

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
EARLY JANUARY 2004 POLITICAL COMMUNICATIONS STUDY
FINAL TOPLINE
December 19, 2003 - January 4, 2004
N=1506

ON FORM ONE Q.1 PRECEDES Q.2 --- ON FORM TWO, Q.2 PRECEDES Q.1

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>App- rove</u>	<u>Dis- approve</u>	<u>Don't Know</u>		<u>App- rove</u>	<u>Dis- approve</u>	<u>Don't Know</u>
January, 2004	58	35	7=100				
2003				2001			
December, 2003	57	34	9=100	Mid-November, 2001	84	9	7=100
November, 2003	50	40	10=100	Early October, 2001	84	8	8=100
October, 2003	50	42	8=100	Late September, 2001	86	7	7=100
September, 2003	55	36	9=100	Mid-September, 2001	80	9	11=100
Mid-August, 2003	56	32	12=100	Early September, 2001	51	34	15=100
Early August, 2003	53	37	10=100	August, 2001	50	32	18=100
Mid-July, 2003	58	32	10=100	July, 2001	51	32	17=100
Early July, 2003	60	29	11=100	June, 2001	50	33	17=100
June, 2003	62	27	11=100	May, 2001	53	32	15=100
May, 2003	65	27	8=100	April, 2001	56	27	17=100
April 10-16, 2003	72	22	6=100	March, 2001	55	25	20=100
April 9, 2003	74	20	6=100	February, 2001	53	21	26=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				
April, 2002	69	18	13=100				
Early April, 2002	74	16	10=100				
February, 2002	78	13	9=100				
January, 2002	80	11	9=100				

ON FORM ONE Q.1 PRECEDES Q.2 --- ON FORM TWO, Q.2 PRECEDES Q.1

Q.2 All in all, are you satisfied or dissatisfied with the way things are going in this country today?

	<u>Sat- isfied</u>	<u>Dis- satisfied</u>	<u>No Opinion</u>		<u>Sat- isfied</u>	<u>Dis- satisfied</u>	<u>No Opinion</u>
January, 2004	45	48	7=100	November, 1991	34	61	5=100
December, 2003	44	47	9=100	<i>Late Feb, 1991 (Gallup)</i>	66	31	3=100
October, 2003	38	56	6=100	August, 1990	47	48	5=100
August, 2003	40	53	7=100	May, 1990	41	54	5=100
April, 2003 ¹	50	41	9=100	January, 1989	45	50	5=100
January, 2003	44	50	6=100	September, 1988 (RVs)	50	45	5=100
September, 2002 ²	41	55	4=100	May, 1988	41	54	5=100
Late August, 2002	47	44	9=100	January, 1988	39	55	6=100
May, 2002	44	44	12=100				
March, 2002	50	40	10=100				
Late September, 2001	57	34	9=100				
Early September, 2001	41	53	6=100				
June, 2001	43	52	5=100				
March, 2001	47	45	8=100				
February, 2001	46	43	11=100				
January, 2001	55	41	4=100				
September, 2000	51	41	8=100				
June, 2000	47	45	8=100				
April, 2000	48	43	9=100				
August, 1999	56	39	5=100				
January, 1999	53	41	6=100				
November, 1998	46	44	10=100				
Early September, 1998	54	42	4=100				
Late August, 1998	55	41	4=100				
Early August, 1998	50	44	6=100				
February, 1998	59	37	4=100				
January, 1998	46	50	4=100				
September, 1997	45	49	6=100				
August, 1997	49	46	5=100				
January, 1997	38	58	4=100				
July, 1996	29	67	4=100				
March, 1996	28	70	2=100				
October, 1995	23	73	4=100				
June, 1995	25	73	2=100				
April, 1995	23	74	3=100				
July, 1994	24	73	3=100				
March, 1994	24	71	5=100				
October, 1993	22	73	5=100				
September, 1993	20	75	4=100				
May, 1993	22	71	7=100				
January, 1993	39	50	11=100				
January, 1992	28	68	4=100				

¹ Asked April 8, 2003 only; N=395.

² The September 2002 trend is from a Pew Global Attitudes Project survey, fielded August 19 to September 8, 2002 and released December 4, 2002.

Q.3 How closely have you been following news about the race for the Democratic presidential nomination... very closely, fairly closely, not too closely, or not at all closely?

