



THE PEW RESEARCH CENTER
For The People & The Press

NEWS Release
1615 L St., N.W., Suite 700
Washington, D.C. 20036
Tel (202) 419-4350
Fax (202) 419-4399

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Maturing Internet News Audience – Broader Than Deep
ONLINE PAPERS MODESTLY BOOST NEWSPAPER READERSHIP

Pew Research Center Biennial News Consumption Survey

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- Internet Boosts National Newspapers Most
- Republicans Tuning Out Overseas News
- Newspapers – the Relaxing Medium
- Media Credibility Unchanged
- Wireless News Audience – 7%

FOR FURTHER INFORMATION CONTACT:

Andrew Kohut, Director
Carroll Doherty and Michael Dimock, Associate Directors
Scott Keeter, Director of Survey Research
Pew Research Center for The People & The Press
202/419-4350
<http://www.people-press.org>

2006 PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
NEWS CONSUMPTION AND BELIEVABILITY STUDY

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Maturing Internet News Audience – Broader Than Deep ONLINE PAPERS MODESTLY BOOST NEWSPAPER READERSHIP

A decade ago, just one-in-fifty Americans got the news with some regularity from what was then a brand new source – the internet. Today, nearly one-in-three regularly get news online. But the growth of the online news audience has slowed considerably since 2000, particularly among the very young, who are now somewhat less likely to go online for news than are people in their 40s. For the most part, online news has evolved as a supplemental source that is used along with traditional news media outlets. It is valued most for headlines and convenience, not detailed, in-depth reporting.

Broadcast news outlets continue to struggle – over the last two years alone, the audiences for nightly network, local TV news and radio news have all slipped. Even so, the recent trends in news consumption are relatively stable when compared to the 1990s when TV news in particular was suffering losses of far greater magnitude.

Similarly, the latest Pew news consumption survey finds that newspapers, which also have seen their audience decline significantly, are now stemming further losses with the help of their online editions. However, the discrete online-only newspaper audience is quite modest in size.

Four-in-ten Americans say they read a newspaper yesterday, with 6% reading a newspaper online – 4% read both a print and online newspaper, while 2% read it only online. In addition, 3% say they read something on a local or national newspaper website yesterday. As a result, even the highest estimate of daily newspaper readership – 43% for both print and online readers – is still well below the number reading a print newspaper on a typical day 10 years ago (50%).

The Changing News Landscape

	1993	1996	2000	2002	2004	2006
<i>Regularly watch...</i>	%	%	%	%	%	%
Local TV news	77	65	56	57	59	54
Cable TV news	–	–	–	33	38	34
Nightly network news	60	42	30	32	34	28
Network morning news	–	–	20	22	22	23
<i>Listened/read yesterday...</i>						
Radio	47*	44	43	41	40	36
Newspaper	58*	50	47	41	42	40
Online news three or more days per week	–	2^	23	25	29	31

* From 1994 ^ From 1995

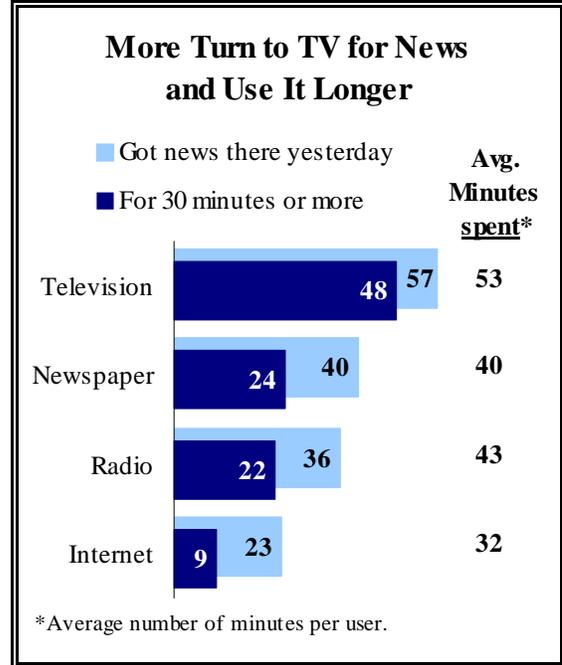
Newspaper Websites

	%
Read Newspaper Yesterday*	40
Print only	34
Both print and web	4
Web only	2
Additional web readers**	3
	43

* “Did you get a chance to read a daily newspaper yesterday, or not?”

** Online news users asked if they “read anything on a newspaper’s website.”

The biennial news consumption survey by the Pew Research Center for the People & the Press, conducted among 3,204 adults from April 27 to May 22, finds that the audience for online news is fairly broad, but not particularly deep. People who say they logged on for news yesterday spent 32 minutes, on average, getting the news online. That is significantly less than the average number of minutes that newspaper readers, radio news listeners, and TV news viewers spend with those sources. And while nearly half of all Americans (48%) spend at least 30 minutes getting news on television, just 9% spend that long getting news online.



The web serves mostly as a supplement to other sources rather than a primary source of news. Those who use the web for news still spend more time getting news from other sources than they do getting news online. In addition, web news consumers emphasize speed and convenience over detail. Of the 23% who got news on the internet yesterday, only a minority visited newspaper websites. Instead, websites that include quick updates of major headlines, such as MSNBC, Yahoo, and CNN, dominate the web-news landscape.

The rise of the internet has also not increased the overall news consumption of the American public. The percentage of Americans who skip the news entirely on a typical day has not declined since the 1990s. Nor are Americans spending any more time with the news than they did a decade ago when their news choices were much more limited. In 1996, people on average spent slightly more than an hour (66 minutes) getting the news from TV, radio or newspapers. Currently, they spend virtually the same amount of time (67 minutes) getting the news from all major news sources, the internet included.

Online News Audience Grows Up

	<i>Regularly get news online</i>		<i>Change</i>
	<u>2000</u> %	<u>2006</u> %	
Total	23	31	+8
18-24	29	30	+1
25-29	31	42	+11
30-34	30	47	+17
35-49	25	37	+12
50-64	19	31	+12
65+	8	11	+3

As internet news has gone more mainstream, its audience has aged. Since 2000, nearly all of the growth among

regular internet news users has occurred among those ages 25-64. By contrast, virtually the same percentage of 18-24 year-olds say they get news online at least three days a week as did so six years ago (30% now, 29% then). Currently, about as many people ages 50 to 64 regularly get news on the internet as do those in their late teens and early 20s.

To some degree, news consumers are drawn to the internet for the very reason that it does *not* take much time to get news online. Most users say what distinguishes web news is its format and accessibility – the ease of navigation, speed with which information can be gathered, and convenience “at my fingertips.” Convenience is a factor for newspapers and television as well, but more readers and viewers refer to the subject matter and journalistic and editorial qualities of the content than is the case among web users.

The bottom line for the vast majority of news consumers – regardless of news source – is that it provides information they need to know each day. A majority of newspaper readers (57%) also say they find the experience “relaxing.” Fewer regular radio news consumers (44%), TV news consumers (41%) – and especially internet news users (33%) – say they find it relaxing to get the news from those sources.

The long-standing generation gap in newspaper reading has narrowed over the past decade, in part because of online newspapers, but this is a decidedly mixed blessing for newspapers. It reflects the fact that while newspapers continue to draw anemic numbers of young readers – just 29% of those under age 30 – that figure has remained stable since 1996, as some young people have turned to online papers. However, newspaper readership among older age groups has fallen significantly over that period. Even when online newspapers are included, 58% of those ages 65 and older say they read a newspaper yesterday, down from 70% a decade ago.

What Features Distinguish Different News Media			
	<i>What sets apart...</i>		
	TV news	News-papers	Inter-net
	%	%	%
Features of the Medium	37	46	60
Convenient/Accessible/Quick	14	32	39
Like to watch/read/visual	19	5	2
Easy to use/navigate	--	7	25
Coverage and Content	52	42	40
Specific subjects of interest	22	26	5
Has more in-depth coverage	5	12	11
Updated/breaking news	13	--	14
Concise/brief/to the point	11	--	--
Diversity of sources	6	--	10

Based on regular news consumers of each medium.

The views and habits that continue to constrain the size of news audiences are shared widely among younger people. Nearly half (46%) of those who do not get a great deal of enjoyment from keeping up with news are under age 40; similarly, 49% of those who check in with the news from time to time, rather than get the news at regular times, are under age 40. These opinions and news habits, which are largely unchanged from past surveys, are strongly associated with less usage of all types of news sources, with an important exception. People who like to check in on the news go online for news about as often as do people who like to read or tune in at set times of the day.

The survey shows that newspaper readers' tastes – and newspapers themselves – have evolved considerably over the past two decades. But one constant remains: Local and community news continues to be the biggest draw for newspapers. And as was the case during the mid-1980s, roughly nine-in-ten of those who at least sometimes read a newspaper say they spend a significant amount of time getting the news about their city, town or region.

Views and Habits that Limit News Consumption Prevalent among Young				
	<i>Enjoy keeping up with the news a lot?</i>		<i>Get news...</i>	
	<u>Yes</u>	<u>No</u>	<u>At regular times</u>	<u>Check in from time to time</u>
<i>Age profile</i>	%	%	%	%
Under 40	32	46	29	49
40-60	40	35	41	35
60+	<u>28</u>	<u>19</u>	<u>30</u>	<u>16</u>
	100	100	100	100
Avg time spent with the news	89min	44min	82min	54min
<i>Read/watched/ listened yesterday</i>				
TV news	71	42	71	45
Newspaper	53	26	49	32
Radio news	42	30	38	35
Internet news	27	18	21	25
No news yesterday	9	28	12	24
<i>Regularly watch</i>				
Network evening	39	16	41	15
Cable news	47	20	38	31
Local news	66	41	71	38
Morning news	28	17	32	14

Yet other subjects in the newspaper also attract interest from sizable numbers of readers. More than three-quarters of newspaper readers (77%) say they spend a lot or some time reading articles about health and medicine, while 63% spend time with articles on technology; neither subject was asked about in 1985. Since that time, news about business, food and diet, and religion have grown more popular with readers; in contrast, fewer say they are spending time getting TV and movie information and schedules, and reading personal advice columns.

Not Your Father's Newspaper: Content Today vs. 1985*			
	<u>1985</u>	<u>2006</u>	<u>Change</u>
<i>Spend a lot or some time reading...</i>	%	%	
Articles on health and medicine	--	77	--
Articles about technology	--	63	--
Business and financial news	44	60	+16
Articles about food, diet, cooking	45	55	+10
News stories and columns about religion	37	51	+14
TV/movie/entertainment info & schedules	45	29	-16
Personal advice columns	41	28	-13

* Complete list of subjects, see Section II
Based on those who read a newspaper "just about every day" or "sometimes."

For the most part, the public's broad news interests have changed little in recent years. But interest in international news and news about the situation in Iraq has declined since the spring of 2004. Currently, a solid majority of Americans (58%) say they follow international news closely only when something important is happening, while 39% say they follow overseas news closely most of the time. In April 2004, a majority of Americans (52%) said they tracked foreign news closely most of the time. (The current survey was conducted before the recent surge of violence in the Middle East and the missile tests conducted by North Korea).

Similarly, public interest in news about Iraq has faded since the spring of 2004, amid the violent uprising in Falluja and the revelation of abuses at the U.S. prison at Abu Ghraib. At that time, 54% said they were following news about the current situation in Iraq very closely. That compares with 43% in the current survey. There also has been a notable decline in the percentage of Republicans following international news most of the time, and the percentage who say they track news about the situation in Iraq very closely. The fall off in interest has been less dramatic among Democrats and independents.

In addition, public interest in national political news is not as great as during the presidential campaign of two years ago. In April, 17% said they follow news about political figures and events in Washington DC, down from 24% two years earlier. In this case, the decline has occurred across the political and ideological spectrum, with one notable exception. About a third of liberal Democrats (34%) say they follow political news from the nation’s capital very closely – no change from 2004, and a much higher percentage than in any other political group.

Other Findings

- While the growth of internet news has stalled among the very young, a significant number of young people (13%) say they get news via a cell phone, a personal digital assistant such as a PalmPilot or Blackberry, or an iPod or similar portable music player.
- The credibility ratings for most major news organizations are either flat or have slipped since 2004. These ratings are highly partisan, though the political differences for most sources have narrowed over the past year as Democrats take a more negative view in the believability of several leading news outlets.
- The percentage of people who say they regularly watch Fox News Channel increased by half between 2000 and 2004 but has stabilized over the past two years. Currently, 23% say they regularly watch Fox News Channel, roughly the same as in 2004 (25%). The network’s audience continues to include a relatively large percentage of Republicans – 34% of whom say they regularly watch Fox News Channel, compared with 20% of Democrats.

<i>Percent following... international news “most of the time”</i>	April		<i>Change</i>
	<u>2004</u>	<u>2006</u>	
Total	52	39	-13
Republican	56	36	-20
Democrat	51	42	-9
Independent	51	42	-9
<i>News about Iraq “very closely”</i>			
Total	54	43	-11
Republican	59	41	-18
Democrat	55	50	-5
Independent	50	41	-9

<i>Do you get news by...</i>	<u>Total</u>	18- 30- 50- 65+			
		<u>29</u>	<u>49</u>	<u>64</u>	<u>65+</u>
	%	%	%	%	%
Cell phone	4	8	6	1	1
PDA	2	4	3	1	*
Podcast	2	4	3	1	*
One or more	7	13	10	3	1

- The percentage of Americans who say they regularly listen to National Public Radio has approximately doubled since 1994 (from 9% to 17%). Nearly twice as many Democrats as Republicans say they regularly listen to NPR (22% vs. 13%). A decade ago, NPR's audience was fairly evenly balanced politically.
- Online newspapers have extended the reach of national newspapers, such as the New York Times, the Washington Post, and USA Today. While more than nine-in-ten readers of print newspapers read local newspapers, only about half of readers of online newspapers do so – with many of the rest reading the New York Times and other national newspapers.
- The audience for network news morning programs has remained stable in recent years, largely on the strength of women viewers. Fully 64% of those who say they regularly watch these programs are women, while just 36% are men.
- Just 4% of Americans say they regularly read online blogs where people discuss news events, but that figure increases to 9% of those ages 18-24. About the same numbers of Republicans, Democrats and independents read news blogs regularly.

SECTION I: WATCHING, READING AND LISTENING TO THE NEWS

Getting the news is an integral part of the daily routine for most Americans. Still, the percentage getting news from *any* source is significantly lower than it was in the mid-1990s, before internet news became popular. Roughly eight-in-ten (81%) say they got news yesterday either from TV, newspapers, radio, or by going online. That represents a slight decline from 2004 (85%), but a more substantial drop since 1994 (90%).

In terms of other daily activities, 63% say they watched a non-news program on television in the day prior to the survey; that is slightly greater than the percentage watching TV news (57%).

About half of Americans (53%) say they went online, either from home or from work. That represents a significant increase (from 47%) since 2004. But far fewer (23%) say they went online for news yesterday, virtually no change from two years ago (24%).

An increasing number of Americans say they exercise on a typical day. More than four-in-ten (44%) say they got some form of vigorous exercise yesterday, such as jogging or working out at a gym; in 2004, 38% reported getting some exercise on a typical day, and a decade earlier just 26% did so.

Reading books remains a popular activity, with 38% saying they had read a book – not related to work or school – in the day before the survey. Slightly more respondents said they read books of non-fiction rather than fiction (20% vs. 15%).

	Jan 1994	April 1998	April 2000	April 2002	April 2004	May 2006
<i>Did yesterday</i>	%	%	%	%	%	%
Watched TV news	72	59	56	54	60	57
Read newspaper	49	48	47	41	42	40
Listened to radio news	47	49	43	41	40	36
Got news online	–	–	–	–	24	23
Any news yesterday	90	85	83	80	85⁶	81⁶
Went online from home	–	17	23 ⁴	34	38	42
Went online from work ¹	–	12	13 ⁴	20	20	25
Total online yesterday¹	4²	25	30⁴	43	47	53
Watched non-news TV	69	64 ³	57	59	63	63
Read a magazine	33	29	26	23	25	24
Read a book	31	35 ³	35 ⁵	34	35	38
Watched movie at home	–	–	–	23	24	24
Exercised/ran/sports	26	36	–	39	38	44
Played video game	–	–	–	–	17	17

¹ based on weekdays ² from 6/1995 ³ from 11/1997
⁴ from Pew Internet and American Life Project 4/2000
⁵ from 9/1999
⁶ figures for 2004-2006 based on all four sources; figures for 1994-2002 based on TV, newspaper, and radio only.

Competing Time Demands

For young people in particular, getting the news often takes a back seat to other daily activities. For instance, 40% of those under age 30 say they watched a movie at home on video, DVD or pay-per-view yesterday. That is far more than the number who say they read a newspaper (24%), listened to radio news (26%), or went online for news (24%), and only somewhat less than the number who watched TV news (49%).

In addition, playing video games is a popular activity with young people, especially young men. Overall, 28% of those under age 30 – 36% of men in this age category – say they played a computer or video game yesterday. Twice as many men under age 30 as women in that age group reported playing a video game (36% vs.18%).

For Young People, News Faces Stiff Competition				
	<u>18-29</u>	<u>30-49</u>	<u>50-64</u>	<u>65+</u>
<i>News yesterday...</i>	%	%	%	%
Watched TV news	49	53	63	69
Read a newspaper	24	36	47	58
Listened to radio news	26	43	39	27
Got news online	24	29	21	10
<i>Other activities yesterday...</i>				
Went online (home/work)	62	62	52	21
Watched non-news TV	61	60	69	66
Exercised/ran/sports	56	46	38	35
Watched movie at home	40	23	21	12
Read a book	41	34	39	39
Played video game	28	15	14	11
Read a magazine	24	20	24	33

More surprising, perhaps, is the fact that reading books also is a favored activity of many young people. Indeed, somewhat more people ages 18-29 say they read a book yesterday than do people ages 30-49 (41% vs. 34%), and about the same percentages of people under age 30 and those ages 50 and older read a book yesterday. However, far fewer young people actually enjoy reading. Just 39% of those age 18-29 say they enjoy reading a lot, compared with majorities in older age categories.

Many Young People Get No News

Despite the vast array of news sources these days, a significant number of Americans (19%) say they got no news yesterday from television, newspapers, radio or the internet. Young people and those with a high school education are most likely to go newsless – 27% of Americans under age 30, and 25% of those with a high school education or less, say they did not get news from any of these sources yesterday.

About one-in-five men under age 50 say they did not get news yesterday (19%), but that figure drops to 9% of men who are ages 50 and older. There is less of a difference between women under 50 and those ages 50 and older. Comparable percentages of Republicans, Democrats and independents say they get no news on a typical day.

Time With the News

On average, Americans spend just over an hour – 67 minutes – watching, reading, listening and logging on for news. Thirty minutes, on average, is spent watching television news, and about 15 minutes each is spent on newspapers and radio. Just six minutes of time each day comes from news on the internet. The relatively low impact of the internet reflects the fact that fewer than one-in-four (23%) get any news online on a typical day.

The total time that people spend with the news is largely unchanged from a decade ago. The time people devote to reading newspapers is down from an average of 19 minutes to 15 minutes, partially because fewer are reading papers and partially because those who do spend a bit less time at it. Time spent watching TV news or getting news on the radio is largely unchanged from 1996.

Men spend considerably more time with the news than do women, mostly arising from their greater consumption of television and radio news. In particular, men spend an average of 74 minutes watching television news, compared with 61 minutes for women.

<i>% No news yesterday¹</i>	<i>%</i>
Total	19
Men	17
Under 50	19
50+	9
Women	20
Under 50	20
50+	16
18-29	27
30-49	18
50-64	15
65+	15
White	17
Black	20
College grad	11
Some college	15
HS or less	25
Republican	18
Democrat	17
Independent	18

¹Percent saying they did not get news yesterday from TV, radio, a newspaper, or online.

<i>Average number of minutes spent ...</i>	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>
Watching TV news	38	31	31	28	28	32	30
Reading a newspaper	19	19	18	17	15	17	15
Listening to news on radio	17	16	16	13	16	17	16
Getting news online	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	<u>6</u>	<u>6</u>
Total	74	66	65	58	59	72	67

There is a particularly large gap in time spent on the news by age – people ages 18-29 spend just 49 minutes with news on a typical day, compared with 65 minutes among those 30-49; 76 minutes for those 50 to 64; and 79 minutes among people ages 65 and older.

This age gap is based on the fact that younger people are so much less likely to read a newspaper or watch television news on a typical day; even when they do they spend less time with these sources than do older people. This age difference is greatest when it comes to newspapers. Just 24% of people under age 30 read a newspaper on a typical day, and when they do they average eight minutes of reading. By comparison, 58% of people ages 65 and older read a paper on a typical day, and spend an average of 25 minutes with it when they do.

Using Multiple Sources

Television remains the most popular source of news, with most Americans watching at least some news programming on a given day. But for many Americans, one source is not enough. Half of the public uses multiple news sources on a typical day – the other half either gets news from a single source (31%) or does not get any news (19%).

The arrival of the internet as a news option has not changed this basic pattern of news consumption over the past decade. In 1996, 52% used multiple news sources on a typical day, 33% just one source, and 15% got no news – little different from today. This stability reflects the fact

Age and Time Spent With the News

---Average Minutes Yesterday*----

	Jan 1994	April 1996	April 1998	April 2000	April 2002	April^ 2004	April^ 2006
18-29	56	44	48	42	38	45	49
30-39	69	61	53	50	57	70	65
40-49	75	65	65	58	56	73	64
50-64	83	79	69	64	71	82	76
65+	90	90	96	80	81	88	79

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

^ Includes online news.

Half Use More than One Source for News on a Typical Day

	1996	2006	diff
<i>News use yesterday</i>	%	%	
Television news	59	57	-2
Newspaper	50	40	-10
Radio news	44	36	-8
Internet news	--	23	--
Three or more sources	16	17	+1
All four	--	3	
TV, Newspaper ¹ , Radio	16	7	
Net and two others	--	7	
Two sources	36	33	-3
TV and Newspaper ¹	17	12	
Radio and TV	11	9	
Radio and Newspaper ¹	8	4	
Net and one other	--	8	
One source	33	31	-2
TV only	15	16	
Newspaper ¹ only	9	5	
Radio only	9	6	
Internet only	--	4	
No news yesterday	15	19	+4
	100	100	

¹In calculating multiple sources, online newspaper readership is counted as an internet source, not newspaper, to prevent double-counting individuals who used only that source. The newspaper figure here represents the print version only.

that the internet is, for the vast majority of its users, a supplement to other traditional news sources. Of the 23% who get news online on a given day, the vast majority also use other news sources; just 4% of the public relies on the web alone. And the average online news consumer spends far more time per day getting news on TV, newspaper and radio than they do getting news online.

Regular News Audiences: TV

The number of Americans who say they *regularly* watch nightly network news, cable TV news, and local news has fallen over the past two years. Currently 28% say they regularly watch the nightly network news on CBS, ABC or NBC, compared with 34% in 2004. In 1993, fully 60% said they regularly watched one of these broadcasts.

The regular cable news audience also has declined, from 38% to 34%, since 2004. And local TV news also has lost ground – from 59% to 54%. However, as is the case with nightly network news, the audience for local TV news is about the same size as it was in 2000 (56%).

As in past news consumption surveys, there is a sizable generation gap in TV news viewership, with the biggest divide in nightly network news. Notably, both young people (those under age 30) as well as those ages 65 and older are tuning into network news in smaller numbers than in the past.

Only about one-in-ten Americans (9%) under age 30 say they regularly tune into the nightly network news on CBS, ABC, or NBC; that is about half the number saying that in 2004 and 2002. Yet network news also is losing older viewers, who have long been the mainstay of its audience.

Roughly four-in-ten of those ages 65 and older say they regularly watch one of the nightly

<i>Watch regularly...</i>	<u>18-29</u>	<u>30-49</u>	<u>50-64</u>	<u>65+</u>	<i>Diff**</i>
<i>Nightly network news</i>	%	%	%	%	
2006	9	24	38	43	+34
2004	18	26	43	56	+38
2002	19	23	45	53	+34
<i>Local TV news</i>					
2006	42	51	60	65	+23
2004	46	58	64	71	+25
2002	46	54	64	69	+23
<i>Cable TV news</i>					
2006	30	31	39	38	+8
2004	29	37	40	46	+17
2002	23	31	41	38	+15

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

network broadcasts (43%). In 2004 and 2002 (and in previous Pew surveys dating to 1993), solid majorities of seniors tuned into an evening news program. A decade ago, fully 64% of respondents ages 65 and older said they watched one of these programs.

The age differences in viewership of local news and cable news are smaller than for network news. And for cable news, in particular, the gap has narrowed. Roughly four-in-ten seniors (38%) say they regularly watch cable news channels like Fox, CNN or MSNBC; that is down a bit from 2004 but the same percentage as in 2002. That compares with 30% of people ages 30 and younger. The percentage of young people tuning into the cable news outlets has increased since 2002 (from 23%).

Specific TV News Outlets

There has been little change in the regular audiences for most individual TV news outlets over the past two years. This includes Fox News Channel, whose regular audience increased impressively – from 17% to 25% of the general public – between 2000 and 2004. This year, 23% say they regularly watch Fox News, virtually no change from two years ago.

Currently, 22% say they regularly tune into CNN, which is unchanged since 2004 but roughly a third below CNN’s audience in the early 1990s (35% in 1993). About one-in-ten Americans continue to say they regularly watch MSNBC (11%) and CNBC (11%).

Trend in Regular News Consumption: Television Sources							
	May 1993	April 1996	April 1998	April 2000	April 2002	April 2004	April 2006
<i>Cable Networks</i>	%	%	%	%	%	%	%
Fox News Channel	–	–	17	17	22	25	23
CNN	35	26	23	21	25	22	22
MSNBC	–	–	8	11	15	11	11
CNBC	–	–	12	13	13	10	11
C-SPAN	11	6	4	4	5	5	4
<i>Evening News Programs</i>							
NBC Nightly News	–	–	–	–	20	17	15
ABC World News Tonight	–	–	–	–	18	16	14
CBS Evening News	–	–	–	–	18	16	13
NewsHour	10	4	4	5	5	5	5

Nearly identical percentages of Americans say they watch the nightly network news on NBC (15%), ABC (14%) and CBS (13%); those numbers are down slightly from 2004. And 5% say they regularly watch the NewsHour with Jim Lehrer, largely unchanged from recent news consumption surveys.

