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Perceptions of Partisan Bias Seen as Growing – Especially by Democrats
CABLE AND INTERNET LOOM LARGE IN FRAGMENTED POLITICAL
NEWS UNIVERSE

A Survey Conducted in Association with:
PEW INTERNET AND AMERICAN LIFE PROJECT

Also Inside ...

- Comedy shows a key source for young
- Little awareness of campaign events
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Perceptions of Partisan Bias Seen as Growing – Especially by Democrats **CABLE AND INTERNET LOOM LARGE IN FRAGMENTED POLITICAL NEWS UNIVERSE**

The 2004 presidential campaign is continuing the long-term shift in how the public gets its election news. Television news remains dominant, but there has been further erosion in the audience for broadcast TV news. The Internet, a relatively minor source for campaign news in 2000, is now on par with such traditional outlets as public television broadcasts, Sunday morning news programs and the weekly news magazines. And young people, by far the hardest to reach segment of the political news audience, are abandoning mainstream sources of election news and increasingly citing alternative outlets, including comedy shows such as the Daily Show and Saturday Night Live, as their source for election news.

Today's fractionalized media environment has taken the heaviest toll on local news, network TV news and newspapers. Four years ago, nearly half of Americans (48%) said they regularly learned something about the presidential campaign from local TV news, more than any other news category. Local TV still leads, but now 42% say they routinely learn about the campaign from local television news. Declines among nightly network news and newspapers – the other leading outlets in 2000 – have been even more pronounced (10 points network news, nine points newspapers).

The Pew Research Center's new survey on campaign news and political communication, conducted among 1,506 adults Dec. 19-Jan. 4, shows that cable news networks like CNN and Fox News have achieved only modest gains since 2000 as a regular source for campaign news (38% now, 34% in 2000). But as a consequence of the slippage among other major news sources, cable now trails only local TV news as a regular source for campaign information. In several key demographic categories – young people, college graduates and wealthy Americans – cable is the leading source for election news.

Where Americans Learn About The Candidates and Campaign

| <i>Regularly learn something from...</i> | <u>2000</u> | <u>2004</u> | <u>Change</u> |
|--|-------------|-------------|---------------|
| | % | % | |
| Local TV news | 48 | 42 | -6 |
| Cable news networks | 34 | 38 | +4 |
| Nightly network news | 45 | 35 | -10 |
| Daily newspaper | 40 | 31 | -9 |
| TV news magazines | 29 | 25 | -4 |
| Morning TV shows | 18 | 20 | +2 |
| Talk radio | 15 | 17 | +2 |
| Cable political talk | 14 | 14 | 0 |
| National Public Radio | 12 | 14 | +2 |
| Sunday political TV | 15 | 13 | -2 |
| Internet | 9 | 13 | +4 |
| Public TV shows | 12 | 11 | -1 |
| Web sites of news orgs | -- | 11 | -- |
| News magazines | 15 | 10 | -5 |
| News pages of ISPs* | -- | 10 | -- |
| Late night TV shows | 9 | 9 | 0 |
| C-SPAN | 9 | 8 | -1 |
| Comedy TV shows | 6 | 8 | +2 |
| Religious radio | 7 | 5 | -2 |
| Online news magazines | -- | 2 | -- |

* Internet service providers such as AOL and Yahoo

In that regard, the relative gains for the Internet are especially notable. While 13% of Americans *regularly* learn something about the election from the Internet, up from 9% at this point in the 2000 campaign, another 20% say they *sometimes* get campaign news from the Internet (up from 15%).

The survey shows that young people, in particular, are turning away from traditional media sources for information about the campaign. Just 23% of Americans age 18-29 say they regularly learn something about the election from the nightly network news, down from 39% in 2000. There also have been somewhat smaller declines in the number of young people who learn about the campaign from local TV news (down 13%) and newspapers (down 9%).

Cable news networks are the most frequently cited source of campaign news for young people, but the Internet and comedy programs also are important conduits of election news for Americans under 30. One-in-five young people say they regularly get campaign news from the Internet, and about as many (21%) say the same about comedy shows such as Saturday Night Live and the Daily Show. For Americans under 30, these comedy shows are now mentioned almost as frequently as newspapers and evening network news programs as regular sources for election news.

But people who regularly learn about the election from entertainment programs – whether young or not – are poorly informed about campaign developments. In general, Americans show little awareness of campaign events and key aspects of the candidates’ backgrounds: About three-in-ten (31%) can correctly identify Wesley Clark as the Democratic candidate who had served as an Army general and 26% know Richard Gephardt is the candidate who had served as House majority leader. People who say they regularly learn about the campaign from entertainment programs are among the least likely to correctly answer these questions. In contrast, those who learn about the campaign on the Internet are considerably more knowledgeable than the average, even when their higher level of education is taken into account.

| Young People Turn to Internet, Comedy Shows for Campaign News | | | |
|--|--------------|--------------|------------|
| <i>Regularly learn something from...</i> | <u>18-29</u> | <u>30-49</u> | <u>50+</u> |
| | % | % | % |
| Local news | 29 | 42 | 49 |
| Cable news networks | 37 | 37 | 40 |
| Nightly network news | 23 | 32 | 46 |
| Daily newspaper | 23 | 27 | 40 |
| TV news magazines | 26 | 19 | 30 |
| Morning TV shows | 18 | 18 | 24 |
| Talk radio | 16 | 18 | 18 |
| Cable political talk | 17 | 15 | 13 |
| National Public Radio | 11 | 15 | 14 |
| Sunday political TV | 10 | 9 | 19 |
| Internet | 20 | 16 | 7 |
| Public TV shows | 7 | 10 | 14 |
| Web sites of news orgs | 15 | 13 | 8 |
| News magazines | 9 | 9 | 11 |
| News pages of ISPs* | 15 | 13 | 5 |
| Late-night TV shows | 13 | 7 | 8 |
| C-SPAN | 11 | 7 | 7 |
| Comedy TV shows | 21 | 6 | 3 |
| Religious radio | 3 | 3 | 9 |
| Online news magazines | 5 | 2 | 1 |

* Internet service providers such as AOL and Yahoo

TV Still Dominates

While cable news and the Internet have become more important in informing Americans about the election, television as a whole remains the public's main source of campaign news. When individual TV outlets are tested, 22% say they get *most* of their news from CNN, 20% cite Fox, and somewhat fewer cite local news or one of the network news broadcasts.

By this measure, newspapers, radio and Internet are viewed as secondary sources of campaign news. At this stage, the Internet remains a secondary source – even among Internet users. About three-quarters of Americans who use the Internet (76%) say television is their first or second main source for news about the campaign (37% cite newspapers, 20% the Internet). Still, the number of Americans overall who mention the Internet as a main source – as first or second mentions – has nearly doubled since 2000 (from 7% to 13%).

Bias Concerns Grow Among Democrats

The survey also finds that the nation's deep political divisions are reflected in public views of campaign coverage. Overall, about as many Americans now say news organizations are biased in favor of one of the two parties as say there is no bias in election coverage (39% vs. 38%). This marks a major change from previous surveys taken since 1987. In 1987, 62% thought election coverage was free of partisan bias. That percentage has steadily declined to 53% in 1996, 48% in 2000, and 38% today.

Compared with 2000 a much larger number of Democrats believe that coverage of the campaign is tilted in favor of the Republicans (29% now, 19% in 2000). But Republicans continue to see more bias in campaign coverage than do Democrats. More than four-in-ten Republicans (42%) see news coverage of the campaign as biased in favor of Democrats; that compares with 37% in 2000. Among independents there also has been a significant decline in the percentage who say election news is free of bias (43% now, 51% then), though independents remain divided over whether the coverage favors Democrats or Republicans.

The survey finds that two-thirds of Americans (67%) prefer to get news from sources that

| | Feb <u>1992</u> | Feb <u>1996</u> | Jan <u>2000</u> | Jan <u>2004</u> |
|----------------------------------|--------------------|--------------------|--------------------|--------------------|
| <i>First medium mentioned</i> | % | % | % | % |
| Television | 68 | 73 | 68 | 68 |
| Newspaper | 20 | 15 | 15 | 15 |
| Radio | 8 | 8 | 8 | 7 |
| Internet | -- | 1 | 4 | 6 |
| Magazines | 2 | 1 | 2 | 1 |
| Other | 1 | 1 | 2 | 1 |
| Don't know | <u>1</u> | <u>1</u> | <u>1</u> | <u>2</u> |
| | 100 | 100 | 100 | 100 |
| <i>First or second mentions*</i> | % | % | % | % |
| Television | 78 | 75 | 86 | 78 |
| Newspaper | 47 | 49 | 36 | 38 |
| Radio | 17 | 18 | 14 | 15 |
| Internet | -- | 2 | 7 | 13 |
| Magazines | 4 | 4 | 3 | 2 |
| Other | 3 | 1 | 3 | 2 |
| Don't know | <u>1</u> | <u>1</u> | <u>1</u> | <u>2</u> |
| | 150 | 150 | 150 | 150 |

*Figures are adjusted to standardize variation in the number of media mentioned by respondents in different years.

have no particular political point of view, while a quarter favors news that reflects their political leanings. Independents stand out for their strong preference of news that contains no particular viewpoint (74% vs. 67% of Republicans and 60% of Democrats).

With the race for the Democratic nomination about to enter a critical phase, the campaign has yet to break out in terms of public interest. But attention is not notably lower than at a comparable point in the last presidential contest. Nearly half of Americans (46%) are following news about the nomination contest very (14%) or fairly (32%) closely; in January 2000, slightly more (53%) said they were following the campaign, but at that point there were nomination contests in both parties.

