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Online News Audience Larger, More Diverse
NEWS AUDIENCES INCREASINGLY POLITICIZED

Pew Research Center Biennial News Consumption Survey

Also Inside ...

- Fox News audience more conservative
- Partisan views of media credibility
- More African Americans go online for news
- Rising interest in international news
- College grads prefer words over pictures

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2004 PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
MEDIA CONSUMPTION AND BELIEVABILITY STUDY
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Online News Audience Larger, More Diverse NEWS AUDIENCES INCREASINGLY POLITICIZED

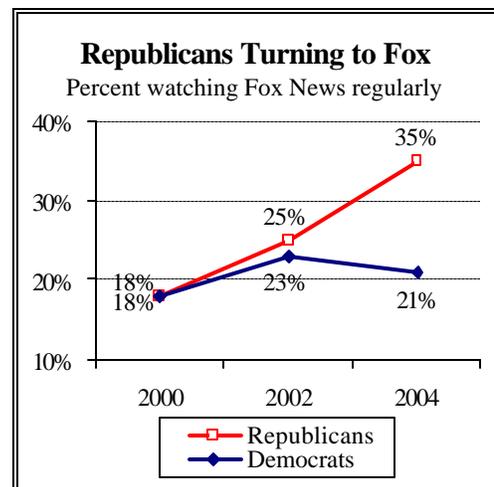
Despite tumultuous events abroad, the public's news habits have been relatively stable over the past two years. Yet modest growth has continued in two important areas – online news and cable news. Regarding the latter, the expanding audience for the Fox News Channel stands out. Since 2000, the number of Americans who regularly watch Fox News has increased by nearly half – from 17% to 25% – while audiences for other cable outlets have been flat at best.

Fox's vitality comes as a consequence of another significant change in the media landscape. Political polarization is increasingly reflected in the public's news viewing habits. Since 2000, the Fox News Channel's gains have been greatest among political conservatives and Republicans. More than half of regular Fox viewers describe themselves as politically conservative (52%), up from 40% four years ago. At the same time, CNN, Fox's principal rival, has a more Democrat-leaning audience than in the past.

| <i>Percent who regularly watch...</i> | <u>Total</u> | <u>Rep</u> | <u>Dem</u> | <u>Ind</u> |
|---------------------------------------|--------------|------------|------------|------------|
| | % | % | % | % |
| Fox News Channel | 25 | 35 | 21 | 22 |
| CNN | 22 | 19 | 28 | 22 |
| MSNBC | 11 | 10 | 12 | 12 |
| CNBC | 10 | 9 | 12 | 9 |
| NBC Nightly News | 17 | 15 | 18 | 19 |
| CBS Evening News | 16 | 13 | 19 | 17 |
| ABC World News | 16 | 15 | 20 | 12 |
| NPR | 16 | 13 | 19 | 17 |
| NewsHour | 5 | 4 | 5 | 5 |
| O'Reilly Factor | 8 | 16 | 3 | 6 |
| Rush Limbaugh | 6 | 14 | 2 | 4 |
| Larry King | 5 | 5 | 6 | 3 |
| Daily Show | 3 | 3 | 3 | 3 |

The public's evaluations of media credibility also are more divided along ideological and partisan lines. Republicans have become more distrustful of virtually all major media outlets over the past four years, while Democratic evaluations of the news media have been mostly unchanged. As a result, only about half as many Republicans as Democrats rate a variety of well-known news outlets as credible – a list that includes ABC News, CBS News, NBC News, NPR, PBS's NewsHour with Jim Lehrer, the New York Times, Newsweek, Time and U.S. News and World Report.

CNN's once dominant credibility ratings have slumped in recent years, mostly among Republicans and independents. By comparison, the Fox News Channel's believability ratings have remained steady – both overall and within partisan groups. Nonetheless, among those able to rate



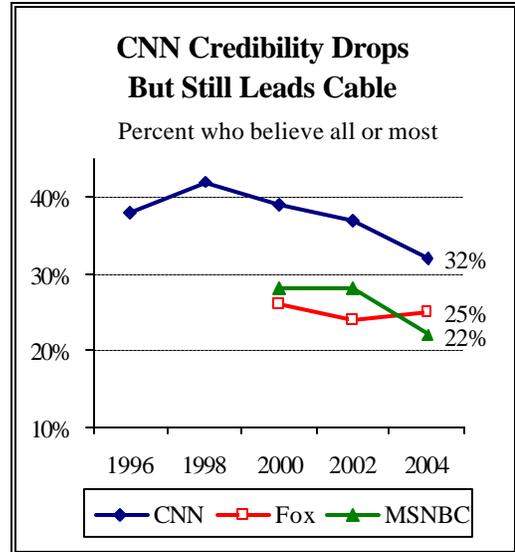
the networks, more continue to say they can believe all or most of what they hear on CNN than say that about Fox News Channel (32% vs. 25%).

The partisan nature of these ratings is underscored by the fact that, while roughly the same proportion of Republicans and Democrats view Fox News as credible, Fox ranks as the most trusted news source among Republicans but is among the least trusted by Democrats.

The biennial news consumption survey by the Pew Research Center for the People and the Press finds that ideology and partisanship also are at work in other media choices and attitudes. The nationwide poll of 3,000 adults, conducted April 19-May 12, 2004, finds that the audiences for Rush Limbaugh's radio show and Bill O'Reilly's TV program remain overwhelmingly conservative and Republican. By contrast, audiences for some other news sources – notably NPR, the NewsHour, and magazines like the New Yorker, the Atlantic and Harper's – tilt liberal and Democratic, but not nearly to the same degree.

The signs of greater polarization in news choices come against a backdrop of overall stability in the public's preferences. Local TV news continues to be the most popular medium, but regular viewership is still below levels recorded in the mid-1990s. Similarly, reported levels of regular newspaper reading and viewing of network evening news broadcasts have not recovered from their decade-long slump, though they have not declined further.

The traditional news outlets have failed to expand their audiences despite the high level of interest in the war in Iraq, which has led to an uptick in the amount of time Americans spend on the news. Moreover, there has been a sharp rise in the percentage of Americans who say they closely follow international news most of the time, rather



| Believe all or most from... | Republicans | | | Democrats | | |
|-----------------------------|-------------|-----|-----|-----------|-----|-----|
| | '00 | '02 | '04 | '00 | '02 | '04 |
| | % | % | % | % | % | % |
| CBS News | 27 | 17 | 15 | 36 | 33 | 34 |
| ABC News | 25 | 17 | 17 | 37 | 31 | 35 |
| NBC News | 29 | 19 | 16 | 37 | 31 | 29 |
| CNN | 33 | 32 | 26 | 48 | 45 | 45 |
| Fox News Ch. | 26 | 28 | 29 | 27 | 27 | 24 |
| MSNBC | 24 | 22 | 14 | 36 | 30 | 29 |
| NPR | 20 | 16 | 15 | 36 | 24 | 33 |
| NewsHour | 18 | 24 | 12 | 32 | 28 | 30 |
| C-SPAN | 32 | 27 | 23 | 38 | 31 | 36 |
| Wall St. Jrn. | 46 | 35 | 23 | 40 | 29 | 29 |
| NY Times | - | - | 14 | - | - | 31 |
| Daily paper | 21 | 18 | 16 | 31 | 28 | 23 |

Based on those who can rate each organization

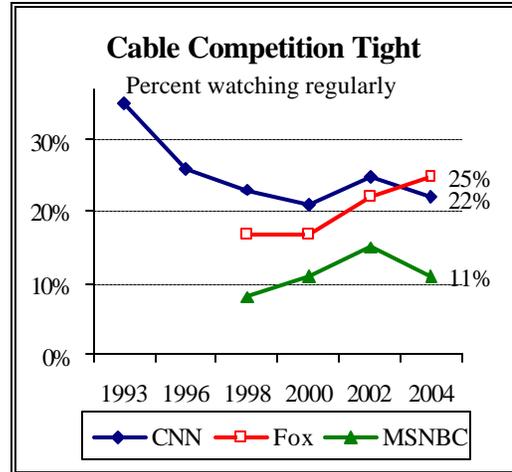
than just when important developments occur. The number tracking overseas news closely most of the time has increased from 37% in 2002 to 52%, which appears to be driven by the broad interest in the conflict in Iraq.

With most other media trends flat, the steady growth in the audience for online news stands out. Internet news, once largely the province of young, white males, now attracts a growing number of minorities. The percentage of African Americans who regularly go online for news has grown by about half over the past four years (16% to 25%).

More generally, the Internet population has broadened to include more older Americans. Nearly two-thirds of Americans in their 50s and early 60s (64%) say they go online, up from 45% in 2000.

The survey finds that many Americans – especially older people – look for in-depth news coverage. Moreover, a majority of college graduates (55%) say they better understand the news when they read or hear it rather than seeing pictures or video. The durability of the serious news consumer is reflected in the steady numbers of Americans who are regular consumers of news from NPR, the NewsHour, C-SPAN, and magazines such as the New Yorker, the Atlantic and Harper’s.

For the most part, these audiences have not increased in size in recent years, but they have not suffered the long-term declines experienced by newspapers and network evening news. In addition, more specialized news outlets – ranging from the Weather Channel to religious radio – also have held their own in the changing news environment.



Big Media Falters, Smaller and Specialized Outlets Hold Firm

| <i>Regularly watch read, listen to...</i> | 1996 | 1998 | 2000 | 2002 | 2004 |
|---|------|------|------|------|------|
| <i>Major news sources</i> | % | % | % | % | % |
| Local TV news | 65 | 64 | 56 | 57 | 59 |
| Network evening news | 42 | 38 | 30 | 32 | 34 |
| Newspaper yesterday | 50 | 48 | 47 | 41 | 42 |
| Network TV magazines | 36 | 37 | 31 | 24 | 22 |
| Time/Newsweek/US News | 15 | 15 | 12 | 13 | 13 |
| <i>In-depth news sources</i> | | | | | |
| National Public Radio | 13 | 15 | 15 | 16 | 16 |
| NewsHour | 4 | 4 | 5 | 5 | 5 |
| C-SPAN | 6 | 4 | 4 | 5 | 5 |
| New Yorker/Atlantic | - | 2 | 2 | 2 | 2 |
| <i>Specialized news</i> | | | | | |
| Weather Channel | - | 33 | 32 | 32 | 31 |
| ESPN | - | 20 | 23 | 19 | 20 |
| Entertainment TV | - | 8 | 8 | 9 | 10 |
| Business magazines | 5 | 5 | 5 | 4 | 4 |
| Religious radio | 11 | 10 | - | 8 | 11 |
| Get news online three or more days per week | 2* | 13 | 23 | 25 | 29 |

* From June 1995

Other findings:

- Beyond politics, news habits are being subtly shaped by some basic preferences and attitudes toward the news. About half (52%) like to get the news at regular times while nearly as many (46%) are “news grazers,” who check in on the news from time to time. Grazers are younger, less dedicated to the news, and have an eclectic news diet.
- The age gap in newspaper readership continues to widen. Six-in-ten Americans age 65 and older say they read a newspaper on a typical day, compared with just 23% of those under age 30.
- Roughly three-quarters of Americans (76%) say they have a digital video disc (DVD) player, more than quadruple the percentage in the 2000 media survey (16%). But video cassette recorders have not faded into oblivion – 92% of the public has a VCR.
- The public continues to express skepticism toward news outlets and those who run them. More than half (53%) agree with the statement “I often don’t trust what news organizations are saying.” Nearly as many (48%) believe people who decide on news content are “out of touch.”
- Regular readers of literary magazines like the New Yorker and the Atlantic proved to be the most knowledgeable – 59% correctly answered four current events questions, a higher percentage than any other news audience. The readership of these magazines also has the greatest proportion of college graduates. Readers of political magazines such as the Weekly Standard and The New Republic rank second, along with the audience for Larry King Live. King’s audience is not as well-educated as the readership of literary or political magazines, but is considerably older.

Section I: Where Americans Go for News

Americans' news habits have changed little over the past two years. Network and local TV news viewership has been largely stable since 2002. Daily newspaper readership remains at 42% (it was 41% two years ago). And the percentage of Americans who listen to news on the radio on a typical day is virtually unchanged since the last Pew Research Center media consumption survey (40% now, 41% in 2002).

There are, however, a couple of notable exceptions to this pattern of stability. The percentage of Americans who regularly turn to cable news channels has edged up over the past two years. The overall audience for cable TV news exceeds that for network television news by a narrow margin: 38% of Americans say they regularly watch cable news channels, compared with 34% who regularly watch the nightly news on one of the three major broadcast networks. In April 2002, the two audiences were nearly identical in size – 33% for cable news, 32% for network news. So while the nearly decade-long slide in network news viewership may have subsided, the networks now risk being eclipsed by their cable competitors.

| | May 1993 | April 1996 | April 1998 | April 2000 | April 2002 | April 2004 |
|------------------------------|-------------|---------------|---------------|---------------|---------------|---------------|
| <i>General categories</i> | % | % | % | % | % | % |
| Local TV news | 77 | 65 | 64 | 56 | 57 | 59 |
| Cable TV news | – | – | – | – | 33 | 38 |
| Nightly network news | 60 | 42 | 38 | 30 | 32 | 34 |
| Network TV magazines | 52 | 36 | 37 | 31 | 24 | 22 |
| Network morning news | – | – | 23 | 20 | 22 | 22 |
| <i>Cable Networks</i> | | | | | | |
| Fox News Channel | – | – | 17 | 17 | 22 | 25 |
| CNN | 35 | 26 | 23 | 21 | 25 | 22 |
| MSNBC | – | – | 8 | 11 | 15 | 11 |
| CNBC | – | – | 12 | 13 | 13 | 10 |
| C-SPAN | 11 | 6 | 4 | 4 | 5 | 5 |
| <i>Evening News Programs</i> | | | | | | |
| NBC Nightly News | – | – | – | – | 20 | 17 |
| ABC World News Tonight | – | – | – | – | 18 | 16 |
| CBS Evening News | – | – | – | – | 18 | 16 |
| NewsHour | 10 | 4 | 4 | 5 | 5 | 5 |

The other notable change is a rise in online news consumption. About three-in-ten (29%) Americans now report that they regularly go online to get news, up from 25% in 2002 and 23% in 2000. In addition, surveys by the Pew Internet and American Life Project have found the percentage who go online for news on a typical day has increased by half over the past four years (from 12% to 18%). A more inclusive question on this survey found 24% saying they went online for news on the previous day.

Network News Audience Still Aging

Overall, local television news continues to dominate the American media landscape. Fully 59% of Americans say they regularly watch the local news in their area. This is down significantly from the more than three-quarters of American who regularly watched local news in the early 1990s, but is largely unchanged from 2000.

Roughly a third of the public (34%) now regularly watches one of the nightly network news broadcasts on CBS, ABC or NBC. The total audience for these broadcasts shrunk by about half between 1993 and 2000, but has remained fairly steady since then.

Nearly equal proportions of Americans report watching the individual nightly network news programs: 16% regularly watch the CBS Evening News with Dan Rather; 16% watch ABC's World News Tonight with Peter Jennings; and 17% watch the NBC Nightly News with Tom Brokaw. Five percent of Americans regularly tune into the NewsHour on PBS.

As has been the case for some time, network news viewers are an aging group. A majority (56%) of those age 65 and older say they regularly watch nightly network news; less than a third as many Americans under age 30 (18%) regularly watch these news programs. And it is not just the youngest viewers who are tuning out the network news. Only about a quarter of those age 30-49 (26%) are regular viewers. The generation gap for network news viewership, already substantial, has become slightly wider over the past two years.

| Generations Divide over Networks and Cable | | | | | |
|---|---------------------|---------------------|---------------------|-------------------|---------------------|
| <i>Watch regularly...</i> | <i>18-29</i> | <i>30-49</i> | <i>50-64</i> | <i>65+</i> | <i>Diff*</i> |
| <i>Nightly network news</i> | % | % | % | % | |
| 2004 | 18 | 26 | 43 | 56 | +38 |
| 2002 | 19 | 23 | 45 | 53 | +34 |
| <i>Cable TV news</i> | | | | | |
| 2004 | 29 | 37 | 40 | 46 | +17 |
| 2002 | 23 | 31 | 41 | 38 | +15 |

* Represents the percentage point gap between the youngest and oldest viewers.

Cable Audience: Younger, More Republican

Cable news appears to be gaining ground on the networks. The increase in viewership of cable news channels since 2002 has been broad-based. While the cable news audience is slightly older than average, age differences in cable viewership are not nearly as large as for network news. Furthermore, cable news has made modest gains among 18-29 year-old viewers over the past two years. Today nearly three-in-ten young people regularly tune into a cable news channel, compared with 23% in 2002.

The cable news audience is slightly more affluent and well-educated than the network news audience. It also is more Republican: 46% of Republicans regularly watch cable news compared with 31% who watch network news.

CNN has been the dominant cable news channel since its inception in 1980. But since 2002 the Fox News Channel has pulled into a statistical heat as its audience has continued to grow. The Fox News Channel is viewed regularly by 25% of the public, up marginally from 22% in 2002 and 17% in 1998 and 2000. By comparison, 22% of Americans regularly watch CNN today, and there is no upward trend in the size of its audience. Roughly one-in-ten Americans watch MSNBC regularly (down from a peak of 15% in 2002), 10% regularly watch CNBC (down from 13% in 2002), and 5% watch C-SPAN.

**Trend in Regular News Consumption:
Print, Radio and the Internet**

| | Feb 1994 | April 1996 | April 1998 | April 2000 | April 2002 | April 2004 |
|--------------------------|-----------------|----------------|---------------|---------------|---------------|---------------|
| | % | % | % | % | % | % |
| Newspaper ¹ | 58 | 50 | 48 | 47 | 41 | 42 |
| News magazines | 16 | 15 | 15 | 12 | 13 | 13 |
| Business magazines | 6 | 5 | 5 | 5 | 4 | 4 |
| Literary magazines | 2 | — | 2 | 2 | 2 | 2 |
| Political magazines | — | — | — | — | 2 | 2 |
| Radio ¹ | 47 | 44 | 49 | 43 | 41 | 40 |
| Call-in radio shows | 16 ² | 13 | 13 | 14 | 17 | 17 |
| National Public Radio | 9 | 13 | 15 | 15 | 16 | 16 |
| Online news ³ | — | 2 ⁴ | 13 | 23 | 25 | 29 |

¹ figures based on use "yesterday" ² from 11/1994
³ Online news at least 3 days per week ⁴ from 6/1995

Young People Shun Newspapers

The decade-long slide in newspaper readership has leveled off. The percentage of Americans reporting that they read a newspaper "yesterday" fell from 58% in 1994 to 47% in 2000, and 41% in 2002. It now stands at 42%.

Newspaper readership among young people continues to be relatively limited. Among those under age 30, just 23% report having read a newspaper yesterday. This is down slightly from 26% in 2002 and stands in marked contrast to the 60% of older Americans who say they read a newspaper yesterday. Young people are more apt to read a magazine or a book for pleasure on a daily basis than they are to pick up a newspaper.

Readership of news magazines, business

**Newspapers' Continuing
Generation Gap**

| | <i>Read a newspaper yesterday</i> | | | | | <i>96-04</i> |
|---------------|-----------------------------------|-------------|-------------|-------------|-------------|---------------|
| | <u>1996</u> | <u>1998</u> | <u>2000</u> | <u>2002</u> | <u>2004</u> | <u>Change</u> |
| | % | % | % | % | % | |
| 18-29 | 29 | 28 | 29 | 26 | 23 | -6 |
| 20-49 | 49 | 45 | 43 | 37 | 39 | -10 |
| 50-64 | 58 | 58 | 53 | 52 | 52 | -6 |
| 65+ | 70 | 69 | 63 | 59 | 60 | -10 |
| <i>Diff *</i> | <i>-41</i> | <i>-41</i> | <i>-34</i> | <i>-33</i> | <i>-37</i> | |

** Represents the percentage point gap between the youngest and oldest age groups.*

magazines, literary magazines, and political magazines is unchanged from 2002: 13% of Americans regularly read news magazines such as Time, U.S. News or Newsweek; 4% read business magazines such as Fortune and Forbes; 2% read literary magazines such as the Atlantic, Harper's or the New Yorker; and 2% read political magazines such as the Weekly Standard or the New Republic.

Stable Radio News Audiences

The percentage of Americans who listen to radio news has remained relatively stable in recent years. Four-in-ten say they listened to news on the radio yesterday. This is virtually unchanged from 2002 (41%) and down only marginally from 2000 (43%).

Talk radio is holding onto its corner of the media market – 17% of the public regularly listens to radio shows that invite listeners to call in to discuss current events, public issues and politics. The talk radio audience remains a distinct group; it is mostly male, middle-aged, well-educated and conservative. Among those who regularly listen to talk radio, 41% are Republican and 28% are Democrats. Furthermore, 45% describe themselves as conservatives, compared with 18% who say they are liberal.

National Public Radio's audience is holding steady as well: 16% of Americans regularly listen to NPR. In contrast to the talk radio audience, the NPR audience is fairly young, well-educated and Democratic. Fully 41% of regular NPR listeners are Democrats, 24% are Republicans.

More Go Online for News

One of the few upward trends in media consumption in recent years has been the percentage of Americans who turn to Internet sources for news. As the public has moved away from traditional news sources – local and network television news, newspapers and, to a lesser extent, radio – online news consumption has increased dramatically. In 1995, just 2% of the public was going online at least three days a week to get news. That number had increased more than sixfold (to 13%) by 1998 and nearly doubled again (to 23%) by 2000. The growth has been slower since then, but still trending upward (currently at 29%).

The online news audience is young, affluent and well-educated. More men than women go online to get news, but the gender gap has narrowed in recent years. The increase in online news use since 2002 has been particularly sharp among racial and ethnic minority groups. In 2002, 15% of African Americans went online regularly for news. Today that figure has risen to 25%. Among Hispanics, 32% now go online regularly for news, up from 22% in 2002.

Where They Go: AOL, Yahoo, Network Sites

When going online for news, Americans for the most part rely on familiar names: 13% say they regularly visit the news pages of AOL, Yahoo or other Internet service providers; 10% say they go to the websites of the major broadcast and cable news networks; and 9% go to the website of their local paper. Fewer people say they go to the sites of national newspapers (6%), while 3% go to online magazines like Slate.com or National Review online.

To put these numbers in perspective, as many people now say they regularly log on to the news pages of one of the major Internet providers as regularly read news magazines like Time or Newsweek (13%), or watch the Sunday morning talk shows (12%). And many more people say they regularly go to these sites than watch such well-known cable programs as the O'Reilly Factor (8% regularly) or Larry King Live (5%).

| <i>Visit websites such as...</i> | <u>Reg- ularly</u> % | <u>Some- times</u> % | <u>Hardly ever/ Never</u> % | <u>DK/ Ref.</u> % |
|--------------------------------------|-----------------------------|-----------------------------|--|--------------------------|
| AOL or Yahoo news | 13 | 17 | 70 | *=100 |
| Network TV news websites | 10 | 19 | 71 | *=100 |
| Local TV/Paper websites | 9 | 19 | 72 | *=100 |
| National newspapers websites | 6 | 13 | 80 | 1=100 |
| Online magazine/opinion sites | 3 | 7 | 90 | *=100 |

Percentages based on total population. The "hardly ever/never" category includes people who do not use the Internet.

Moreover, as many as 26% of Americans say they regularly visit *one or more* of these online sites – the news pages of the Internet service providers, network or local TV news websites, newspaper sites or online magazines. That approaches the 36% who regularly watch one or more of the network TV news broadcasts, though it lags well behind the overall audience for cable news programs (44%).

Like the online news audience generally, the people who visit specific Internet news sites tend to be young and well-educated. One-in-five college graduates (21%) say they regularly visit the news pages of AOL, Yahoo and other services providers, while 17% regularly go to the network TV websites. By comparison, just 7% of those with no more than a high school education visit the news pages of AOL, Yahoo and similar services and the same number visits the network TV sites.

Round-the-Clock News

In spite of shifting public preferences, the news remains a central part of Americans' lives. Most people consume news morning, noon and night. Fully 71% say that, on a typical weekday, they start their morning with some type of news. This has been a consistent pattern, as 68% of Americans said the same

in 2002 and 67% did so in 2000. The morning news habit is prevalent across most major demographic groups. Young people are among the least likely to start their day with news, yet 60% say that they typically do. College graduates are among the most likely to do so (79%). Internet users seek out news in the morning at a higher rate than non-Internet users.

Nearly three-quarters of Americans (73%) follow news during the course of the day. This is up significantly from 61% two years ago. For the most part, the increase in daytime news consumption can be seen across the board. Young people are less inclined than their older counterparts to seek out news during the day. And college graduates and Internet news users are among the biggest daytime news consumers.

| | Total | Internet users | Not online |
|--------------------------------------|-------|----------------|------------|
| <i>Do you typically get news...*</i> | % | % | % |
| In the morning | 71 | 73 | 66 |
| During the day | 73 | 76 | 69 |
| Around dinner hour | 60 | 59 | 61 |
| Late at night | 63 | 63 | 63 |

* Percent who report getting any kind of news at each time of day.

Six-in-ten Americans say they typically read, watch or listen to the news around the dinner hour. This percentage has increased somewhat from 55% in 2002. More women than men get the news at this time of day. Younger people lag behind again, but the educational and online differences in morning and daytime news consumption are not evident at the dinner hour.

Overall, 63% of Americans say they read, watch or listen to the news late in the evening. Getting the news at that time has broad appeal. Looking across the demographic spectrum at men and women, young and old, the college-educated and those with less than a high school diploma, no single group dominates the late news audience.

During these late night hours, many young people are tuning into comedy shows such as David Letterman and Jay Leno. Those under age 30 are among the most likely to watch these types of shows – 17% watch Leno or Letterman regularly, compared with 8% of 30-49 year-olds and 12% of those age 50 and older.

Time Spent with the News

The amount of time Americans spend with the news has fluctuated only marginally in recent years. On average, Americans spend a little over an hour each day (66 minutes) watching, reading or listening to the news. This is up somewhat from 59 minutes in 2002 but still lower than the 73 minutes recorded a decade ago. More time is spent watching television

news than reading a newspaper or listening to the radio. Americans spend an average of 32 minutes watching television news on any given day. This is up modestly from 28 minutes in 2002, but down from a high of 38 minutes in 1994. Six-in-ten say they watched TV news the previous day, and 31% watched for an hour or more.

Americans spend far less time reading a newspaper or listening to news on the radio each day – 17 minutes for each. These figures have remained remarkably stable over the last 10 years. The average amount of time spent reading the news online is seven minutes.

The decrease in time spent with the news from 1994-2004 has been driven almost entirely by the changing behavior of young people. In 1994, 18-24 year-olds were spending on average 51 minutes a day watching TV news, reading newspapers or listening to news on the radio. Those age 65 and older were

spending an average of 90 minutes with the news – a gap of 39 minutes. Today, 18-24 year-olds spend 35 minutes a day with the news. While that represents a modest increase from 2002 (from 31 minutes), those age 65 and older spend around 85 minutes with the news on TV, radio and in newspapers. By this measure, the gap between the oldest and youngest Americans stands at 50 minutes.

Time Spent with the News “Yesterday”

| <i>Average number of minutes spent ...*</i> | <u>1994</u> | <u>1996</u> | <u>1998</u> | <u>2000</u> | <u>2002</u> | <u>2004</u> |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| Watching TV news | 38 | 31 | 31 | 28 | 28 | 32 |
| Reading a newspaper | 19 | 19 | 18 | 17 | 15 | 17 |
| Listening to news on radio | <u>17</u> | <u>16</u> | <u>16</u> | <u>13</u> | <u>16</u> | <u>17</u> |
| Total | 73 | 66 | 65 | 58 | 59 | 66 |

* All averages are estimated, based on time spent watching TV news, reading newspapers, and listening to news on the radio.

Young Adults’ News Time Down Sharply Over Past Decade

--Average Minutes Yesterday*--

| | <u>1994</u> | <u>1996</u> | <u>1998</u> | <u>2000</u> | <u>2002</u> | <u>2004</u> | <u>diff.</u> |
|-------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| 18-24 | 51 | 37 | 47 | 36 | 31 | 35 | -16 |
| 25-29 | 62 | 53 | 50 | 50 | 48 | 45 | -17 |
| 30-34 | 65 | 59 | 52 | 45 | 54 | 59 | -6 |
| 35-49 | 74 | 64 | 62 | 57 | 57 | 66 | -8 |
| 50-64 | 83 | 79 | 69 | 64 | 71 | 76 | -7 |
| 65+ | 90 | 89 | 96 | 80 | 81 | 85 | -5 |

* All averages are estimated, based on time spent watching TV news, reading newspapers, and listening to news on the radio. Online news is not included.

When it comes to watching other television programming, reading magazines and reading books for pleasure, young people are on equal footing with their older counterparts. The gap comes on news-related media, which does not seem to engage young consumers.

The overall decrease in time spent with the news over the last 10 years has coincided with the increase in Internet news consumption. Just 15% of those who go online weekly for news say they are using other sources of news less, but there is clearly a link between Internet use and consumption of traditional media, especially television news viewing. Among online users, 58% report having watched TV news the previous day, but just 27% say they spent an hour or more doing so. By contrast, among non-online users, 65% watched TV news yesterday, with 41% watching for an hour or more.

Internet usage is not linked to newspaper readership in the same way. Nearly equal percentages of Internet users and non-Internet users (42% and 41%, respectively) report having read a newspaper yesterday. And there are no significant differences in the time each group spent reading the paper. But unlike TV news, Internet users are *more* likely than those not online to listen to news on the radio: 44% tuned into radio news yesterday, compared to 33% of those who don't go online.

The Media and Daily Life

Relative to life's other daily chores and activities, news consumption takes up a significant amount of time. On a typical day, Americans are

| | Total | Internet user | Not online |
|------------------------|-------|---------------|------------|
| <i>Yesterday...</i> | % | % | % |
| Watched TV news | 60 | 58 | 65 |
| <i>1 hour or more</i> | 31 | 27 | 41 |
| Read newspaper | 42 | 42 | 41 |
| <i>1 hour or more</i> | 9 | 8 | 10 |
| Listened to radio news | 40 | 44 | 33 |
| <i>1 hour or more</i> | 15 | 16 | 14 |

| | Jan 1994 | April 1998 | April 2000 | April 2002 | April 2004 |
|---|----------------------|-----------------|-----------------------|------------|------------|
| <i>Did yesterday</i> | % | % | % | % | % |
| Watched TV news | 72 | 59 | 56 | 55 | 60 |
| Read newspaper | 49 | 48 | 47 | 41 | 42 |
| Listened to radio news | 47 | 49 | 43 | 41 | 40 |
| Any news yesterday¹ | 90 | 85 | 83 | 80 | 82 |
| Went online from home | – | 17 | 23 ⁵ | 34 | 38 |
| Went online from work ² | – | 12 | 13 ⁵ | 20 | 20 |
| Total online yesterday² | 4³ | 25 | 30⁵ | 43 | 47 |
| Online news yesterday | – | – | – | – | 24 |
| Watched non-news TV | 69 | 64 ⁴ | 57 | 59 | 63 |
| Read a magazine | 33 | 29 | 26 | 23 | 25 |
| Read a book | 31 | 35 ⁴ | 35 ⁶ | 34 | 35 |
| Watched movie at home | – | – | – | 23 | 24 |
| Personal telephone call | 63 | 67 | – | 63 | 66 |
| E-mailed friend/relative | – | – | – | 27 | 28 |
| Family meal together | 64 | 67 | – | 63 | 65 |
| Prayed | 56 | – | – | 66 | 66 |
| Exercised/Ran/Sports | 26 | 36 | – | 39 | 38 |
| Shopped | 23 | 30 | – | 27 | 28 |

¹ For trending purposes, this measure includes only TV, Newspaper and Radio news sources

² based on weekdays ³ from 6/1995 ⁴ from 11/1997

⁵ from Pew Internet and American Life Project 4/2000

⁶ from 9/1999

about as likely to watch TV news as they are to turn on the TV for entertainment programming. And the proportion who make personal telephone calls, have family meals together, and pray on a typical day is only slightly higher.

The Internet has also become a part of daily life for many Americans, and it is more than just something people do at work. Nearly as many go online from home on a typical day as read a newspaper or listen to news on the radio. Using the Internet at home is about as common as exercising or reading books. Other activities that compete for Americans' time these days include shopping, emailing friends and family, reading magazines, and watching movies at home.

Politicization of Cable News

In an era of deep-seated political divisions, conservatives and liberals are increasingly choosing sides in their TV news preferences. The cable news audience is more Republican and more strongly conservative than the public at large or the network news audience. Among regular cable news viewers, 43% describe their political views as conservative, compared with 33% of regular network news viewers; 37% of cable viewers are moderate, compared to 41% of network viewers; and 14% are liberal vs. 18% of network viewers.

Looking at specific cable networks, the contrasts are even sharper. As the regular audience for the Fox News Channel has grown over the past six years, it has become much more conservative and more Republican. In 1998, the Fox News audience mirrored the public in terms of both partisanship and ideology. If anything, Fox viewers were slightly more Democratic than the general public. Since then, the percentage of Fox News

| | General Public | ---Regular viewer of--- | | |
|-----------------|----------------|-------------------------|----------|------------------|
| | | Nightly Network News | CNN | Fox News Channel |
| | % | % | % | % |
| <i>Party ID</i> | | | | |
| Republican | 29 | 27 | 25 | 41 |
| Democrat | 35 | 39 | 44 | 29 |
| Independent | 26 | 26 | 25 | 22 |
| Other/DK | <u>10</u> | <u>8</u> | <u>6</u> | <u>8</u> |
| | 100 | 100 | 100 | 100 |
| <i>Ideology</i> | | | | |
| Conservative | 36 | 33 | 36 | 52 |
| Moderate | 38 | 41 | 39 | 30 |
| Liberal | 18 | 18 | 20 | 13 |
| Other/DK | <u>8</u> | <u>8</u> | <u>5</u> | <u>5</u> |
| | 100 | 100 | 100 | 100 |

| <i>Percent who are...</i> | <u>1998</u> | <u>2000</u> | <u>2002</u> | <u>2004</u> |
|---------------------------|-------------|-------------|-------------|-------------|
| | % | % | % | % |
| Republican | 24 | 29 | 34 | 41 |
| Democrat | 36 | 32 | 35 | 29 |
| Independent | 33 | 29 | 22 | 22 |
| Other/DK | <u>7</u> | <u>10</u> | <u>9</u> | <u>8</u> |
| | 100 | 100 | 100 | 100 |
| Conservative | 40 | 40 | 46 | 52 |
| Moderate | 34 | 33 | 32 | 29 |
| Liberal | 20 | 21 | 18 | 13 |
| Other/DK | <u>6</u> | <u>6</u> | <u>4</u> | <u>6</u> |
| | 100 | 100 | 100 | 100 |

* Based on regular viewers

Channel viewers who identify as Republicans has increased steadily – from 24% in 1998, to 29% in 2000, 34% in 2002, and 41% in 2004. Over the same time period, the percentage of Fox viewers who describe themselves as conservative has increased from 40% to 52%.

By contrast, the regular audience for CNN is somewhat more Democratic than the general public and almost identical to the public in terms of ideology. The regular nightly network news audience largely mirrors the general public in terms of partisanship and ideology.

Radio is another news source where ideological beliefs come into play. Republicans and conservatives are more likely than Democrats and liberals to listen to news on the radio. Nearly half of those who identify themselves as Republicans (48%) report listening to the radio yesterday. This compares with 38% of Democrats. And 45% of conservatives say they tuned into radio news yesterday, compared to 38% of liberals. The differences are much sharper for talk radio specifically. Fully 24% of Republicans regularly listen to radio shows that invite listeners to call in to discuss current events, public issues and politics. Only about half as many Democrats (13%) regularly listen to these types of shows. Similarly, 21% of conservatives listen to talk radio compared with 16% of liberals. The partisan gap in the talk radio audience has grown in recent years. In 2002, more Republicans than Democrats listened to talk radio programs regularly (21% vs. 16%, respectively). Today Republican attention has increased to 24%, while Democratic interest has dropped to 13%.