Radio News Down – Not Talk or NPR

Fewer than four-in-ten Americans (36%) say they listened to radio news the day before the interview. That is down only slightly from the past two media consumption surveys, but is substantially lower than in 1998 (49%).

Trend in News Consumption: Radio Sources

	Feb 1994	April 1996	April 1998	April 2000	April 2002	April 2004	April 2006
	%	%	%	%	%	%	%
Radio news ¹	47	44	49	43	41	40	36
Call-in radio shows	16 ²	13	13	14	17	17	20
National Public Radio	9	13	15	15	16	16	17

¹ figures based on use "yesterday" ² from 11/1994

The audience for radio news, which has long been popular with auto-bound commuters, is largely comprised of well-educated, middle-aged males. More than four-in-ten men (42%) say they listened to news on the radio yesterday, compared with 31% of women. Roughly four-in-ten people (41%) ages 30-64 say they tune into radio news on a typical day, compared with 27% of those ages 65 and older, and 26% of those under 30. And college graduates are far more likely to tune into radio news on a typical day than people with a high school education or less (by 47% to 28%).

While fewer people rely on radio news than in the 1990s, the regular audience for radio call-in programs has increased modestly. One-in-five Americans say they regularly listen to shows that invite callers to discuss politics and other subjects; that compares with 13% in 1998. There also is less of a partisan tilt to the radio talk show audience than in the late 1990s. Nearly identical percentages of Republicans (21%), Democrats (20%), and independents (20%) say they regularly listen to such programs. In 1998, about twice as many Republicans as Democrats said they listened to call-in radio programs (20% vs. 11%).

NPR's Changing Audience – '96 to '06

	April 1996	April 2006
<i>Regularly listen to NPR.....</i>	%	%
Total	13	17
Men	16	18
Women	11	16
18-29	9	15
30-49	16	20
50-64	13	18
65+	12	11
Post-graduate	25	30
College graduate	22	25
Some college	15	16
HS or less	9	13
Republican	11	13
Democrat	15	22
Independent	14	18

National Public Radio's regular audience has held steady in recent years, and has increased significantly since the mid-1990s. Currently, 17% of Americans say they regularly listen to NPR, up from 13% a decade ago (and 9% in 1994). Over the past decade, NPR has attracted greater numbers of people under age 30 (from 9% to 15%); those with post-graduate experience (25% to 30%); and Democrats (15% to 22%). Consequently,

there is a now sizable political gap among NPR listeners, with Democrats outnumbering Republicans by 22%-13%; a decade ago, 15% of Democrats, 14% of independents, and 11% of Republicans said they regularly listened to NPR.

Web News Dominated by A Few Sites

The online news market is dominated by a few large players. In particular, among those who say they regularly get news on the internet, 31% list MSNBC.com as one of the websites they use most often; 23% name Yahoo.com; and the same percentage names CNN.com. Other websites that are widely used for news are Google.com (9%); AOL.com (8%); and FoxNews.com (8%). The New York Times (5%) and USA Today (5%) are the most frequently mentioned newspaper websites among online news sources.

As a whole, news aggregators such as Google News, Yahoo News and AOL News are a major source of online news. Not only are they frequently volunteered as websites used most often for news, but nearly half (45%) of Americans who regularly get news online (and 18% of the public overall) say they regularly visit these websites to get news. Roughly a third (32%) of online news consumers say they regularly visit the news sites of TV networks such as CNN.com, MSNBC.com and ABCnews.com.

Internet News Sources	
%	<u>Websites used most often</u>
31	MSNBC
23	Yahoo
23	CNN
9	Google
8	AOL
8	Fox News
5	New York Times
5	USA Today
4	ESPN & other sports
4	ABC
3	Drudge Report
3	Cable Provider homepage
2	BBC
2	Washington Post
1	CBS
1	LA Times
1	Wall Street Journal
39	Other websites

Based on those who regularly get news online (N=424). Respondents could offer multiple websites.

Newspaper websites overall are used about as frequently as network news sites; 29% of online news consumers – 14% of the total population – say they visit newspaper websites regularly. However, while two players – MSNBC.com and CNN.com – dominate the network website category, the public visits a wide variety of newspapers online, both national and local.

Just 4% of the public – and 8% of online news consumers – say they

regularly go to online blogs where people discuss events in the news. Comparably small percentages – 3% of the public and 6% of online news consumers – regularly visit online news

magazines and opinion sites such as Slate.com and Salon.com.

<i>Regularly visit these websites...</i>	Total population %	Regularly get news online %
Search engine news sites (e.g. Yahoo News, Google News)	18	45
TV networks (e.g. CNN, MSNBC)	14	32
NET: Newspaper websites	14	29
National newspapers (e.g. NYTimes, USA Today)	8	17
Local newspapers	8	17
Local TV stations	6	9
Blogs about events in the news	4	8
Online news magazines (e.g. Slate.com)	3	6

However, blogs that discuss news events have become a destination for a significant number of young people, especially those ages 18-24. About one-in-ten (9%) in this age category say they regularly read these types of blogs, while another 10% say they sometimes do so.

Nearly a quarter of those who say they went online for news yesterday say they read news blogs regularly (10%) or sometimes (12%). Yet even among these online news consumers, 62% say they never read news blogs. (The Pew Internet & American Life Project has detailed research on blogs and other online activities and pursuits at www.pewinternet.org)

	Reg- ularly %	Some- times %	Hardly ever %	Never %	DK %
Total	4	8	8	80	*=100
Men	6	9	10	75	*=100
Women	3	7	6	84	*=100
18-24	9	10	10	71	0=100
25-29	5	8	12	73	2=100
30-49	4	7	11	78	0=100
50-64	2	8	6	84	*=100
65+	4	6	3	87	*=100
College grad	6	8	10	75	1=100
HS or less	3	8	5	84	0=100
<i>Online for news...</i>					
Yesterday	10	12	16	62	0=100
Regularly	8	10	13	69	*=100

Search Engines More Popular

An increasing number of internet users say they employ search engines like Google and Yahoo to get news on subjects of personal interest. Nearly three-quarters of all internet users (74%) say they have used a search engine for this purpose, and 40% say they have done this in the past week. Both numbers have risen sharply since 2004 (63% and 30%, respectively).

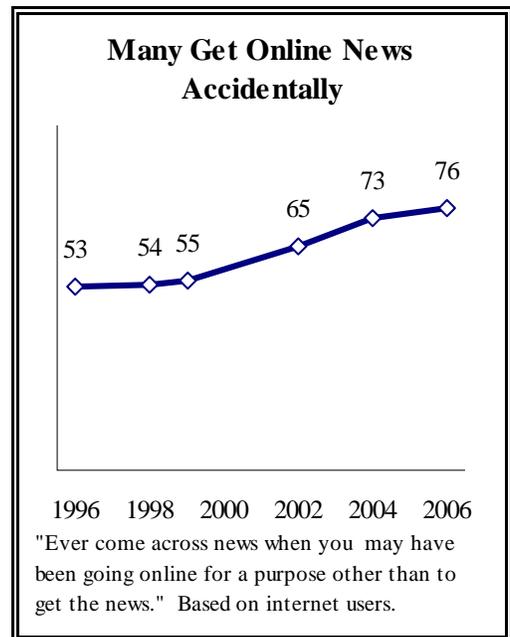
The use of internet search engines to look for news stories is especially popular among those under age 30; fully 81% of internet users in this age category say they have ever relied on a search engine for this purpose and 46% have done this in the past week. But the practice is widespread among older internet users as well. A solid majority of internet users who are 65 and older (57%) say they have ever used a search engine to seek out a news story on a subject that interests them and about a third (32%) have done this in the past week.

	Ever search for news %	Within past week %
2006	74	40
2004	63	30
Age		
18-29	81	46
30-49	75	38
50-64	68	39
65+	57	32

Based on internet users

Even as more internet users are using search tools to actively seek out stories of interest, an increasing number are inadvertently getting news while they are online for other purposes. About three-quarters of internet users (76%) say they “bump into” the news when online; the percentage of online users saying they get news in this fashion has increased steadily since 2000 (from 55%).

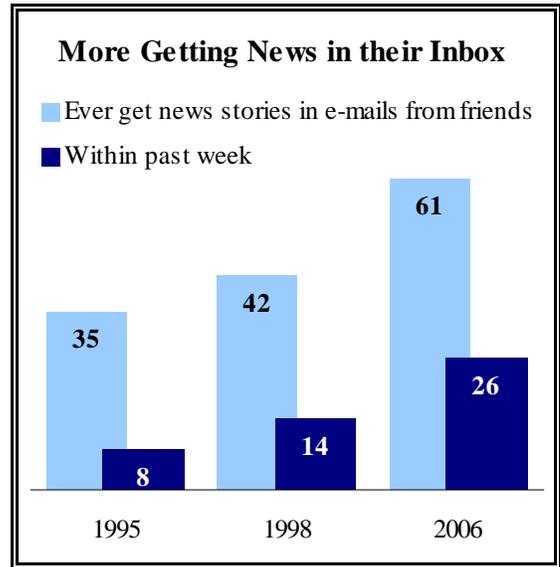
Internet users who are ages 65 and older are less likely than younger people to come across news when online for other reasons. But there are at most only modest educational and income differences in accidental online news consumption. About three-quarters of internet users with post-graduate experience (77%) say they inadvertently come across online news, as do 71% of those with a high school education or less.



Emailing News Stories

Another common practice among internet users is to use email to disseminate stories of interest. Roughly six-in-ten internet users (61%) say they have ever been emailed a news story from a friend or associate, and 26% say this has happened in the past week. A smaller number (40%) say they have actually sent a new story to a friend or colleague.

Notably, older internet users are as likely as young people to send and receive news stories via email. Nearly two-thirds (65%) of online users ages 50 and older have received news stories by email (including 61% of those ages 65 and older); that compares with 59% of those under age 30.

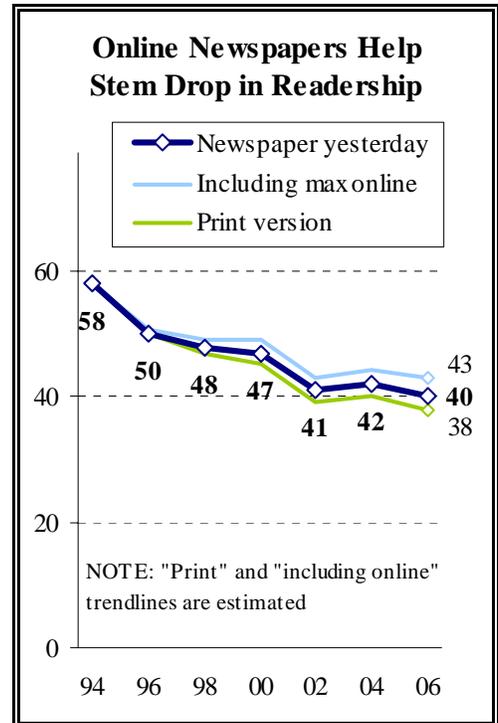


SECTION II: THE CHALLENGE FOR NEWSPAPERS

The latest news consumption study confirms the sluggish circulation figures reported by most newspapers. Four-in-ten Americans reported reading a newspaper “yesterday” in the survey, down from 50% a decade ago. And the drop-off is even more severe over the longer term. A 1965 Gallup survey found fully 71% reading a paper on the previous day.

But the long-term decline in newspaper readership has stabilized over the past few years. Since 2002 there has been no significant change in the percent reading a newspaper yesterday.

To some extent, this stabilization reflects the growing availability of newspapers online. But the reach of newspaper websites is still limited. By far, most newspaper readers are still reading the print version – on a typical day fully 94% read it in print, while 14% read it on the internet (some do both). Put in other terms, if internet newspaper consumption were removed from the long-term trend and we looked at only the share reading the print version of the newspaper, the proportion who read yesterday would drop only a few points to 38% overall.



While asking people if they “read a daily newspaper yesterday” provides a good estimate of overall trends in readership on a typical day, it may understate the size of the online newspaper audience. Some who visit a newspaper’s website for news or information may not recall that experience when asked if they “read a daily newspaper” precisely because it does not fit the traditional definition of newspaper reading.

To get the most comprehensive measure of newspaper consumption, the survey also asked whether people got any news on the internet on the previous day; if they did, they were asked if they read anything on a newspaper’s website while online. When these additional web newspaper readers are added to those who said they read a daily paper yesterday, 43% reported reading a paper either in print or on the web yesterday. This includes 38% who read the print version, and 9% who read a

newspaper online. Of this 9%, nearly half (4% overall) also read a print paper on the same day, while for 5% their only exposure to the newspaper was online.

Web Helping Keep Younger Readers

While the availability of newspapers online has not significantly increased newspaper readership, it has stemmed the losses, particularly among young readers. Currently, 29% of people ages 18 to 29 read a newspaper on a typical day – either in print or online. This is fewer than in any other age group, but no lower than a decade ago. By comparison, newspaper readership has dropped over the past decade in all other age groups, even when online readership is figured in.

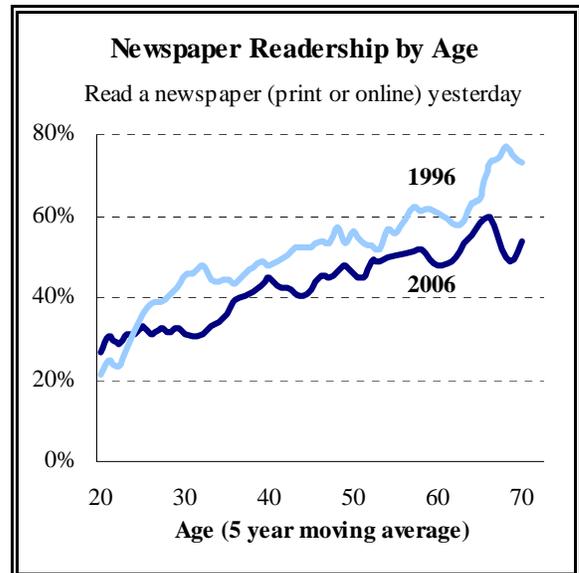
	Total	18-29	30-49	50-64	65+
2006	%	%	%	%	%
Newspaper Yesterday*	43	29	40	50	58
Print only	34	20	27	41	55
Web only	5	7	7	4	1
Both	4	2	6	5	2
NET: Print version	38	22	33	46	57
NET: Web version	9	9	12	9	3
1996					
Newspaper Yesterday	50	29	49	58	70
10-year change	-7	0	-9	-8	-12

* Figure includes people who said they got news online yesterday, and when prompted, said they visited the websites of one or more newspapers when online yesterday.

But younger Americans do not make up the core audience for online newspapers – just 9% read the paper online on a typical day. By comparison, Americans ages 30-49 are the most likely to read a newspaper online on a typical day – 12% report having done so “yesterday.” In fact, people ages 50 to 64 are just as likely as the youngest cohort to read online newspapers.

The difference is that for younger people who read online, the web is likely to be the only way they see a newspaper. Less than a quarter of 18-29 year-olds who read a newspaper online also read a print paper on the same day, compared with nearly half of 30-49 year-olds and a majority of those age 50 and over.

Clearly, younger Americans are not adopting the habit of reading the newspaper in print. Just 22%



of those under age 30 report reading the newspaper in print on the previous day, down from 29% a decade ago. Newspaper websites make up for much of this loss. In fact, the very youngest adults surveyed – those ages 18 to 24 – were slightly more likely to have read a newspaper this year than a decade ago, due in large part to their increasing use of online newspapers.

Newspapers Losing Core Readers

The overall drop in newspaper readership over the past decade is most visible in older age categories, even when online newspaper readership is factored in. The percentage of people ages 30 to 49 who read a newspaper on a typical day has declined from 49% to 40% since 1996. Among 50 to 64 year-olds there is a comparable drop – from 58% in 1996 to 50% today. And in 1996, fully 70% of Americans age 65 and over read a paper on a typical day, compared with 58% currently.

Because of these changes, the “generation gap” in newspaper readership is smaller today than it has been in at least the past two decades. Currently, Americans ages 18 to 29 are exactly half as likely as those ages 65 and older to read a paper on a typical day (29% vs. 58%). In 1996, the age divide was much larger (29% vs. 70%). However, the narrowing gap has more to do with falling readership among seniors than growing readership among the young.

Americans born prior to 1936 – who are in their 70s or older today – are less likely to read a newspaper on a typical day than they were 10 years ago when most were in their 60s. Roughly the same percentage of people now in their 60s read a newspaper as when they were when they were in their 50s, and the same is true for people now in their 50s. Among people born between 1966 and 1975, who are currently in their 30s, there has been a slight uptick in newspaper readership – 37% read a paper on a typical day, up only slightly from 35% when they were in their 20s.

<i>Year of birth</i>	<i>Read paper yesterday in...</i>		<i>Change</i>
	<i>1996</i>	<i>2006*</i>	
	<i>%</i>	<i>%</i>	
Pre-1936	68	60	-8
1936-45	56	52	-4
1946-55	54	50	-4
1956-65	46	44	-2
1966-75	35	37	+2
1976-85	--	31	--

* Includes all online newspapers.

Online Papers Not Attracting Less Educated

One factor limiting the power of the internet to greatly expand the newspaper audience is that, in socioeconomic terms, the people who read the newspaper online are largely the same people who tend to read the paper in print.

The largest audience for online newspapers are the most educated Americans – nearly a quarter (22%) of people who have had at least some post-graduate education read an internet newspaper on a typical day, compared with 15% of college graduates with no postgraduate training; 9% of those who attended some college; 6% of high school graduates; and just 2% of adults who have not finished high school. Because of this pattern, web newspapers contribute greatly to the overall readership of the most educated – 62% of people with post-graduate education read a newspaper on a typical day – but does little to increase the use of newspapers among those with less education.

	Read a newspaper yesterday	What version?*	
		In print	On web
Total	43	38	9
<i>Education</i>			
Post-graduate	62	52	22
Undergraduate	51	43	15
Some college	43	36	9
H.S. graduate	40	36	6
Less than H.S.	28	27	2

Figures add to more than overall readership because some respondents read both versions.

Web Broadens Reach of National Papers

While the web has not grown the overall newspaper audience, it has significantly broadened the public’s access to some of the major national newspapers that they might otherwise not read on a regular basis. Among people who read only the print version of the newspaper, very few are reading the New York Times (2%), Washington Post (2%) or USA Today (3%). But people who read newspapers online are far more likely to read these papers. Fully 18% of Americans who read a paper online yesterday read the New York Times, 9% read the Washington Post online, and 7% read the USA Today online.

Which paper or website?*	Read newspaper yesterday...	
	In print only	On the web
New York Times	2	18
Washington Post	2	9
USA Today	3	7
Wall Street Journal	1	4
Los Angeles Times	2	2
Local newspaper	92	46
Other (non-newspaper)	*	28
Number of cases	(467)	(307)

* Figures add to more than 100% because respondents could list more than one newspaper. Based on respondents who read a newspaper yesterday either in print or online.

By comparison, local papers have had less success reaching online readers. Fewer than half (46%) of the readers who went to newspaper websites yesterday visited the website of a local newspaper, compared with 92% of those who read only the print newspaper.

Most Visiting the Homepage

There are a number of ways people arrive at newspaper websites, some of which are indirect. The main access point for online newspapers is a paper’s homepage. Roughly two-thirds (64%) who visit a newspaper website on a typical day go to a paper’s homepage to browse or look for something.

	<u>Yes</u>	<u>No</u>	<u>DK</u>
Went to newspaper’s homepage	% 64	% 35	% 1=100
Followed link from other site or search engine	39	60	1=100
Followed link from an e-mail	12	88	*=100

Four-in-ten (39%) report following links to specific newspaper articles from other websites or search engines, most of which bypass the paper’s homepage and go directly to the story of interest. Fewer (12%) report reading the newspaper yesterday based on e-mailed links from friends or associates. Many who read newspapers online arrive there through more than one of these routes, though as many as one-in-four on a typical day read access newspaper websites *only* through links from other sites or e-mails, rather than going directly to a newspaper homepage.

What Sets Newspapers Apart?

When asked to describe what sets newspapers apart from other news sources, about half of readers cite the usability of the paper itself, while somewhat fewer point to characteristics of the news content. Among the former, most references are to the convenience of the physical newspaper – the ability to read it any time and any place, and the preference for reading hard copy over audio or video presentations. “I can have a cup of coffee and look at the headlines and if it’s interesting I read it,” said one reader. “It’s convenient to be able to read it anywhere,” said another.

%	
46	Features of the Medium
26	Read whenever/convenient/portable
7	Hard copy/hold in hand
5	Prefer to read news
4	Can choose what to read/skip topics
3	Habit/relaxing
3	Easy to read/organization of news
42	Coverage and Content
13	Local news
12	More in-depth/detailed/informative
4	Fair/factual/consistent
3	Advertisements/coupons
2	Editorials/op-eds/commentaries
2	Puzzles/games
2	Sports
Based on open-ended responses from regular newspaper readers. Figures add to more than 100% because respondents could list more than one aspect.	

Many readers specifically appreciate the control

they have over the pace of reading the newspaper. “I can do it at my own pace and my own time.” “I like being able to take my time and to be comfortable while I do it.” “I read at my leisure, skim everything, and focus on [the stories] that are of most interest.” “I can take my time to read and let it sink in.” Some also cite the capacity to review and digest the news more carefully. “You can go back and read it [again] if you don’t understand.” “I can read and reread it and absorb the news more easily that way.”

Many readers also favor newspapers for their content. In particular, 13% say that coverage of local news is what most sets newspapers apart from TV, radio and the internet, and 12% say that newspapers provide more in-depth, detailed and informative coverage than other sources. The emphasis on in-depth coverage is viewed as a feature both in terms of content and format by many readers. As one put it: “You can get a little more in-depth and you can take your time without someone throwing it all at you at once.” Said another, “You can go over it more slowly, and it contains more information rather than TV and radio where they give you an overview, while print media gives you a fuller aspect.” “There is usually deeper coverage that is more detailed. And there’s a leisure...I can set it aside and go back and read it.”

Newspapers’ Negatives

People who do not regularly read the paper mostly see it as time-consuming, as compared with TV, radio and the internet. In addition, newspapers are seen as inconvenient by many either relative to the ease of watching TV, surfing the web, or listening to the radio, or in terms of the hassles of subscribing and having newspapers piling up around the house.

Fewer mention what’s *in* the paper as what they like less about newspapers than other news sources. Some say they think their local paper is biased and unreliable, and others complain that there is just nothing that interests them in the newspaper.

Overall, nearly half of all Americans (47%) say they spend less time reading the newspaper these days, compared

Why People Don’t Read Newspapers	
%	
23	Too time-consuming
10	Inconvenient
8	Biased/opinionated
7	Don’t like to read
6	Don’t subscribe/Bother to buy
6	Nothing interesting
5	Cost/Not free
5	Just piles up/Clutter
5	Hard to read (small print/big pages)
4	Other
3	Can’t read/sight problems
2	Out of date/Old news
1	Too many ads
1	Dislike local paper
1	Allergies
11	Don’t know
Based on those who do not read a newspaper regularly.	

with 40% who say they are spending more time with the paper. Like people who have stopped reading newspapers regularly, people who say they are spending less time with the paper mostly mention time constraints, while many say they can get the same information elsewhere. Relatively few cite dissatisfaction with the newspaper content as the reason they are reading less.

For the most part, criticism of newspaper content is not widespread. When asked about the quality of the newspaper with which they are most familiar, 38% say it has gotten better, 27% worse (virtually identical to measures taken ten years ago in 1996). Among those happy with the development of their regular paper, most refer to broader and more in-depth coverage than in the past. Among those who see their paper in decline, there is a range of concerns. Many say the paper they are most familiar with is biased in its coverage of events, while others criticize the paper for being too narrowly focused and shallow. Some also feel the quality of reporting and overall credibility of the paper has worsened.

Relaxing with the Paper

Newspaper readers are considerably more likely to describe reading the paper as “relaxing” than are users of other news sources. Fully 57% of regular readers say it is relaxing to read the paper, compared with just 44% of radio news listeners, 41% of television news viewers, and 33% of those who get news online. This positive association with reading the newspaper spans generations, with younger readers as almost as likely as older ones to describe newspaper reading as relaxing.

A majority of newspaper readers (62%) also say that reading the paper is a habit for them. Nearly as many regular television news viewers say watching TV news is a habit (59%), but smaller percentages of regular radio news listeners (54%) and internet news consumers (50%) express this view.

Large majorities of news consumers – regardless of source – cite information they need to know as a factor in their news choice. By comparison, only about four-in-ten regular consumers of TV and internet news (42% each) and newspapers (40%) describe getting the news as “a way to pass the time.” But somewhat more radio

	<i>Reasons people read/watch/listen</i>			
	<u>News-papers</u>	<u>TV news</u>	<u>Web news</u>	<u>Radio news</u>
It has information	%	%	%	%
I need to know each day	80	79	77	76
It's a habit	62	59	50	54
It's a way to pass the time	42	40	42	53
It's relaxing	57	41	33	44

Based on regular users of each source.

news listeners (53%) say it is a way to pass the time for them.

What Sets Internet News Apart

While newspapers stand out in readers' minds for being relaxing, slow-paced and thorough, the characteristics that set the internet apart as a source of news are speed and convenience. Most internet news users cite some aspect of the usability of the medium as the defining feature of the web – its accessibility, navigation features that allow customization, searching and browsing, and the speed with which information can be accessed. A number of online news consumers emphasized that “It’s at my fingertips.” Others echoed that sentiment: “I just point and click,” “It’s all in one place,” and “My home page has the top stories of the day and it is easy and quick to get them.”

What Sets Internet News Apart	
%	
60	Features of the Medium
39	Accessible/Convenient
19	Navigation/Customizable/Browsing
7	Easy to read/Quick to use
2	Pictures and Video features
2	Free/Cheaper
40	Coverage and Content
14	Updated faster/Breaking news
11	More in-depth/Full picture
10	Diversity/variety of sources
5	Specific subjects & content
Based on open-ended responses from regular internet news users.	

Many users also cite the ease with which information can be gathered online. “I can navigate it easier and it’s free,” said one regular internet news consumer. Some particularly like the web for the ability to seek out what they are personally interested in. “It is easier to look up what I want and find it without having to read through everything in the newspaper.” Others enjoy browsing: “When I go online it’s going on the top of the screen and I can stop and read whatever catches my eye.” Many also see the internet as a reference page: “It’s a research tool.” “You can look up anything anytime you want, even past news.”