The survey also finds:

- Political endorsements – whether made by politicians, celebrities or advocacy organizations – continue to have little impact on most Americans. Moreover, among the small number swayed by such endorsements, the effect is mostly mixed. On balance, endorsements by California Gov. Arnold Schwarzenegger and former Vice President Al Gore would have a somewhat negative impact, although most people say they would not be affected either way. An endorsement by a person’s priest or minister is a net positive, but 80% say such an endorsement would not matter (up from 70% in 2000). Newspaper endorsements are also less influential than four years ago, and dissuade as many Americans as they persuade.
- Internet users rely on the web sites of major media outlets for campaign news, rather than Internet-based news operations. Among Americans who use the Internet, 40% say they regularly or sometimes learn about the campaign from the news pages of web portals like AOL and Yahoo.com, and 38% say the same about web sites of major news organizations like CNN and the New York Times. Just 11% regularly or sometimes learn about the campaign from online news magazines and opinion sites such as Slate.com.
- Since 2000, there has been sharp decline in the percentage of Republicans who say they regularly learn about the campaign from daily newspapers, as well as local and nightly network TV news. And with the rise of Fox News the political profile of the campaign news audience has become more partisan. Fully twice as many Republicans as Democrats say they get most of their election news from Fox News (29% vs. 14%). Significantly more Democrats than Republicans get most of their election news from one of the three major networks (40% vs. 24%).

| | <u>Rep</u> | <u>Dem</u> | <u>Ind</u> |
|-------------|------------|------------|------------|
| | % | % | % |
| Newspapers | 38 | 43 | 36 |
| ABC/CBS/NBC | 24 | 40 | 30 |
| CNN | 20 | 27 | 20 |
| Fox News | 29 | 14 | 17 |
| Radio | 20 | 12 | 13 |
| Internet | 11 | 12 | 16 |

Figures add to more than 100% because respondents could list more than one.

Campaign Interest and Familiarity

Most Americans are not familiar with the ins-and-outs of the campaign. Just a third say they have heard a lot about Al Gore’s endorsement of Howard Dean; another 36% have heard something about it. Even fewer (16%) have heard a lot about Dean’s widely reported comment about wanting to win the votes of “guys with Confederate flags in their pickup trucks.” In fact, 59% say they have heard nothing about the controversy.

Public awareness of facts about the candidates’ backgrounds also is relatively low. Overall, 31% correctly identified Clark as the candidate who served as an Army general. At about this stage in the 2000 Democratic race, approximately the same percentage (30%) knew that Bill Bradley was a former senator. An overwhelming percentage of Clark supporters (91%) knew that the candidate was a former Army general.

Fewer Americans (26%) were able to identify Richard Gephardt as the former House majority leader. Even Gephardt supporters were not widely aware of this fact; just 36% knew that their candidate had been majority leader.

Older Americans are more knowledgeable about these facts than are younger people, and more men than women correctly answered these questions. Interestingly, nearly as many conservative Republicans as liberal Democrats have heard a lot about Gore’s endorsement of Dean (42%, 45% respectively). But liberal Democrats were far more likely to know about Clark’s background than any other ideological group.

| Awareness of Campaign Events and Facts | | |
|---|---------------------------------|---|
| | <i>Gore endorsement of Dean</i> | <i>Dean remark about confederate flag</i> |
| <i>Heard about...</i> | <i>%</i> | <i>%</i> |
| A lot | 33 | 16 |
| Some | 36 | 25 |
| Nothing | <u>31</u> | <u>59</u> |
| | 100 | 100 |
| | <i>Former Army general</i> | <i>Former majority leader</i> |
| <i>Know which candidate is...</i> | <i>general</i> | <i>leader</i> |
| Yes | 31 | 26 |
| No/DK | <u>69</u> | <u>74</u> |
| | 100 | 100 |

Online Americans Knowledgeable

Where people turn for campaign information makes a big difference in what they know about the campaign. People who use the Internet, those who listen to National Public Radio, and readers of news magazines are the most knowledgeable about the campaign.

About six-in-ten of those who report regularly learning something about the campaign from these sources were able to correctly answer at least one of the two candidate identification questions, and a third or more can answer both. Daily newspaper readers, those who listen to talk radio, and those who watch public television or the Sunday morning political talk shows are nearly as knowledgeable.

By comparison, people who say they regularly learn from late night television, morning TV shows, local television, and comedy TV shows are the least informed. Among these groups, two-thirds or more were unable to answer either of the knowledge questions. Falling in between are viewers of cable news and talk shows, C-SPAN, TV news magazines, and network TV news.

| Where They Learn and How Much They Know | | | | |
|---|---------------------------|-----------|-----------|--------------|
| | <i># Correct Answers*</i> | | | |
| | <u>2</u> | <u>1</u> | <u>0</u> | |
| Total | 19 | 19 | 62 | (1506) |
| <i>Regularly learn something from...</i> | | | | |
| Internet | 39 | 20 | 41 | (218) |
| Major web news sites | 37 | 19 | 44 | (183) |
| National Public Radio | 36 | 24 | 39 | (229) |
| News magazines | 33 | 25 | 42 | (160) |
| News pages of ISPs | 32 | 22 | 46 | (166) |
| Sunday political TV | 31 | 21 | 48 | (202) |
| Talk radio | 31 | 29 | 40 | (141) |
| Daily newspaper | 30 | 23 | 47 | (502) |
| Public TV news shows | 30 | 24 | 46 | (177) |
| Cable political talk | 25 | 25 | 50 | (215) |
| Cable news networks | 24 | 25 | 51 | (586) |
| C-SPAN | 24 | 26 | 50 | (119) |
| TV news magazines | 21 | 24 | 55 | (192) |
| Nightly network news | 20 | 22 | 58 | (541) |
| Local news | 14 | 19 | 67 | (306) |
| Morning TV shows | 13 | 20 | 67 | (134) |
| Comedy shows on TV | 11 | 21 | 68 | (112) |
| Late night TV shows | 8 | 18 | 74 | (121) |
| *# of correct answers to two questions asking respondent to name the candidates who were an Army general and former House majority leader | | | | |

The Internet and Campaign News

While 13% say they are getting *most* of their campaign news from the Internet, this is the highest figure ever recorded, and matches the 11% found among *voters* at the conclusion of the presidential campaign in November 2000. In November 2002, as the end of the midterm election campaign, just 7% of the public cited the Internet as a major source. And at a comparable point in the nominating process in 2000, only 6% cited the Internet.

These gains come not only because more people are going online now than in previous campaigns. Even among those going online, the percentage saying they are getting most of their campaign news there has nearly doubled (from 11% to 20%) since November 2002.

About one-in-five young people age 18-29 (21%) say they are getting their campaign news from the Internet, putting it within 10 points of newspapers (30%) among this group. There continues to be a gender gap in Internet use for campaign news, with more men (16%) than women (10%) citing it as a key source.

More people also say they are going online for the explicit purpose of getting news or information about the 2004 elections. Overall, 14% of all Americans – 22% of those who go online – turn to the Internet with the goal of informing themselves about the election. These figures are comparable to the numbers from the *end* of the election campaign in 2002. Levels of online news seeking are still below those seen in November 2000, but that was at the end of a presidential campaign.

Learning About the Campaign Online

Overall, the number of people who say they regularly or sometimes *learn* something about the campaign from the Internet has increased nine percentage points since January 2000, from 24% to 33% today.

In addition, people report learning about the campaign from a variety of specific Internet sources. Nearly three-in-ten (28%) say they regularly or sometimes learn from the web sites of major news organizations, and 27% say they learn from the news pages of the Internet service providers, such as Yahoo and AOL. Fewer than one-in-ten (8%) learn from online news magazines and opinion sites, such as Slate.com.

Relying on the Internet as a source of campaign information is strongly correlated with knowledge about the candidates and the campaign. This is more the case than for

Getting Most Campaign News from Internet*

| | <u>All</u> | <u>18-29</u> | <u>30-49</u> | <u>50+</u> |
|------------|------------|--------------|--------------|------------|
| | % | % | % | % |
| Jan 2004 | 13 | 21 | 15 | 5 |
| Nov 2002 | 7 | 13 | 7 | 3 |
| Jan 2000 | 6 | 9 | 7 | 3 |
| Nov 1998** | 6 | 10 | 8 | 2 |
| Feb 1996 | 2 | 4 | 2 | 1 |

* First or Second most important source of news about the presidential election campaign.

** 1998 figures based on voters.

Learning from the Internet

| | <u>2000</u> | <u>2004</u> | <u>Change</u> |
|--------------|-------------|-------------|---------------|
| | % | % | |
| Total | 24 | 33 | +9 |
| Men | 27 | 38 | +11 |
| Women | 21 | 29 | +8 |
| White | 22 | 31 | +9 |
| Black | 34 | 41 | +7 |
| Hispanic | 19 | 32 | +11 |
| 18-29 | 39 | 44 | +5 |
| 30-49 | 25 | 40 | +15 |
| 50-64 | 15 | 27 | +12 |
| 65+ | 10 | 11 | +1 |
| College grad | 35 | 51 | +16 |
| Some college | 33 | 36 | +3 |
| H.S. or less | 13 | 22 | +9 |
| Republican | 25 | 30 | +5 |
| Democrat | 24 | 32 | +8 |
| Independent | 25 | 39 | +14 |

* Percent who regularly or sometimes learn something about the candidates from the Internet

other types of media, even accounting for the fact that Internet users generally are better educated and more interested politically. And among young people under 30, use of the Internet to learn about the campaign has a greater impact on knowledge than does level of education.

Coming Across News Online

The key to learning from the Internet is *active use*. More people say they “come across” campaign news online (24%) than say they go online specifically for the purpose of learning about the campaign (14%); another 24% go online but say they do not encounter campaign news. This raises the question of whether inadvertent exposure to news while surfing can also help people learn about the campaign.

| Seekers of Campaign News More Knowledgeable | | |
|--|----------------------|---------------|
| | Percent of Knowledge | |
| | <u>Public</u> | <u>score*</u> |
| | % | avg. |
| Seek campaign news online | 14 | 2.2 |
| Come across news online | 24 | 1.1 |
| Do not come across news | 24 | 0.8 |
| Not online | <u>38</u> | 0.8 |
| Total | 100 | 1.1 |

*Based on four item knowledge and awareness scale

People who go online for the explicit purpose of obtaining election news are relatively well-informed about the campaign. On average, these people show familiarity with two of four campaign events or stories. That is more than twice the score of those who do not go online.

