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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
- Candidate interviews resonate more than debates
- Endorsements matter little

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

\* 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.

<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
<b>Internet</b>	<b>20</b>	<b>16</b>	<b>7</b>
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
<b>Comedy TV shows</b>	<b>21</b>	<b>6</b>	<b>3</b>
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 1992	Feb 1996	Jan 2000	Jan 2004
<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.

<b>Awareness of Campaign Events and Facts</b>		
<i>Heard about...</i>	<i>Gore endorsement of Dean</i>	<i>Dean remark about confederate flag</i>
	<u>%</u>	<u>%</u>
A lot	33	16
Some	36	25
Nothing	<u>31</u>	<u>59</u>
	100	100
<i>Know which candidate is...</i>	<i>Former Army general</i>	<i>Former majority leader</i>
	<u>%</u>	<u>%</u>
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.

<b>Where They Learn and How Much They Know</b>				
	# Correct Answers*			
	<u>2</u>	<u>1</u>	<u>0</u>	
Total	19	19	62	(1506)
<i>Regularly learn something from...</i>				
<b>Internet</b>	<b>39</b>	<b>20</b>	<b>41</b>	<b>(218)</b>
<b>Major web news sites</b>	<b>37</b>	<b>19</b>	<b>44</b>	<b>(183)</b>
National Public Radio	36	24	39	(229)
News magazines	33	25	42	(160)
<b>News pages of ISPs</b>	<b>32</b>	<b>22</b>	<b>46</b>	<b>(166)</b>
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

	<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.

	<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.

	Percent of Public	Knowledge score*
	%	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	38	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.

	All	Online 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%).

	<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.

<b>Young People and Campaign News</b>			
	<i>---Age 18-29---</i>		
<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
<b>TV news magazines</b>	<b>18</b>	<b>26</b>	<b>+8</b>
Network news	39	23	-16
Daily newspaper	32	23	-9
<b>Comedy TV shows</b>	<b>9</b>	<b>21</b>	<b>+12</b>
<b>Internet</b>	<b>13</b>	<b>20</b>	<b>+7</b>
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%).<sup>1</sup> 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				
Learn about campaign from...	18-29	30-49	50-64	65+
	%	%	%	%
<b>Comedy shows*</b>				
Regularly	21	6	5	2
Sometimes	29	21	9	9
<b>Late Night TV**</b>				
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?				
	18-29	30-49	50-64	65+
	%	%	%	%
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				

<sup>1</sup>

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.

	----- Age -----			
	18-29	30-49	50-64	65+
<i>Interested in 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 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

<b>What the Engaged are Doing</b>			
	Very high campaign <u>engagement</u>	Somewhat <u>engaged</u>	Less <u>engaged</u>
<b>Regular campaign news sources</b>	%	%	%
Local TV news	34	44	42
Cable news	<b>64</b>	49	32
Network news	46	41	33
Newspaper	<b>59</b>	44	24
TV News magazines	29	29	23
Morning TV news	23	21	20
Talk radio	28	29	12
Cable talk shows	<b>32</b>	18	11
NPR	<b>32</b>	20	9
The Internet	<b>37</b>	19	9
Sunday morning talk	<b>35</b>	16	10
Websites of news orgs	<b>33</b>	14	8
PBS news shows	<b>25</b>	15	8
Websites of ISPs	<b>26</b>	13	8
Weekly news magazines	<b>26</b>	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
<b>Candidate appearances</b>			
Saw any debates	53	35	11
Seen interviews	82	65	35
Seen speeches	85	65	31
<b>Activities in past year</b>			
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
<b>Online activities</b>			
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%
<b>Very High Engagement</b> = Follows campaign closely, enjoys following, and is familiar with all campaign events and facts.			
<b>Somewhat Engaged</b> = 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 1988	April 1996	Jan 2000	Jan 2004
	%	%	%	%
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.

	Great <u>deal</u> %	Fair <u>amount</u> %	Not much/ <u>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.”

	<b>Public’s News Preferences</b>		
	<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.