Even online news consumers who mention content as setting the internet apart focus on the speed of the medium. You can “get alerts as things occur,” said one, while others offered similar comments – the internet is “frequently updated,” and “more up to date” than other sources. As with newspapers, some extol the depth of internet news coverage. It has “better information” and gives “access to things that are not available elsewhere.” But unlike newspapers, web users note the diversity of sources as a key feature of the web. People feel they can “read several opinions,” “compare different sources,” and get a “variety of perspectives” online.

Very few internet news users cite the medium as standing out for its coverage of specific subjects in the news or any other content that is unique to web news. This is quite different from newspapers, which stand out in readers' minds for local news coverage, or television, which provides local, weather, and other content of note.

The emphasis on convenience, navigation and ease of use is particularly evident among younger web news consumers. Nearly three-quarters of younger people getting news online describe its advantages in terms of being more accessible and convenient, or the appeal of being able to search, browse and get to news more easily. About half of web news consumers ages 50 and older emphasize convenience and ease of use to describe what sets the web apart as a resource. These users focus instead on what content the web covers, including the internet's advantage in allowing people to stay on top of breaking news.

Web News About Convenience for Young, Content for Old			
	18-29	30-49	50+
<i>What sets web news apart?</i>	%	%	%
Features of the Medium	74	62	50
Accessible/Convenient	49	39	33
Navigation/Browsing	25	17	16
Easy to read/Quick	10	8	3
Coverage and Content	30	41	44
Updated/Breaking news	12	13	19
More in-depth/Full picture	6	11	11
Diversity/variety of sources	12	11	7
Subjects & Content	2	4	9

Based on open-ended responses from regular internet news users.

What Sets Television News Apart

Unlike newspapers and the internet, there is no single feature which sets television news apart from other sources. As with the other sources, many TV news viewers do cite characteristics of the medium that make it easy and convenient, such as that they prefer the visual aspect of the news and the fact that you can do other things while the news is on. Many others note aspects of TV news coverage – that it is more “up to date” and can provide live coverage of events as they are happening. Many also like television news for its ability to summarize the important parts of the news quickly. As one viewer put it, “It’s brief, concise, and has all the information I need in thirty minutes.” Another said, “It gives you the highlights of the day without taking too much of your time.”

What Sets Television News Apart	
%	
33	Features of the Medium
14	Easy/Accessible/Convenient
12	Visual/Watch
6	Can do other things while watching
5	Audio/Can listen
52	Coverage and Content
13	Up-to-date/Live coverage
11	Concise/Quick/Direct
7	Local news
6	Diversity of issues/Different sources
6	TV personalities/Personal delivery
5	In-depth/Detailed
3	Weather

Based on open-ended responses from regular internet news users.

Many TV news viewers also point to specific

elements of news content as the most outstanding characteristic. Some say it is local news coverage or weather coverage that stands out. Others refer to specific TV personalities, programs, or the fact that the news is delivered in a more personal way.

TV, Newspapers Fill Different Niches

Television news is the main source of information on most subjects for most people, but newspapers, the internet, and radio fill important niches on certain subjects. Television’s position as the “go to” source is particularly notable when it comes to national and international news where more count on TV for information than all other sources combined. Two-thirds of Americans who follow international news (67%) say they get most of their news from television, compared with 24% who mostly rely on newspapers. These margins are roughly the same (68% vs. 27%) for news about people and events in Washington.

Where newspapers stand out is on local and community news. Most who follow news about people and events in their community (61%) say they get most of their news from newspapers, nearly twice as many as cite television (34%) as their main source. Similarly, 53% who follow local government news cite papers as their main source, compared with 45% who rely mostly on television news.

Newspapers are also a significant source among people who follow business and finance – 37% of whom get most of their news from papers, 41% from television, and 20% from the internet.

Both business and international news are topics that many turn to the web for to stay informed. One-in-five business news consumers cite the web as their main source of information, as do 19% who follow international news. The internet also stands out as a source for breaking news – 18% say they get most of their breaking news online. But 76% say television is where they most often

	<i>Mostly get news about subject from*</i>			
	<u>News-</u> <u>papers</u> %	<u>TV</u> <u>news</u> %	<u>Inter-</u> <u>net</u> %	<u>Radio</u> <u>news</u> %
Community events	61	34	3	4
Local government	53	45	6	5
Culture & the arts	46	38	15	4
Business & finance	37	41	20	5
Crime	36	68	8	6
Sports	28	70	13	6
Washington/politics	27	68	15	8
International	24	67	19	6
Entertainment	24	61	16	4
Commentary/opinions	18	57	15	14
Weather	13	79	16	7
Breaking news	6	76	18	8

* Percentages based on people who follow news about each topic, and add to more than 100% because respondents could name more than one main source.

receive breaking news reports.

Most Americans say they are not interested in getting commentary and opinions on the news, but among those who are, television is the place they most often turn. Just over half (57%) say they mostly get news commentary and opinions on TV, compared with 18% who turn to newspapers and 15% the web. News commentary is a topic that stands out for radio news broadcasts – 14% of those who are interested cite radio as their main source, far more than cite radio as the main source of any other news topic.

While the sports section is often cited as a feature of newspapers some people like, newspapers have a difficult time competing with television as the main source for sports news. While one-in-three Americans do not follow sports news at all, among those who do the vast majority (70%) say they get most of their news from television, compared with just 28% who cite newspapers as their main source. Even fewer (13%) say they get most of their sports news on the web.

There is a stark generational divide over where people turn for most of their news, with younger people – not only in their teens and twenties but thirties and forties as well – increasingly turning to the internet to follow certain subjects. One-in-four Americans under age 50 who follow international news say they get most of their information online. This is greater than the number who count on newspapers to stay informed about the world. Similarly, roughly twice as many young people turn to the web for entertainment news as read newspapers for this information (25% vs. 13%).

Where younger and older Americans turn for

<i>Main source of...</i>	18-29%	30-49%	50-64%	65+%
<i>International news</i>				
TV	65	61	72	77
Newspapers	20	21	26	36
Internet	25	26	15	3
<i>National news</i>				
TV	63	63	74	77
Newspapers	23	26	25	36
Internet	21	19	13	2
<i>Local gov't news</i>				
TV	48	46	39	47
Newspapers	42	50	58	64
Internet	12	7	4	1
<i>Business news</i>				
TV	33	39	51	41
Newspapers	33	30	38	62
Internet	27	25	14	3
<i>Sports news</i>				
TV	65	73	67	74
Newspapers	22	20	39	40
Internet	20	16	8	2
<i>Entertainment news</i>				
TV	62	60	60	64
Newspapers	13	19	29	43
Internet	25	20	11	2
<i>Commentary & opinion</i>				
TV	37	54	69	67
Newspapers	10	19	16	24
Internet	35	17	9	2

Percentages based on people who follow news about each topic, and add to more than 100% because respondents could name more than one main source.

business news is particularly revealing of the mix of sources that younger generations utilize. A third of those under age 30 get most business news on TV; another third turn mostly to newspapers; and 27% rely mostly on the web. By comparison, people ages 50-64 mostly rely on TV for business news, and most people ages 65 and older count on newspapers to keep up with what’s going on in the business world.

The web has also become a major source of opinion pieces for the minority of younger people interested in commentary. While 54% of Americans, and 65% of those under age 30, say they are not interested in news commentary and opinions, among the minority who are the internet has become a major source for the young. Roughly a third (35%) of under-30 internet news consumers get most of their news commentary and opinion online, far more than in any other age category.

Newspaper Readers Seeking Local News

Further evidence of the way Americans associate newspapers with local news – rather than national or international news – is seen in how readers and viewers describe the topics that most interest them from each source. In short, people have different subjects in mind when they think about what each news medium provides for them. Among regular newspaper readers, more than a third (35%) say the subject in the paper that most interests them is local news. By comparison, 20% of TV news viewers cite local news as the main subject that draws them in, and just 6% of internet news consumers say the same.

Subjects that Draw People to the Medium		
% <u>Newspapers</u>	% <u>TV News</u>	% <u>Internet</u>
35 Local news	24 International	27 Headlines
28 Headlines	23 Headlines	22 International
21 Sports news	20 Local news	15 Sports
13 International	12 Politics/Elections	13 Politics/Elections
7 Business	11 Weather	11 Business
7 Editorials/Op-eds	7 Sports	9 Arts/Entertainment

Open-ended: “What subjects in/on _____ are of the most interest to you?”
 Six most frequently cited responses shown. International news includes news from Iraq.
 Each column is based on regular users of that medium.

International news is a topic more closely associated with TV and the web than newspapers. Nearly a quarter (24%) of regular viewers say international news is what interests them most on television broadcasts – the single most cited subject. This includes 10% who say that news about Iraq is what most interests them in TV news. Roughly the same number of online news consumers (22%) cite international news as the most interesting topic they follow online.

Newspapers From Front to Back

While local news coverage stands out as the subject that sets newspapers apart from other sources, it is not the only section of the paper that readers look at. Nine-in-ten people (91%) who say they often or sometimes read a newspaper spend at least some time on news about their city, town or region, but 88% say the same about national news stories, and 84% spend time reading international news. These figures – and the standing of local, national and international news as the most read parts of the newspaper – are unchanged from measures taken twenty-one years ago by the Pew Research Center.¹

Three sections of the newspaper have grown significantly more popular since 1985: business and financial news, news about religion, and articles about food, diet and cooking. Today, 60% of those who say they read a paper almost every day or sometimes say they spend at least some time reading business news, up from 44% in 1985, and interest among female readers has risen particularly sharply. While men remain considerably more likely to read the business section (66% vs 54% of women), the gender gap has closed from a 54% to 33% difference in 1985.

What People Read in the Newspaper			
<i>Spend a lot or some time reading...</i>	<u>1985</u>	<u>2006</u>	<u>Change</u>
News stories about your city, town or region	91	91	0
National news stories	84	88	+4
International news stories	81	84	+3
Articles on health and medicine	--	77	--
Articles about technology	--	63	--
The editorial and opinion pages	60	60	0
The business and financial news	44	60	+16
Articles about food, diet, cooking	45	55	+10
News stories and columns about religion	37	51	+14
Consumer tips on products & services	49	50	+1
The sports section	45	48	+3
Entertainment news	--	46	--
The obituaries	33	42	+9
Comics, puzzles and games	45	41	-4
Articles and reviews about travel	--	39	--
The advertisements	35	35	0
The real estate section	--	32	--
TV/movie/entertainment info & schedules	45	29	-16
Personal advice columns	41	28	-13
Society pages, weddings/engagements/births	25	24	-1

Based on those who read a newspaper "just about every day" or "sometimes."

¹ In 1985 the Center was named the Times-Mirror Center for the People & the Press.

About half (51%) of those who often or sometimes read a paper spend time on stories and columns about religion, up from 37% two decades ago. Here, the increased interest is mainly from men and younger people, closing what were sizable gender and age differences on this subject. In 1985, women were far more likely than men to spend time reading religion stories and columns, but rising attention to these stories among men has virtually closed the gap. Similarly, the share of 18-29 year-olds who read religion stories has nearly doubled (from 27% to 50%) and younger readers now express nearly as much interest in these stories as do older readers.

	<i>Business & finance</i>			<i>Religion</i>			<i>Food, diet, cooking</i>		
	<u>1985</u>	<u>2006</u>	<u>Gain</u>	<u>1985</u>	<u>2006</u>	<u>Gain</u>	<u>1985</u>	<u>2006</u>	<u>Gain</u>
	%	%		%	%		%	%	
Total	44	60	+16	37	51	+14	45	55	+10
Men	54	66	+12	29	49	+20	20	44	+24
Women	33	54	+21	44	53	+9	69	67	-2
18-29	33	48	+15	27	50	+23	38	44	+6
30-49	45	69	+24	34	50	+16	44	55	+11
50-64	48	60	+12	43	50	+7	53	52	-1
65+	50	59	+9	48	58	+10	48	68	+20

Based on those who read a newspaper "just about every day" or "sometimes."

Articles about food, diet and cooking also are read by more readers today than in 1985. Here again, the gender gap has narrowed substantially, as men are twice as likely to read stories on this topic today (44%) as they were in 1985 (20%). Despite no change in women’s attention to these stories, they remain significantly more interested than do men (67% vs. 44% of men). Attention to food, diet and cooking articles is also up among seniors, as 68% of readers age 65 and older spend at least some time on this topic, up from 48% in 1985.

Two parts of the newspaper are read significantly less today than in 1985. Just 29% say they spend time reading information and schedules for TV shows, movies and other entertainment, down from 45%. And just 28% read personal advice columns, down from 41%. Declining interest in advice columns is steepest among women – 34% of whom spend a lot or some time reading, down from 54% in 1985.

Some subjects not tested in 1985 rank high in interest among readers today. Three-quarters of newspaper readers say that they spend time reading articles on health and medicine, and 63% read articles on technology in the newspaper. Travel (39%) and real estate (32%) are far lower on the list.

Who's Reading What Sections?

The only sections of the newspaper that younger readers spend more time on than their seniors are features such as comics, puzzles, games and horoscopes. More than half (54%) of readers age 18-29 spend time on these parts of the paper, compared with just 34% of readers age 30-49 and 38% of those age 50-64.

There are a number of other sections with the reverse pattern – more attention from older than younger readers. This is particularly the case with the obituaries, editorial pages, and food, diet and cooking articles. The gap is largest when it comes to obituaries, which most young readers skip entirely and most readers ages 65 and older follow. Younger readers also express notably little interest in newspaper editorials and opinion pages. Most readers who are under age 30 either skip the editorial pages entirely (35%) or just glance at them (17%), just 15% spend a lot of time reading the op-eds. By comparison, most readers ages 65 and over either spend a lot (45%) or some (28%) time reading the editorials & opinion pieces.

Who's Reading What Sections – Biggest Age Gaps					
	18- <u>29</u>	30- <u>49</u>	50- <u>64</u>	<u>65+</u>	<i>Age gap*</i>
<i>Spend time reading...</i>	%	%	%	%	
Obituaries	23	36	52	60	+37
Editorial & opinion pages	45	57	64	73	+28
Food, diet and cooking	44	55	52	68	+24
Sports section	39	52	44	56	+17
Health and medicine	71	77	78	85	+14
Comics, puzzles, games, horoscope & other features	54	34	38	49	-5
Biggest Gender Gaps					
	<u>Men</u>	<u>Women</u>	<i>Gender gap</i>		
Food, diet & cooking	44	67	+23		
Society pages	16	32	+16		
Entertainment news	40	53	+13		
Advice columns	21	34	+13		
Business & finance	66	54	-12		
Technology articles	72	53	-19		
Sports section	63	33	-30		
* Difference between 18-29 and 65+. Based on those who read a newspaper "just about every day" or "sometimes."					

SECTION III: ATTITUDES TOWARD THE NEWS

A narrow majority of Americans say they enjoy keeping up with the news “a lot,” and this attitude is one of the strongest predictors of how much news people actually seek out. Enjoyment of the news has been very stable over the past dozen years. About one-third (34%) say they enjoy keeping up with the news “some,” while the rest say “not much” or “not at all.”

Enjoyment of the news is somewhat greater among those with higher levels of education, but the differences are not dramatic; 61% of college graduates enjoy the news a lot, compared with 53% among those with some college experience and 47% among high school graduates. Greater differences are seen by age, with young people least likely to say they enjoy the news (38% among those under 30 years of age), and older people most enthusiastic (59% among those age 50 and older).

Two other constraints on the public’s appetite for news are also long-standing and are each shared by about four-in-ten people: lack of time to follow the news, and a lack of background information with which to interpret the news.

Overall, 38% of the public agrees with the statement that “I am often too busy to keep up with the news,” while 60% disagree. And 38% say they lack the background to follow news stories; 59% disagree.

Being too busy for the news is a greater obstacle for younger people than for older ones, but there is little difference across age groups in the feeling that one lacks the background to keep up with the news. Lack of background knowledge is a bigger problem for the less educated (44% among those with a high school education, compared with just 29% of those with a college degree).

		-----Age-----			
	<u>All</u>	<u>18-29</u>	<u>30-49</u>	<u>50+</u>	
	%	%	%	%	
<i>Enjoy keeping up with the news</i>					
A lot	52	38	51	59	
Some	34	44	37	28	
Not much/not at all	13	17	12	12	
Don't know	<u>1</u>	<u>1</u>	<u>*</u>	<u>1</u>	
	100	100	100	100	
<i>Often too busy to keep up with the news</i>					
Agree	38	47	41	31	
Disagree	60	52	58	66	
Don't know	<u>2</u>	<u>1</u>	<u>1</u>	<u>3</u>	
	100	100	100	100	
<i>Often lack background to follow news stories</i>					
Agree	38	38	37	40	
Disagree	59	60	61	55	
Don't know	<u>3</u>	<u>2</u>	<u>2</u>	<u>5</u>	
	100	100	100	100	
<i>Feel overloaded/like so much information</i>					
Overloaded	28	21	26	32	
Like it	64	70	67	60	
Don't know	<u>8</u>	<u>9</u>	<u>7</u>	<u>8</u>	
	100	100	100	100	

Most people express little concern about “information overload.” Just 28% say they feel overloaded with information, “considering all the TV news shows, magazines, newspapers, and computer information services.” By contrast, 64% say they like having so much information available. The balance of opinion on this question has changed very little since it was first asked in 1995, at the dawn of the internet age.

News also has a social value, giving people something to talk about with family and friends. Roughly three-quarters of Americans (76%) either completely agree (32%) or mostly agree (44%) with the statement: “I often talk about the news with family and friends.” This practice is widely shared; although young people get less enjoyment from following the news, they are only slightly less likely than older Americans to say they talk about it with friends and family.

News From Your Point of View?

In the eyes of many news consumers, the news media are largely undifferentiated in terms of trustworthiness – 45% say this – though a small majority (52%) says that they trust some news sources more than others. There has been little change in these views over the past two years. Compared with the less educated, better educated people are far more likely to say they trust some sources more than others; 66% of those with a college degree say this, compared with just 44% of those with a high school education. People who enjoy keeping up with the news are also more likely to see differences among news sources.

But a preferences for some sources over others does not mean that people are looking for a particular slant to the news. In fact, a large majority of the public continues to say that they prefer getting news from sources that don’t have a particular point of view – 68% in the current poll, unchanged from two years ago. Only about a quarter (23%) say they prefer getting news that

News From Your Point of View?			
	<u>My point</u> <u>of view</u>	<u>No point</u> <u>of view</u>	<u>DK</u>
	%	%	%
All	23	68	9=100
January 2004	25	67	8=100
Men	21	70	9=100
Women	25	66	9=100
White	22	69	9=100
Black	34	56	10=100
Liberal Democrat	24	71	5=100
Cons/Mod Democrat	27	67	6=100
Independent	16	77	7=100
Mod/Lib Republican	24	68	8=100
Conserv. Republican	34	56	10=100
News media are all the same	23	67	10=100
Trust some more than others	24	70	6=100
<i>Among regular readers/viewers/listeners:</i>			
Rush Limbaugh	38	53	9=100
Larry King Live	37	58	5=100
Religious radio	37	52	11=100

shares their point of view.

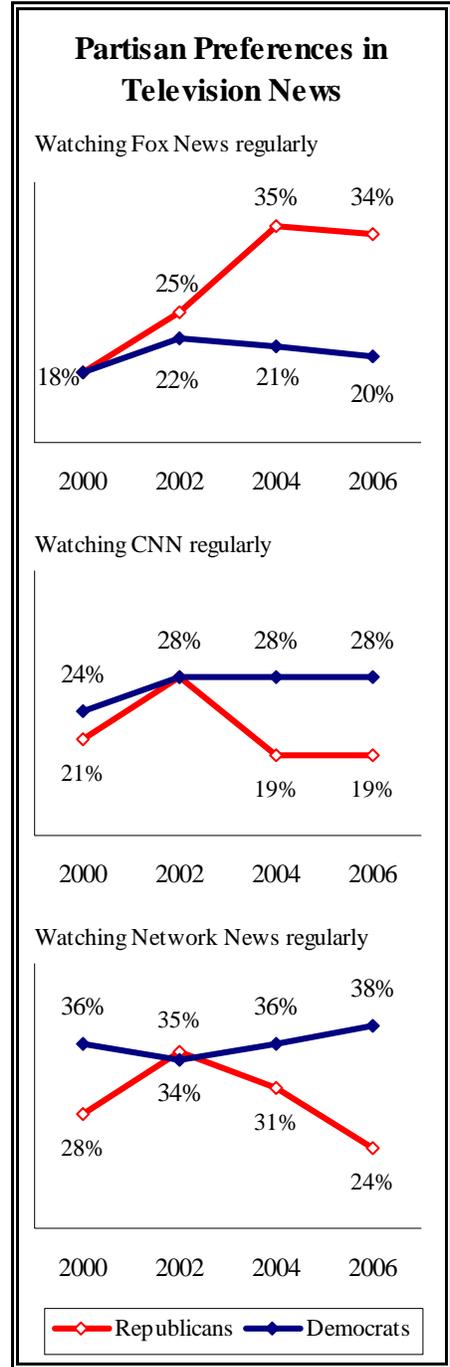
Conservative Republicans (at 34%) are more likely than other partisans to say they prefer news with a point a view, and independents are least likely to do so (at 16%). Regular news audiences for most sources and programs do not differ much on this question, though a few stand out as especially interested in news with a point of view. The regular audiences for Rush Limbaugh (38%), Larry King Live (37%), and religious radio programs (37%) are all significantly above the average in preferring news with a point of view.

Audiences Remain Divided along Party Lines

News audiences for cable television news became more polarized along partisan and ideological lines between 2002 and 2004. That polarization remains but has not increased since 2004. Republicans are still much more likely than Democrats to say they regularly watch the Fox News Channel (34% for Republicans, 20% for Democrats), while Democrats are more apt to turn to CNN (28% vs. 19% for Republicans).

But there has been a modest increase in partisan polarization for other news sources. The gap between Republicans and Democrats in regular viewership of the nightly network news on ABC, CBS, or NBC is now 14 points, nearly three times as large as it was in 2004; currently, 38% of Democrats regularly watch compared with 24% of Republicans. There is a slightly smaller gap in the regular audience for NPR – 22% of Democrats listen regularly, compared with 13% of Republicans.

The general pattern for network news, CNN, and NPR is also seen with many other news sources. More Democrats than Republicans say they regularly watch a wide range of different news programs. There is a five-point partisan gap in regular viewing of local television news (59% for Democrats,



54% for Republicans), and five and nine-point gaps, respectively, in the audiences for the networks' news magazine shows and morning news shows. More Democrats than Republicans also regularly watch Sunday morning talk shows (15% vs. 10%). Nearly twice as many Democrats as Republicans (7% vs. 4%) are regular viewers of the News Hour with Jim Lehrer. And Democrats also outnumber Republicans among regular viewers of the Daily Show with Jon Stewart (by 10% to 3%).

Republicans are more numerous among the regular audiences of The O'Reilly Factor; 16% of Republicans say they watch the show regularly, compared with 5% of Democrats. And there is an even more lopsided disparity among the audience for Rush Limbaugh: 10% of Republicans say they listen regularly, compared with just 1% of Democrats.

Partisans Using Different Sources				
<i>Percent who regularly watch...</i>	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
	%	%	%	%
Fox News Channel	23	34	20	17
CNN	22	19	28	20
MSNBC	11	8	15	10
CNBC	11	9	13	8
NBC Nightly News	15	14	19	13
CBS Evening News	13	13	17	9
ABC World News	14	12	18	12
NPR	17	13	22	18
NewsHour	5	4	7	4
O'Reilly Factor	9	16	5	7
Rush Limbaugh	5	10	1	3
Larry King	4	3	7	3
Daily Show	6	3	10	7
Local TV news	54	54	59	51
TV news magazines	23	22	27	20
Morning news shows	23	20	29	19
Sunday talk shows	12	10	15	10

News Audiences and Ideology

General-interest news organizations that command large audiences do so in part by appealing to viewers and readers across the ideological spectrum. The regular audiences for local television news, local newspapers, the network nightly news, and network magazine and morning news programs each have about the same number of conservatives, moderates, and liberals as in the public at large. So too do business magazines and the Larry King Live show on CNN.

Although conservatives outnumber liberals by 36% to 21% in the public, the regular consumers of the Daily Show, literary and political magazines such as The Atlantic and The New Yorker, and the MSNBC cable channel are significantly more liberal than conservative. Liberals and conservatives are equally numerous in NPR’s audience, and among regular viewers of the NewsHour and CNN.

At the other end of the spectrum, the audiences for Rush Limbaugh and the O’Reilly Factor are overwhelmingly conservative. Conservatives greatly outnumber liberals in the regular audiences for religious radio and for the Fox News Channel.

Moderates, who constitute 35% of the general public, are in short supply among regular readers of political magazines such as the Weekly Standard and The New Republic, where they are 21% of the readership. In addition, moderates make up a relatively small proportion of the regular audiences for religious radio (22%), the O’Reilly Factor (23%), and Rush Limbaugh’s radio show (15%).

<i>Of those who regularly watch read, or listen to ...</i>	Audience Ideology Profile			
	<i>Percent who are...</i>			
	Conser	Moder	Lib	DK
	<u>vative</u>	<u>ate</u>	<u>eral</u>	<u>%</u>
	%	%	%	%
Rush Limbaugh	78	15	3	4=100
O’Reilly Factor	64	23	10	3=100
Religious radio	55	22	15	8=100
Fox News Channel	49	31	14	6=100
Call-in radio shows	43	30	23	4=100
Political magazines	38	21	31	10=100
Local news	38	36	19	7=100
Daily newspaper	37	35	22	6=100
Business magazines	37	32	24	7=100
General Public	36	35	21	8=100
Nightly network news	35	38	20	7=100
Larry King Live	35	35	24	6=100
Morning news	34	37	21	8=100
Network news mags	34	37	22	7=100
CNN	33	36	27	4=100
Letterman/Leno	32	37	24	7=100
News magazines	32	36	27	5=100
NewsHour	31	33	29	7=100
CNN	31	35	28	6=100
NPR	28	35	28	9=100
MSNBC	24	37	34	5=100
Literary magazines	20	39	35	6=100
The Daily Show	19	33	41	7=100

SECTION IV: AUDIENCE SEGMENTS

Majorities of Americans say they follow local news (57%) and national news (55%) most of the time, not just when important events occur. But the opposite is true for international news – just 39% say they follow overseas news most of the time, compared with 58% who follow it only when something important happens.

