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**Did O.J. Do It?**  
**NETWORK NEWS VIEWING**  
**AND NEWSPAPER READING OFF**

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## **Did O.J. Do It?**

### **NETWORK NEWS VIEWING AND NEWSPAPER READING OFF**

Fewer people are reading newspapers and watching network television news these days. It is unclear whether this is a continuation of the long-term decline in audiences of both media, or whether it is a result of the O.J. Simpson trial, which has gripped the attention of a significant percentage of core news consumers.

The latest *Times Mirror Center* survey finds reported network broadcast news viewing down from 60% who said they watched "regularly" in May, 1993, to 48% now. Regular local television news watching experienced a much smaller drop, from 77% to 72%. Fewer reported reading newspapers "yesterday" (45%) compared to three previous Times Mirror surveys: in February, 1994, it was 58%; in January, 1994, 49%; and in March, 1991, 56%. Radio news listening was unchanged from earlier surveys.

While most Americans say they are following the coverage of the O.J. Simpson murder trial only fairly closely, in absolute terms a very large number of Americans -- slightly more than one in five -- seem O.J. obsessed, and they are ordinarily heavy consumers of all types of news media. An audience of 40 million people (24% of the adult public) say they are watching *all or most* of the live coverage. Most of these people say that they look forward to tuning into the trial each day and that they are getting their O.J. news from either CNN or Court TV.

Dedicated O.J. viewers -- those who look forward to tuning in each day -- are twice as likely as moderate O.J. followers to tune into CNN, and three times as likely to use Court TV to keep up with the proceedings.

However, not only the obsessed keep an eye on the trial. The Times Mirror poll of 1,819 adult Americans (March 22-26) found an even larger number of people (59%) saying they watched, read or heard some news about the trial the day before the survey interview. As it has come to dominate news coverage, the trial is virtually inescapable for those who follow news. Only 13% of TV news viewers claim to have seen *none* of the live coverage.

#### **News Consumption Habits**

The survey found little change in the particular news medium that respondents said they used "regularly:" 71% said newspapers, 82% said a TV news program, 65% said major network evening news, and 54% said radio news. But when respondents were asked about their news sources "yesterday," which gauges usage with more precision, consumption of most types of media was down: 61% said they watched TV news yesterday (compared to 74% one year ago); 47% said they listened to radio news yesterday; and 45% said they read a newspaper yesterday.

Some Americans got news from only television (21%) and some from only newspapers (9%), but the huge majority were regular users of *both* television and print media (62%). These dual users followed "very closely" virtually all of the major news stories of March, and were significantly more interested in serious news than the TV-only respondents. Compared to TV-only users, for example, twice as many dual users followed very closely news of the political and financial instability in Mexico and activities of the new Republican leaders of Congress. The major exception was the O.J. Simpson story: those who supplemented their TV-watching with newspapers were no more likely than TV-only viewers to follow that drama very closely.

The decline in watching TV news appears related primarily to a drop in network rather than local audiences. The fall-off in network news viewing was greater among women than men, among those in middle age, and among those living in the west. The drop in newspaper readership was greater among whites than non-whites and among those with less than a high school education. It was found among all age groups, but particularly striking is that only 28% of Americans under 30 years old now say they read a newspaper "yesterday," which is half the rate of those over 65.

### **About O.J.'s Audience**

The O.J. trial has clearly disrupted previous news consumption patterns around the country, and it has done so irregularly. For example, the proceedings in Los Angeles initially ran into early evening prime time on the East Coast; the live coverage disrupted network news shows and reduced their audiences. At the time of this survey, the trial was ending before prime time in the east. The lasting impact of the trial on news use is difficult to predict at this point. When those proceedings end, Times Mirror will conduct a larger and more comprehensive news use survey. Pending that, however, this interim report offers some data on the changing pattern of news consumption so far.

The O.J. audience includes a hard core of 24% who say they watched "almost all" of the live coverage of the proceedings (11%) or "a lot of it" (13%). Another 29% watched "some" of the live coverage, while the remaining 47% of respondents seemed to shun it, watching "hardly any of it" (31%) or none at all (16%). One in five respondents (19%) said they look forward to tuning into the live action each day. In profile, the hard core audience is made up almost two to one of women (63% vs. 37% men), and includes proportionately more non-whites than whites, Southerners, the less educated (high school graduates or less), and those who call themselves Democrats.

O.J. Simpson's huge audience consists mainly of television viewers. Slightly more than half (51%) got their O.J. news from television the day before the survey interview, while 13% read it in newspapers, 11% heard it on radio, and 2% read it in magazines. Among the television viewers, 21% watched network news, 19% watched local news, 15% watched CNN, 6% watched Court TV, and 3% watched some TV talk show. As noted above, those who look forward to tuning in to the unfolding drama -- who see the trial as a live soap opera, in effect -- are twice as likely to have watched it on CNN (32%) and three times more likely to have watched it on Court TV (15%) than are those who don't look forward to the coverage (vs. 16% and 5%, respectively).

The O.J. audience consists of persons who are much heavier consumers of all kinds of news compared to those who shun O.J. coverage. Of those who got some news about the trial "yesterday," 52% read a newspaper, while of those who got no news about the trial yesterday, only 34% read a paper on that day. A similar pattern was found also among radio news consumers, and was even more pronounced for television. Of those who got some O.J. news yesterday, 77% watched TV news that day, while among those who shunned O.J. news, only 39% tuned into TV news that day.

