "Farm for the City," outside City Hall, highlights gardens' positive impact on communities. *Pennsylvania Horticultural Society*

Pew supports Pennsylvania Horticultural Society's 'Farm for the City' public installation

In June, the Pennsylvania Horticultural Society, with support from the Pew Center for Arts & Heritage, opened its "Farm for the City" public installation. The exhibit transformed Philadelphia's Thomas Paine Plaza, located near City Hall, into a temporary 2,000-square-foot garden to encourage public conversations

about the role of urban agriculture in strengthening communities. Over four months, the raised-bed gardens were expected to grow about 1,000 pounds of produce, to be donated to Broad Street Ministry, a community service organization dedicated to serving the homeless.

Pew Center for Arts & Heritage names 2018 awardees

The Pew Center for Arts & Heritage in June announced 45 grants supporting a wide range of work from the Philadelphia region's cultural organizations and artists. Totalling more than \$8.7 million, the awards provide funding for 12 fellowships for artists working in a variety of disciplines and 33 project grants for the presentation of exceptional, creative programming and events that contribute to the vibrancy of Philadelphia's civic life.

A portrait of Philadelphia's government hiring

The Philadelphia research initiative in June released an analysis of the city government's hiring and employment processes. It found that Philadelphia's civil service regulations allow its hiring managers less flexibility than their counterparts in many of the nation's most populous cities, potentially limiting the infusion of new talent into the ranks of city government. Interviews with over 40 Philadelphia officials portrayed hiring and promotion practices that are cumbersome, inflexible, and slow. Among the findings: From 2013 to 2015, the median time between an individual's submitting an application and being selected for a position was 360 days—and some applicants sat on waiting lists for up to two years. Pew performed the study at the request of Philadelphia officials.

Recognition for Arts fellows

Two Pew fellows in the arts have been recognized for their visionary work as composers and musicians. Bassist Jamaaladeen Tacuma, a 2011 fellow, was honored in March with the 2018 Benny Golson Award, presented by Philadelphia's Office of Arts, Culture, and the Creative Economy. And pianist Dave Burrell, a 1996 fellow, was celebrated for his lifetime of achievement during New York's Vision Festival in May. The festival, which described Burrell as "a leader in the contemporary jazz scene," featured the pianist and musical collaborators in a performance highlighting his five-decade career.

2018 Benny Golson Award winner bassist Jamaaladeen Tacuma.
Colin Lenton



Jazz guitarist Nels Cline performs "Lovers (for Philadelphia)" with a 17-piece orchestra. *Ars Nova Workshop*

Pew-funded performances held in Philadelphia region

Performances funded by the Pew Center for Arts & Heritage and presented over the summer included a concert from celebrated jazz guitarist Nels Cline. Cline—who performed "Lovers (for Philadelphia)" with a 17-piece jazz orchestra that featured songs inspired by Philadelphia's musical history—is also known for his work with the Grammy Award-winning band Wilco. The Kimmel Center for the Performing Arts presented the Philadelphia premiere of the Pulitzer Prize-nominated "A 24-Decade History of Popular Music," created and performed by MacArthur fellow Taylor Mac. The epic work was presented in two 12-hour performances that traced critical moments in the nation's history through hundreds of popular songs from 1776 to the present.

Pew experts explore innovative ideas on the most critical subjects facing our world.

Fishing Subsidies Are Speeding the Decline of Ocean Health

With too many boats chasing too few fish, it's time for a change.

BY ELIZABETH WILSON

More than 1 billion people worldwide depend on seafood as a main source of protein, and about 100 million people rely directly on fishing for their income, yet according to the U.N. Food and Agriculture Organization (FAO), 93 percent of marine fisheries are either fully fished or overfished.

Fisheries subsidies are one of the key drivers behind this decline in stocks. Governments pay around \$20 billion a year in damaging types of fisheries subsidies, primarily to industrial operators, to offset costs such as fuel, gear, and vessel construction. Although not all subsidies are harmful, many encourage fishing beyond sustainable biological limits by helping vessels go farther and fish for longer periods and with greater capacity than they would without this assistance. Today, in part driven by fisheries subsidies, global fishing capacity—the total capability of the world's fleets—is estimated at 250 percent of the level that would bring in the maximum sustainable catch.

Overfishing is a threat not only to fish stocks but also to the health of the ocean and, by extension, all who rely on it. Healthy fish stocks are vital to functioning marine ecosystems and to the food security and livelihoods of billions of people—and can help the ocean better withstand a range of stresses, including climate change.

Ultimately, there are too many boats on the ocean chasing too few fish. One way to correct that is by curtailing capacity-enhancing subsidies to reduce pressure on fish stocks, thus ensuring a more sustainable future for coastal communities worldwide. With the launch of Pew's project on reducing harmful fishing subsidies, we are working to do just that by encouraging members of the World Trade Organization (WTO) to adopt a binding agreement that will limit or eliminate harmful subsidies that cause overfishing.

This is in line with the U.N.'s Sustainable Development Goal on the ocean, SDG 14, which

calls for prohibiting subsidies that contribute to overcapacity and overfishing and eliminating subsidies that contribute to illegal, unreported, and unregulated fishing by 2020.

Overfishing is a threat not only to fish stocks but also to the health of the ocean and, by extension, all who rely on it.

That deadline has created a brief window in which a substantial reduction of global fisheries subsidies may be possible. In line with SDG 14, the WTO issued a ministerial declaration in December 2017 indicating its intent to negotiate and adopt an agreement on fisheries subsidies by the end of 2019. While reining in the harmful effects of subsidized fishing has been on the WTO agenda for almost two decades, the time has come for governments to reach a meaningful agreement.

An ambitious WTO outcome would be transformative. It would bind the organization's membership and be backed by its dispute resolution and compliance process, which is regarded as one of the strongest in international law.

The cost of inaction is too high. The scope, magnitude, and effects of harmful fishing subsidies are so significant that eliminating them would go a long way toward curtailing overfishing and helping to ensure that our ocean can continue to provide food and support jobs far into the future.

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Elizabeth Wilson directs Pew's international conservation policy.

END NOTE

How Americans describe what society values (and doesn't) in each gender.

What traits does society value most in men and women—and which ones are discouraged? Last year, the Pew Research Center asked 4,573 Americans these questions, and respondents answered with more than 1,500 unique words.

Some traits were viewed as positive attributes for one gender but negative for the other. For example, when the word powerful was used to describe men, 67% of the time it was seen as a trait society values; when it was used to describe women, 92% of the time it was seen as a negative trait. Additionally, some words were mostly used to reference just one gender. Here's a breakdown of how respondents associated several of the most commonly used words. To see how more words rated, visit pew.org/GenderWords.



■ POSITIVE

■ NEGATIVE

■ GENDER-SPECIFIC



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In the past decade, America's newsrooms have lost nearly a quarter of their jobs—with newspapers leading the decline.

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