That represents a significant shift from 2004, when 52% said they followed international news most of the time. However, the current measure is consistent with findings from earlier news consumption surveys.

The spike in regular attention to foreign news in April 2004 came during a particularly tumultuous period in Iraq. Since then, interest in news from Iraq has fallen, as has the percentage saying they regularly track overseas news.

Notably, interest in foreign news has declined most among many of the same demographic and political groups that showed the biggest increases two years ago. The percentage of women saying they follow international news most of the time rose from 32% in 2002 to 51% in 2004; since then, it has fallen to 34%, which has led to a reopening of the gender gap on this measure.

Audience for Overseas News Now More Event-Driven					
	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>
<i>International news</i>	%	%	%	%	%
Most of the time	34	33	37	52	39
Only when important	63	64	61	47	58
Don't know	<u>3</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>3</u>
	100	100	100	100	100
<i>National news</i>					
Most of the time	52	48	53	55	55
Only when important	46	50	45	43	43
Don't know	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
	100	100	100	100	100
<i>Local news</i>					
Most of the time	61	58	56	55	57
Only when important	38	40	41	43	41
Don't know	<u>1</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>
	100	100	100	100	100

Follow "most of the time whether or not something important is happening" or "only when something important is happening."

Similarly, educational differences in the regular audience for international news have re-emerged. Half of college graduates say they follow overseas events most of the time, compared with a third of those with a high school education or less. And while regular interest in foreign news increased more among Republicans than Democrats or independents between 2002 and 2004, it also has fallen much more among Republicans since then.

Where Foreign News Consumers Go

Several news outlets stand out for their success in attracting news consumers who follow international news most of the time, and not just when something important happens. The websites of major national newspapers such as USA Today.com, New York Times.com, and the Wall Street Journal online have especially large numbers of regular foreign news consumers. More than three-quarters (77%) of those regularly visiting such sites say they follow international news most of the time regardless of whether something important is happening.

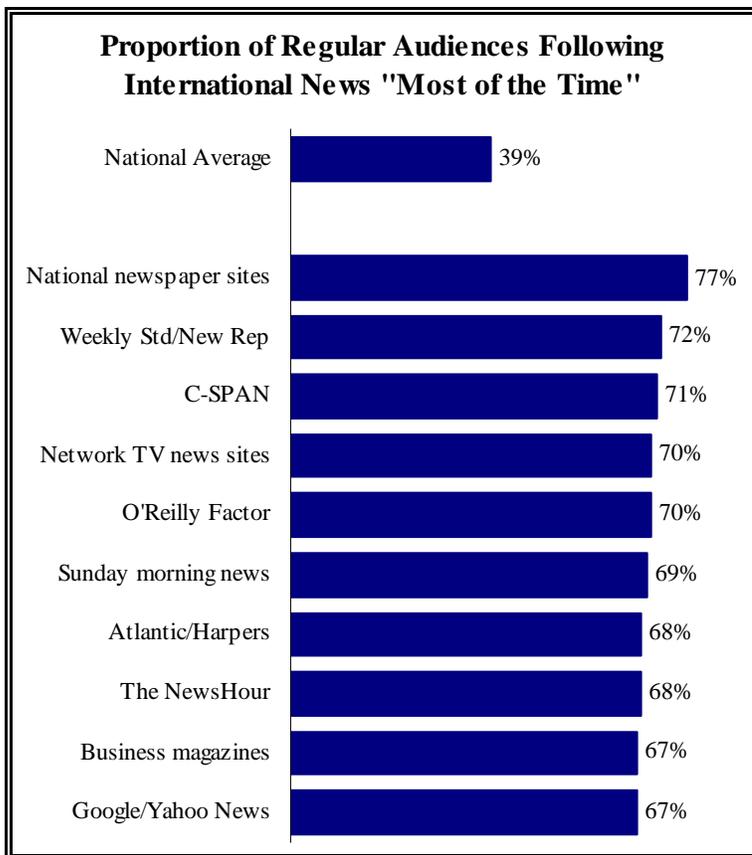
Drop in Attention to International News				
<i>Follow international news "most of the time"</i>				
	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>04-06</u> <u>Change</u>
	%	%	%	
Total	37	52	39	-13
Men	42	52	44	-8
Women	32	51	34	-17
White	37	52	39	-13
Black	33	57	41	-16
Hispanic	32	45	36	-9
Republican	39	56	36	-20
Democrat	38	52	42	-10
Independent	37	51	41	-10
18-29	26	40	27	-13
30-49	33	49	35	-14
50-64	43	62	48	-14
65+	51	59	47	-12
College Grad.	47	57	50	-7
Some College	36	52	39	-13
H.S.or less	32	49	33	-16

Other internet audiences disproportionately drawn to foreign news include those of network TV news sites such as CNN.com, ABCNews.com, and MSNBC.com (70%), as well as those who regularly visit websites such as Google News, AOL News, and Yahoo News (67%).

Among television news sources, C-SPAN (71%), Sunday morning interview programs (69%), the O'Reilly Factor (70%), and the NewsHour (68%) have especially large numbers of international news consumers. In the print media, political magazines such as the Weekly Standard and the New Republic (72%) and literary magazines such as The Atlantic, Harpers, and The New Yorker (68%) stand out for their high proportion of foreign news consumers. But so too do business magazines such as Fortune and Forbes (67%).

Weather Tops News Interests

The overall pattern of public news interest has remained fairly steady over the years, although there have been recent declines in interest in both news about international affairs and news about political figures and events in Washington, DC. Fully half of Americans say they track weather news very closely, by far the highest percentage for any subject listed.



Type of news	2000	2002	2004	2006
<i>followed "very closely"</i>	%	%	%	%
Weather	–	–	53	50
Crime	30	30	32	29
Community	26	31	28	26
Health news	29	26	26	24
Sports	27	25	25	23
Washington news	17	21	24	17
International affairs	14	21	24	17
Local government	20	22	22	20
Religion	21	19	20	16
Science and technology	18	17	16	15
Entertainment	15	14	15	12
Business and finance	14	15	14	14
Consumer news	12	12	13	12
Culture and arts	10	9	10	9

The percentage who say they follow news about international affairs (17%) is now at its lowest point since 2000 (14%). Similarly, the percentage tracking political news very closely has fallen from 24% two years ago to 17%. The current measure is even a bit below the 21% recorded in 2002, the most recent midterm election.

The News Gender Gap

Men and women not only go to different places for news, but the topics they follow are often different as well. Men dominate the audience not only for sports news but also for news about science and technology, business and finance, and international affairs. More men than women are also found among those who closely follow news events and people in Washington, DC, as well as among those who say they pay close attention to news about local government.

News Interests Diverge		
<i>Gender profile of those who closely follow:</i>	<u>Men</u>	<u>Women</u>
	%	%
Sports news	74	26
Science and technology	69	31
Business and finance	65	35
International affairs	63	37
News about Washington	59	41
Local government	55	45
Consumer news	51	49
National population	48	52
The weather	47	53
Crime news	46	54
Culture and the arts	44	56
Community news	42	58
Entertainment news	39	61
Health news	37	63
Religion	36	64

But women greatly outnumber men among those who closely follow news about religion, health, and entertainment. They are also disproportionately represented among those paying close attention to community news and to news about culture and the arts. Men and women are about equally likely to be found among the audiences for crime, weather, and consumer news. The upshot of these differences is that men are significantly more likely to be regular consumers of “hard news” – 32% vs. 22% for women. This orientation is reflected in their choices among different kinds of news media and in preferences among specific sources.

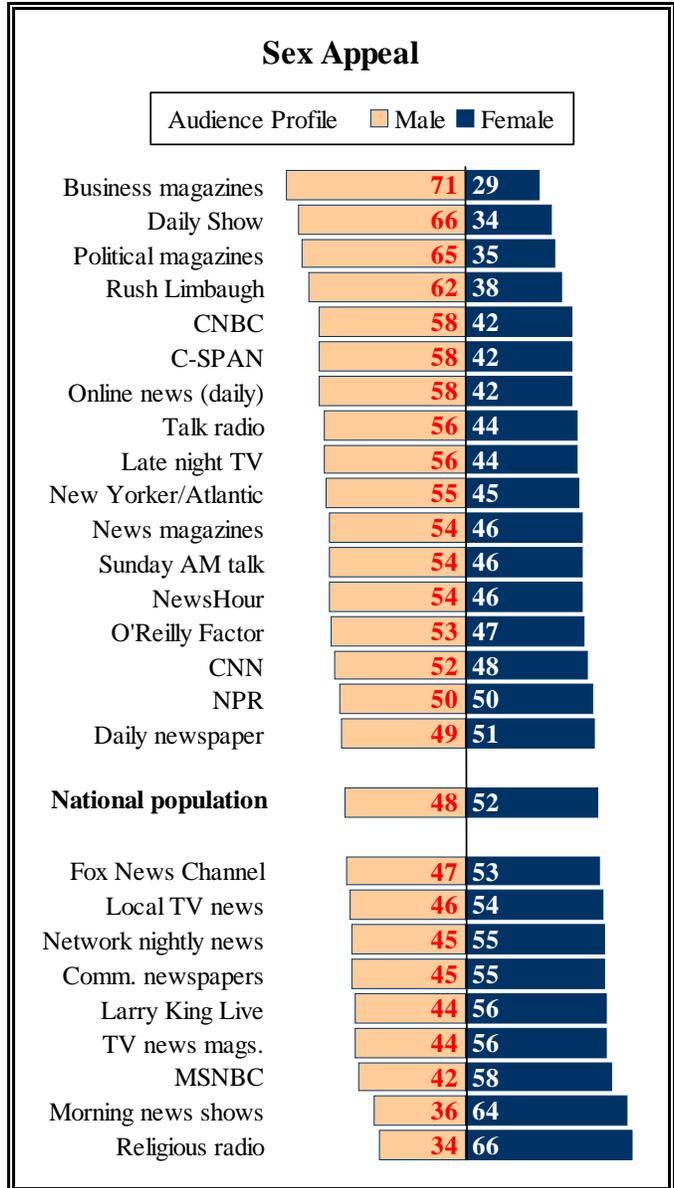
Men are significantly more likely than women to regularly turn to the internet, to radio news, talk radio, and to newspapers. By contrast, women are substantially more likely to regularly watch morning network news shows, and are somewhat more likely to turn to television news in a variety of forms.

His and Hers Media			
<i>Regularly read, watch, listen to...</i>	<u>Men</u>	<u>Women</u>	<i>Diff</i>
	%	%	
News online+	53	41	-12
Radio news*	42	31	-11
Talk radio	23	17	-6
Newspaper*	44	38	-6
Cable news	35	33	-2
Local TV news	53	55	+2
Network news magazines	21	25	+4
Nightly network news	25	31	+6
Network morning shows	17	28	+11

* Read newspaper / Heard radio news yesterday
 + Get news online at least 3 days a week

Looking at specific news outlets and sources, men significantly outnumber women in the regular audiences for business magazines, political magazines such as The Weekly Standard and New Republic, Rush Limbaugh’s radio program, and also the Daily Show with Jon Stewart. For each of these, men constitute more than 60% of the audience. Men are also significantly more numerous (at 58%) among the regular viewers of CNBC and C-SPAN and among daily internet news consumers. They are also disproportionately represented in the audience for talk radio, for literary and political magazines such as the Atlantic and New Yorker, and for late night television.

By contrast, women constitute a much larger share of the audience for religious radio (66% of the regular audience), the morning network television news shows (64%), and for the MSNBC cable channel. They also outnumber men among the regular audiences for TV news magazine shows such as Dateline and 60 Minutes, and for Larry King Live.



Knowledgeable News Audiences

News audiences vary widely in age, education, and how much they know about what’s going on in the nation and the world. Most regular consumers of news are better informed, better educated, and older than the average American. But the audiences for some news sources stand out in this respect.

Judged by their answers to three news knowledge questions², the most informed audiences belong to the political magazines, Rush Limbaugh’s radio show, the O’Reilly Factor, news magazines, and online news sources. Close behind are the regular audiences for NPR and the Daily Show.

Audiences with the highest educational achievement, by far, are the literary magazines and online news outlets. Readers of news magazines, political magazines and business magazines, listeners of Rush Limbaugh and NPR, and viewers of the Daily Show, and C-SPAN also are much more likely than the average person to have a college degree.

Some of these attentive and educated audiences also are older than average. The oldest audiences belong to the NewsHour (60% age 50 or older), the O’Reilly Factor (58%), Larry King Live (56%), network nightly news (54%), and Sunday morning talk shows (52%). The youngest audience – though also one of the most knowledgeable – belongs to the Daily Show, where just 23% are age 50 or older and 33% are under age 30.

	College grads	Age 50+	*High knowledge
<i>Profile of regular readers/viewers/listeners</i>	%	%	%
Weekly Stand./New Rep.	38	38	50
Rush Limbaugh	37	51	48
New Yorker/Atlantic	58	46	44
O’Reilly Factor	27	58	42
News magazines	42	45	41
Online news (daily)	49	32	41
NPR	38	36	39
Daily Show	37	23	38
Sunday AM talk	27	52	36
Talk radio	38	35	36
Business magazines	37	34	33
NewsHour	30	60	32
CNN	28	43	31
Daily newspaper	30	48	30
Nightly network news	26	54	30
Larry King Live	30	56	30
Fox News Channel	23	46	28
TV news magazines	27	50	27
Community newspapers	31	48	27
Letterman/Leno	24	44	26
C-SPAN	36	44	25
Local TV news	26	46	24
NATIONAL AVG.	27	40	24
CNBC	30	38	23
MSNBC	31	42	21
Morning news shows	26	44	20
Religious radio	20	47	14

*Three knowledge questions answered correctly

²The three questions asked respondents which party has a majority in the U.S. House of Representatives (Republicans); the name of the current U.S. Secretary of State (Condoleezza Rice); the name of the current president of Russia (Vladimir Putin). See Section VI, “Other Findings,” for further analysis of the public’s knowledge of these items.

After growing modestly between 2000 and 2004, the attentive audience for political, international, and business news – commonly referred to as “hard news” – is somewhat smaller in 2006. Currently, 27% of the public follows each of four kinds of stories, including news about political figures and events in Washington, international affairs, business and finance, and local government. Two years ago, this hard news audience accounted for 31% of the public. The decline was greater among Republicans (now 29%, down from 38% in 2004) than among other groups. Republicans and Democrats (28%) now exhibit similar enthusiasm for hard news.

The hard news audience is better educated and older than the average, though even among people with four year college degrees, fewer than a majority (39%) fall into this category. More men than women (32% vs. 22%) are hard news enthusiasts. There is no significant racial difference on this measure.

The Hard News Audience			
	<i>Attention to Hard News*</i>		
	<u>High</u>	<u>Moderate</u>	<u>Low</u>
	%	%	%
2006	27	59	14=100
2004	31	56	13=100
2002	30	57	13=100
2000	24	63	13=100
1998	29	60	11=100
1996	27	60	13=100
Men	32	55	13=100
Women	22	63	15=100
White	28	59	13=100
Black	27	59	14=100
College grad.	39	55	6=100
Some college	28	63	9=100
High school	20	62	18=100
Less than HS	16	55	29=100
18-24	14	63	23=100
25-29	15	67	18=100
30-34	19	67	14=100
35-49	26	60	14=100
50-64	36	54	10=100
65+	33	55	12=100
Republican	29	61	10=100
Democrat	28	60	12=100
Independent	26	58	16=100

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

SECTION V: MEDIA CREDIBILITY

No Outlet Stands Out as Most Reliable

Since the mid-1980s, Americans have become increasingly skeptical of what they see, hear, and read in the media, and almost no major news outlet has escaped this trend. For many media outlets there has been little change in public evaluations in the last four years, but ratings for some continue to inch downward.

As a consequence, there is far less variance in public views of the credibility of major news organizations than in the late 1990s. Some of the sources that were viewed as the most credible then have seen their numbers fall substantially, and today no news organization stands out from the crowd as a significantly more reliable source of information.

Changing public views of CNN perhaps best exemplify these trends. In 1998, 42% of those familiar enough with CNN to rate the network said they believed all or most of what CNN reported, significantly more than for any broadcast or cable news outlet tested. Today, just 28% give CNN the highest believability rating, a share which is statistically indistinguishable from most other television news sources.

Other TV news sources, such as 60 Minutes, C-SPAN, and local news stations, have seen similar declines in credibility over the past decade and no longer stand apart as significantly

Broadcast & Cable Believability*

	Believe all or most		Believe almost nothing		Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Rate</u>
	%	%	%	%	%
CNN	28	39	22	11=100	10
60 Minutes	27	38	25	10=100	11
C-SPAN	25	38	27	10=100	29
Fox News Channel	25	34	24	17=100	13
Local TV News	23	40	26	11=100	5
NBC News	23	42	26	9=100	8
NewsHour	23	35	27	15=100	40
ABC News	22	43	25	10=100	8
CBS News	22	38	29	11=100	9
NPR	22	36	27	15=100	24
MSNBC	21	41	29	9=100	17

* Percentages based on those who could rate each.

Downward Trend in Credibility*

	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>
<i>Believe all or most of what organization says</i>	%	%	%	%	%
CNN	42	39	37	32	28
60 Minutes	35	34	34	33	27
C-SPAN	32	33	30	27	25
Fox News Channel	–	26	24	25	25
Local TV News	34	33	27	25	23
NBC News	30	29	25	24	23
NewsHour	29	24	26	23	23
ABC News	30	30	24	24	22
CBS News	28	29	26	24	22
NPR	19	25	23	23	22
MSNBC	–	28	28	22	21
<i>Difference between highest and lowest</i>	23	15	14	10	7

* Percentages based on those who could rate each.

more reliable than other sources.

One of the few sources that has not suffered a credibility decline in recent years is Fox News Channel. Currently, one-in-four (25%) say they believe all or most of what they see on Fox News Channel, virtually unchanged since the outlet was first tested in 2000. This overall stability, however, belies the increasingly polarized views of the cable channel. An increasing number of Republicans give Fox News Channel the highest rating for believability, while there has been a comparable decline in ratings among Democrats – doubling the partisan gap in views of the network’s credibility between 2004 and 2006.

Credibility ratings for the three major broadcast networks are comparable – currently fewer than a quarter believe all or most of what they see on NBC News (23%), ABC News (22%) or CBS News (22%). As recently as 2000, closer to three-in-ten rated news from these sources as highly credible, though the networks’ ratings have stabilized in the past few years.

It is worth noting that for all major broadcast sources, most Americans generally give positive credibility ratings (a "3" or "4" out of a four-point scale). But the share who say they generally do not believe what they see and hear has grown across the board. On balance, CNN receives more positive than negative ratings by a margin of two-to one (67% vs. 33% among those who gave a rating), but this is down from a nearly five-to-one margin (82% vs 18%) in 1998.

Print Sources

There is little change in opinions of the credibility of most print news sources compared with two years ago, though as with TV and radio, there has been no recovery from a long, downward trend. Just 19% say they believe all or most of what is printed in their daily newspaper, down from 25% in 2000, but unchanged from 2004. And while the Wall Street Journal remains one of the most believable print outlets, the share who gives it the highest credibility rating fell from 41% in 2000 to 24% in 2004, and stands at 26% today.

	Believe all or most		Believe almost nothing		Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Rate</u>
	%	%	%	%	%
Wall St. Journal	26	40	24	10=100	27
U.S. News	21	41	29	9=100	21
Time	21	39	27	13=100	19
New York Times	20	35	26	19=100	26
Your daily paper	19	40	29	12=100	7
Newsweek	18	44	28	10=100	19
USA Today	18	38	32	12=100	20
Associated Press	17	38	33	12=100	18
People	8	15	40	37=100	20
National Enquirer	6	8	14	72=100	19

* Percentages based on those who could rate each.

The New York Times receives roughly the same credibility rating as other print news sources, but it also has more than its share of strong detractors. While 20% say they believe all or most of what they see in the New York Times, nearly as many (18%) say they believe almost nothing, significantly higher than for other major print news outlets.

Despite steep declines in credibility for such sources as CNN and local news, television sources continue to be rated somewhat higher for credibility than print news sources. Seven of the 10 television news sources tested are rated as highly credible by 23% or more who rate them. By comparison, seven of the eight print news sources tested receive the highest marks for credibility by 21% or fewer who offer ratings.

	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>
<i>Believe all of most of what organization says</i>	%	%	%	%	%
Wall St. Journal	41	41	33	24	26
U.S. News	-	-	26	24	21
Time	27	29	23	22	21
New York Times	-	-	-	21	20
Your daily paper	29	25	21	19	19
Newsweek	24	24	20	19	18
USA Today	23	23	19	19	18
Associated Press	18	21	17	18	17
People	10	10	9	7	8
National Enquirer	3	4	3	5	6

* Percentages based on those who could rate each.

Partisanship Evident

Republicans express less confidence than Democrats in the credibility of nearly every major news outlet, with the exception of Fox News Channel. Among TV and radio sources, the partisan gap is particularly evident for the NewsHour with Jim Lehrer and NPR – Democrats are twice as likely as Republicans to say they believe all or most of what these outlets report, placing them among the *most* credible sources for Democrats, and among the *least* credible for Republicans.

At the other end of the spectrum is Fox News Channel, which receives the highest credibility rating among Republicans and one of the lowest ratings among Democrats. Nearly a third of Republicans (32%) rate Fox News Channel as highly credible, far more than say the same about its major competitors CNN (22%) or MSNBC (18%). For Democrats, the believability of cable news

<i>Believe all or most of what organization says</i>	<u>Repub-licans</u>	<u>Dem-ocrats</u>	<u>Gap</u>
	%	%	
NewsHour	13	32	-19
NPR	15	30	-15
Associated Press	10	25	-15
Daily newspaper	12	26	-14
60 Minutes	20	32	-12
CBS News	15	26	-11
Local TV news	17	28	-11
CNN	22	32	-10
ABC News	18	27	-9
MSNBC	18	25	-7
C-SPAN	21	28	-7
NBC News	19	26	-7
New York Times	16	23	-7
USA Today	15	22	-7
Newsweek	15	21	-6
Time	20	23	-3
Wall St. Journal	29	26	+3
Fox News Channel	32	22	+10

* Percentages based on those who could rate each.

sources is virtually the reverse – just 22% believe all or most of what they see on Fox, compared with 25% for MSNBC and 32% for CNN.

Party differences also are substantial for daily newspapers as well as for the Associated Press – a major provider of newspaper content. Just 10% of Republicans who could rate the AP said they believe all or most of what the wire service reports, compared with 25% of Democrats. Similarly, 12% of Republicans give their daily newspaper the highest rating for credibility, compared with 26% of Democrats.

Democrats More Skeptical

Despite the substantial partisan differences in credibility ratings, the gap has narrowed since 2004 for many major outlets. This has occurred largely because Democrats see many news sources as less credible now than they did two years ago, including CNN, the major television networks, and the New York Times. At the same time, the credibility of nearly all of the sources remained statistically unchanged for Republicans.

In 2004, 45% of Democrats gave CNN the highest ratings for credibility, compared with 26% of Republicans. There has been a 13-percentage point drop in views of CNN’s credibility among Democrats in the past two years, significantly shrinking the difference in opinion across party lines. The same is true for both CBS News and ABC News, which Democrats rate eight percentage points lower today than in 2004; again, Republican views have remained largely unchanged. And currently just 23% of Democrats give the New York Times the highest believability rating, down from 31% in 2004.

<i>Believe all or most from...</i>	<i>Republicans</i>				<i>Democrats</i>				<i>Credibility Gap</i>	
	<i>'00</i>	<i>'02</i>	<i>'04</i>	<i>'06</i>	<i>'00</i>	<i>'02</i>	<i>'04</i>	<i>'06</i>	<i>'04</i>	<i>'06</i>
	%	%	%	%	%	%	%	%		
CBS News	27	17	15	15	36	33	34	26	-19	-11
ABC News	25	17	17	18	37	31	35	27	-18	-9
NBC News	29	19	16	19	37	31	29	26	-13	-7
CNN	33	32	26	22	48	45	45	32	-19	-10
Fox News Ch.	26	28	29	32	27	27	24	22	+5	+10
MSNBC	24	22	14	18	36	30	29	25	-15	-7
NPR	20	16	15	15	36	24	33	30	-18	-15
NewsHour	18	24	12	13	32	28	30	32	-18	-19
C-SPAN	32	27	23	21	38	31	36	28	-13	-7
Wall St. Jrn.	46	35	23	29	40	29	29	26	-6	+3
NY Times	-	-	14	16	-	-	31	23	-17	-7
Daily paper	21	18	16	12	31	28	23	26	-7	-14

Based on those who can rate each organization

SECTION VI: OTHER FINDINGS

Cell Phones, DVDs, DVRs on the Rise

Americans own a wide and growing array of electronic devices and services for communication and entertainment. The vast majority of households (86%) have a digital video disc (DVD) player, and nearly as many (82%) subscribe to cable or satellite television services. The digital video recorder (DVR or TiVo), owned by just 3% of respondents four years ago, is now found in nearly one-quarter (23%) of households. A similar number of respondents (25%) report having an iPod or other digital music player, and 10% report having a subscription to a satellite radio service such as XM or Sirius.

The number of Americans who have a home computer has remained stable over the past two years (73% in both years), but the number who go online has edged upward, with 67% now reporting that they do this and 53% reporting having done so yesterday from either home or work. Moreover, the number who go online from home with a high-speed internet connection has been rapidly rising and now constitutes nearly half of the public (45%). But there has been no growth in the number who say they have a Palm Pilot, Blackberry, or other similar product (12% this year, 14% in 2004).