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	<u>DK/Ref</u>
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 ³	14	28	29	28	1=100
January, 2000	19	34	28	18	1=100
January, 1996	10	34	31	24	1=100
January, 1992	11	25	36	27	1=100
November, 1987	15	28	35	21	1=100

³ 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 1992 and 1987, the story was listed as "News about the Democratic candidates for the Presidential nomination."

Q.4 How have you been getting most of your news about the presidential election campaign? From television, from newspapers, from radio, from magazines, or from the Internet? **[ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE]**

		June <u>2000</u>	Feb <u>2000</u>	Jan <u>2000</u>	Sept <u>1996</u>	April <u>1996</u>	Feb <u>1996</u>	Sept <u>1992</u>	Jun <u>1992</u>	May <u>1992</u>	March <u>1992</u>	Feb <u>1992</u>
79	Television	65	73	75	75	81	85	83	84	86	83	80
39	Newspapers	27	33	31	44	48	56	49	55	51	48	49
15	Radio	11	15	12	14	21	21	13	18	17	14	18
13	Internet	5	7	6	2	2	2	n/a	n/a	n/a	n/a	n/a
2	Magazines	2	2	3	5	6	5	5	7	6	4	4
2	Other	2	2	3	2	3	1	4	4	3	3	3
2	Don't know/Ref.	2	1	1	1	1	1	1	*	1	*	1

IF RESPONDENT ANSWERED '1' TELEVISION AS EITHER 1ST OR 2ND RESPONSE IN Q.4 ASK Q.5. IF NOT, SKIP TO Q.6

Q.5 Do you get most of your news about the presidential election campaign from **[READ, RANDOMIZE ITEMS 2 THRU 4 AND 5 THRU 8 SEPARATELY, AND RANDOMIZE SETS OF ITEMS (LOCAL; NETWORK; CABLE). ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]**

BASED ON TOTAL:

- 22 CNN Cable news
- 20 The Fox News Cable Channel
- 17 Local news programming
- 15 ABC Network news
- 14 NBC Network news
- 11 CBS Network news
- 7 MSNBC Cable news
- 3 CNBC Cable news
- 3 Don't know/Refused (VOL.)

ASK ALL:

Q.6 And how much do you enjoy keeping up with political news about campaigns and elections – a lot, some, not much, or not at all?

- 17 A lot
- 37 Some
- 29 Not much
- 16 Not at all
- 1 Don't know/Refused
- 100

Q.7 If there is a Democratic primary election or caucus in your state next year, how likely is it that you will vote? Are you very likely, somewhat likely, not too likely, or not at all likely to vote in the Democratic primaries? **[INTERVIEWER: IF RESPONDENT IS NOT SURE WHETHER THEY ARE ELIGIBLE TO VOTE, ENTER PUNCH 6]**

		<i>Registered Voters</i>	
		Nov	Jan ⁴
<u>Total</u>	<u>RV</u>	<u>2003</u>	<u>2000</u>
45	51	45	77
15	13	16	11
9	8	11	3
26	24	21	5
*	*	1	1
3	2	3	--
<u>2</u>	<u>2</u>	<u>3</u>	<u>3</u>
100	100	100	100
N= (1506)	(1167)		

Q.8 Looking ahead to the general election in November, would you like to see George W. Bush re-elected president in 2004 or would you prefer that a Democratic candidate win the election? **[INTERVIEWER: IF R SAYS "OTHER" OR "SOMEONE ELSE," PROBE ONCE: "If you had to choose, would you like to see George W. Bush re-elected or would you prefer that a Democratic candidate win the election?"]**

	----- Total -----			----- Registered Voters -----		
	Bush Re-elected	Prefer Democrat	Other/ DK	Bush Re-elected	Prefer Democrat	Other/ DK
January, 2004	43	43	14=100	44	42	14=100 (N=1167)
December, 2003	47	38	15=100	49	37	14=100
October, 2003	40	44	16=100	42	42	16=100
September, 2003	44	43	13=100	45	43	12=100
August, 2003	40	39	21=100	43	38	19=100
Mid-July, 2003	45	37	18=100	47	37	16=100
April, 2003	46	35	19=100	48	34	18=100
Late March, 2003 ⁵ (Gallup)	51	36	13=100	51	36	13=100
Mid-March, 2003 (Gallup)	45	42	13=100	45	42	13=100
February, 1992	40	48	12=100	39	49	12=100
January, 1992	42	42	16=100	41	45	14=100
November, 1991	41	43	16=100	41	44	15=100

⁴ In January 2000 the question was worded: "If there is a primary election in your state this year, how likely is it that you will vote in either the Republican or Democratic primary for President?"