# TABLES

# NEWS CONSUMPTION

(By Demographics)

Percent Who "Regularly" Watch Or Listen To:

	<i>Network News</i>	<i>Local News</i>	<i>CNN</i>	<i>C-SPAN</i>	<i>NPR</i>
<b>Total</b>	48	72	30	8	15
<b>Sex</b>					
Male	47	69	33	9	18
Female	48	75	27	7	13
<b>Race</b>					
White	48	73	29	8	15
Non-white	44	68	33	9	14
<b>Age</b>					
Under 30	36	65	25	8	13
30-49	42	72	30	6	16
50-64	55	77	33	10	15
65+	70	77	31	11	16
<b>Education</b>					
College Grad.	45	67	32	9	22
Some College	51	74	38	9	14
High School Grad. < H.S. grad.	44	74	25	7	13
	52	72	26	8	14
<b>Family Income</b>					
\$50,000+	47	74	32	7	16
\$30,000-\$49,999	45	72	33	9	18
\$20,000-\$29,999	51	70	32	9	16
< \$20,000	48	74	24	7	13
<b>Region</b>					
East	48	66	24	8	16
Midwest	49	77	29	6	17
South	51	75	35	8	14
West	38	67	27	9	14
<b>Community Size</b>					
Large City	46	70	29	8	15
Suburb	47	75	34	8	17
Small City/Town	46	70	32	8	14
Rural Area	50	75	22	7	15
<b>Party ID</b>					
Republican	48	72	34	10	14
Democrat	51	77	33	9	16
Independent	44	68	23	5	17

Question: I'd like to know how often, if ever, you watch certain types of programs. For each that I read, tell me if you do it regularly, sometimes, hardly ever, or never.

Percent Who "Regularly" Watch Or Listen To:

	<i>Network News</i>	<i>Local News</i>	<i>CNN</i>	<i>C-SPAN</i>	<i>NPR</i>
<b><i>1992 Vote</i></b>					
Bush	54	77	32	10	16
Clinton	53	75	33	9	16
Perot	38	71	25	7	20
<b><i>1994 Vote</i></b>					
Republican	53	76	34	10	16
Democrat	60	79	34	12	16
Didn't Vote	39	68	26	5	14
<b><i>Presidential Approval</i></b>					
Approve	51	73	31	8	14
Disapprove	46	73	29	8	17
No Opinion	40	65	26	7	11
<b><i>GOP Leaders Approval</i></b>					
Approve	48	74	33	9	15
Disapprove	52	75	30	8	17
No Opinion	36	61	21	5	12
<b><i>Listens To Talk Radio</i></b>					
Regularly	50	69	33	14	34
Sometimes	56	76	35	10	15
Rarely/Never	44	71	27	6	12
<b><i>Watch Live Coverage of O.J.</i></b>					
Almost All	59	75	52	17	18
A lot	58	87	42	9	11
Some	52	75	33	7	13
Hardly Any/None/Dk	39	66	19	6	17
<b><i>News Source</i></b>					
TV and Papers	59	83	37	11	16
TV Only	44	77	25	4	10
Papers Only	15	34	10	2	22

# PROFILE OF NEWS CONSUMERS

## Read, Watch, Listen To Regularly:

	<u>News- papers</u>	<u>TV News</u>	<u>Radio News</u>	<u>Major Networks</u>
<b>Total</b>	71%	82%	54%	65%
<b>Sex</b>				
Male	49	46	48	43
Female	<u>51</u>	<u>54</u>	<u>52</u>	<u>57</u>
	100	100	100	100
<b>Race</b>				
White	86	85	87	86
Non-white	14	14	13	14
<b>Age</b>				
Under 30	21	21	20	20
30-49	43	40	44	36
50-64	19	20	20	21
65+	17	18	16	22
<b>Education</b>				
College Grad.	25	22	25	20
Some College	25	23	23	22
High School Grad.	36	38	36	39
< H.S. grad.	14	17	16	19
<b>Family Income</b>				
\$50,000+	25	22	25	20
\$30,000-\$49,999	28	26	28	25
\$20,000-\$29,999	17	16	16	17
< \$20,000	20	24	21	25
<b>Region</b>				
East	21	20	22	21
Midwest	25	25	27	23
South	34	35	32	38
West	20	20	19	18
<b>Community Size</b>				
Large City	18	18	18	18
Suburb	24	24	25	23
Small City/Town	37	36	35	36
Rural Area	21	21	21	23

*Question: Do you happen to read any daily newspaper or newspapers regularly? Do you happen to watch any TV news programs regularly or not? Do you listen to news on the radio regularly or not? We're interested in how often people watch the major TV network evening news programs... Do you happen to watch TV evening news programs regularly or not?*

## Read, Watch, Listen To Regularly:



	<u>News- papers</u>	<u>TV News</u>	<u>Radio News</u>	<u>Major Networks</u>
<b><i>Party ID</i></b>				
Republican	35	35	35	35
Democrat	29	30	28	31
Independent	32	31	33	30
<b><i>1992 Vote</i></b>				
Bush	25	25	27	24
Clinton	34	32	32	33
Perot	9	9	11	8
<b><i>1994 Vote</i></b>				
Republican	29	27	29	28
Democrat	22	22	21	23
Didn't Vote	47	51	49	49
<b><i>Presidential Approval</i></b>				
Approve	46	45	43	46
Disapprove	45	45	46	44
No Opinion	9	10	11	10
<b><i>GOP Leaders Approval</i></b>				
Approve	45	43	47	44
Disapprove	41	40	38	41
No Opinion	14	17	15	15
<b><i>Listens To Talk Radio</i></b>				
Regularly	13	12	18	11
Sometimes	24	24	29	25
Rarely/Never	63	64	53	64