But those who say they simply come across campaign information when going online for other purposes are only slightly more knowledgeable than those who do not come across such news or even those who do not go online.

Internet as a Campaign Tool

For many Americans, the Internet is also becoming an important means of communicating about the campaign and participating in it. About one-in-five (18%) use the web for political activity of one sort or another (among those going online, 30% engage in some form of political activity). The most popular uses for the Internet are to get candidate issue information (11% of the public) and to send or receive emails about the campaign or candidates (11%). Smaller numbers seek information about local groups and activities, visit candidate or organization web sites, or engage in discussions, chats, or blogs.

| Online Campaign Activities | | |
|-------------------------------------|------------|---------------|
| | <u>All</u> | <u>Online</u> |
| | % | users |
| | | % |
| Get candidate issue information | 11 | 18 |
| Send/receive campaign emails | 11 | 18 |
| Get information on local activities | 6 | 10 |
| Visit web sites of political groups | 6 | 9 |
| Visit candidate web sites | 5 | 8 |
| Engage in chats, discussions, blogs | 3 | 4 |
| <i>Any of these six activities</i> | 18 | 30 |
| Number of cases | (1506) | (1002) |

People under age 30 are more active in using the Internet for campaign purposes, despite being generally less interested and engaged in politics. About a quarter (24%) say they have taken part in at least one of six online activities, and 17% have engaged in two or more.

Dean and the Internet

Howard Dean’s campaign has effectively employed the Internet as a campaign tool, raising record amounts of money and sponsoring numerous local meetings of supporters. But the survey finds that Dean’s supporters are not vastly different from supporters of other Democratic candidates in terms of their online campaign activity.

Supporters of candidates other than Dean are just as likely as Dean backers to be Internet users. And both groups are about equally likely to say they are regularly learning about the campaign from the Internet. But Dean supporters are somewhat more likely to say they go online seeking news about the election (by a margin of 26% to 19%).

| | Dean Supporters Not Alone Online | |
|--|---|---------------|
| | <i>Candidate favored for nomination</i> | |
| | <u>Dean</u> | <u>Others</u> |
| | % | % |
| Uses Internet | 64 | 67 |
| Seek campaign news online | 26 | 19 |
| <i>Online campaign activity:</i> | | |
| Send/receive campaign emails | 17 | 18 |
| Visit web sites of political groups | 15 | 8 |
| Visit candidate web sites | 12 | 9 |
| Get information on local activities | 10 | 12 |
| Engage in chats, discussions, blogs | 4 | 5 |
| Number of cases | (134) | (271) |
| *Based on registered Democrats or independent-leaning Democrats likely to vote in primaries. | | |

Comparable numbers of supporters of Dean and the other Democratic candidates say they have sent or received emails about the campaign (17% for Dean, 18% for the others), sought information about local campaign activities, engaged in online chats or blogs, or visited candidate web sites. More Dean supporters have visited the web sites of groups or organizations that promote candidates or positions.

Young People Leaving Traditional Sources

The increasing role of the Internet and comedy programming as a source of news for younger Americans comes as they continue to turn away from more traditional campaign news sources.

Four years ago, young people were far more likely to regularly learn about the campaign from network evening news (39%) than from the Internet (13%) or comedy programs (9%). Today, all three sources rate about equally in importance, as the percent citing network news as a regular source of campaign information has fallen from 39% to 23%. The Internet and comedy shows have become more widely used as information sources (about one-in-five cite each as a regular source

of campaign news).

Overall, TV remains the main source of news for all generations, including younger Americans. While network and local news have fallen in importance among younger Americans, cable news has held its own, with 37% of 18-29 year-olds saying they regularly learn about the campaign from cable outlets. TV news magazines like 60 Minutes and 20/20 also have grown in importance among younger Americans. Today 26% of younger people cite TV news magazines as a regular source of political news, up from 18% in 2000.

While these changes in the campaign news environment are the most striking among younger Americans, many of the same patterns are apparent among older generations as well. The decline in the percent saying they regularly learn about the campaign from newspapers has been just as pronounced among those over 30 as among those in their teens and twenties. Since 2000, fewer people over 30 say they learn about the campaign from network news, though here the drop-off has been greater among younger people.

Moreover, an increasing percentage of Americans in their 30s and 40s also are turning to the Internet for campaign information – 16% regularly learn about candidates and the campaign from the Internet today, up from 10% in 2000. But the Internet remains a relatively minor campaign news source for people age 50 and older. Just 7% regularly learn about the campaign from the Internet today, compared with 6% four years ago.

| Young People and Campaign News | | | |
|--|------------------------|------------------|---------------|
| | ---Age 18-29--- | | |
| <i>Regularly learn something from...</i> | <u>2000</u> % | <u>2004</u> % | <u>Change</u> |
| Cable news | 38 | 37 | -1 |
| Local news | 42 | 29 | -13 |
| TV news magazines | 18 | 26 | +8 |
| Network news | 39 | 23 | -16 |
| Daily newspaper | 32 | 23 | -9 |
| Comedy TV shows | 9 | 21 | +12 |
| Internet | 13 | 20 | +7 |
| Morning TV shows | 16 | 18 | +2 |
| Cable political talk | 15 | 17 | +2 |
| Talk radio | 16 | 16 | 0 |
| Late night TV shows | 13 | 13 | 0 |
| C-SPAN | 12 | 11 | -1 |
| National Public Radio | 12 | 11 | -1 |
| Sunday political TV | 13 | 10 | -3 |
| News magazines | 15 | 9 | -6 |
| Public TV shows | 11 | 7 | -4 |
| Religious radio | 5 | 3 | -2 |

Comedy Shows Matter

Comedy programs are increasingly becoming regular sources of news for younger Americans, and are beginning to rival mainstream news outlets within this generation. Today, 21% of people under age 30 say they regularly learn about the campaign and the candidates from comedy shows like Saturday Night Live and the Daily Show, twice as many as said this four years ago (9%).¹ And this is particularly true for younger men, 27% of whom regularly learn about the campaign from comedy shows, compared with 14% of young women.

| Learning While Laughing | | | | |
|---|--------------|--------------|--------------|------------|
| <i>Learn about campaign from...</i> | <u>18-29</u> | <u>30-49</u> | <u>50-64</u> | <u>65+</u> |
| | % | % | % | % |
| Comedy shows* | | | | |
| Regularly | 21 | 6 | 5 | 2 |
| Sometimes | 29 | 21 | 9 | 9 |
| Late Night TV** | | | | |
| Regularly | 13 | 7 | 7 | 9 |
| Sometimes | 31 | 20 | 8 | 14 |
| Number of cases | (276) | (596) | (343) | (278) |
| * ...like Saturday Night Live or the Daily Show | | | | |
| ** ...like Jay Leno or David Letterman | | | | |

Overall, one out of every two young people (50%) say they at least *sometimes* learn about the campaign from comedy shows, nearly twice the rate among people age 30-49 (27%) and four times the rate among people age 50 and older (12%).

Young people also are much more likely than older generations to learn about the campaign from late-night talk shows like Jay Leno and David Letterman, though there has been no increase from four years ago on this measure. Taken together, 61% say they regularly or sometimes learn about the campaign from comedy *and/or* late-night talk shows.

For many young people, the content of the jokes, sketches and appearances on these programs is not just a repeat of old information. Respondents who said they regularly or sometimes learned about the campaign from these programs were asked if they ever learn things that they had not heard before, and nearly half said they had learned something new. Put another way, 27% of *all* respondents under age 30 say they learn things about the candidates and campaigns from late night and comedy programming that they did not know previously.

| Learn Anything New? | | | | |
|---|--------------|--------------|--------------|------------|
| | <u>18-29</u> | <u>30-49</u> | <u>50-64</u> | <u>65+</u> |
| | % | % | % | % |
| Sometimes learn from comedy/late night* | 61 | 39 | 22 | 28 |
| Ever learn anything you didn't know before? | 27 | 16 | 8 | 9 |
| * Includes all shows like Saturday Night Live the Daily Show, Jay Leno or David Letterman | | | | |

¹

In January 2000, the show Politically Incorrect was listed with Saturday Night Live, rather than the Daily Show.

Age Gap in Knowledge, Interest

Younger Americans pay far less attention to the political campaign, have heard far less about major campaign events, and know little about the candidates themselves. Overall, more than six-in-ten of those under age 30 (64%) say they are not even somewhat interested in news about the Democratic primary campaigns while most people age 30 and over express some or a great deal of interest in the race. And roughly four-in-ten younger Americans have not heard about some publicized campaign events, such as Dean’s “pickup trucks” comment or Gore’s endorsement of Dean. Fewer than half as many people over age 30 display a similar lack of awareness of campaign events.

| Young Still Lack Interest, Knowledge | | | | |
|---|-----------------|--------------|--------------|------------|
| | ----- Age ----- | | | |
| <i>Interested in</i> | <u>18-29</u> | <u>30-49</u> | <u>50-64</u> | <u>65+</u> |
| <i>campaign news?</i> | % | % | % | % |
| Very/somewhat | 35 | 45 | 53 | 57 |
| Not too/Not at all | 64 | 54 | 46 | 42 |
| Don't know | <u>1</u> | <u>1</u> | <u>1</u> | <u>1</u> |
| | 100 | 100 | 100 | 100 |
| <i>Knowledge about</i> | | | | |
| <i>campaign news</i> | | | | |
| Heard/know nothing | 39 | 21 | 15 | 13 |
| Heard something | 46 | 42 | 34 | 37 |
| Know any specifics | <u>15</u> | <u>37</u> | <u>51</u> | <u>50</u> |
| | 100 | 100 | 100 | 100 |

When it comes to knowing specifics about the candidates, the age disparity is even greater. Of two factual questions (which candidate served as an Army general and which served as majority leader in the House) just 15% of younger Americans could get *either* question correct (a mere 6% knew both). By comparison, 37% of people age 30-49, and half of people age 50 and older, could answer at least one of these questions.