O’Reilly Audience More Conservative

Rush Limbaugh’s radio show attracts a disproportionately conservative audience: 77% of Limbaugh’s regular listeners describe themselves as conservative. This is up from 72% in 2002 and compares with 36% of the general public who describe

| Audience Ideology Profile | | | | |
|--|---------------------------|------------------|-----------------|--------------|
| <i>Of those who regularly watch read, or listen to ...</i> | <i>Percent who are...</i> | | | |
| | <u>Conser vative</u> | <u>Moder ate</u> | <u>Lib eral</u> | <u>DK</u> |
| | % | % | % | % |
| Rush Limbaugh | 77 | 16 | 7 | 0=100 |
| O’Reilly Factor | 72 | 23 | 4 | 1=100 |
| Religious radio | 53 | 26 | 12 | 9=100 |
| Fox News Channel | 52 | 30 | 13 | 5=100 |
| Business magazines | 49 | 35 | 14 | 2=100 |
| Call-in radio shows | 45 | 33 | 18 | 4=100 |
| Local news | 38 | 41 | 15 | 6=100 |
| Morning news | 38 | 39 | 17 | 6=100 |
| Daily newspaper | 37 | 41 | 17 | 5=100 |
| Network news mags | 37 | 40 | 17 | 6=100 |
| Political magazines | 37 | 29 | 29 | 5=100 |
| General Public | 36 | 38 | 18 | 8=100 |
| CNN | 36 | 39 | 20 | 5=100 |
| Larry King Live | 35 | 41 | 16 | 8=100 |
| CNBC | 35 | 40 | 18 | 7=100 |
| Letterman/Leno | 34 | 41 | 21 | 4=100 |
| News magazines | 33 | 43 | 21 | 3=100 |
| MSNBC | 33 | 41 | 22 | 4=100 |
| Nightly network news | 33 | 41 | 18 | 8=100 |
| NPR | 31 | 33 | 30 | 6=100 |
| NewsHour | 22 | 44 | 27 | 7=100 |
| Literary magazines | 19 | 38 | 36 | 7=100 |

themselves in these terms. On television, the O'Reilly Factor draws a similar audience: 72% of O'Reilly's regular viewers are self-described conservatives. The O'Reilly audience has become much more ideological in recent years. In 2002 far fewer regular O'Reilly viewers (56%) described themselves as conservative and more were moderate (36% vs. 23% now).

National Public Radio's audience has shown the most significant shift to the left. Today, three-in-ten regular NPR listeners describe themselves as liberal – up from 20% in 2002. Still, just as many describe themselves as conservative (31%) or moderate (33%). The only news outlets with a more liberal following are literary magazines such as The Atlantic Monthly, Harpers and The New Yorker.

Regular newspaper readers are not highly ideological. A plurality describes themselves as moderates, and the number of liberals and conservatives mirrors those in the general public. Similarly, weekly news magazines like Time and Newsweek appeal to readers across the ideological spectrum. Business magazines, on the other hand, attract a more conservative audience. Political magazines like the Weekly Standard and the New Republic are more widely read by conservatives and liberals, and are less popular among political moderates.

More Women Watch Network News

While conservatives and liberals seek out different news sources, men and women also have their own distinct preferences. Men are more oriented toward newspapers, radio news, cable television news, and online news. Women are more loyal to the major TV networks, as they are far more likely than men to watch network morning shows like the Today Show and the networks' news magazines, such as 60 Minutes and Dateline. In addition, a higher percentage of women than men now watch a nightly network newscast on CBS, ABC or NBC. There was no gender gap on network news viewership in 2002 and only a slight gap in 2000.

| | <u>Men</u> | <u>Women</u> | <u>Diff</u> |
|---|------------|--------------|-------------|
| <i>Regularly read, watch, listen to...</i> | % | % | |
| Newspaper* | 47 | 37 | -10 |
| Radio news* | 45 | 36 | -9 |
| News online+ | 33 | 25 | -8 |
| Talk radio | 21 | 13 | -8 |
| Cable news | 41 | 35 | -6 |
| Local TV news | 56 | 61 | +5 |
| Nightly network news | 30 | 37 | +7 |
| Network news magazines | 17 | 26 | +9 |
| Network morning shows | 16 | 28 | +12 |
| * Read newspaper / Heard radio news yesterday | | | |
| + Get news online at least 3 days a week | | | |

Needing News for Work

Many Americans do not just keep up with the news because they enjoy it or out of a sense of civic responsibility, but because they need to for their job. Roughly a third of working people (32%) – say that it is important for their job to keep up with the news.

Fully 44% of working college graduates say keeping up with the news is important for their jobs, compared with just 24% of working high school graduates and 17% of those who have not completed high school.

Similarly, people with high incomes also more often say they follow the news because it is important for their work. Among workers with household incomes over \$75,000 annually, 41% say keeping up with the news is important. Fewer than three-in-ten in any lower income category say the same about their jobs.

People who need news for their jobs are far more likely to go online for news, and are heavier consumers of news at virtually all times of day – not just at work. Nearly half (48%) go online for news at least three days a week, and three-in-ten are online for news every day. Getting news in the morning is particularly important for those with jobs that require them to stay current. Fully 83% typically get news in the morning, and 78% say they get news during the day as well.

Yet those who need to keep up with the news for work do not consider this a chore. About two-thirds (65%) say they enjoy keeping up with the news a lot, compared with 43% of those whose jobs do not require them to follow the news.

| Is Keeping Up with the News Important for Your Job? | | | |
|--|------------|-----------|-----------|
| | <u>Yes</u> | <u>No</u> | <u>DK</u> |
| | % | % | % |
| Total | 32 | 68 | *=100 |
| Men | 31 | 69 | *=100 |
| Women | 32 | 68 | *=100 |
| College Grad | 44 | 56 | *=100 |
| Some College | 31 | 69 | *=100 |
| H.S. Grad | 24 | 75 | 1=100 |
| Less than H.S. | 17 | 82 | 1=100 |
| \$75,000+ | 41 | 59 | 0=100 |
| \$50-74,000 | 29 | 71 | *=100 |
| \$30-49,000 | 28 | 72 | *=100 |
| \$20-29,000 | 28 | 71 | 1=100 |
| <\$20,000 | 24 | 75 | 1=100 |

Based on those who are employed full or part-time.

| News Important for Job | | |
|---------------------------------------|------------|-----------|
| | <u>Yes</u> | <u>No</u> |
| | % | % |
| <i>Online for news</i> | | |
| Every day | 30 | 18 |
| 3-5 days/week | 18 | 12 |
| Weekly or less | 28 | 36 |
| Never/Not online | <u>24</u> | <u>34</u> |
| | 100 | 100 |
| <i>Enjoy keeping up with the news</i> | | |
| A lot | 65 | 43 |
| Some | 30 | 45 |
| Not much | 4 | 8 |
| Not at all | <u>1</u> | <u>4</u> |
| | 100 | 100 |
| <i>When do you have the news on?</i> | | |
| In the morning | 83 | 65 |
| During the day | 78 | 70 |
| Dinner hour | 61 | 55 |
| Later in evening | 65 | 60 |

Based on those who are employed full or part-time.

Section II: The Changing Online News Audience

The nation's online population has grown steadily over the past four years, as has the percentage of the public that regularly gets news from the Internet. Two-thirds of Americans (66%) say they go online to access the Internet or to send and receive email, up from 54% in 2000. During the same period, the number of people who go online for news at least three days a week has grown from 23% in 2000 to 29% today.

As in previous surveys, Americans who go online tend to be young and well-educated. Yet there also are signs that the online population is becoming more diverse. Racial disparities in Internet use have narrowed considerably over the past four years. In 2000, 55% of whites went online compared with just 38% of African Americans. Two years later, the gap narrowed to 10 points, and stands at just five points today: 66% of whites and 61% of blacks say they go online.

Yet sizable age and education differences in Internet use persist. Increasing numbers of young and even middle-aged Americans are going online – a solid majority (64%) of Americans age 50-64 now are logging onto the Internet, up from 45% four years ago. But senior citizens have been slower to adapt; only about quarter (24%) go online, up modestly from 2000 (18%).

| | Go online | | | Regularly go online for news* | | |
|-------------------|-----------|------|------|-------------------------------|------|------|
| | 2000 | 2002 | 2004 | 2000 | 2002 | 2004 |
| | % | % | % | % | % | % |
| All | 54 | 62 | 66 | 23 | 25 | 29 |
| Men | 57 | 64 | 68 | 28 | 30 | 33 |
| Women | 51 | 60 | 64 | 18 | 20 | 25 |
| White | 55 | 63 | 66 | 23 | 26 | 29 |
| Black | 38 | 53 | 61 | 16 | 15 | 25 |
| Hispanic | 52 | 60 | 66 | 21 | 22 | 32 |
| 18-29 | 74 | 76 | 82 | 30 | 31 | 36 |
| 30-49 | 62 | 72 | 76 | 26 | 29 | 36 |
| 50-64 | 45 | 59 | 64 | 19 | 24 | 28 |
| 65+ | 18 | 21 | 24 | 8 | 7 | 8 |
| College Graduate | 81 | 88 | 88 | 40 | 44 | 50 |
| Some College | 68 | 75 | 80 | 29 | 29 | 35 |
| High School Grad. | 41 | 52 | 56 | 13 | 16 | 18 |
| Less than H.S. | 20 | 22 | 27 | 8 | 7 | 8 |

* Percent of all Americans who go online for news three or more days per week

And while many more high school graduates are going on the Internet than did so four years ago, growth has been much slower among those who have not completed high school. Just 27% of this group goes online, compared with 20% in 2000. Roughly twice as many high school graduates as those without high school diplomas go online (56% vs. 27%), and Internet use is even higher among those who have

attended some college (80%) or who are college graduates (88%).

Minorities Log On For News

As the overall base of Internet users has broadened, so has the population that regularly uses the Internet as a source of news. Over the past two years, especially, racial and ethnic differences in online news consumption have lessened. Two years ago, 26% of whites and 15% of African Americans went online for news at least three days a week; today, the gap is just four percentage points (29% white/25% black).

Nearly a third of Hispanics (32%) go online for news at least three days a week, which is a slightly higher percentage than Americans generally (29%). This represents a ten-point increase from 22% two years ago.

Yet education continues to be the biggest single factor driving online news use, largely due to the continuing gap in Internet access. Fully half of college graduates regularly use the web for news, compared with just 18% of high school graduates and 8% of those who didn't finish high school. When education *and* age are analyzed together, striking patterns emerge; about three-quarters of male college graduates under age 40 (74%) regularly go online for news, compared with just 45% of female college graduates in the same age category. That dwarfs the overall eight-point gender gap in regular Internet news use (33% vs. 25%).

In addition, many more younger male college graduates (those 18-39) than those age 40 and older regularly go online for news (74% vs. 48%). There is no such age difference among women college graduates because of a rapid growth in online news use among female college graduates age 40 and older – 42% regularly log on for news, compared with 29% two years ago.

| Education Drives Online News Use | | | |
|---|--------------------------------------|-------------|---------------|
| | <i>Regularly go online for news*</i> | | |
| | <u>2002</u> | <u>2004</u> | <u>Change</u> |
| | % | % | % |
| Total | 25 | 29 | +4 |
| College Graduates | | | |
| Men age 18-39 | 72 | 74 | +2 |
| Men age 40+ | 44 | 48 | +4 |
| Women age 18-39 | 39 | 45 | +6 |
| Women age 40+ | 29 | 42 | +13 |
| Non-College Graduates | | | |
| Men age 18-39 | 29 | 33 | +4 |
| Men age 40+ | 16 | 18 | +2 |
| Women age 18-39 | 20 | 27 | +7 |
| Women age 40+ | 12 | 15 | +3 |

* Percent of all Americans who go online for news three or more days per week

There has been little growth in Internet news use among the people with less than a college degree, regardless of age or gender. Among the younger age group (18-39), similar percentages of non-college

men (33%) and women (27%) go online for news at least three days a week. Both men and women over age 40 without a degree are the least likely to go online for news with any regularity (18% men, 15% women). These numbers have increased only slightly in the past two years.

Online News and Daily Life

Despite the growth of the Internet news audience, going online for the news has yet to become part of the daily routine for most Americans, in the same way as watching TV news, reading the newspaper or listening to radio news.

Asked about their news use on a typical day (“yesterday”), just under a quarter of Americans (24%) say they went online for the news. That compares with 60% who watched TV news on the previous day; 42% who say they read a newspaper; and 40% who listened to news on the radio. About the same number of people say they read a magazine the previous day (25%) as went online for news.

| Media Use Yesterday | |
|------------------------------|----------|
| <i>Did this yesterday...</i> | <i>%</i> |
| Watched TV news | 60 |
| Read a newspaper | 42 |
| Listened/radio news | 40 |
| Read a book | 35 |
| Read a magazine | 25 |
| Got news online | 24 |

In addition, people spend far less time in getting the news online on a typical day than they do getting news from traditional sources. About half of Americans (51%) say they spent at least a half-hour watching TV news the previous day; roughly a quarter say they spent at least a half-hour reading the newspaper (26%) and listening to radio news (25%). Just 7% say they spent that much time getting the news online.

In part, these differences reflect the unique role the Internet plays in daily life. While television and radio are sources of entertainment as well as news, the Internet also serves as a means of communication, a research tool and a virtual shopping center. Nearly as many Americans watched a news program on TV yesterday (60%) as watched any other kinds of non-news programming (63%). But when it comes to the Internet, fully 47% say they went online the previous day, but only half as many (24%) got news when they were there. More people say they emailed a friend or relative the previous day (28%) than went online for news.

Inadvertent News Consumers

It has become increasingly common for Internet users to come across news inadvertently while online for other purposes. Fully 73% of Internet users come across the news this way, up from 65% two years ago, and 55% as recently as 1999.

More than eight-in-ten Internet users under age 30 (82%) say they inadvertently come across news online, but this practice also is common among older people who go online. The only age group where it is not widespread is among the relatively small segment of people age 65 and older who go online.

While large majorities in nearly all demographic groups report coming across news on the Internet when not looking for it, there are some differences by race and ethnicity in how frequently this occurs. African Americans (83%) and Hispanics (79%) are more likely than whites (70%) to accidentally get news online when logging on for other purposes.

Search Engines and the News

The Internet provides news to people not actively seeking it, but it also enables those who are interested in a particular topic to research it more deeply. Seven-in-ten of those who go online for news (41% of Americans overall) say they have used search engines like Google or Yahoo to get information on news subjects in which they are interested. Roughly a third of the online news audience (34%) uses a search engine at least weekly.

As might be expected, regular Internet news consumers employ these search engines most frequently. Nearly half of those who go online for news regularly – three days a week or more – (47%) use Google, Yahoo or a similar search engine at least weekly. And 12% of regular online news consumers (at least three days a week) do this every day.

A sizable minority of Internet news consumers (26%) also get news via email updates or directly to their computer screens. This percentage rises to 35% among those who go online for news at least three days a week.

'Bumping Into' the News Online

| <i>Come across news online*</i> | Oct <u>1996</u> | Apr <u>1998</u> | Nov <u>1998</u> | Oct <u>1999</u> | Apr <u>2002</u> | Apr <u>2004</u> |
|---------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Yes | 53 | 54 | 48 | 55 | 65 | 73 |
| No | 45 | 45 | 51 | 44 | 35 | 27 |
| Don't know | <u>2</u> | <u>1</u> | <u>1</u> | <u>1</u> | * | * |
| | 100 | 100 | 100 | 100 | 100 | 100 |

*Percentages based on Internet users.

Internet News Use and Other Media

Most who go online at least weekly for the news (71%) say their use of other news sources has not been affected by the Internet. The percentage who say they use other news sources less often (15%) also has stayed fairly stable in recent years, as has the number who say their consumption of news from other sources has increased as a result of getting news online (9%).

Of those who say the Internet has reduced their consumption of news from other media sources, nearly half (47%) say they are using television less often and 39% are reading the paper less often. In terms of actual behavior, however, the Internet appears to have a significantly greater impact on online users' TV news time than on time spent on news from other sources. Only about a quarter of Internet users (27%) say they spent an hour or more watching TV news on a typical day, compared with 41% of those who do not go online. Both groups are equally likely to have read a newspaper the previous day.

| <i>Using traditional sources of news</i> | 1995 | 1998 | 2000 | 2002 | 2004 |
|--|----------|----------|----------|----------|----------|
| | % | % | % | % | % |
| About same | 76 | 76 | 58 | 73 | 71 |
| Less often | 12 | 11 | 18 | 12 | 15 |
| More often | 4 | 8 | 10 | 10 | 9 |
| Some more, less | 8 | 5 | 14 | 5 | 4 |
| Don't Know | <u>0</u> | <u>*</u> | <u>*</u> | <u>*</u> | <u>1</u> |
| | 100 | 100 | 100 | 100 | 100 |

*Based on those who go online for news at least weekly

Online News Interests

Weather is the number one news interest of the online news audience, but interest in politics and international news is on the increase. About three-quarters (76%) of all of those who ever go online for news say they sometimes get weather information. That is up from 70% two years ago and 66% in 2000. This represents 44% of all Americans who sometimes get weather information online, up from 32% four years ago.

Over the last four years, there also has been a sharp increase in the percentage who log on for political news (up 15 points since 2000) and international news (up nine points). For the most part, these gains have occurred across political and demographic groups. But

| <i>Type of news sought online ...</i> | 2000 | 2002 | 2004 | Change '00-'04 |
|---------------------------------------|------|------|------|----------------|
| | % | % | % | % |
| Weather | 66 | 70 | 76 | +10 |
| Science & Health | 63 | 60 | 58 | -5 |
| Politics | 39 | 50 | 54 | +15 |
| International | 45 | 55 | 54 | +9 |
| Technology | 59 | 54 | 53 | -6 |
| Business | 53 | 48 | 46 | -7 |
| Entertainment | 44 | 44 | 46 | +2 |
| Local | 37 | 42 | 45 | +8 |
| Sports | 42 | 47 | 45 | +3 |

*Percentages based on people who ever go online for news

as is the case with overall public interest in politics and international news, there are major differences based on education, gender, income and other factors.

Nearly two-thirds of college graduates who go online for news say they sometimes get political or international news (65% each) compared with only about four-in-ten with a high school education (42% each). In addition, more men than women also go online for political and international news. And beyond those two topics, men have higher levels of interest than women in going online for sports news and business news. A greater percentage of women than men go online for local news and women are just as likely as men to use the web for weather, science and health and entertainment news.

Public’s Strong Appetite for Technology

Americans continue to avail themselves of a wide array of technology for business, communication and entertainment. And with increasing speed, some high-tech products – particularly home entertainment items – are becoming commonplace. As recently as four years ago, just 16% of Americans said they had a digital video disc (DVD) player. That percentage nearly tripled by 2002 (to 44%), and has again increased sharply (to 76%).

The use of digital video recorders, TiVo being the most commonly known brand, has expanded quickly from a fraction of the population two years ago (3%) to 13% today. Growth has been slower in older home technology items, like video cassette recorders, which remain practically ubiquitous (92%).

The number of Americans who subscribe to cable TV has slipped a bit over the past decade, due at least in part to the prevalence of satellite TV as an option. Currently, 64% nationwide say they subscribe to cable, and 25% subscribe to a satellite TV network such as the Dish or DirectTV. Satellite service has been adopted by nearly half (47%) of those living in rural parts of the country, where just 38% have cable (down from 47% two years ago). But cable still has three to four times as many subscribers than satellite in cities and suburban areas.

| | <u>1996</u> | <u>1998</u> | <u>2000</u> | <u>2002</u> | <u>2004</u> |
|------------------------|-------------|-------------|-------------|-------------|-------------|
| <i>Do you ...</i> | % | % | % | % | % |
| Use a computer | 58* | 61 | 68 | 71 | 73 |
| Have a home computer | 36 | 43 | 59 | 65 | 73 |
| Go online | 21 | 36 | 54 | 62 | 66 |
| Subscribe to cable | 69 | 67 | 67 | 66 | 64 |
| Subscribe to satellite | – | – | – | – | 25 |
| <i>Have a ...</i> | | | | | |
| VCR | 85** | – | – | – | 92 |
| DVD player | – | – | 16 | 44 | 76 |
| Cell phone | 24* | – | 53 | 64 | 68 |
| Palm Pilot | – | – | 5 | 11 | 14 |
| DVR/TiVo | – | – | – | 3 | 13 |

* Figures from June 1995. ** Figure from Feb. 1994.

Digital communication tools such as cell phones and Palm Pilots continue to expand in popularity. Over two-thirds (68%) report owning a cell phone, up only slightly from two years ago (64%). A much smaller proportion of Americans (14%) own a Palm Pilot or other similar product.

Cell Phone Use Growing Among Seniors

The growth of cell phone use since the mid-1990s shows how different age groups adapt to new technologies. Over the past nine years, cell phone ownership has increased dramatically across all age groups, though older Americans have been slower to adapt.

But in recent years, as cell phone use has become widespread among younger people, overall growth has slowed. By contrast, the growth in cell phone use among those in their 60s – and especially those in their 70s – has been robust. Today, half of those age 70-79 say they have cell phones, compared with just 38% two years ago. That is the largest increase for any age group over that period.

| Age | <i>Percent with cell phone</i> | | | | <i>2-year</i> |
|-------|--------------------------------|-------------|-------------|-------------|---------------|
| | <u>1995</u> | <u>2000</u> | <u>2002</u> | <u>2004</u> | <u>Change</u> |
| 18-24 | 28 | 53 | 69 | 66 | -3 |
| 25-29 | 27 | 66 | 74 | 71 | -3 |
| 30-39 | 26 | 61 | 71 | 76 | +5 |
| 40-49 | 32 | 59 | 69 | 76 | +7 |
| 50-59 | 24 | 55 | 70 | 73 | +3 |
| 60-69 | 17 | 43 | 53 | 60 | +7 |
| 70-79 | 10 | 28 | 38 | 50 | +12 |
| 80+ | 7 | 21 | 24 | 32 | +8 |

Section III: International News Audience Broader, Not Deeper

Over the past two years, there has been a dramatic rise in the number of Americans who say they closely follow international news most of the time, not just when important events occur. For the first time since the Pew Research Center began asking six years ago, nearly as many Americans say they track international news closely most of the time (52%), as say that about national news (55%) and local news (55%).

Clearly, the continuing violence in Iraq is a major factor behind the increasing interest in overseas news. Indeed, the shift has been especially large among several demographic groups that typically have generally shown low levels of interest in overseas news not directly involving Americans – including women, minorities and less-educated Americans. These same groups have paid far closer attention to the war in Iraq than most other international news stories.

In that regard, the small but growing group that expresses serious interest in news on international affairs – those who follow this type of news very closely – has *not* become much more demographically diverse. Since 2000, the percentage of Americans who follow news about international affairs very closely has grown from 14% to 24% – the largest increase recorded for any category of news. But this core audience for news on international affairs continues to be dominated by well-educated males. In 2000, about twice as many college graduates as people with a high school education said they paid very close attention to news on international affairs; that remains the case in the current survey.

Wider Audience for International News

Two years ago, just 37% of Americans said they followed international news most of the time, compared with 61% who said they paid attention only when major developments occurred. The balance of opinion has shifted, and now a 52% majority tracks international news most of the time.

| More Interest in Overseas News | | | |
|---|-------------|-------------|---------------|
| <i>Follow international news "most of the time"</i> | | | |
| | <u>2002</u> | <u>2004</u> | <u>Change</u> |
| | % | % | |
| Total | 37 | 52 | +15 |
| Men | 42 | 52 | +10 |
| Women | 32 | 51 | +19 |
| White | 37 | 52 | +15 |
| Black | 33 | 57 | +24 |
| Hispanic | 32 | 45 | +13 |
| 18-29 | 26 | 40 | +14 |
| 30-49 | 33 | 49 | +16 |
| 50-64 | 43 | 62 | +19 |
| 65+ | 51 | 59 | +8 |
| College Grad. | 47 | 57 | +10 |
| Some College | 36 | 52 | +16 |
| H.S. Graduate | 33 | 51 | +18 |
| Less than H.S. | 28 | 44 | +16 |
| Republican | 39 | 56 | +17 |
| Democrat | 38 | 51 | +13 |
| Independent | 37 | 51 | +14 |

This shift has come across the demographic and political spectrum, but has been particularly notable among African Americans, women, and those with a high school education or less. Nearly six-in-ten African Americans (57%) say they pay attention to foreign news most of the time, up from 33% in 2002. The gender gap in international news interest has all but disappeared: narrow majorities of men (52%) and women (51%) now say they regularly follow overseas developments. And while education remains a major factor in foreign news interest – and news interest generally – differences on this score also have narrowed. About six-in-ten college graduates (57%) say they follow overseas news most of the time compared with 49% of those with a high school education or less; two years ago, the gap was about twice as large (47% college graduate/32% high school or less).

While growing numbers of Republicans, independents and Democrats say they routinely follow international news, the biggest increase has come among Republicans (up 17% since 2002). Somewhat more Republicans than Democrats and independents say they follow international news most of the time (56% vs. 51% for Democrats and independents).

More Follow Foreign News ‘Very Closely’

Between 2000 and 2002, the number of Americans who expressed strong interest in international affairs grew by half (from 14% to 21%). That number has increased again, to 24%, in the current survey.

But much of the increase has come among groups that already were highly interested in news about international matters. In most cases, the education, age and gender differences that were evident in 2000 have not narrowed significantly.

However, one notable development has been the sharp increase in the number of female college graduates age 40 and older who say they follow news about international affairs very closely. This percentage has nearly quadrupled since 2000 – from 10% to 37%. The gender gap among college graduates age 40 and older has narrowed considerably; from 18 points in 2000 to five

| International Attention Rises, But Education Gap Persists | | | | |
|--|---|-------------|-------------|-----------------------|
| | <i>Follow international news “very closely”</i> | | | <i>‘00-‘04 Change</i> |
| | <u>2000</u> | <u>2002</u> | <u>2004</u> | |
| | <i>%</i> | <i>%</i> | <i>%</i> | |
| Total | 14 | 21 | 24 | +10 |
| Men | 20 | 26 | 28 | +8 |
| Women | 10 | 16 | 19 | +9 |
| White | 14 | 21 | 24 | +10 |
| Black | 15 | 19 | 20 | +5 |
| 18-29 | 10 | 15 | 16 | +6 |
| 30-49 | 14 | 18 | 22 | +8 |
| 50-64 | 19 | 28 | 28 | +9 |
| 65+ | 17 | 27 | 30 | +13 |
| College Grad. | 21 | 33 | 36 | +15 |
| Some College | 15 | 20 | 23 | +8 |
| H.S. Graduate | 12 | 18 | 18 | +6 |
| Less than H.S. | 10 | 10 | 17 | +7 |
| <i>Men Age 40+</i> | | | | |
| College Grad. | 28 | 44 | 42 | +14 |
| Non-Coll. Grad. | 22 | 24 | 28 | +6 |
| <i>Women Age 40+</i> | | | | |
| College Grad. | 10 | 28 | 37 | +27 |
| Non-Coll Grad. | 16 | 17 | 19 | +3 |

points in the current survey.

Foreign News Interest: Iraq Dominates

Beginning in the fall of 2002, the situation in Iraq has dominated the Pew Research Center’s monthly news index. Since then, the high price of gasoline is the only non-Iraq story to lead the monthly index (in April 2004).

Public attention to the Iraq war peaked in May 2003 (at 63%), but has remained at a high level since then. In the current survey, which covered a period of intense fighting in Iraq and the revelations of abuse at Abu Ghraib prison, 54% said they were following developments there very closely.

Since the beginning of 2003, the public has paid only modest attention to foreign news stories, with some notable exceptions. The spread of the SARS epidemic in Asia, with its potential ramifications for the health of Americans, drew widespread attention last May (39% very closely). Nuclear proliferation (North Korea’s nuclear program) has consistently drawn fairly high public interest, as has the Mideast crisis and stories involving overseas terrorism or al Qaeda.

But international stories that are perceived to have little direct impact on American lives and security attract scant interest from the public. This is normally even the case for developments in nearby countries like Haiti and Venezuela. In 1994, there was substantial interest in the U.S. invasion of Haiti to restore President Jean-Bertrand Aristide to power (38% very closely).

Aristide’s ouster at the hands of anti-government rebels this spring – and the dispatch of a relatively small number of U.S. forces to Haiti – drew much less attention (15% very closely in March). In January of 2003, fewer than one-in-ten Americans tracked developments in Venezuela very closely.

| Iraq Stands Alone | |
|---|---------------------------------------|
| | Following <u>very closely</u> % |
| News about the situation in Iraq* (5-03) | 63 |
| <i>Current interest (4/19-5/12-04)</i> | <i>54</i> |
| Spread of SARS from Asia* (5-03) | 39 |
| North Korea’s nuclear program* (3-03) | 34 |
| Madrid train bombings (3-04) | 34 |
| Israel-Palestinian conflict* (9-03) | 31 |
| Capture of al Qaeda leader (3-03) | 31 |
| Bush summit in Mideast (6-03) | 20 |
| Earthquake in Iran (1-04) | 16 |
| Unrest and violence in Haiti (3-04) | 15 |
| Libya ends weapons program (1-04) | 14 |
| Political instability in Venezuela (1-03) | 5 |
| * Date shows peak news interest when question was asked more than once. | |

Section IV: Attitudes Toward the News

Most Americans pay only a moderate amount of attention to what is traditionally referred to as hard news – coverage of international affairs, politics and events in Washington, local government, and business and finance. A smaller group of news consumers – less than a third of the public (31%) – consistently focuses on these types of stories. At the other end of the spectrum, about one-in-ten Americans (13%) do not follow these subjects at all, preferring other kinds of news or no news at all.

Over the past eight years, the hard news audience has ranged in size from a low of 24% in 2000 to its current level of 31%, with the increase over the past four years driven largely by the rise in interest in international news. While a minority overall, these hard news enthusiasts make up a majority of the audience for a number of news programs, and express distinctly different attitudes and preferences about what they want in the news.

The attentive audience for political, international and financial news tends to be better educated and middle-aged. Whites and blacks express comparable levels of interest (32% for whites, 35% for blacks), but Hispanics are less apt to follow hard news closely (23%). Republicans pay somewhat more attention (at 38%) than do Democrats or independents (30% each).

Young people – those age 18-24 – are considerably more likely than those in other age groups to be disengaged from hard news, with 25% saying they do not follow any of the four types of news. More people in this age group pay no attention to hard news than express strong interest (25% vs. 16%). By comparison, far fewer people in their late 20s (age 25-29) are disengaged from hard news (14%). The highest level of attention is seen among those aged 50-64, where 42% are highly attentive.

| The Hard News Audience | | | |
|-------------------------------|--------------------------------|-----------------|------------|
| | <i>Attention to Hard News*</i> | | |
| | <u>High</u> | <u>Moderate</u> | <u>Low</u> |
| | % | % | % |
| 2004 | 31 | 56 | 13=100 |
| 2002 | 30 | 57 | 13=100 |
| 2000 | 24 | 63 | 13=100 |
| 1998 | 29 | 60 | 11=100 |
| 1996 | 27 | 60 | 13=100 |
| Men | 37 | 51 | 12=100 |
| Women | 27 | 60 | 13=100 |
| White | 32 | 56 | 12=100 |
| Black | 35 | 50 | 15=100 |
| Hispanic | 23 | 59 | 18=100 |
| College Grad. | 43 | 53 | 4=100 |
| Some college | 33 | 57 | 10=100 |
| High School | 28 | 57 | 15=100 |
| Less than HS | 16 | 58 | 26=100 |
| 18-24 | 16 | 59 | 25=100 |
| 25-29 | 19 | 67 | 14=100 |
| 30-34 | 27 | 61 | 12=100 |
| 35-49 | 33 | 56 | 11=100 |
| 50-64 | 42 | 50 | 8=100 |
| 65+ | 35 | 53 | 12=100 |
| Republican | 38 | 55 | 7=100 |
| Democrat | 30 | 60 | 10=100 |
| Independent | 30 | 54 | 16=100 |

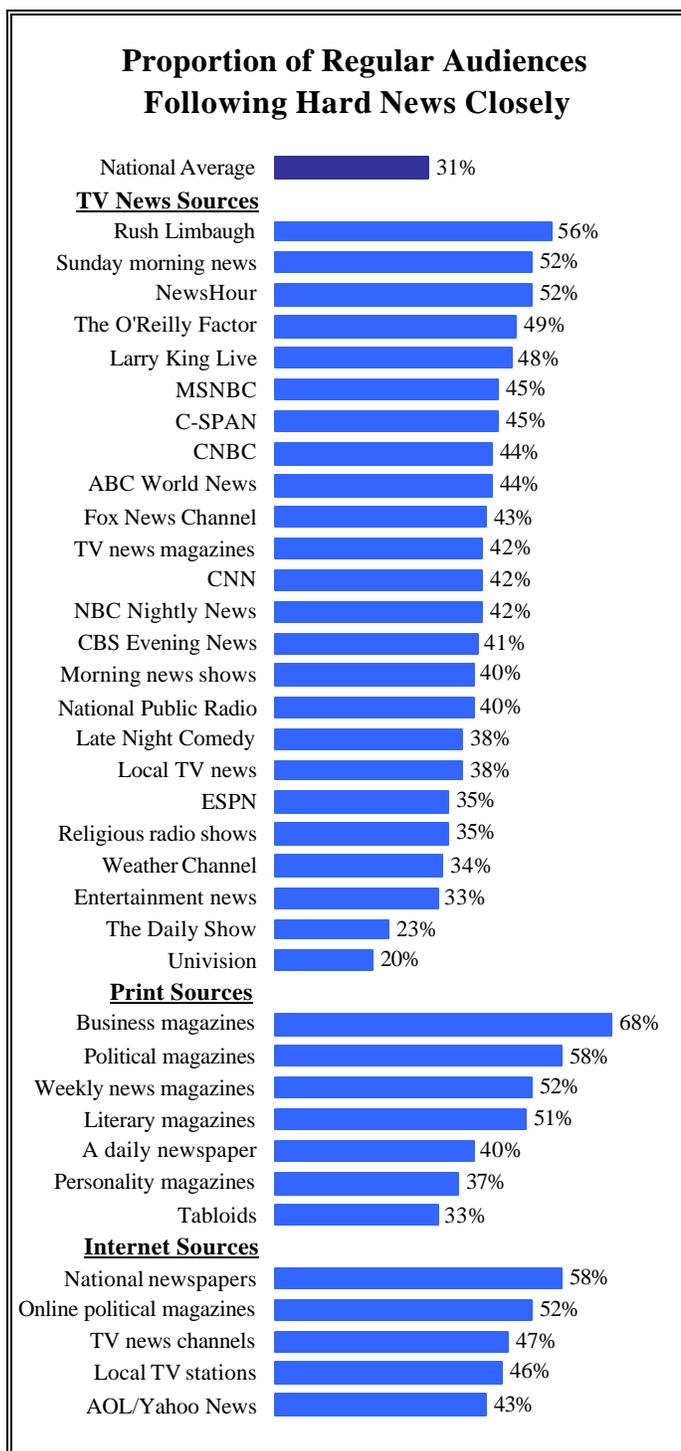
*High=follows intl., national, local, and business news very/somewhat closely.
Low=follows none.

Where Hard News Consumers Go

Most news organizations attract a wide range of news consumers, including the hard news core and those who are less interested in such news. But some stand out for their high proportion of hard news viewers and readers. Among the regular audiences for broadcast programs, Rush Limbaugh's radio show (56% attentive), the Sunday morning interview programs (52%), the NewsHour (52%), the O'Reilly Factor (49%), and Larry King Live (48%) have especially large numbers of hard news consumers.

In the print media, the regular audience for business magazines stands out for its high proportion of the hard news consumers (68%). But so too do the readers of political magazines such as the New Republic and the National Review (58% attentive), the weekly news magazines such as Time and Newsweek (52%), and literary magazines such as the New Yorker, the Atlantic Monthly, and Harper's (51%).

And the regular audiences for news from Internet sources also are disproportionately made up of those interested in hard news. Nearly six-in-ten (58%) of those who log on to the websites of national newspapers are hard news consumers. Among those who regularly read



online political magazines such as Slate.com and the National Review.com, 52% fall into this category. So

do large proportions of the audiences for network TV news websites (47% highly attentive), local TV websites (46%), and the news pages of Internet hosts such as AOL and Yahoo (43%).

How People Like Their News

Beyond the types of news that interest people, the choices made by news audiences are driven by two general kinds of preferences. One is how they like to get the news, including choices with regard to schedule and format. The other is what people want in news content, including choices among levels of detail, ideological viewpoints, debate and argument, humor, and human interest.

Americans’ busy lifestyles, combined with on-demand news sources, means that people fit news into their schedules in different ways. About half (52%) say they mostly get their news at regular times of the day, while nearly as many (46%) say they are more the kind of person who checks in on the news from time to time. These attitudes have been stable since 2002.

Older Americans express a preference for getting the news at regular times, a function both of the news habits they grew up with and a more settled lifestyle. By nearly two-to-one (65%-33%), those age 65 and older say they watch or listen to the news at regular times. By contrast, the youngest respondents in the survey – those 18 to 24 – show exactly the opposite pattern, with 68% saying they generally check in on the news from time to time (just 29% watch or listen at regular times). Getting news on a more regular schedule is also characteristic of college-educated people.

Most Americans watching TV news keep the remote control handy, flipping to other channels when they are not interested in the topic of the moment. Overall, 62% of the public says they watch the news this way, a habit that has neither grown nor dissipated over the past six years. Even among those who get the news on a regular schedule – as opposed to those who check in from time to time – 54% say that the channel changer is often at hand. Among the news grazers, a solid majority (72%) say they watch the news with their remotes at the ready.