Cell phones are also becoming more common, with nearly three-quarters of Americans (74%) reporting that they have one. Men and women are equally likely to report having a cell phone, and the percentage of senior citizens with cell phones continues to climb very rapidly. Among Americans 60

	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>
<i>Do you ...</i>	%	%	%	%	%	%
Have a home computer	36*	43	59	65	73	73
Home internet access	-	-	-	-	-	67
Home broadband	-	-	-	-	-	45
Go online	21	36	54	62	66	67
Online yesterday [^]	4*	25	-	43	47	53
Subscribe to cable	69	67	67	66	64	63
Subscribe to satellite	-	-	-	-	25	28
<i>Have a ...</i>						
DVD player	-	-	16	44	76	86
Cell phone	24*	-	53	64	68	74
iPod/music player	-	-	-	-	-	25
DVR/TiVo	-	-	-	3	13	23
Palm Pilot/Blackberry	-	-	5	11	14	12
Satellite radio	-	-	-	-	-	10

* Figures from June 1995. ** Figure from Feb. 1994.
[^]Online yesterday from home or work (based on Tues.-Sat. interviewing only)

<i>Age</i>	<i>Percent with cell phone</i>					<i>4-year change</i>
	<u>1995</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	
18-24	28	53	69	66	75	+6
25-29	27	66	74	71	79	+5
30-39	26	61	71	76	84	+13
40-49	32	59	69	76	78	+9
50-59	24	55	70	73	75	+5
60-69	17	43	53	60	70	+17
70-79	10	28	38	50	55	+17
80+	7	21	24	32	41	+17

and older, 59% now have a cell phone.

Portable Electronic Devices: New Gateway for News?

Many of the portable electronic devices that Americans use are capable of playing prerecorded news and commentary or receiving news headlines or stories. Among cell phone users, 6% say they receive news headlines or read news reports on their cell phones, and about half of those do so at least a few times a week. Nearly one-in-five people with a PDA (18%) receive news on these devices. And among those with an iPod or other portable music player, 8% say they listen to news podcasts, including 5% who do so at least a few times a week.

A relatively small number of Americans – about 7% of the general public – are getting news via one or more of these types of electronic devices, with just 4% doing so at least a few times a week. But among some groups in the population, the numbers are substantially higher. For example, among young men (ages 18-29) nearly one-in-five (19%) report getting news this way, as do 15% of African Americans and 13% of Hispanics.

One other technology that may help the on-the-go American stay informed is the DVR. Nearly one-in-five DVR owners (17% – or approximately 4% of all households) say they have their DVR programmed to regularly record a news program.

On the Run: News on Cell Phone, PDA, or Music Player*		
	<u>Yes</u>	<u>No</u>
	%	%
All	7	93
Men	10	90
Women	4	96
White	5	95
Black	15	85
Hispanic	13	87
18-29	13	87
30-39	14	86
40-49	6	94
50-64	3	97
65+	1	99
Men 18-29	19	81
Men 30-49	12	88
Men 50+	3	97
Women 18-29	6	94
Women 30-49	7	93
Women 50+	2	98

*Ever get news on one or more of these devices: cell phone, PDA, or via Podcast.

Public's Knowledge

A solid majority of Americans know a key fact about the current political environment: 64% can correctly identify the Republicans as the party that has a majority in the U.S. House of Representatives. That is up from 56% in April 2004, but is not as high as in the months after the GOP regained the majority in November 1994.

But fewer people are able to recall the names of two important political figures on the international scene. Just over four-in-ten (43%) can name Condoleezza Rice as the current secretary of state, the same number who could name her when she was appointed to the position following the 2004 election. Slightly more could name her predecessor, Colin Powell, in April 2002 (48%).

Even fewer could name Vladimir Putin as the current president of Russia; 32% accurately recalled his name, down from 37% in late October 2005. His predecessor, Boris Yeltsin, was somewhat better known to the American public, with 44%-50% of individuals surveyed able to name Yeltsin as the president of Russia in polls conducted between 1994 and 1997.

Overall, about one-fourth of the public (24%) knew all three facts, while 28% knew none of them.

Who Knows?			
	Name Condi <u>Rice</u>	Name Vladimir <u>Putin</u>	GOP has House <u>Majority</u>
	%	%	%
All	43	32	64
Men	52	42	74
Women	34	23	56
White	44	36	68
Black	38	17	53
College grad.	63	53	81
Some college	45	32	70
High school	35	24	56
Less than HS	18	12	38
18-29	26	15	52
30-49	44	32	65
50-64	52	41	70
65+	46	38	68
Republican	46	37	69
Democrat	43	30	67
Independent	43	34	63

There are large differences in knowledge of these three facts across groups in the population. Education is a strong predictor of knowledge for each. There are sizable gender differences as well. Women are 18 percentage points less likely than men to be able to name Rice, who is the second female secretary of state in the nation's history. There is also a fairly large knowledge gap between whites and blacks on naming Putin, and knowing that the Republicans control the House of Representatives, but a much smaller racial difference in naming Rice (six percentage points). On all three knowledge items, differences between Republicans and Democrats are fairly small.

Cell-Only Households' News Usage

Survey researchers are increasingly concerned about the growing number of people who cannot be reached on a landline telephone and have only a cell phone, a group estimated by government studies to be 7%-9% of the public. Compared with people who have a landline, these individuals tend to be younger, less affluent, and less educated. These characteristics are also associated with lower levels of news consumption, raising the question of whether studies that rely on conventional random digit dialing samples may be overestimating the true levels of media use.

To evaluate the news usage of the cell-only population, Pew conducted a shorter version of the media consumption survey with a sample of 250 people who have a cell phone but no landline telephone. Respondents were interviewed on their cell phones, using a sample drawn from a nationally representative cell telephone number database. The interviews were conducted May 15 - June 3, 2006.

News consumption for some sources – especially newspapers – was lower among cell-only respondents than among those with a landline phone. However, when the cell-only respondents are included with the respondents reached on a landline, and this blended sample is weighted to match the full U.S. population demographically and with respect to telephone status, overall estimates of news consumption are affected by an average of less than one percentage point.

Little Change in Key Indicators When the Cell-Only Public is Included*

	Main (landline) sample	Cell- only	Blended sample (landline + cell-only)
<i>Regularly watch...</i>	%	%	%
Local TV news	54	43	53
Cable TV news	34	38	35
Nightly network news	28	21	27
Network morning news	23	17	22
Daily Show	6	12	7
<i>Listened/read yesterday...</i>			
Television news	57	59	58
Newspaper	40	27	40
Radio news	36	32	36
Online news	23	26	23
<i>Newspaper yesterday</i>			
Print version only	34	19	33
Web version only	5	9	6
Both	4	5	4
Has a cell phone	74	100	76
<i>Do you get news by...</i>			
Cell phone	4	11	5
PDA	2	4	2
Podcast	2	4	2
One or more	7	15	8
<i>Regularly visit these sites</i>	%	%	%
Search engine news sites	18	19	18
TV network news sites	14	14	14
National newspaper sites	8	11	8
Local newspaper sites	8	12	9
Local TV station sites	6	14	7
Blogs about news	4	8	5
Went online from home	42	37	41
Went online from work	25	24	25
Total online yesterday	53	48	51
Minimum sample size	(992)	(223)	(1,242)

*The main (landline) and blended sample columns are weighted. The cell-only column is unweighted.

Much of the difference between the landline and cell-only samples is a result of the fact that the cell-only group is much younger, on average, than the landline sample. 56% of the cell-only respondents were under 30 years of age, compared with just 14% in the unweighted landline sample. Younger people tend to be much less likely to read newspapers or watch network newscasts. The normal demographic weighting applied to the landline sample helps to compensate for the under-representation of young people, and mitigates the absence of the cell-only population.

This result occurs in large part because younger people accessible by landline are not especially different in media consumption habits from those who are reachable only on a cell phone. On nearly every measure of news consumption, there was no statistically significant difference between 18-29 year olds interviewed on a landline and those interviewed on a cell phone.

These findings are consistent with a Pew report, released in May, which focused on political attitudes. Examining a range of questions, it found that the cell-only trend has not yet seriously undermined public opinion polls that use the random digit dialing method (see “The Cell Phone Challenge to Survey Research” at:

<http://people-press.org/reports/display.php3?ReportID=276>).

Under Age 30: Estimates Based on Landline Sample and Blended Sample*			
<i>– Among those under 30 –</i>			
	Main (landline) sample	Cell- only	Blended sample (landline + cell-only)
	%	%	%
<i>Regularly watch...</i>			
Local TV news	42	37	41
Cable TV news	30	37	34
Nightly network news	9	14	11
Network morning news	20	12	17
Daily Show	10	14	11
<i>Read/watched/ listened yesterday</i>			
Television news	49	57	51
Newspaper	28	24	25
Radio news	26	23	25
Online news	24	28	25
<i>Newspaper yesterday</i>			
Print version only	20	15	19
Web version only	7	10	7
Both	2	5	2
Has a cell phone	77	100	81
<i>Do you get news by...</i>			
Cell phone	8	11	8
PDA	4	4	4
Podcast	4	6	4
One or more	13	16	14
<i>Regularly visit these sites</i>			
Search engine news sites	25	21	23
TV network news sites	13	17	15
National newspaper sites	12	11	11
Local newspaper sites	11	11	11
Local TV station sites	6	13	10
Blogs about news	8	8	8
Went online from home	53	43	50
Went online from work	21	27	22
Total online yesterday	62	55	59
Minimum sample size	(192)	(122)	(314)

* The main (landline) and blended samples are weighted. The cell-only column is unweighted.

DEMOGRAPHIC TABLES

MEDIA READ "YESTERDAY"

	<i>Newspaper</i>			<i>News Online</i>			<i>Newspaper Online</i>			<i>(N)</i>
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	
TOTAL	40	60	*=100	23	77	*=100	9	90	1=100	(3,204)
SEX										
Male	44	56	*	28	72	*	12	88	1	(1,406)
Female	38	62	*	19	81	*	7	93	*	(1,798)
AGE										
18-29	24	76	0	24	75	*	8	91	1	(444)
30-49	36	64	*	29	70	*	12	87	*	(1,110)
50-64	47	52	*	21	78	1	9	91	1	(901)
65+	58	42	*	10	90	*	3	97	*	(666)
AGE/SEX										
Men Under 30	26	74	0	27	72	1	9	90	1	(248)
Women Under 30	22	78	0	21	79	*	8	92	*	(196)
Men 30-49	38	61	*	34	66	*	16	84	*	(485)
Women 30-49	34	66	0	25	74	*	9	90	*	(625)
Men 50+	58	42	0	21	79	1	9	91	1	(640)
Women 50+	47	53	*	13	87	*	5	95	*	(927)
RACE										
White	43	57	*	24	75	1	9	90	1	(2,593)
Non-White	29	71	0	17	83	0	8	92	0	(556)
Black	29	71	0	13	87	0	6	94	0	(348)
Hispanic*	33	67	0	18	82	0	6	94	0	(175)
EDUCATION										
College Grad.+	51	49	*	38	61	*	18	82	1	(1,080)
Some College	39	61	0	28	71	1	9	91	1	(808)
High School Grad.	38	62	*	14	86	*	6	94	*	(1,046)
<High School Grad.	27	73	0	5	95	*	2	98	*	(241)
FAMILY INCOME										
\$75,000+	46	54	0	36	63	*	16	84	*	(827)
\$50,000-\$74,999	43	56	*	29	71	1	12	87	1	(479)
\$30,000-\$49,999	40	60	0	22	78	*	8	92	*	(589)
\$20,000-\$29,999	37	63	0	15	85	*	6	94	*	(319)
<\$20,000	32	68	*	10	90	*	4	96	*	(412)

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

Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online through the internet?

Did you get any news ONLINE through the internet yesterday, or not?

Many national and local print newspapers also have websites on the internet. When you were online yesterday, did you read anything on a NEWSPAPER'S website, or not?

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

CONTINUED...

	<i>Newspaper</i>			<i>News Online</i>			<i>Newspaper Online</i>			<i>(N)</i>
	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Yes</u>	<u>No</u>	<u>DK</u>	
	%	%	%	%	%	%	%	%	%	
TOTAL	40	60	*=100	23	77	*=100	9	90	1=100	(3,204)
REGION										
East	45	55	0	23	77	*	9	90	*	(569)
Midwest	43	57	*	22	78	*	9	91	1	(827)
South	38	62	*	22	77	*	9	90	*	(1,210)
West	38	62	*	25	74	1	10	89	1	(598)
PARTY ID										
Republican	43	57	*	27	73	*	10	90	*	(965)
Democrat	41	59	*	20	80	*	8	91	*	(1,035)
Independent	39	61	0	25	74	1	11	88	1	(906)
CABLE TV										
Subscriber	42	58	*	24	76	*	9	90	*	(2,682)
Non-Subscriber	32	67	*	20	79	*	9	90	*	(522)
ONLINE USE										
Internet User	40	60	0	33	67	1	13	86	1	(1,344)
Not an Internet User	38	62	*	1	99	*	*	99	*	(669)
LIFECYCLE										
Under 30:										
Single w/out Children	21	79	0	26	73	1	9	90	1	(266)
Married	30	70	0	28	72	0	7	93	0	(104)
30-49:										
Single w/out Children	33	67	0	26	74	0	11	89	0	(225)
Married w/out Children	38	62	0	32	68	0	18	82	*	(192)
Married With Children	38	62	*	32	67	1	13	86	1	(535)
50-64:										
Married	54	46	0	23	76	1	10	90	1	(577)
Not Married	37	63	*	17	82	1	7	92	1	(324)
65+										
Married	62	38	*	14	86	0	5	95	0	(330)
Not Married	54	46	*	6	94	*	2	98	*	(336)
Working Mothers	32	68	0	25	75	0	9	91	0	(286)
Single Parent	33	67	0	20	80	0	8	92	0	(279)

MEDIA USE "YESTERDAY"

	<i>Watched TV News Yesterday</i>			<i>Listened to Radio News Yesterday</i>			
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>(N)</u>
TOTAL	57	42	1=100	36	63	1=100	(2,013)
SEX							
Male	57	43	*	42	57	1	(875)
Female	58	41	1	31	68	2	(1,138)
AGE							
18-29	49	51	1	26	73	1	(270)
30-49	53	46	*	43	57	*	(683)
50-64	63	36	1	39	60	1	(583)
65+	69	29	2	27	69	3	(425)
AGE/SEX							
Men Under 30	45	54	1	28	71	1	(139)
Women Under 30	52	48	0	23	75	2	(131)
Men 30-49	54	46	0	51	49	0	(300)
Women 30-49	52	47	1	35	64	1	(383)
Men 50+	66	33	1	40	58	2	(418)
Women 50+	65	34	2	30	68	2	(590)
RACE							
White	56	43	1	37	62	1	(1,649)
Non-White	63	37	1	32	66	2	(330)
Black	69	30	*	33	65	2	(1,766)
Hispanic*	56	44	0	34	65	1	(114)
EDUCATION							
College Grad.+	56	43	1	47	53	1	(681)
Some College	60	40	1	38	60	2	(525)
High School Grad.	58	41	1	32	67	1	(640)
<High School Grad.	53	47	0	18	78	4	(149)
FAMILY INCOME							
\$75,000+	55	45	*	45	54	1	(524)
\$50,000-\$74,999	59	40	1	39	60	2	(310)
\$30,000-\$49,999	62	37	1	37	63	0	(377)
\$20,000-\$29,999	57	42	1	33	66	1	(197)
<\$20,000	57	43	0	26	71	3	(252)

QUESTION: Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?

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

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

CONTINUED...

	<i>Watched TV News Yesterday</i>			<i>Listened to Radio News Yesterday</i>			<i>(N)</i>
	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Yes</u>	<u>No</u>	<u>DK</u>	
	%	%	%	%	%	%	
TOTAL	57	42	1=100	36	63	1=100	(2,013)
REGION							
East	62	37	1	37	61	1	(367)
Midwest	57	43	*	40	59	1	(517)
South	58	41	*	31	68	1	(757)
West	53	46	1	38	60	2	(372)
PARTY ID							
Republican	55	45	1	38	61	1	(620)
Democrat	61	38	1	37	61	2	(665)
Independent	57	43	*	36	63	1	(558)
CABLE TV							
Subscriber	60	39	1	36	63	1	(1,687)
Non-Subscriber	44	55	1	37	61	2	(326)
ONLINE USE							
Internet User	55	45	*	40	60	1	(1,344)
Not an Internet User	63	36	1	28	69	3	(669)
LIFECYCLE							
Under 30:							
Single w/out Children	44	55	1	25	74	1	(156)
Married	n/a	n/a	n/a	n/a	n/a	n/a	n/a
30-49:							
Single w/out Children	55	44	*	34	65	1	(122)
Married w/out Children	55	45	0	45	55	0	(118)
Married With Children	51	48	1	44	55	*	(342)
50-64:							
Married	64	36	1	40	59	1	(368)
Not Married	61	38	1	38	61	1	(215)
65+:							
Married	73	26	1	31	66	3	(220)
Not Married	65	32	3	23	72	5	(205)
Working Mothers	49	51	0	33	66	1	(182)
Single Parent	57	43	0	36	64	*	(169)

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Nightly Network News</i>					<i>Cable News Channels</i>					<i>(N)</i>
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	
TOTAL	28	26	14	31	1=100	34	31	13	22	*=100	(1,021)
SEX											
Male	25	24	16	35	2	35	29	14	22	1	(444)
Female	31	29	13	27	1	33	32	13	22	*	(577)
AGE											
18-29	9	34	15	41	1	29	37	9	23	1	(135)
30-49	24	27	17	32	*	31	30	17	22	0	(344)
50-64	38	25	14	21	1	39	30	13	18	1	(302)
65+	43	20	8	26	3	38	28	11	22	1	(209)
AGE/SEX											
Men Under 30	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women Under 30	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men 30-49	20	25	19	37	1	37	24	17	22	0	(160)
Women 30-49	29	29	15	28	0	25	37	17	21	0	(184)
Men 50+	41	20	13	23	3	39	27	13	20	1	(204)
Women 50+	40	26	11	23	1	38	31	11	20	*	(307)
RACE											
White	27	27	14	30	1	34	30	14	22	*	(846)
Non-White	31	24	14	29	3	34	33	12	19	2	(157)
Black	37	23	10	29	2	37	34	9	18	2	(97)
Hispanic*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
EDUCATION											
College Grad.+	28	25	16	30	1	34	30	14	22	0	(339)
Some College	28	30	18	23	1	37	28	12	21	2	(266)
High School Grad.	30	25	13	31	1	34	30	14	21	1	(328)
<High School Grad.	21	26	7	44	1	27	40	11	23	0	(76)
FAMILY INCOME											
\$75,000+	26	25	19	30	*	40	30	15	15	0	(261)
\$50,000-\$74,999	30	26	19	26	0	40	30	15	16	0	(164)
\$30,000-\$49,999	28	31	13	27	1	38	32	13	17	1	(190)
\$20,000-\$29,999	30	28	8	31	4	22	37	12	29	0	(101)
<\$20,000	25	29	11	34	1	22	32	10	35	*	(129)

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

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

CONTINUED...

	<i>Nightly Network News</i>					<i>Cable News Channels</i>					<i>(N)</i>
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	
TOTAL	28	26	14	31	1=100	34	31	13	22	*=100	(1,021)
REGION											
East	30	25	15	31	0	36	30	16	18	0	(189)
Midwest	28	30	14	27	1	27	32	14	27	*	(261)
South	28	24	15	31	1	39	30	12	19	1	(385)
West	26	28	12	32	2	31	32	12	24	2	(186)
PARTY ID											
Republican	24	27	16	33	1	39	29	14	17	1	(343)
Democrat	38	30	12	19	1	36	31	10	23	*	(307)
Independent	23	23	17	37	1	27	34	15	24	0	(279)
CABLE TV											
Subscriber	28	28	15	28	1	39	34	13	14	*	(853)
Non-Subscriber	25	20	11	41	2	12	15	11	60	2	(168)
ONLINE USE											
Internet User	24	27	18	30	1	35	31	15	19	*	(690)
Not an Internet User	35	25	6	32	2	31	30	10	28	1	(331)
LIFECYCLE											
Under 30:											
Single w/out Children	6	33	19	41	1	29	36	9	24	1	(87)
Married	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
30-49:											
Single w/out Children	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Married w/out Children	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Married With Children	23	31	17	28	1	29	33	17	21	0	(167)
50-64:											
Married	42	23	14	19	2	45	29	15	10	1	(193)
Not Married	32	29	15	24	1	29	30	9	31	0	(109)
65+											
Married	46	20	8	23	2	40	26	14	19	0	(105)
Not Married	39	21	8	29	4	35	30	7	26	1	(104)
Working Mothers	25	32	14	29	0	25	36	23	17	0	(86)
Single Parent	25	24	16	35	0	26	33	20	21	0	(89)

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Local News in Viewing Area</i>					<i>Morning Shows</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	54	23	10	13	*=100	23	20	15	42	*=100
SEX										
Male	53	23	11	12	1	17	18	16	49	*
Female	55	24	8	13	*	28	23	14	35	*
AGE										
18-29	42	30	12	16	1	20	22	15	43	1
30-49	51	26	10	12	1	22	22	15	42	0
50-64	60	19	10	10	1	26	17	17	40	*
65+	65	17	5	13	0	23	21	11	45	*
AGE/SEX										
Men Under 30	36	33	11	19	1	17	21	11	51	1
Women Under 30	49	26	12	12	0	24	22	19	35	0
Men 30-49	51	25	11	12	1	14	18	19	50	0
Women 30-49	51	28	9	12	*	29	25	12	34	0
Men 50+	65	16	11	9	1	20	16	17	47	*
Women 50+	59	21	6	14	*	30	21	12	37	*
RACE										
White	54	24	9	13	*	22	20	14	43	*
Non-White	54	23	10	12	1	25	23	16	35	1
Black	58	21	9	12	1	28	25	18	30	*
Hispanic*	52	28	10	8	1	23	21	18	38	0
EDUCATION										
College Grad.+	51	24	13	12	0	22	15	16	46	*
Some College	54	25	10	10	1	22	21	15	42	*
High School Grad.	57	22	7	14	1	24	24	13	39	0
<High School Grad.	53	24	9	14	*	24	21	15	40	0
FAMILY INCOME										
\$75,000+	53	25	11	12	0	21	18	16	45	*
\$50,000-\$74,999	58	24	10	8	*	23	23	13	41	*
\$30,000-\$49,999	59	23	8	9	1	21	21	14	44	0
\$20,000-\$29,999	54	19	11	15	1	21	12	16	51	0
<\$20,000	48	26	8	17	1	28	32	11	30	0

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... (Watch the local news about your viewing area which usually comes on before the national news in the evening and again later at night; Watch the Today Show, Good Morning America or The Early Show).

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

CONTINUED...

	<i>Local News in Viewing Area</i>					<i>Morning Shows</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	54	23	10	13	*=100	23	20	15	42	*=100
REGION										
East	49	24	13	14	0	22	19	14	45	0
Midwest	58	23	8	10	0	23	24	14	39	0
South	57	22	7	13	1	26	20	15	39	*
West	47	26	12	14	1	19	18	16	46	*
PARTY ID										
Republican	54	26	9	10	1	20	20	16	45	0
Democrat	59	22	9	10	1	29	23	15	33	*
Independent	51	23	10	16	0	19	19	15	46	*
CABLE TV										
Subscriber	56	24	10	10	*	24	21	15	40	*
Non-Subscriber	44	23	8	24	1	20	16	12	51	1
ONLINE USE										
Internet User	51	25	11	12	*	21	20	17	43	*
Not an Internet User	58	21	6	14	1	26	22	11	40	*
LIFECYCLE										
Under 30:										
Single w/out Children	37	34	11	18	1	18	22	18	41	1
Married	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
30-49:										
Single w/out Children	46	25	15	13	1	18	20	13	49	0
Married w/out Children	60	20	9	10	1	18	24	22	37	0
Married With Children	49	28	10	11	1	23	22	14	42	0
50-64:										
Married	66	19	7	7	1	27	16	16	40	0
Not Married	49	20	15	15	1	25	17	18	40	*
65+										
Married	73	14	6	7	0	18	22	11	48	*
Not Married	56	20	5	19	0	29	20	10	41	*
Working Mothers	53	28	9	11	0	26	24	13	37	0
Single Parent	50	27	7	16	0	25	22	14	39	0

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>C-SPAN</i>					<i>NewsHour with Jim Lehrer</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	4	16	17	61	2=100	5	16	14	63	2=100
SEX										
Male	6	17	19	56	2	6	15	15	61	3
Female	3	15	14	65	2	4	16	14	65	1
AGE										
18-29	4	16	14	64	2	4	9	14	70	3
30-49	4	16	18	60	2	4	16	15	64	1
50-64	5	18	18	58	2	6	17	16	60	2
65+	5	17	15	60	4	9	20	11	58	1
AGE/SEX										
Men Under 30	6	17	14	60	3	4	10	13	69	4
Women Under 30	1	14	15	69	2	3	8	15	72	2
Men 30-49	5	16	20	56	2	5	14	15	63	1
Women 30-49	3	15	17	64	1	2	18	15	64	1
Men 50+	6	18	21	53	2	8	20	17	54	2
Women 50+	4	17	13	64	3	7	17	12	63	1
RACE										
White	4	15	17	62	2	5	15	15	64	1
Non-White	6	21	14	56	4	4	18	14	59	5
Black	7	22	14	54	3	4	17	16	59	4
Hispanic*	7	12	20	57	3	6	14	15	63	2
EDUCATION										
College Grad.+	5	18	21	53	2	6	21	16	55	2
Some College	5	15	19	61	1	4	14	14	66	2
High School Grad.	4	18	14	61	2	5	14	15	65	1
<High School Grad.	4	8	10	72	6	6	13	10	67	4
FAMILY INCOME										
\$75,000+	4	18	21	57	0	5	15	17	63	1
\$50,000-\$74,999	7	17	18	56	2	6	14	19	58	3
\$30,000-\$49,999	4	16	17	60	2	6	15	16	61	2
\$20,000-\$29,999	7	17	16	57	3	6	21	11	62	1
<\$20,000	4	12	10	71	3	5	15	11	67	2

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

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

CONTINUED...