This lack of interest and knowledge is related to younger peoples’ use of media sources. Far fewer say they learn from traditional news sources, such as network evening news, PBS, Sunday morning talk shows, newspapers or weekly news magazines. These sources are strongly related to knowledge and familiarity with the campaign.

And while many young people say they learn about the campaign from comedy and late night shows, the extent to which they actually gain much information is unclear. Holding constant a person’s education, interest, and use of other media sources, there is no evidence that people who say they learn about the campaigns from late night and comedy shows know any more about the candidates, and are at best only slightly more aware of major campaign events, than those who do not watch these programs.

While late night and comedy shows may not impart much campaign information, the other growing resource for campaign information among younger people – the Internet – proves to be one of the most powerful tools available. Even when the fact that Internet users tend to be more

educated and engaged is taken into account, young people who say they regularly learn about candidates and the campaign online are much better informed about the campaign than those who do not go online for such news.

Interviews, Speeches and Debates

In general, appearances and speeches by the Democratic presidential candidates have resonated with the public more than the eight candidate debates that were held last year.

Just 20% of the public, and only a slightly greater percentage of likely Democratic primary voters (23%), saw any of the candidate debates. Far more people say they have seen the Democratic candidates interviewed on news or entertainment programs (46%) or have seen or heard part of a speech by the candidates on TV (42%).

Most of those who have seen one or more of the candidates interviewed on TV could not recall the specific program on which they appeared. Those who were able to do so mentioned a wide range of programs, including late night comedy and talk shows (10%), cable talk news shows such as Hardball (6%), network evening news programs (5%) and Sunday morning interview programs (5%). Overall, 23% of those who have seen a candidate interview or appearance cited a broadcast network program as the source, while 20% cited a cable network or program.

Interestingly, candidate speeches and appearances were not significantly more visible to Democrats than they were to Republicans, though there is some evidence that opposition to President Bush has encouraged some Democrats to pay more attention to the campaign. Democrats who disapprove of the president’s job performance were far more likely to have seen or heard the candidates in various venues.

| | Seen interviews or <u>appearances</u> % | Seen parts of <u>speeches</u> % | Seen any <u>debates</u> % |
|-------------------------|--|--|------------------------------------|
| Total | 46 | 42 | 20 |
| Republican | 46 | 42 | 18 |
| Democrat | 48 | 46 | 24 |
| Independent | 44 | 43 | 18 |
| Registered voter | 49 | 47 | 22 |
| Not registered | 37 | 30 | 13 |
| Likely primary voter | 51 | 48 | 23 |
| <i>Democrats who...</i> | | | |
| Disapprove of Bush | 57 | 55 | 28 |
| Approve of Bush | 34 | 31 | 17 |

Campaign News Enthusiasts

While the majority of Americans are at most marginally engaged in the Democratic primary process, a small number keep close tabs on campaign news and events. These people have been following the campaign closely, enjoy keeping up with election politics, and are familiar with all of the election events and facts asked about on the survey. Overall, they represent roughly 7% of the population.

Campaign news enthusiasts are roughly three times more likely than those less engaged in the election to cite cable talk shows, Sunday morning talk shows, NPR, PBS news shows, and weekly news magazines as regular sources of information. Fully half of this core group (53%) saw at least some of the candidate debates held in 2003, compared with only 20% of Americans overall. And more than eight-in-ten have seen candidate interviews, appearances, and speeches on TV.

The Internet also stands out as a particularly important source for campaign news enthusiasts. Nearly half (46%) say they have sought out campaign news online, compared with 26% of people who are somewhat engaged in election news, and just 7% of people who are less interested. They are far more likely to go online for a wide range of campaign and candidate information, and to participate in online activities such as sharing e-mails, participating in discussion groups, and

| What the Engaged are Doing | | | |
|---|-------------------------------------|---------------------|-----------------|
| | Very high campaign engagement | Somewhat engaged | Less engaged |
| <u>Regular campaign news sources</u> | % | % | % |
| Local TV news | 34 | 44 | 42 |
| Cable news | 64 | 49 | 32 |
| Network news | 46 | 41 | 33 |
| Newspaper | 59 | 44 | 24 |
| TV News magazines | 29 | 29 | 23 |
| Morning TV news | 23 | 21 | 20 |
| Talk radio | 28 | 29 | 12 |
| Cable talk shows | 32 | 18 | 11 |
| NPR | 32 | 20 | 9 |
| The Internet | 37 | 19 | 9 |
| Sunday morning talk | 35 | 16 | 10 |
| Websites of news orgs | 33 | 14 | 8 |
| PBS news shows | 25 | 15 | 8 |
| Websites of ISPs | 26 | 13 | 8 |
| Weekly news magazines | 26 | 13 | 7 |
| Late night TV | 6 | 6 | 10 |
| Online magazines | 8 | 3 | 1 |
| Comedy TV shows | 4 | 8 | 9 |
| C-SPAN | 14 | 9 | 7 |
| Religious radio | 6 | 3 | 6 |
| <u>Candidate appearances</u> | | | |
| Saw any debates | 53 | 35 | 11 |
| Seen interviews | 82 | 65 | 35 |
| Seen speeches | 85 | 65 | 31 |
| <u>Activities in past year</u> | | | |
| Campaign contributions | 22 | 13 | 4 |
| Contacted officials | 32 | 24 | 9 |
| Joined organizations | 19 | 16 | 6 |
| Attended camp. event | 13 | 11 | 3 |
| Been called on phone | 36 | 35 | 21 |
| <u>Online activities</u> | | | |
| Sought online news | 46 | 26 | 7 |
| Sent/received e-mails | 27 | 21 | 7 |
| Online camp. activities | 16 | 8 | 2 |
| Discussion/chat/blogs | 9 | 3 | 2 |
| Look up cand. positions | 32 | 19 | 6 |
| Look up local activities | 16 | 10 | 4 |
| Visit cand. websites | 20 | 9 | 2 |
| Visit group websites | 21 | 9 | 3 |
| Number of cases | (138) | (407) | (961) |
| Percent of Population | 7% | 23% | 70% |
| Very High Engagement = Follows campaign closely, enjoys following, and is familiar with all campaign events and facts. | | | |
| Somewhat Engaged = Familiar with some campaign events and facts. | | | |

looking for information on local campaign activities. The political activity of this core group is not limited to the Internet, as these same people are the most likely to have made campaign contributions, joined political organizations, and contacted elected officials in the past 12 months.

More See Biased Campaign Coverage

While there has been no growth in general perceptions of media bias, the public is expressing more concern about partisan bias in coverage of the presidential race. Currently, just 38% say there is no bias in the way news organizations have been covering the presidential race, down from 48% four years ago. Majorities saw no bias in press coverage of the early stages of the 1988 and 1996 presidential campaigns.

The growing sense of biased campaign coverage crosses party lines, but is most notable among Democrats. Four years ago, most Democrats (53%) said there was no bias in news coverage of the campaign; today just 40% of Democrats take this position, and those who do see bias overwhelmingly see it as favoring the other party. Republicans, too, are less apt to see campaign coverage as balanced today (33% say there is no bias, down from 41% four years ago).

Americans at either end of the ideological spectrum are the most likely to see campaign coverage as biased, but in precisely the opposite ways – by 47% to 8% conservative Republicans say the press leans toward the Democrats, not the Republicans, in its campaign coverage. By 36% to 11% liberal Democrats say coverage tilts to the Republicans.

In terms of media audiences, only people who get most of their campaign news

| | Jan <u>1988</u> % | April <u>1996</u> % | Jan <u>2000</u> % | Jan <u>2004</u> % |
|-----------------|-------------------------|---------------------------|-------------------------|-------------------------|
| Democratic bias | 9 | 20 | 19 | 22 |
| Republican bias | 10 | 14 | 13 | 17 |
| No bias | 58 | 53 | 48 | 38 |
| Don't know | <u>23</u> | <u>13</u> | <u>20</u> | <u>23</u> |
| | 100 | 100 | 100 | 100 |

| | Dem <u>bias</u> % | Rep <u>bias</u> % | No <u>bias</u> % | <u>DK</u> % | <u>N</u> |
|---|-------------------------|-------------------------|------------------------|----------------|----------|
| Total | 22 | 17 | 38 | 23=100 | (1506) |
| Conserv. Repub | 47 | 8 | 28 | 17=100 | (282) |
| Mod/Lib Repub | 34 | 5 | 44 | 17=100 | (168) |
| Independent | 16 | 15 | 43 | 26=100 | (463) |
| Cons/Mod Dem. | 12 | 27 | 43 | 18=100 | (324) |
| Liberal Democrat | 11 | 36 | 37 | 17=100 | (147) |
| <i>Main source of election news is...</i> | | | | | |
| Fox News | 38 | 14 | 29 | 19=100 | (296) |
| Radio | 33 | 12 | 32 | 23=100 | (231) |
| Local TV | 17 | 11 | 43 | 29=100 | (250) |
| Newspaper | 22 | 20 | 34 | 23=100 | (609) |
| CNN | 21 | 21 | 38 | 20=100 | (342) |
| Network TV | 17 | 18 | 45 | 20=100 | (469) |
| Internet | 21 | 24 | 38 | 17=100 | (199) |
| 18-29 | 19 | 17 | 47 | 17=100 | (276) |
| 30-49 | 22 | 17 | 40 | 21=100 | (596) |
| 50-64 | 25 | 17 | 33 | 25=100 | (343) |
| 65+ | 20 | 17 | 31 | 32=100 | (278) |
| College grad | 27 | 22 | 28 | 23=100 | (571) |
| Some college | 23 | 17 | 39 | 21=100 | (344) |
| H.S. or less | 18 | 14 | 44 | 24=100 | (588) |

from Fox News or from radio see a distinct bias in news coverage of the election, while Americans who get most of their news from CNN, network news, local TV, newspapers and the Internet are split evenly over whether press bias tilts to the Republicans or Democrats. People who get most of their news from network or local news programming are the least likely to see any bias in campaign coverage.