## NEWSPAPER READERSHIP "YESTERDAY"

	<u>February 1994</u>		<u>March 1995</u>		<i>Difference In % Read Yesterday</i>
	<i>Yes, Read A Paper Yesterday</i>	<i>No, Didn't Read A Paper/ Don't Know</i>	<i>Yes, Read A Paper Yesterday</i>	<i>No, Didn't Read A Paper/ Don't Know</i>	
<b>Total</b>	58	42=100	45	55=100	-13
<b>Sex</b>					
Male	61	39=100	47	53=100	-14
Female	56	44=100	43	57=100	-13
<b>Race</b>					
White	61	39=100	47	53=100	-14
Non-white	42	58=100	34	66=100	-8
<b>Age</b>					
Under 30	39	61=100	28	72=100	-11
30-49	58	42=100	45	55=100	-13
50-64	67	33=100	55	45=100	-12
65+	74	26=100	55	45=100	-19
<b>Sex By Age</b>					
<u>18-29</u>					
Men	44	56=100	32	68=100	-12
Women	35	65=100	23	77=100	-12
<u>30-49</u>					
Men	61	39=100	48	52=100	-13
Women	56	44=100	43	57=100	-13
<u>50-64</u>					
Men	69	31=100	60	40=100	-9
Women	66	34=100	52	48=100	-14
<u>65+</u>					
Men	80	20=100	56	44=100	-24
Women	69	31=100	54	46=100	-15
<b>Education</b>					
College Grad.	71	29=100	62	38=100	-9
Some College	57	43=100	47	53=100	-10
High School Grad.	57	43=100	43	57=100	-14
< H.S. grad.	46	54=100	26	74=100	-20
<b>Family Income</b>					
\$50,000+	69	31=100	57	43=100	-12
\$30,000-\$49,999	64	36=100	48	52=100	-16
\$20,000-\$29,999	55	45=100	44	56=100	-11
< \$20,000	47	53=100	35	65=100	-12
<b>Region</b>					
East	61	39=100	50	50=100	-11
Midwest	60	40=100	45	55=100	-15
South	56	44=100	42	58=100	-14
West	57	43=100	44	56=100	-13

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

February 1994

March 1995

	<i>Yes, Read A Paper Yesterday</i>	<i>No, Didn't Read A Paper/ Don't Know</i>	<i>Yes, Read A Paper Yesterday</i>	<i>No, Didn't Read A Paper/ Don't Know</i>	<i>Difference In % Read Yesterday</i>
<i>Community Size</i>					
Large City	58	42=100	40	60=100	-18
Suburb	60	40=100	46	54=100	-14
Small City/Town	58	42=100	45	55=100	-13
Rural Area	58	42=100	47	53=100	-11
<i>Party ID</i>					
Republican	63	37=100	46	54=100	-17
Democrat	61	39=100	44	56=100	-17
Independent	54	46=100	44	56=100	-10

# NETWORK TV NEWS VIEWERSHIP

<i>Difference</i>	<i>May 1993</i>				<i>March 1995</i>				<i>In % Watched Regularly</i>
	<i>Regu- larly</i>	<i>Some- times</i>	<i>Hardly Ever</i>	<i>Never DK</i>	<i>Regu- larly</i>	<i>Some- times</i>	<i>Hardly Ever</i>	<i>Never Dk</i>	
<b>Total</b>	60	28	5	7=100	47	28	14	11=100	-13
<b>Sex</b>									
Male	57	30	6	7=100	47	26	15	12=100	-10
Female	62	27	5	6=100	48	29	14	9=100	-14
<b>Race</b>									
White	60	27	6	7=100	48	27	14	11=100	-12
Non-white	56	35	3	6=100	44	34	15	7=100	-12
<b>Age</b>									
Under 30	46	40	6	8=100	36	34	16	14=100	-10
30-49	56	31	6	7=100	42	29	19	10=100	-14
50-64	73	18	5	4=100	55	26	10	9=100	-18
65+	75	18	1	6=100	70	18	5	7=100	-5
<b>Sex By Age</b>									
<u>18-29</u>									
Men	45	41	7	7=100	37	35	14	14=100	-8
Women	46	39	6	9=100	34	34	19	13=100	-12
<u>30-49</u>									
Men	50	32	8	10=100	41	27	20	12=100	-9
Women	60	30	5	5=100	42	31	19	8=100	-18
<u>50-64</u>									
Men	70	21	4	5=100	50	27	12	11=100	-20
Women	75	16	6	3=100	60	24	8	8=100	-15
<u>65+</u>									
Men	81	14	2	3=100	77	12	5	6=100	-4
Women	70	21	0	9=100	65	22	5	8=100	-5
<b>Education</b>									
College Grad.	61	26	8	5=100	45	26	17	12=100	-16
Some College	60	28	6	6=100	51	24	17	8=100	-9
High School Grad.	58	30	4	8=100	44	30	15	11=100	-14
< H.S. grad.	60	29	3	8=100	52	29	9	10=100	-8
<b>Family Income</b>									
\$50,000+	65	25	6	4=100	47	25	19	9=100	-18
\$30,000-\$49,999	58	30	5	7=100	44	27	16	13=100	-14
\$20,000-\$29,999	54	32	8	6=100	51	29	12	8=100	-3
< \$20,000	62	27	4	7=100	48	30	13	9=100	-14
<b>Region</b>									
East	60	28	3	9=100	48	27	12	13=100	-12
Midwest	60	27	5	8=100	49	25	15	11=100	-11
South	60	29	6	5=100	51	29	14	6=100	-9
West	58	31	5	6=100	38	31	16	15=100	-20