⁵ The March 2003 trends are from Gallup and were worded: "If George W. Bush runs for re-election in 2004, in general are you more likely to vote for Bush or for the Democratic Party's candidate for president?"

- Q.9 I am going to read you the names of some possible candidates for the Democratic nomination for president in 2004. AFTER I READ ALL THE NAMES, please tell me which one you would most like to see nominated as the Democratic party's candidate for president? (**PROBE: PLEASE WAIT UNTIL I READ THE ENTIRE LIST OF NAMES BEFORE YOU RESPOND.**) (**READ AND RANDOMIZE. IF "None" OR "Don't know/Refused" PROBE ONCE WITH: Well as of today, to whom do you most lean?**) **IF CANDIDATE GIVEN (1 thru 10 in Q.9) ASK:**
- Q.10 And who would be your SECOND choice? (**READ LIST AGAIN IF NEEDED**)

BASED ON DEMOCRATS/LEAN DEMOCRAT WHO ARE VERY/SOMEWHAT LIKELY TO VOTE⁶
[N=476]:

<i>Choice</i>			<i>Nov 2003</i>	
<u>1st</u>	<u>2nd</u>		<u>1st</u>	<u>2nd</u>
27	16	Howard Dean	15	15
13	11	Joe Lieberman	12	10
10	10	Richard Gephardt	12	7
10	11	Wesley Clark	15	8
7	9	John Kerry	6	10
6	2	John Edwards	5	3
5	4	Al Sharpton	5	4
3	3	Carol Moseley Braun	4	3
2	2	Dennis Kucinich	2	2
1	*	Other (VOL)	1	1
--	4	None/Wouldn't vote (VOL)	--	4
--	16	No 1 st choice	--	23
<u>16</u>	<u>12</u>	Don't Know/No answer (VOL)	<u>23</u>	<u>10</u>
100	100		100	100

ASK ALL:

RANDOMIZE ORDER OF T.1 THRU T.6

- QT.1 Suppose the 2004 presidential election were being held TODAY, and the candidates were [**READ, ROTATE**]. Who would you vote for? **IF OTHER OR DK (3,9 IN QT.1) ASK:**
- QT.1a As of TODAY, do you LEAN more to [**READ, ROTATE IN SAME ORDER AS QT.1**]?

BASED ON REGISTERED VOTERS [N=1167]:

		<u>Oct</u>
		<u>2003</u>
53	George W. Bush, the Republican/Lean Bush	52
42	Howard Dean, the Democrat/Lean Dean	41
<u>5</u>	Other candidate/Don't Know (VOL.)	<u>7</u>
100		100

⁶ Results based on Democrats or independents who lean Democratic and are registered to vote and are very or somewhat likely to vote in a Democratic primary or caucus in their state in 2004. Respondents who later said they would not vote when asked for their choice among the Democratic contenders were excluded from the tabulations.

- QT.2 Suppose the 2004 presidential election were being held TODAY, and the candidates were [READ, ROTATE]. Who would you vote for? **IF OTHER OR DK (3,9 IN QT.2) ASK:**
 QT.2a As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS QT.2]?

BASED ON REGISTERED VOTERS [N=1167]:		Oct <u>2003</u>
52	George W. Bush, the Republican/Lean Bush	53
42	Joe Lieberman, the Democrat/Lean Lieberman	41
<u>6</u>	Other candidate/Don't Know (VOL.)	<u>6</u>
100		100

- T.3 Suppose the 2004 presidential election were being held TODAY, and the candidates were [READ, ROTATE]. Who would you vote for? **IF OTHER OR DK (3,9 IN T.3) ASK:**
 T.3a As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS T.3]?

BASED ON REGISTERED VOTERS [N=1167]:	
54	George W. Bush, the Republican/Lean Bush
39	John Edwards, the Democrat/Lean Edwards
<u>7</u>	Other candidate/Don't Know (VOL.)
100	

- T.4 Suppose the 2004 presidential election were being held TODAY, and the candidates were [READ, ROTATE]. Who would you vote for? **IF OTHER OR DK (3,9 IN T.4) ASK:**
 T.4a As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS T.4]?