Overall Bias Perceptions Stable

A solid majority of Americans say they see a great deal (30%) or a fair amount (35%) of political bias in news coverage generally. In contrast with the growing perception of biased *campaign* coverage, this measure has not changed markedly since January 2000 when 67% saw at least a fair amount of political bias.

Conservative Republicans are significantly more likely to perceive the press as biased in its news coverage than are moderate and liberal Republicans, Democrats, and independents. This ideological difference is mirrored in the disparate opinions among audiences of different news sources.

People who get most of their news from the Fox News are much more likely to say the press shows a great deal of bias than are viewers of CNN, Network news, and local TV news. People who cite radio or the Internet as their main source of campaign news are also more likely to see widespread bias in the media.

Interestingly, younger generations express somewhat less concern about press bias than their elders. Barely one-in-five Americans under age 30 say they see a great deal of media bias in general news coverage, compared with roughly a third of those age 30 and over. More - well educated Americans also perceive the press to be more biased than those who never attended college.

| How Much Media Bias? | | | | | |
|---|-------------------|--------------------|-----------------------------|-----------|----------|
| | <u>Great deal</u> | <u>Fair amount</u> | <u>Not much/ Not at all</u> | <u>DK</u> | <u>N</u> |
| | % | % | % | % | |
| Total | 30 | 35 | 33 | 2=100 | (1506) |
| Conserv. Repub | 42 | 30 | 25 | 3=100 | (282) |
| Mod/Lib Repub | 28 | 41 | 31 | *=100 | (168) |
| Independent | 33 | 34 | 30 | 3=100 | (463) |
| Cons/Mod Dem. | 24 | 36 | 39 | 1=100 | (324) |
| Liberal Democrat | 26 | 40 | 32 | 2=100 | (147) |
| <i>Main source of election news is...</i> | | | | | |
| Radio | 46 | 26 | 25 | 3=100 | (231) |
| Fox News | 43 | 33 | 22 | 2=100 | (296) |
| Internet | 40 | 33 | 26 | 1=100 | (199) |
| Newspaper | 33 | 36 | 29 | 2=100 | (609) |
| CNN | 27 | 42 | 28 | 3=100 | (342) |
| Local TV | 25 | 32 | 39 | 4=100 | (250) |
| Network TV | 23 | 39 | 36 | 2=100 | (469) |
| 18-29 | 21 | 40 | 37 | 2=100 | (276) |
| 30-49 | 31 | 35 | 33 | 1=100 | (596) |
| 50-64 | 36 | 34 | 26 | 4=100 | (343) |
| 65+ | 32 | 27 | 37 | 4=100 | (278) |
| College grad | 39 | 38 | 21 | 2=100 | (571) |
| Some college | 35 | 37 | 27 | 1=100 | (344) |
| H.S. or less | 23 | 32 | 42 | 3=100 | (588) |

Most Prefer News Without “Point of View”

Two-thirds of Americans (67%) say they prefer to get their news from sources that do not have a particular point of view, while a quarter (25%) say they prefer news from sources that share their political point of view.

There is no significant partisan disagreement on this issue – majorities of Democrats and Republicans share a preference for news sources that do not have a particular point of view and an even greater percentage of independents holds this opinion. Moreover, there are only modest differences among news audiences, although people who rely on the Internet are even more likely than those who use other sources to favor news without a particular point of view.

But there is a significant gap along racial lines. African Americans are more than twice as likely as whites (47% to 21%) to express a preference for “getting news from sources that share your political point of view.”

| Public’s News Preferences | | | |
|----------------------------------|----------------------------------|----------------------------------|----------------|
| | <i>Prefer news with...</i> | | |
| | <u>No point of view</u> % | <u>My point of view</u> % | <u>DK</u> % |
| Total | 67 | 25 | 8=100 |
| White | 71 | 21 | 8=100 |
| Black | 44 | 47 | 9=100 |
| Hispanic | 66 | 29 | 5=100 |
| Republican | 67 | 27 | 6=100 |
| Democrat | 61 | 31 | 8=100 |
| Independent | 74 | 17 | 9=100 |
| <i>Main source</i> | | | |
| Network TV | 65 | 29 | 6=100 |
| Local TV | 66 | 25 | 9=100 |
| Newspaper | 68 | 25 | 7=100 |
| CNN | 71 | 24 | 5=100 |
| Fox News | 70 | 24 | 6=100 |
| Radio | 70 | 24 | 6=100 |
| Internet | 78 | 14 | 8=100 |

Endorsements a Minor Factor

Most Americans say candidate endorsements by major political figures, celebrities, well-known institutions and even their clergy would not have an impact – positive or negative – on their voting decisions.

Among 14 individuals and institutions tested, former President Bill Clinton had the biggest impact, but people were evenly divided whether Clinton’s endorsement would make them more or less likely to support a presidential candidate (19% each). Among other political figures, Gore and Schwarzenegger’s endorsements are seen somewhat negatively, while Sen. John McCain’s is viewed, on balance, positively. But most people say they would not be affected one way or the other.

That is also generally the case for organizations like the Christian Coalition and the AFL-CIO. But among various demographic groups, endorsements from some of these groups does have an impact: 37% of white evangelical Protestants say they would be more likely to vote for a presidential candidate endorsed by the Christian Coalition, while about as many seculars (36%) say they would be *less* likely to back a candidate backed by that organization.

Men are divided over the effect of an endorsement by the National Rifle Association – 21% say they would be more likely to vote for an NRA-endorsed candidate, 18% less likely. But on balance, women view an NRA endorsement negatively (18% less likely vs. 9% more likely). Majorities of men and women say an endorsement by the National Rifle Association would not affect their vote.

| | Endorsements Matter Little | | | |
|----------------------------|-----------------------------------|-----------------------|-------------------|---------------|
| | <i>Impact on Vote</i> | | | |
| | More <u>Likely</u> | Less <u>Likely</u> | No <u>Diff</u> | <u>DK/Ref</u> |
| <i>Endorsements by...</i> | % | % | % | % |
| Your minister/priest/rabbi | 13 | 4 | 80 | 3=100 |
| John McCain | 12 | 6 | 77 | 5=100 |
| Bill Clinton | 19 | 19 | 60 | 2=100 |
| Local newspaper | 7 | 7 | 83 | 3=100 |
| Al Gore | 12 | 18 | 67 | 3=100 |
| Arnold Schwarzenegger | 6 | 12 | 77 | 5=100 |
| Jay Leno | 3 | 10 | 84 | 3=100 |
| AARP | 15 | 6 | 74 | 5=100 |
| Christian Coalition | 16 | 14 | 68 | 2=100 |
| Chamber of Commerce | 10 | 8 | 78 | 4=100 |
| Sierra Club | 9 | 9 | 73 | 9=100 |
| Teamsters Union | 11 | 13 | 72 | 4=100 |
| AFL-CIO | 9 | 11 | 72 | 8=100 |
| NRA | 15 | 18 | 65 | 2=100 |

ABOUT THIS SURVEY

Results for the survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,506 adults, 18 years of age or older, during the period December 19, 2003 - January 4, 2004. Based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. For results based on either Form 1 (N=733) or Form 2 (N=773), the sampling error is plus or minus 4 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.

SOURCES OF CAMPAIGN INFORMATION

| | <i>National Network News</i> | | | | | <i>Local TV News</i> | | | | |
|-------------------------|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>ever</u> | Never <u>Watch</u> | Don't <u>Watch</u> | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>ever</u> | Never <u>Watch</u> | Don't <u>Watch</u> |
| | % | % | % | % | % | % | % | % | % | % |
| Total | 35 | 35 | 10 | 17 | 3=100 | 42 | 35 | 8 | 12 | 3=100 |
| Sex | | | | | | | | | | |
| Male | 35 | 34 | 11 | 17 | 3 | 44 | 29 | 11 | 13 | 3 |
| Female | 35 | 37 | 9 | 16 | 3 | 40 | 40 | 6 | 11 | 3 |
| Race | | | | | | | | | | |
| White | 35 | 34 | 10 | 18 | 3 | 41 | 34 | 8 | 14 | 3 |
| Non-white | 36 | 40 | 8 | 13 | 3 | 43 | 38 | 9 | 8 | 2 |
| Black | 40 | 34 | 11 | 12 | 3 | n/a | n/a | n/a | n/a | n/a |
| Hispanic* | 29 | 50 | 6 | 11 | 4 | n/a | n/a | n/a | n/a | n/a |
| Age | | | | | | | | | | |
| Under 30 | 23 | 41 | 13 | 20 | 3 | 29 | 35 | 10 | 25 | 1 |
| 30-49 | 32 | 40 | 10 | 16 | 2 | 42 | 42 | 8 | 6 | 2 |
| 50-64 | 44 | 29 | 7 | 16 | 4 | 50 | 27 | 6 | 14 | 3 |
| 65+ | 49 | 25 | 8 | 14 | 4 | 47 | 30 | 10 | 9 | 4 |
| Education | | | | | | | | | | |
| College Grad. | 35 | 35 | 12 | 16 | 2 | 40 | 36 | 10 | 12 | 2 |
| Some College | 29 | 44 | 11 | 15 | 1 | 35 | 43 | 8 | 13 | 1 |
| High School or less | 38 | 32 | 8 | 18 | 4 | 46 | 30 | 8 | 12 | 4 |
| Family Income | | | | | | | | | | |
| \$75,000+ | 33 | 39 | 10 | 15 | 3 | 35 | 39 | 9 | 14 | 3 |
| \$50,000-\$75,000 | 36 | 37 | 11 | 16 | 0 | 45 | 38 | 10 | 7 | 0 |
| \$30,000-\$50,000 | 38 | 36 | 8 | 16 | 2 | 45 | 36 | 6 | 10 | 3 |
| \$20,000-\$30,000 | 31 | 34 | 12 | 22 | 1 | 45 | 31 | 5 | 18 | 1 |
| <\$20,000 | 38 | 32 | 11 | 16 | 3 | 40 | 32 | 10 | 15 | 3 |
| Region | | | | | | | | | | |
| East | 42 | 30 | 12 | 14 | 2 | 50 | 30 | 5 | 13 | 2 |
| Midwest | 35 | 37 | 8 | 17 | 3 | 44 | 35 | 9 | 10 | 2 |
| South | 36 | 36 | 9 | 16 | 3 | 40 | 36 | 8 | 14 | 2 |
| West | 29 | 37 | 12 | 18 | 4 | 35 | 37 | 12 | 12 | 4 |
| Party ID | | | | | | | | | | |
| Republican | 30 | 36 | 10 | 21 | 3 | 35 | 36 | 10 | 16 | 3 |
| Democrat | 45 | 34 | 9 | 10 | 2 | 53 | 32 | 7 | 7 | 1 |
| Independent | 31 | 36 | 11 | 18 | 4 | 37 | 37 | 10 | 14 | 2 |
| Registered Voter | | | | | | | | | | |
| Yes | 36 | 35 | 10 | 16 | 3 | 44 | 34 | 9 | 10 | 3 |
| No | 33 | 35 | 9 | 18 | 5 | 36 | 37 | 7 | 19 | 1 |
| Likely Voter | | | | | | | | | | |
| Yes | 40 | 35 | 10 | 13 | 2 | 46 | 35 | 8 | 9 | 2 |
| No | 28 | 36 | 10 | 22 | 4 | 35 | 35 | 9 | 18 | 3 |