*Question: How often do you watch the national nightly network news on CBS, ABC, or NBC? This is different from local news shows about the area where you live.*

<i>Difference</i>	<i>May 1993</i>				<i>March 1995</i>				<i>In % Watched Regularly</i>
	<i>Regu- larly</i>	<i>Some- times</i>	<i>Hardly Ever</i>	<i>Never DK</i>	<i>Regu- larly</i>	<i>Some- times</i>	<i>Hardly Ever</i>	<i>Never Dk</i>	
<i>Party ID</i>									
Republican	62	25	7	6=100	48	26	15	11=100	-12
Democrat	64	28	3	5=100	51	26	14	9=100	-13
Independent	57	29	6	8=100	44	31	14	11=100	-13
<i>1992 Vote</i>									
Bush	65	23	6	6=100	54	23	13	10=100	-11
Clinton	63	28	4	5=100	53	27	13	7=100	-10
Perot	61	23	8	8=100	38	36	17	9=100	-23
<i>Presidential Approval</i>									
Approve	60	30	4	6=100	51	28	13	8=100	-9
Disapprove	63	24	6	7=100	46	27	16	11=100	-17
No Opinion	51	35	5	9=100	40	28	15	17=100	-9
<i>Listens To Talk Radio</i>									
Regularly	68	20	6	6=100	50	27	15	8=100	-18
Sometimes	58	32	7	3=100	56	26	12	6=100	-2
Rarely/Never	58	29	5	8=100	44	29	15	12=100	-14

# NEWS SOURCES AND NEWS INTEREST

## NEWS SOURCES:

	<u>Read Newspapers and Watch TV News Regularly</u>	<u>Watch TV News (but no papers) Regularly</u>	<u>Read Papers (but no TV) Regularly</u>
<i>Total</i>	62%	21%	9%
<i>News Stories Followed "Very Closely":</i>			
Floods in California	42	36	24
Reports On Condition of U.S. Economy	33	18	23
Gas Attack On The Tokyo Subway	31	24	16
Activities Of New Republican Leaders	30	15	15
O.J. Simpson Trial	25	26	10
Drop In The Value Of The U.S. Dollar	28	16	17
Defeat Of The Balanced Budget Amendment	27	18	13
Financial And Political Instability In Mexico	15	7	12
Civil War In Bosnia	13	10	8

## "O.J.-AHOLICS" AND WHERE THEY GET THEIR NEWS ABOUT O.J.

*Each Day Do You Look Forward To Tuning  
Into the O.J. Simpson Trial Or Aren't You  
That Interested?*

	<i><u>Total Sample</u></i>	<i><u>Look Forward To Tuning In</u></i>	<i><u>Not That Interested/DK</u></i>
Total	100%	19%	33%
<i><b>Watched, Read or Listened To News About O.J. Simpson Trial Yesterday (Total)</b></i>	59%	73%	64%
<i><u>Source of News<sup>1</sup>:</u></i>			
Television	51	66	59
Network News	21	21	26
Local News	19	20	22
CNN	15	32	16
Court TV	6	15	5
TV Talk Show    3	6	3	
Other Program	5	10	5
Newspapers	13	19	14
Radio	11	11	10
Magazines	2	4	1
<i><b>Didn't Watch, Read or Listen To News About O.J. Yesterday or Don't Know</b></i>	<u>41</u> 100	<u>27</u> 100	<u>36</u> 100

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<sup>1</sup>Multiple responses were accepted.

# O.J.'S AUDIENCE

(Demographics)

## Viewing Of Live Coverage:

	<i>Almost All</i>	<i>A Lot</i>	<i>Some</i>	<i>Hardly Any/None</i>	<i>DK</i>
<b>Total</b>	11	13	29	47	*=100
<b>Sex</b>					
Male	9	10	31	50	*=100
Female	13	15	26	45	1=100
<b>Race</b>					
White	9	13	28	50	*=100
Non-white	20	13	35	32	*=100
<b>Age</b>					
Under 30	12	15	31	42	0=100
30-49	8	11	28	53	*=100
50-64	12	13	26	49	*=100
65+	15	12	31	41	1=100
<b>Education</b>					
College Grad.	4	8	27	61	*=100
Some College	10	13	27	50	*=100
High School Grad.	12	15	29	44	*=100
< H.S. grad.	18	14	33	34	1=100
<b>Family Income</b>					
\$50,000+	4	11	23	62	*=100
\$30,000-\$49,999	8	11	33	48	0=100
\$20,000-\$29,999	16	13	33	38	*=100
< \$20,000	17	16	28	39	*=100
<b>Region</b>					
East	12	9	25	54	*=100
Midwest	10	14	33	43	*=100
South	13	13	30	43	1=100
West	7	15	26	52	*=100
<b>Community Size</b>					
Large City	14	11	32	43	*=100
Suburb	11	14	27	48	0=100
Small City/Town	11	13	32	44	*=100
Rural Area	9	12	24	55	0=100
<b>Party ID</b>					
Republican	10	12	29	49	*=100
Democrat	16	14	31	39	*=100
Independent	9	11	28	52	*=100

Question: How much of the live coverage of the O.J. Simpson trial, if any, have you watched?