Overall, fewer than one-in-four Americans (23%) are steady news watchers, saying they watch

| The Check-In News Audience | | | |
|-----------------------------------|-------------------------|-------------------|-------|
| | <i>Get most news...</i> | | |
| | At regular times | From time to time | DK |
| | % | % | % |
| Total | 52 | 46 | 2=100 |
| 18-24 | 29 | 68 | 3=100 |
| 25-29 | 41 | 58 | 1=100 |
| 30-34 | 43 | 57 | 0=100 |
| 35-49 | 53 | 46 | 1=100 |
| 50-64 | 62 | 37 | 1=100 |
| 65+ | 65 | 33 | 2=100 |
| College grad. | 58 | 40 | 2=100 |
| Some college | 49 | 51 | *=100 |
| H.S. or less | 51 | 47 | 2=100 |
| <i>Interest in hard news</i> | | | |
| High | 65 | 33 | 2=100 |
| Moderate | 51 | 48 | 1=100 |
| Low | 23 | 73 | 4=100 |

on a regular schedule and don't flip channels. At the other end of the spectrum are 33% who truly graze the news – checking in from time to time when convenient, and ready to change the channel whenever they don't find the subject interesting.

Appointment News vs. Grazing

People who get the news at regular times of the day make up the bulk of the audience for local and network TV news broadcasts. Three-quarters (74%) watch the local television news regularly, and nearly half (47%) regularly watch the network evening news programs.

People who “check in” on the news are far less likely to watch broadcast and cable news, particularly the network evening news (only 18% watch regularly). There are similar gaps with respect to morning news programs, Sunday talk shows, and network news magazines such as 60 Minutes and 20/20; each of these sources is watched far more often by people for whom news is part of a daily schedule. And 63% of this group reads a daily newspaper regularly, compared with 45% of those whose news consumption is unscheduled.

| News Grazers Watch Less, Read Less | | | |
|---|-------------------------|-------------------|--------------|
| | <i>Get most news...</i> | | |
| | At regular times | From time to time | <i>Diff.</i> |
| | <u>times</u> | <u>time</u> | |
| <i>Regularly watch*</i> | | | |
| | % | % | |
| Local TV news | 74 | 42 | +32 |
| Network evening news | 47 | 18 | +29 |
| Network news magazines | 30 | 13 | +17 |
| Cable TV news | 45 | 29 | +16 |
| Morning network shows | 30 | 15 | +15 |
| Sunday talk shows | 17 | 6 | +11 |
| National Public Radio | 18 | 15 | +3 |
| <i>Regularly read*</i> | | | |
| Daily newspaper | 63 | 45 | +18 |
| Community newspapers | 44 | 28 | +16 |
| News magazines | 15 | 10 | +5 |
| Network TV websites | 11 | 9 | +2 |
| News pages of ISPs | 13 | 13 | 0 |

*Percent saying they regularly get news from each source.

Radio and the Internet stand apart, however, as relatively important sources for those who pick up news from time to time. News grazers listen to NPR at about the same rate as those who get their news at regular times (15% vs. 18%). Grazers also log onto major news websites in roughly the same numbers as those who get news on a schedule.

Images vs. Words

When asked to choose which way of getting the news provides the best understanding of major news events, most Americans (55%) express a preference for seeing pictures or video footage showing what happened; 40% say they learn more from reading or hearing the facts about what happened.

College graduates express a preference for words over pictures (by 55% to 40%), while those with no college experience say they get a better understanding from seeing pictures (by 64%-32%). The youngest survey respondents (18-24) prefer pictures by a two-to-one margin, but from ages 25 and up, there is no association between age and preference for pictures. Among the best educated respondents (those with a college degree or more), young people are just as apt to prefer reading and hearing the news as older people are.

People who prefer reading and hearing are more likely to be found among the regular audience for most print media, for NPR, and for news-oriented websites. But for the most part, those who say they better understand the news through pictures are not disproportionately likely to frequent television news sources; with very few exceptions, these media draw about equally well from people who like reading and hearing about the news.

| | Seeing pictures or video % | Reading or hearing % | DK % |
|------------------------------|----------------------------|----------------------|-------|
| Total | 55 | 40 | 5=100 |
| College grad. | 40 | 55 | 5=100 |
| Some college | 53 | 42 | 5=100 |
| High school | 62 | 33 | 5=100 |
| Less than H.S. | 68 | 28 | 4=100 |
| 18-24 | 65 | 32 | 3=100 |
| 25-29 | 54 | 42 | 4=100 |
| 30-34 | 58 | 38 | 4=100 |
| 35-49 | 53 | 43 | 4=100 |
| 50-64 | 53 | 42 | 5=100 |
| 65+ | 53 | 40 | 7=100 |
| <i>Interest in hard news</i> | | | |
| High | 49 | 46 | 5=100 |
| Moderate | 55 | 41 | 4=100 |
| Low | 70 | 24 | 6=100 |

Many Want More Than the Headlines

Four-in-ten Americans say that for major news stories, they usually want in-depth analysis of the news in addition to the headlines and basic facts. A similar proportion (37%) say they prefer the headlines plus some reporting on the facts, but not in-depth analysis. Far fewer people (18%) say they prefer just the headlines.

The preferences of hard news consumers are not markedly different from those who only express moderate interest in hard news. Half of hard news consumers say they like in-depth analysis, while 36% prefer to get the headlines and some coverage of the facts. This represents only a bit more emphasis on analysis than among the majority who are only moderately interested in hard news (39% of whom also prefer in-depth

| Preferred coverage | <i>-Hard News Interest*-</i> | | | |
|--|------------------------------|----------|----------|-----------|
| | Total % | High % | Mod % | Low % |
| Just headlines | 18 | 11 | 19 | 31 |
| Headlines plus some reporting on the facts | 37 | 36 | 38 | 33 |
| In-depth analysis | 40 | 50 | 39 | 24 |
| Don't know | <u>5</u> | <u>3</u> | <u>4</u> | <u>12</u> |
| | 100 | 100 | 100 | 100 |

* High=follows intl., national, local, and business news very/somewhat closely. Low=follows none.

coverage). Only those who are disengaged from hard news altogether show a clear preference for simpler news presentations.

There are a handful of news outlets that attract a disproportionate share of the in-depth audience. Fully 63% of regular NewsHour viewers say they want the news provided with in-depth analysis from experts, far above both the national average and the audiences for all other television news programs. The Internet, particularly the websites of major national newspapers like the New York Times and Wall Street Journal, also draws significant interest from those who desire in-depth coverage.

News Styles: From Serious to Lighthearted

Americans like many different styles of presenting the news, and their preferences range from the serious to the lighthearted. A solid majority (55%) likes debates between people with different points of view, and 46% like in-depth interviews with leaders and policymakers. But comparable numbers like news presented by reporters and anchors with pleasant personalities (53%) and from news sources that are entertaining (48%) or funny (46%).

| <i>Like or dislike it when a news source...</i> | Like | | Doesn't | |
|---|-------------|----------------|---------------|-----------|
| | <u>Like</u> | <u>Dislike</u> | <u>matter</u> | <u>DK</u> |
| | % | % | % | % |
| Presents debates between people | 55 | 6 | 38 | 1=100 |
| Reporters with pleasant personalities | 53 | 3 | 43 | 1=100 |
| Includes ordinary Americans' views | 49 | 7 | 43 | 1=100 |
| News enjoyable and entertaining | 48 | 6 | 45 | 1=100 |
| Has in-depth interviews | 46 | 9 | 44 | 1=100 |
| Is sometimes funny | 46 | 6 | 47 | 1=100 |
| Shares your point of view | 36 | 5 | 58 | 1=100 |
| Stirs your emotions | 29 | 12 | 56 | 3=100 |

About half of the public (49%) likes news sources that present the views of ordinary Americans. Fewer (36%) express a positive opinion of news sources sharing their point of view on politics and issues; a majority (58%) says this does not matter to them. Just 29% of Americans want to be moved emotionally by the news, while 12% dislike news aimed at stirring the emotions.

Regardless of their views of various styles of presenting the news, the vast majority of Americans (87%) say they “want the news to contain information that is helpful in my daily life.” Nearly half of Americans (47%) completely agree with that statement, while 40% mostly agree. Just 11% reject the idea that news should have information that is helpful in daily life.

More Signs of Cynicism

The public is increasingly cynical toward the news media, as reflected in the slumping credibility ratings for many outlets. More generally, a majority of Americans (53%) agree with the statement “I often don’t trust what news organizations are saying.” And while 43% disagree with that statement, just 9% *completely* disagree with it.

Feelings of mistrust of news organizations are fairly widespread. About six-in-ten Republicans (58%) say they often do not trust what news organizations are saying, but nearly half of Democrats share that opinion (47%). Older men, those age 50 and older, are particularly cynical toward the news media: 62% say they often do not trust news organizations. Younger women are decidedly less negative, with 35% of women under age 30 expressing mistrust for news outlets.

A relatively large percentage of the public (48%) also expresses the opinion that “people who decide what to put on TV news or in the newspapers are out of touch with people like me.” This view is prevalent among older Americans, who comprise the bulk of the audience for network evening news and several other news sources. A majority (55%) of those age 50 and older believe news organizations are out of touch, compared with 44% of those under age 50.

Somewhat fewer Americans (44%) say they are often depressed by the news, while a majority (54%) disagrees. There is a wide gender gap in these attitudes, as a majority of women (53%) say they find the news often depressing. By comparison, only about a third of men (34%) acknowledge getting depressed by the news.

Barriers to Following the News

Americans’ increasingly crowded schedules are often cited as a major reason why some people do not keep up with the news, but a lack of background information is actually a bigger factor. About four-in-ten (42%) say they often do not have enough background information to follow stories, while somewhat fewer (36%) say they are often “too busy” to keep up.

Half of those with a high school education cite a lack of necessary background information as a

| | <u>Agree</u> % | <u>Dis-</u> <u>agree</u> % | <u>DK</u> % |
|------------------------------|-------------------|----------------------------------|----------------|
| I don’t trust the news | 53 | 43 | 4=100 |
| Editors are out of touch | 48 | 48 | 4=100 |
| The news depresses me | 44 | 54 | 2=100 |
| I lack background to keep up | 42 | 56 | 2=100 |
| I’m too busy to keep up | 36 | 62 | 2=100 |

barrier to following the news; fewer than three-in-ten college graduates agree (27%). However, young people are not significantly more likely than older Americans to cite a lack of background as a reason for not keeping up with the news.

Age is a major factor in the question of whether people are too busy to follow the news, but education influences these attitudes as well. Half of those under age 25 say they are often too busy to follow the news, while just 28% of those 65 and older cite time constraints as a reason for not keeping up. Less educated Americans also more often cite a lack of time as a reason for not following the news.

Are News Media All the Same?

Most Americans look at the media landscape and discern important distinctions among sources, but a sizable minority (45%) views the news media “as pretty much the same to me.”

Those at both ends of the political spectrum perceive meaningful differences among news organizations, and trust some more than others. Seven-in-ten conservative Republicans (71%) say there are a few news sources they trust more than others, and nearly as many (66%) liberal Democrats share that view.

Independents and moderates, by contrast, are more divided in their outlook. Roughly half of independents (51%), and conservative and moderate Democrats (49%), regard news organizations as fairly similar. Most moderate and liberal Republicans (56%) say there are a few news sources they trust more than others, but many (43%) do not differentiate among news organizations.

Two-thirds (66%) of those with a strong interest in hard news perceive clear distinctions among

| | Trust some more than others | News media are all the same | DK |
|------------------------------|-----------------------------|-----------------------------|-------|
| | % | % | % |
| Total | 54 | 45 | 1=100 |
| College grad | 69 | 30 | 1=100 |
| Some college | 57 | 42 | 1=100 |
| High school | 45 | 53 | 2=100 |
| Less than H.S. | 41 | 55 | 4=100 |
| Conserv. Repub. | 71 | 28 | 1=100 |
| Mod/Lib Repub | 56 | 43 | 1=100 |
| Independent | 48 | 51 | 1=100 |
| Cons/Mod Dem. | 50 | 49 | 1=100 |
| Liberal Democrat | 66 | 33 | 1=100 |
| <i>Interest in hard news</i> | | | |
| High | 66 | 33 | 1=100 |
| Moderate | 53 | 46 | 1=100 |
| Low | 29 | 67 | 4=100 |

news outlets, but only about half (53%) of those with a moderate interest in hard news agree. And those with no interest in hard news overwhelmingly view news organizations as “pretty much the same.”

By their nature, the news outlets that appeal to narrower, hard news-oriented audiences are drawing viewers who see important differences between the credibility of news organizations. By large margins, people who watch the O’Reilly Factor and the NewsHour say they trust certain sources more than others, as do those who regularly listen to Rush Limbaugh and read online news sources and weekly news magazines. By comparison, regular viewers of the major network news programs and readers of daily newspapers are less discriminating, though even here most say they trust some sources more than others.

Appealing to Selective Audiences

Audiences most likely to say the news media are all the same

- Network evening news
- Local TV news
- Morning TV news
- Network news magazines
- Religious radio shows
- Local weekly papers
- Daily newspapers

Audiences most likely to say they trust some sources more than others

- O’Reilly Factor
- Rush Limbaugh
- Online news sources
- NewsHour
- News and business magazines
- Fox News Channel

Most Ambivalent Toward News With a View

Most Americans (58%) do not care if the news reflects their own viewpoint on politics and issues. But the minority of Americans that like the news to reflect their own views (36%) are highly selective in their choices of news outlets.

More members of both parties than independents – and more Republicans than Democrats – say they like the news to share their point of view. Roughly four-in-ten conservatives (43%) likes news that reflects their own opinions, compared with a third of moderates and liberals.

More generally, people who pay close attention to hard news express a preference for news that suits their point of view. Among those who follow international, national, local government, and business news, 43% say they like news with their point of view. Among those who follow none of these

News That Shares Your Point of View

| | <u>Like</u> | <u>Dislike</u> | <u>Doesn't matter</u> | <u>DK</u> |
|------------------------------|-------------|----------------|-----------------------|-----------|
| | % | % | % | % |
| Total | 36 | 5 | 58 | 1=100 |
| Republican | 45 | 5 | 48 | 2=100 |
| Democrat | 36 | 4 | 59 | 1=100 |
| Independent | 29 | 5 | 65 | 1=100 |
| Conservative | 43 | 6 | 50 | 1=100 |
| Moderate | 33 | 5 | 61 | 1=100 |
| Liberal | 33 | 3 | 63 | 1=100 |
| <i>Knowledge</i> | | | | |
| High | 42 | 3 | 53 | 2=100 |
| Medium | 35 | 5 | 59 | 1=100 |
| Low | 18 | 7 | 71 | 4=100 |
| <i>Interest in hard news</i> | | | | |
| High | 43 | 4 | 51 | 2=100 |
| Moderate | 37 | 5 | 57 | 1=100 |
| Low | 13 | 7 | 78 | 2=100 |

topics closely, just 13% say the same.

News With a View – Left and Right

There are several key differences in some of the news consumption habits of liberals and conservatives who like the news to reflect their political views, although they turn to some major news outlets (network evening news, among others) in about the same numbers.

Among specific programs, the O’Reilly Factor, religious radio shows and Rush Limbaugh’s show are important news sources for conservatives – especially those who like the news to reflect their views. And Comedy Central’s Daily Show, viewed regularly by only 3% of Americans overall, is a staple for 14% of liberals who like news that reflects their point of view.

Beyond the ideological appeal of these programs, the survey also finds that the Fox News Channel and National Public Radio draw people with strong ideological views who prefer news sources that reflect those views. Liberals who like their point of view reflected in the news are twice as likely as the national average (33% vs. 16%) to regularly listen to NPR. Similarly, 41% of conservatives who like news that shares their point of view regularly watch Fox News Channel, compared with 25% of the public.

| <i>Percent regularly watch/read/listen to</i> | <u>Conservatives</u> % | <u>Liberals</u> % |
|---|---------------------------|----------------------|
| Local TV news | 66 | 54 |
| Daily newspaper | 61 | 56 |
| Network evening news | 34 | 36 |
| Fox News Channel | 41 | 29 |
| CNN | 24 | 30 |
| Morning news | 26 | 28 |
| Network news magazines | 23 | 24 |
| National Public Radio | 13 | 33 |
| News pages of ISPs | 12 | 22 |
| Weekly news magazines | 12 | 16 |
| Network TV websites | 10 | 16 |
| Religious radio shows | 20 | 7 |
| O’Reilly Factor | 21 | 2 |
| Rush Limbaugh | 20 | 5 |
| Daily Show with Jon Stewart | 2 | 14 |

Based on those who say they “like” a news source to share their point of view on politics and issues.

Weather News Top Draw

While there has been an increase in the number of Americans who follow hard news – especially international news – interest in most news topics has remained stable in recent years. Far more Americans (53%) say they track weather news very closely than express strong interest in any other subject.

About a third of those surveyed (32%) say they follow crime news very closely, about the same as in 2002 and 2000. There continues to be a wide racial disparity in public interest in crime news; 55% of African Americans track crime news very closely compared with 28% of whites. African Americans also

express more interest than whites in community news, which draws close attention from 28% of the public. Four-in-ten blacks say they follow news about people and events in their own community, compared with about a quarter of whites (26%).

Health news is followed more closely by older people; 34% of people over age 50 pay very close attention to health news compared with just 20% of people under age 30. And a third of women say they follow health news very closely compared with 18% of men.

Common Concerns – Weather, Health

Clearly, education is a very important factor in the public’s news interests. College graduates make up a disproportionate percentage of the hard news audience and, in particular, the growing audience for international news.

However, while people with a high school education display much more interest in weather news than do college graduates (58% vs. 45%), the weather tops the list of news subjects for both groups. Similarly, health news is among the leading interests of high school-educated people and college graduates.

Otherwise, their leading news interests are quite different. Community news, crime and sports news rate among the subjects that most interest people with a high school education; international affairs, Washington news and science and technology are among the leading topics for college graduates.

Stewart Verdict Widely Known

About eight-in-ten Americans (79%) were able to recall that Martha Stewart was found guilty in her recent trial. There also is broad awareness of the name of the terrorist group that carried out the Sept. 11 attacks. In an open-ended format, 71% volunteered al Qaeda or cited Osama bin Laden.

| <i>Type of news followed “very closely”</i> | <u>2000</u> | <u>2002</u> | <u>2004</u> |
|---|-------------|-------------|-------------|
| Weather | – | – | 53 |
| Crime | 30 | 30 | 32 |
| Community | 26 | 31 | 28 |
| Health news | 29 | 26 | 26 |
| Sports | 27 | 25 | 25 |
| Washington news | 17 | 21 | 24 |
| International affairs | 14 | 21 | 24 |
| Local government | 20 | 22 | 22 |
| Religion | 21 | 19 | 20 |
| Science and technology | 18 | 17 | 16 |
| Entertainment | 15 | 14 | 15 |
| Business and finance | 14 | 15 | 14 |
| Consumer news | 12 | 12 | 13 |
| Culture and arts | 10 | 9 | 10 |

| <i>Top news interests</i> | | |
|---------------------------|--------------------------|----------------------------|
| | <u>College Graduates</u> | <u>High School or less</u> |
| (1) | Weather | Weather |
| (2) | International | Crime |
| (3) | Washington | Community |
| (4) | Health | Health |
| (5) | Science & Tech | Sports |

By comparison, 56% know that the Republicans currently maintain a majority in the House of Representatives. And about the same number (55%) are able to correctly estimate the current number of U.S. military deaths in Iraq as between 500 and 1,000 (the survey was in the field from April 19 to May 12, 2004). Those who were wrong on this last question were more likely to underestimate the number of casualties (28% said they thought it was under 500) than overestimate (10% though it was 1,000 or more).

While older Americans generally score better than younger people in the knowledge questions, education is an even bigger factor. For example, three-quarters of college graduates (76%) knew that the GOP has a majority in the House, compared with just 44% of those with no more than a high school education.

News Sources and Knowledge

The most knowledgeable audiences for specific news outlets tend to be those where the typical reader, viewer or listener is well-educated, older, or both. For example, roughly six-in-ten (59%) regular readers of literary magazines like the New Yorker and Atlantic answered all four current events questions correctly, highest among regular news audiences. The readership of these magazines also has the greatest proportion of college graduates.

Similarly, the readership for political magazines like the New Republic and Weekly Standard is relatively knowledgeable and well-educated; fully half correctly answered all four questions. By contrast, regular viewers of Larry King Live scored about as well as those who read political magazines (49% all four correct), although just 24% completed college. However, the audience for King's program includes a much greater proportion of those age 50 and older than the audience for any other source (72%).

Those who say they regularly watch the Daily

| Knowledgeable Audiences | | | |
|---|-------------------------|-------------------|-------------------------|
| | College <u>grads</u> | Age <u>50+</u> | Know <u>all four</u> |
| <i>Profile of regular readers/viewers/listeners</i> | % | % | % |
| New Yorker/Atlantic | 57 | 43 | 59 |
| Weekly Stand./New Rep. | 48 | 36 | 50 |
| Larry King Live | 24 | 72 | 49 |
| O'Reilly Factor | 34 | 52 | 47 |
| Daily Show | 38 | 17 | 47 |
| NewsHour | 48 | 56 | 46 |
| Talk Radio | 34 | 51 | 45 |
| Sunday AM talk | 31 | 59 | 44 |
| Read News Mags | 43 | 43 | 42 |
| Rush Limbaugh | 38 | 50 | 37 |
| C-SPAN | 27 | 52 | 37 |
| CNN | 27 | 44 | 36 |
| NPR | 42 | 38 | 36 |
| MSNBC | 28 | 46 | 34 |
| Daily Newspaper | 31 | 46 | 34 |
| Nightly Network News | 28 | 57 | 33 |
| TV News Mags | 25 | 54 | 31 |
| CNBC | 31 | 44 | 31 |
| NATIONAL AVG. | 26 | 39 | 30 |
| Fox News Channel | 21 | 45 | 29 |
| Local TV News | 24 | 44 | 28 |
| Late Night TV | 21 | 41 | 28 |
| Morning News Shows | 27 | 46 | 28 |
| Religious Radio | 20 | 48 | 20 |

Show with Jon Stewart are much younger than average – just 17% are 50 and older. But they are relatively well-educated – 38% are college graduates – and are fairly knowledgeable about current events (47% all four correct). Regular viewers of the Daily Show are about as knowledgeable as the regular audiences for the O’Reilly Factor (47%), the NewsHour (46%), talk radio (45%) and Sunday morning political talk shows (44%).

The audiences for cable networks and broadcast TV news outlets, which tend to be broader and more similar demographically to the nation as a whole, are somewhat less knowledgeable than some of these more specialized audiences. Comparable numbers of regular viewers of CNN (36%), MSNBC (34%) and the nightly network news programs (33%) correctly answered all four current events questions. Viewers of the Fox News Channel score almost precisely at the national average (29% answer all four correctly, compared to 30% nationwide), despite having fewer college graduates as regular viewers.

V: Media Credibility Declines

Credibility ratings for the major broadcast and cable television outlets have fallen somewhat in recent years, due in large part to increased cynicism toward the media on the part of Republicans and conservatives. CNN no longer enjoys the top spot as the most credible TV news source; it is now in a statistical tie with CBS's 60 Minutes.

From 1996 to 2002, CNN was viewed as the most believable broadcast or cable outlet, but its ratings have fallen gradually over time. Today 32% of those able to rate CNN say they can believe all or most of what they see on the cable network. This is down from 37% in 2002, 39% in 2000, and a high of 42% in 1998. Ratings for 60 Minutes have remained relatively stable over that period, and today 33% of those who can rate it find the TV news magazine highly credible.

Just as CNN's credibility ratings have fallen, ratings for the major broadcast networks have declined as well. NBC News, ABC News and CBS News are rated about equally in terms of believability by the public. Among those able to rate NBC News, 24% find the network highly credible, down from a high of 30% in 1998. ABC News has followed a similar pattern: 24% view it as highly believable, compared with 31% in 1996. And CBS News has moved from 32% who saw it as believable in 1996 to 24% today.

Ratings for the Fox News Channel

| | Believe all or most | | Believe almost nothing | | Can't Rate |
|------------------|---------------------|---------------|------------------------|---------------|------------|
| | <u>4</u> % | <u>3</u> % | <u>2</u> % | <u>1</u> % | |
| 60 Minutes | 33 | 36 | 21 | 10=100 | 10 |
| CNN | 32 | 40 | 19 | 9=100 | 10 |
| C-SPAN | 27 | 38 | 25 | 10=100 | 27 |
| Fox News Channel | 25 | 38 | 27 | 10=100 | 14 |
| Local TV News | 25 | 38 | 27 | 10=100 | 5 |
| NBC News | 24 | 41 | 26 | 9=100 | 6 |
| ABC News | 24 | 40 | 26 | 10=100 | 9 |
| CBS News | 24 | 39 | 26 | 11=100 | 10 |
| NewsHour | 23 | 36 | 27 | 14=100 | 43 |
| NPR | 23 | 33 | 29 | 15=100 | 24 |
| MSNBC | 22 | 42 | 26 | 10=100 | 16 |

* Percentages based on those who could rate each.

| | <u>1996</u> | <u>1998</u> | <u>2000</u> | <u>2002</u> | <u>2004</u> |
|--|-------------|-------------|-------------|-------------|-------------|
| <i>Believe all or most of what organization says</i> | % | % | % | % | % |
| 60 Minutes | – | 35 | 34 | 34 | 33 |
| CNN | 38 | 42 | 39 | 37 | 32 |
| C-SPAN | 30 | 32 | 33 | 30 | 27 |
| Fox News Channel | – | – | 26 | 24 | 25 |
| Local TV News | – | 34 | 33 | 27 | 25 |
| NBC News | 29 | 30 | 29 | 25 | 24 |
| ABC News | 31 | 30 | 30 | 24 | 24 |
| CBS News | 32 | 28 | 29 | 26 | 24 |
| NewsHour | – | 29 | 24 | 26 | 23 |
| NPR | – | 19 | 25 | 23 | 23 |
| MSNBC | – | – | 28 | 28 | 22 |

* Percentages based on those who could rate each.

have remained relatively stable in recent years: 25% now say they can believe all or most of what they see on Fox, which is virtually the same as the cable network's rating in 2000 (26%). At the same time, ratings for the cable network MSNBC have fallen somewhat – 22% now view MSNBC as highly credible vs. 28% in 2000. The public has become more familiar with each of these cable news channels in recent years. In 2002, 21% of the public said they did not know enough about the Fox News Channel to give it a rating, compared with 14% today. Similarly, 23% were unable to rate MSNBC in 2002, and now 16% fall into that category.

C-SPAN's visibility also has increased. In 2002, 39% said they could not rate C-SPAN in terms of believability; that has dropped to 27%. Roughly a quarter of those able to rate C-SPAN (27%) say it is highly believable, compared with 30% two years ago.

Credibility ratings for the NewsHour with Jim Lehrer have dropped marginally in recent years. Among those able to rate the show, 23% see it as highly credible. This is down somewhat from 29% in 1998 and 26% in 2002. NPR is viewed as highly credible by an equal proportion of those able to give a rating (23%). This figure is unchanged from 2002.

Wall Street Journal Declines

A similar pattern of waning credibility can be seen for print news outlets. The changes have not been dramatic, but there have been modest shifts downward across a broad range of print sources. Two news organization share the top spot in terms of print news credibility. The weekly news magazine U.S. News & World Report and the Wall Street Journal are viewed as highly credible by 24% of those who are able to rate them.

In previous polls, the Wall Street Journal stood well above the rest of the pack, but that is no longer the case. Ratings for the Journal have plummeted in recent years. In 1998 and 2000, 41% of those able to rate it said they could believe all or most of what they read in the Wall Street Journal.

| | Believe all or most | | Believe almost nothing | | Can't Rate |
|-------------------|---------------------|----------|------------------------|----------|-------------|
| | <u>4</u> | <u>3</u> | <u>2</u> | <u>1</u> | <u>Rate</u> |
| | % | % | % | % | % |
| U.S. News | 24 | 42 | 26 | 8=100 | 23 |
| Wall St. Journal | 24 | 42 | 23 | 11=100 | 26 |
| Time | 22 | 41 | 25 | 12=100 | 19 |
| New York Times | 21 | 41 | 24 | 14=100 | 25 |
| Newsweek | 19 | 44 | 26 | 11=100 | 23 |
| USA Today | 19 | 41 | 29 | 11=100 | 23 |
| Your daily paper | 19 | 36 | 32 | 13=100 | 8 |
| Associated Press | 18 | 40 | 32 | 10=100 | 18 |
| People | 7 | 20 | 41 | 32=100 | 22 |
| National Enquirer | 5 | 7 | 11 | 77=100 | 20 |

* Percentages based on those who could rate each.

That number fell to 33% in 2002 and now stands at 24%.

Most of the other print sources tested in the poll receive similar ratings for believability. Time Magazine is viewed as highly believable by 22% of people familiar enough to rate it, and the New York Times gets a 21% rating. Newsweek and USA Today get a high rating from 19%; that is also the rating respondents give to their own daily paper. The Associated Press is viewed as highly credible by 18% of Americans who can rate it.

Ratings for Time, Newsweek and USA Today have fallen somewhat in recent years. Ratings for local daily newspapers have fallen more sharply. In 1998, roughly three-in-ten (29%) of those able to rate their local newspaper said they could believe all or most of what it said. That has declined to 19% in the current survey.

| | <u>1996</u> | <u>1998</u> | <u>2000</u> | <u>2002</u> | <u>2004</u> |
|--|-------------|-------------|-------------|-------------|-------------|
| <i>Believe all of most of what organization says</i> | % | % | % | % | % |
| U.S. News | – | – | – | 26 | 24 |
| Wall St. Journal | 36 | 41 | 41 | 33 | 24 |
| Time | – | 27 | 29 | 23 | 22 |
| New York Times | – | – | – | – | 21 |
| Newsweek | – | 24 | 24 | 20 | 19 |
| USA Today | 24 | 23 | 23 | 19 | 19 |
| Your daily paper | 25 | 29 | 25 | 21 | 19 |
| Associated Press | 16 | 18 | 21 | 17 | 18 |
| People | – | 10 | 10 | 9 | 7 |
| National Enquirer | – | 3 | 4 | 3 | 5 |

* Percentages based on those who could rate each.

Entertainment and tabloid news sources receive the lowest ratings overall. Just 7% of those who can rate it say they can believe all or most of what they read in People Magazine, and even fewer (5%) find the National Enquirer highly believable.

Partisan Divisions Drive Credibility Slump

The falloff in credibility for these news sources is linked to a growing partisan tilt in the ratings. Republicans have traditionally viewed the overall media more skeptically than Democrats and this has long translated into lower credibility ratings from Republicans for most news sources.

But Republicans have become even more negative about the media's believability, widening the partisan gaps and driving down the overall ratings of several major news organizations. In 1998, 44% of Democrats and 39% of Republicans gave CNN very high ratings for believability. By 2002, the partisan gap had widened significantly: 45% of Democrats and 32% of Republicans gave CNN the highest rating. In the current survey, CNN's rating among Democrats remains at 45%, while falling further among Republicans (to 26%).

More surprising is the sharp decline among members of both parties – but especially Republicans – in ratings for the Wall Street Journal. In 1998, Republicans were more trusting than Democrats of the Wall Street Journal by a margin of 48% to 42%. That was still the case in 2002 when 35% of Republicans and 29% of Democrats gave the Journal a very high rating for believability. Today, Democrats are actually more trusting of the Journal – 29% give it a high rating vs. 23% of Republicans.

Ratings for the NewsHour and the Associated Press also have changed dramatically among Republicans. As recently as two years ago, fairly comparable percentages of Democrats (28%) and Republicans (24%) gave high credibility ratings to the PBS news program. Today, about the same proportion of Democrats (29%) give the NewsHour high marks for believability, compared with only 12% of Republicans.

Even C-SPAN, the non-profit, public affairs network has seen its ratings become more politicized. In 1998, Republicans were slightly more likely than Democrats to view C-SPAN as highly believable. By 2000, the balance of opinion had shifted, though Republicans and Democrats still had fairly similar views about C-SPAN. Today significantly more Democrats than Republicans give C-SPAN high marks for believability (36% vs. 23%, respectively).

Credibility ratings for the major news networks have not changed as dramatically in recent years, largely because they have long been divided along partisan lines. In the case of NBC News, the partisan gap is as large as it was in 1998 (13 points), and partisan differences in evaluations of ABC News have grown only marginally. But ratings for CBS News have become more partisan: currently, 34% of Democrats and just 15% of Republicans view CBS News as highly credible. The network’s rating among Democrats is about the same as it was six years ago (33% in 1998), while its credibility among Republicans has fallen eight points (from 23%).

| Partisanship and Credibility* | | | |
|--|------------|------------|------------|
| | <u>Rep</u> | <u>Dem</u> | <u>Gap</u> |
| | % | % | |
| <i>Believe all or most of what the organization says</i> | | | |
| Broadcast & cable outlets: | | | |
| CNN | 26 | 45 | +19 |
| CBS News | 15 | 34 | +19 |
| NPR | 15 | 33 | +18 |
| NewsHour | 12 | 29 | +17 |
| 60 Minutes | 25 | 42 | +17 |
| ABC News | 17 | 34 | +17 |
| MSNBC | 14 | 29 | +15 |
| C-SPAN | 22 | 36 | +14 |
| NBC News | 16 | 30 | +14 |
| Local TV news | 21 | 29 | +8 |
| Fox News Channel | 29 | 24 | -5 |
| Print Outlets: | | | |
| Associated Press | 12 | 29 | +17 |
| New York Times | 14 | 31 | +17 |
| Time | 15 | 30 | +15 |
| Newsweek | 12 | 26 | +14 |
| USA Today | 14 | 25 | +11 |
| Daily newspaper | 16 | 23 | +7 |
| Wall St. Journal | 23 | 29 | +6 |
| * Percentages based on those who could rate each. | | | |

Opinions of the believability of Time and Newsweek also have become more partisan. In 1998, 34% of Democrats vs. 23% of Republicans gave Time a high believability rating. Today, 30% of Democrats and 15% of Republicans view Time as highly believable. A similar pattern can be seen for Newsweek.

Fox Leads Among Reps, CNN Among Dems

As a consequence of the increasing partisanship, the most trusted news sources for Democrats, Republicans and independents vary widely. Three news organizations, CNN, 60 Minutes and C-SPAN make the list of the most trusted sources for all three groups.

The Republicans’ most trusted source is the Fox News Channel, which does not appear in the top six for either Democrats or independents. Similarly, the Wall Street Journal and local television news are among the most trusted sources for Republicans, but are not among the Democrats’ top picks.

Democrats find ABC News, CBS News and NPR highly believable. Neither Republicans nor independents place these sources in their top tier of credible news sources. For independents, U.S. News & World Report, NBC News and the NewsHour are among the most trusted news sources. But none of these news organizations make the Republicans’ or Democrats’ lists of most believable sources.

| Most Believable News Sources* | | |
|--------------------------------------|-------------------------|----------------------------|
| <u>Republicans</u> | <u>Democrats</u> | <u>Independents</u> |
| Fox News (29) | CNN (45) | 60 Minutes (29) |
| CNN (26) | 60 Minutes (42) | CNN (28) |
| 60 Minutes (25) | C-SPAN (36) | C-SPAN (26) |
| Wall St. Journal (23) | ABC News (34) | U.S. News (26) |
| C-SPAN (22) | CBS News (34) | NBC News (24) |
| Local TV news (21) | NPR (33) | NewsHour (24) |

* Percent who believe all or most of what the organization reports, based on those able to rate the organization.