BASED ON REGISTERED VOTERS [N=1167]:		Oct <u>2003</u>
52	George W. Bush, the Republican/Lean Bush	50
42	Wesley Clark, the Democrat/Lean Clark	40
<u>6</u>	Other candidate/Don't Know (VOL.)	<u>10</u>
100		100

- T.5 Suppose the 2004 presidential election were being held TODAY, and the candidates were [READ, ROTATE]. Who would you vote for? **IF OTHER OR DK (3,9 IN T.5) ASK:**
 T.5a As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS T.5]?

BASED ON REGISTERED VOTERS [N=1167]:		Oct <u>2003</u>
52	George W. Bush, the Republican/Lean Bush	50
41	John Kerry, the Democrat/Lean Kerry	42
<u>7</u>	Other candidate/Don't Know (VOL.)	<u>8</u>
100		100

- T.6 Suppose the 2004 presidential election were being held TODAY, and the candidates were [READ, ROTATE]. Who would you vote for? **IF OTHER OR DK (3,9 IN T.6) ASK:**
- T.6a As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS T.6]?

BASED ON REGISTERED VOTERS [N=1167]:		Oct <u>2003</u>
52	George W. Bush, the Republican/Lean Bush	49
42	Dick Gephardt, the Democrat/Lean Gephardt	43
<u>6</u>	Other candidate/Don't Know (VOL.)	<u>8</u>
100		100

ASK ALL:

Q.11 Now I want to ask you a few questions about some things that have been in the news about the presidential campaign recently. Not everyone will have heard of them. As I read each item, tell me if you have heard A LOT about it, SOMETHING about it, or NEVER HEARD about it. (RANDOMIZE ITEMS)

	<u>Heard A Lot</u>	<u>Heard Something</u>	<u>Never Heard</u>	<u>DK/Ref.</u>
a. Al Gore's endorsement of Howard Dean	33	36	30	1=100
b. Howard Dean's comment about wanting to win the votes of "guys with Confederate flags in their pickup trucks"	16	25	59	*=100

Q.12 Do you happen to know which of the presidential candidates [INSERT ITEM; RANDOMIZE]

a. Served as an Army general

31	Yes, named Wesley Clark
6	No, other incorrect
<u>63</u>	Don't know
100	

b. Served as the Majority Leader in the House of Representatives

26	Yes, named Richard Gephardt
7	No, other incorrect
<u>67</u>	Don't know
100	

NO QUESTIONS 13,14,15,16

Q.17 Thinking about the different kinds of political news available to you, what do you prefer ...[READ, ROTATE]

25	Getting news from sources that share YOUR political point of view
	OR
67	Getting news from sources that DON'T have a particular political point of view
<u>8</u>	Don't know/Refused (VOL. DO NOT READ)
100	

Q.18 Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from this source. (First,) how often, if ever, do you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (INSERT ITEM; RANDOMIZE ITEMS a THRU d AND e THRU r IN BLOCKS, a THRU d SHOULD ALWAYS COME FIRST; ITEM f SHOULD ALWAYS DIRECTLY PRECEDE ITEM g) — regularly, sometimes, hardly ever, or never? ***OBSERVE FORM SPLITS WHERE NOTED***

RANK ORDER SUMMARY TABLE: Q.18 and Q23 (See trends for full question wording)

		<u>Regularly</u>	<u>Some- times</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK/Ref/ Don't watch</u>
Q18f	Local TV news	42	35	8	12	3=100
Q18h	Cable news networks	38	37	6	15	4=100
Q18g	National network news	35	35	10	17	3=100
Q23b	Your daily newspaper	31	30	16	20	3=100
Q18k	TV News magazine shows	25	44	11	17	3=100
Q18n	The morning television shows	20	26	10	39	5=100
Q18b	Talk radio shows	17	29	21	30	3=100
Q18q	Political talk shows on cable TV	14	30	12	38	6=100
Q18j	National Public Radio (NPR)	14	21	12	48	5=100
Q18r	The Sunday morning network talk shows	13	26	12	43	6=100
Q18e	The Internet	13	20	10	50	7=100
Q18l	Public television news shows	11	22	13	47	7=100
Q23d	Web sites of major news organizations	11	17	10	55	7=100
Q23a	News magazines	10	21	18	45	6=100
Q23c	News pages of internet service providers	10	17	8	58	7=100
Q18d	Late night TV shows	9	19	20	46	6=100
Q18i	C-SPAN	8	21	13	51	7=100
Q18m	Comedy shows	8	18	12	55	7=100
Q18a	Religious radio shows	5	15	13	63	4=100
Q23e	Online news magazine and opinion sites	2	6	7	78	7=100

TRENDS:

		<u>Regularly</u>	<u>Some- times</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK/Ref/ Don't watch</u>
ASK FORM 1 [N=733]:						
a.F1	Religious radio shows, such as "Focus on the Family"	5	15	13	63	4=100
	January, 2000	7	12	14	59	8=100
	April, 1996	6	12	15	67	*=100

ASK FORM 2 [N=773]:

b.F2	Talk radio shows	17	29	21	30	3=100
	January, 2000	15	29	19	31	6=100
	April, 1996	12	25	24	39	*=100

No item c.