Viewing Of Live Coverage:

	<i>Almost All</i>	<i>A Lot</i>	<i>Some</i>	<i>Hardly Any/None</i>	<i>DK</i>
<b><i>1992 Vote</i></b>					
Bush	6	10	27	57	*=100
Clinton	12	14	29	45	*=100
Perot	4	9	28	59	0=100
<b><i>1994 Vote</i></b>					
Republican	7	10	28	55	0=100
Democrat	12	16	29	43	*=100
Didn't Vote	12	13	29	45	1=100
<b><i>Presidential Approval</i></b>					
Approve	12	14	29	45	*=100
Disapprove	10	12	28	50	*=100
No Opinion	9	11	31	48	1=100
<b><i>GOP Leaders Approval</i></b>					
Approve	10	11	27	52	0=100
Disapprove	14	15	28	43	*=100
No Opinion	10	12	33	44	1=100
<b><i>Listens To Talk Radio</i></b>					
Regularly	11	12	32	45	0=100
Sometimes	12	16	32	39	1=100
Rarely/Never	11	11	27	51	*=100
<b><i>News Source</i></b>					
TV and Papers	13	14	29	44	*=100
TV Only	10	16	30	43	1=100
Papers Only	3	4	26	67	0=100
<b><i>Media Usage Yesterday</i></b>					
Read Paper	10	12	28	50	*=100
Watched TV News	13	14	31	42	*=100
Listened to Radio News	9	12	27	52	0=100
<b><i>"Regular" Media Usage</i></b>					
National Network TV News	14	15	32	39	*=100
Local News	12	15	30	43	*=100
CNN	19	18	32	31	0=100
Cspan	24	15	27	34	0=100
NPR	13	9	24	54	0=100
<b><i>Interest In O.J. (Q.12)</i></b>					
Look forward to tuning in	39	37	24	0	0=100
Not that interested/DK	11	17	72	0	0=100

# O.J.'S AUDIENCE

(Profile)

## Viewing Of Live Coverage:

	<i>Almost All</i>	<i>A Lot</i>	<i>Some</i>	<i>Hardly Any/None</i>
<b>Total</b>	11	13	29	47
<b>Sex</b>				
Male	37	37	52	50
Female	<u>63</u>	<u>63</u>	<u>48</u>	<u>50</u>
	100	100	100	100
<b>Race</b>				
White	74	85	83	90
Non-white	26	14	17	10
<b>Age</b>				
Under 30	26	28	25	21
30-49	30	35	39	45
50-64	21	20	16	19
65+	23	17	18	15
<b>Education</b>				
College Grad.	8	13	20	28
Some College	21	23	21	24
High School Grad.	43	44	39	36
< H.S. grad.	28	20	20	12
<b>Family Income</b>				
\$50,000+	7	19	17	28
\$30,000-\$49,999	20	22	30	27
\$20,000-\$29,999	24	18	19	13
< \$20,000	36	31	23	20
<b>Region</b>				
East	22	15	18	24
Midwest	23	27	28	22
South	42	35	35	31
West	13	23	19	23
<b>Community Size</b>				
Large City	23	16	20	16
Suburb	24	26	22	24
Small City/Town	36	37	40	34
Rural Area	17	21	18	25
<b>Party ID</b>				
Republican	32	33	35	37
Democrat	41	33	30	23
Independent	25	29	31	36

Question: How much of the live coverage of the O.J. Simpson trial, if any, have you watched?

Viewing Of Live Coverage:

	<i>Almost All</i>	<i>A Lot</i>	<i>Some</i>	<i>Hardly Any/None</i>
<b><i>1992 Vote</i></b>				
Bush	13	19	22	28
Clinton	35	34	30	29
Perot	4	7	9	11
<b><i>1994 Vote</i></b>				
Republican	17	20	25	31
Democrat	23	25	20	18
Didn't Vote	60	55	54	50
<b><i>Presidential Approval</i></b>				
Approve	50	49	44	41
Disapprove	40	41	44	47
No Opinion	10	10	12	12
<b><i>GOP Leaders Approval</i></b>				
Approve	37	38	41	48
Disapprove	47	45	38	35
No Opinion	16	17	21	17
<b><i>Listens To Talk Radio</i></b>				
Regularly	11	11	13	11
Sometimes	25	30	26	20
Rarely/Never	64	59	61	69
<b><i>News Source</i></b>				
TV and Papers	70	67	63	58
TV Only	19	27	22	19
Papers Only	3	3	8	13
<b><i>Media Usage Yesterday</i></b>				
Read Paper	39	43	44	47
Watched TV News	71	67	66	55
Listened to Radio News	37	43	44	52
<b><i>"Regular" Media Usage</i></b>				
National Network TV News	59	58	52	39
Local News	75	87	75	66
CNN	52	42	33	19
Cspan	17	9	7	6
NPR	18	11	13	17
<b><i>Interest In O.J. (Q.12)</i></b>				
Look forward to tuning in	66	56	16	0
Not that interested/DK	34	44	84	0