TABLES

FOLLOW INTERNATIONAL NEWS

| | -----April 2002----- | | | -----April 2004----- | | | <i>Change in Most of the time</i> | <i>(N)</i> |
|----------------------|--|----------------------------|---------------|--|----------------------------|---------------|---|------------|
| | Only when something <u>important</u> | Most of <u>the time</u> | <u>DK/Ref</u> | Only when something <u>important</u> | Most of <u>the time</u> | <u>DK/Ref</u> | | |
| | % | % | % | % | % | % | | |
| TOTAL | 61 | 37 | 2=100 | 47 | 52 | 1=100 | +15 | (3000) |
| SEX | | | | | | | | |
| Male | 56 | 42 | 2 | 46 | 52 | 2 | +10 | (1350) |
| Female | 66 | 32 | 2 | 48 | 51 | 1 | +19 | (1650) |
| AGE | | | | | | | | |
| 18-29 | 72 | 26 | 2 | 58 | 40 | 2 | +14 | (519) |
| 30-49 | 65 | 33 | 2 | 50 | 49 | 1 | +16 | (1127) |
| 50-64 | 55 | 43 | 2 | 37 | 62 | 1 | +19 | (728) |
| 65+ | 45 | 51 | 4 | 39 | 59 | 2 | +8 | (581) |
| AGE/SEX | | | | | | | | |
| Men Under 30 | 69 | 30 | 1 | 57 | 41 | 2 | +11 | (271) |
| Women Under 30 | 76 | 23 | 2 | 60 | 39 | 1 | +14 | (248) |
| Men 30-49 | 58 | 40 | 2 | 48 | 51 | 1 | +11 | (486) |
| Women 30-49 | 72 | 25 | 3 | 51 | 48 | 1 | +23 | (641) |
| Men 50+ | 46 | 51 | 3 | 37 | 61 | 2 | +10 | (576) |
| Women 50+ | 54 | 43 | 3 | 39 | 60 | 1 | +17 | (733) |
| RACE | | | | | | | | |
| White | 61 | 37 | 2 | 47 | 52 | 1 | +15 | (2474) |
| Non-white | 65 | 33 | 2 | 49 | 50 | 1 | +17 | (473) |
| Black | 64 | 33 | 3 | 43 | 57 | 0 | +24 | (295) |
| Hispanic* | 67 | 32 | 1 | 52 | 45 | 3 | +13 | (207) |
| EDUCATION | | | | | | | | |
| College Grad. | 52 | 47 | 1 | 42 | 57 | 1 | +10 | (1008) |
| Some College | 63 | 36 | 1 | 47 | 52 | 1 | +16 | (751) |
| High School Grad. | 64 | 33 | 3 | 48 | 51 | 1 | +18 | (954) |
| < High School Grad. | 66 | 28 | 6 | 53 | 44 | 4 | +16 | (269) |
| FAMILY INCOME | | | | | | | | |
| \$75,000+ | 54 | 45 | 1 | 41 | 59 | * | +14 | (697) |
| \$50,000-\$74,999 | 61 | 38 | 1 | 45 | 55 | 0 | +17 | (441) |
| \$30,000-\$49,999 | 65 | 34 | 1 | 51 | 48 | 1 | +14 | (639) |
| \$20,000-\$29,999 | 58 | 38 | 4 | 46 | 52 | 2 | +14 | (323) |
| <\$20,000 | 63 | 33 | 4 | 51 | 47 | 2 | +14 | (448) |

* The designation Hispanic is unrelated to the white-black categorization.

Question: Which one of the following two statements best describes you: I follow INTERNATIONAL news closely ONLY when something important or interesting is happening OR I follow INTERNATIONAL news most of the time?

CONTINUED ...

| | -----April 2002----- | | | -----April 2004----- | | | <i>Change in Most of the time</i> | (N) |
|------------------------|--|----------------------------|---------------|--|----------------------------|---------------|---|--------|
| | Only when something <u>important</u> | Most of <u>the time</u> | <u>DK/Ref</u> | Only when something <u>important</u> | Most of <u>the time</u> | <u>DK/Ref</u> | | |
| | % | % | % | % | % | % | | |
| TOTAL | 61 | 37 | 2=100 | 47 | 52 | 1=100 | +15 | (3000) |
| REGION | | | | | | | | |
| East | 59 | 39 | 2 | 49 | 49 | 2 | +10 | (529) |
| Midwest | 60 | 38 | 2 | 45 | 53 | 2 | +15 | (768) |
| South | 63 | 34 | 3 | 46 | 53 | 1 | +19 | (1078) |
| West | 61 | 37 | 2 | 48 | 51 | 1 | +14 | (625) |
| PARTY ID | | | | | | | | |
| Republican | 59 | 39 | 2 | 43 | 56 | 1 | +17 | (943) |
| Democrat | 61 | 38 | 1 | 47 | 52 | 1 | +14 | (1021) |
| Independent | 60 | 37 | 3 | 48 | 51 | 1 | +14 | (758) |
| CABLE TV | | | | | | | | |
| Subscriber | 62 | 36 | 2 | 46 | 53 | 1 | +17 | (2509) |
| Non-subscriber | 60 | 36 | 4 | 53 | 46 | 2 | +10 | (411) |
| ONLINE USE | | | | | | | | |
| Internet User | 62 | 37 | 1 | 47 | 52 | 1 | +15 | (2049) |
| Non an Internet User | 59 | 37 | 4 | 46 | 52 | 2 | +15 | (951) |
| LIFE CYCLE | | | | | | | | |
| Under 30: | | | | | | | | |
| Single w/out children | 70 | 28 | 2 | 58 | 40 | 2 | +12 | (283) |
| Married | 73 | 25 | 2 | 55 | 45 | * | +20 | (153) |
| 30-49: | | | | | | | | |
| Single w/out Children | 63 | 34 | 3 | 54 | 45 | 1 | +11 | (251) |
| Married w/out Children | 60 | 37 | 3 | 51 | 47 | 2 | +10 | (177) |
| Married with Children | 66 | 32 | 2 | 47 | 52 | 1 | +20 | (540) |
| 50-64: | | | | | | | | |
| Married | 53 | 45 | 2 | 37 | 63 | * | +18 | (485) |
| Not Married | 58 | 40 | 2 | 39 | 60 | 1 | +20 | (243) |
| 65+: | | | | | | | | |
| Married | 42 | 56 | 2 | 37 | 62 | 1 | +6 | (275) |
| Not Married | 48 | 46 | 6 | 41 | 56 | 3 | +10 | (306) |
| Working Mother | 74 | 24 | 2 | 47 | 52 | 1 | +28 | (310) |
| Single Mother | 71 | 27 | 2 | 54 | 45 | 1 | +18 | (269) |

MEDIA USE "YESTERDAY"

| | <i>Read a Newspaper Yesterday</i> | | | <i>Watched TV News Yesterday</i> | | |
|----------------------|-----------------------------------|----------------|----------------|----------------------------------|----------------|----------------|
| | <u>Yes</u> % | <u>No</u> % | <u>DK</u> % | <u>Yes</u> % | <u>No</u> % | <u>DK</u> % |
| TOTAL | 42 | 58 | *=100 | 60 | 40 | *=100 |
| SEX | | | | | | |
| Male | 47 | 53 | * | 60 | 40 | * |
| Female | 37 | 63 | * | 60 | 40 | * |
| AGE | | | | | | |
| 18-29 | 23 | 77 | 0 | 44 | 55 | 1 |
| 30-49 | 39 | 61 | * | 58 | 42 | * |
| 50-64 | 52 | 48 | * | 67 | 33 | * |
| 65+ | 60 | 40 | * | 74 | 25 | 1 |
| AGE/SEX | | | | | | |
| Men Under 30 | 27 | 73 | 0 | 41 | 59 | 0 |
| Women Under 30 | 20 | 80 | 0 | 48 | 51 | 1 |
| Men 30-49 | 45 | 55 | * | 59 | 41 | 0 |
| Women 30-49 | 33 | 67 | * | 57 | 43 | * |
| Men 50+ | 61 | 39 | * | 72 | 28 | * |
| Women 50+ | 50 | 50 | * | 69 | 31 | * |
| RACE | | | | | | |
| White | 44 | 56 | * | 60 | 40 | * |
| Non-White | 36 | 64 | * | 60 | 40 | 0 |
| Black | 35 | 65 | * | 65 | 35 | 0 |
| Hispanic* | 32 | 68 | 0 | 57 | 43 | 0 |
| EDUCATION | | | | | | |
| College Grad.+ | 56 | 44 | * | 61 | 39 | 0 |
| Some College | 41 | 59 | * | 57 | 43 | * |
| High School Grad. | 38 | 62 | * | 62 | 38 | 1 |
| < High School Grad. | 30 | 70 | 0 | 58 | 42 | 0 |
| FAMILY INCOME | | | | | | |
| \$75,000+ | 55 | 45 | 0 | 60 | 40 | 0 |
| \$50,000-\$74,999 | 53 | 47 | 0 | 58 | 41 | 1 |
| \$30,000-\$49,999 | 37 | 63 | * | 60 | 40 | 0 |
| \$20,000-\$29,999 | 33 | 67 | 0 | 61 | 39 | * |
| <\$20,000 | 27 | 73 | 0 | 60 | 40 | * |

QUESTION: Did you get a chance to read a daily newspaper yesterday, or not?

Did you watch the news or a news program on television yesterday, or not?

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED ...

| | <i>Read a Newspaper Yesterday</i> | | | <i>Watched TV News Yesterday</i> | | |
|------------------------|-----------------------------------|----------------|-------------------------|----------------------------------|----------------|-------------------------|
| | <u>Yes</u> % | <u>No</u> % | <u>DK</u> % *=100 | <u>Yes</u> % | <u>No</u> % | <u>DK</u> % *=100 |
| TOTAL | 42 | 58 | *=100 | 60 | 40 | *=100 |
| REGION | | | | | | |
| East | 45 | 55 | 0 | 59 | 41 | * |
| Midwest | 45 | 55 | * | 61 | 39 | * |
| South | 40 | 60 | * | 60 | 40 | * |
| West | 40 | 60 | * | 60 | 39 | 1 |
| PARTY ID | | | | | | |
| Republican | 45 | 55 | * | 60 | 39 | 1 |
| Democrat | 46 | 54 | * | 64 | 36 | * |
| Independent | 39 | 61 | * | 57 | 43 | * |
| CABLE TV | | | | | | |
| Subscriber | 45 | 55 | * | 62 | 38 | * |
| Non-Subscriber | 31 | 69 | * | 50 | 50 | * |
| ONLINE USE | | | | | | |
| Internet User | 43 | 57 | * | 59 | 41 | * |
| Not an Internet User | 40 | 60 | * | 63 | 37 | * |
| LIFE CYCLE | | | | | | |
| Under 30: | | | | | | |
| Single w/out Children | 26 | 74 | 0 | 39 | 61 | 0 |
| Married | 18 | 82 | 0 | 49 | 50 | 1 |
| 30-49: | | | | | | |
| Single w/out Children | 38 | 62 | 0 | 60 | 40 | 0 |
| Married w/out Children | 44 | 56 | * | 58 | 42 | 0 |
| Married With Children | 40 | 60 | * | 57 | 43 | * |
| 50-64: | | | | | | |
| Married | 61 | 39 | * | 68 | 32 | * |
| Not Married | 36 | 64 | 0 | 66 | 33 | 1 |
| 65+: | | | | | | |
| Married | 73 | 27 | * | 78 | 22 | 0 |
| Not Married | 49 | 51 | * | 71 | 28 | 1 |
| Working Mothers | 34 | 66 | 0 | 55 | 44 | 1 |
| Single Parent | 28 | 72 | 0 | 55 | 44 | 1 |

MEDIA USE "YESTERDAY"

| | <i>Read a Magazine Yesterday</i> | | | <i>Listened to Radio News Yesterday</i> | | |
|----------------------|----------------------------------|----------------|----------------|---|----------------|----------------|
| | <u>Yes</u> % | <u>No</u> % | <u>DK</u> % | <u>Yes</u> % | <u>No</u> % | <u>DK</u> % |
| TOTAL | 25 | 75 | *=100 | 40 | 59 | 1=100 |
| SEX | | | | | | |
| Male | 23 | 77 | * | 45 | 55 | * |
| Female | 26 | 74 | * | 37 | 63 | * |
| AGE | | | | | | |
| 18-29 | 26 | 74 | * | 28 | 71 | 1 |
| 30-49 | 24 | 76 | 0 | 47 | 53 | * |
| 50-64 | 23 | 77 | 0 | 47 | 53 | * |
| 65+ | 27 | 73 | * | 33 | 67 | * |
| AGE/SEX | | | | | | |
| Men Under 30 | 26 | 74 | * | 32 | 67 | 1 |
| Women Under 30 | 25 | 74 | 1 | 24 | 75 | 1 |
| Men 30-49 | 22 | 78 | 0 | 48 | 52 | * |
| Women 30-49 | 26 | 74 | 0 | 45 | 55 | * |
| Men 50+ | 24 | 76 | * | 48 | 52 | * |
| Women 50+ | 25 | 75 | 0 | 35 | 65 | * |
| RACE | | | | | | |
| White | 25 | 75 | * | 41 | 58 | 1 |
| Non-White | 24 | 76 | 0 | 36 | 63 | 1 |
| Black | 24 | 76 | 0 | 33 | 66 | 1 |
| Hispanic * | 23 | 77 | 0 | 34 | 66 | 0 |
| EDUCATION | | | | | | |
| College Grad.+ | 33 | 67 | * | 51 | 49 | * |
| Some College | 24 | 76 | * | 43 | 57 | * |
| High School Grad. | 22 | 78 | 0 | 36 | 63 | 1 |
| < High School Grad. | 17 | 83 | 0 | 27 | 72 | 1 |
| FAMILY INCOME | | | | | | |
| \$75,000+ | 29 | 71 | * | 51 | 48 | 1 |
| \$50,000-\$74,999 | 26 | 74 | 0 | 49 | 51 | * |
| \$30,000-\$49,999 | 23 | 77 | 0 | 41 | 58 | 1 |
| \$20,000-\$29,999 | 25 | 75 | * | 36 | 64 | * |
| <\$20,000 | 19 | 81 | * | 27 | 72 | 1 |

QUESTION: Thinking about yesterday, did you spend any time reading magazines?

About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday?

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED ...

| | <i>Read a Magazine Yesterday</i> | | | <i>Listened to Radio News Yesterday</i> | | |
|------------------------|----------------------------------|----------------|----------------|---|----------------|----------------|
| | <u>Yes</u> % | <u>No</u> % | <u>DK</u> % | <u>Yes</u> % | <u>No</u> % | <u>DK</u> % |
| TOTAL | 25 | 75 | *=100 | 40 | 59 | 1=100 |
| REGION | | | | | | |
| East | 24 | 76 | 0 | 46 | 53 | 1 |
| Midwest | 23 | 77 | * | 44 | 55 | 1 |
| South | 23 | 77 | 0 | 36 | 63 | 1 |
| West | 29 | 71 | * | 38 | 62 | * |
| PARTY ID | | | | | | |
| Republican | 25 | 75 | 0 | 48 | 52 | * |
| Democrat | 24 | 76 | * | 38 | 61 | 1 |
| Independent | 25 | 75 | 0 | 38 | 62 | * |
| CABLE TV | | | | | | |
| Subscriber | 26 | 74 | * | 40 | 59 | 1 |
| Non-Subscriber | 20 | 80 | * | 42 | 58 | * |
| ONLINE USE | | | | | | |
| Internet User | 26 | 74 | * | 44 | 55 | 1 |
| Not an Internet User | 21 | 79 | * | 33 | 66 | 1 |
| LIFE CYCLE | | | | | | |
| Under 30: | | | | | | |
| Single w/out Children | 27 | 73 | * | 30 | 69 | 1 |
| Married | 23 | 77 | 0 | 33 | 67 | 0 |
| 30-49: | | | | | | |
| Single w/out Children | 23 | 77 | 0 | 40 | 59 | 1 |
| Married w/out Children | 28 | 72 | 0 | 48 | 52 | 0 |
| Married With Children | 23 | 77 | 0 | 50 | 50 | * |
| 50-64: | | | | | | |
| Married | 24 | 76 | 0 | 50 | 50 | * |
| Not Married | 20 | 80 | 0 | 41 | 58 | 1 |
| 65+: | | | | | | |
| Married | 30 | 70 | 0 | 39 | 61 | 0 |
| Not Married | 25 | 75 | * | 28 | 71 | 1 |
| Working Mothers | 23 | 77 | 0 | 40 | 60 | 0 |
| Single Parent | 26 | 74 | 0 | 35 | 65 | * |

VIEWERSHIP OF SELECTED PROGRAMMING

| | <i>Nightly Network News</i> | | | | | <i>Cable News Channels</i> | | | | | <i>(N)</i> |
|----------------------|-----------------------------|--------------|---------------|--------------|-----------|----------------------------|--------------|---------------|--------------|-----------|------------|
| | <u>Regu-</u> | <u>Some-</u> | <u>Hardly</u> | <u>Never</u> | <u>DK</u> | <u>Regu-</u> | <u>Some-</u> | <u>Hardly</u> | <u>Never</u> | <u>DK</u> | |
| | <u>larly</u> | <u>times</u> | <u>Ever</u> | <u> </u> | <u> </u> | <u>larly</u> | <u>times</u> | <u>Ever</u> | <u> </u> | <u> </u> | |
| | % | % | % | % | % | % | % | % | % | % | |
| TOTAL | 34 | 28 | 16 | 22 | *=100 | 38 | 33 | 10 | 19 | *=100 | (1493) |
| SEX | | | | | | | | | | | |
| Male | 30 | 28 | 17 | 24 | 1 | 41 | 32 | 9 | 18 | * | (660) |
| Female | 37 | 28 | 14 | 21 | 0 | 35 | 33 | 12 | 20 | * | (833) |
| AGE | | | | | | | | | | | |
| 18-29 | 18 | 35 | 17 | 30 | 0 | 29 | 37 | 12 | 22 | 0 | (250) |
| 30-49 | 26 | 30 | 20 | 24 | * | 37 | 33 | 12 | 18 | 0 | (577) |
| 50-64 | 42 | 23 | 15 | 19 | 1 | 40 | 31 | 9 | 19 | 1 | (359) |
| 65+ | 57 | 22 | 6 | 16 | * | 46 | 28 | 6 | 19 | 1 | (287) |
| AGE/SEX | | | | | | | | | | | |
| Men Under 30 | 16 | 33 | 20 | 31 | 0 | 31 | 40 | 9 | 20 | 0 | (122) |
| Women Under 30 | 20 | 36 | 15 | 29 | 0 | 27 | 36 | 14 | 23 | 0 | (128) |
| Men 30-49 | 22 | 30 | 21 | 26 | 1 | 38 | 31 | 12 | 19 | 0 | (251) |
| Women 30-49 | 30 | 30 | 19 | 21 | 0 | 35 | 35 | 13 | 18 | 0 | (326) |
| Men 50+ | 46 | 21 | 13 | 19 | 1 | 49 | 27 | 6 | 17 | 1 | (278) |
| Women 50+ | 51 | 23 | 10 | 16 | 0 | 38 | 31 | 9 | 21 | 1 | (368) |
| RACE | | | | | | | | | | | |
| White | 34 | 27 | 16 | 23 | * | 38 | 31 | 11 | 20 | * | (1230) |
| Non-White | 31 | 33 | 17 | 19 | 0 | 38 | 36 | 8 | 18 | * | (232) |
| Black | 30 | 32 | 15 | 23 | 0 | 38 | 39 | 7 | 17 | 0 | (145) |
| Hispanic * | 24 | 35 | 13 | 28 | 0 | 26 | 42 | 9 | 23 | 0 | (95) |
| EDUCATION | | | | | | | | | | | |
| College Grad.+ | 35 | 24 | 20 | 21 | * | 43 | 29 | 12 | 16 | 0 | (506) |
| Some College | 29 | 28 | 21 | 22 | 0 | 35 | 35 | 12 | 18 | * | (358) |
| High School Grad. | 37 | 30 | 11 | 21 | 1 | 32 | 35 | 10 | 22 | 1 | (492) |
| < High School Grad. | 32 | 30 | 10 | 27 | 1 | 43 | 29 | 6 | 21 | 1 | (131) |
| FAMILY INCOME | | | | | | | | | | | |
| \$75,000+ | 36 | 23 | 19 | 22 | 0 | 44 | 31 | 13 | 12 | 0 | (350) |
| \$50,000-\$74,999 | 31 | 31 | 15 | 22 | 1 | 42 | 35 | 9 | 13 | 1 | (215) |
| \$30,000-\$49,999 | 33 | 26 | 15 | 26 | * | 35 | 33 | 10 | 22 | 0 | (320) |
| \$20,000-\$29,999 | 33 | 31 | 15 | 20 | 1 | 38 | 29 | 9 | 24 | 0 | (167) |
| <\$20,000 | 33 | 30 | 15 | 21 | 1 | 31 | 33 | 9 | 26 | 1 | (226) |

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... (the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live; cable news channels such as CNN, MSNBC, or the FOX News CABLE Channel).

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED ...

| | <i>Nightly Network News</i> | | | | | <i>Cable News Channels</i> | | | | | <i>(N)</i> |
|------------------------|-----------------------------|--------------|---------------|--------------|-----------|----------------------------|--------------|---------------|--------------|-----------|------------|
| | <i>Regu-</i> | <i>Some-</i> | <i>Hardly</i> | | | <i>Regu-</i> | <i>Some-</i> | <i>Hardly</i> | | | |
| | <u>larly</u> | <u>times</u> | <u>Ever</u> | <u>Never</u> | <u>DK</u> | <u>larly</u> | <u>times</u> | <u>Ever</u> | <u>Never</u> | <u>DK</u> | |
| | % | % | % | % | % | % | % | % | % | % | |
| TOTAL | 34 | 28 | 16 | 22 | *=100 | 38 | 33 | 10 | 19 | *=100 | (1493) |
| REGION | | | | | | | | | | | |
| East | 38 | 33 | 10 | 19 | * | 37 | 39 | 10 | 14 | * | (257) |
| Midwest | 34 | 27 | 15 | 23 | 1 | 36 | 27 | 12 | 25 | 0 | (381) |
| South | 35 | 25 | 17 | 23 | * | 41 | 31 | 11 | 16 | 1 | (549) |
| West | 27 | 30 | 19 | 24 | * | 33 | 35 | 9 | 22 | 1 | (306) |
| PARTY ID | | | | | | | | | | | |
| Republican | 31 | 25 | 17 | 26 | 1 | 46 | 27 | 11 | 16 | * | (466) |
| Democrat | 36 | 29 | 19 | 16 | 0 | 36 | 36 | 10 | 17 | 1 | (509) |
| Independent | 35 | 28 | 13 | 23 | 1 | 36 | 32 | 11 | 21 | 0 | (380) |
| CABLE TV | | | | | | | | | | | |
| Subscriber | 35 | 27 | 16 | 22 | * | 43 | 35 | 11 | 11 | * | (1254) |
| Non-Subscriber | 28 | 31 | 16 | 25 | * | 8 | 21 | 9 | 61 | 1 | (204) |
| ONLINE USE | | | | | | | | | | | |
| Internet User | 30 | 28 | 18 | 24 | * | 36 | 34 | 13 | 17 | * | (1023) |
| Not an Internet User | 41 | 29 | 11 | 19 | * | 40 | 30 | 6 | 23 | 1 | (470) |
| LIFE CYCLE | | | | | | | | | | | |
| Under 30: | | | | | | | | | | | |
| Single w/out Children | 17 | 34 | 22 | 27 | 0 | 32 | 39 | 11 | 18 | 0 | (139) |
| Married | 20 | 30 | 17 | 33 | 0 | 23 | 38 | 14 | 25 | 0 | (68) |
| 30-49: | | | | | | | | | | | |
| Single w/out Children | 26 | 33 | 21 | 20 | 0 | 35 | 30 | 20 | 15 | 0 | (121) |
| Married w/out Children | 37 | 24 | 24 | 15 | 0 | 40 | 31 | 13 | 16 | 0 | (90) |
| Married With Children | 24 | 31 | 18 | 27 | 0 | 35 | 36 | 10 | 19 | 0 | (279) |
| 50-64: | | | | | | | | | | | |
| Married | 44 | 24 | 14 | 17 | 1 | 45 | 32 | 8 | 14 | 1 | (232) |
| Not Married | 39 | 21 | 18 | 22 | 0 | 32 | 28 | 11 | 27 | 2 | (127) |
| 65+: | | | | | | | | | | | |
| Married | 62 | 20 | 4 | 13 | 1 | 50 | 31 | 6 | 13 | 0 | (137) |
| Not Married | 52 | 23 | 7 | 18 | 0 | 43 | 26 | 5 | 24 | 2 | (150) |
| Working Mothers | 33 | 28 | 19 | 20 | 0 | 35 | 33 | 15 | 17 | 0 | (156) |
| Single Parent | 23 | 33 | 15 | 28 | 1 | 35 | 32 | 10 | 23 | 0 | (148) |

VIEWERSHIP OF SELECTED PROGRAMMING

| | <i>Local News In Viewing Area</i> | | | | | <i>News Magazine Shows</i> | | | | | <i>(N)</i> |
|----------------------|-----------------------------------|------------------------|------------------------|--------------|-----------|----------------------------|------------------------|------------------------|--------------|-----------|------------|
| | <i>Regu- larly</i> | <i>Some- times</i> | <i>Hardly Ever</i> | <i>Never</i> | <i>DK</i> | <i>Regu- larly</i> | <i>Some- times</i> | <i>Hardly Ever</i> | <i>Never</i> | <i>DK</i> | |
| | <i>%</i> | <i>%</i> | <i>%</i> | <i>%</i> | <i>%</i> | <i>%</i> | <i>%</i> | <i>%</i> | <i>%</i> | <i>%</i> | |
| TOTAL | 59 | 23 | 8 | 10 | *=100 | 22 | 42 | 16 | 20 | *=100 | (3000) |
| SEX | | | | | | | | | | | |
| Male | 56 | 24 | 9 | 11 | * | 17 | 40 | 19 | 24 | * | (1350) |
| Female | 61 | 23 | 7 | 9 | * | 26 | 44 | 13 | 17 | * | (1650) |
| AGE | | | | | | | | | | | |
| 18-29 | 46 | 30 | 10 | 14 | * | 12 | 43 | 18 | 27 | * | (519) |
| 30-49 | 58 | 24 | 7 | 11 | 0 | 19 | 44 | 18 | 19 | * | (1127) |
| 50-64 | 64 | 21 | 8 | 7 | * | 28 | 40 | 15 | 17 | 0 | (728) |
| 65+ | 70 | 16 | 4 | 9 | * | 34 | 39 | 9 | 18 | * | (581) |
| AGE/SEX | | | | | | | | | | | |
| Men Under 30 | 43 | 28 | 13 | 16 | * | 8 | 40 | 22 | 30 | * | (271) |
| Women Under 30 | 48 | 31 | 8 | 13 | 0 | 16 | 46 | 14 | 24 | 0 | (248) |
| Men 30-49 | 56 | 25 | 7 | 11 | 0 | 16 | 42 | 19 | 23 | * | (486) |
| Women 30-49 | 60 | 23 | 7 | 10 | 0 | 22 | 46 | 16 | 16 | 0 | (641) |
| Men 50+ | 63 | 20 | 8 | 9 | 0 | 25 | 38 | 16 | 22 | * | (576) |
| Women 50+ | 69 | 18 | 6 | 7 | * | 36 | 41 | 10 | 13 | * | (733) |
| RACE | | | | | | | | | | | |
| White | 58 | 24 | 8 | 10 | * | 22 | 42 | 16 | 20 | * | (2474) |
| Non-White | 59 | 22 | 7 | 11 | 1 | 24 | 41 | 14 | 20 | 1 | (473) |
| Black | 72 | 19 | 2 | 6 | 1 | 30 | 40 | 13 | 16 | 1 | (295) |
| Hispanic * | 51 | 29 | 8 | 12 | 0 | 15 | 46 | 12 | 27 | 0 | (207) |
| EDUCATION | | | | | | | | | | | |
| College Grad.+ | 54 | 24 | 12 | 10 | 0 | 21 | 43 | 19 | 17 | 0 | (1008) |
| Some College | 58 | 27 | 7 | 8 | 0 | 22 | 44 | 19 | 15 | * | (751) |
| High School Grad. | 62 | 22 | 6 | 10 | * | 23 | 43 | 12 | 22 | 0 | (954) |
| < High School Grad. | 58 | 22 | 6 | 14 | * | 21 | 36 | 13 | 30 | * | (269) |
| FAMILY INCOME | | | | | | | | | | | |
| \$75,000+ | 58 | 22 | 9 | 11 | 0 | 23 | 44 | 17 | 16 | * | (697) |
| \$50,000-\$74,999 | 58 | 24 | 9 | 9 | 0 | 17 | 46 | 20 | 17 | 0 | (441) |
| \$30,000-\$49,999 | 60 | 25 | 5 | 10 | 0 | 22 | 41 | 15 | 22 | * | (639) |
| \$20,000-\$29,999 | 62 | 18 | 7 | 13 | 0 | 23 | 42 | 14 | 21 | 0 | (323) |
| <\$20,000 | 57 | 25 | 7 | 11 | 0 | 24 | 40 | 12 | 23 | 1 | (448) |

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... (Watch the local news about your viewing area which usually comes on before the national news in the evening and again later at night; news magazines shows such as 60 Minutes, 20/20, or Dateline).

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED ...

| | <i>Local News in Viewing Area</i> | | | | | <i>News Magazine Shows</i> | | | | | <i>(N)</i> |
|------------------------|-----------------------------------|-----------------------|-----------------------|--------------|-----------|----------------------------|-----------------------|-----------------------|--------------|-----------|------------|
| | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>Ever</u> | <u>Never</u> | <u>DK</u> | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>Ever</u> | <u>Never</u> | <u>DK</u> | |
| | % | % | % | % | % | % | % | % | % | % | |
| TOTAL | 59 | 23 | 8 | 10 | *=100 | 22 | 42 | 16 | 20 | *=100 | (3000) |
| REGION | | | | | | | | | | | |
| East | 57 | 23 | 9 | 11 | * | 22 | 41 | 16 | 21 | * | (529) |
| Midwest | 63 | 22 | 7 | 8 | * | 21 | 42 | 17 | 20 | * | (768) |
| South | 62 | 21 | 6 | 11 | * | 25 | 43 | 13 | 19 | 0 | (1078) |
| West | 49 | 29 | 10 | 12 | 0 | 19 | 42 | 18 | 21 | * | (625) |
| PARTY ID | | | | | | | | | | | |
| Republican | 60 | 23 | 7 | 10 | * | 21 | 42 | 19 | 18 | 0 | (943) |
| Democrat | 64 | 21 | 7 | 8 | * | 26 | 43 | 14 | 17 | * | (1021) |
| Independent | 53 | 26 | 9 | 12 | * | 20 | 43 | 14 | 23 | * | (758) |
| CABLE TV | | | | | | | | | | | |
| Subscriber | 60 | 23 | 7 | 10 | * | 23 | 42 | 16 | 19 | * | (2509) |
| Non-Subscriber | 50 | 27 | 8 | 15 | * | 18 | 44 | 14 | 25 | 0 | (411) |
| ONLINE USE | | | | | | | | | | | |
| Internet User | 57 | 25 | 8 | 10 | * | 20 | 44 | 18 | 18 | * | (951) |
| Not an Internet User | 62 | 21 | 7 | 10 | * | 27 | 39 | 11 | 23 | * | (2049) |
| LIFE CYCLE | | | | | | | | | | | |
| Under 30: | | | | | | | | | | | |
| Single w/out Children | 35 | 37 | 12 | 16 | * | 10 | 42 | 21 | 27 | * | (283) |
| Married | 61 | 22 | 6 | 11 | 0 | 13 | 48 | 16 | 23 | 0 | (153) |
| 30-49: | | | | | | | | | | | |
| Single w/out Children | 52 | 27 | 9 | 12 | 0 | 23 | 40 | 17 | 19 | * | (251) |
| Married w/out Children | 62 | 23 | 6 | 9 | 0 | 21 | 46 | 16 | 18 | 0 | (177) |
| Married With Children | 59 | 24 | 7 | 10 | 0 | 15 | 47 | 20 | 18 | 0 | (546) |
| 50-64: | | | | | | | | | | | |
| Married | 64 | 21 | 9 | 6 | 0 | 28 | 41 | 17 | 14 | 0 | (485) |
| Not Married | 62 | 21 | 6 | 10 | 1 | 30 | 38 | 11 | 21 | 0 | (243) |
| 65+: | | | | | | | | | | | |
| Married | 74 | 12 | 3 | 11 | 0 | 34 | 39 | 10 | 17 | 0 | (275) |
| Not Married | 67 | 20 | 5 | 8 | * | 33 | 39 | 8 | 19 | 1 | (306) |
| Working Mothers | 59 | 22 | 9 | 10 | 0 | 21 | 47 | 16 | 16 | 0 | (310) |
| Single Parent | 56 | 24 | 7 | 13 | 0 | 19 | 40 | 15 | 26 | 0 | (269) |

VIEWERSHIP OF SELECTED PROGRAMMING

| | <i>C-SPAN</i> | | | | | <i>NewsHour with Jim Lehrer</i> | | | | |
|----------------------|-----------------------|-----------------------|-----------------------|--------------|-----------|---------------------------------|-----------------------|-----------------------|--------------|-----------|
| | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>Ever</u> | <u>Never</u> | <u>DK</u> | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>Ever</u> | <u>Never</u> | <u>DK</u> |
| | % | % | % | % | % | % | % | % | % | % |
| TOTAL | 5 | 18 | 17 | 59 | 1=100 | 5 | 15 | 14 | 65 | 1=100 |
| SEX | | | | | | | | | | |
| Male | 6 | 20 | 20 | 53 | 1 | 5 | 16 | 16 | 62 | 1 |
| Female | 4 | 17 | 15 | 63 | 1 | 4 | 14 | 12 | 68 | 2 |
| AGE | | | | | | | | | | |
| 18-29 | 5 | 15 | 17 | 63 | 1 | 2 | 11 | 13 | 73 | 1 |
| 30-49 | 4 | 18 | 17 | 61 | * | 4 | 13 | 13 | 69 | 1 |
| 50-64 | 6 | 21 | 19 | 53 | 1 | 6 | 18 | 17 | 59 | * |
| 65+ | 8 | 18 | 15 | 55 | 4 | 8 | 21 | 13 | 55 | 3 |
| AGE/SEX | | | | | | | | | | |
| Men Under 30 | 6 | 17 | 19 | 58 | * | 2 | 14 | 14 | 69 | 1 |
| Women Under 30 | 3 | 13 | 15 | 68 | 1 | 2 | 8 | 12 | 77 | 1 |
| Men 30-49 | 4 | 21 | 21 | 54 | * | 5 | 13 | 16 | 66 | * |
| Women 30-49 | 4 | 16 | 13 | 66 | 1 | 3 | 12 | 11 | 72 | 2 |
| Men 50+ | 8 | 21 | 19 | 50 | 2 | 8 | 20 | 17 | 54 | 1 |
| Women 50+ | 5 | 18 | 16 | 58 | 3 | 6 | 19 | 14 | 59 | 2 |
| RACE | | | | | | | | | | |
| White | 5 | 17 | 18 | 59 | 1 | 4 | 15 | 14 | 66 | 1 |
| Non-White | 7 | 22 | 13 | 56 | 2 | 6 | 17 | 15 | 60 | 2 |
| Black | 8 | 23 | 11 | 56 | 2 | 5 | 16 | 14 | 63 | 3 |
| Hispanic * | 4 | 18 | 15 | 62 | 1 | 3 | 14 | 15 | 67 | 1 |
| EDUCATION | | | | | | | | | | |
| College Grad.+ | 5 | 22 | 22 | 50 | 1 | 9 | 17 | 17 | 56 | 1 |
| Some College | 4 | 22 | 20 | 53 | 1 | 3 | 16 | 17 | 63 | 1 |
| High School Grad. | 4 | 15 | 15 | 65 | 1 | 3 | 12 | 12 | 72 | 1 |
| < High School Grad. | 6 | 13 | 10 | 68 | 3 | 4 | 15 | 8 | 69 | 4 |
| FAMILY INCOME | | | | | | | | | | |
| \$75,000+ | 5 | 22 | 22 | 50 | 1 | 6 | 15 | 15 | 63 | 1 |
| \$50,000-\$74,999 | 6 | 17 | 19 | 57 | 1 | 5 | 13 | 17 | 64 | 1 |
| \$30,000-\$49,999 | 5 | 18 | 19 | 57 | 1 | 5 | 15 | 13 | 66 | 1 |
| \$20,000-\$29,999 | 4 | 20 | 12 | 62 | 2 | 2 | 16 | 14 | 67 | 1 |
| <\$20,000 | 6 | 15 | 12 | 65 | 2 | 4 | 16 | 12 | 65 | 3 |

QUESTION: Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... (C-SPAN; the NewsHour with Jim Lehrer).