	<b>Endorsements Matter Little</b>			
	<i>Impact on Vote</i>			<i>DK/Ref</i>
	<i>More Likely</i>	<i>Less Likely</i>	<i>No Diff</i>	
<i>Endorsements by...</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</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

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**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> %	<u>Never</u> %	Don't <u>Watch</u> %	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	<u>Never</u> %	Don't <u>Watch</u> %
<b>Total</b>	35	35	10	17	3=100	42	35	8	12	3=100
<b>Sex</b>										
Male	35	34	11	17	3	44	29	11	13	3
Female	35	37	9	16	3	40	40	6	11	3
<b>Race</b>										
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
<b>Age</b>										
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
<b>Education</b>										
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
<b>Family Income</b>										
\$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
<b>Region</b>										
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
<b>Party ID</b>										
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
<b>Registered Voter</b>										
Yes	36	35	10	16	3	44	34	9	10	3
No	33	35	9	18	5	36	37	7	19	1
<b>Likely Voter</b>										
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>				
	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>
	%	%	%	%	%	%	%	%	%	%
<b>Total</b>	38	37	6	15	4=100	8	21	13	51	7=100
<b>Sex</b>										
Male	43	35	6	13	3	8	22	16	47	7
Female	34	39	6	17	4	7	21	11	54	7
<b>Race</b>										
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
<b>Age</b>										
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
<b>Education</b>										
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
<b>Family Income</b>										
\$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
<b>Region</b>										
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
<b>Party ID</b>										
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
<b>Registered Voter</b>										
Yes	40	36	6	15	3	8	22	14	49	7
No	34	39	7	16	4	7	18	12	56	7
<b>Likely Voter</b>										
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>																																																																																																																																																																																																																																																																																																																																																																																																																											
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly ever</u> %	<u>Never</u> %	<u>Don't read</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly ever</u> %	<u>Never</u> %	<u>Don't read</u> %																																																																																																																																																																																																																																																																																																																																																																																																																							
<b>Total</b>	31	30	16	20	3=100	10	21	18	45	6=100																																																																																																																																																																																																																																																																																																																																																																																																																							
<b>Sex</b>											Male	33	28	16	20	3	10	21	21	43	5	Female	29	31	16	20	4	9	21	16	48	6	<b>Race</b>											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	<b>Age</b>											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	<b>Education</b>											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	<b>Family Income</b>											\$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	<b>Region</b>											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	<b>Party ID</b>											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	<b>Registered Voter</b>											Yes	35	29	16	17	3	10	22	18	44	6	No	20	32	15	28	5	8	19	20	48	5	<b>Likely Voter</b>											Yes	36	30	15	16	3	12	22	18	43	5	No	24	29	18	25	4	6	20	19	49	6
Male	33	28	16	20	3	10	21	21	43	5																																																																																																																																																																																																																																																																																																																																																																																																																							
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\* 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>read</u> %	Don't <u>read</u> %	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	Never <u>read</u> %	DK <u>DK</u> %
<b>Total</b>	13	20	10	50	7=100	11	17	10	55	7=100
<b>Sex</b>										
Male	17	21	12	44	6	14	18	12	48	8
Female	10	19	9	56	6	9	16	8	61	6
<b>Race</b>										
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
<b>Age</b>										
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
<b>Education</b>										
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
<b>Family Income</b>										
\$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
<b>Region</b>										
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
<b>Party ID</b>										
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
<b>Registered Voter</b>										
Yes	14	20	11	49	6	12	17	9	55	7
No	11	19	10	52	8	8	18	11	55	8
<b>Likely Voter</b>										
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