	<i>C-SPAN</i>					<i>NewsHour with Jim Lehrer</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	4	16	17	61	2=100	5	16	14	63	2=100
REGION										
East	3	18	18	59	2	5	18	15	60	2
Midwest	4	15	18	62	1	4	14	17	64	1
South	6	15	17	59	3	6	13	12	67	2
West	4	18	13	63	2	5	19	15	58	2
PARTY ID										
Republican	3	13	19	64	2	4	12	15	67	2
Democrat	6	20	14	58	2	7	17	14	60	1
Independent	5	18	18	58	2	4	18	15	61	2
CABLE TV										
Subscriber	5	18	19	56	2	5	16	15	62	2
Non-Subscriber	2	6	6	83	3	7	14	10	66	3
ONLINE USE										
Internet User	5	17	20	58	1	5	15	17	62	2
Not an Internet User	4	15	11	65	5	6	17	10	65	2
LIFECYCLE										
Under 30:										
Single w/out Children	3	17	13	65	2	4	11	18	65	2
Married	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
30-49:										
Single w/out Children	6	20	16	53	5	6	22	13	56	2
Married w/out Children	4	10	24	61	0	3	8	23	65	0
Married With Children	3	16	18	62	1	3	16	13	66	1
50-64:										
Married	5	18	18	56	3	6	15	15	62	2
Not Married	4	17	17	61	1	5	20	17	56	2
65+										
Married	5	16	19	56	4	9	19	14	56	2
Not Married	5	18	10	64	3	10	21	8	59	1
Working Mothers	5	13	15	67	1	2	13	13	71	1
Single Parent	5	16	15	63	2	3	13	13	67	3

LISTENERSHIP OF SELECTED RADIO PROGRAMMING

	<i>National Public Radio</i>					<i>Political Talk Radio Shows</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	17	19	13	50	1=100	20	22	22	36	*=100
SEX										
Male	18	20	13	47	2	23	21	22	33	*
Female	16	18	13	52	1	17	22	22	39	*
AGE										
18-29	15	19	12	53	1	21	19	26	34	1
30-49	21	19	12	48	1	21	27	22	31	0
50-64	18	20	14	47	2	20	20	25	35	0
65+	11	18	14	55	1	14	17	16	52	*
AGE/SEX										
Men Under 30	17	16	12	52	3	23	19	25	32	1
Women Under 30	12	22	12	54	0	19	19	27	35	0
Men 30-49	22	21	13	43	1	27	25	21	26	0
Women 30-49	19	16	12	52	1	15	27	22	35	0
Men 50+	13	22	13	50	2	19	19	22	40	0
Women 50+	16	17	14	52	1	16	19	20	44	*
RACE										
White	17	19	13	51	1	19	21	22	38	*
Non-White	19	19	15	44	3	23	27	22	28	1
Black	20	20	10	46	3	24	30	22	24	0
Hispanic*	11	18	16	54	1	16	20	21	43	0
EDUCATION										
College Grad.+	25	24	14	36	1	27	23	23	27	0
Some College	16	17	13	53	1	19	22	26	34	*
High School Grad.	13	18	13	55	1	18	23	20	40	*
<High School Grad.	11	16	12	60	1	11	20	19	50	0
FAMILY INCOME										
\$75,000+	20	19	15	46	*	26	22	23	29	0
\$50,000-\$74,999	21	18	14	46	*	25	24	22	29	0
\$30,000-\$49,999	18	18	12	51	1	17	24	21	37	0
\$20,000-\$29,999	16	21	13	49	1	13	24	24	39	0
<\$20,000	12	19	10	58	1	15	19	23	43	0

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... Listen to National Public Radio (NPR)

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

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

CONTINUED...

	<i>National Public Radio</i>					<i>Political Talk Radio Shows</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	17	19	13	50	1=100	20	22	22	36	*=100
REGION										
East	17	19	11	52	1	16	22	25	38	0
Midwest	19	20	14	46	1	19	24	21	36	*
South	16	18	13	51	1	21	21	19	39	*
West	17	19	12	50	2	21	21	26	32	*
PARTY ID										
Republican	13	17	14	56	1	21	21	23	35	0
Democrat	22	18	13	45	1	20	21	20	38	*
Independent	18	21	12	48	1	20	23	24	33	*
CABLE TV										
Subscriber	16	18	13	51	1	19	21	23	37	*
Non-Subscriber	20	23	11	44	2	22	24	19	34	1
ONLINE USE										
Internet User	19	19	14	47	1	22	23	25	31	0
Not an Internet User	13	19	11	55	2	16	19	17	48	*
LIFECYCLE										
Under 30:										
Single w/out Children	14	22	12	52	1	22	21	25	31	1
Married	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
30-49:										
Single w/out Children	23	15	12	49	1	16	28	17	38	0
Married w/out Children	26	14	10	49	1	20	24	25	31	0
Married With Children	20	21	14	45	1	23	28	22	27	0
50-64:										
Married	16	20	15	48	1	21	23	24	33	0
Not Married	20	19	11	47	2	18	17	26	39	0
65+										
Married	13	22	13	51	1	16	19	18	47	*
Not Married	9	14	16	61	1	12	16	14	58	*
Working Mothers	18	17	13	51	*	10	27	22	41	0
Single Parent	15	18	8	58	1	19	22	25	34	0

READERSHIP OF SELECTED PUBLICATIONS

	<i>News Magazines</i>					<i>Business Magazines</i>					<u>(N)</u>
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	
TOTAL	14	33	17	36	*=100	5	17	12	66	*=100	(3,204)
SEX											
Male	16	34	17	33	*	7	21	14	58	*	(1,406)
Female	13	33	16	38	*	3	13	10	74	*	(1,798)
AGE											
18-29	13	37	17	33	1	6	14	8	71	1	(444)
30-49	12	36	18	34	*	5	19	14	62	*	(1,110)
50-64	16	33	16	36	*	4	18	12	66	*	(901)
65+	17	26	14	43	*	3	14	11	71	1	(666)
AGE/SEX											
Men Under 30	12	36	16	35	1	8	17	9	64	2	(248)
Women Under 30	14	37	18	30	0	4	11	7	78	0	(196)
Men 30-49	14	35	19	31	*	7	22	15	56	0	(485)
Women 30-49	10	37	16	37	0	3	16	13	68	*	(625)
Men 50+	19	32	16	34	*	7	21	15	58	*	(640)
Women 50+	14	29	15	43	*	2	12	9	77	*	(927)
RACE											
White	14	33	18	36	*	4	15	12	69	*	(2,593)
Non-White	15	37	12	34	1	7	22	13	57	1	(556)
Black	17	35	13	34	*	7	23	14	55	1	(348)
Hispanic*	18	37	15	31	0	9	20	8	62	1	(175)
EDUCATION											
College Grad.+	22	36	19	23	*	6	23	17	53	*	(1,080)
Some College	13	40	17	29	1	5	21	13	61	*	(808)
High School Grad.	10	32	16	42	*	4	12	9	74	*	(1,046)
<High School Grad.	11	21	12	56	0	2	8	6	83	1	(241)
FAMILY INCOME											
\$75,000+	17	37	18	27	0	8	24	15	52	*	(827)
\$50,000-\$74,999	18	33	20	29	*	4	19	14	63	*	(479)
\$30,000-\$49,999	12	34	18	35	*	4	13	13	69	0	(589)
\$20,000-\$29,999	12	36	14	38	*	3	14	10	73	0	(319)
<\$20,000	10	31	14	45	*	3	12	6	78	1	(412)

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

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

CONTINUED...

	<i>News Magazines</i>					<i>Business Magazines</i>					<i>(N)</i>
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	
TOTAL	14	33	17	36	*=100	5	17	12	66	*=100	(3,204)
REGION											
East	15	33	16	35	*	5	19	10	65	*	(569)
Midwest	14	33	17	37	*	3	15	13	69	1	(827)
South	14	34	16	36	*	5	17	11	68	*	(1,210)
West	14	33	18	34	1	6	17	15	62	*	(598)
PARTY ID											
Republican	12	31	20	37	*	5	18	12	65	*	(965)
Democrat	17	36	14	32	*	4	16	12	67	1	(1,035)
Independent	14	35	17	34	0	5	17	14	63	*	(906)
CABLE TV											
Subscriber	15	34	16	35	*	5	18	12	65	*	(2,682)
Non-Subscriber	10	30	18	41	1	3	13	10	74	1	(522)
ONLINE USE											
Internet User	15	37	18	31	0	5	19	14	62	0	(1,344)
Not an Internet User	12	27	13	47	1	2	10	8	79	1	(669)
LIFECYCLE											
Under 30:											
Single w/out Children	14	39	19	28	1	5	15	8	70	1	(266)
Married	8	33	15	45	0	5	19	9	67	0	(104)
30-49:											
Single w/out Children	10	36	15	40	0	4	23	15	59	0	(225)
Married w/out Children	13	34	16	36	0	4	19	16	61	0	(192)
Married With Children	14	36	20	30	0	6	18	13	63	*	(535)
50-64:											
Married	15	35	17	32	0	5	21	11	64	0	(577)
Not Married	16	30	12	42	*	4	13	12	70	*	(324)
65+											
Married	18	31	16	34	*	3	19	15	63	1	(330)
Not Married	15	20	12	52	0	3	9	8	79	1	(336)
Working Mothers	8	41	18	33	0	2	19	13	66	0	(286)
Single Parent	13	35	16	35	1	6	13	12	70	0	(279)

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>“The Daily Show” with Jon Stewart</i>					<i>“The O’Reilly Factor”</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	6	15	11	68	*=100	9	18	11	61	1=100
SEX										
Male	9	16	11	64	*	10	20	11	59	1
Female	4	14	10	71	1	8	17	11	64	1
AGE										
18-29	11	24	12	53	*	4	17	13	66	1
30-49	7	15	11	66	*	7	19	12	62	1
50-64	4	13	11	71	*	11	19	11	58	*
65+	3	8	7	81	1	14	17	9	59	1
AGE/SEX										
Men Under 30	16	24	10	50	1	5	17	10	67	1
Women Under 30	4	23	15	57	0	3	17	15	65	1
Men 30-49	9	16	13	62	*	8	22	12	57	1
Women 30-49	5	15	10	70	*	5	16	11	67	1
Men 50+	4	12	11	73	*	13	19	11	56	*
Women 50+	3	10	9	78	1	12	18	10	60	1
RACE										
White	7	14	10	68	*	10	19	11	60	*
Non-White	6	17	12	65	1	5	16	12	66	2
Black	5	16	11	67	1	4	19	13	64	1
Hispanic*	8	15	16	60	0	7	16	10	66	0
EDUCATION										
College Grad.+	9	16	11	64	*	9	17	13	61	1
Some College	6	15	14	64	1	10	18	13	59	1
High School Grad.	5	15	10	70	1	8	21	10	60	1
<High School Grad.	6	12	6	75	1	7	15	7	70	1
FAMILY INCOME										
\$75,000+	7	17	13	62	*	10	20	14	56	*
\$50,000-\$74,999	9	11	15	65	0	9	21	12	58	1
\$30,000-\$49,999	6	16	10	68	*	8	20	11	61	1
\$20,000-\$29,999	4	12	10	73	1	10	15	10	65	1
<\$20,000	5	17	8	69	1	6	12	8	73	*

QUESTION: Now I'd like to ask you about some other television and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never... (Watch “The Daily Show” with Jon Stewart; Watch “The O’Reilly Factor” with Bill O’Reilly).

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

CONTINUED...

	<i>“The Daily Show” with Jon Stewart</i>					<i>“The O’Reilly Factor”</i>				
	<u>Regu- larly</u>	<u>Some- times</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>	<u>Regu- larly</u>	<u>Some- times</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
TOTAL	6	15	11	68	*=100	9	18	11	61	1=100
REGION										
East	7	17	9	67	1	10	18	10	61	1
Midwest	6	13	10	71	*	7	18	11	64	1
South	6	14	11	68	*	9	19	12	59	1
West	8	17	12	63	1	8	18	11	62	1
PARTY ID										
Republican	3	11	10	76	1	15	22	10	52	1
Democrat	10	17	11	61	*	5	16	12	67	1
Independent	7	17	11	65	*	7	18	12	63	*
CABLE TV										
Subscriber	7	16	11	65	*	10	20	12	57	*
Non-Subscriber	2	9	7	81	2	2	8	8	80	2
ONLINE USE										
Internet User	7	17	12	63	*	7	20	13	60	*
Not an Internet User	4	10	8	76	1	10	15	9	65	1
LIFECYCLE										
Under 30:										
Single w/out Children	15	29	11	45	1	5	20	12	62	1
Married	4	14	15	66	0	2	14	12	72	0
30-49:										
Single w/out Children	10	15	8	67	1	7	14	10	68	1
Married w/out Children	5	17	15	64	0	8	22	11	59	0
Married With Children	7	16	11	66	*	7	20	13	59	1
50-64:										
Married	4	11	11	73	*	13	21	14	52	*
Not Married	5	14	12	69	1	9	17	7	67	*
65+										
Married	3	7	7	83	1	16	19	8	57	*
Not Married	3	8	7	80	2	12	16	9	61	1
Working Mothers	4	12	11	74	*	4	18	11	66	1
Single Parent	5	15	13	67	*	4	14	12	69	1

ABOUT THE SURVEYS

Results for the 2006 Biennial Media Consumption survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 3,204 adults, 18 years of age or older, during the period April 27 - May 22, 2006. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2 percentage points. For results based on Form 1 (N=2,013), the sampling error is plus or minus 2.5 percentage points. For results based on Form 2 (N=1,191), the sampling error is plus or minus 3.5 percentage points. For results based on Form 1A (N=1,021) or Form 1B (N=992), the sampling error is plus or minus 3.5 percentage points.

Results for the June 2006 News Interest Index survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,501 adults, 18 years of age or older, during the period June 14 - 19, 2006. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3 percentage points. For results based on a random sample of 1,004 adults, the sampling error is plus or minus 3.5 percentage points. For results based on Form 1 (N=749) and Form 2 (N=752), 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.

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

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

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

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

The demographic weighting parameters for the national survey are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 2005). 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.

ABOUT THE CELL PHONE SURVEY

Interviewing for the survey of cell-phone-only respondents was conducted by telephone under the direction of Princeton Survey Research Associates International among a sample of 250 adults, 18 years of age or older, during the period May 15 - June 3, 2006. Telephone numbers were drawn from a cell phone number frame, and respondents were selected for the study if they said that their cell phone was their only telephone. The sampling frame was designed by Survey Sampling, Inc. In order to compensate respondents for any toll charges incurred, those interviewed were offered an incentive of \$10 for completing the survey.

After the 250 cell-only respondents were added to the 3,204 respondents from the 2006 Biennial Media Consumption survey, the combined data were weighted using demographic weighting parameters derived from the March 2005 Census Bureau's Current Population Survey, along with estimates of current patterns of telephone status in the U.S., using an iterative technique that simultaneously balances the distributions of all weighting parameters.

For results based on the sample of 250 cell-only respondents, one can say with 95% confidence that the error attributable to sampling is plus or minus 7 percentage points.

ABOUT THE CENTER

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of six projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

Andrew Kohut, Director
Scott Keeter, Director of Survey Research
Carroll Doherty and Michael Dimock, Associate Directors
Carolyn Funk and Richard Wike, Senior Project Directors
Nilanthi Samaranayake, Survey and Data Manager
Peyton Craighill, Courtney Kennedy, April Rapp and Juliana Horowitz, Research Associates
Rob Suls, Research Analyst

In addition, the Center would like to thank the staff of the Project for Excellence in Journalism and the Pew Internet and American Life Project for their expertise and input on the research design and analysis.

QUESTIONNAIRES

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
BIENNIAL MEDIA CONSUMPTION SURVEY 2006
FINAL TOPLINE
April 27 - May 22, 2006
Total N=3204 (Form 1 N=2013 / Form 2 N=1191)

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>
April, 2006	33	56	11=100	Mid-July, 2003	58	32	10=100
Early April, 2006	35	55	10=100	Early July, 2003	60	29	11=100
March, 2006	33	57	10=100	June, 2003	62	27	11=100
February, 2006	40	52	8=100	May, 2003	65	27	8=100
January, 2006	38	54	8=100	<i>April 10-16, 2003</i>	72	22	6=100
2005				<i>April 9, 2003</i>	74	20	6=100
December, 2005	38	54	8=100	<i>April 2-7, 2003</i>	69	25	6=100
Early November, 2005	36	55	9=100	<i>March 28-April 1, 2003</i>	71	23	6=100
Late October, 2005	40	52	8=100	<i>March 25-27, 2003</i>	70	24	6=100
Early October, 2005	38	56	6=100	<i>March 20-24, 2003</i>	67	26	7=100
September 8-11, 2005	40	52	8=100	March 13-16, 2003	55	34	11=100
September 6-7, 2005	40	52	8=100	February, 2003	54	36	10=100
July, 2005	44	48	8=100	January, 2003	58	32	10=100
June, 2005	42	49	9=100	2002			
Late May, 2005	42	48	10=100	December, 2002	61	28	11=100
Mid-May, 2005	43	50	7=100	Late October, 2002	59	29	12=100
Late March, 2005	49	46	5=100	Early October, 2002	61	30	9=100
Mid-March, 2005	45	46	9=100	Mid-September, 2002	67	22	11=100
February, 2005	46	47	7=100	Early September, 2002	63	26	11=100
January, 2005	50	43	7=100	Late August, 2002	60	27	13=100
2004				August, 2002	67	21	12=100
December, 2004	48	44	8=100	Late July, 2002	65	25	10=100
Mid-October, 2004	44	48	8=100	July, 2002	67	21	12=100
August, 2004	46	45	9=100	June, 2002	70	20	10=100
July, 2004	46	46	8=100	April, 2002	69	18	13=100
June, 2004	48	43	9=100	Early April, 2002	74	16	10=100
May, 2004	44	48	8=100	February, 2002	78	13	9=100
Late April, 2004	48	43	9=100	January, 2002	80	11	9=100
Early April, 2004	43	47	10=100	2001			
Late March, 2004	47	44	9=100	Mid-November, 2001	84	9	7=100
Mid-March, 2004	46	47	7=100	Early October, 2001	84	8	8=100
February, 2004	48	44	8=100	Late September, 2001	86	7	7=100
Mid-January, 2004	56	34	10=100	Mid-September, 2001	80	9	11=100
Early January, 2004	58	35	7=100	Early September, 2001	51	34	15=100
2003				August, 2001	50	32	18=100
December, 2003	57	34	9=100	July, 2001	51	32	17=100
November, 2003	50	40	10=100	June, 2001	50	33	17=100
October, 2003	50	42	8=100	May, 2001	53	32	15=100
September, 2003	55	36	9=100	April, 2001	56	27	17=100
Mid-August, 2003	56	32	12=100	March, 2001	55	25	20=100
Early August, 2003	53	37	10=100	February, 2001	53	21	26=100

IF APPROVE OR DISAPPROVE (1,2 IN Q.1)

Q.1a Do you (approve/disapprove) very strongly, or not so strongly?

	Early April <u>2006</u>	Dec <u>2005</u>	March <u>2005</u>	Dec <u>2004</u>	Nov <u>2003</u>	Sept <u>2003</u>	June <u>2002</u>	April <u>2001</u>
33 Approve	35	38	49	48	50	55	70	56
19 Very strongly	23	26	32	34	34	35	46	34
12 Not so strongly	11	11	16	12	14	18	21	20
2 Don't know (VOL)	1	1	1	2	2	2	3	2
56 Disapprove	55	54	46	44	40	36	20	27
45 Very strongly	45	42	36	35	30	27	8	18
10 Not so strongly	10	11	10	8	9	9	12	9
1 Don't know (VOL)	*	1	*	1	1	*	0	*
<u>11</u> Don't know/Refused (VOL)	<u>10</u>	<u>8</u>	<u>5</u>	<u>8</u>	<u>10</u>	<u>9</u>	<u>10</u>	<u>17</u>
100	100	100	100	100	100	100	100	100

ASK ALL:

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

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
April, 2006	59	41	*=100
April, 2004	60	40	*=100
April, 2002	63	37	*=100
April, 2000	63	37	*=100
November, 1998	70	30	0=100
April, 1998	68	32	*=100
April, 1996	71	28	1=100
June, 1995	69	34	*=100
March, 1995	71	29	*=100
October, 1994	73	27	*=100
July, 1994	74	26	*=100
February, 1994	70	30	0=100
January, 1994	71	29	*=100
June, 1992	75	25	*=100
July, 1991	73	27	*=100
May, 1991	70	30	*=100
January, 1991	72	27	1=100
November, 1990	74	26	0=100
October, 1990	72	28	0=100
July, 1990	71	29	0=100
May, 1990	71	29	0=100

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

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
April, 2006	77	23	*=100
April, 2004	79	21	*=100
April, 2002	78	22	*=100
April, 2000	75	25	*=100
April, 1998	80	20	*=100
April, 1996	81	19	0=100
June, 1995	78	22	*=100
March, 1995	82	18	*=100
October, 1994	81	19	*=100
July, 1994	81	19	*=100
February, 1994	84	16	0=100
January, 1994	85	15	*=100
June, 1992	85	15	*=100
July, 1991	84	16	*=100
May, 1991	84	16	*=100
January, 1991	88	12	*=100
November, 1990	80	20	*=100
October, 1990	81	19	0=100
July, 1990	81	19	0=100
May, 1990	80	20	0=100

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

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
April, 2006	49	51	*=100
April, 2004	49	51	*=100
April, 2002	48	52	*=100
April, 2000	46	54	*=100
April, 1998	52	48	*=100
April, 1996	51	49	*=100
June, 1995	50	50	*=100
March, 1995	54	46	*=100
October, 1994	51	49	*=100
July, 1994	52	48	0=100
February, 1994	53	47	0=100
January, 1994	52	48	*=100
June, 1992	54	46	*=100
May, 1991	53	47	*=100
January, 1991	55	45	*=100
November, 1990	55	45	*=100
October, 1990	54	46	0=100
May, 1990	56	44	*=100

ASK FORM 1 ONLY:

Q.5F1 We're interested in how often people watch the TV NETWORK EVENING NEWS programs – by this we mean ABC World News Tonight with Elizabeth Vargas and Bob Woodruff, CBS Evening News with Bob Schieffer, NBC Nightly News with Brian Williams, and the PBS NewsHour with Jim Lehrer. Do you happen to watch TV EVENING NEWS PROGRAMS REGULARLY, or not?¹

		April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	April <u>1998</u>	April <u>1996</u>	March <u>1995</u>	May <u>1990</u>	Aug <u>1989</u>	May <u>1987</u>
52	Yes	52	53	50	59	59	65	67	67	71
48	No	47	47	50	41	41	35	32	33	28
*	Don't know/Refused	<u>1</u>	*	*	*	*	*	<u>1</u>	*	<u>1</u>
<u>100</u>		100	100	100	100	100	100	100	100	100

ASK FORM 2 ONLY:

Q.6F2 Do you get news on the internet regularly, or not?

37	Yes
63	No
*	Don't know/Refused
<u>100</u>	

Q.7F2 Do you read any news magazines regularly, or not?

24	Yes
75	No
<u>1</u>	Don't know/Refused
100	

ASK FORM 1 ONLY:

Q.8F1 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely? [INSERT ITEM, RANDOMIZE]

		Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	DK/ <u>Ref</u>
a.F1	News about the current situation in Iraq	43	35	14	7	1=100
	Mid-April, 2006	43	36	13	7	1=100
	March, 2006	43	38	12	6	1=100
	February, 2006	39	42	12	6	1=100
	January, 2006	40	40	12	7	1=100
	December, 2005	45	38	11	5	1=100
	Early November, 2005	41	40	13	6	*=100
	Early October, 2005	43	36	15	6	*=100
	Early September, 2005	32	40	20	7	1=100
	July, 2005	43	37	13	6	1=100
	June, 2005	41	39	12	7	1=100
	Mid-May, 2005	42	42	11	5	*=100

¹ In April 2004 and earlier, the question was worded as “ABC World News Tonight with Peter Jennings, CBS Evening News with Dan Rather, NBC Nightly News with Tom Brokaw, and the PBS NewsHour with Jim Lehrer,” although “PBS NewsHour with Jim Lehrer” was added to the question wording in 2002.

Q.8F1 CONTINUED...

	<u>Very</u> <u>closely</u>	<u>Fairly</u> <u>closely</u>	<u>Not too</u> <u>closely</u>	<u>Not at all</u> <u>closely</u>	<u>DK/</u> <u>Ref</u>
Mid-March, 2005	40	39	14	5	2=100
February, 2005	38	45	13	4	*=100
January, 2005	48	37	11	4	*=100
December, 2004	34	44	15	6	1=100
Mid-October, 2004	42	38	11	8	1=100
Early September, 2004	47	37	9	6	1=100
August, 2004	39	42	12	6	1=100
July, 2004	43	40	11	6	*=100
June, 2004	39	42	12	6	1=100
April, 2004	54	33	8	5	*=100
Mid-March, 2004	47	36	12	4	1=100
Early February, 2004	47	38	10	4	1=100
Mid-January, 2004	48	39	9	4	*=100
December, 2003	44	38	11	6	1=100
November, 2003	52	33	9	5	1=100
October, 2003	38	40	14	7	1=100
September, 2003	50	33	10	6	1=100
Mid-August, 2003	45	39	10	5	1=100
Early July, 2003	37	41	13	8	1=100
June, 2003	46	35	13	6	*=100
May, 2003	63	29	6	2	*=100
April 11-16, 2003 ²	47	40	10	2	1=100
April 2-7, 2003	54	34	9	2	1=100
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003 ³	62	27	6	4	1=100
February, 2003	62	25	8	4	1=100
January, 2003	55	29	10	4	2=100
December, 2002	51	32	10	6	1=100
Late October, 2002	53	33	8	5	1=100
Early October, 2002	60	28	6	5	1=100
Early September, 2002	48	29	15	6	2=100
b.F1 News about candidates and election campaigns in your state and district	18	28	30	23	1=100
Early November, 2002 (RVs)	27	46	18	9	*=100
Late October, 2002 (RVs)	28	34	24	13	1=100
Early October, 2002 (RVs)	21	46	22	10	1=100
Early September, 2002	17	29	29	24	1=100
Late October, 1998 (RVs)	26	45	20	9	*=100
Early October, 1998 (RVs)	21	43	24	11	1=100
Early September, 1998	17	32	28	23	*=100
Early August, 1998	13	30	28	28	1=100
June, 1998	9	27	33	30	1=100

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

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

Q.8F1 CONTINUED...

		Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	DK/ <u>Ref</u>
	April, 1998 ⁴	16	33	24	27	*=100
	November, 1994	18	42	25	15	*=100
	Late October, 1994	14	38	31	16	1=100
	Early October, 1994	23	34	23	19	1=100
	September, 1994	19	34	29	18	*=100
	November, 1990 ⁵	38	34	17	11	*=100
	October, 1990	18	32	28	22	*=100
c.F1	The high price of gasoline these days	65	22	8	4	1=100
	December, 2005	61	27	7	4	1=100
	Early November, 2005	61	27	9	2	1=100
	Late October, 2005	67	23	7	3	*=100
	Early October, 2005	65	25	6	3	1=100
	Early September, 2005	71	19	7	3	*=100
	Mid-May, 2005	58	27	9	5	1=100
	Mid-March, 2005	50	32	13	5	*=100
	Mid-October, 2004	64	22	8	5	1=100
	August, 2004	52	29	10	8	1=100
	July, 2004	56	25	11	7	1=100
	June, 2004	58	26	9	6	1=100
	April, 2004	46	30	15	8	1=100
	Early April, 2004	58	23	10	8	1=100
	Mid-March, 2004	47	27	14	10	2=100
	September, 2003	45	27	15	11	1=100
	March, 2003	52	27	11	9	1=100
	February, 2003	53	25	12	9	1=100
	June, 2001	56	31	7	5	1=100
	May, 2001	61	26	6	6	1=100
	Early October, 2000	56	25	12	6	1=100
	June, 2000 ⁶	61	25	9	5	*=100
	March, 2000	58	28	10	4	*=100
	October, 1990	62	26	8	4	*=100
	September, 1990	56	28	11	5	*=100
	August, 1990	57	27	10	5	1=100

ASKED MAY 2-MAY 22 [N=1507]:

d.F1	Iran's nuclear research program	26	30	23	20	1=100
	March, 2006	24	31	22	22	1=100

ASKED MAY 12-MAY 22 [N=829]:

e.F1	Reports that the National Security Agency has been collecting telephone records of millions of American citizens	33	28	22	16	1=100
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⁴ In April 1998, September 1994 and October 1990, story was listed as "Candidates and election campaigns in your state."

⁵ In November 1990, story was listed as "Candidates and elections in your state."

⁶ In August 1990 through June 2000 the story was listed as "Recent increases in the price of gasoline."

[INTERVIEWER NOTE: FOR QUESTIONS 9 THRU 22 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY."]

ASK ALL:

Q.9 Now thinking about yesterday... Did you get a chance to read a daily newspaper yesterday, or not?

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

Q.10F1/F2 About how much time did you spend reading a daily newspaper yesterday? **[DO NOT READ]**

	Total Read the paper	-- Amount of time read the newspaper --					Didn't read paper	DK/Ref
		<15 min.	15-29	30-59	1 hour+	DK		
April, 2006	40	5	10	15	9	1	60	*=100
April, 2004	42	5	11	17	9	*	58	*=100
November, 2002	39	--	--	--	--	--	61	*=100
April, 2002	41	7	10	15	8	1	59	*=100
April, 2000	47	9	14	16	8	*	53	*=100
Late September, 1999	47	9	12	16	10	*	53	*=100
November, 1998	47	8	11	16	11	1	53	*=100
April, 1998	48	8	14	17	9	*	52	*=100
November, 1997	50	8	14	17	10	1	50	0=100
April, 1996	50	7	15	18	10	*	50	*=100
June, 1995	52	7	15	18	11	1	48	*=100
March, 1995	45	9	14	16	6	0	55	*=100
February, 1994	58	7	15	21	14	1	42	0=100
January, 1994	49	7	15	17	10	*	50	1=100
March, 1991	56	n/a	n/a	n/a	n/a	n/a	44	*=100
Gallup, 1965	71	n/a	n/a	n/a	n/a	n/a	29	0=100

IF "YES" (Q.9=1) ASK [N=1435]:

Q.11 Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online through the internet?

IF "BOTH" (3 IN Q.11) ASK:

Q.11a Would you say you spent MORE time reading the paper version or MORE time reading the online version yesterday?

- 86 Paper
 - 6 Online through the internet
 - 8 Both (VOL.)
 - 5 More paper version
 - 2 More online version
 - 1 About equal (VOL.)
 - 0 Don't know/Refused
 - * Don't know/Refused
- 100

IF "READ PAPER YESTERDAY" (Q.9=1) AND FORM=2 ASK [N=551]:

Q.12F2 What newspaper or newspapers did you read yesterday? **[OPEN END; ENTER ALL MENTIONS; PROBE FOR CLARITY; DO NOT PROBE FOR ADDITIONAL]**

- 5 New York Times
- 4 USA Today
- 2 Los Angeles Times
- 2 Washington Post
- 2 Wall Street Journal
- 92 Other local newspaper
- 3 Don't know/Refused

ASK ALL FORM 1 ONLY:

Q.13F1 Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?

IF "YES" (Q.13F1=1) ASK:

Q.14F1 About how much time did you spend watching the news or any news programs on TV yesterday? [**DO NOT READ**]

	Total Watched TV News	-- Amount of time watched TV News --					Didn't watch	DK/Ref
		<15 min.	15-29	30-59	1 hour+	DK		
April, 2006	57	3	5	19	29	1	42	1=100
April, 2004	60	3	6	20	31	*	40	*=100
November, 2002	61	--	--	--	--	--	39	*=100
April, 2002	54	3	6	19	26	*	46	*=100
April, 2000	56	4	8	20	23	1	44	*=100
Late September, 1999	62	6	7	21	28	*	37	1=100
November, 1998	65	5	8	21	30	1	35	*=100
April, 1998	59	3	7	21	28	*	41	*=100
November, 1997	68	4	11	23	30	*	31	1=100
April, 1996	59	3	6	21	29	*	40	1=100
June, 1995	64	3	8	24	28	1	35	1=100
March, 1995	61	4	9	21	27	*	38	1=100
February, 1994	74	3	8	25	37	1	26	0=100
January, 1994	72	3	8	25	36	*	27	1=100
March, 1991	68	n/a	n/a	n/a	n/a	n/a	32	*=100
Gallup, 1965	55	n/a	n/a	n/a	n/a	n/a	45	0=100

ASK ALL FORM 1 ONLY:

Q.15F1 Apart from news, did you watch anything else on television yesterday, or not?

IF "YES" (Q.15F1=1) ASK:

Q.16F1 About how much time did you spend watching TV yesterday, not including the news? [**DO NOT READ**]

		Late						
		April 2004	April 2002	April 2000 ⁷	Sept 1999	Nov 1997	June 1995	Feb 1994
63	Yes	63	58	57	63	64	59	69
1	A half hour or less	1	2	3	1	2	1	2
4	Thirty minutes or less than one hour	5	3	5	6	5	4	3
12	About an hour or more	12	11	10	13	15	10	11
6	More than one hour but less than two hours	6	5	8	6	7	6	7
19	Two hours to less than three hours	19	17	15	18	16	16	19
10	Three hours to less than four hours	8	8	7	9	11	10	12
10	Four hours or more	11	12	8	10	8	11	14
1	Don't know/Refused	1	*	*	*	*	1	1
36	Did not watch	36	41	42	37	36	40	31
<u>1</u>	Don't know	<u>1</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>*</u>	<u>1</u>	<u>0</u>
100		100	100	100	100	100	100	100

⁷

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

ASK ALL FORM 1 ONLY:

Q.17F1 About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday? **[DO NOT READ]**

	Total	-- Amount of time listened to radio news --				Didn't listen	DK/Ref
	Yes, listened	<15 min.	15-29	30-59	1 hour+		
April, 2006	36	7	7	9	13	63	1=100
April, 2004	40	8	7	10	15	59	1=100
April, 2002	41	10	7	10	14	58	1=100
April, 2000	43	14	9	9	11	56	1=100
Late September, 1999	44	12	8	10	14	56	*=100
November, 1998	41	13	8	8	12	57	2=100
April, 1998	49	16	9	10	14	51	*=100
November, 1997	44	12	9	9	14	55	1=100
April, 1996	44	12	11	10	11	55	1=100
June, 1995	42	13	9	9	11	56	2=100
March, 1995	47	16	12	9	10	52	1=100
February, 1994	47	14	11	9	13	52	1=100
January, 1994	47	15	10	10	12	52	1=100
June, 1992	47	15	11	10	11	52	1=100
March, 1991 ⁸	54	23	9	8	14	46	*=100
March, 1990	52	22	11	10	9	47	1=100
February, 1990	55	24	11	9	11	44	1=100
January, 1990	51	21	12	9	9	48	1=100
Gallup, 1965	58	n/a	n/a	n/a	n/a	42	0=100

IF NOT ONLINE NEWSPAPER YESTERDAY (Q.9=2,9 OR Q.11=1,9):

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

IF ONLINE NEWSPAPER YESTERDAY (Q.11=2,3):

Q.18a You mentioned reading newspapers on the internet yesterday. Aside from newspaper websites did you get any OTHER news ONLINE through the internet yesterday, or not?

IF NEWS ONLINE YESTERDAY (Q.18=1 OR Q.18a=1) ASK:

Q.19F1/F2 **[IF Q.18a=1 READ:** And again aside from newspaper websites...] About how much time did you spend getting news online yesterday? **[DO NOT READ]**

- 21 Yes, got news online yesterday
 - 7 Less than 15 minutes
 - 5 15-29 minutes
 - 5 30-59 minutes
 - 4 One hour or more
 - * Don't know/Refused
 - 79 No, did not get news online yesterday
 - * Don't know/Refused
- 100

NET TOTAL GOT NEWS ONLINE YESTERDAY:

	Yes	No	DK/Ref
April, 2006 (Q.11=2,3 or Q.18=1)	23	77	*=100
April, 2004 (Q.18 asked of total sample)	24	76	*=100

⁸ Form 1 wording's results are presented.

IF "YES" IN Q.18 ONLY (Q.18=1) ASK [N=563]:

Q.20 Many national and local print newspapers also have websites on the internet. When you were online yesterday, did you read anything on a NEWSPAPER'S website, or not?

22 Yes
 78 No
 * Don't know/Refused
100

NET TOTAL READ NEWSPAPER ONLINE YESTERDAY:

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
April, 2006 (Q.11=2,3 or Q.20=1)	9	90	1=100

IF ONLINE NEWSPAPER YESTERDAY (Q.20=1 OR Q.11=2,3) ASK [N=307]:

Q.21 Thinking about the newspapers you saw on the internet yesterday, what newspaper websites did you happen to visit? [OPEN END; ENTER ALL MENTIONS; PROBE FOR CLARITY; DO NOT PROBE FOR ADDITIONAL]

18 New York Times
 9 Washington Post
 7 USA Today
 4 Wall Street Journal
 2 Los Angeles Times
 3 General mentions
 46 Other local newspaper websites
 24 Non-newspaper websites
 1 Don't like/Misunderstood question
 7 Don't Know/Refused

Q.22 How did you end up at newspaper websites yesterday? Did you [INSERT ITEM; RANDOMIZE]

	<u>Yes</u>	<u>No</u>	<u>Don't know</u>
a. Go to the newspaper's homepage to browse the paper or look for something	64	35	1=100
b. Follow a link to a newspaper article from another website or search engine	39	60	1=100
c. Get an e-mail from a friend or associate that had a link to a newspaper story	12	88	*=100

ASK FORM 1 ONLY:

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

Q.23F1 Did you spend any time reading magazines?

		April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	Late Sept <u>1999</u>	April <u>1998</u>	Nov <u>1997</u>	June <u>1995</u>	Feb <u>1994</u>
24	Yes	25	23	26	28	29	32	31	33
76	No	75	77	74	72	71	68	69	67
*	Don't know	*	*	*	*	*	*	*	0
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Q.24F1 Not including school or work-related books, did you spend any time reading a book yesterday? **[IF YES ASK: Was it a work of fiction or non-fiction?]**

		April <u>2004</u>	April <u>2002</u>	Late Sept <u>1999</u>	Nov <u>1997</u>	June <u>1995</u>	Feb <u>1994</u>
38	Yes	35	34	35	35	30	31
15	Fiction	15	13	16	16	14	14
20	Non-fiction	18	19	16	17	14	17
1	Both	1	1	2	1	1	*
2	Don't know	1	1	1	1	1	0
62	No	65	66	65	65	70	69
*	Don't Know	*	0	0	*	*	*
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

NO QUESTION 25

IF NOT REGULAR NEWSPAPER READER (2 IN Q.2), ASK FORM 2 ONLY [N=448]:

Q.26F2 You mentioned that you don't read newspapers all that regularly. What is it that you like less about newspapers compared to TV, radio or the internet? **[OPEN END; ACCEPT MULTIPLE RESPONSES; DO NOT PROBE FOR ADDITIONAL]**

- 23 Don't have the time/Takes too long
- 10 Inconvenient (others more convenient)
- 8 Biased/Opinionated
- 7 Don't like to read/Not a reader
- 6 Inconvenient to get/Don't subscribe
- 6 Not interesting/Nothing there
- 5 Cost/Not free
- 5 Layout (Small print/Big pages/Have to flip through/Hard to read)
- 5 Just pile up/Clutter/Have to throwaway
- 3 Can't read/Sight problems
- 2 Not up-to-date/Old news
- 1 Too many ads
- 1 Dislike local paper
- 1 Allergies
- 4 Miscellaneous
- 8 Misunderstood question
- 11 Don't Know/Refused

There are a lot of ways to get information these days...

RANDOMIZE BLOCKS THAT START AT Q.27F2, Q.31F2 AND Q.35F2

IF REGULAR NEWSPAPER READER (1 IN Q.2), ASK FORM 2 ONLY [N=742]:

Q.27F2 Thinking specifically about newspapers, what is it that you like about newspapers that sets them apart from other sources such as TV, radio and the internet? **[OPEN END; ACCEPT MULTIPLE RESPONSES; DO NOT PROBE FOR ADDITIONAL]**

46 FEATURES OF THE MEDIUM (NET)

- 26 Time/Leisure/Read whenever want/Take with/Re-read/Convenient
- 7 Available/Accessible/Hard copy/Tangent/Clip and save articles
- 5 Like to read/Visual
- 4 Choose what to read/Skip sections/Read quickly
- 3 Habit/Relaxing
- 3 Easy to read/More comfortable/Style/Organization
- 2 Other Medium Itself mentions

42 COVERAGE AND CONTENT (NET)

- 26 SUBJECTS/TOPICS/CONTENT (SUB-NET)
 - 13 Local
 - 3 Advertisements/Coupons
 - 2 Op-Ed/Editorials/Commentaries/Columns
 - 2 Puzzles/Bridge column/Sudoku
 - 2 Sports
 - 2 General content
 - 1 Human Interest (Obituaries, marriage announcements)
 - 1 Classifieds/Want ads
 - 1 Funnies/Comics
 - 1 Headlines
 - 3 Other Subjects/Topics/Content
 - 12 More in-depth/Details/Informative
 - 4 Fair/Unbiased/Consistent coverage/Facts/Balance/Different views
 - 1 Other Characteristics/Quality of coverage
- 2 Miscellaneous (e.g., made out of paper, use to pack stuff)
- 9 Don't like/Misunderstood question
- 6 Don't Know/Refused

Q.28F2 What things in the newspaper are the most interesting to you? [OPEN END; ACCEPT MULTIPLE RESPONSES; DO NOT PROBE FOR ADDITIONAL]

35	Local/Metro/State/Obituaries/Gossip/Crime/Scandal
28	Headlines/Current events/ United States government/Features
21	Sports
11	International affairs/World news
7	Business/Finance/Stocks/Economy
7	Politics/Elections/Political figures and events in Washington
7	Opinion-Editorial
6	Advertisements/Classifieds/Shopping/Showtimes
6	Home/Lifestyle/Children/Travel/Advice/Horoscope
4	Comics/Funnies
3	Arts/Entertainment/Music/Celebrities/Books
2	War in Iraq
2	Games/Puzzles
2	Weather/Road conditions
1	Health news/Seniors/Veterans
1	Science/Technology/Environment/Education
7	Other/Miscellaneous/Everything
3	Don't like/Misunderstood question
5	Don't Know/Refused

Q.29F2 On a typical weekday when you get a chance to read a newspaper, how do you get it? [OPEN END, USE PRECODES WHEN APPROPRIATE; CHECK ALL THAT APPLY; IF "HOME" CLARIFY THAT THEY HAVE HOME DELIVERY OR SUBSCRIPTION]

63	Home delivery/subscription
26	Buy it (store, machine, newsstand, etc.)
6	At work
3	Online/Internet version
2	Read someone else's copy
1	Other [SPECIFY: _____]
*	Don't read on weekdays
*	Don't know/Refused

IF "BUY IT" (2 IN Q.29F2) ASK [N=173]:

Q.30F2 When you buy a newspaper, is it usually because [INSERT ITEM; ROTATE]?

62	You just like to pick one up from time to time when it's convenient
18	There was something specific you were looking for in the paper
14	Both (VOL.)
<u>6</u>	Don't know/Refused
100	

IF REGULAR INTERNET NEWS USER (1 IN Q.6F2), ASK FORM 2 ONLY [N=424]:

Q.31F2 Thinking specifically about the internet, what is it that you like about the internet as a source of news and information that sets it apart from newspapers, TV or radio? [OPEN END; ACCEPT MULTIPLE RESPONSES; DO NOT PROBE FOR ADDITIONAL]

60 FEATURES OF THE MEDIUM (NET)

- 39 Accessible/Easily available/Fingertips/Read anytime/Own pace/Re-read/Convenient/Speed/Quick
- 19 Navigate/Choose sites/Custom tailor/Browse/Search what I want/Go straight to relevant info.
- 7 Easy to read/Read it quickly/Organization
- 2 Video podcasts/Pictures/Videos/Visual/Watch
- 2 On computer a lot
- 2 Price/Free/Cheaper
- 1 Print/Reference

40 COVERAGE AND CONTENT (NET)

- 14 Updated/Faster/Up-to-date/Breaking news/Headlines/Up-to-minute
- 11 Better information/Full picture/In-depth coverage
- 10 Diversity/Access to different papers/Different reporting/Variety of sources
- 5 SUBJECTS/TOPICS/CONTENT (SUB-NET)
 - 1 News (General)
 - 1 World/International News
 - 3 Other Subjects/Topics/Content
 - 3 Unbiased/Less biased/No censorship
- 2 Miscellaneous (e.g., no mess/better/use one hand)
- 6 Don't like/Misunderstood question
- 4 Don't Know/Refused

Q.32F2 What subjects on the internet are of the most interest to you? [OPEN END; ACCEPT MULTIPLE RESPONSES; DO NOT PROBE FOR ADDITIONAL]

- 27 Headlines/Current events/United States government/Features
- 19 International affairs/World news
- 15 Sports
- 13 Politics/Elections/Political figures and events in Washington
- 11 Business/Finance/Stocks/Economy
- 9 Arts/Entertainment/Music/Celebrities/Books
- 6 Local/Metro/State/Obituaries/Gossip/Crime/Scandal
- 6 Science/Technology/Environment/Education
- 4 Health news/Seniors/Veterans
- 3 Weather/Road conditions
- 3 Home/Lifestyle/Children/Travel/Advice/Horoscope
- 3 Advertisements/Classifieds/Shopping/Showtimes
- 3 War in Iraq
- 2 Email
- 1 Games/Puzzles
- * Opinion-Editorial
- 7 Other/Miscellaneous/Everything
- 2 Don't like/Misunderstood question
- 8 Don't Know/Refused

Q.33F2 What websites do you use to get news and information? Just name a few of the websites that you go to the MOST often. [OPEN END; CODE UP TO THREE RESPONSES; DO NOT NEED TO TYPE “.com” EXTENSION]

31	MSN/NBC
23	Yahoo
23	CNN
9	Google
8	AOL
8	Fox
5	New York Times
5	USA Today
4	ESPN/Sports Illustrated/NASCAR/Sports-related websites
4	ABC
3	Drudge Report
3	Comcast/Cox Cable homepages
2	BBC
2	Washington Post
1	CBS
1	Los Angeles Times
1	Wall Street Journal
39	Other websites
1	Don't like/Misunderstood question
7	Don't Know/Refused

Q.34F2 Have you ever PAID to get news content from a website, such as a paid online news subscription or fees for full articles or video clips?

6	Yes
94	No
*	Don't know/Refused
100	

IF REGULAR TV NEWS WATCHER (1 IN Q.3), ASK FORM 2A ONLY [N=466]:

Q.35F2A Thinking specifically about TV news, what is it that you like about TV news that sets it apart from newspapers, radio or the internet? [OPEN END; ACCEPT MULTIPLE RESPONSES; DO NOT PROBE FOR ADDITIONAL]

52 COVERAGE AND CONTENT (NET)

22 SUBJECTS/TOPICS/CONTENT (SUB-NET)

- 7 Local
- 6 TV personalities/Personal aspect
- 4 Particular Programs/Channels (CNN, C-SPAN, FOX, etc.)
- 3 Weather
- 2 International
- 2 National or domestic news
- 2 News (General)
- 2 Other Subjects/Topics/Content

13 Up-to-date/minute/Live aspect/News flash

11 Concise/Quick/Direct

6 Diversity/Variety of issues/Access to different channels

5 In-depth/More details

1 Balanced/Fair/Less-biased

1 Investigative reporting

37 FEATURES OF THE MEDIUM (NET)

19 Watch/Visual/Video/Pictures/Audio/Listen/Hear

14 Easily accessible/Any day or time/Regularity of when it is on/Can turn off when want/Convenience/Easy

6 Can do something else while on

2 Habit/Something to do/Just there

4 Miscellaneous

7 Don't like/Misunderstood question

8 Don't Know/Refused

Q.36F2A What subjects on TV news programs are of the most interest to you? [OPEN END; ACCEPT MULTIPLE RESPONSES; DO NOT PROBE FOR ADDITIONAL]

23 Headlines/Current events/ United States government/Features

20 Local/Metro/State/Obituaries/Gossip/Crime/Scandal

15 International affairs/World news

12 Politics/Elections/Political figures and events in Washington

11 Weather/Road conditions

10 War in Iraq

7 Sports

5 Business/Finance/Stocks/Economy

3 Arts/Entertainment/Music/Celebrities/Books

2 Mentions of Specific TV programs

2 Health news/Seniors/Veterans

1 Home/Lifestyle/Children/Travel/Advice/Horoscope

1 Science/Technology/Environment/Education

* Opinion-Editorial

* Advertisements/Classifieds/Shopping/Showtimes

* Games/Puzzles

9 Other/Miscellaneous/Everything

4 Don't like/Misunderstood question

8 Don't Know/Refused

ASK FORM 1 ONLY:

Q.37F1 As I read from a list tell me if you did this yesterday or not. Yesterday did you... [INSERT ITEM, RANDOMIZE]? (Yesterday, did you... [NEXT ITEM]?) [DO NOT ASK ITEM c IF DAY OF WEEK IS SUNDAY OR MONDAY]

	<u>Yes</u>	<u>No</u>	<u>Doesn't Apply</u>	<u>DK/NA</u>	
a.F1					
Get some kind of vigorous exercise such as jogging, working out at a gym, or playing a racquet sport	44	55	1	*=100	
April, 2004	38	61	1	*=100	
April, 2002	39	60	--	1=100	
April, 1998	36	64	--	0=100	
June, 1997	37	63	--	*=100	
February, 1994	26	74	--	*=100	
b.F1					
Go online from home	42	54	4	*=100	
April, 2004	38	59	3	*=100	
April, 2002	34	63	--	3=100	
April, 1998	17	82	--	1=100	
c.F1					
Go online from work	25	70	5	*=100	(N=1397)
April, 2004	20	75	5	*=100	
April, 2002	20	75	5	*=100	
April, 1998	12	85	3	*=100	
WENT ONLINE YESTERDAY (NET)⁹					
	53	47=100			
April, 2004	47	53=100			
April, 2002	43	57=100			
April, 1998	25	75=100			
June, 1995	4	96=100			
d.F1					
Watch a movie at home on video, DVD or pay-per-view	24	76	*	*=100	
April, 2004	24	76	*	*=100	
April, 2002	23	77	--	*=100	
e.F1					
Play a game on your computer or a video game console	17	81	2	*=100	
April, 2004	17	81	2	0=100	

Q.38F1 How much do you enjoy reading... A lot, some, not much, or not at all?

	<u>April 2004</u>	<u>June 1995</u>	<u>Feb 1994</u>
53 A lot	53	53	53
31 Some	31	32	32
11 Not much	10	10	10
5 Not at all	5	4	4
<u>0</u> Don't know/Refused (VOL)	<u>1</u>	<u>1</u>	<u>1</u>
100	100	100	100

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

ASK ALL:

Q.39 Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ...
[READ AND RANDOMIZE ITEMS a. THRU u. OBSERVE FORM SPLITS]

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
ASK FORM 1A AND ALL FORM 2 ONLY:					
ITEMS a AND b BASED ON FORM 1A ONLY [N=1,021]:					
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	28	26	14	31	1=100
April, 2004	34	28	16	22	*=100
April, 2002	32	29	15	24	*=100
April, 2000	30	28	16	25	1=100
August, 1999	40	33	16	11	*=100
April, 1998	38	29	15	18	*=100
February, 1997	41	31	14	14	*=100
April, 1996	42	29	15	14	*=100
March, 1995	48	28	14	10	*=100
May, 1993	60	28	5	6	1=100
February, 1993	58	23	10	9	*=100
b. Watch cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel	34	31	13	22	*=100
April, 2004	38	33	10	19	*=100
April, 2002	33	35	11	21	*=100

NO ITEM c.

ASK ITEMS d THROUGH j OF FORM 1B ONLY [N=992]:

d.F1B Watch the CBS Evening News with Bob Schieffer ¹⁰	13	23	18	45	1=100
April, 2004	16	30	16	38	*=100
April, 2002	18	29	18	35	*=100
e.F1B Watch the ABC World News Tonight with Elizabeth Vargas and Bob Woodruff	14	22	18	45	1=100
April, 2004	16	31	16	36	1=100
April, 2002	18	30	19	33	*=100
f.F1B Watch the NBC Nightly News with Brian Williams	15	26	16	42	1=100
April, 2004	17	31	17	35	*=100
April, 2002	20	29	18	33	*=100
g.F1B Watch Cable News Network (CNN)	22	32	12	33	1=100
April, 2004	22	33	12	32	1=100
April, 2002	25	31	12	32	*=100

¹⁰ In April 2004 and 2002, the items asked about "CBS Evening News with Dan Rather, ABC World News Tonight with Peter Jennings, and NBC Nightly News with Tom Brokaw."