ASK ALL:

d.	Late night TV shows such as David Letterman and Jay Leno	9	19	20	46	6=100
	January, 2000	9	19	18	45	9=100
	April, 1996	6	19	19	56	0=100

Q.18 CONTINUED...

		<u>Regularly</u>	<u>Some- times</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK/Ref/ Don't watch</u>
e.	The Internet	13	20	10	50	7=100
	January, 2000	9	15	9	57	10=100

ASK FORM 1 [N=733]:

f.F1	The local TV news about your viewing area	42	35	8	12	3=100
	January, 2000	48	29	9	11	3=100

ASK ALL:

g.	The national nightly network news on CBS, ABC and NBC	35	35	10	17	3=100
	January, 2000	45	29	7	16	3=100

h.	Cable news networks such as CNN, MSNBC and the FOX cable news channel	38	37	6	15	4=100
	January, 2000 ⁷	34	31	9	21	5=100

i.	C-SPAN	8	21	13	51	7=100
	January, 2000	9	21	13	46	11=100

j.	National Public Radio (NPR)	14	21	12	48	5=100
	January, 2000	12	21	14	43	10=100

ASK FORM 2 [N=773]:

k.F2	TV News magazine shows such as 60 Minutes, 20/20 and Dateline	25	44	11	17	3=100
	January, 2000	29	40	11	16	4=100

ASK ALL:

l.	Public television shows such as The NewsHour with Jim Lehrer and Washington Week in Review	11	22	13	47	7=100
	January, 2000	12	24	14	40	10=100

m.	Comedy shows such as Saturday Night Live and The Daily Show	8	18	12	55	7=100
	January, 2000 ⁸	6	19	16	48	11=100

ASK FORM 1 [N=733]:

n.F1	The morning television shows such as The Today Show and Good Morning America	20	26	10	39	5=100
	January, 2000	18	24	11	39	8=100

no items o or p

ASK ALL:

q.	Political talk shows on cable TV, such as CNN's Crossfire and CNBC's Hardball	14	30	12	38	6=100
	January, 2000	14	25	13	39	9=100

r.	The Sunday morning network talk shows, such as ABC's This Week, and NBC's Meet the Press	13	26	12	43	6=100
	January, 2000	15	21	12	41	11=100

⁷ In January 2000 the item was worded, "Cable news networks such as CNN and MSNBC."

⁸ In January 200 the item was worded, "Comedy shows such as Saturday Night Live and Politically Incorrect."

ASK IF REGULARLY/SOMETIMES LEARN FROM LATE NIGHT OR COMEDY SHOWS (1,2 IN Q18D OR 1,2 IN Q18M) [N=556]

Q.19 You mentioned learning about the candidates and campaign from shows such as David Letterman, Jay Leno, Saturday Night Live or The Daily Show. Do you ever learn things about the candidates or the presidential campaign on these shows that you haven't heard BEFORE?

		<u>May 1992⁹</u>
40	Yes	30
59	No	66
<u>1</u>	Don't know	<u>4</u>
100		100
(N=556)		

ASK ALL:

Q.20 So far, have you watched any of the televised debates between the Democratic candidates or haven't you had a chance to watch any of them?

		<u>Feb 1992</u>
20	Yes	16
80	No	84
<u>*</u>	Don't know	<u>*</u>
100		100

Q.21 Have you happened to see any of the Democratic candidates being interviewed or appearing as guests on news OR entertainment programs, or not? [**IF YES ASK:** Do you remember the name of the show...(where you most recently saw a Democratic candidate appear or be interviewed).]