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

Question: 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.

SOURCES OF CAMPAIGN INFORMATION

| | <i>Cable News Networks such as CNN, MSNBC and the Fox cable news channel</i> | | | | | <i>C-SPAN</i> | | | | |
|-------------------------|--|-----------------------------|-----------------------------|-------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-------------------|-----------------------------|
| | <u>Regu- larly</u> % | <u>Some- times</u> % | <u>Hardly ever</u> % | <u>Never</u> % | <u>Don't Watch</u> % | <u>Regu- larly</u> % | <u>Some- times</u> % | <u>Hardly ever</u> % | <u>Never</u> % | <u>Don't Watch</u> % |
| Total | 38 | 37 | 6 | 15 | 4=100 | 8 | 21 | 13 | 51 | 7=100 |
| Sex | | | | | | | | | | |
| Male | 43 | 35 | 6 | 13 | 3 | 8 | 22 | 16 | 47 | 7 |
| Female | 34 | 39 | 6 | 17 | 4 | 7 | 21 | 11 | 54 | 7 |
| Race | | | | | | | | | | |
| White | 37 | 37 | 7 | 16 | 3 | 7 | 20 | 14 | 52 | 7 |
| Non-white | 44 | 37 | 5 | 11 | 3 | 12 | 26 | 10 | 45 | 7 |
| Black | 39 | 38 | 8 | 12 | 3 | 13 | 28 | 9 | 45 | 5 |
| Hispanic* | 44 | 36 | 5 | 9 | 6 | 8 | 21 | 16 | 48 | 7 |
| Age | | | | | | | | | | |
| Under 30 | 37 | 41 | 6 | 13 | 3 | 11 | 18 | 14 | 50 | 7 |
| 30-49 | 37 | 40 | 6 | 14 | 3 | 7 | 23 | 14 | 51 | 5 |
| 50-64 | 43 | 32 | 6 | 16 | 3 | 7 | 21 | 12 | 53 | 7 |
| 65+ | 37 | 31 | 6 | 20 | 6 | 7 | 20 | 12 | 49 | 12 |
| Education | | | | | | | | | | |
| College Grad. | 43 | 36 | 6 | 13 | 2 | 8 | 24 | 16 | 49 | 3 |
| Some College | 39 | 40 | 5 | 14 | 2 | 7 | 23 | 12 | 51 | 7 |
| High School or less | 35 | 37 | 7 | 16 | 5 | 7 | 19 | 13 | 52 | 9 |
| Family Income | | | | | | | | | | |
| \$75,000+ | 48 | 36 | 4 | 10 | 2 | 8 | 27 | 17 | 44 | 4 |
| \$50,000-\$75,000 | 39 | 43 | 3 | 15 | * | 8 | 18 | 16 | 54 | 4 |
| \$30,000-\$50,000 | 40 | 39 | 5 | 14 | 2 | 9 | 24 | 13 | 49 | 5 |
| \$20,000-\$30,000 | 34 | 33 | 11 | 17 | 5 | 8 | 18 | 8 | 60 | 6 |
| <\$20,000 | 33 | 39 | 6 | 17 | 5 | 6 | 15 | 13 | 56 | 10 |
| Region | | | | | | | | | | |
| East | 41 | 36 | 9 | 12 | 2 | 8 | 24 | 18 | 44 | 6 |
| Midwest | 36 | 37 | 5 | 18 | 4 | 8 | 21 | 10 | 54 | 7 |
| South | 38 | 37 | 7 | 15 | 3 | 7 | 22 | 14 | 50 | 7 |
| West | 38 | 39 | 5 | 14 | 4 | 9 | 16 | 12 | 56 | 7 |
| Party ID | | | | | | | | | | |
| Republican | 42 | 37 | 5 | 14 | 2 | 7 | 18 | 13 | 56 | 6 |
| Democrat | 40 | 38 | 7 | 13 | 2 | 11 | 24 | 12 | 47 | 6 |
| Independent | 35 | 38 | 7 | 16 | 4 | 5 | 23 | 16 | 50 | 6 |
| Registered Voter | | | | | | | | | | |
| Yes | 40 | 36 | 6 | 15 | 3 | 8 | 22 | 14 | 49 | 7 |
| No | 34 | 39 | 7 | 16 | 4 | 7 | 18 | 12 | 56 | 7 |
| Likely Voter | | | | | | | | | | |
| Yes | 41 | 38 | 5 | 13 | 3 | 9 | 25 | 14 | 46 | 6 |
| No | 33 | 37 | 8 | 18 | 4 | 5 | 15 | 13 | 59 | 8 |

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

Question: 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.

SOURCES OF CAMPAIGN INFORMATION

| | <i>Your Daily Newspaper</i> | | | | | <i>News Magazines such as Time, U.S. News, and Newsweek</i> | | | | |
|-------------------------|-----------------------------|----------------------------|----------------------------|---------------------------|---------------------------|---|----------------------------|----------------------------|---------------------------|---------------------------|
| | Regu- <u>larly</u> % | Some- <u>times</u> % | Hardly <u>ever</u> % | Never <u>read</u> % | Don't <u>read</u> % | Regu- <u>larly</u> % | Some- <u>times</u> % | Hardly <u>ever</u> % | Never <u>read</u> % | Don't <u>read</u> % |
| Total | 31 | 30 | 16 | 20 | 3=100 | 10 | 21 | 18 | 45 | 6=100 |
| Sex | | | | | | | | | | |
| Male | 33 | 28 | 16 | 20 | 3 | 10 | 21 | 21 | 43 | 5 |
| Female | 29 | 31 | 16 | 20 | 4 | 9 | 21 | 16 | 48 | 6 |
| Race | | | | | | | | | | |
| White | 32 | 28 | 16 | 21 | 3 | 9 | 20 | 19 | 46 | 6 |
| Non-white | 30 | 34 | 15 | 17 | 4 | 13 | 25 | 16 | 40 | 6 |
| Black | 33 | 34 | 17 | 14 | 2 | 12 | 26 | 17 | 40 | 5 |
| Hispanic* | 24 | 30 | 18 | 23 | 5 | 9 | 24 | 20 | 44 | 3 |
| Age | | | | | | | | | | |
| Under 30 | 23 | 33 | 16 | 23 | 5 | 9 | 26 | 18 | 44 | 3 |
| 30-49 | 27 | 33 | 17 | 21 | 2 | 9 | 21 | 21 | 45 | 4 |
| 50-64 | 37 | 28 | 13 | 21 | 1 | 10 | 20 | 16 | 48 | 6 |
| 65+ | 45 | 20 | 16 | 15 | 4 | 12 | 18 | 15 | 43 | 12 |
| Education | | | | | | | | | | |
| College Grad. | 39 | 29 | 13 | 16 | 3 | 16 | 27 | 21 | 33 | 3 |
| Some College | 25 | 34 | 17 | 21 | 3 | 7 | 24 | 18 | 45 | 6 |
| High School or less | 29 | 29 | 17 | 22 | 3 | 7 | 17 | 17 | 52 | 7 |
| Family Income | | | | | | | | | | |
| \$75,000+ | 41 | 29 | 12 | 16 | 2 | 16 | 25 | 23 | 34 | 2 |
| \$50,000-\$75,000 | 32 | 33 | 17 | 15 | 3 | 12 | 27 | 22 | 35 | 4 |
| \$30,000-\$50,000 | 32 | 31 | 14 | 21 | 2 | 10 | 20 | 19 | 45 | 6 |
| \$20,000-\$30,000 | 27 | 29 | 20 | 22 | 2 | 6 | 19 | 15 | 54 | 6 |
| <\$20,000 | 24 | 32 | 18 | 22 | 4 | 6 | 18 | 13 | 56 | 7 |
| Region | | | | | | | | | | |
| East | 41 | 28 | 12 | 17 | 2 | 11 | 24 | 19 | 42 | 4 |
| Midwest | 32 | 29 | 19 | 17 | 3 | 9 | 23 | 18 | 43 | 7 |
| South | 28 | 31 | 16 | 21 | 4 | 9 | 20 | 19 | 46 | 6 |
| West | 27 | 29 | 15 | 26 | 3 | 11 | 18 | 17 | 50 | 4 |
| Party ID | | | | | | | | | | |
| Republican | 29 | 29 | 16 | 23 | 3 | 7 | 23 | 20 | 45 | 5 |
| Democrat | 37 | 30 | 14 | 16 | 3 | 13 | 20 | 20 | 40 | 7 |
| Independent | 30 | 31 | 16 | 21 | 2 | 8 | 21 | 18 | 48 | 5 |
| Registered Voter | | | | | | | | | | |
| Yes | 35 | 29 | 16 | 17 | 3 | 10 | 22 | 18 | 44 | 6 |
| No | 20 | 32 | 15 | 28 | 5 | 8 | 19 | 20 | 48 | 5 |
| Likely Voter | | | | | | | | | | |
| Yes | 36 | 30 | 15 | 16 | 3 | 12 | 22 | 18 | 43 | 5 |
| No | 24 | 29 | 18 | 25 | 4 | 6 | 20 | 19 | 49 | 6 |

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

Question: How often, if ever, do you learn something about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (ITEM) — regularly, sometimes, hardly ever, or never?