## NEWS CONSUMPTION YESTERDAY OF O.J. VIEWERS VS. NON-VIEWERS

	<i>Total Sample</i>	<i>Did You Happen To Watch, Read, Or Hear Any News About The O.J. Simpson Trial Yesterday?</i>	
		<u><i>Yes</i></u>	<u><i>No/Dk</i></u>
<b><i>Total</i></b>	100%	59%	41%
 <b><i>News Consumption Yesterday</i></b>			
<b><i>Read A Newspaper</i></b>	45	52	34
Less than 15 minutes	9	10	8
15-29 minutes	14	17	10
30 minutes or more	22	25	16
Didn't Read/Don't know	<u>55</u>	<u>48</u>	<u>66</u>
	100	100	100
<b><i>Watched TV News</i></b>	61	77	39
Less than 1 hour	34	42	24
1 hour or more	27	35	15
Didn't Watch/Don't know	<u>39</u>	<u>23</u>	<u>61</u>
	100	100	100
<b><i>Listened To Radio News</i></b>	47	52	39
Less than 30 minutes	28	30	26
30 minutes or more	19	22	13
Didn't Listen/Don't know	<u>53</u>	<u>48</u>	<u>61</u>
	100	100	100

# **SURVEY METHODOLOGY**

## ABOUT THIS SURVEY

The survey results are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,819 adults, 18 years of age or older, during the period March 22-26, 1995. For results 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 2.5 percentage points. For results based on Form 1 (N=909) or Form 2 (N=910), the error attributable to sampling is plus or minus 3.5 percentage points.

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

## SURVEY METHODOLOGY IN DETAIL

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

The telephone exchanges were selected with probabilities proportional to their size. The first eight digits of the sampled telephone numbers (area code, telephone exchange, bank number) were selected to be proportionally stratified by county and by telephone exchange within county. That is, the number of telephone numbers randomly sampled from within a given county is proportional to that county's share of telephone households in the U.S. Estimates of the number of telephone households within each county are derived from 1990 Census data on residential telephone incidence that have been updated with state-level information on new telephone installations and county-level projections of the number of households. Only working banks of telephone numbers are selected. A working bank is defined as 100 contiguous telephone numbers containing three or more residential listings.

The sample was released for interviewing in replicates. Using replicates to control the release of sample to the field ensures that the complete call procedures are followed for the entire sample.

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

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

The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 1992). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone.

The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters. After an optimum sample balancing solution is reached, the weights were constrained to fall within the range of 1 to 5. This constraint is useful to ensure that individual respondents do not exert an inordinate effect on the survey's overall results.



# **THE QUESTIONNAIRE**

**TIMES MIRROR CENTER FOR THE PEOPLE AND THE PRESS**  
**NEWS INTEREST INDEX - MARCH 1995**  
**FINAL COMPLETE TOPLINE**  
**March 22 - 26, 1995**  
**N=1,819**

INTRODUCTION: Hello, I am \_\_\_\_\_ calling from Princeton Survey Research Associates from Princeton, New Jersey. We are conducting a telephone opinion survey for leading newspapers and tv stations around the country. I'd like to ask a few questions of the youngest male, 18 years of age or older, who is now at home (IF NO MALE, ASK: May I please speak with the oldest female, 18 years of age or older, who is now at home?)

**ASK ALL:**  
**MY FIRST QUESTION IS...**

**ASK ALL:**

Q.4a Do you happen to read any daily newspaper or newspapers regularly?

		<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>	<u>Feb</u> <u>1994</u>	<u>Jan</u> <u>1994</u>	<u>June</u> <u>1992</u>	<u>July</u> <u>1991</u>	<u>May</u> <u>1991</u>	<u>Jan</u> <u>1991</u>	<u>Nov</u> <u>1990</u>	<u>Oct</u> <u>1990</u>	<u>July</u> <u>1990</u>	<u>May</u> <u>1990</u>
71	Yes	73	74	70	71	75	73	70	72	74	72	71	71
29	No	27	26	30	29	25	27	30	27	26	28	29	29
<u>*</u> <u>100</u>	Don't know	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>0</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>1</u> <u>100</u>	<u>0</u> <u>100</u>	<u>0</u> <u>100</u>	<u>0</u> <u>100</u>	<u>0</u> <u>100</u>

Q.4b Do you happen to watch any TV news programs regularly or not?

		<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>	<u>Feb</u> <u>1994</u>	<u>Jan</u> <u>1994</u>	<u>June</u> <u>1992</u>	<u>July</u> <u>1991</u>	<u>May</u> <u>1991</u>	<u>Jan</u> <u>1991</u>	<u>Nov</u> <u>1990</u>	<u>Oct</u> <u>1990</u>	<u>July</u> <u>1990</u>	<u>May</u> <u>1990</u>
82	Yes	81	81	84	85	85	84	84	88	80	81	81	80
18	No	19	19	16	15	15	16	16	12	20	19	19	20
<u>*</u> <u>100</u>	Don't know	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>0</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>0</u> <u>100</u>	<u>0</u> <u>100</u>	<u>0</u> <u>100</u>

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

		<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>	<u>Feb</u> <u>1994</u>	<u>Jan</u> <u>1994</u>	<u>June</u> <u>1992</u>	<u>July</u> <u>1991</u>	<u>May</u> <u>1991</u>	<u>Jan</u> <u>1991</u>	<u>Nov</u> <u>1990</u>	<u>Oct</u> <u>1990</u>	<u>July</u> <u>1990</u>	<u>May</u> <u>1990</u>
54	Yes	51	52	53	52	54	53	53	55	55	54	55	56
46	No	49	48	47	48	46	47	47	45	45	46	45	44
$\frac{*}{100}$	Don't know	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{0}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{*}{100}$

Q.5 We're interested in how often people watch the major TV network evening news programs -- by this we mean ABC World News Tonight with Peter Jennings, CBS Evening News with Dan Rather and Connie Chung, and NBC Nightly News with Tom Brokaw. Do you happen to watch TV evening news programs regularly or not?