		<i>Based on those who "Have seen..."</i>
46	Yes	<u>11</u>
5	Cable news (unspecified)	10
4	Late night comedy shows	6
3	Talk news programs	5
2	Network evening news	5
2	Sunday morning news shows	4
2	Weekday morning news shows	2
1	TV news magazines	5
2	Other	56
25	Don't remember where	
54	No	
<u>*</u>	Don't know	
100		

10	NET: Broadcast network programs	23
9	NET: Cable network programs	20
(N=738)		

⁹ In May 1992 the question was worded, "Do you ever hear things about the candidates or the presidential election campaign on these shows that you haven't heard before?"

Q.22 Have you happened to see or hear parts of any speeches given by Democratic candidates on TV or the radio, or not?

42 Yes
 57 No
1 Don't know
 100

Q.23 How often, if ever, do you learn something about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from **(INSERT ITEM; RANDOMIZE ITEMS a AND b FOLLOWED BY ITEMS c,d,e IN ORDER)** — regularly, sometimes, hardly ever, or never?

	<u>Regularly</u>	<u>Some- times</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK/ Refused</u>
a. News magazines such as Time, U.S. News, and Newsweek January, 2000	10 15	21 26	18 13	45 39	6=100 7=100
b. Your daily newspaper January, 2000	31 40	30 26	16 10	20 16	3=100 8=100
c. The news pages of internet service providers such as AOL News or Yahoo News	10	17	8	58	7=100
d. The websites of news organizations such as CNN.com, the New York Times.com, or your local newspaper's or TV station's websites	11	17	10	55	7=100
e. Other kinds of online news magazine and opinion sites such as Slate.com or the National Review online	2	6	7	78	7=100

Q.24 ASKED FOR SCREENING PURPOSES ONLY

NO QUESTIONS 25 OR 26

ASK ALL INTERNET USERS (Q.24a=1) [N=1002]:

Q.27 Have you gone online to get news or information about the 2004 elections? [IF YES, ASK: How often do you go online to get news about the elections... more than once a day, everyday, three-to-five days per week, one-to-two days per week, or less often?

	--- GO ONLINE FOR CAMPAIGN NEWS ---						<i>DON'T</i> <u>GO ONLINE</u> <u>FOR NEWS</u>	<u>Don't</u> <u>Know</u>
	<u>YES</u>	<i>More than</i> <i>once</i> <i>a day</i>	<i>Every</i> <i>day</i>	<i>3-5</i> <i>days</i> <i>/week</i>	<i>1-2</i> <i>days</i> <i>/week</i>	<i>Less</i> <i>often</i>		
Total								
January, 2004	14	<i>1</i>	<i>3</i>	<i>2</i>	<i>4</i>	<i>4</i>	86	*=100
November, 2002	13	<i>1</i>	<i>2</i>	<i>2</i>	<i>3</i>	<i>5</i>	87	*=100
November, 2000	18	<i>2</i>	<i>3</i>	<i>3</i>	<i>5</i>	<i>5</i>	82	*=100
November, 1998	6	<i>*</i>	<i>1</i>	<i>1</i>	<i>2</i>	<i>2</i>	94	*=100
October, 1996	N/A	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	N/A	
Internet Users [N=1002]								
January, 2004	22	<i>2</i>	<i>4</i>	<i>4</i>	<i>6</i>	<i>6</i>	78	0=100
November, 2002	22	<i>1</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>9</i>	78	*=100
November, 2000	33	<i>4</i>	<i>6</i>	<i>6</i>	<i>9</i>	<i>8</i>	66	1=100
November, 1998	15	<i>1</i>	<i>3</i>	<i>2</i>	<i>4</i>	<i>5</i>	84	1=100
October, 1996	22	<i>*</i>	<i>2</i>	<i>2</i>	<i>8</i>	<i>10</i>	78	0=100

IF NO (6 IN Q.27) ASK:

Q.28 Do you ever come across campaign news when you may have been going online for a different purpose?

Internet Users [N=1002]

39	Yes
38	No
<u>1</u>	Don't know
78	

ASK ALL INTERNET USERS (Q.24a=1):

Q.29 Have you sent or received e-mails about the candidates or campaigns, either with personal acquaintances or from groups or political organizations?

	<u>Total</u>	<u>Internet Users</u>	
	11	18	Yes
	89	82	No/Not online
	<u>*</u>	<u>*</u>	Don't know/Refused
	100	100	
N=	(1506)	(1002)	

ASK ALL INTERNET USERS (Q.24a=1):

Q.30 Have you participated in any other campaign-related activities using the Internet, such as reading discussion groups, signing petitions, or donating money?