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED ...

| | <i>C-SPAN</i> | | | | | <i>NewsHour with Jim Lehrer</i> | | | | |
|------------------------|-----------------------------|-----------------------------|-----------------------------|-------------------|----------------|---------------------------------|-----------------------------|-----------------------------|-------------------|----------------|
| | <u>Regu- larly</u> % | <u>Some- times</u> % | <u>Hardly Ever</u> % | <u>Never</u> % | <u>DK</u> % | <u>Regu- larly</u> % | <u>Some- times</u> % | <u>Hardly Ever</u> % | <u>Never</u> % | <u>DK</u> % |
| TOTAL | 5 | 18 | 17 | 59 | 1=100 | 5 | 15 | 14 | 65 | 1=100 |
| REGION | | | | | | | | | | |
| East | 6 | 18 | 17 | 58 | 1 | 6 | 16 | 14 | 63 | 1 |
| Midwest | 5 | 18 | 14 | 62 | 1 | 4 | 14 | 13 | 68 | 1 |
| South | 5 | 18 | 19 | 56 | 2 | 3 | 14 | 14 | 67 | 2 |
| West | 4 | 18 | 17 | 59 | 2 | 7 | 15 | 15 | 62 | 1 |
| PARTY ID | | | | | | | | | | |
| Republican | 4 | 17 | 20 | 58 | 1 | 4 | 14 | 14 | 68 | * |
| Democrat | 6 | 19 | 18 | 55 | 2 | 5 | 15 | 15 | 63 | 2 |
| Independent | 6 | 18 | 16 | 59 | 1 | 5 | 16 | 14 | 63 | 2 |
| CABLE TV | | | | | | | | | | |
| Subscriber | 6 | 20 | 19 | 54 | 1 | 4 | 15 | 15 | 65 | 1 |
| Non-Subscriber | 3 | 11 | 8 | 77 | 1 | 8 | 15 | 11 | 65 | 1 |
| ONLINE USE | | | | | | | | | | |
| Internet User | 5 | 19 | 19 | 56 | 1 | 5 | 14 | 15 | 66 | 1 |
| Not an Internet User | 6 | 16 | 13 | 62 | 3 | 5 | 17 | 11 | 65 | 2 |
| LIFE CYCLE | | | | | | | | | | |
| Under 30: | | | | | | | | | | |
| Single w/out Children | 5 | 15 | 16 | 64 | * | 3 | 10 | 14 | 72 | 1 |
| Married | 4 | 13 | 22 | 60 | 1 | 0 | 10 | 17 | 71 | 2 |
| 30-49: | | | | | | | | | | |
| Single w/out Children | 4 | 19 | 15 | 62 | * | 7 | 13 | 12 | 67 | 1 |
| Married w/out Children | 3 | 23 | 16 | 58 | 0 | 5 | 16 | 11 | 69 | 0 |
| Married With Children | 3 | 17 | 21 | 58 | 1 | 3 | 13 | 14 | 69 | 1 |
| 50-64: | | | | | | | | | | |
| Married | 6 | 23 | 19 | 51 | 1 | 6 | 19 | 18 | 57 | * |
| Not Married | 6 | 17 | 18 | 58 | 1 | 5 | 16 | 16 | 62 | 1 |
| 65+: | | | | | | | | | | |
| Married | 9 | 20 | 17 | 51 | 3 | 9 | 18 | 14 | 58 | 1 |
| Not Married | 7 | 16 | 13 | 59 | 5 | 8 | 24 | 11 | 53 | 4 |
| Working Mothers | | | | | | | | | | |
| Single Parent | 3 | 17 | 17 | 63 | * | 2 | 10 | 13 | 74 | 1 |
| Single Parent | 4 | 16 | 13 | 66 | 1 | 3 | 9 | 12 | 74 | 2 |

LISTENERSHIP OF SELECTED RADIO PROGRAMMING

| | <i>National Public Radio</i> | | | | | <i>Political Talk Radio Shows</i> | | | | |
|----------------------|------------------------------|-----------------------------|-----------------------------|-------------------|----------------|-----------------------------------|-----------------------------|-----------------------------|-------------------|----------------|
| | <u>Regu- larly</u> % | <u>Some- times</u> % | <u>Hardly Ever</u> % | <u>Never</u> % | <u>DK</u> % | <u>Regu- larly</u> % | <u>Some- times</u> % | <u>Hardly Ever</u> % | <u>Never</u> % | <u>DK</u> % |
| TOTAL | 16 | 19 | 15 | 49 | 1=100 | 17 | 23 | 22 | 38 | *=100 |
| SEX | | | | | | | | | | |
| Male | 18 | 20 | 16 | 45 | 1 | 21 | 23 | 23 | 33 | * |
| Female | 15 | 18 | 14 | 52 | 1 | 13 | 23 | 21 | 43 | * |
| AGE | | | | | | | | | | |
| 18-29 | 11 | 22 | 13 | 54 | * | 12 | 25 | 23 | 40 | 0 |
| 30-49 | 19 | 19 | 15 | 46 | 1 | 20 | 24 | 23 | 33 | * |
| 50-64 | 19 | 18 | 17 | 45 | 1 | 20 | 22 | 22 | 36 | 0 |
| 65+ | 12 | 18 | 15 | 53 | 2 | 12 | 16 | 18 | 53 | 1 |
| AGE/SEX | | | | | | | | | | |
| Men Under 30 | 13 | 22 | 16 | 49 | * | 14 | 24 | 26 | 36 | 0 |
| Women Under 30 | 9 | 21 | 10 | 60 | 0 | 10 | 25 | 21 | 44 | 0 |
| Men 30-49 | 20 | 19 | 16 | 44 | 1 | 25 | 24 | 23 | 28 | 0 |
| Women 30-49 | 18 | 18 | 15 | 49 | * | 16 | 24 | 22 | 38 | * |
| Men 50+ | 17 | 18 | 18 | 45 | 2 | 21 | 20 | 21 | 37 | 1 |
| Women 50+ | 15 | 17 | 15 | 52 | 1 | 12 | 20 | 20 | 48 | * |
| RACE | | | | | | | | | | |
| White | 16 | 19 | 15 | 50 | 1 | 17 | 22 | 22 | 39 | * |
| Non-White | 19 | 20 | 16 | 44 | 1 | 17 | 27 | 21 | 35 | * |
| Black | 21 | 20 | 15 | 43 | 1 | 18 | 29 | 21 | 32 | * |
| Hispanic * | 18 | 17 | 15 | 49 | 1 | 15 | 22 | 23 | 40 | 0 |
| EDUCATION | | | | | | | | | | |
| College Grad.+ | 26 | 20 | 19 | 34 | 1 | 22 | 24 | 26 | 27 | 1 |
| Some College | 13 | 21 | 15 | 50 | 1 | 18 | 23 | 22 | 37 | * |
| High School Grad. | 13 | 17 | 14 | 55 | 1 | 15 | 23 | 20 | 42 | * |
| < High School Grad. | 11 | 17 | 13 | 57 | 2 | 10 | 17 | 20 | 52 | 1 |
| FAMILY INCOME | | | | | | | | | | |
| \$75,000+ | 21 | 20 | 16 | 43 | 1 | 23 | 26 | 25 | 26 | * |
| \$50,000-\$74,999 | 16 | 21 | 19 | 44 | * | 21 | 24 | 22 | 33 | * |
| \$30,000-\$49,999 | 15 | 18 | 18 | 48 | 1 | 17 | 23 | 23 | 37 | * |
| \$20,000-\$29,999 | 14 | 19 | 12 | 54 | 1 | 14 | 19 | 22 | 45 | * |
| <\$20,000 | 13 | 18 | 12 | 56 | 1 | 11 | 21 | 19 | 49 | * |

QUESTION: Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ...
National Public Radio.
How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics—regularly, sometimes, rarely, or never?

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED ...

| | <i>National Public Radio</i> | | | | | <i>Political Talk Radio Shows</i> | | | | |
|------------------------|------------------------------|-----------------------------|-----------------------------|-------------------|----------------|-----------------------------------|-----------------------------|-----------------------------|-------------------|----------------|
| | <u>Regu- larly</u> % | <u>Some- times</u> % | <u>Hardly Ever</u> % | <u>Never</u> % | <u>DK</u> % | <u>Regu- larly</u> % | <u>Some- times</u> % | <u>Hardly Ever</u> % | <u>Never</u> % | <u>DK</u> % |
| TOTAL | 16 | 19 | 15 | 49 | 1=100 | 17 | 23 | 22 | 38 | *=100 |
| REGION | | | | | | | | | | |
| East | 19 | 18 | 14 | 48 | 1 | 17 | 24 | 22 | 38 | * |
| Midwest | 14 | 20 | 16 | 49 | 1 | 17 | 23 | 24 | 36 | * |
| South | 16 | 19 | 16 | 48 | 1 | 16 | 22 | 21 | 41 | * |
| West | 16 | 20 | 13 | 50 | 1 | 19 | 23 | 21 | 37 | 0 |
| PARTY ID | | | | | | | | | | |
| Republican | 13 | 18 | 18 | 50 | 1 | 24 | 23 | 21 | 32 | * |
| Democrat | 19 | 19 | 15 | 46 | 1 | 13 | 22 | 23 | 42 | 0 |
| Independent | 17 | 20 | 13 | 49 | 1 | 16 | 23 | 23 | 38 | * |
| CABLE TV | | | | | | | | | | |
| Subscriber | 15 | 19 | 15 | 50 | 1 | 17 | 23 | 22 | 38 | * |
| Non-Subscriber | 22 | 17 | 16 | 44 | 1 | 18 | 23 | 22 | 37 | 0 |
| ONLINE USE | | | | | | | | | | |
| Internet User | 19 | 19 | 16 | 46 | * | 19 | 24 | 24 | 33 | * |
| Not an Internet User | 12 | 18 | 13 | 55 | 2 | 13 | 20 | 18 | 49 | * |
| LIFE CYCLE | | | | | | | | | | |
| Under 30: | | | | | | | | | | |
| Single w/out Children | 11 | 22 | 15 | 52 | * | 12 | 20 | 27 | 41 | 0 |
| Married | 16 | 24 | 13 | 47 | 0 | 13 | 32 | 18 | 37 | 0 |
| 30-49: | | | | | | | | | | |
| Single w/out Children | 23 | 19 | 12 | 45 | 1 | 18 | 20 | 23 | 39 | 0 |
| Married w/out Children | 21 | 21 | 14 | 43 | 1 | 19 | 24 | 23 | 34 | 0 |
| Married With Children | 17 | 17 | 18 | 48 | * | 22 | 25 | 25 | 28 | * |
| 50-64: | | | | | | | | | | |
| Married | 17 | 18 | 20 | 44 | 1 | 22 | 23 | 21 | 34 | 0 |
| Not Married | 21 | 17 | 14 | 47 | 1 | 15 | 20 | 25 | 40 | 0 |
| 65+: | | | | | | | | | | |
| Married | 12 | 20 | 18 | 48 | 2 | 15 | 15 | 19 | 50 | 1 |
| Not Married | 12 | 16 | 12 | 58 | 2 | 10 | 17 | 18 | 54 | 1 |
| Working Mothers | | | | | | | | | | |
| Single Parent | 18 | 19 | 10 | 53 | 0 | 14 | 27 | 23 | 36 | 0 |
| Single Parent | 15 | 19 | 12 | 55 | * | 16 | 26 | 19 | 39 | 0 |

VIEWERSHIP OF SELECTED PROGRAMMING & PUBLICATIONS

| | <i>Morning Shows</i> | | | | | <i>Literary Magazines</i> | | | | |
|----------------------|-----------------------|-----------------------|-----------------------|--------------|-----------|---------------------------|-----------------------|-----------------------|--------------|-----------|
| | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>Ever</u> | <u>Never</u> | <u>DK</u> | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>Ever</u> | <u>Never</u> | <u>DK</u> |
| | % | % | % | % | % | % | % | % | % | % |
| TOTAL | 22 | 21 | 14 | 43 | *=100 | 2 | 8 | 11 | 79 | *=100 |
| SEX | | | | | | | | | | |
| Male | 16 | 18 | 16 | 50 | * | 2 | 8 | 11 | 79 | * |
| Female | 28 | 24 | 12 | 36 | * | 3 | 8 | 10 | 79 | * |
| AGE | | | | | | | | | | |
| 18-29 | 16 | 22 | 14 | 48 | 0 | 2 | 9 | 9 | 80 | * |
| 30-49 | 22 | 20 | 15 | 43 | * | 2 | 7 | 10 | 81 | 0 |
| 50-64 | 26 | 20 | 14 | 40 | * | 3 | 10 | 13 | 74 | 0 |
| 65+ | 26 | 22 | 11 | 40 | 1 | 2 | 5 | 9 | 83 | 1 |
| AGE/SEX | | | | | | | | | | |
| Men Under 30 | 11 | 19 | 13 | 57 | 0 | 2 | 10 | 10 | 78 | * |
| Women Under 30 | 22 | 24 | 14 | 40 | 0 | 2 | 8 | 9 | 81 | 0 |
| Men 30-49 | 12 | 17 | 19 | 52 | 0 | 2 | 7 | 9 | 82 | 0 |
| Women 30-49 | 30 | 24 | 11 | 35 | * | 3 | 7 | 10 | 80 | 0 |
| Men 50+ | 22 | 18 | 14 | 45 | * | 3 | 8 | 12 | 77 | * |
| Women 50+ | 30 | 23 | 11 | 35 | 1 | 3 | 8 | 11 | 78 | * |
| RACE | | | | | | | | | | |
| White | 23 | 20 | 13 | 44 | * | 2 | 7 | 10 | 81 | * |
| Non-White | 21 | 23 | 16 | 40 | * | 3 | 10 | 14 | 73 | 0 |
| Black | 26 | 23 | 14 | 36 | 1 | 3 | 10 | 15 | 72 | 0 |
| Hispanic * | 22 | 24 | 11 | 43 | * | 2 | 8 | 12 | 78 | 0 |
| EDUCATION | | | | | | | | | | |
| College Grad.+ | 23 | 19 | 16 | 42 | 0 | 5 | 12 | 16 | 67 | 0 |
| Some College | 21 | 20 | 18 | 41 | * | 1 | 8 | 11 | 80 | * |
| High School Grad. | 23 | 22 | 11 | 44 | * | 1 | 5 | 8 | 86 | * |
| <High School Grad. | 23 | 22 | 11 | 43 | 1 | 2 | 7 | 6 | 85 | * |
| FAMILY INCOME | | | | | | | | | | |
| \$75,000+ | 23 | 19 | 15 | 43 | * | 4 | 11 | 12 | 73 | * |
| \$50,000-\$74,999 | 21 | 20 | 16 | 43 | * | 2 | 7 | 11 | 79 | 1 |
| \$30,000-\$49,999 | 23 | 20 | 14 | 43 | 0 | 1 | 7 | 11 | 81 | 0 |
| \$20,000-\$29,999 | 22 | 23 | 12 | 43 | 0 | 1 | 5 | 10 | 84 | 0 |
| <\$20,000 | 22 | 25 | 13 | 40 | * | 1 | 8 | 8 | 83 | * |

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... Watch the Today Show, Good Morning America or the Early show; read magazines such as The Atlantic, Harpers or The New Yorker.

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED ...

| | <i>Morning Shows</i> | | | | | <i>Literary Magazines</i> | | | | |
|------------------------|-----------------------------|-----------------------------|-----------------------------|-------------------|----------------|-----------------------------|-----------------------------|-----------------------------|-------------------|----------------|
| | <u>Regu- larly</u> % | <u>Some- times</u> % | <u>Hardly Ever</u> % | <u>Never</u> % | <u>DK</u> % | <u>Regu- larly</u> % | <u>Some- times</u> % | <u>Hardly Ever</u> % | <u>Never</u> % | <u>DK</u> % |
| TOTAL | 22 | 21 | 14 | 43 | *=100 | 2 | 8 | 11 | 79 | *=100 |
| REGION | | | | | | | | | | |
| East | 22 | 20 | 14 | 44 | 0 | 3 | 12 | 14 | 71 | * |
| Midwest | 21 | 21 | 12 | 46 | * | 1 | 5 | 7 | 87 | 0 |
| South | 26 | 22 | 14 | 38 | * | 2 | 7 | 10 | 80 | 1 |
| West | 18 | 19 | 15 | 48 | 0 | 4 | 8 | 12 | 76 | * |
| PARTY ID | | | | | | | | | | |
| Republican | 22 | 19 | 14 | 45 | * | 1 | 6 | 9 | 84 | 0 |
| Democrat | 25 | 22 | 14 | 39 | * | 3 | 9 | 12 | 76 | * |
| Independent | 19 | 21 | 14 | 46 | 0 | 3 | 9 | 10 | 78 | 0 |
| CABLE TV | | | | | | | | | | |
| Subscriber | 23 | 20 | 14 | 43 | * | 2 | 8 | 11 | 79 | * |
| Non-Subscriber | 16 | 24 | 15 | 44 | 1 | 3 | 8 | 10 | 78 | 1 |
| ONLINE USE | | | | | | | | | | |
| Internet User | 21 | 21 | 15 | 43 | * | 3 | 8 | 13 | 76 | * |
| Not an Internet User | 24 | 21 | 11 | 43 | 1 | 2 | 7 | 6 | 85 | * |
| LIFE CYCLE | | | | | | | | | | |
| Under 30: | | | | | | | | | | |
| Single w/out Children | 12 | 20 | 15 | 53 | 0 | 2 | 12 | 10 | 76 | * |
| Married | 22 | 25 | 13 | 40 | 0 | 0 | 4 | 8 | 88 | 0 |
| 30-49: | | | | | | | | | | |
| Single w/out Children | 20 | 18 | 17 | 45 | 0 | 3 | 9 | 11 | 77 | 0 |
| Married w/out Children | 26 | 17 | 13 | 44 | 0 | 2 | 6 | 11 | 81 | 0 |
| Married With Children | 21 | 22 | 15 | 42 | 0 | 2 | 8 | 8 | 82 | 0 |
| 50-64: | | | | | | | | | | |
| Married | 25 | 20 | 14 | 41 | * | 3 | 10 | 13 | 74 | 0 |
| Not Married | 28 | 22 | 12 | 38 | 0 | 1 | 11 | 15 | 73 | 0 |
| 65+: | | | | | | | | | | |
| Married | 25 | 21 | 13 | 41 | * | 2 | 5 | 11 | 82 | * |
| Not Married | 27 | 22 | 10 | 40 | 1 | 3 | 5 | 7 | 84 | 1 |
| Working Mothers | 28 | 23 | 11 | 38 | 0 | 2 | 5 | 8 | 85 | 0 |
| Single Parent | 22 | 22 | 11 | 44 | 1 | 3 | 4 | 12 | 81 | 0 |

READERSHIP OF SELECTED PUBLICATIONS

| | <i>News Magazines</i> | | | | | <i>Business Magazines</i> | | | | |
|----------------------|-----------------------------|-----------------------------|-----------------------------|-------------------|----------------|-----------------------------|-----------------------------|-----------------------------|-------------------|----------------|
| | <u>Regu- larly</u> % | <u>Some- times</u> % | <u>Hardly Ever</u> % | <u>Never</u> % | <u>DK</u> % | <u>Regu- larly</u> % | <u>Some- times</u> % | <u>Hardly Ever</u> % | <u>Never</u> % | <u>DK</u> % |
| TOTAL | 13 | 34 | 18 | 35 | *=100 | 4 | 16 | 14 | 66 | *=100 |
| SEX | | | | | | | | | | |
| Male | 13 | 34 | 19 | 34 | * | 6 | 19 | 16 | 59 | * |
| Female | 12 | 34 | 16 | 38 | * | 2 | 14 | 12 | 72 | 0 |
| AGE | | | | | | | | | | |
| 18-29 | 12 | 39 | 15 | 34 | * | 3 | 14 | 14 | 69 | * |
| 30-49 | 12 | 35 | 19 | 34 | * | 5 | 19 | 14 | 62 | 0 |
| 50-64 | 12 | 36 | 18 | 34 | * | 5 | 18 | 15 | 62 | * |
| 65+ | 17 | 24 | 17 | 42 | * | 3 | 11 | 12 | 73 | 1 |
| AGE/SEX | | | | | | | | | | |
| Men Under 30 | 13 | 38 | 16 | 32 | 1 | 6 | 17 | 16 | 61 | * |
| Women Under 30 | 10 | 39 | 14 | 37 | 0 | 1 | 10 | 11 | 78 | 0 |
| Men 30-49 | 12 | 34 | 21 | 33 | 0 | 7 | 20 | 17 | 56 | 0 |
| Women 30-49 | 11 | 36 | 18 | 35 | * | 3 | 18 | 12 | 67 | 0 |
| Men 50+ | 14 | 32 | 20 | 34 | * | 6 | 19 | 15 | 59 | 1 |
| Women 50+ | 14 | 29 | 16 | 41 | * | 3 | 12 | 12 | 73 | 0 |
| RACE | | | | | | | | | | |
| White | 12 | 34 | 18 | 36 | * | 4 | 15 | 13 | 68 | * |
| Non-White | 14 | 37 | 17 | 32 | 0 | 6 | 21 | 16 | 57 | * |
| Black | 15 | 35 | 15 | 35 | 0 | 6 | 23 | 14 | 56 | 1 |
| Hispanic* | 10 | 41 | 14 | 35 | 0 | 4 | 19 | 14 | 63 | 0 |
| EDUCATION | | | | | | | | | | |
| College Grad.+ | 21 | 37 | 23 | 19 | 0 | 8 | 24 | 19 | 49 | * |
| Some College | 15 | 37 | 18 | 30 | * | 6 | 19 | 17 | 58 | * |
| High School Grad. | 9 | 32 | 15 | 44 | * | 2 | 11 | 11 | 76 | 0 |
| < High School Grad. | 3 | 29 | 13 | 54 | 1 | 1 | 9 | 8 | 81 | 1 |
| FAMILY INCOME | | | | | | | | | | |
| \$75,000+ | 18 | 39 | 20 | 23 | * | 9 | 26 | 16 | 49 | * |
| \$50,000-\$74,999 | 14 | 38 | 22 | 26 | * | 5 | 18 | 18 | 59 | 0 |
| \$30,000-\$49,999 | 12 | 33 | 19 | 36 | * | 3 | 15 | 13 | 69 | * |
| \$20,000-\$29,999 | 10 | 38 | 12 | 40 | 0 | 2 | 10 | 12 | 76 | 0 |
| <\$20,000 | 7 | 30 | 14 | 49 | 0 | 1 | 12 | 12 | 75 | * |

QUESTION: Now I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never ... (News magazines such as Time, U.S. News, or Newsweek; Business magazines such as Fortune and Forbes).

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED ...

| | <i>News Magazines</i> | | | | | <i>Business Magazines</i> | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|--------------|-----------|---------------------------|-----------------------|-----------------------|--------------|-----------|
| | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>Ever</u> | <u>Never</u> | <u>DK</u> | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>Ever</u> | <u>Never</u> | <u>DK</u> |
| | % | % | % | % | % | % | % | % | % | % |
| TOTAL | 13 | 34 | 18 | 35 | *=100 | 4 | 16 | 14 | 66 | *=100 |
| REGION | | | | | | | | | | |
| East | 14 | 32 | 19 | 35 | 0 | 5 | 14 | 15 | 66 | 0 |
| Midwest | 12 | 34 | 17 | 37 | * | 3 | 16 | 14 | 67 | * |
| South | 12 | 33 | 18 | 37 | * | 4 | 17 | 13 | 66 | * |
| West | 13 | 38 | 17 | 32 | 0 | 5 | 18 | 14 | 63 | * |
| PARTY ID | | | | | | | | | | |
| Republican | 13 | 33 | 21 | 33 | * | 6 | 17 | 13 | 64 | * |
| Democrat | 15 | 34 | 17 | 34 | * | 4 | 14 | 15 | 67 | * |
| Independent | 11 | 37 | 17 | 35 | 0 | 4 | 19 | 14 | 63 | 0 |
| CABLE TV | | | | | | | | | | |
| Subscriber | 13 | 34 | 18 | 35 | * | 4 | 17 | 14 | 65 | * |
| Non-Subscriber | 10 | 35 | 18 | 37 | * | 4 | 13 | 15 | 68 | 0 |
| ONLINE USE | | | | | | | | | | |
| Internet User | 14 | 37 | 20 | 29 | * | 5 | 20 | 16 | 59 | * |
| Not an Internet User | 9 | 29 | 14 | 48 | * | 2 | 10 | 10 | 78 | * |
| LIFE CYCLE | | | | | | | | | | |
| Under 30: | | | | | | | | | | |
| Single w/out Children | 13 | 39 | 14 | 33 | 1 | 4 | 17 | 13 | 66 | * |
| Married | 10 | 39 | 17 | 34 | 0 | 3 | 10 | 16 | 71 | 0 |
| 30-49: | | | | | | | | | | |
| Single w/out Children | 15 | 33 | 17 | 35 | 0 | 7 | 17 | 15 | 61 | 0 |
| Married /out Children | 12 | 38 | 22 | 28 | 0 | 6 | 18 | 17 | 59 | 0 |
| Married With Children | 11 | 36 | 21 | 32 | * | 4 | 20 | 14 | 62 | 0 |
| 50-64: | | | | | | | | | | |
| Married | 12 | 38 | 19 | 31 | * | 5 | 18 | 16 | 61 | 0 |
| Not Married | 10 | 33 | 16 | 41 | 0 | 4 | 18 | 13 | 65 | 0 |
| 65+: | | | | | | | | | | |
| Married | 19 | 23 | 20 | 38 | * | 5 | 15 | 13 | 66 | 1 |
| Not Married | 15 | 25 | 15 | 45 | * | 1 | 8 | 11 | 78 | 1 |
| Working Mothers | 9 | 43 | 15 | 33 | 0 | 1 | 20 | 10 | 69 | 0 |
| Single Parent | 10 | 35 | 13 | 42 | 0 | 3 | 15 | 10 | 72 | 0 |

VIEWERSHIP OF SELECTED PROGRAMMING

| | <i>Larry King Live</i> | | | | | <i>The O'Reilly Factor</i> | | | | |
|----------------------|------------------------|--------------|-------------|--------------|-----------|----------------------------|--------------|-------------|--------------|-----------|
| | Regu- | Some- | Hardly | | | Regu- | Some- | Hardly | | |
| | <u>larly</u> | <u>times</u> | <u>Ever</u> | <u>Never</u> | <u>DK</u> | <u>larly</u> | <u>times</u> | <u>Ever</u> | <u>Never</u> | <u>DK</u> |
| | % | % | % | % | % | % | % | % | % | % |
| TOTAL | 5 | 22 | 17 | 56 | *=100 | 8 | 18 | 11 | 63 | *=100 |
| SEX | | | | | | | | | | |
| Male | 4 | 20 | 20 | 56 | * | 8 | 21 | 11 | 60 | 0 |
| Female | 5 | 24 | 15 | 56 | * | 7 | 17 | 10 | 65 | 1 |
| AGE | | | | | | | | | | |
| 18-29 | 2 | 15 | 18 | 65 | 0 | 5 | 16 | 11 | 68 | 0 |
| 30-49 | 2 | 22 | 18 | 58 | 0 | 7 | 17 | 10 | 66 | * |
| 50-64 | 6 | 23 | 18 | 53 | 0 | 10 | 24 | 13 | 53 | 0 |
| 65+ | 11 | 29 | 13 | 47 | * | 11 | 18 | 7 | 63 | 1 |
| AGE/SEX | | | | | | | | | | |
| Men Under 30 | 2 | 15 | 21 | 62 | 0 | 6 | 18 | 11 | 65 | 0 |
| Women Under 30 | 1 | 16 | 16 | 67 | 0 | 4 | 14 | 12 | 70 | 0 |
| Men 30-49 | 2 | 20 | 19 | 59 | 0 | 8 | 17 | 12 | 63 | 0 |
| Women 30-49 | 3 | 25 | 16 | 56 | 0 | 6 | 17 | 9 | 68 | * |
| Men 50+ | 7 | 22 | 20 | 50 | * | 10 | 26 | 10 | 54 | 0 |
| Women 50+ | 9 | 29 | 12 | 50 | 0 | 10 | 18 | 11 | 60 | 1 |
| RACE | | | | | | | | | | |
| White | 4 | 22 | 18 | 56 | * | 9 | 19 | 11 | 61 | * |
| Non-White | 6 | 24 | 14 | 56 | 0 | 3 | 18 | 11 | 67 | 1 |
| Black | 5 | 24 | 13 | 58 | 0 | 2 | 16 | 11 | 70 | 1 |
| Hispanic * | 1 | 23 | 17 | 58 | 1 | 3 | 19 | 8 | 70 | 0 |
| EDUCATION | | | | | | | | | | |
| College Grad.+ | 4 | 24 | 20 | 52 | * | 10 | 20 | 13 | 57 | 0 |
| Some College | 4 | 19 | 19 | 58 | 0 | 6 | 21 | 15 | 58 | * |
| High School Grad. | 6 | 22 | 14 | 58 | 0 | 7 | 16 | 8 | 69 | 0 |
| < High School Grad. | 4 | 24 | 16 | 55 | 1 | 8 | 16 | 7 | 68 | 1 |
| FAMILY INCOME | | | | | | | | | | |
| \$75,000+ | 4 | 20 | 25 | 51 | 0 | 8 | 25 | 15 | 52 | 0 |
| \$50,000-\$74,999 | 4 | 26 | 16 | 54 | 0 | 13 | 21 | 7 | 59 | 0 |
| \$30,000-\$49,999 | 3 | 22 | 18 | 57 | 0 | 9 | 19 | 10 | 62 | * |
| \$20,000-\$29,999 | 4 | 21 | 10 | 65 | 0 | 7 | 17 | 7 | 69 | 0 |
| <\$20,000 | 6 | 19 | 16 | 58 | 1 | 5 | 11 | 10 | 74 | 1 |

QUESTION: Now, I'd like to ask you about some other television and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... Larry King Live; The O'Reilly Factor with Bill O'Reilly.

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED ...

| | <i>Larry King Live</i> | | | | | <i>The O'Reilly Factor</i> | | | | |
|------------------------|------------------------|--------------|-------------|--------------|-----------|----------------------------|--------------|-------------|--------------|-----------|
| | Regu- | Some- | Hardly | | | Regu- | Some- | Hardly | | |
| | <u>larly</u> | <u>times</u> | <u>Ever</u> | <u>Never</u> | <u>DK</u> | <u>larly</u> | <u>times</u> | <u>Ever</u> | <u>Never</u> | <u>DK</u> |
| | % | % | % | % | % | % | % | % | % | % |
| TOTAL | 5 | 22 | 17 | 56 | *=100 | 8 | 18 | 11 | 63 | *=100 |
| REGION | | | | | | | | | | |
| East | 4 | 31 | 16 | 49 | 0 | 8 | 20 | 13 | 58 | 1 |
| Midwest | 5 | 18 | 16 | 61 | * | 8 | 17 | 9 | 66 | * |
| South | 6 | 21 | 17 | 56 | 0 | 7 | 19 | 10 | 64 | * |
| West | 3 | 21 | 20 | 56 | * | 8 | 18 | 12 | 62 | 0 |
| PARTY ID | | | | | | | | | | |
| Republican | 5 | 21 | 16 | 58 | 0 | 16 | 24 | 9 | 51 | 0 |
| Democrat | 6 | 23 | 18 | 53 | * | 3 | 15 | 12 | 69 | 1 |
| Independent | 3 | 25 | 17 | 55 | 0 | 6 | 18 | 12 | 64 | 0 |
| CABLE TV | | | | | | | | | | |
| Subscriber | 5 | 25 | 18 | 52 | * | 9 | 20 | 11 | 60 | * |
| Non-Subscriber | 1 | 10 | 13 | 76 | 0 | 3 | 11 | 8 | 78 | 0 |
| ONLINE USE | | | | | | | | | | |
| Internet User | 3 | 23 | 19 | 55 | 0 | 8 | 20 | 11 | 61 | * |
| Not an Internet User | 7 | 21 | 14 | 58 | * | 8 | 16 | 9 | 66 | 1 |
| LIFE CYCLE | | | | | | | | | | |
| Under 30: | | | | | | | | | | |
| Single w/out Children | 3 | 14 | 19 | 64 | 0 | 5 | 15 | 14 | 66 | 0 |
| Married | 0 | 17 | 18 | 65 | 0 | 6 | 17 | 9 | 68 | 0 |
| 30-49: | | | | | | | | | | |
| Single w/out Children | 3 | 28 | 23 | 46 | 0 | 8 | 14 | 11 | 67 | 0 |
| Married w/out Children | 5 | 25 | 22 | 48 | 0 | 7 | 17 | 12 | 64 | 0 |
| Married With Children | 1 | 20 | 16 | 63 | 0 | 8 | 19 | 11 | 62 | * |
| 50-64: | | | | | | | | | | |
| Married | 6 | 26 | 18 | 50 | 0 | 12 | 27 | 14 | 47 | 0 |
| Not Married | 7 | 19 | 18 | 56 | 0 | 6 | 19 | 11 | 64 | 0 |
| 65+: | | | | | | | | | | |
| Married | 7 | 33 | 16 | 44 | 1 | 14 | 22 | 8 | 56 | 0 |
| Not Married | 15 | 25 | 10 | 50 | 0 | 9 | 14 | 7 | 68 | 2 |
| Working Mothers | 2 | 25 | 17 | 56 | 0 | 6 | 19 | 10 | 65 | 0 |
| Single Parent | 3 | 19 | 15 | 64 | 0 | 3 | 16 | 8 | 73 | 0 |

AUDIENCE INTEREST PROFILE

Based on "Regular" Viewers, Listeners, Readers

| % Who Follow Each "Very Closely" | Total | Daily News-paper* | Nightly Network News | Cable News Channels | Local TV News | TV News Mags. | TV Morning Shows | CNN | FOX News Channel | CNBC | MS-NBC | C-SPAN | News-Hour | NPR | Talk radio | (Read) News Mags. | Late Night TV | Internet News** |
|---|-------|-------------------|----------------------|---------------------|---------------|---------------|------------------|-----|------------------|------|--------|--------|-----------|-----|------------|-------------------|---------------|-----------------|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| News about political figures and events in Washington | 24 | 32 | 36 | 42 | 28 | 36 | 31 | 39 | 35 | 35 | 39 | 55 | 46 | 37 | 44 | 43 | 29 | 36 |
| Sports | 25 | 29 | 20 | 28 | 27 | 25 | 25 | 31 | 29 | 30 | 31 | 29 | 26 | 20 | 31 | 29 | 35 | 30 |
| Business & finance | 14 | 19 | 18 | 19 | 16 | 17 | 15 | 21 | 22 | 29 | 23 | 24 | 22 | 20 | 25 | 26 | 16 | 21 |
| International affairs | 24 | 30 | 33 | 37 | 25 | 34 | 29 | 37 | 31 | 34 | 37 | 46 | 49 | 37 | 39 | 42 | 32 | 35 |
| Local government | 22 | 30 | 33 | 30 | 29 | 36 | 32 | 30 | 28 | 28 | 36 | 43 | 33 | 24 | 29 | 39 | 28 | 24 |
| Religion | 20 | 22 | 25 | 25 | 23 | 28 | 25 | 24 | 27 | 22 | 25 | 33 | 21 | 22 | 25 | 23 | 20 | 16 |
| People/events in your own community | 28 | 36 | 38 | 34 | 35 | 39 | 39 | 32 | 32 | 43 | 37 | 43 | 31 | 28 | 31 | 36 | 34 | 27 |
| Entertainment | 15 | 15 | 14 | 15 | 16 | 21 | 19 | 24 | 20 | 28 | 23 | 20 | 16 | 13 | 14 | 16 | 28 | 16 |
| Consumer news | 13 | 17 | 20 | 19 | 16 | 20 | 19 | 16 | 13 | 22 | 21 | 22 | 27 | 17 | 20 | 22 | 17 | 16 |
| Science & technology | 16 | 19 | 18 | 20 | 16 | 18 | 17 | 21 | 18 | 26 | 26 | 26 | 33 | 27 | 26 | 29 | 23 | 25 |
| Health News | 26 | 31 | 38 | 34 | 32 | 39 | 38 | 34 | 31 | 41 | 36 | 42 | 33 | 28 | 32 | 40 | 32 | 25 |
| Crime | 32 | 37 | 41 | 41 | 39 | 44 | 45 | 40 | 44 | 42 | 36 | 44 | 35 | 30 | 36 | 38 | 44 | 32 |
| Culture & the arts | 10 | 13 | 10 | 10 | 10 | 14 | 12 | 15 | 10 | 20 | 18 | 20 | 25 | 20 | 13 | 21 | 17 | 14 |

* - Based on Read a daily newspaper regularly

** - Based on Go online at least 3 days per week.

ABOUT THE SURVEYS

Results for the 2004 Biennial Media Consumption survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 3,000 adults, 18 years of age or older, during the period April 19-May 12, 2004. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2 percentage points. For results based on either Form 1 (N=1,493) or Form 2 (N=1,507), the sampling error is plus or minus 3 percentage points.

Results for the Believability survey, in which respondents are asked to rank how much they believe various news organizations on a scale from 4 to 1, are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,001 adults, during the period May 3-9, 2004. For results based on this sample, the sampling error is plus or minus 3.5 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

SURVEY METHODOLOGY IN DETAIL

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed). The design of the sample ensures this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

The telephone exchanges were selected with probabilities proportional to their size. The first eight digits of the sampled telephone numbers (area code, telephone exchange, bank number) were selected to be proportionally stratified by county and by telephone exchange within county. That is, the number of telephone numbers randomly sampled from within a given county is proportional to that county's share of telephone numbers in the U.S. Only working banks of telephone numbers are selected. A working bank is defined as 100 contiguous telephone numbers containing three or more residential listings.