SOURCES OF CAMPAIGN INFORMATION

| | <i>The Internet</i> | | | | | <i>Websites of News Organizations such as CNN.com, New York Times.com or local newspaper's and TV stations' websites</i> | | | | |
|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|--|-----------------------|-----------------------|-----------------------|-----------------|
| | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>ever</u> | Never <u>Never</u> | Don't <u>read</u> | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>ever</u> | Never <u>Never</u> | DK <u>DK</u> |
| | % | % | % | % | % | % | % | % | % | % |
| Total | 13 | 20 | 10 | 50 | 7=100 | 11 | 17 | 10 | 55 | 7=100 |
| Sex | | | | | | | | | | |
| Male | 17 | 21 | 12 | 44 | 6 | 14 | 18 | 12 | 48 | 8 |
| Female | 10 | 19 | 9 | 56 | 6 | 9 | 16 | 8 | 61 | 6 |
| Race | | | | | | | | | | |
| White | 13 | 18 | 11 | 51 | 7 | 9 | 16 | 9 | 58 | 8 |
| Non-white | 14 | 25 | 11 | 45 | 5 | 18 | 23 | 10 | 44 | 5 |
| Black | 11 | 30 | 10 | 46 | 4 | 16 | 25 | 11 | 43 | 5 |
| Hispanic* | 12 | 20 | 10 | 52 | 6 | 8 | 28 | 8 | 53 | 3 |
| Age | | | | | | | | | | |
| Under 30 | 20 | 24 | 12 | 39 | 5 | 15 | 16 | 15 | 49 | 5 |
| 30-49 | 16 | 24 | 9 | 48 | 3 | 13 | 21 | 8 | 54 | 4 |
| 50-64 | 11 | 16 | 14 | 54 | 5 | 10 | 17 | 9 | 58 | 6 |
| 65+ | 3 | 8 | 7 | 64 | 18 | 5 | 10 | 7 | 58 | 20 |
| Education | | | | | | | | | | |
| College Grad. | 22 | 29 | 15 | 32 | 2 | 20 | 19 | 13 | 44 | 4 |
| Some College | 15 | 21 | 13 | 48 | 3 | 11 | 16 | 10 | 58 | 5 |
| High School or less | 8 | 14 | 7 | 61 | 10 | 7 | 16 | 7 | 59 | 11 |
| Family Income | | | | | | | | | | |
| \$75,000+ | 23 | 27 | 11 | 36 | 3 | 19 | 21 | 13 | 43 | 4 |
| \$50,000-\$75,000 | 18 | 25 | 16 | 38 | 3 | 14 | 16 | 14 | 51 | 5 |
| \$30,000-\$50,000 | 13 | 22 | 10 | 52 | 3 | 12 | 21 | 9 | 53 | 5 |
| \$20,000-\$30,000 | 8 | 10 | 11 | 64 | 7 | 7 | 13 | 6 | 64 | 10 |
| <\$20,000 | 9 | 14 | 4 | 61 | 12 | 6 | 15 | 4 | 64 | 11 |
| Region | | | | | | | | | | |
| East | 14 | 20 | 11 | 49 | 6 | 14 | 15 | 9 | 57 | 5 |
| Midwest | 10 | 22 | 10 | 52 | 6 | 8 | 15 | 13 | 56 | 8 |
| South | 14 | 18 | 10 | 51 | 7 | 11 | 20 | 9 | 52 | 8 |
| West | 16 | 21 | 10 | 48 | 5 | 12 | 17 | 7 | 57 | 7 |
| Party ID | | | | | | | | | | |
| Republican | 12 | 18 | 12 | 52 | 6 | 8 | 16 | 10 | 59 | 7 |
| Democrat | 12 | 20 | 11 | 51 | 6 | 13 | 19 | 10 | 51 | 7 |
| Independent | 17 | 22 | 10 | 44 | 7 | 13 | 18 | 10 | 53 | 6 |
| Registered Voter | | | | | | | | | | |
| Yes | 14 | 20 | 11 | 49 | 6 | 12 | 17 | 9 | 55 | 7 |
| No | 11 | 19 | 10 | 52 | 8 | 8 | 18 | 11 | 55 | 8 |
| Likely Voter | | | | | | | | | | |
| Yes | 14 | 22 | 11 | 48 | 5 | 14 | 19 | 9 | 51 | 7 |
| No | 12 | 17 | 9 | 54 | 8 | 6 | 15 | 10 | 61 | 8 |

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

Question: 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.

SOURCES OF CAMPAIGN INFORMATION

| | <i>Public television news shows such as The NewsHour with Jim Lehrer...</i> | | | | | <i>National Public Radio</i> | | | | |
|-------------------------|---|-----------------------|-----------------------|-----------------------|-----------------------|------------------------------|-----------------------|-----------------------|------------------------|------------------------|
| | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>ever</u> | Never <u>Watch</u> | Don't <u>Watch</u> | Regu- <u>larly</u> | Some- <u>times</u> | Hardly <u>ever</u> | Never <u>Listen</u> | Don't <u>Listen</u> |
| | % | % | % | % | % | % | % | % | % | % |
| Total | 11 | 22 | 13 | 47 | 7=100 | 14 | 21 | 12 | 48 | 5=100 |
| Sex | | | | | | | | | | |
| Male | 13 | 23 | 15 | 41 | 8 | 16 | 21 | 12 | 45 | 6 |
| Female | 9 | 21 | 12 | 52 | 6 | 11 | 22 | 12 | 50 | 5 |
| Race | | | | | | | | | | |
| White | 11 | 21 | 12 | 49 | 7 | 13 | 22 | 12 | 47 | 6 |
| Non-white | 11 | 26 | 16 | 40 | 7 | 14 | 19 | 13 | 49 | 5 |
| Black | 14 | 27 | 17 | 36 | 6 | 12 | 21 | 12 | 49 | 6 |
| Hispanic* | 7 | 25 | 18 | 44 | 6 | 12 | 20 | 12 | 52 | 4 |
| Age | | | | | | | | | | |
| Under 30 | 7 | 18 | 12 | 57 | 6 | 10 | 26 | 13 | 47 | 4 |
| 30-49 | 10 | 23 | 14 | 48 | 5 | 15 | 22 | 11 | 49 | 3 |
| 50-64 | 14 | 22 | 15 | 44 | 5 | 15 | 18 | 13 | 48 | 6 |
| 65+ | 15 | 22 | 12 | 36 | 15 | 12 | 17 | 13 | 45 | 13 |
| Education | | | | | | | | | | |
| College Grad. | 15 | 26 | 16 | 40 | 3 | 24 | 21 | 15 | 38 | 2 |
| Some College | 7 | 24 | 14 | 48 | 7 | 10 | 23 | 11 | 51 | 5 |
| High School or less | 10 | 19 | 12 | 50 | 9 | 10 | 20 | 11 | 51 | 8 |
| Family Income | | | | | | | | | | |
| \$75,000+ | 13 | 29 | 14 | 40 | 4 | 20 | 23 | 11 | 42 | 4 |
| \$50,000-\$75,000 | 11 | 19 | 16 | 52 | 2 | 13 | 27 | 15 | 44 | 1 |
| \$30,000-\$50,000 | 10 | 20 | 13 | 53 | 4 | 13 | 20 | 13 | 50 | 4 |
| \$20,000-\$30,000 | 14 | 19 | 11 | 50 | 6 | 9 | 22 | 11 | 54 | 4 |
| <\$20,000 | 9 | 20 | 16 | 45 | 10 | 12 | 18 | 13 | 49 | 8 |
| Region | | | | | | | | | | |
| East | 14 | 24 | 14 | 43 | 5 | 17 | 23 | 10 | 46 | 4 |
| Midwest | 10 | 24 | 13 | 46 | 7 | 11 | 19 | 16 | 48 | 6 |
| South | 11 | 20 | 13 | 49 | 7 | 14 | 21 | 11 | 49 | 5 |
| West | 9 | 19 | 14 | 50 | 8 | 14 | 21 | 13 | 46 | 6 |
| Party ID | | | | | | | | | | |
| Republican | 9 | 19 | 15 | 52 | 5 | 10 | 20 | 13 | 53 | 4 |
| Democrat | 15 | 23 | 14 | 42 | 6 | 15 | 22 | 12 | 46 | 5 |
| Independent | 8 | 24 | 13 | 47 | 8 | 16 | 22 | 12 | 43 | 7 |
| Registered Voter | | | | | | | | | | |
| Yes | 11 | 23 | 14 | 45 | 7 | 14 | 21 | 13 | 47 | 5 |
| No | 9 | 19 | 11 | 54 | 7 | 13 | 21 | 11 | 49 | 6 |
| Likely Voter | | | | | | | | | | |
| Yes | 13 | 25 | 14 | 42 | 6 | 15 | 23 | 12 | 46 | 4 |
| No | 7 | 18 | 13 | 54 | 8 | 11 | 18 | 13 | 51 | 7 |

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

Question: 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.