	Internet	
	<u>Total</u>	<u>Users</u>
	4	7
Yes		
	96	93
No		
	*	*
Don't know/Refused		
	100	100
N=	(1506)	(1002)

ASK IF 1 "YES" IN Q.29 OR Q.30 OR 1-5 "YES" IN Q.27:

Q.31 When you go online to get information about the ELECTIONS, do you ever do any of the following things?
First, do you ever [INSERT ITEM; RANDOMIZE]?

	<u>Total</u>	<u>Internet Users</u>	<u>Online for Campaign News or Activity</u>
a. Participate in online discussions, blogs or "chat" groups about the elections			
Yes	3	4	13
No/Not online	97	96	87
Don't Know	<u>0</u>	<u>0</u>	<u>0</u>
	100	100	100
b. Look for more information about candidates' positions on the issues			
Yes	11	18	52
No/Not online	89	82	48
Don't Know	<u>0</u>	<u>0</u>	<u>0</u>
	100	100	100
c. Find out about campaign organizations or activities in your area			
Yes	6	10	29
No/Not online	94	90	71
Don't Know	<u>0</u>	<u>0</u>	<u>0</u>
	100	100	100
d. Visit any of the candidates' campaign websites			
Yes	5	8	25
No/Not online	95	92	75
Don't Know	<u>0</u>	<u>0</u>	<u>0</u>
	100	100	100
e. Visit websites set up by groups or organizations that promote candidates or positions			
Yes	6	9	28
No/Not online	94	91	72
Don't Know	<u>0</u>	<u>0</u>	<u>0</u>
	100	100	100
	(N=1506)	(N=1002)	(N=365)

NO QUESTIONS 32 THRU 36

ASK ALL:

Thinking again about the news media in general...

Q.37 To what extent do you see political bias in news coverage? A great deal, a fair amount, not too much, or not at all?

		<u>Jan 2000</u>	<u>Aug 1989</u>
30	A great deal	32	25
35	A fair amount	37	51
24	Not too much	20	19
9	Not at all	6	3
<u>2</u>	Don't know/Refused	<u>5</u>	<u>2</u>
100		100	100

Q.38 In the way they have been covering the presidential race so far, do you think that news organizations are biased in favor of the Democrats, biased in favor of the Republicans, or don't you think news organizations have shown any bias one way or the other?

		<u>Jan 2000</u>	<u>Sept 1999</u>	<u>April 1996</u>	<u>Aug 1988</u>	<u>Jan 1988</u>	<u>Nov 1987</u>
22	Democratic bias	19	19	20	22	9	16
17	Republican bias	13	14	14	7	10	11
38	No bias	48	52	53	58	58	62
<u>23</u>	Don't know/Refused	<u>20</u>	<u>15</u>	<u>13</u>	<u>13</u>	<u>23</u>	<u>11</u>
100		100	100	100	100	100	100

On another subject...

Q.39 People express their opinions about politics and current events in a number of ways. I'm going to read a list of some of these ways. Have you EVER... (INSERT ITEM; RANDOMIZE; IF YES ASK: Thinking ONLY ABOUT THE LAST 12 MONTHS, that is since January of 2003, have you... (INSERT ITEM)?

		----- Yes, Done This -----			<u>No</u>	<u>DK</u>
		<u>TOTAL</u>	<u>Within last year</u>	<u>Not within last year</u>		
a.	Contributed money to a candidate running for public office	20	8	12	80	*=100
	January, 2000	24	8	16	75	1=100
	June, 1993	19	8	11	80	1=100
b.	Contacted any elected official	28	14	14	72	*=100
	January, 2000	41	19	22	59	*=100
c.	Joined an organization in support of a particular cause	23	9	14	77	*=100
	January, 2000	34	14	20	65	1=100
	June, 1993	21	9	12	79	*=100
d.	Attended a campaign event	19	5	14	81	*=100
e.	Been called on the telephone by a campaign	46	25	21	53	1=100

IF CONTRIBUTED MONEY IN LAST 12 MONTHS (1 in Q.39a) ASK IMMEDIATELY AFTER:

Q.40 Have you made any campaign contributions over the Internet, or not?

8	Yes, last 12 months
1	Yes – donated online
7	No – not online
0	Don't know
92	No – no donation last 12 months
*	Don't know
<u>100</u>	

NO QUESTION 41

ASK ALL:

Now thinking about Iraq...

Q.42 Do you think the U.S. made the right decision or the wrong decision in using military force against Iraq?