The sample was released for interviewing in replicates. Using replicates to control the release of sample to the field ensures that the complete call procedures are followed for the entire sample. The use of replicates also insures that the regional distribution of numbers called is appropriate. Again, this works to increase the representativeness of the sample.

At least 10 attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making a contact with a potential respondent. All interview breakoffs and refusals were re-contacted at least once in order to attempt to convert them to completed interviews. In each contacted household, interviewers asked to speak with the "youngest male 18 or older who is at home." If there is no eligible man at home, interviewers asked to speak with "the oldest woman 18 or older who is at home." This systematic respondent selection technique has been shown empirically to produce samples that closely mirror the population in terms of age and gender.

Non-response in telephone interview surveys produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis.

The demographic weighting parameters are derived from a special analysis of the most recently available Annual Social & Economic Supplement data from the Census Bureau (March 2003). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone. The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters.

QUESTIONNAIRES

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
BIENNIAL MEDIA CONSUMPTION SURVEY
FINAL TOPLINE
April 19 - May 12, 2004
Total N=3000
Form 1 N=1493
Form 2 N=1507

Q.1 Do you approve or disapprove of the way George W. Bush is handling his job as president? [**IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way George W. Bush is handling his job as President? IF STILL DEPENDS ENTER AS DK**]

| | <u>Approve</u> | Dis- approve | Don't know | | <u>Approve</u> | Dis- approve | Don't know |
|------------------------|----------------|-----------------|---------------|-----------------------|----------------|-----------------|---------------|
| April-May, 2004 | 44 | 44 | 12=100 | April, 2002 | 69 | 18 | 13=100 |
| Late April, 2004 | 48 | 43 | 9=100 | Early April, 2002 | 74 | 16 | 10=100 |
| Early April, 2004 | 43 | 47 | 10=100 | February, 2002 | 78 | 13 | 9=100 |
| Late March, 2004 | 47 | 44 | 9=100 | January, 2002 | 80 | 11 | 9=100 |
| Mid-March, 2004 | 46 | 47 | 7=100 | 2001 | | | |
| February, 2004 | 48 | 44 | 8=100 | Mid-November, 2001 | 84 | 9 | 7=100 |
| Mid-January, 2004 | 56 | 34 | 10=100 | Early October, 2001 | 84 | 8 | 8=100 |
| Early January, 2004 | 58 | 35 | 7=100 | Late September, 2001 | 86 | 7 | 7=100 |
| 2003 | | | | Mid-September, 2001 | 80 | 9 | 11=100 |
| December, 2003 | 57 | 34 | 9=100 | Early September, 2001 | 51 | 34 | 15=100 |
| November, 2003 | 50 | 40 | 10=100 | August, 2001 | 50 | 32 | 18=100 |
| October, 2003 | 50 | 42 | 8=100 | July, 2001 | 51 | 32 | 17=100 |
| September, 2003 | 55 | 36 | 9=100 | June, 2001 | 50 | 33 | 17=100 |
| Mid-August, 2003 | 56 | 32 | 12=100 | May, 2001 | 53 | 32 | 15=100 |
| Early August, 2003 | 53 | 37 | 10=100 | April, 2001 | 56 | 27 | 17=100 |
| Mid-July, 2003 | 58 | 32 | 10=100 | March, 2001 | 55 | 25 | 20=100 |
| Early July, 2003 | 60 | 29 | 11=100 | February, 2001 | 53 | 21 | 26=100 |
| June, 2003 | 62 | 27 | 11=100 | | | | |
| May, 2003 | 65 | 27 | 8=100 | | | | |
| April 10-16, 2003 | 72 | 22 | 6=100 | | | | |
| April 9, 2003 | 74 | 20 | 6=100 | | | | |
| April 2-7, 2003 | 69 | 25 | 6=100 | | | | |
| March 28-April 1, 2003 | 71 | 23 | 6=100 | | | | |
| March 25-27, 2003 | 70 | 24 | 6=100 | | | | |
| March 20-24, 2003 | 67 | 26 | 7=100 | | | | |
| March 13-16, 2003 | 55 | 34 | 11=100 | | | | |
| February, 2003 | 54 | 36 | 10=100 | | | | |
| January, 2003 | 58 | 32 | 10=100 | | | | |
| 2002 | | | | | | | |
| December, 2002 | 61 | 28 | 11=100 | | | | |
| Late October, 2002 | 59 | 29 | 12=100 | | | | |
| Early October, 2002 | 61 | 30 | 9=100 | | | | |
| Mid-September, 2002 | 67 | 22 | 11=100 | | | | |
| Early September, 2002 | 63 | 26 | 11=100 | | | | |
| Late August, 2002 | 60 | 27 | 13=100 | | | | |
| August, 2002 | 67 | 21 | 12=100 | | | | |
| Late July, 2002 | 65 | 25 | 10=100 | | | | |
| July, 2002 | 67 | 21 | 12=100 | | | | |
| June, 2002 | 70 | 20 | 10=100 | | | | |

On a different subject...

Q.2 Do you happen to read any daily newspaper or newspapers regularly, or not?

| | <u>Yes</u> | <u>No</u> | <u>Don't Know</u> |
|----------------|------------|-----------|-------------------|
| April, 2004 | 60 | 40 | *=100 |
| April, 2002 | 63 | 37 | *=100 |
| April, 2000 | 63 | 37 | *=100 |
| November, 1998 | 70 | 30 | 0=100 |
| April, 1998 | 68 | 32 | *=100 |
| April, 1996 | 71 | 28 | 1=100 |
| June, 1995 | 69 | 34 | *=100 |
| March, 1995 | 71 | 29 | *=100 |
| October, 1994 | 73 | 27 | *=100 |
| July, 1994 | 74 | 26 | *=100 |
| February, 1994 | 70 | 30 | 0=100 |
| January, 1994 | 71 | 29 | *=100 |
| June, 1992 | 75 | 25 | *=100 |
| July, 1991 | 73 | 27 | *=100 |
| May, 1991 | 70 | 30 | *=100 |
| January, 1991 | 72 | 27 | 1=100 |
| November, 1990 | 74 | 26 | 0=100 |
| October, 1990 | 72 | 28 | 0=100 |
| July, 1990 | 71 | 29 | 0=100 |
| May, 1990 | 71 | 29 | 0=100 |

Q.3 Do you happen to watch any TV news programs regularly, or not?

| | <u>Yes</u> | <u>No</u> | <u>Don't Know</u> |
|----------------|------------|-----------|-------------------|
| April, 2004 | 79 | 21 | *=100 |
| April, 2002 | 78 | 22 | *=100 |
| April, 2000 | 75 | 25 | *=100 |
| April, 1998 | 80 | 20 | *=100 |
| April, 1996 | 81 | 19 | 0=100 |
| June, 1995 | 78 | 22 | *=100 |
| March, 1995 | 82 | 18 | *=100 |
| October, 1994 | 81 | 19 | *=100 |
| July, 1994 | 81 | 19 | *=100 |
| February, 1994 | 84 | 16 | 0=100 |
| January, 1994 | 85 | 15 | *=100 |
| June, 1992 | 85 | 15 | *=100 |
| July, 1991 | 84 | 16 | *=100 |
| May, 1991 | 84 | 16 | *=100 |
| January, 1991 | 88 | 12 | *=100 |
| November, 1990 | 80 | 20 | *=100 |
| October, 1990 | 81 | 19 | 0=100 |
| July, 1990 | 81 | 19 | 0=100 |
| May, 1990 | 80 | 20 | 0=100 |

Q.4 Do you listen to news on the radio regularly, or not?

| | <u>Yes</u> | <u>No</u> | <u>Don't Know</u> |
|----------------|------------|-----------|-------------------|
| April, 2004 | 49 | 51 | *=100 |
| April, 2002 | 48 | 52 | *=100 |
| April, 2000 | 46 | 54 | *=100 |
| April, 1998 | 52 | 48 | *=100 |
| April, 1996 | 51 | 49 | *=100 |
| June, 1995 | 50 | 50 | *=100 |
| March, 1995 | 54 | 46 | *=100 |
| October, 1994 | 51 | 49 | *=100 |
| July, 1994 | 52 | 48 | 0=100 |
| February, 1994 | 53 | 47 | 0=100 |
| January, 1994 | 52 | 48 | *=100 |
| June, 1992 | 54 | 46 | *=100 |
| May, 1991 | 53 | 47 | *=100 |
| January, 1991 | 55 | 45 | *=100 |
| November, 1990 | 55 | 45 | *=100 |
| October, 1990 | 54 | 46 | 0=100 |
| May, 1990 | 56 | 44 | *=100 |

Q.5 We're interested in how often people watch the TV NETWORK EVENING NEWS programs – by this we mean ABC World News Tonight with Peter Jennings, CBS Evening News with Dan Rather, NBC Nightly News with Tom Brokaw, and the PBS NewsHour with Jim Lehrer. Do you happen to watch TV EVENING NEWS PROGRAMS REGULARLY, or not?

| | | <u>April 2002¹</u> | <u>April 2000</u> | <u>April 1998</u> | <u>April 1996</u> | <u>March 1995</u> | <u>May 1990</u> | <u>Aug 1989</u> | <u>May 1987</u> |
|----------|--------------------|-------------------------------|-------------------|-------------------|-------------------|-------------------|-----------------|-----------------|-----------------|
| 52 | Yes | 53 | 50 | 59 | 59 | 65 | 67 | 67 | 71 |
| 47 | No | 47 | 50 | 41 | 41 | 35 | 32 | 33 | 28 |
| <u>1</u> | Don't know/Refused | * | * | * | * | * | <u>1</u> | * | <u>1</u> |
| 100 | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Q.6 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely? [INSERT ITEM, ROTATE]

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/Ref</u> |
|---|---------------------|-----------------------|------------------------|---------------------------|---------------|
| a. News about the current situation in Iraq | 54 | 33 | 8 | 5 | *=100 |
| Mid-March, 2004 | 47 | 36 | 12 | 4 | 1=100 |
| Early February, 2004 | 47 | 38 | 10 | 4 | 1=100 |
| Mid-January, 2004 | 48 | 39 | 9 | 4 | *=100 |
| December, 2003 | 44 | 38 | 11 | 6 | 1=100 |
| November, 2003 | 52 | 33 | 9 | 5 | 1=100 |
| October, 2003 | 38 | 40 | 14 | 7 | 1=100 |
| September, 2003 | 50 | 33 | 10 | 6 | 1=100 |
| Mid-August, 2003 | 45 | 39 | 10 | 5 | 1=100 |
| Early July, 2003 | 37 | 41 | 13 | 8 | 1=100 |
| June, 2003 | 46 | 35 | 13 | 6 | *=100 |

¹ In 2002, "PBS NewsHour with Jim Lehrer" was added to the question wording.

Q.6 CONTINUED...

| | Very <u>Closely</u> | Fairly <u>Closely</u> | Not too <u>Closely</u> | Not at all <u>Closely</u> | DK/Ref |
|---|------------------------|--------------------------|---------------------------|------------------------------|--------|
| May, 2003 | 63 | 29 | 6 | 2 | *=100 |
| April 11-16, 2003 ² | 47 | 40 | 10 | 2 | 1=100 |
| April 2-7, 2003 | 54 | 34 | 9 | 2 | 1=100 |
| March 20-24, 2003 | 57 | 33 | 7 | 2 | 1=100 |
| March 13-16, 2003 ³ | 62 | 27 | 6 | 4 | 1=100 |
| February, 2003 | 62 | 25 | 8 | 4 | 1=100 |
| January, 2003 | 55 | 29 | 10 | 4 | 2=100 |
| December, 2002 | 51 | 32 | 10 | 6 | 1=100 |
| Late October, 2002 | 53 | 33 | 8 | 5 | 1=100 |
| Early October, 2002 | 60 | 28 | 6 | 5 | 1=100 |
| Early September, 2002 | 48 | 29 | 15 | 6 | 2=100 |
| b. News about candidates for the 2004 presidential election | 31 | 33 | 19 | 16 | 1=100 |
| Mid-March, 2004 | 35 | 34 | 18 | 13 | *=100 |
| Late February, 2004 | 24 | 40 | 23 | 12 | 1=100 |
| Early February, 2004 ⁴ | 29 | 37 | 20 | 13 | 1=100 |
| Mid-January, 2004 | 16 | 30 | 27 | 26 | 1=100 |
| Early January, 2004 | 14 | 32 | 30 | 23 | 1=100 |
| December, 2003 | 16 | 26 | 27 | 30 | 1=100 |
| November, 2003 | 11 | 26 | 34 | 28 | 1=100 |
| October, 2003 | 12 | 27 | 28 | 32 | 1=100 |
| September, 2003 | 17 | 25 | 30 | 27 | 1=100 |
| Mid-August, 2003 | 12 | 27 | 27 | 33 | 1=100 |
| May, 2003 | 8 | 19 | 31 | 41 | 1=100 |
| January, 2003 | 14 | 28 | 29 | 28 | 1=100 |
| April, 2000 | 18 | 39 | 22 | 20 | 1=100 |
| March, 2000 | 26 | 41 | 19 | 13 | 1=100 |
| February, 2000 | 26 | 36 | 21 | 17 | *=100 |
| January, 2000 | 19 | 34 | 28 | 18 | 1=100 |
| April, 1996 | 23 | 35 | 25 | 17 | *=100 |
| March, 1996 | 26 | 41 | 20 | 13 | *=100 |
| January, 1996 | 10 | 34 | 31 | 24 | 1=100 |
| May, 1992 | 32 | 44 | 16 | 8 | *=100 |
| March, 1992 | 35 | 40 | 16 | 9 | *=100 |
| January, 1992 | 11 | 25 | 36 | 27 | 1=100 |
| May, 1988 | 22 | 46 | 23 | 6 | 3=100 |
| November, 1987 | 15 | 28 | 35 | 21 | 1=100 |

² From March 20 to April 16, 2003 the story was listed as “News about the war in Iraq.”

³ From October 2002 to March 13-16, 2003 the story was listed as “Debate over the possibility that the U.S. will take military action in Iraq.” In Early September 2002 the story was listed as “Debate over the possibility that the U.S. will invade Iraq.”

⁴ From May 2003 to Early February 2004 and in March 1992, the story was listed as “The race for the Democratic nomination.” In January 2003, the story was listed as “Recent announcements by prominent Democrats about plans to run for president in 2004.” In 2000, the story was listed as “News about candidates for the 2000 presidential election.” In 1996, the story was listed as “News about the Republican presidential candidates.” In January 1992 and 1987, the story was listed as “News about the Democratic candidates for the Presidential nomination.” In 1988, the story was listed as “News about the presidential campaign in 1988.”

Q.6 CONTINUED...

| | Very Closely | Fairly Closely | Not too Closely | Not at all Closely | DK/Ref |
|--|-----------------|-------------------|--------------------|-----------------------|--------|
| c. The Sept 11 Commission's hearings on the 2001 terrorist attacks | 26 | 36 | 21 | 16 | 1=100 |
| Early April, 2004 | 29 | 34 | 20 | 16 | 1=100 |
| d. The high price of gasoline these days | 46 | 30 | 15 | 8 | 1=100 |
| Early April, 2004 | 58 | 23 | 10 | 8 | 1=100 |
| Mid-March, 2004 | 47 | 27 | 14 | 10 | 2=100 |
| September, 2003 | 45 | 27 | 15 | 11 | 1=100 |
| March, 2003 | 52 | 27 | 11 | 9 | 1=100 |
| February, 2003 | 53 | 25 | 12 | 9 | 1=100 |
| June, 2001 | 56 | 31 | 7 | 5 | 1=100 |
| May, 2001 | 61 | 26 | 6 | 6 | 1=100 |
| Early October, 2000 | 56 | 25 | 12 | 6 | 1=100 |
| June, 2000 ⁵ | 61 | 25 | 9 | 5 | *=100 |
| March, 2000 | 58 | 28 | 10 | 4 | *=100 |
| October, 1990 | 62 | 26 | 8 | 4 | *=100 |
| September, 1990 | 56 | 28 | 11 | 5 | *=100 |
| August, 1990 | 57 | 27 | 10 | 5 | 1=100 |
| e. The issue of gay and lesbian marriage | 20 | 27 | 25 | 27 | 1=100 |
| Mid-March, 2004 | 29 | 33 | 20 | 17 | 1=100 |
| Early February, 2004 ⁶ | 26 | 32 | 22 | 19 | 1=100 |
| Mid-August, 2003 | 19 | 30 | 22 | 28 | 1=100 |

[INTERVIEWER NOTE: FOR QUESTIONS 7 thru 13 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY."]

Q.7 Now, on another subject... Did you get a chance to read a daily newspaper yesterday, or not?

FORM 1 ONLY:

IF "YES" (Q.7=1) ASK:

Q.8F1 About how much time did you spend reading a daily newspaper yesterday? **[DO NOT READ]**

| Total | Form 1 | | Late | | | | | | | | | | | | Gallup | |
|-------|--------|-------------------|----------|----------|----------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|--------|----------|
| | | | Nov 2002 | Apr 2002 | Apr 2000 | Sept 1999 | Nov 1998 | Nov 1998 | Apr 1997 | Nov 1996 | Apr 1996 | Jun 1995 | Mar 1995 | Feb 1994 | | Jan 1994 |
| 42 | 42 | Read the paper | 39 | 41 | 47 | 47 | 47 | 48 | 50 | 50 | 52 | 45 | 58 | 49 | 56 | 71 |
| | 5 | Less than 15 min. | -- | 7 | 9 | 9 | 8 | 8 | 8 | 7 | 7 | 9 | 7 | 7 | n/a | n/a |
| | 11 | 15-29 min. | -- | 10 | 14 | 12 | 11 | 14 | 14 | 15 | 15 | 14 | 15 | 15 | n/a | n/a |
| | 17 | 30-59 min. | -- | 15 | 16 | 16 | 16 | 17 | 17 | 18 | 18 | 16 | 21 | 17 | n/a | n/a |
| | 9 | 1 hour or more | -- | 8 | 8 | 10 | 11 | 9 | 10 | 10 | 11 | 6 | 14 | 10 | n/a | n/a |
| | * | Don't know | -- | 1 | * | * | 1 | * | 1 | * | 1 | 0 | 1 | * | n/a | n/a |
| 58 | 58 | Didn't read paper | 61 | 59 | 53 | 53 | 53 | 52 | 50 | 50 | 48 | 55 | 42 | 50 | 44 | 29 |
| * | * | Don't know | * | * | * | * | * | * | 0 | * | * | * | 0 | 1 | * | 0 |
| 100 | 100 | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

⁵ In August 1990 through June 2000 the question was worded "Recent increases in the price of gasoline."

⁶ In Early February 2004 and 2003 the story was listed as "The debate about allowing gays and lesbians to marry."

ASK ALL:

Q.9 Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?

FORM 1 ONLY:

IF "YES" (Q.9=1) ASK:

Q.10F1 About how much time did you spend watching the news or any news programs on TV yesterday? **[DO NOT READ]**

| <u>Total</u> | <u>Form 1</u> | | Late | | | | | | | | | | | <u>Gallup</u> <u>1965</u> | | |
|--------------|---------------|-------------------|---------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|------------------------------|---------------------------|---------------------------|
| | | | <u>Nov</u> <u>2002</u> | <u>Apr</u> <u>2002</u> | <u>Apr</u> <u>2000</u> | <u>Sept</u> <u>1999</u> | <u>Nov</u> <u>1998</u> | <u>Apr</u> <u>1998</u> | <u>Nov</u> <u>1997</u> | <u>Apr</u> <u>1996</u> | <u>Jun</u> <u>1995</u> | <u>Mar</u> <u>1995</u> | <u>Feb</u> <u>1994</u> | | <u>Jan</u> <u>1994</u> | <u>Mar</u> <u>1991</u> |
| 60 | 60 | Watched TV News | 61 | 54 | 56 | 62 | 65 | 59 | 68 | 59 | 64 | 61 | 74 | 72 | 68 | 55 |
| | 3 | Less than 15 min. | -- | 3 | 4 | 6 | 5 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | n/a | n/a |
| | 6 | 15-29 min. | -- | 6 | 8 | 7 | 8 | 7 | 11 | 6 | 8 | 9 | 8 | 8 | n/a | n/a |
| | 20 | 30-59 min. | -- | 19 | 20 | 21 | 21 | 21 | 23 | 21 | 24 | 21 | 25 | 25 | n/a | n/a |
| | 31 | 1 hour or more | -- | 26 | 23 | 28 | 30 | 28 | 30 | 29 | 28 | 27 | 37 | 36 | n/a | n/a |
| | * | Don't know | -- | * | 1 | * | 1 | * | * | * | 1 | * | 1 | * | n/a | n/a |
| 40 | 40 | Did not watch | 39 | 46 | 44 | 37 | 35 | 41 | 31 | 40 | 35 | 38 | 26 | 27 | 32 | 45 |
| * | * | Don't know | * | * | * | 1 | * | * | 1 | 1 | 1 | 1 | 0 | 1 | * | 0 |
| 100 | 100 | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

ASK ALL:

Q.11 Apart from news, did you watch anything else on television yesterday, or not?

FORM 1 ONLY:

IF "YES" (Q.11=1) ASK:

Q.12F1 About how much time did you spend watching TV yesterday, not including the news? **[DO NOT READ]**

| <u>Total</u> | <u>Form 1</u> | | Late | | | | | |
|--------------|---------------|--|-----------------------------|---|----------------------------|---------------------------|----------------------------|---------------------------|
| | | | <u>April</u> <u>2002</u> | <u>April</u> <u>2000⁷</u> | <u>Sept</u> <u>1999</u> | <u>Nov</u> <u>1997</u> | <u>June</u> <u>1995</u> | <u>Feb</u> <u>1994</u> |
| 63 | 63 | Yes | 58 | 57 | 63 | 64 | 59 | 69 |
| | 1 | A half hour or less | 2 | 3 | 1 | 2 | 1 | 2 |
| | 5 | Thirty minutes or less than one hour | 3 | 5 | 6 | 5 | 4 | 3 |
| | 12 | About an hour or more | 11 | 10 | 13 | 15 | 10 | 11 |
| | 6 | More than one hour but less than two hours | 5 | 8 | 6 | 7 | 6 | 7 |
| | 19 | Two hours to less than three hours | 17 | 15 | 18 | 16 | 16 | 19 |
| | 8 | Three hours to less than four hours | 8 | 7 | 9 | 11 | 10 | 12 |
| | 11 | Four hours or more | 12 | 8 | 10 | 8 | 11 | 14 |
| | 1 | Don't know/Refused | * | * | * | * | 1 | 1 |
| 36 | 36 | Did not watch | 41 | 42 | 37 | 36 | 40 | 31 |
| 1 | 1 | Don't know | 1 | 1 | 0 | * | 1 | 0 |
| 100 | 100 | | 100 | 100 | 100 | 100 | 100 | 100 |

⁷

April 2000 is from a survey conducted for the Pew Internet & American Life Project (March 1 - May 1, 2000; N=6,036).

ASK ALL:

Q.13 About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday? **[DO NOT READ]**

| | Late | | | | | | | | | | | | | | | | <i>Gallup</i> |
|---------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------------------|----------|----------|----------|---------------|
| | Apr '02 | Apr '00 | Sep '99 | Nov '98 | Apr '98 | Nov '97 | Apr '96 | Jun '95 | Mar '95 | Feb '94 | Jan '94 | Jun '92 | Mar '91 ⁸ | Mar '90 | Feb '90 | Jan '90 | '65 |
| 40 Yes, listened | 41 | 43 | 44 | 41 | 49 | 44 | 44 | 42 | 47 | 47 | 47 | 47 | 54 | 52 | 55 | 51 | 58 |
| 8 < 15 min. | 10 | 14 | 12 | 13 | 16 | 12 | 12 | 13 | 16 | 14 | 15 | 15 | 23 | 22 | 24 | 21 | n/a |
| 7 15-29 min. | 7 | 9 | 8 | 8 | 9 | 9 | 11 | 9 | 12 | 11 | 10 | 11 | 9 | 11 | 11 | 12 | n/a |
| 10 30-59 min. | 10 | 9 | 10 | 8 | 10 | 9 | 10 | 9 | 9 | 9 | 10 | 10 | 8 | 10 | 9 | 9 | n/a |
| 15 1 hour + | 14 | 11 | 14 | 12 | 14 | 14 | 11 | 11 | 10 | 13 | 12 | 11 | 14 | 9 | 11 | 9 | n/a |
| 59 Didn't Listen | 58 | 56 | 56 | 57 | 51 | 55 | 55 | 56 | 52 | 52 | 52 | 52 | 46 | 47 | 44 | 48 | 42 |
| <u>1</u> Don't know | <u>1</u> | <u>1</u> | <u>*</u> | <u>2</u> | <u>*</u> | <u>1</u> | <u>1</u> | <u>2</u> | <u>1</u> | <u>1</u> | <u>1</u> | <u>1</u> | <u>*</u> | <u>1</u> | <u>1</u> | <u>1</u> | <u>0</u> |
| 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

⁸

Form 1 wording's results are presented.

[INTERVIEWER: IF THE DAY OF THE WEEK IS SUNDAY, BEGIN THIS SERIES WITH “Now, thinking about yesterday...” OTHERWISE BEGIN WITH “Again, thinking about yesterday...”]

Q.14 Did you spend any time reading magazines?

FORM 1 ONLY:

IF “YES” (Q.14=1) ASK:

Q.15F1 About how much time did you spend reading magazines yesterday? **[DO NOT READ]**

| <u>Total</u> | <u>Form 1</u> | | Late | | | | | | |
|--------------|---------------|------------------------------------|---------------|---------------|--------------|---------------|-------------|--------------|-------------|
| | | | April 2002 | April 2000 | Sept 1999 | April 1998 | Nov 1997 | June 1995 | Feb 1994 |
| 25 | 25 | Yes | 23 | 26 | 28 | 29 | 32 | 31 | 33 |
| | | 2 Less than 15 minutes | 3 | 4 | 4 | 4 | 6 | 4 | 5 |
| | | 7 15 to less 30 minutes | 5 | 6 | 8 | 7 | 8 | 8 | 9 |
| | | 9 30 minutes to less than one hour | 9 | 8 | 9 | 10 | 9 | 11 | 10 |
| | | 7 One hour or more | 6 | 8 | 7 | 8 | 9 | 8 | 9 |
| | | * Don't know/Refused | * | * | * | * | * | * | * |
| 75 | 75 | No | 77 | 74 | 72 | 71 | 68 | 69 | 67 |
| * | * | Don't know | * | * | * | * | * | * | 0 |
| <u>100</u> | <u>100</u> | | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> |

FORM 1 ONLY:

Q.16F1 Not including school or work related books, did you spend any time reading a book yesterday? **[IF YES**

ASK: Was it a work of fiction or non-fiction?]

IF “YES” (Q.16=1,2,3,5) ASK:

Q.17F1 About how much time did you spend reading books yesterday? **[DO NOT READ]**

| | | Late | | | | |
|------------|-------------------------------------|---------------|--------------|-------------|--------------|-------------|
| | | April 2002 | Sept 1999 | Nov 1997 | June 1995 | Feb 1994 |
| 35 | Yes | 34 | 35 | 35 | 30 | 31 |
| | SUBJECT | | | | | |
| | 15 Fiction | 13 | 16 | 16 | 14 | 14 |
| | 18 Non-fiction | 19 | 16 | 17 | 14 | 17 |
| | 1 Both | 1 | 2 | 1 | 1 | * |
| | 1 Don't know | 1 | 1 | 1 | 1 | 0 |
| | TIME | | | | | |
| | 1 Less than 15 minutes | 1 | 3 | 2 | 1 | 2 |
| | 4 15 to less than 30 minutes | 5 | 6 | 5 | 4 | 3 |
| | 10 30 minutes to less than one hour | 10 | 9 | 10 | 8 | 9 |
| | 20 One hour or more | 18 | 17 | 17 | 17 | 17 |
| | 0 Don't know | * | * | 1 | 0 | 0 |
| 65 | No | 66 | 65 | 65 | 70 | 69 |
| * | Don't know/Refused | 0 | 0 | * | * | * |
| <u>100</u> | | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> |

ASK ALL:

Q.18 Did you get any news ONLINE through the Internet yesterday, or not?

FORM 1 ONLY:

IF "YES" (Q.18=1) ASK:

Q.19F1 About how much time did you spend reading news online yesterday? **[DO NOT READ]**

| | | |
|--------------|---------------|----------------------------------|
| <u>Total</u> | <u>Form 1</u> | |
| 24 | 23 | Yes |
| | 2 | Less than five minutes |
| | 3 | Five to less than ten minutes |
| | 4 | Ten to less than 15 minutes |
| | 4 | 15 to less than 20 minutes |
| | 3 | 20 to less than 30 minutes |
| | 5 | 30 minutes to less than one hour |
| | 2 | One hour or more |
| | * | Don't know/Refused |
| 76 | 77 | No |
| * | * | Don't know/Refused |
| <u>100</u> | <u>100</u> | |

ASK FORM 1 ONLY:

Q.20F1 As I read from a list tell me if you did this yesterday or not. Yesterday did you... **[INSERT ITEM, ROTATE]?** (Yesterday, did you... **[NEXT ITEM]?**) **[DO NOT ASK ITEM c IF DAY OF WEEK IS SUNDAY OR MONDAY]**

| | | <u>Yes</u> | <u>No</u> | <u>Doesn't Apply</u> | <u>DK/NA</u> | |
|------|--|------------|---------------|----------------------|--------------|-----------------|
| a.F1 | Get some kind of vigorous exercise such as jogging, working out at a gym, or playing a racquet sport | 38 | 61 | 1 | *=100 | |
| | April, 2002 | 39 | 60 | -- | 1=100 | |
| | April, 1998 | 36 | 64 | -- | 0=100 | |
| | June, 1997 | 37 | 63 | -- | *=100 | |
| | February, 1994 | 26 | 74 | -- | *=100 | |
| b.F1 | Go online from home | 38 | 59 | 3 | *=100 | |
| | April, 2002 | 34 | 63 | -- | 3=100 | |
| | April, 1998 | 17 | 82 | -- | 1=100 | |
| c.F1 | Go online from work | 20 | 75 | 5 | *=100 | (N=1194) |
| | April, 2002 | 20 | 75 | 5 | *=100 | |
| | April, 1998 | 12 | 85 | 3 | *=100 | |
| | WENT ONLINE YESTERDAY (NET)⁹ | 47 | 53=100 | | | |
| | April, 2002 | 43 | 57=100 | | | |
| | April, 1998 | 25 | 75=100 | | | |
| | June, 1995 | 4 | 96=100 | | | |

⁹ The net figure represents the percent who went online yesterday *either* from work or from home. Based on Tuesday through Saturday interviews only.

Q.20F1 CONTINUED...

| | | <u>Yes</u> | <u>No</u> | <u>Doesn't Apply</u> | <u>DK/ NA</u> |
|------|---|------------|-----------|--------------------------|-------------------|
| d.F1 | Have a family meal together | 65 | 33 | 2 | 0=100 |
| | April, 2002 | 63 | 36 | -- | 1=100 |
| | April, 1998 | 67 | 32 | -- | 1=100 |
| | February, 1994 | 64 | 36 | -- | *=100 |
| e.F1 | Go shopping for something other than food or medicine | 28 | 72 | 0 | *=100 |
| | April, 2002 | 27 | 73 | -- | *=100 |
| | June, 1997 | 30 | 70 | -- | *=100 |
| | February, 1994 | 23 | 77 | -- | *=100 |
| f.F1 | Pray | 66 | 34 | 0 | *=100 |
| | April, 2002 | 66 | 34 | -- | *=100 |
| | February, 1994 | 56 | 44 | -- | *=100 |
| g.F1 | Watch a movie at home on video, DVD or pay-per-view | 24 | 76 | * | *=100 |
| | April, 2002 | 23 | 77 | -- | *=100 |
| h.F1 | Call a friend or relative just to talk | 66 | 34 | 0 | *=100 |
| | April, 2002 | 63 | 37 | -- | *=100 |
| | November, 1998 | 52 | 48 | -- | *=100 |
| | April, 1998 | 67 | 33 | -- | *=100 |
| | June, 1997 | 65 | 35 | -- | *=100 |
| | June, 1995 | 56 | 44 | -- | *=100 |
| | February, 1994 | 63 | 37 | -- | *=100 |
| i.F1 | Send an e-mail to a friend or relative | 28 | 70 | 2 | *=100 |
| | April, 2002 | 27 | 72 | -- | 1=100 |
| j.F1 | Play a game on your computer or a video game console | 17 | 81 | 2 | 0=100 |

ASK ALL:

Q.21 How much do you enjoy reading... A lot, some, not much, or not at all?

| | | <u>June 1995</u> | <u>Feb 1994</u> |
|----------|--------------------------|----------------------|---------------------|
| 53 | A lot | 53 | 53 |
| 31 | Some | 32 | 32 |
| 10 | Not much | 10 | 10 |
| 5 | Not at all | 4 | 4 |
| <u>1</u> | Don't know/Refused (VOL) | <u>1</u> | <u>1</u> |
| 100 | | 100 | 100 |

Q.22 Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ...
[READ AND ROTATE ITEMS a. THRU v.]

| ASK FORM 1 ONLY: | <u>Regularly</u> | <u>Sometimes</u> | <u>Hardly Ever</u> | <u>Never</u> | <u>Don't Know</u> |
|--|------------------|------------------|--------------------|--------------|-------------------|
| a.F1 Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live | 34 | 28 | 16 | 22 | *=100 |
| April, 2002 | 32 | 29 | 15 | 24 | *=100 |
| April, 2000 | 30 | 28 | 16 | 25 | 1=100 |
| August, 1999 | 40 | 33 | 16 | 11 | *=100 |
| April, 1998 | 38 | 29 | 15 | 18 | *=100 |
| February, 1997 | 41 | 31 | 14 | 14 | *=100 |
| April, 1996 | 42 | 29 | 15 | 14 | *=100 |
| March, 1995 | 48 | 28 | 14 | 10 | *=100 |
| May, 1993 | 60 | 28 | 5 | 6 | 1=100 |
| February, 1993 | 58 | 23 | 10 | 9 | *=100 |
| b.F1 Watch cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel | 38 | 33 | 10 | 19 | *=100 |
| April, 2002 | 33 | 35 | 11 | 21 | *=100 |

NO ITEM c.