		<u>May</u> <u>1990</u>	<u>Aug</u> <u>1989</u>	<u>May</u> <u>1987</u>
65	Yes	67	67	71
35	No	32	33	28
$\frac{*}{100}$	Don't know/Refused	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{1}{100}$

Q.6 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely. **(READ AND ROTATE LIST)** How closely did you follow news stories about... **(READ SCALE IF NECESSARY)?**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK</u>
a. The civil war in Bosnia	11	27	36	25	1=100
February, 1995	8	33	32	26	1=100
December, 1994	13	37	32	18	*=100
October, 1994	13	35	29	22	1=100
September, 1994	9	29	39	23	*=100
June, 1994	12	28	37	22	1=100
May, 1994	18	37	26	18	1=100
January, 1994	12	31	32	25	*=100
Early January, 1994	15	38	30	17	*=100
December, 1993	15	32	31	21	1=100
October, 1993	16	36	30	17	1=100
September, 1993	15	32	32	20	1=100
Early September, 1993	17	38	26	19	*=100
August, 1993	19	37	25	18	1=100
May, 1993	23	34	28	13	2=100
February, 1993	15	32	33	20	*=100
January, 1993	15	33	30	22	*=100
September, 1992	10	27	31	31	1=100
b. Reports about the condition of the U.S. economy	27	45	19	9	*=100
February, 1995	23	41	22	13	1=100
December, 1994	28	43	20	9	*=100
October, 1994	27	40	20	12	1=100
June, 1994	25	42	23	10	*=100
May, 1994	33	40	16	10	1=100
January, 1994	34	39	16	10	1=100
Early January, 1994	36	44	13	7	*=100
December, 1993	35	41	15	8	1=100
October, 1993	33	38	20	9	*=100
September, 1993	37	40	14	8	1=100
Early September, 1993	39	39	14	9	*=100
August, 1993	41	36	14	9	*=100
May, 1993	37	38	18	6	1=100
February, 1993	49	36	10	5	*=100
January, 1993	42	39	12	7	*=100
September, 1992	43	37	13	6	*=100
May, 1992	39	39	15	6	1=100
March, 1992	47	38	11	4	*=100
February, 1992	47	37	10	6	*=100
January, 1992	44	40	11	5	*=100
October, 1991	36	38	16	9	1=100

**Q.6 con't . . .**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK</u>
c. The O.J. Simpson trial	23	30	23	23	1=100
February, 1995	23	33	24	19	1=100
December, 1994	23	29	25	22	1=100
October, 1994	25	32	24	17	2=100
September, 1994	30	33	22	15	*=100
June, 1994 <sup>2</sup>	48	29	16	6	1=100
d. The defeat in Congress of the Balanced Budget Amendment	22	35	24	19	*=100
February, 1995 <sup>3</sup>	12	31	28	28	1=100
e. The activities of the new Republican leaders in Congress	23	38	22	17	*=100
February, 1995	19	32	23	26	*=100
f. The financial and political instability in Mexico	12	28	30	29	1=100
g. The floods in California	37	40	18	5	*=100
h. The drop in the value of the American dollar	23	34	25	17	1=100
i. The gas attack on the Tokyo subway	26	38	19	16	1=100

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<sup>2</sup> In previous month story was listed as "The arrest of O.J. Simpson for the alleged murder of his former wife and a male companion."

<sup>3</sup> In previous month story was listed as "The debate in Congress over the Balanced Budget Amendment."

**ON A DIFFERENT SUBJECT...**Q.7a Did you get a chance to read a daily newspaper yesterday or not?**IF ANSWERED 'YES' IN Q.7A, ASK:**

Q.7b About how much time did you spend reading a daily newspaper yesterday?

		<u>Feb</u> <u>1994</u>	<u>Jan</u> <u>1994</u>	<u>March</u> <u>1991</u>	<u>Gallup</u> <u>1965</u>
45	Read the paper	58	49	56	71
9	Less than 15 min.	7	7	n/a	n/a
14	15-29 min.	15	15	n/a	n/a
16	30-59 min.	21	17	n/a	n/a
6	1 hour or more	14	10	n/a	n/a
0	Don't know	1	*	n/a	n/a
55	Didn't read paper	42	50	44	29
<u>*</u> <u>100</u>	Don't know	<u>0</u> <u>100</u>	<u>1</u> <u>100</u>	<u>*</u> <u>100</u>	<u>0</u> <u>100</u>

**ASK ALL:**Q.8a Did you watch the news or a news program on television yesterday?**IF ANSWERED 'YES' IN Q.8A, ASK:**

Q.8b About how much time did you spend watching the news or any news programs on TV yesterday?