		Dec	Oct	Sept	Aug	Early	---- April ----			----- March 2003 -----				Late
		<u>2003</u>	<u>2003</u>	<u>2003</u>	<u>2003</u>	<u>2003</u>	<u>10-16</u>	<u>8-9</u>	<u>2-7</u>	<u>28-4/1</u>	<u>25-27</u>	<u>23-24</u>	<u>20-22</u>	<u>1991</u>
62	Right decision	67	60	63	63	67	74	74	72	69	74	74	71	77
28	Wrong decision	26	33	31	30	24	19	19	20	25	21	21	22	15
<u>10</u>	Don't know/Ref.	<u>7</u>	<u>7</u>	<u>6</u>	<u>7</u>	<u>9</u>	<u>7</u>	<u>7</u>	<u>8</u>	<u>6</u>	<u>5</u>	<u>5</u>	<u>7</u>	<u>9</u>
100		100	100	100	100	100	100	100	100	100	100	100	100	100

Q.43 How well is the U.S. military effort in Iraq going? [READ IN ORDER]

		Dec	Oct	Sept	Aug	Early	---- April ----			--- March 2003 ---		
		<u>2003</u>	<u>2003</u>	<u>2003</u>	<u>2003</u>	<u>2003</u>	<u>10-16</u>	<u>8-9</u>	<u>2-7</u>	<u>25-4/1</u>	<u>23-24</u>	<u>20-22</u>
23	Very well	28	16	15	19	23	61	60	55	39	45	65
47	Fairly well	47	44	47	43	52	32	32	37	46	41	25
18	Not too well	16	25	26	24	16	3	3	3	8	6	2
7	Not at all well	6	11	9	11	5	1	3	2	2	2	1
<u>5</u>	DK/Ref.	<u>3</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>5</u>	<u>6</u>	<u>7</u>
100		100	100	100	100	100	100	100	100	100	100	100

Q.44 Do you think the U.S. should keep military troops in Iraq until a stable government is established there, or do you think the U.S. should bring its troops home as soon as possible?

IF "KEEP TROOPS IN IRAQ" (1 IN Q.44) ASK:

Q.45 Do you think more coalition troops are needed in Iraq right now, or do you think there are already enough troops there to do the job?

		Oct	Sept
		<u>2003</u>	<u>2003</u>
63	Keep troops in Iraq	58	64
29	More troops needed	32	34
26	Have enough there to do the job	21	25
*	Reduce number of troops (VOL.)	*	*
8	Don't know/Refused (VOL.)	5	5
32	Bring troops home	39	32
<u>5</u>	Don't know/Refused	<u>3</u>	<u>4</u>
100		100	100

NO QUESTION 46 OR 47

ASK FORM 1 ONLY [N=733]:

On a different subject...

Q.48 If the (INSERT NAME; RANDOMIZE ITEMS) said it was supporting a presidential candidate would you be more likely to vote for that candidate, less likely to vote for that candidate or wouldn't it make any difference?

		More likely <u>to vote</u>	Less likely <u>to vote</u>	Wouldn't make <u>a difference</u>	DK/ <u>Refused</u>
a.	the Christian Coalition of America	16	14	68	2=100
b.	the AFL-CIO	9	11	72	8=100
c.	the Teamsters Union	11	13	72	4=100
d.	the AARP	15	6	74	5=100
e.	the National Rifle Association	15	18	65	2=100
f.	the U.S. Chamber of Commerce	10	8	78	4=100
g.	the Sierra Club	9	9	73	9=100

ASK FORM 2 ONLY [N=773]:

Q.49 If (INSERT NAME; RANDOMIZE ITEMS) said (he/she) was supporting a presidential candidate would you be more likely to vote for that candidate, less likely to vote for that candidate or wouldn't it make any difference?

		More likely <u>to vote</u>	Less likely <u>to vote</u>	Wouldn't make <u>a difference</u>	DK/ <u>Refused</u>
a.	Your local newspaper	7	7	83	3=100
	January, 2000	11	10	76	3=100
b.	Your minister, priest or rabbi	13	4	80	3=100
	January, 2000	18	7	70	5=100
c.	Al Gore	12	18	67	3=100
d.	Bill Clinton	19	19	60	2=100
e.	Jay Leno	3	10	84	3=100
f.	John McCain	12	6	77	5=100
g.	Arnold Schwarzenegger	6	12	77	5=100