*Public television news shows such as The  
NewsHour with Jim Lehrer...*

*National Public Radio*

	<i>Public television news shows such as The NewsHour with Jim Lehrer...</i>					<i>National Public Radio</i>				
	Regu- larly %	Some- times %	Hardly ever %	Never %	Don't Watch %	Regu- larly %	Some- times %	Hardly ever %	Never %	Don't Listen %
<b>Total</b>	11	22	13	47	7=100	14	21	12	48	5=100
<b>Sex</b>										
Male	13	23	15	41	8	16	21	12	45	6
Female	9	21	12	52	6	11	22	12	50	5
<b>Race</b>										
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
<b>Age</b>										
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
<b>Education</b>										
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
<b>Family Income</b>										
\$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
<b>Region</b>										
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
<b>Party ID</b>										
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
<b>Registered Voter</b>										
Yes	11	23	14	45	7	14	21	13	47	5
No	9	19	11	54	7	13	21	11	49	6
<b>Likely Voter</b>										
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> %
<b>Total</b>	8	18	12	55	7=100	9	19	20	46	6=100
<b>Sex</b>										
Male	10	19	15	49	7	10	18	23	43	6
Female	7	17	9	60	7	8	19	18	49	6
<b>Race</b>										
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
<b>Age</b>										
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
<b>Education</b>										
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
<b>Family Income</b>										
\$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
<b>Region</b>										
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
<b>Party ID</b>										
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
<b>Registered Voter</b>										
Yes	7	17	12	57	7	8	18	20	48	6
No	11	23	11	48	7	10	22	21	41	6
<b>Likely Voter</b>										
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				
<b>2003</b>				<b>2001</b>			
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				
<b>2002</b>							
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 <sup>2</sup>	50	41	9=100	January, 1988	39	55	6=100
January, 2003	44	50	6=100				
September, 2002 <sup>3</sup>	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				

<sup>2</sup> Asked April 8, 2003 only; N=395.

<sup>3</sup> 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 <sup>4</sup>	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.)

<sup>4</sup> 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>	
			<u>Nov 2003</u>	<u>Jan<sup>5</sup> 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 -----		
	<u>Bush Re-elected</u>	<u>Prefer Democrat</u>	<u>Other/ DK</u>	<u>Bush Re-elected</u>	<u>Prefer Democrat</u>	<u>Other/ DK</u>
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 <sup>6</sup> (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

<sup>5</sup> 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?"

<sup>6</sup> 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<sup>7</sup>**  
**[N=476]:**

<i>Choice</i>			<i>Nov 2003</i>	
<u>1<sup>st</sup></u>	<u>2<sup>nd</sup></u>		<u>1<sup>st</sup></u>	<u>2<sup>nd</sup></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 ( <b>VOL</b> )	1	1
--	4	None/Wouldn't vote ( <b>VOL</b> )	--	4
--	16	No 1 <sup>st</sup> choice	--	23
<u>16</u>	<u>12</u>	Don't Know/No answer ( <b>VOL</b> )	<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 ( <b>VOL.</b> )	<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 ( <b>VOL.</b> )	<u>6</u>
100		100

<sup>7</sup>

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

- 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]?**

<b>BASED ON REGISTERED VOTERS [N=1167]:</b>		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]?**

<b>BASED ON REGISTERED VOTERS [N=1167]:</b>		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]?**

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

**ASK ALL:**

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

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

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

a. Served as an Army general

31 Yes, named Wesley Clark  
 6 No, other incorrect  
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>
<b>ASK FORM 1 [N=733]:</b>						
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 <sup>8</sup>	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 <sup>9</sup>	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

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

<sup>9</sup> 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 1992</u> <sup>10</sup>
40	Yes	30
59	No	66
<u>1</u>	Don't know	<u>4</u>
100		100
(N=556)		

**ASK ALL:**

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

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

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

		<i>Based on those who "Have seen..."</i>
46	Yes	<u>11</u>
5	Cable news (unspecified)	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	<b>NET:</b> Broadcast network programs	23
9	<b>NET:</b> Cable network programs	20
(N=738)		

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

**IF NO (6 IN Q.27) ASK:**

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

**Internet Users [N=1002]**

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

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

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

	<u>Total</u>	<u>Internet Users</u>	
	11	18	Yes
	89	82	No/Not online
	*	*	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 -----					
	<u>TOTAL</u>	<i>Within</i>	<i>Not within</i>	<u>No</u>	<u>DK</u>	
		<i>last year</i>	<i>last year</i>			
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