		<u>Feb</u> <u>1994</u>	<u>Jan</u> <u>1994</u>	<u>March</u> <u>1991</u>	<u>Gallup</u> <u>1965</u>
61	Watched TV News	74	72	68	55
4	Less than 15 min.	3	3	n/a	n/a
9	15-29 min.	8	8	n/a	n/a
21	30-59 min.	25	25	n/a	n/a
27	1 hour or more	37	36	n/a	n/a
*	Don't know	1	*	n/a	n/a
38	Did not watch	26	27	32	45
<u>1</u> <u>100</u>	Don't know	<u>0</u> <u>100</u>	<u>1</u> <u>100</u>	<u>*</u> <u>100</u>	<u>0</u> <u>100</u>

**ASK ALL:**

Q.9 About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday?

		<u>Feb</u> <u>1994</u>	<u>Jan</u> <u>1994</u>	<u>March</u> <u>1991</u>	<u>Gallup</u> <u>1965</u>
47	Yes, listened	47	47	44	58
16	Less than 15 min.	14	15	n/a	n/a
12	15-29 min.	11	10	n/a	n/a
9	30-59 min.	9	10	n/a	n/a
10	1 hour or more	13	12	n/a	n/a
52	Didn't Listen	52	52	56	42
<u>1</u> <u>100</u>	Don't know	<u>1</u> <u>100</u>	<u>1</u> <u>100</u>	<u>*</u> <u>100</u>	<u>0</u> <u>100</u>

Q.10 I'd like to know how often, if ever, you watch certain types of programs. For each that I read, tell me if you do it regularly, sometimes, hardly ever, or never. How often do you ...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
a. Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live	48	28	14	10	*=100
May, 1993	60	28	5	6	1=100
February, 1993	58	23	10	9	*=100
b. Watch local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11	72	18	6	4	*=100
May, 1993	77	16	5	4	*=100
February, 1993	76	16	5	3	*=100

**Q.10 con't . . .**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
c. Watch Cable News Network (CNN)	30	28	13	28	1=100
July, 1994	33	36	7	24	*=100
May, 1993	35	34	7	24	*=100
June, 1992	30	32	10	27	1=100
July, 1990	27	28	8	36	1=100
June, 1990	30	27	6	37	*=100
May, 1990	27	25	7	40	1=100
April, 1990	26	29	7	37	1=100
March, 1990	22	28	8	41	1=100
February, 1990	23	29	8	40	0=100
January, 1990	26	25	7	41	1=100
d. Watch C-SPAN	8	17	20	53	2=100
July, 1994	9	26	12	52	1=100
May, 1993	11	25	13	48	3=100
Feb, 1993	7	18	14	45	16=100
June, 1992	6	19	18	54	3=100
e. Listen to National Public Radio (NPR)	15	17	21	46	1=100
July, 1994	9	18	11	62	*=100
May, 1993 <sup>4</sup>	15	20	15	49	1=100
June, 1992	7	16	17	59	1=100
July, 1990	9	13	8	70	*=100
June, 1990	9	10	11	69	1=100
May, 1990	7	11	10	72	*=100
April, 1990	7	12	9	71	1=100
March, 1990	7	9	10	74	*=100
February, 1990	8	10	8	74	*=100
January, 1990	5	10	7	78	*=100

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<sup>4</sup> In previous months question was asked "Programs on National Public Radio, such as Morning Edition or All Things Considered."



Q.11 How much of the live coverage of the O.J. Simpson trial, if any, have you watched?

		Feb <u>1995</u>
11	Almost all of it	10
13	A lot of it	13
29	Some of it	29
31	Hardly any of it	31
16	None of it	17
<u>*</u> 100	Don't know/Refused	<u>*</u> 100

**ASK Q.12 ONLY OF THOSE WHO ANSWERED 1, 2 OR 3 IN Q.11**

Q.12 Each day do you look forward to tuning into the O.J. Simpson trial or aren't you that interested?

		Feb <u>1995</u>
19	Look forward to tuning in	18
32	Not that interested	31
<u>1</u> 52 (N=924)	Don't know/Refused	<u>3</u> 52 (N=609)

**ASK ALL:**

Q.13 Did you happen to watch, read, or hear any news about the O.J. Simpson trial yesterday?

**ASK Q.14 ONLY OF THOSE WHO ANSWERED 1 IN Q.13**

Q.14 Where did you get your news about O.J. Simpson from yesterday? From television, newspapers, radio, or magazines? (**ACCEPT MULTIPLE RESPONSES**)

**ASK Q.15 ONLY OF THOSE WHO ANSWERED 1 IN Q.14**

Q.15 What type of television news program did you watch about O.J. Simpson? Was it from network TV news, local TV news, CNN, Court TV, TV talk shows or some special program devoted to the case? (**ACCEPT MULTIPLE RESPONSES**)

59	Yes
51	Television
21	Network news
19	Local news
15	CNN
6	Court TV
3	TV talk show
5	Other program
1	Don't know program
13	Newspapers
11	Radio
2	Magazines
*	Don't know where got news
40	No
<u>1</u> 100	Don't know/Refused

**ASK ALL (BOTH FORM A AND FORM B):**

Q.41 How often if ever do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics -- regularly, sometimes, rarely or never?

12 Regularly

23 Sometimes

26 Rarely

39 Never

\*  
100 Don't know/Refused