SOURCES OF CAMPAIGN INFORMATION

| | <i>Comedy Shows such as Sat. Night Live and The Daily Show</i> | | | | | <i>Late Night TV shows such as David Letterman and Jay Leno</i> | | | | |
|-------------------------|--|----------------------------|----------------------------|----------------------------|----------------------------|---|----------------------------|----------------------------|----------------------------|----------------------------|
| | Regu- <u>larly</u> % | Some- <u>times</u> % | Hardly <u>ever</u> % | Never <u>watch</u> % | Don't <u>watch</u> % | Regu- <u>larly</u> % | Some- <u>times</u> % | Hardly <u>ever</u> % | Never <u>watch</u> % | Don't <u>watch</u> % |
| Total | 8 | 18 | 12 | 55 | 7=100 | 9 | 19 | 20 | 46 | 6=100 |
| Sex | | | | | | | | | | |
| Male | 10 | 19 | 15 | 49 | 7 | 10 | 18 | 23 | 43 | 6 |
| Female | 7 | 17 | 9 | 60 | 7 | 8 | 19 | 18 | 49 | 6 |
| Race | | | | | | | | | | |
| White | 7 | 16 | 12 | 58 | 7 | 8 | 18 | 21 | 47 | 6 |
| Non-white | 11 | 28 | 11 | 42 | 8 | 13 | 23 | 18 | 38 | 8 |
| Black | 7 | 29 | 10 | 45 | 9 | 14 | 19 | 17 | 43 | 7 |
| Hispanic* | 16 | 24 | 13 | 41 | 6 | 12 | 30 | 17 | 36 | 5 |
| Age | | | | | | | | | | |
| Under 30 | 21 | 29 | 12 | 34 | 4 | 13 | 31 | 17 | 33 | 6 |
| 30-49 | 6 | 21 | 13 | 55 | 5 | 7 | 20 | 24 | 46 | 3 |
| 50-64 | 5 | 9 | 11 | 70 | 5 | 7 | 8 | 21 | 58 | 6 |
| 65+ | 2 | 9 | 12 | 60 | 17 | 9 | 14 | 16 | 47 | 14 |
| Education | | | | | | | | | | |
| College Grad. | 5 | 20 | 16 | 56 | 3 | 7 | 18 | 25 | 48 | 2 |
| Some College | 8 | 23 | 11 | 54 | 4 | 7 | 19 | 23 | 46 | 5 |
| High School or less | 10 | 15 | 11 | 54 | 10 | 11 | 19 | 16 | 46 | 8 |
| Family Income | | | | | | | | | | |
| \$75,000+ | 6 | 21 | 13 | 56 | 4 | 9 | 17 | 19 | 50 | 5 |
| \$50,000-\$75,000 | 8 | 17 | 15 | 56 | 4 | 6 | 18 | 28 | 44 | 4 |
| \$30,000-\$50,000 | 10 | 20 | 10 | 53 | 7 | 7 | 20 | 22 | 48 | 3 |
| \$20,000-\$30,000 | 7 | 17 | 12 | 55 | 9 | 8 | 15 | 24 | 46 | 7 |
| <\$20,000 | 8 | 20 | 12 | 53 | 7 | 12 | 23 | 17 | 41 | 7 |
| Region | | | | | | | | | | |
| East | 8 | 20 | 11 | 55 | 6 | 9 | 17 | 22 | 45 | 7 |
| Midwest | 9 | 20 | 14 | 50 | 7 | 8 | 22 | 22 | 42 | 6 |
| South | 8 | 16 | 12 | 56 | 8 | 9 | 18 | 18 | 48 | 7 |
| West | 8 | 19 | 12 | 56 | 5 | 8 | 17 | 20 | 51 | 4 |
| Party ID | | | | | | | | | | |
| Republican | 5 | 15 | 11 | 65 | 4 | 8 | 15 | 23 | 50 | 4 |
| Democrat | 10 | 19 | 12 | 51 | 8 | 10 | 21 | 19 | 43 | 4 |
| Independent | 10 | 21 | 14 | 49 | 6 | 8 | 22 | 20 | 45 | 5 |
| Registered Voter | | | | | | | | | | |
| Yes | 7 | 17 | 12 | 57 | 7 | 8 | 18 | 20 | 48 | 6 |
| No | 11 | 23 | 11 | 48 | 7 | 10 | 22 | 21 | 41 | 6 |
| Likely Voter | | | | | | | | | | |
| Yes | 10 | 21 | 14 | 49 | 6 | 10 | 22 | 20 | 42 | 6 |
| No | 5 | 15 | 10 | 63 | 7 | 6 | 14 | 21 | 52 | 7 |

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

Question: 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.

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
In association with
PEW INTERNET AND AMERICAN LIFE PROJECT

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 | May, 1990 | 41 | 54 | 5=100 |
| December, 2003 | 44 | 47 | 9=100 | January, 1989 | 45 | 50 | 5=100 |
| October, 2003 | 38 | 56 | 6=100 | September, 1988 (RVs) | 50 | 45 | 5=100 |
| August, 2003 | 40 | 53 | 7=100 | May, 1988 | 41 | 54 | 5=100 |
| April, 2003 ² | 50 | 41 | 9=100 | January, 1988 | 39 | 55 | 6=100 |
| January, 2003 | 44 | 50 | 6=100 | | | | |
| September, 2002 ³ | 41 | 55 | 4=100 | | | | |
| Late August, 2002 | 47 | 44 | 9=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 | | | | |
| November, 1991 | 34 | 61 | 5=100 | | | | |
| Late Feb, 1991 (Gallup) | 66 | 31 | 3=100 | | | | |
| August, 1990 | 47 | 48 | 5=100 | | | | |

² Asked April 8, 2003 only; N=395.

³ 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 Closely | Fairly Closely | Not too Closely | Not at all Closely | DK/Ref |
|----------------------------|--------------|----------------|-----------------|--------------------|--------|
| 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 ⁴ | 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 |

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 2000 | Feb 2000 | Jan 2000 | Sept 1996 | April 1996 | Feb 1996 | Sept 1992 | Jun 1992 | May 1992 | March 1992 | Feb 1992 |
|-------------------|-----------|----------|----------|-----------|------------|----------|-----------|----------|----------|------------|----------|
| 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.) |

⁴ 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."

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 |
| <u>1</u> | 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]**

| <u>Total</u> | <u>RV</u> | | <i>Registered Voters</i> | |
|--------------|-----------|---|--------------------------|---------------------------------|
| | | | Nov <u>2003</u> | Jan ⁵ <u>2000</u> |
| 45 | 51 | Very likely | 45 | 77 |
| 15 | 13 | Somewhat likely | 16 | 11 |
| 9 | 8 | Not too likely | 11 | 3 |
| 26 | 24 | Not at all likely | 21 | 5 |
| * | * | No primary (VOL.) | 1 | 1 |
| 3 | 2 | Not sure if eligible/Not eligible to participate (VOL.) | 3 | -- |
| <u>2</u> | <u>2</u> | Don't know/Refused (VOL.) | <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 ⁶ (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 |

⁵ 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?"

⁶ 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 VOTE'
[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]:

| | | Oct |
|----------|--|-------------|
| | | <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 |

- 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)**

| | Heard <u>A Lot</u> | Heard <u>Something</u> | Never <u>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
63 Don't know
 100

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

26 Yes, named Richard Gephardt
 7 No, other incorrect
67 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
8 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 ⁸ | 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 ⁹ | 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 |

⁸ In January 2000 the item was worded, "Cable news networks such as CNN and MSNBC."

⁹ In January 2000 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 1992¹⁰</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 | |
| 5 | Cable news (unspecified) | 11 |
| 4 | Late night comedy shows | 10 |
| 3 | Talk news programs | 6 |
| 2 | Network evening news | 5 |
| 2 | Sunday morning news shows | 5 |
| 2 | Weekday morning news shows | 4 |
| 1 | TV news magazines | 2 |
| 2 | Other | 5 |
| 25 | Don't remember where | 56 |
| 54 | No | |
| <u>*</u> | Don't know | |
| 100 | | |
| 10 | NET: Broadcast network programs | 23 |
| 9 | NET: Cable network programs | 20 |
| (N=738) | | |

¹⁰ 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 | 10 | 21 | 18 | 45 | 6=100 |
| January, 2000 | 15 | 26 | 13 | 39 | 7=100 |
| b. Your daily newspaper | 31 | 30 | 16 | 20 | 3=100 |
| January, 2000 | 40 | 26 | 10 | 16 | 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 --- | | | | | | <u>DON'T GO ONLINE FOR NEWS</u> | <u>Don't Know</u> |
|--------------------------------|-------------------------------------|--|-----------------------------|--------------------------------------|--------------------------------------|------------------------------|--|------------------------------|
| | <u>YES</u> | <i>More than once <u>a day</u></i> | <i>Every <u>day</u></i> | <i>3-5 days <u>/week</u></i> | <i>1-2 days <u>/week</u></i> | <i>Less <u>often</u></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
1 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?

| | Total | Internet Users | |
|----|--------|----------------|--------------------|
| | 11 | 18 | Yes |
| | 89 | 82 | No/Not online |
| | * | * | 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 | 0 | 0 | 0 |
| | 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 | 0 | 0 | 0 |
| | 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 | 0 | 0 | 0 |
| | 100 | 100 | 100 |
| d. Visit any of the candidates' campaign websites | | | |
| Yes | 5 | 8 | 25 |
| No/Not online | 95 | 92 | 75 |
| Don't Know | 0 | 0 | 0 |
| | 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 | 0 | 0 | 0 |
| | 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 ----- | | | | |
|----|--|----------------------------|------------------|-------------------|-----------|-----------|
| | | | <i>Within</i> | <i>Not within</i> | | |
| | | <u>TOTAL</u> | <u>last year</u> | <u>last year</u> | <u>No</u> | <u>DK</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 |