ASK FORM 2 ONLY:

| | | | | | |
|---|----|----|----|----|-------|
| d.F2 Watch the CBS Evening News with Dan Rather | 16 | 30 | 16 | 38 | *=100 |
| April, 2002 | 18 | 29 | 18 | 35 | *=100 |
| e.F2 Watch the ABC World News Tonight with Peter Jennings | 16 | 31 | 16 | 36 | 1=100 |
| April, 2002 | 18 | 30 | 19 | 33 | *=100 |
| f.F2 Watch the NBC Nightly News with Tom Brokaw | 17 | 31 | 17 | 35 | *=100 |
| April, 2002 | 20 | 29 | 18 | 33 | *=100 |
| g.F2 Watch Cable News Network (CNN) | 22 | 33 | 12 | 32 | 1=100 |
| April, 2002 | 25 | 31 | 12 | 32 | *=100 |
| April, 2000 | 21 | 34 | 16 | 29 | *=100 |
| April, 1998 | 23 | 34 | 13 | 30 | *=100 |
| February, 1997 | 28 | 30 | 14 | 28 | 0=100 |
| April, 1996 | 26 | 33 | 14 | 27 | *=100 |
| March, 1995 | 30 | 28 | 13 | 28 | 1=100 |
| July, 1994 | 33 | 36 | 7 | 24 | *=100 |
| February, 1994 | 31 | 32 | 8 | 29 | *=100 |
| May, 1993 | 35 | 34 | 7 | 24 | *=100 |
| June, 1992 | 30 | 32 | 10 | 27 | 1=100 |
| July, 1990 | 27 | 28 | 8 | 36 | 1=100 |
| June, 1990 | 30 | 27 | 6 | 37 | *=100 |
| May, 1990 | 27 | 25 | 7 | 40 | 1=100 |
| April, 1990 | 26 | 29 | 7 | 37 | 1=100 |
| March, 1990 | 22 | 28 | 8 | 41 | 1=100 |

Q.22 CONTINUED...

| | <u>Regularly</u> | <u>Sometimes</u> | <u>Hardly Ever</u> | <u>Never</u> | <u>Don't Know</u> |
|---|------------------|------------------|------------------------|--------------|-----------------------|
| February, 1990 | 23 | 29 | 8 | 40 | 0=100 |
| January, 1990 | 26 | 25 | 7 | 41 | 1=100 |
| h.F2 Watch the Fox News CABLE Channel | 25 | 29 | 11 | 34 | 1=100 |
| April, 2002 | 22 | 26 | 15 | 37 | *=100 |
| April, 2000 | 17 | 28 | 17 | 37 | 1=100 |
| April, 1998 | 17 | 30 | 14 | 38 | 1=100 |
| i.F2 Watch MSNBC | 11 | 31 | 16 | 39 | 3=100 |
| April, 2002 | 15 | 30 | 16 | 37 | 2=100 |
| April, 2000 | 11 | 27 | 17 | 42 | 3=100 |
| April, 1998 | 8 | 23 | 15 | 51 | 3=100 |
| j.F2 Watch CNBC | 10 | 31 | 17 | 40 | 2=100 |
| April, 2002 | 13 | 30 | 17 | 38 | 2=100 |
| April, 2000 | 13 | 29 | 18 | 37 | 3=100 |
| April, 1998 | 12 | 27 | 17 | 42 | 2=100 |
| ASK ALL: | | | | | |
| k. Watch the local news about your viewing area which usually comes on before the national news in the evening and again later at night | 59 | 23 | 8 | 10 | *=100 |
| April, 2002 | 57 | 24 | 8 | 11 | *=100 |
| April, 2000 ¹⁰ | 56 | 24 | 9 | 11 | *=100 |
| April, 1998 | 64 | 22 | 6 | 8 | *=100 |
| February, 1997 | 72 | 16 | 7 | 5 | 0=100 |
| April, 1996 | 65 | 23 | 7 | 5 | *=100 |
| March, 1995 | 72 | 18 | 6 | 4 | *=100 |
| May, 1993 | 77 | 16 | 5 | 4 | *=100 |
| February, 1993 | 76 | 16 | 5 | 3 | *=100 |
| l. Watch C-SPAN | 5 | 18 | 17 | 59 | 1=100 |
| April, 2002 | 5 | 18 | 18 | 57 | 2=100 |
| April, 2000 | 4 | 17 | 22 | 56 | 1=100 |
| April, 1998 | 4 | 19 | 18 | 58 | 1=100 |
| April, 1996 | 6 | 21 | 18 | 53 | 2=100 |
| March, 1995 | 8 | 17 | 20 | 53 | 2=100 |
| July, 1994 | 9 | 26 | 12 | 52 | 1=100 |
| February, 1994 | 7 | 20 | 15 | 56 | 2=100 |
| May, 1993 | 11 | 25 | 13 | 48 | 3=100 |
| February, 1993 | 7 | 18 | 14 | 45 | 16=100 |
| June, 1992 | 6 | 19 | 18 | 54 | 3=100 |
| m. Listen to National Public Radio (NPR) | 16 | 19 | 15 | 49 | 1=100 |
| April, 2002 | 16 | 16 | 15 | 52 | 1=100 |
| April, 2000 | 15 | 17 | 16 | 51 | 1=100 |
| April, 1998 | 15 | 17 | 18 | 49 | 1=100 |
| April, 1996 | 13 | 18 | 16 | 52 | 1=100 |

¹⁰ In 2000 and earlier, the question was asked: "Watch the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11."

Q.22 CONTINUED...

| | <u>Regularly</u> | <u>Sometimes</u> | <u>Hardly Ever</u> | <u>Never</u> | <u>Don't Know</u> |
|---|------------------|------------------|------------------------|--------------|-----------------------|
| March, 1995 | 15 | 17 | 21 | 46 | 1=100 |
| July, 1994 | 9 | 18 | 11 | 62 | *=100 |
| February, 1994 | 9 | 13 | 12 | 65 | 1=100 |
| May, 1993 ¹¹ | 15 | 20 | 15 | 49 | 1=100 |
| June, 1992 | 7 | 16 | 17 | 59 | 1=100 |
| July, 1990 | 9 | 13 | 8 | 70 | *=100 |
| June, 1990 | 9 | 10 | 11 | 69 | 1=100 |
| May, 1990 | 7 | 11 | 10 | 72 | *=100 |
| April, 1990 | 7 | 12 | 9 | 71 | 1=100 |
| March, 1990 | 7 | 9 | 10 | 74 | *=100 |
| February, 1990 | 8 | 10 | 8 | 74 | *=100 |
| January, 1990 | 5 | 10 | 7 | 78 | *=100 |
| n. Watch news magazine shows such as 60 Minutes, 20/20 or Dateline | 22 | 42 | 16 | 20 | *=100 |
| April, 2002 | 24 | 42 | 16 | 18 | *=100 |
| April, 2000 | 31 | 41 | 15 | 13 | *=100 |
| August, 1999 | 35 | 40 | 16 | 9 | *=100 |
| April, 1998 | 37 | 41 | 12 | 10 | *=100 |
| April, 1996 ¹² | 36 | 38 | 15 | 11 | *=100 |
| July, 1994 | 43 | 43 | 8 | 6 | *=100 |
| February, 1994 | 45 | 36 | 11 | 8 | 0=100 |
| May, 1993 | 52 | 37 | 6 | 5 | *=100 |
| February, 1993 | 49 | 32 | 11 | 8 | *=100 |
| June, 1992 | 46 | 40 | 8 | 6 | *=100 |
| July, 1990 | 46 | 38 | 8 | 8 | *=100 |
| June, 1990 | 50 | 36 | 6 | 8 | *=100 |
| May, 1990 | 45 | 37 | 8 | 10 | *=100 |
| April, 1990 | 47 | 37 | 7 | 9 | *=100 |
| March, 1990 | 41 | 42 | 7 | 10 | *=100 |
| February, 1990 | 39 | 41 | 10 | 10 | 0=100 |
| January, 1990 | 43 | 40 | 8 | 9 | *=100 |
| o. Watch the NewsHour with Jim Lehrer | 5 | 15 | 14 | 65 | 1=100 |
| April, 2002 | 5 | 13 | 15 | 66 | 1=100 |
| April, 2000 | 5 | 12 | 15 | 66 | 2=100 |
| April, 1998 | 4 | 14 | 14 | 67 | 1=100 |
| April, 1996 ¹³ | 4 | 10 | 11 | 73 | 2=100 |
| July, 1994 | 7 | 23 | 11 | 58 | 1=100 |
| February, 1994 | 6 | 16 | 11 | 66 | 1=100 |
| May, 1993 | 10 | 24 | 14 | 51 | 1=100 |
| June, 1992 | 6 | 19 | 17 | 56 | 2=100 |
| July, 1990 | 7 | 16 | 11 | 66 | *=100 |

¹¹ In 1993 and earlier, the question was asked: "Programs on National Public Radio, such as Morning Edition or All Things Considered."

¹² In 1996 and earlier, the question was asked "Watch news magazine shows such as 60 Minutes or 20/20."

¹³ In 1996, the question was asked "Jim Lehrer NewsHour." Prior to that, the question was asked "MacNeil-Lehrer NewsHour." The change in the program name may have contributed to the decline in viewership.

Q.22 CONTINUED...

| | <u>Regularly</u> | <u>Sometimes</u> | <u>Hardly Ever</u> | <u>Never</u> | <u>Don't Know</u> |
|--|------------------|------------------|------------------------|--------------|-----------------------|
| June, 1990 | 7 | 16 | 12 | 64 | 1=100 |
| May, 1990 | 8 | 15 | 11 | 65 | 1=100 |
| April, 1990 | 6 | 16 | 11 | 66 | 1=100 |
| March, 1990 | 5 | 19 | 12 | 63 | 1=100 |
| February, 1990 | 5 | 15 | 11 | 69 | 0=100 |
| January, 1990 | 6 | 15 | 12 | 67 | *=100 |
| p. Watch the Weather Channel | 31 | 30 | 15 | 24 | *=100 |
| April, 2002 | 32 | 28 | 15 | 25 | *=100 |
| April, 2000 | 32 | 28 | 15 | 25 | *=100 |
| April, 1998 | 33 | 27 | 13 | 27 | *=100 |
| q. Watch Sports News on ESPN | 20 | 20 | 11 | 49 | *=100 |
| April, 2002 | 19 | 19 | 12 | 50 | *=100 |
| April, 2000 | 23 | 18 | 13 | 46 | *=100 |
| April, 1998 ¹⁴ | 20 | 20 | 15 | 45 | *=100 |
| r. Watch late night TV shows such as David Letterman and Jay Leno | 12 | 23 | 19 | 46 | *=100 |
| April, 2002 | 12 | 22 | 18 | 48 | *=100 |
| s. Watch TV shows such as Entertainment Tonight or Access Hollywood | 10 | 26 | 18 | 46 | *=100 |
| April, 2002 | 9 | 24 | 19 | 48 | *=100 |
| April, 2000 | 8 | 26 | 22 | 44 | *=100 |
| April, 1998 ¹⁵ | 8 | 27 | 24 | 41 | *=100 |
| February, 1997 | 9 | 29 | 23 | 39 | *=100 |
| June, 1992 | 11 | 30 | 24 | 35 | *=100 |
| April, 1990 | 14 | 30 | 17 | 39 | *=100 |
| March, 1990 | 15 | 31 | 15 | 39 | *=100 |
| February, 1990 | 11 | 31 | 16 | 42 | 0=100 |
| January, 1990 | 11 | 34 | 16 | 39 | 0=100 |
| t. Watch the Today Show, Good Morning America or The Early Show | 22 | 21 | 14 | 43 | *=100 |
| April, 2002 | 22 | 19 | 14 | 45 | *=100 |
| April, 2000 | 20 | 18 | 15 | 47 | *=100 |
| April, 1998 ¹⁶ | 23 | 19 | 17 | 41 | *=100 |
| u. Watch Univision or some other Spanish- language television network | 3 | 6 | 6 | 85 | *=100 |
| April, 2002 | 4 | 5 | 6 | 85 | *=100 |
| April, 2000 | 3 | 4 | 7 | 86 | *=100 |

¹⁴ In 1998, the question was asked "Watch ESPN Sports News."

¹⁵ In 1998 and earlier, the question was asked "Watch Entertainment Tonight."

¹⁶ In 1998, the question was asked "Watch the Today Show, Good Morning America or CBS This Morning."

Q.22 CONTINUED...

| | <u>Regularly</u> | <u>Sometimes</u> | <u>Hardly Ever</u> | <u>Never</u> | <u>Don't Know</u> |
|--|------------------|------------------|------------------------|--------------|-----------------------|
| v. Watch Sunday morning news shows such as Meet the Press, This Week or Face the Nation | 12 | 20 | 15 | 53 | *=100 |
| May, 1993 ¹⁷ | 18 | 32 | 15 | 35 | *=100 |
| June, 1992 | 15 | 25 | 21 | 39 | *=100 |
| July, 1990 | 13 | 24 | 14 | 49 | *=100 |
| June, 1990 | 15 | 26 | 12 | 47 | *=100 |
| May, 1990 | 13 | 21 | 16 | 50 | *=100 |
| April, 1990 | 14 | 22 | 12 | 52 | *=100 |
| March, 1990 | 10 | 24 | 16 | 50 | *=100 |
| February, 1990 | 12 | 22 | 13 | 53 | *=100 |
| January, 1990 | 11 | 24 | 14 | 51 | *=100 |

ASK FORM 1 ONLY:

Q.23F1 Now I'd like to ask you about some other television and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **[READ AND ROTATE]**

| | <u>Regularly</u> | <u>Sometimes</u> | <u>Hardly Ever</u> | <u>Never</u> | <u>Don't Know</u> |
|---|------------------|------------------|------------------------|--------------|-----------------------|
| a.F1 Watch Larry King Live | 5 | 22 | 17 | 56 | *=100 |
| April, 2002 | 5 | 22 | 15 | 58 | *=100 |
| April, 1998 | 4 | 20 | 15 | 61 | *=100 |
| b.F1 Listen to Don Imus' radio show | 1 | 4 | 6 | 88 | 1=100 |
| April, 2002 | 2 | 4 | 5 | 88 | 1=100 |
| April, 1998 | 1 | 3 | 6 | 89 | 1=100 |
| c.F1 Listen to Rush Limbaugh's radio show | 6 | 10 | 10 | 74 | *=100 |
| April, 2002 | 4 | 10 | 9 | 77 | *=100 |
| April, 1998 | 5 | 11 | 11 | 73 | *=100 |
| June, 1997 | 5 | 11 | 12 | 71 | 1=100 |
| April, 1996 | 7 | 11 | 11 | 70 | 1=100 |
| July, 1994 | 6 | 20 | 13 | 61 | *=100 |
| d.F1 Listen to religious radio shows such as "Focus on the Family" | 11 | 15 | 10 | 64 | *=100 |
| April, 2002 | 8 | 16 | 9 | 67 | *=100 |
| April, 1998 | 10 | 16 | 11 | 63 | *=100 |
| June, 1997 | 11 | 17 | 15 | 57 | *=100 |
| April, 1996 | 11 | 14 | 13 | 62 | *=100 |
| e.F1 Watch "The O'Reilly Factor" with Bill O'Reilly | 8 | 18 | 11 | 63 | *=100 |
| April, 2002 | 6 | 14 | 10 | 70 | *=100 |
| f.F1 Watch "The Daily Show" with Jon Stewart | 3 | 12 | 10 | 75 | *=100 |
| April, 2002 | 2 | 10 | 8 | 79 | 1=100 |

¹⁷

In 1993 and earlier, item was listed as "...such as Meet the Press, Face the Nation or This Week with David Brinkley."

ASK ALL:

Q.24 Now I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never. (First,) how often do you read... **[READ AND RANDOMIZE ITEMS a THRU f FOLLOWED BY ITEMS g AND h IN ORDER, FOLLOWED BY RANDOMIZED ITEMS i THRU m]** How about...

| | <u>Regularly</u> | <u>Sometimes</u> | <u>Hardly Ever</u> | <u>Never</u> | <u>Don't Know</u> |
|--|------------------|------------------|------------------------|--------------|-----------------------|
| a. News magazines such as Time, U.S. News, or Newsweek | 13 | 34 | 18 | 35 | *=100 |
| April, 2002 | 13 | 35 | 18 | 34 | *=100 |
| April, 2000 | 12 | 34 | 19 | 35 | *=100 |
| April, 1998 | 15 | 36 | 17 | 32 | *=100 |
| April, 1996 | 15 | 35 | 20 | 30 | *=100 |
| July, 1994 | 18 | 41 | 18 | 23 | *=100 |
| February, 1994 | 16 | 31 | 23 | 30 | *=100 |
| May, 1993 | 24 | 39 | 14 | 23 | *=100 |
| June, 1992 | 20 | 39 | 18 | 23 | *=100 |
| July, 1990 | 18 | 34 | 18 | 30 | *=100 |
| June, 1990 | 21 | 39 | 16 | 24 | *=100 |
| May, 1990 | 17 | 34 | 19 | 30 | *=100 |
| April, 1990 | 20 | 35 | 16 | 29 | *=100 |
| March, 1990 | 16 | 35 | 19 | 30 | *=100 |
| February, 1990 | 17 | 36 | 18 | 29 | 0=100 |
| January, 1990 | 18 | 34 | 17 | 31 | 0=100 |
| b. Business magazines such as Fortune and Forbes | 4 | 16 | 14 | 66 | *=100 |
| April, 2002 | 4 | 16 | 14 | 66 | *=100 |
| April, 2000 | 5 | 15 | 15 | 65 | *=100 |
| April, 1998 | 5 | 16 | 15 | 64 | *=100 |
| April, 1996 | 5 | 17 | 16 | 62 | *=100 |
| July, 1994 | 5 | 21 | 21 | 53 | 0=100 |
| February, 1994 | 6 | 15 | 17 | 62 | *=100 |
| June, 1992 | 5 | 17 | 21 | 57 | *=100 |
| July, 1990 | 5 | 15 | 14 | 66 | *=100 |
| June, 1990 | 6 | 16 | 16 | 62 | *=100 |
| May, 1990 | 4 | 14 | 15 | 67 | *=100 |
| April, 1990 | 5 | 15 | 14 | 66 | *=100 |
| March, 1990 | 5 | 14 | 14 | 67 | 0=100 |
| February, 1990 | 4 | 12 | 14 | 70 | *=100 |
| January, 1990 | 5 | 13 | 14 | 68 | 0=100 |
| c. The National Enquirer, The Sun or The Star | 3 | 11 | 9 | 77 | *=100 |
| April, 2002 | 3 | 9 | 10 | 78 | *=100 |
| April, 2000 | 3 | 9 | 12 | 76 | *=100 |
| April, 1998 | 3 | 12 | 9 | 76 | *=100 |
| February, 1997 | 5 | 6 | 12 | 77 | 0=100 |
| April, 1996 | 5 | 11 | 12 | 72 | *=100 |
| July, 1994 | 5 | 13 | 16 | 66 | *=100 |
| June, 1992 | 5 | 13 | 14 | 68 | *=100 |
| March, 1990 | 5 | 15 | 13 | 67 | *=100 |
| February, 1990 | 7 | 13 | 13 | 67 | *=100 |
| January, 1990 | 7 | 12 | 13 | 68 | 0=100 |

Q.24 CONTINUED...

| | <u>Regularly</u> | <u>Sometimes</u> | <u>Hardly Ever</u> | <u>Never</u> | <u>Don't Know</u> |
|---|------------------|------------------|------------------------|--------------|-----------------------|
| d. Personality magazines such as People | 7 | 25 | 17 | 51 | *=100 |
| April, 2002 | 6 | 26 | 18 | 50 | *=100 |
| April, 2000 | 6 | 27 | 18 | 49 | *=100 |
| April, 1998 | 8 | 29 | 18 | 45 | 0=100 |
| February, 1994 ¹⁸ | 9 | 22 | 22 | 47 | *=100 |
| May, 1993 | 12 | 25 | 19 | 44 | *=100 |
| June, 1992 | 8 | 28 | 25 | 39 | *=100 |
| July, 1990 | 9 | 25 | 18 | 48 | *=100 |
| June, 1990 | 10 | 28 | 19 | 43 | *=100 |
| May, 1990 | 7 | 24 | 19 | 50 | *=100 |
| April, 1990 | 9 | 25 | 20 | 46 | *=100 |
| March, 1990 | 8 | 25 | 20 | 47 | *=100 |
| February, 1990 | 8 | 24 | 19 | 49 | *=100 |
| January, 1990 | 9 | 23 | 19 | 49 | 0=100 |
| e. Magazines such as The Atlantic, Harpers or The New Yorker | 2 | 8 | 11 | 79 | *=100 |
| April, 2002 | 2 | 7 | 11 | 80 | *=100 |
| April, 2000 | 2 | 7 | 11 | 80 | *=100 |
| April, 1998 | 2 | 8 | 11 | 79 | 0=100 |
| February, 1994 | 2 | 6 | 14 | 78 | *=100 |
| June, 1992 | 2 | 9 | 16 | 73 | *=100 |
| July, 1990 | 2 | 8 | 11 | 79 | *=100 |
| June, 1990 | 2 | 8 | 13 | 77 | *=100 |
| May, 1990 | 2 | 7 | 12 | 79 | *=100 |
| April, 1990 | 2 | 6 | 12 | 80 | *=100 |
| March, 1990 | 2 | 7 | 13 | 78 | 0=100 |
| February, 1990 | 2 | 7 | 10 | 81 | *=100 |
| January, 1990 | 2 | 7 | 11 | 80 | 0=100 |
| f. Political magazines such as The Weekly Standard or The New Republic | 2 | 7 | 9 | 82 | *=100 |
| April, 2002 | 2 | 6 | 9 | 83 | *=100 |
| g. A daily newspaper | 54 | 25 | 8 | 13 | *=100 |
| August, 1999 | 52 | 28 | 13 | 7 | *=100 |
| February, 1997 | 56 | 24 | 9 | 11 | *=100 |
| May, 1993 | 66 | 19 | 7 | 8 | *=100 |
| February, 1992 | 71 | 19 | 5 | 4 | 1=100 |
| h. Local weekly community newspapers | 36 | 26 | 11 | 26 | 1=100 |
| i. The news pages of Internet service providers such as AOL News or Yahoo News | 13 | 17 | 8 | 62 | *=100 |
| j. Network TV news websites such as CNN.com, ABCnews.com, or MSNBC.com | 10 | 19 | 10 | 61 | *=100 |

¹⁸ In 1994 and earlier, the question also included "US" magazine.

Q.24 CONTINUED...

| | <u>Regularly</u> | <u>Sometimes</u> | <u>Hardly Ever</u> | <u>Never</u> | <u>Don't Know</u> |
|---|------------------|------------------|--------------------|--------------|-------------------|
| k. The websites of major national newspapers such as the USA Today.com, New York Times.com, or the Wall Street Journal online | 6 | 13 | 9 | 71 | 1=100 |
| l. The websites of your local newspaper or TV stations | 9 | 19 | 11 | 61 | *=100 |
| m. Other kinds of online news magazine and opinion sites such as Slate.com or the National Review online | 3 | 7 | 6 | 84 | *=100 |

Q.25 On another subject... Thinking about a typical weekday, do you normally start your morning with some type of news, or not?

| | <u>April 2002</u> | <u>April 1998</u> |
|----------------------|-------------------|-------------------|
| 71 Yes | 68 | 67 |
| 29 No | 32 | 33 |
| * Don't know/Refused | * | * |
| <u>100</u> | <u>100</u> | <u>100</u> |

Q.26 On weekdays, do you typically read, watch, or listen to the news DURING THE COURSE OF THE DAY, or not?

| | <u>April 2002</u> | <u>April 1998¹⁹</u> |
|----------------------|-------------------|--------------------------------|
| 73 Yes | 61 | 74 |
| 27 No | 39 | 26 |
| * Don't know/Refused | * | * |
| <u>100</u> | <u>100</u> | <u>100</u> |

Q.27 On weekdays, do you typically read, watch or listen to the news AROUND THE DINNER HOUR, or not?

| | <u>April 2002</u> | <u>April 1998²⁰</u> |
|----------------------|-------------------|--------------------------------|
| 60 Yes | 55 | 63 |
| 40 No | 45 | 37 |
| * Don't know/Refused | * | * |
| <u>100</u> | <u>100</u> | <u>100</u> |

Q.28 On weekdays, do you typically read, watch or listen to the news LATE IN THE EVENING, or not?

| | <u>April 2002</u> | <u>April 1998²¹</u> |
|----------------------|-------------------|--------------------------------|
| 63 Yes | 60 | 61 |
| 37 No | 40 | 39 |
| * Don't know/Refused | * | * |
| <u>100</u> | <u>100</u> | <u>100</u> |

¹⁹ In 1998 the question was worded: "Again, thinking about a typical weekday, do you normally read, watch, or listen to the news during the course of the day, or not?"

²⁰ In 1998 the question began, "And on a typical weekday, do you normally..."

²¹ In 1998 the question began "On a typical weekday, do you normally..."

NO QUESTIONS 29 THRU 33

ASK ALL:

Just in general...

Q.34 How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

| | | May <u>2002</u> | April <u>2002</u> | April <u>2000</u> | April <u>1998</u> | June <u>1995</u> | Feb <u>1994</u> |
|----------|--------------------|--------------------|----------------------|----------------------|----------------------|---------------------|--------------------|
| 52 | A lot | 52 | 48 | 45 | 50 | 54 | 53 |
| 37 | Some | 37 | 36 | 40 | 37 | 34 | 35 |
| 7 | Not Much | 7 | 11 | 12 | 11 | 8 | 9 |
| 3 | Not at all | 3 | 4 | 3 | 2 | 3 | 2 |
| <u>1</u> | Don't know/Refused | 1 | <u>1</u> | * | * | <u>1</u> | <u>1</u> |
| 100 | | 100 | 100 | 100 | 100 | 100 | 100 |

Q.35 How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics – regularly, sometimes, rarely or never?

| | <u>Regularly</u> | <u>Sometimes</u> | <u>Rarely</u> | <u>Never</u> | <u>DK/Ref</u> |
|-----------------------|------------------|------------------|---------------|--------------|---------------|
| April, 2004 | 17 | 23 | 22 | 38 | *=100 |
| April, 2002 | 17 | 20 | 22 | 41 | *=100 |
| April, 2000 | 14 | 23 | 23 | 40 | *=100 |
| August, 1999 | 18 | 23 | 24 | 35 | *=100 |
| Early September, 1998 | 23 | 25 | 23 | 29 | *=100 |
| April, 1998 | 13 | 22 | 24 | 41 | *=100 |
| October, 1997 | 18 | 28 | 25 | 29 | *=100 |
| August, 1997 | 17 | 24 | 28 | 31 | *=100 |
| Early September, 1996 | 15 | 25 | 22 | 37 | 1=100 |
| July, 1996 | 16 | 24 | 27 | 33 | *=100 |
| June, 1996 | 17 | 25 | 26 | 31 | 1=100 |
| April, 1996 | 13 | 23 | 25 | 39 | *=100 |
| March, 1996 | 18 | 28 | 24 | 30 | *=100 |
| October, 1995 | 18 | 33 | 25 | 24 | *=100 |
| June, 1995 | 15 | 19 | 27 | 39 | *=100 |
| April, 1995 | 19 | 30 | 24 | 27 | *=100 |
| November, 1994 | 16 | 31 | 26 | 26 | 1=100 |
| July, 1994 | 17 | 29 | 24 | 30 | *=100 |
| December, 1993 | 23 | 22 | 25 | 30 | 0=100 |
| April, 1993 | 23 | 32 | 23 | 22 | *=100 |

Q.36 Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available?

| | | April <u>2002</u> | April <u>2000</u> | Nov <u>1998</u> | April <u>1998</u> | June <u>1995</u> |
|----------|--------------------|----------------------|----------------------|--------------------|----------------------|---------------------|
| 28 | Overloaded | 26 | 30 | 28 | 28 | 23 |
| 64 | Like it | 66 | 62 | 62 | 67 | 64 |
| 5 | Other (VOL) | 6 | 5 | 6 | 2 | 11 |
| <u>3</u> | Don't know/Refused | <u>2</u> | <u>3</u> | <u>4</u> | <u>3</u> | <u>2</u> |
| 100 | | 100 | 100 | 100 | 100 | 100 |

- Q.37 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?
- Q.38 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

| | <i>Computer User</i> | | | Based on Total Respondents: <i>Goes Online</i> | | |
|---------------------------|----------------------|-----------|---------------|--|-----------|---------------|
| | <u>Yes</u> | <u>No</u> | <u>DK/Ref</u> | <u>Yes</u> | <u>No</u> | <u>DK/Ref</u> |
| April, 2004 | 73 | 27 | 0=100 | 66 | 34 | *=100 |
| March, 2004 ²² | 75 | 25 | *=100 | 68 | 32 | *=100 |
| August, 2003 | 77 | 23 | *=100 | 67 | 33 | *=100 |
| Mid-July, 2003 | 75 | 25 | *=100 | 65 | 35 | *=100 |
| January, 2003 | 76 | 24 | 0=100 | 67 | 33 | *=100 |
| December, 2002 | 76 | 24 | *=100 | 67 | 33 | *=100 |
| Early October, 2002 | 75 | 25 | *=100 | 63 | 37 | *=100 |
| August, 2002 | 78 | 22 | *=100 | 69 | 31 | *=100 |
| June, 2002 | 74 | 26 | *=100 | 66 | 34 | *=100 |
| May, 2002 | 75 | 25 | *=100 | 66 | 34 | *=100 |
| April, 2002 | 71 | 29 | *=100 | 62 | 38 | 0=100 |
| February, 2002 | 71 | 29 | *=100 | 62 | 38 | 0=100 |
| January, 2002 | 73 | 27 | 0=100 | 62 | 38 | 0=100 |
| Mid-November, 2001 | 73 | 27 | 0=100 | 62 | 38 | 0=100 |
| Mid-September, 2001 | 72 | 28 | *=100 | 62 | 38 | *=100 |
| June, 2001 | 72 | 28 | *=100 | 62 | 38 | 0=100 |
| May, 2001 | 75 | 25 | *=100 | 64 | 36 | 0=100 |
| April, 2001 | 72 | 28 | *=100 | 62 | 38 | 0=100 |
| February, 2001 | 72 | 28 | 0=100 | 60 | 40 | *=100 |
| January, 2001 | 71 | 29 | *=100 | 61 | 39 | 0=100 |
| July, 2000 | 68 | 31 | 1=100 | 55 | 45 | *=100 |
| June, 2000 | 68 | 31 | 1=100 | 56 | 44 | *=100 |
| April, 2000 | 68 | 32 | *=100 | 54 | 46 | *=100 |
| March, 2000 ²³ | 72 | 28 | 0=100 | 61 | 39 | 0=100 |
| February, 2000 | 67 | 33 | *=100 | 52 | 48 | 0=100 |
| January, 2000 | 68 | 32 | *=100 | 52 | 48 | *=100 |
| December, 1999 | 67 | 33 | *=100 | 53 | 47 | 0=100 |
| October, 1999 | 67 | 33 | *=100 | 50 | 50 | 0=100 |
| Late September, 1999 | 68 | 32 | *=100 | 52 | 48 | *=100 |
| September, 1999 | 70 | 30 | *=100 | 53 | 47 | 0=100 |
| August, 1999 | 67 | 33 | *=100 | 52 | 48 | 0=100 |
| July, 1999 | 68 | 32 | *=100 | 49 | 51 | 0=100 |
| June, 1999 | 64 | 35 | 1=100 | 50 | 50 | *=100 |
| May, 1999 | 66 | 33 | 1=100 | 48 | 52 | 0=100 |
| April, 1999 | 71 | 29 | *=100 | 51 | 49 | *=100 |
| March, 1999 | 68 | 32 | *=100 | 49 | 51 | *=100 |
| February, 1999 | 68 | 32 | *=100 | 49 | 51 | *=100 |
| January, 1999 | 69 | 31 | *=100 | 47 | 53 | *=100 |
| Early December, 1998 | 64 | 36 | *=100 | 42 | 58 | 0=100 |
| November, 1998 | -- | -- | -- | 37 | 63 | *=100 |

²² Beginning in 2004, the online use question is asked of all respondents (in previous years it was asked only of those who identified themselves as computer users). This modification was made to adjust to changes in technology and means of access to the Internet, and increases the percent who are classified as Internet users by 1-2 percentage points.

²³ In March 2000, "or anywhere else" was added to the question wording.

Q.37/38 CONTINUED...

| | <i>Computer User</i> | | | Based on Total Respondents: <i>Goes Online</i> | | |
|--------------------------|----------------------|-----------|---------------|--|-----------|---------------|
| | <u>Yes</u> | <u>No</u> | <u>DK/Ref</u> | <u>Yes</u> | <u>No</u> | <u>DK/Ref</u> |
| Early September, 1998 | 64 | 36 | *=100 | 42 | 58 | *=100 |
| Late August, 1998 | 66 | 34 | 0=100 | 43 | 57 | *=100 |
| Early August, 1998 | 66 | 34 | *=100 | 41 | 59 | *=100 |
| April, 1998 | 61 | 39 | *=100 | 36 | 64 | 0=100 |
| January, 1998 | 65 | 35 | *=100 | 37 | 63 | 0=100 |
| November, 1997 | 66 | 34 | *=100 | 36 | 63 | 1=100 |
| June, 1997 | 60 | 40 | 0=100 | 29 | 71 | 0=100 |
| Early September, 1996 | 56 | 44 | *=100 | 22 | 78 | 0=100 |
| July, 1996 | 56 | 44 | *=100 | 23 | 77 | 0=100 |
| April, 1996 | 58 | 42 | *=100 | 21 | 79 | *=100 |
| March, 1996 | 61 | 39 | *=100 | 22 | 78 | 0=100 |
| February, 1996 | 60 | 40 | 0=100 | 21 | 79 | *=100 |
| January, 1996 | 59 | 41 | 0=100 | 21 | 79 | 0=100 |
| June, 1995 ²⁴ | -- | -- | -- | 14 | 86 | *=100 |

IF "YES" (Q.38=1) ASK:

Q.39 How frequently do you go online to get NEWS... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

| | | April | | Oct | Aug | July | June | Early | | Early | | June |
|-----|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | | <u>2002</u> | <u>2000</u> | <u>1999</u> | <u>1999</u> | <u>1999</u> | <u>1999</u> | <u>1998</u> | <u>1998</u> | <u>1998</u> | <u>1998</u> | <u>1995</u> |
| 27 | Everyday | 25 | 27 | 25 | 22 | 21 | 22 | 25 | 10 | 23 | 18 | 6 |
| 18 | 3-5 days per week | 16 | 15 | 14 | 15 | 15 | 18 | 17 | 11 | 16 | 17 | 9 |
| 15 | 1-2 days per week | 16 | 19 | 22 | 19 | 22 | 22 | 22 | 16 | 21 | 20 | 15 |
| 12 | Once every few weeks | 13 | 12 | 11 | 15 | 14 | 14 | 10 | 13 | 14 | 15 | 13 |
| 17 | Less often | 21 | 18 | 20 | 20 | 19 | 18 | 18 | 20 | 19 | 21 | 28 |
| 11 | No/Never (VOL.) | 9 | 9 | 8 | 9 | 9 | 7 | 8 | 30 | 7 | 9 | 29 |
| * | Don't know/Refused | * | * | * | * | 0 | 0 | * | * | * | * | * |
| 100 | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NO QUESTION 40

ASK ALL:

Next I would like to ask you about some things that have been in the news. Not everyone will have heard about them... [ROTATE Q.41 THRU Q.44]

Q.41 Do you happen to know which political party has a majority in the U.S. House of Representatives?

| | | June | Aug | Dec | June | April | June |
|-----|-------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | | <u>2001</u> | <u>1999</u> | <u>1998</u> | <u>1997</u> | <u>1996</u> | <u>1995</u> |
| 56 | Republican (<i>Correct</i>) | 31 | 55 | 56 | 50 | 70 | 73 |
| 8 | Democratic | 34 | 8 | 11 | 6 | 8 | 5 |
| 36 | Don't know/Refused | 35 | 37 | 33 | 44 | 22 | 22 |
| 100 | | 100 | 100 | 100 | 100 | 100 | 100 |

²⁴ The 1995 figure combines responses from two separate questions: (1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?) (2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

Q.42 Do you know the name of the terrorist organization that is responsible for the September 11th attacks on the United States? **[DO NOT READ]**

- 66 Al Qaeda (*Correct*)
- 5 Mentions of Osama bin Laden
- 5 Other name or reference
- 24 No, Don't know
- 100

Q.43 In the recent trial involving Martha Stewart, can you recall whether **[READ AND RANDOMIZE]**?

- 79 She was found guilty (*Correct*)
- 1 She was found innocent **[OR]**
- 4 There was a mistrial
- 16 No, Don't know (**VOL. DO NOT READ**)
- 100

Q.44 Since the start of military action in Iraq last March, about how many U.S. soldiers have been killed? To the best of your knowledge, has it been under 500, 500 to 1000, 1000 to 2000, or more than 2000?
[INTERVIEWER: IF RESPONDENT GIVES A SPECIFIC NUMBER, ENTER IN THE APPROPRIATE RANGE WITHOUT PROMPTING. IF RESPONDENT SAYS "500", "1,000" OR "2,000", PROMPT "Would you say it is a little over or a little under ____?"]

- 28 Under 500
- 55 500 to 1,000 (*Correct*)
- 6 1,000 to 2,000
- 4 More than 2,000
- 7 Don't know/Refused
- 100

Q.45 Now, I'm going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, or on radio...very closely, somewhat closely, not very closely, or not at all closely? First, **[READ AND ROTATE]**

| | <u>Very Closely</u> | <u>Somewhat Closely</u> | <u>Not Very Closely</u> | <u>Not at all Closely</u> | <u>Don't Know</u> |
|--|-------------------------|-----------------------------|-----------------------------|-------------------------------|-----------------------|
| a. News about political figures and events in Washington | 24 | 45 | 17 | 14 | *=100 |
| April, 2002 | 21 | 45 | 19 | 15 | *=100 |
| April, 2000 | 17 | 43 | 23 | 17 | *=100 |
| April, 1998 | 19 | 46 | 22 | 13 | *=100 |
| April, 1996 | 16 | 43 | 28 | 13 | *=100 |
| b. Sports | 25 | 27 | 17 | 31 | *=100 |
| April, 2002 | 25 | 28 | 18 | 29 | *=100 |
| April, 2000 | 27 | 25 | 19 | 29 | *=100 |
| April, 1998 | 27 | 28 | 18 | 27 | *=100 |
| April, 1996 | 26 | 28 | 21 | 25 | *=100 |

Q.45 CONTINUED ...

| | <u>Very Closely</u> | <u>Somewhat Closely</u> | <u>Not Very Closely</u> | <u>Not at all Closely</u> | <u>Don't Know</u> |
|--|-------------------------|-----------------------------|-----------------------------|-------------------------------|-----------------------|
| c. Business and finance | 14 | 37 | 24 | 25 | *=100 |
| April, 2002 | 15 | 35 | 25 | 25 | *=100 |
| April, 2000 | 14 | 36 | 27 | 23 | *=100 |
| April, 1998 | 17 | 36 | 24 | 23 | *=100 |
| April, 1996 | 13 | 37 | 31 | 19 | *=100 |
| d. International affairs | 24 | 44 | 16 | 16 | *=100 |
| April, 2002 | 21 | 44 | 18 | 17 | *=100 |
| April, 2000 | 14 | 45 | 24 | 17 | *=100 |
| April, 1998 | 16 | 46 | 23 | 15 | *=100 |
| April, 1996 | 16 | 46 | 26 | 12 | *=100 |
| e. Local government | 22 | 42 | 20 | 16 | *=100 |
| April, 2002 | 22 | 43 | 19 | 16 | *=100 |
| April, 2000 | 20 | 43 | 21 | 16 | *=100 |
| April, 1998 | 23 | 44 | 20 | 13 | *=100 |
| April, 1996 | 24 | 43 | 21 | 12 | *=100 |
| f. Religion | 20 | 35 | 22 | 23 | *=100 |
| April, 2002 | 19 | 36 | 22 | 22 | 1=100 |
| April, 2000 | 21 | 32 | 24 | 23 | *=100 |
| April, 1998 | 18 | 33 | 25 | 24 | *=100 |
| April, 1996 | 17 | 31 | 29 | 23 | *=100 |
| g. People and events in your own community | 28 | 45 | 16 | 11 | *=100 |
| April, 2002 | 31 | 44 | 14 | 11 | *=100 |
| April, 2000 | 26 | 47 | 17 | 10 | *=100 |
| April, 1998 | 34 | 45 | 14 | 7 | *=100 |
| April, 1996 | 35 | 44 | 14 | 7 | *=100 |
| h. Entertainment | 15 | 42 | 25 | 18 | *=100 |
| April, 2002 | 14 | 42 | 25 | 19 | *=100 |
| April, 2000 | 15 | 41 | 28 | 16 | *=100 |
| April, 1998 | 16 | 43 | 27 | 14 | *=100 |
| April, 1996 | 15 | 42 | 29 | 14 | *=100 |
| i. Consumer news | 13 | 46 | 21 | 19 | 1=100 |
| April, 2002 | 12 | 41 | 25 | 22 | *=100 |
| April, 2000 | 12 | 45 | 24 | 18 | 1=100 |
| April, 1998 | 15 | 46 | 22 | 17 | *=100 |
| April, 1996 | 14 | 45 | 26 | 15 | *=100 |
| j. Science and technology | 16 | 42 | 21 | 21 | *=100 |
| April, 2002 | 17 | 40 | 21 | 22 | *=100 |
| April, 2000 | 18 | 45 | 20 | 17 | *=100 |
| April, 1998 | 22 | 41 | 19 | 18 | *=100 |
| April, 1996 | 20 | 42 | 24 | 14 | *=100 |

Q.45 CONTINUED ...

| | | Very <u>Closely</u> | Somewhat <u>Closely</u> | Not Very <u>Closely</u> | Not at all <u>Closely</u> | Don't <u>Know</u> |
|----|----------------------|------------------------|----------------------------|----------------------------|------------------------------|----------------------|
| k. | Health news | 26 | 46 | 14 | 13 | 1=100 |
| | April, 2002 | 26 | 45 | 16 | 13 | *=100 |
| | April, 2000 | 29 | 45 | 15 | 11 | *=100 |
| | April, 1998 | 34 | 46 | 12 | 8 | *=100 |
| | April, 1996 | 34 | 44 | 14 | 7 | 1=100 |
| l. | Crime | 32 | 45 | 14 | 8 | 1=100 |
| | April, 2002 | 30 | 46 | 14 | 9 | 1=100 |
| | April, 2000 | 30 | 45 | 16 | 9 | *=100 |
| | April, 1998 | 36 | 44 | 13 | 7 | *=100 |
| | April, 1996 | 41 | 43 | 10 | 6 | *=100 |
| m. | Culture and the arts | 10 | 33 | 27 | 29 | 1=100 |
| | April, 2002 | 9 | 31 | 28 | 32 | *=100 |
| | April, 2000 | 10 | 32 | 28 | 29 | 1=100 |
| | April, 1998 | 12 | 33 | 29 | 26 | *=100 |
| | April, 1996 | 9 | 34 | 32 | 25 | *=100 |
| n. | The weather | 53 | 34 | 8 | 5 | *=100 |

ROTATE SUBJECT OF QUESTIONS 46a THRU 46c, KEEPING QUESTION WORDING IN ORDER:²⁵

Q.46a Which of the following two statements best describes you: "I follow INTERNATIONAL news closely ONLY when something important is happening" OR "I follow INTERNATIONAL news closely most of the time, whether or not something important is happening"?

| | | April <u>2002</u> | April <u>2000</u> | April <u>1998</u> |
|----------|--|----------------------|----------------------|----------------------|
| 47 | Follow INTERNATIONAL news closely ONLY when something important is happening | 61 | 64 | 63 |
| 52 | Follow INTERNATIONAL news closely MOST of the time | 37 | 33 | 34 |
| <u>1</u> | Don't know/Refused | <u>2</u> | <u>3</u> | <u>3</u> |
| 100 | | 100 | 100 | 100 |

Q.46b I'd like to ask the same question, but about NATIONAL news...Which best describes you: "I follow NATIONAL news closely ONLY when something important is happening" OR "I follow NATIONAL news closely most of the time, whether or not something important is happening"?

| | | April <u>2002</u> | April <u>2000</u> | April <u>1998</u> |
|----------|---|----------------------|----------------------|----------------------|
| 43 | Follow NATIONAL news closely ONLY when something important is happening | 45 | 50 | 46 |
| 55 | Follow NATIONAL news closely MOST of the time | 53 | 48 | 52 |
| <u>2</u> | Don't know/Refused | <u>2</u> | <u>2</u> | <u>2</u> |
| 100 | | 100 | 100 | 100 |

²⁵ In April 2002 and earlier the Q.46a-Q.46c series included the words "... something important or interesting is happening." Also in previous years, the questions were rotated and did not include the transitions presented here.

Q.46c And just once more about LOCAL COMMUNITY news...Which best describes you: "I follow LOCAL COMMUNITY news closely ONLY when something important is happening" OR "I follow LOCAL COMMUNITY news closely most of the time, whether or not something important is happening"?

| | | April <u>2002</u> | April <u>2000</u> | April <u>1998</u> |
|----------|--|----------------------|----------------------|----------------------|
| 43 | Follow LOCAL COMMUNITY news closely ONLY when something important is happening | 41 | 40 | 38 |
| 55 | Follow LOCAL COMMUNITY news closely MOST of the time | 56 | 58 | 61 |
| <u>2</u> | Don't know/Refused | <u>3</u> | <u>2</u> | <u>1</u> |
| 100 | | 100 | 100 | 100 |

On another subject...

Q.47 Do you currently live in an area where you could get Cable TV if you wanted it?

| | | April <u>2002</u> | April <u>2000</u> | April <u>1998</u> | April <u>1996</u> | Feb <u>1994</u> |
|----------|--------------------|----------------------|----------------------|----------------------|----------------------|--------------------|
| 91 | Yes | 92 | 91 | 91 | 92 | 89 |
| 8 | No | 8 | 9 | 9 | 8 | 10 |
| <u>1</u> | Don't know/Refused | * | * | * | * | <u>1</u> |
| 100 | | 100 | 100 | 100 | 100 | 100 |

ASK IF YES (1 IN Q.47):

Q.48 Do you currently subscribe to Cable TV?

| BASED ON TOTAL RESPONDENTS: | | April <u>2002</u> | April <u>2000</u> | April <u>1998</u> | April <u>1996</u> | Feb <u>1994</u> |
|------------------------------------|------------------------------------|----------------------|----------------------|----------------------|----------------------|--------------------|
| 64 | Yes | 66 | 67 | 67 | 69 | 64 |
| 27 | No | 26 | 24 | 24 | 23 | 25 |
| <u>9</u> | Don't know/Refused/No cable access | <u>8</u> | <u>9</u> | <u>9</u> | <u>8</u> | <u>11</u> |
| 100 | | 100 | 100 | 100 | 100 | 100 |

ASK ALL:

Q.49 Do you currently subscribe to a satellite television service such as DirecTV or the Dish Network?

| | |
|----------|--------------------|
| 25 | Yes |
| 74 | No |
| <u>1</u> | Don't know/Refused |
| 100 | |

TREND FOR COMPARISON:

Do you happen to have [READ; ROTATE], or not? How about...

| | <u>Yes</u> | <u>No</u> | <u>DK/Ref</u> |
|--------------------------|------------|-----------|---------------|
| A satellite dish | | | |
| April, 2002 | 21 | 79 | *=100 |
| April, 2000 | 18 | 82 | *=100 |
| June, 1995 ²⁶ | 6 | 94 | *=100 |
| February, 1994 | 4 | 96 | *=100 |

²⁶

In 1995 and earlier, the question was worded: "Do you have a satellite dish that is hooked up to your TV? [READ IF NECESSARY: "This is different than cable TV. It allows you to get reception directly from satellites."]"

Q.50 Now I'm going to read a series of statements about the news. For each statement, please tell me if you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it. The first one is... **[READ AND ROTATE]**

| | | Completely <u>Agree</u> | Mostly <u>Agree</u> | Mostly <u>Disagree</u> | Completely <u>Disagree</u> | (VOL) Don't Watch the news | DK/ Ref |
|----|--|----------------------------|------------------------|---------------------------|-------------------------------|-------------------------------------|------------|
| a. | I find that I often watch the news with my remote control in hand, flipping to other channels when I'm not interested in the topic | 32 | 30 | 17 | 18 | 2 | 1=100 |
| | April, 2002 | 31 | 28 | 17 | 20 | 2 | 2=100 |
| | April, 2000 | 36 | 26 | 17 | 18 | 2 | 1=100 |
| | April, 1998 | 29 | 27 | 21 | 21 | 1 | 1=100 |
| b. | People who decide what to put on TV news or in the newspapers are out of touch with people like me | 17 | 31 | 35 | 13 | n/a | 4=100 |
| | April, 2002 | 14 | 29 | 36 | 15 | n/a | 6=100 |
| | April, 2000 | 18 | 35 | 34 | 10 | n/a | 3=100 |
| c. | I often don't have enough background information to follow news stories | 10 | 32 | 38 | 18 | n/a | 2=100 |
| d. | I am often too busy to keep up with the news | 12 | 24 | 35 | 27 | n/a | 2=100 |
| e. | Watching and reading the news often depresses me | 15 | 29 | 31 | 23 | n/a | 2=100 |
| f. | I often don't trust what news organizations are saying | 15 | 38 | 34 | 9 | n/a | 4=100 |
| g. | I want the news to contain information that is helpful in my daily life | 47 | 40 | 8 | 3 | n/a | 2=100 |

Q.51 Are you more the kind of person who watches or listens to the news at regular times, or are you more the kind of person who checks in on the news from time to time?

| | | <u>April 2002</u> |
|----------|-------------------------------|-------------------|
| 52 | Watch/listen at regular times | 49 |
| 46 | Checks in from time to time | 48 |
| 1 | Neither [VOL] | 2 |
| <u>1</u> | Don't know/Refused | <u>1</u> |
| 100 | | 100 |

Q.52 For major news stories, what do you usually want in the news? Are you mostly interested in the HEADLINES, do you want the headlines PLUS some further reporting on what happened, or do you want in-depth analysis of the news by experts?

| | |
|----------|--|
| 18 | The headlines |
| 37 | Headlines plus some reporting on what happened |
| 40 | In-depth analysis of the news by experts |
| <u>5</u> | Don't know/Refused |
| 100 | |

Q.53 Which comes closer to describing your view of the news media **[READ AND ROTATE]**

45 All the news media are pretty much the same to me
OR
54 There are a few news sources I trust more than others
1 **[DO NOT READ] Don't know/Refused [VOL.]**
100

Q.54 There are a lot of different ways the news is presented these days. Do you generally LIKE it or DISLIKE it when a news source **[INSERT ITEM, RANDOMIZE]**, or doesn't it matter to you?

| | | <u>Like</u> | <u>Dislike</u> | <u>Doesn't Matter</u> | <u>Don't Know/Refused</u> |
|----|---|-------------|----------------|-----------------------|---------------------------|
| a. | Is sometimes funny | 46 | 6 | 47 | 1=100 |
| b. | Includes ordinary Americans giving their views | 49 | 7 | 43 | 1=100 |
| c. | Has in depth interviews with political leaders and policymakers | 46 | 9 | 44 | 1=100 |
| d. | Shares your point of view on politics and issues | 36 | 5 | 58 | 1=100 |
| e. | Presents debates between people with differing points of view | 55 | 6 | 38 | 1=100 |
| f. | Stirs your emotions | 29 | 12 | 56 | 3=100 |
| g. | Makes the news enjoyable and entertaining | 48 | 6 | 45 | 1=100 |
| h. | Has reporters and anchors with pleasant personalities | 53 | 3 | 43 | 1=100 |

Q.55 What do you find gives you the best understanding of major news events? **[READ AND ROTATE]**

40 Reading or hearing the facts about what happened
OR
55 Seeing pictures and video showing what happened
5 **[DO NOT READ] Don't know/Refused [VOL.]**
100

Q.56 Here are a couple of news stories from the past year. Did you happen to follow news about **[INSERT ITEM, ROTATE]** very closely, fairly closely, not too closely, or not at all closely as it was developing?²⁷

| | | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/Ref</u> |
|----|-----------------------------|---------------------|-----------------------|------------------------|---------------------------|---------------|
| a. | The murder of Laci Peterson | 20 | 37 | 24 | 17 | 2=100 |
| | July, 2003 | 22 | 34 | 26 | 17 | 1=100 |
| | May, 2003 | 31 | 31 | 21 | 16 | 1=100 |

²⁷ Trends were asked with different introduction (standard News Interest Index intro). In 2003 the story was listed as "The murder of Laci Peterson, the pregnant California woman whose husband has been charged in her death."

Q.56 CONTINUED...

| | Very <u>Closely</u> | Fairly <u>Closely</u> | Not too <u>Closely</u> | Not at all <u>Closely</u> | DK/Ref |
|--|------------------------|--------------------------|---------------------------|------------------------------|--------|
| b. Basketball star Kobe Bryant being accused of sexual assault | 16 | 37 | 29 | 17 | 1=100 |
| October, 2003 | 14 | 28 | 29 | 28 | 1=100 |
| August, 2003 | 17 | 30 | 28 | 24 | 1=100 |

NO QUESTIONS 57 THRU 69

IF GOES ONLINE FOR NEWS ONCE A WEEK OR MORE (Q.39 = 1,2,3) ASK [N=1222]:

Earlier you said you get some news from the Internet...

Q.70 Since you started getting news online, are you using other sources of news MORE often, LESS often, or about the same as you used to?

| | April <u>2002</u> | April <u>2000</u> | Oct <u>1999</u> | Nov <u>1998</u> | April <u>1998</u> | June <u>1995</u> |
|-------------------------------|----------------------|----------------------|--------------------|--------------------|----------------------|---------------------|
| 9 Yes, more often | 10 | 10 | 9 | 16 | 8 | 4 |
| 15 Yes, less often | 12 | 18 | 17 | 11 | 11 | 12 |
| 4 Yes, some more, others less | 5 | 14 | 6 | 10 | 5 | 8 |
| 71 No, about the same | 73 | 58 | 68 | 63 | 76 | 76 |
| <u>1</u> Don't know/Refused | * | * | * | * | * | <u>0</u> |
| 100 | 100 | 100 | 100 | 100 | 100 | 100 |

IF "MORE OFTEN (Q.70=1) ASK [N=111]:

Q.71 Which sources are you using MORE often? [DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.]

| | April <u>2002</u> | April <u>2000</u> | April <u>1998</u> | June <u>1995</u> |
|----------------------|----------------------|----------------------|----------------------|---------------------|
| 28 Newspapers | 31 | 24 | 36 | 60 |
| 30 Television | 31 | 38 | 47 | 58 |
| 6 Magazines | 4 | 5 | 7 | 23 |
| 16 Radio | 14 | 9 | 10 | 26 |
| 39 Other | 33 | 30 | 22 | 13 |
| 3 Don't know/Refused | 4 | 9 | 0 | 0 |

IF "LESS OFTEN" OR "SOME MORE, SOME LESS" (Q.70=2,3) ASK [N=239]:

Q.72 Which sources are you using LESS often? [DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.]

| | April <u>2002</u> | April <u>2000</u> | April <u>1998</u> | June <u>1995</u> |
|----------------------|----------------------|----------------------|----------------------|---------------------|
| 39 Newspapers | 42 | 35 | 43 | 43 |
| 47 Television | 36 | 41 | 52 | 37 |
| 8 Magazines | 16 | 11 | 13 | 14 |
| 13 Radio | 18 | 15 | 17 | 28 |
| 5 Other | 9 | 8 | 2 | 10 |
| 5 Don't know/Refused | 4 | 9 | 4 | 3 |

IF GOES ONLINE FOR NEWS (Q. 39=1-5) ASK [N=1806]:

Q.73 Do you sometimes get [INSERT ITEM] online, or not? [ROTATE ITEMS; READ FULL STEM FOR EACH ITEM]

BASED ON THOSE WHO GO ONLINE FOR NEWS:

| | <u>Yes</u> | <u>No</u> | <u>DK</u> |
|----------------------------------|------------|-----------|-----------|
| a. Political news | 54 | 46 | *=100 |
| April, 2002 | 50 | 50 | *=100 |
| April, 2000 | 39 | 61 | *=100 |
| November, 1998 | 43 | 57 | *=100 |
| April, 1998 | 40 | 60 | 0=100 |
| October, 1996 | 46 | 54 | *=100 |
| b. Sports news | 45 | 55 | *=100 |
| April, 2002 | 47 | 53 | *=100 |
| April, 2000 | 42 | 58 | *=100 |
| November, 1998 | 47 | 53 | 0=100 |
| April, 1998 | 39 | 61 | 0=100 |
| October, 1996 | 46 | 54 | 0=100 |
| c. International news | 54 | 46 | *=100 |
| April, 2002 | 55 | 45 | *=100 |
| April, 2000 | 45 | 55 | *=100 |
| November, 1998 | 47 | 53 | 0=100 |
| April, 1998 | 41 | 59 | 0=100 |
| October, 1996 | 45 | 55 | 0=100 |
| d. News about science and health | 58 | 42 | *=100 |
| April, 2002 | 60 | 40 | *=100 |
| April, 2000 | 63 | 37 | *=100 |
| April, 1998 | 64 | 36 | 0=100 |
| October, 1996 | 58 | 42 | 0=100 |
| e. News about technology | 53 | 47 | *=100 |
| April, 2002 | 54 | 46 | *=100 |
| April, 2000 | 59 | 41 | 0=100 |
| November, 1998 | 59 | 41 | 0=100 |
| April, 1998 | 60 | 40 | 0=100 |
| October, 1996 | 64 | 36 | *=100 |
| f. Weather | 76 | 24 | 0=100 |
| April, 2002 | 70 | 30 | 0=100 |
| April, 2000 | 66 | 34 | 0=100 |
| November, 1998 | 64 | 36 | 0=100 |
| April, 1998 | 48 | 52 | 0=100 |
| October, 1996 | 47 | 53 | 0=100 |
| g. Entertainment news | 46 | 54 | *=100 |
| April, 2002 | 44 | 56 | *=100 |
| April, 2000 | 44 | 56 | *=100 |
| November, 1998 | 58 | 42 | *=100 |
| April, 1998 | 45 | 55 | 0=100 |
| October, 1996 | 50 | 50 | *=100 |

| Q.73 CONTINUED... | <u>Yes</u> | <u>No</u> | <u>DK</u> |
|--------------------------|------------|-----------|-----------|
| h. Local news | 45 | 55 | *=100 |
| April, 2002 | 42 | 58 | 0=100 |
| April, 2000 | 37 | 63 | 0=100 |
| November, 1998 | 42 | 58 | 0=100 |
| April, 1998 | 28 | 72 | 0=100 |
| October, 1996 | 27 | 73 | 0=100 |

ASK FORM 1 ONLY:

| | | | |
|--------------------|----|----|---------------|
| i.F1 Business news | 46 | 54 | *=100 (N=904) |
| April, 2002 | 48 | 52 | 0=100 |
| April, 2000 | 53 | 47 | *=100 |
| November, 1998 | 58 | 42 | 0=100 |
| October, 1996 | 53 | 47 | *=100 |

ASK FORM 2 ONLY:

| | | | |
|----------------------------------|----|----|---------------|
| j.F2 Business and financial news | 49 | 50 | 1=100 (N=902) |
| April, 2002 | 51 | 49 | *=100 |

IF GOES ONLINE FOR NEWS (Q.39 = 1-5) ASK [N=1806]:

Q.74 Do you use any news services that send you news updates either in your e-mail or directly to your computer screen?

| | |
|----------|------------|
| 26 | Yes |
| 74 | No |
| <u>*</u> | Don't know |
| 100 | |

IF GOES ONLINE FOR NEWS (Q.39 = 1-5) ASK [N=1806]:

Q.75 Have you ever used search engines such as Google or Yahoo to search for news stories on a particular subject you are interested in? **[IF YES]** How often do you do this, every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

| | |
|----------|---------------------------|
| 7 | Yes, Every day |
| 12 | Yes, 3-5 days per week |
| 15 | Yes, 1-2 days per week |
| 18 | Yes, Once every few weeks |
| 18 | Yes, Less often |
| 30 | No, Never done this |
| <u>*</u> | Don't know/Refused [VOL.] |
| 100 | |

IF INTERNET USER (Q.38=1) ASK [N=2049]:

Q.76 When you go online do you ever come across news when you may have been going online for a purpose other than to get the news?

| | | April <u>2002</u> | Nov <u>2000</u> ²⁸ | Oct <u>1999</u> ²⁹ | Nov <u>1998</u> | April <u>1998</u> | Oct <u>1996</u> |
|----------|--------------------|----------------------|----------------------------------|----------------------------------|--------------------|----------------------|--------------------|
| 73 | Yes | 65 | 45 | 55 | 48 | 54 | 53 |
| 27 | No | 35 | 53 | 44 | 51 | 45 | 45 |
| <u>*</u> | Don't know/Refused | <u>*</u> | <u>2</u> | <u>1</u> | <u>1</u> | <u>1</u> | <u>2</u> |
| 100 | | 100 | 100 | 100 | 100 | 100 | 100 |

ASK ALL:

Finally, I'd like to ask you a few questions for statistical purposes only.

Q.77 Do you have any type of personal computer, including laptops, in your home?

| | | April <u>2002</u> | April <u>2000</u> ³⁰ | Nov <u>1998</u> ³¹ | June <u>1995</u> | Feb <u>1994</u> |
|----------|--------------------|----------------------|------------------------------------|----------------------------------|---------------------|--------------------|
| 73 | Yes | 65 | 59 | 43 | 36 | 31 |
| 27 | No | 35 | 41 | 57 | 64 | 69 |
| <u>0</u> | Don't know/Refused | <u>*</u> | <u>*</u> | <u>*</u> | <u>*</u> | <u>0</u> |
| 100 | | 100 | 100 | 100 | 100 | 100 |

Q.78 Do you happen to have **[INSERT ITEM, IN ORDER]**, or not? How about...

| | | <u>Yes</u> | <u>No</u> | <u>DK/Ref</u> |
|----|---|------------|-----------|---------------|
| a. | A cell phone | 68 | 32 | *=100 |
| | April, 2002 | 64 | 36 | *=100 |
| | April, 2000 | 53 | 47 | *=100 |
| | June, 1995 ³² | 24 | 76 | *=100 |
| b. | A Palm Pilot, Blackberry or other similar product | 14 | 83 | 3=100 |
| | April, 2002 ³³ | 11 | 87 | 2=100 |
| | April, 2000 | 5 | 91 | 4=100 |
| c. | A DVD player | 76 | 24 | *=100 |
| | April, 2002 | 44 | 56 | *=100 |
| | April, 2000 | 16 | 83 | 1=100 |

²⁸ In 2000 the question asked about "news and information about the 2000 elections."

²⁹ In 1999 and 1998 the question was worded: "When you go online do you ever encounter or come across news and information on current events, public issues or politics when you may have been going online for a purpose other than to get the news?" In 1996 this question was asked: "are you ever exposed to news..."

³⁰ In 2000 the question included, "...These do not include game machines such as Nintendo or Sega."

³¹ In 1998 and earlier, the question was worded: "Do you have any type of personal computer, including laptops -- such as an IBM PC or a Macintosh in your home? These do not include game machines such as Nintendo or Sega."

³² In 1995, the question was worded: "Do you have a car phone or cellular telephone?"

³³ In 2002 the item was worded: "A palm pilot or other similar product." In 2000 the item was worded: "A palm pilot."

| Q.78 CONTINUED... | | <u>Yes</u> | <u>No</u> | <u>DK/Ref</u> |
|--------------------------|--|------------|-----------|---------------|
| d. | A VCR | 92 | 8 | *=100 |
| | February, 1994 | 85 | 15 | *=100 |
| e. | A digital video recorder like Tivo that automatically records TV programs you select | 13 | 86 | 1=100 |
| | April, 2002 ³⁴ | 3 | 96 | 1=100 |

NO Q.79

IF EMPLOYED FULL-TIME OR PART-TIME, ASK [N=1926]:

Q.80 Is it important for your job that you keep up with the news, or not?

| | |
|----------|--------------------|
| 31 | Yes |
| 68 | No |
| <u>1</u> | Don't Know/Refused |
| 100 | |

³⁴

In 2002 the item was listed as: "A smart TV product like Tivo or UltimateTV."

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
MAY 2004 POLITICAL/BELIEVABILITY
FINAL TOPLINE
May 3 - 9, 2004
N=1001

Q.23 Now, I'm going to read a list. Please rate how much you think you can BELIEVE each organization I name on a scale of 4 to 1. On this four point scale, "4" means you can believe all or most of what the organization says. "1" means you believe almost nothing of what they say. How would you rate the believability of (READ ITEM. RANDOMIZE LIST) on this scale of 4 to 1? (INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")

| | Believe | | | Cannot Believe | Never Heard | Can't Rate |
|----------------------------|----------|----------|----------|----------------|-------------|-------------|
| | <u>4</u> | <u>3</u> | <u>2</u> | <u>1</u> | <u>of</u> | <u>Rate</u> |
| a. USA Today | 15 | 32 | 22 | 8 | 2 | 21=100 |
| May, 2002 | 15 | 36 | 19 | 6 | 1 | 23=100 |
| May, 2000 | 17 | 31 | 20 | 7 | 2 | 23=100 |
| May, 1998 | 18 | 35 | 21 | 5 | 2 | 19=100 |
| April, 1996 | 20 | 34 | 20 | 9 | 3 | 14=100 |
| February, 1993 | 20 | 36 | 21 | 7 | 1 | 15=100 |
| August, 1989 | 21 | 32 | 18 | 5 | 6 | 18=100 |
| June, 1985 | 13 | 26 | 13 | 2 | 4 | 42=100 |
| b. ABC News | 22 | 36 | 24 | 9 | * | 9=100 |
| May, 2002 | 22 | 43 | 19 | 6 | * | 10=100 |
| May, 2000 | 26 | 36 | 20 | 6 | * | 12=100 |
| May, 1998 | 28 | 43 | 18 | 4 | * | 7=100 |
| April, 1996 | 30 | 44 | 17 | 5 | * | 4=100 |
| February, 1993 | 34 | 42 | 17 | 4 | * | 3=100 |
| August, 1989 | 30 | 46 | 14 | 3 | 1 | 7=100 |
| June, 1985 | 32 | 51 | 11 | 1 | * | 5=100 |
| c. The Wall Street Journal | 18 | 31 | 17 | 8 | 1 | 25=100 |
| May, 2002 | 22 | 29 | 11 | 4 | 1 | 33=100 |
| May, 2000 | 27 | 24 | 9 | 6 | 4 | 30=100 |
| May, 1998 | 30 | 30 | 9 | 4 | 2 | 25=100 |
| April, 1996 | 28 | 29 | 13 | 7 | 3 | 20=100 |
| February, 1993 | 30 | 32 | 14 | 6 | 2 | 16=100 |
| August, 1989 | 30 | 26 | 9 | 3 | 6 | 26=100 |
| June, 1985 | 25 | 23 | 6 | 2 | 1 | 43=100 |

Q.23 CONTINUED ...

| | Believe | | | Cannot | Never | Can't Rate |
|--|----------|----------|----------|---------|-------------|---------------|
| | <u>4</u> | <u>3</u> | <u>2</u> | Believe | Heard of | |
| d. The daily newspaper you are most familiar with | 17 | 33 | 30 | 12 | * | 8=100 |
| May, 2002 | 20 | 39 | 25 | 9 | 0 | 7=100 |
| May, 2000 | 23 | 38 | 24 | 8 | * | 7=100 |
| May, 1998 | 27 | 36 | 24 | 7 | * | 6=100 |
| April, 1996 | 24 | 37 | 26 | 8 | * | 5=100 |
| February, 1993 | 22 | 41 | 25 | 8 | * | 4=100 |
| August, 1989 | 26 | 41 | 24 | 7 | * | 2=100 |
| June, 1985 | 28 | 52 | 13 | 2 | * | 5=100 |
| e. The Associated Press | 15 | 33 | 26 | 8 | 2 | 16=100 |
| May, 2002 | 14 | 35 | 22 | 7 | 4 | 18=100 |
| May, 2000 | 16 | 32 | 22 | 7 | 5 | 18=100 |
| May, 1998 | 15 | 36 | 24 | 6 | 4 | 15=100 |
| April, 1996 | 14 | 40 | 22 | 9 | 3 | 12=100 |
| February, 1993 | 16 | 39 | 23 | 7 | 3 | 12=100 |
| August, 1989 | 21 | 43 | 18 | 4 | 6 | 9=100 |
| June, 1985 | 21 | 40 | 11 | 2 | 2 | 24=100 |
| f. CNN | 29 | 36 | 17 | 8 | 1 | 9=100 |
| May, 2002 | 32 | 34 | 15 | 6 | 1 | 12=100 |
| May, 2000 | 33 | 32 | 14 | 5 | 1 | 15=100 |
| May, 1998 | 37 | 35 | 11 | 4 | 1 | 12=100 |
| April, 1996 | 34 | 37 | 14 | 4 | 1 | 10=100 |
| February, 1993 | 41 | 35 | 10 | 4 | 2 | 8=100 |
| August, 1989 | 33 | 31 | 11 | 2 | 8 | 16=100 |
| June, 1985 | 20 | 24 | 7 | 1 | 10 | 38=100 |
| g. NBC News | 22 | 39 | 24 | 9 | * | 6=100 |
| May, 2002 | 23 | 43 | 19 | 6 | * | 9=100 |
| May, 2000 | 26 | 37 | 21 | 7 | * | 9=100 |
| May, 1998 | 28 | 42 | 20 | 4 | * | 6=100 |
| April, 1996 | 28 | 46 | 18 | 5 | * | 3=100 |
| February, 1993 | 31 | 42 | 18 | 6 | * | 3=100 |
| August, 1989 | 32 | 47 | 14 | 2 | * | 5=100 |
| June, 1985 | 31 | 51 | 12 | 1 | * | 5=100 |
| h. CBS News | 22 | 35 | 24 | 9 | 1 | 9=100 |
| May, 2002 | 23 | 41 | 19 | 6 | * | 11=100 |
| May, 2000 | 26 | 37 | 20 | 7 | * | 10=100 |
| May, 1998 | 26 | 43 | 21 | 4 | * | 6=100 |
| April, 1996 | 30 | 42 | 17 | 6 | * | 5=100 |
| February, 1993 | 31 | 44 | 16 | 5 | * | 4=100 |
| August, 1989 | 29 | 45 | 16 | 4 | 1 | 5=100 |
| June, 1985 | 33 | 51 | 11 | 1 | * | 4=100 |

Q.23 CONTINUED ...

| | Believe | | | Cannot Believe | Never Heard | Can't Rate |
|---------------------------------|----------|----------|----------|----------------|-------------|-------------|
| | <u>4</u> | <u>3</u> | <u>2</u> | <u>1</u> | <u>of</u> | <u>Rate</u> |
| i. C-SPAN | 20 | 28 | 18 | 7 | 4 | 23=100 |
| May, 2002 | 18 | 26 | 12 | 5 | 8 | 31=100 |
| May, 2000 | 21 | 24 | 11 | 6 | 10 | 28=100 |
| May, 1998 | 20 | 26 | 12 | 4 | 12 | 26=100 |
| April, 1996 | 19 | 24 | 12 | 9 | 10 | 26=100 |
| j. Time Magazine | 18 | 33 | 20 | 10 | * | 19=100 |
| May, 2002 | 18 | 35 | 16 | 7 | 1 | 23=100 |
| May, 2000 | 22 | 30 | 16 | 6 | 2 | 24=100 |
| May, 1998 | 21 | 38 | 17 | 4 | 1 | 19=100 |
| June, 1985 | 27 | 38 | 10 | 2 | * | 23=100 |
| k. People Magazine | 6 | 15 | 32 | 25 | 1 | 21=100 |
| May, 2002 | 7 | 20 | 31 | 15 | 1 | 26=100 |
| May, 2000 | 8 | 18 | 30 | 20 | 2 | 22=100 |
| May, 1998 | 8 | 21 | 34 | 16 | 1 | 20=100 |
| June, 1985 | 8 | 22 | 28 | 12 | 1 | 29=100 |
| l. Newsweek | 14 | 34 | 20 | 9 | 1 | 22=100 |
| May, 2002 | 14 | 37 | 16 | 5 | 2 | 26=100 |
| May, 2000 | 17 | 32 | 17 | 7 | 2 | 25=100 |
| May, 1998 | 19 | 40 | 16 | 5 | 1 | 19=100 |
| June, 1985 | 23 | 40 | 9 | 2 | * | 26=100 |
| m. The National Enquirer | 4 | 6 | 9 | 61 | 2 | 18=100 |
| May, 2002 | 3 | 5 | 11 | 60 | 1 | 20=100 |
| May, 2000 | 3 | 3 | 8 | 68 | 2 | 16=100 |
| May, 1998 | 3 | 4 | 11 | 69 | 1 | 12=100 |
| June, 1985 | 4 | 7 | 11 | 54 | 1 | 23=100 |
| n. The NewsHour with Jim Lehrer | 13 | 20 | 16 | 8 | 8 | 35=100 |
| May, 2002 | 13 | 20 | 13 | 5 | 18 | 31=100 |
| May, 2000 | 13 | 18 | 13 | 8 | 18 | 30=100 |
| May, 1998 | 15 | 21 | 12 | 5 | 19 | 28=100 |
| June, 1985 ³⁵ | 18 | 17 | 6 | 2 | 29 | 28=100 |
| o. Your local TV news | 23 | 36 | 27 | 9 | * | 5=100 |
| May, 2002 | 26 | 39 | 22 | 7 | * | 6=100 |
| May, 2000 | 30 | 39 | 19 | 6 | * | 6=100 |
| May, 1998 | 32 | 38 | 19 | 6 | * | 4=100 |
| June, 1985 | 34 | 47 | 13 | 1 | * | 5=100 |

NO ITEM p.

³⁵

In 1985 this item was worded "The MacNeil-Lehrer NewsHour."

Q.23 CONTINUED ...

| | Believe | | | Cannot Believe | Never Heard | Can't |
|--------------------------|----------|----------|----------|----------------|-------------|-------------|
| | <u>4</u> | <u>3</u> | <u>2</u> | <u>1</u> | <u>of</u> | <u>Rate</u> |
| q. 60 Minutes | 29 | 33 | 19 | 9 | * | 10=100 |
| May, 2002 | 30 | 39 | 15 | 5 | * | 11=100 |
| May, 2000 | 31 | 37 | 17 | 7 | * | 8=100 |
| May, 1998 | 32 | 37 | 20 | 4 | * | 7=100 |
| r. MSNBC | 18 | 36 | 22 | 8 | 2 | 14=100 |
| May, 2002 | 21 | 34 | 17 | 5 | 4 | 19=100 |
| May, 2000 | 19 | 29 | 15 | 6 | 8 | 23=100 |
| s. National Public Radio | 17 | 25 | 22 | 12 | 3 | 21=100 |
| May, 2002 | 16 | 28 | 20 | 7 | 6 | 23=100 |
| May, 2000 | 16 | 21 | 18 | 8 | 13 | 24=100 |
| May, 1998 | 13 | 34 | 17 | 7 | 7 | 22=100 |

NO ITEM t.

| | | | | | | |
|-------------------------------|----|----|----|----|---|--------|
| u. The Fox News CABLE Channel | 21 | 33 | 23 | 9 | 1 | 13=100 |
| May, 2002 | 19 | 34 | 20 | 6 | 2 | 19=100 |
| May, 2000 | 19 | 28 | 19 | 9 | 3 | 22=100 |
| v. U.S. News & World Report | 19 | 32 | 20 | 6 | 2 | 21=100 |
| May, 2002 | 18 | 33 | 14 | 5 | 4 | 26=100 |
| w. The New York Times | 16 | 31 | 18 | 10 | 2 | 23=100 |