Q.39 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly</u> <u>Ever</u>	<u>Never</u>	<u>Don't</u> <u>Know</u>
April, 2000	21	34	16	29	*=100
April, 1998	23	34	13	30	*=100
February, 1997	28	30	14	28	0=100
April, 1996	26	33	14	27	*=100
March, 1995	30	28	13	28	1=100
July, 1994	33	36	7	24	*=100
February, 1994	31	32	8	29	*=100
May, 1993	35	34	7	24	*=100
June, 1992	30	32	10	27	1=100
July, 1990	27	28	8	36	1=100
June, 1990	30	27	6	37	*=100
May, 1990	27	25	7	40	1=100
April, 1990	26	29	7	37	1=100
March, 1990	22	28	8	41	1=100
February, 1990	23	29	8	40	0=100
January, 1990	26	25	7	41	1=100
h.F1B Watch the Fox News CABLE Channel	23	28	14	35	*=100
April, 2004	25	29	11	34	1=100
April, 2002	22	26	15	37	*=100
April, 2000	17	28	17	37	1=100
April, 1998	17	30	14	38	1=100
i.F1B Watch MSNBC	11	29	20	39	1=100
April, 2004	11	31	16	39	3=100
April, 2002	15	30	16	37	2=100
April, 2000	11	27	17	42	3=100
April, 1998	8	23	15	51	3=100
j.F1B Watch CNBC	11	26	18	43	2=100
April, 2004	10	31	17	40	2=100
April, 2002	13	30	17	38	2=100
April, 2000	13	29	18	37	3=100
April, 1998	12	27	17	42	2=100

ASK ALL:

ITEMS k THROUGH u BASED ON FORM 1 ONLY:

k. Watch the local news about your viewing area					
which usually comes on before the national news					
in the evening and again later at night	54	23	10	13	*=100
April, 2004	59	23	8	10	*=100
April, 2002	57	24	8	11	*=100
April, 2000 ¹¹	56	24	9	11	*=100
April, 1998	64	22	6	8	*=100
February, 1997	72	16	7	5	0=100
April, 1996	65	23	7	5	*=100
March, 1995	72	18	6	4	*=100

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

Q.39 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly</u> <u>Ever</u>	<u>Never</u>	<u>Don't</u> <u>Know</u>
May, 1993	77	16	5	4	*=100
February, 1993	76	16	5	3	*=100
l. Watch C-SPAN	4	16	17	61	2=100
April, 2004	5	18	17	59	1=100
April, 2002	5	18	18	57	2=100
April, 2000	4	17	22	56	1=100
April, 1998	4	19	18	58	1=100
April, 1996	6	21	18	53	2=100
March, 1995	8	17	20	53	2=100
July, 1994	9	26	12	52	1=100
February, 1994	7	20	15	56	2=100
May, 1993	11	25	13	48	3=100
February, 1993	7	18	14	45	16=100
June, 1992	6	19	18	54	3=100
m. Listen to National Public Radio (NPR)	17	19	13	50	1=100
April, 2004	16	19	15	49	1=100
April, 2002	16	16	15	52	1=100
April, 2000	15	17	16	51	1=100
April, 1998	15	17	18	49	1=100
April, 1996	13	18	16	52	1=100
March, 1995	15	17	21	46	1=100
July, 1994	9	18	11	62	*=100
February, 1994	9	13	12	65	1=100
May, 1993 ¹²	15	20	15	49	1=100
June, 1992	7	16	17	59	1=100
July, 1990	9	13	8	70	*=100
June, 1990	9	10	11	69	1=100
May, 1990	7	11	10	72	*=100
April, 1990	7	12	9	71	1=100
March, 1990	7	9	10	74	*=100
February, 1990	8	10	8	74	*=100
January, 1990	5	10	7	78	*=100
n. Watch news magazine shows such as 60 Minutes, 20/20 or Dateline	23	38	15	23	1=100
April, 2004	22	42	16	20	*=100
April, 2002	24	42	16	18	*=100
April, 2000	31	41	15	13	*=100
August, 1999	35	40	16	9	*=100
April, 1998	37	41	12	10	*=100
April, 1996 ¹³	36	38	15	11	*=100
July, 1994	43	43	8	6	*=100
February, 1994	45	36	11	8	0=100

¹² In 1993 and earlier, the item was worded "Programs on National Public Radio, such as Morning Edition or All Things Considered."

¹³ In 1996 and earlier, the item was worded "Watch news magazine shows such as 60 Minutes or 20/20."

Q.39 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly</u> <u>Ever</u>	<u>Never</u>	<u>Don't</u> <u>Know</u>
May, 1993	52	37	6	5	*=100
February, 1993	49	32	11	8	*=100
June, 1992	46	40	8	6	*=100
July, 1990	46	38	8	8	*=100
June, 1990	50	36	6	8	*=100
May, 1990	45	37	8	10	*=100
April, 1990	47	37	7	9	*=100
March, 1990	41	42	7	10	*=100
February, 1990	39	41	10	10	0=100
January, 1990	43	40	8	9	*=100
o. Watch the NewsHour with Jim Lehrer	5	16	14	63	2=100
April, 2004	5	15	14	65	1=100
April, 2002	5	13	15	66	1=100
April, 2000	5	12	15	66	2=100
April, 1998	4	14	14	67	1=100
April, 1996 ¹⁴	4	10	11	73	2=100
July, 1994	7	23	11	58	1=100
February, 1994	6	16	11	66	1=100
May, 1993	10	24	14	51	1=100
June, 1992	6	19	17	56	2=100
July, 1990	7	16	11	66	*=100
June, 1990	7	16	12	64	1=100
May, 1990	8	15	11	65	1=100
April, 1990	6	16	11	66	1=100
March, 1990	5	19	12	63	1=100
February, 1990	5	15	11	69	0=100
January, 1990	6	15	12	67	*=100
p. Watch the Weather Channel	31	29	14	26	*=100
April, 2004	31	30	15	24	*=100
April, 2002	32	28	15	25	*=100
April, 2000	32	28	15	25	*=100
April, 1998	33	27	13	27	*=100
q. Watch Sports News on ESPN	18	19	12	51	*=100
April, 2004	20	20	11	49	*=100
April, 2002	19	19	12	50	*=100
April, 2000	23	18	13	46	*=100
April, 1998 ¹⁵	20	20	15	45	*=100
r. Watch late night TV shows such as					
David Letterman and Jay Leno	12	20	17	51	*=100
April, 2004	12	23	19	46	*=100
April, 2002	12	22	18	48	*=100

¹⁴ In 1996, the item was worded "Jim Lehrer NewsHour." Prior to that, the item was worded "MacNeil-Lehrer NewsHour." The change in the program name may have contributed to the decline in viewership.

¹⁵ In 1998, the item was worded "Watch ESPN Sports News."

Q.39 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
s. Watch TV shows such as Entertainment Tonight or Access Hollywood	9	21	19	51	*=100
April, 2004	10	26	18	46	*=100
April, 2002	9	24	19	48	*=100
April, 2000	8	26	22	44	*=100
April, 1998 ¹⁶	8	27	24	41	*=100
February, 1997	9	29	23	39	*=100
June, 1992	11	30	24	35	*=100
April, 1990	14	30	17	39	*=100
March, 1990	15	31	15	39	*=100
February, 1990	11	31	16	42	0=100
January, 1990	11	34	16	39	0=100
t. Watch the Today Show, Good Morning America or The Early Show	23	20	15	42	*=100
April, 2004	22	21	14	43	*=100
April, 2002	22	19	14	45	*=100
April, 2000	20	18	15	47	*=100
April, 1998 ¹⁷	23	19	17	41	*=100
u. Watch Sunday morning news shows such as Meet the Press, This Week or Face the Nation	12	19	14	55	*=100
April, 2004	12	20	15	53	*=100
May, 1993 ¹⁸	18	32	15	35	*=100
June, 1992	15	25	21	39	*=100
July, 1990	13	24	14	49	*=100
June, 1990	15	26	12	47	*=100
May, 1990	13	21	16	50	*=100
April, 1990	14	22	12	52	*=100
March, 1990	10	24	16	50	*=100
February, 1990	12	22	13	53	*=100
January, 1990	11	24	14	51	*=100

¹⁶ In 1998 and earlier, the item was worded "Watch Entertainment Tonight."

¹⁷ In 1998, the item was worded "Watch the Today Show, Good Morning America or CBS This Morning."

¹⁸ In 1993 and earlier, the question asked about "...such as Meet the Press, Face the Nation or This Week with David Brinkley."

ASK ALL:

Q.40 Now I'd like to ask you about some other television and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **[READ AND RANDOMIZE]**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a. Watch Larry King Live	4	21	16	59	*=100
April, 2004	5	22	17	56	*=100
April, 2002	5	22	15	58	*=100
April, 1998	4	20	15	61	*=100
b. Listen to Rush Limbaugh's radio show	5	10	9	76	*=100
April, 2004	6	10	10	74	*=100
April, 2002	4	10	9	77	*=100
April, 1998	5	11	11	73	*=100
June, 1997	5	11	12	71	1=100
April, 1996	7	11	11	70	1=100
July, 1994	6	20	13	61	*=100
c. Listen to religious radio shows such as "Focus on the Family"	8	15	10	66	1=100
April, 2004	11	15	10	64	*=100
April, 2002	8	16	9	67	*=100
April, 1998	10	16	11	63	*=100
June, 1997	11	17	15	57	*=100
April, 1996	11	14	13	62	*=100
d. Watch "The O'Reilly Factor" with Bill O'Reilly	9	18	11	61	1=100
April, 2004	8	18	11	63	*=100
April, 2002	6	14	10	70	*=100
e. Watch "The Daily Show" with Jon Stewart	6	15	11	68	*=100
April, 2004	3	12	10	75	*=100
April, 2002	2	10	8	79	1=100

Q.41 Now I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never. (First,) how often do you read... **[READ AND RANDOMIZE ITEMS a THRU f FOLLOWED BY ITEMS g AND h IN ORDER, FOLLOWED BY RANDOMIZED ITEMS i THRU o ON FORM 2 ONLY]** How about...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a. News magazines such as Time, U.S. News, or Newsweek	14	33	17	36	*=100
April, 2004	13	34	18	35	*=100
April, 2002	13	35	18	34	*=100
April, 2000	12	34	19	35	*=100
April, 1998	15	36	17	32	*=100
April, 1996	15	35	20	30	*=100
July, 1994	18	41	18	23	*=100
February, 1994	16	31	23	30	*=100
May, 1993	24	39	14	23	*=100
June, 1992	20	39	18	23	*=100

Q.41 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly</u> <u>Ever</u>	<u>Never</u>	<u>Don't</u> <u>Know</u>
July, 1990	18	34	18	30	*=100
June, 1990	21	39	16	24	*=100
May, 1990	17	34	19	30	*=100
April, 1990	20	35	16	29	*=100
March, 1990	16	35	19	30	*=100
February, 1990	17	36	18	29	0=100
January, 1990	18	34	17	31	0=100
b. Business magazines such as Fortune and Forbes	5	17	12	66	*=100
April, 2004	4	16	14	66	*=100
April, 2002	4	16	14	66	*=100
April, 2000	5	15	15	65	*=100
April, 1998	5	16	15	64	*=100
April, 1996	5	17	16	62	*=100
July, 1994	5	21	21	53	0=100
February, 1994	6	15	17	62	*=100
June, 1992	5	17	21	57	*=100
July, 1990	5	15	14	66	*=100
June, 1990	6	16	16	62	*=100
May, 1990	4	14	15	67	*=100
April, 1990	5	15	14	66	*=100
March, 1990	5	14	14	67	0=100
February, 1990	4	12	14	70	*=100
January, 1990	5	13	14	68	0=100
c. The National Enquirer, The Sun or Star Magazine	3	9	9	79	*=100
April, 2004 ¹⁹	3	11	9	77	*=100
April, 2002	3	9	10	78	*=100
April, 2000	3	9	12	76	*=100
April, 1998	3	12	9	76	*=100
February, 1997	5	6	12	77	0=100
April, 1996	5	11	12	72	*=100
July, 1994	5	13	16	66	*=100
June, 1992	5	13	14	68	*=100
March, 1990	5	15	13	67	*=100
February, 1990	7	13	13	67	*=100
January, 1990	7	12	13	68	0=100
d. Personality magazines such as People	8	25	17	50	*=100
April, 2004	7	25	17	51	*=100
April, 2002	6	26	18	50	*=100
April, 2000	6	27	18	49	*=100
April, 1998	8	29	18	45	0=100
February, 1994 ²⁰	9	22	22	47	*=100
May, 1993	12	25	19	44	*=100
June, 1992	8	28	25	39	*=100

¹⁹ In 2004 and earlier, the item was worded as "The National Enquirer, The Sun or The Star."

²⁰ In 1994 and earlier, the item also included "US" magazine.

Q.41 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly</u> <u>Ever</u>	<u>Never</u>	<u>Don't</u> <u>Know</u>
July, 1990	9	25	18	48	*=100
June, 1990	10	28	19	43	*=100
May, 1990	7	24	19	50	*=100
April, 1990	9	25	20	46	*=100
March, 1990	8	25	20	47	*=100
February, 1990	8	24	19	49	*=100
January, 1990	9	23	19	49	0=100
e. Magazines such as The Atlantic, Harpers or The New Yorker					
Harpers or The New Yorker	2	9	10	79	*=100
April, 2004	2	8	11	79	*=100
April, 2002	2	7	11	80	*=100
April, 2000	2	7	11	80	*=100
April, 1998	2	8	11	79	0=100
February, 1994	2	6	14	78	*=100
June, 1992	2	9	16	73	*=100
July, 1990	2	8	11	79	*=100
June, 1990	2	8	13	77	*=100
May, 1990	2	7	12	79	*=100
April, 1990	2	6	12	80	*=100
March, 1990	2	7	13	78	0=100
February, 1990	2	7	10	81	*=100
January, 1990	2	7	11	80	0=100
f. Political magazines such as The Weekly Standard or The New Republic					
or The New Republic	2	8	8	81	1=100
April, 2004	2	7	9	82	*=100
April, 2002	2	6	9	83	*=100
g. A daily newspaper					
A daily newspaper	52	25	8	15	*=100
April, 2004	54	25	8	13	*=100
August, 1999	52	28	13	7	*=100
February, 1997	56	24	9	11	*=100
May, 1993	66	19	7	8	*=100
February, 1992	71	19	5	4	1=100
h. Local weekly community newspapers					
Local weekly community newspapers	35	27	10	28	*=100
April, 2004	36	26	11	26	1=100
ASK FORM 2 ONLY:					
i.F2 Internet news websites such as Google News, AOL News or Yahoo News					
AOL News or Yahoo News	18	18	7	57	*=100
April, 2004 ²¹	13	17	8	62	*=100
j.F2 Network TV news websites such as CNN.com, ABCnews.com, or MSNBC.com					
Network TV news websites such as CNN.com, ABCnews.com, or MSNBC.com	14	22	9	54	1=100
April, 2004	10	19	10	61	*=100

²¹ In 2004 the item was worded as "The news pages of Internet service providers such as AOL News or Yahoo News."

Q.41 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
k.F2 The websites of major national newspapers such as USA Today.com, New York Times.com, or the Wall Street Journal online	8	14	9	69	*=100
April, 2004	6	13	9	71	1=100
l.F2 The internet websites of local newspapers in your area	8	21	10	60	1=100
m.F2 The internet websites of local TV stations in your area	6	20	10	64	*=100
n.F2 Other kinds of online news magazine and opinion sites such as Slate.com or the National Review online	3	5	7	85	*=100
April, 2004	3	7	6	84	*=100
o.F2 Online blogs where people discuss events in the news	4	8	8	80	*=100

ASK ALL:

Just in general...

Q.42 How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

	<u>April 2004</u>	<u>May 2002</u>	<u>April 2002</u>	<u>April 2000</u>	<u>April 1998</u>	<u>June 1995</u>	<u>Feb 1994</u>
52 A lot	52	52	48	45	50	54	53
34 Some	37	37	36	40	37	34	35
9 Not Much	7	7	11	12	11	8	9
4 Not at all	3	3	4	3	2	3	2
<u>1</u> Don't know/Refused	<u>1</u>	<u>1</u>	<u>1</u>	<u>*</u>	<u>*</u>	<u>1</u>	<u>1</u>
100	100	100	100	100	100	100	100

ASK FORM 1 ONLY Q.43F1 THROUGH Q.55F1:

Q.43F1 How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics – regularly, sometimes, rarely or never?

	<u>Regularly</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>DK/Ref</u>
April, 2006	20	22	22	36	*=100
April, 2004	17	23	22	38	*=100
April, 2002	17	20	22	41	*=100
April, 2000	14	23	23	40	*=100
August, 1999	18	23	24	35	*=100
Early September, 1998	23	25	23	29	*=100
April, 1998	13	22	24	41	*=100
October, 1997	18	28	25	29	*=100
August, 1997	17	24	28	31	*=100
Early September, 1996	15	25	22	37	1=100
July, 1996	16	24	27	33	*=100
June, 1996	17	25	26	31	1=100
April, 1996	13	23	25	39	*=100
March, 1996	18	28	24	30	*=100

Q.43 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>DK/Ref</u>
October, 1995	18	33	25	24	*=100
June, 1995	15	19	27	39	*=100
April, 1995	19	30	24	27	*=100
November, 1994	16	31	26	26	1=100
July, 1994	17	29	24	30	*=100
December, 1993	23	22	25	30	0=100
April, 1993	23	32	23	22	*=100

Q.44F1 Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available?

	<u>April 2004</u>	<u>April 2002</u>	<u>April 2000</u>	<u>Nov 1998</u>	<u>April 1998</u>	<u>June 1995</u>
28 Overloaded	28	26	30	28	28	23
64 Like it	64	66	62	62	67	64
5 Other (VOL)	5	6	5	6	2	11
<u>3</u> Don't know/Refused	<u>3</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>2</u>
100	100	100	100	100	100	100

Q.45F1 Do you ever go online to access the internet or to send and receive email?

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
April, 2006 ²²	67	33	*=100
June, 2005	69	31	*=100
April, 2004 ²³	66	34	*=100
April, 2002	62	38	0=100
April, 2000 ²⁴	54	46	*=100
October, 1999	50	50	0=100
August, 1999	52	48	0=100
July, 1999	49	51	0=100
June, 1999	50	50	*=100
Early December, 1998	42	58	0=100
November, 1998	37	63	*=100
Early September, 1998	42	58	*=100
April, 1998	36	64	0=100
April, 1996	21	79	*=100
June, 1995 ²⁵	14	86	*=100

²² Beginning in 2006, the online use question no longer asked about the "Internet or World Wide Web."

²³ Beginning in 2004, the online use question is asked of all respondents (in previous years it was asked only of those who identified themselves as computer users). This modification was made to adjust to changes in technology and means of access to the Internet, and increases the percent who are classified as Internet users by 1-2 percentage points.

²⁴ In March 2000, "or anywhere else" was added to the question wording.

²⁵ The 1995 figure combines responses from two separate questions: (1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?) (2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as

IF "YES" (Q.45F1=1) ASK [N=1344]:

Q.46F1 How frequently do you go online to get NEWS... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

		June 2005	April 2004	April 2002	April 2000	Oct 1999	Aug 1999	July 1999	June 1999	Early Dec 1998	Early Nov 1998	Sept 1998	April 1998	June 1995
27	Every day	34	27	25	27	25	22	21	22	25	10	23	18	6
20	3-5 days per week	15	18	16	15	14	15	15	18	17	11	16	17	9
17	1-2 days per week	15	15	16	19	22	19	22	22	22	16	21	20	15
12	Once every few weeks	11	12	13	12	11	15	14	14	10	13	14	15	13
16	Less often	16	17	21	18	20	20	19	18	18	20	19	21	28
8	No/Never (VOL.)	9	11	9	9	8	9	9	7	8	30	7	9	29
*	Don't know/Refused	0	*	*	*	*	*	0	0	*	*	*	*	*
100		100	100	100	100	100	100	100	100	100	100	100	100	100

IF GOES ONLINE FOR NEWS (Q.46F1=1-5) ASK:

Q.47F1 Do you use any news services that send you news updates either in your e-mail or directly to your computer screen?

BASED ON ONLINE USERS [N=1344]:

		April 2004
23	Yes	23
69	No	65
*	Don't know/Refused	1
8	Not online for news (No, DK in Q.46F1)	11
100		100

Q.48F1 Have you ever used search engines such as Google or Yahoo to search for news stories on a particular subject you are interested in? [IF YES] How often do you do this, every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

BASED ON ONLINE USERS [N=1344]:

		April 2004
9	Yes, Every day	6
13	Yes, 3-5 days per week	11
18	Yes, 1-2 days per week	13
20	Yes, Once every few weeks	17
14	Yes, Less often	16
18	No, Never done this	26
*	Don't know/Refused [VOL.]	*
8	Not online for news (No, DK in Q.46F1)	11
100		100

America Online or Prodigy, or other computers over the Internet?

IF INTERNET USER (Q.45F1=1) ASK [N=1344]:

Q.49F1 When you go online do you ever come across news when you may have been going online for a purpose other than to get the news?

		April <u>2004</u>	April <u>2002</u>	Nov <u>2000</u> ²⁶	Oct <u>1999</u> ²⁷	Nov <u>1998</u>	April <u>1998</u>	Oct <u>1996</u>
76	Yes	73	65	45	55	48	54	53
24	No	27	35	53	44	51	45	45
*	Don't know/Refused	*	*	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>
<u>100</u>		100	100	100	100	100	100	100

Q.50F1 Have you ever received a news story in your e-mail from a friend or associate? [**IF YES, ASK:** Has this happened in the past week?]

		Nov <u>1998</u> ²⁸	June <u>1995</u>
61	Yes, ever	42	35
26	Yes, in past week	14	8
38	No	57	64
<u>1</u>	Don't Know/Refused	<u>1</u>	<u>1</u>
100		100	100

Q.51F1 Have you ever sent a news story by e-mail to a friend or associate? [**IF YES, ASK:** Have you done this in the past week?]

40	Yes, ever
14	Yes, in past week
60	No
*	Don't Know/Refused
100	

ASK FORM 1 ONLY:

RANDOMIZE Q.52F1 THRU Q.54F1

Next I would like to ask you about some things that have been in the news. Not everyone will have heard about them...

Q.52F1 Do you happen to know which political party has a majority in the U.S. House of Representatives?

		April <u>2004</u>	June <u>2001</u>	Aug <u>1999</u>	Dec <u>1998</u>	June <u>1997</u>	April <u>1996</u>	June <u>1995</u>
64	Republican (<i>Correct</i>)	56	31	55	56	50	70	73
6	Democratic	8	34	8	11	6	8	5
<u>30</u>	Don't know/Refused	<u>36</u>	<u>35</u>	<u>37</u>	<u>33</u>	<u>44</u>	<u>22</u>	<u>22</u>
100		100	100	100	100	100	100	100

²⁶ In 2000 the question asked about "news and information about the 2000 elections."

²⁷ In 1999 and 1998 the question was worded: "When you go online do you ever encounter or come across news and information on current events, public issues or politics when you may have been going online for a purpose other than to get the news?" In 1996 this question was asked: "are you ever exposed to news..."

²⁸ In 1998 and 1995, the question was worded: "Have you ever received an electronic news clipping or news story from a friend or associate?"

Q.53F1 Can you tell me the name of the current Secretary of State?

		<i>Colin Powell</i>	
		Dec <u>2004</u> ²⁹	April <u>2002</u>
43	Condoleezza Rice/Condi/Rice (<i>Correct</i>)	43	48
6	Any other person	5	6
<u>51</u>	No, Don't know/Refused	<u>52</u>	<u>46</u>
100		100	100

Q.54F1 Can you tell me the name of the president of Russia?

		Late	Early	----- <i>Boris Yeltsin</i> -----				
		Oct <u>2005</u>	Sept <u>2001</u>	Sept <u>1997</u>	June <u>1995</u>	July <u>1994</u>	Feb <u>1994</u>	Jan <u>1994</u>
32	Vladimir Putin (<i>Correct</i>)	37	23	47	44	46	47	50
<u>68</u>	Anything else/Other/DK/Refused	<u>63</u>	<u>77</u>	<u>53</u>	<u>56</u>	<u>54</u>	<u>53</u>	<u>50</u>
100		100	100	100	100	100	100	100

Q.55F1 Now, I'm going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, radio or the internet...? First, **[READ AND RANDOMIZE]** do you follow this **[READ RESPONSE OPTIONS]**³⁰

		<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not at all Closely</u>	<u>Don't Know</u>
a.F1	News about political figures and events in Washington	17	45	21	16	1=100
	April, 2004	24	45	17	14	*=100
	April, 2002	21	45	19	15	*=100
	April, 2000	17	43	23	17	*=100
	April, 1998	19	46	22	13	*=100
	April, 1996	16	43	28	13	*=100
b.F1	Sports	23	25	19	33	*=100
	April, 2004	25	27	17	31	*=100
	April, 2002	25	28	18	29	*=100
	April, 2000	27	25	19	29	*=100
	April, 1998	27	28	18	27	*=100
	April, 1996	26	28	21	25	*=100
c.F1	Business and finance	14	34	25	27	*=100
	April, 2004	14	37	24	25	*=100
	April, 2002	15	35	25	25	*=100
	April, 2000	14	36	27	23	*=100
	April, 1998	17	36	24	23	*=100
	April, 1996	13	37	31	19	*=100

²⁹ In December 2004 the question was worded: "Can you tell me the name of the person George W. Bush has nominated to replace Colin Powell as Secretary of State?"

³⁰ In April 2006 "the internet" was added to the question wording.

Q.55F1 CONTINUED ...

	<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not at all Closely</u>	<u>Don't Know</u>
d.F1 International affairs	17	45	19	19	*=100
April, 2004	24	44	16	16	*=100
April, 2002	21	44	18	17	*=100
April, 2000	14	45	24	17	*=100
April, 1998	16	46	23	15	*=100
April, 1996	16	46	26	12	*=100
e.F1 Local government	20	45	18	17	*=100
April, 2004	22	42	20	16	*=100
April, 2002	22	43	19	16	*=100
April, 2000	20	43	21	16	*=100
April, 1998	23	44	20	13	*=100
April, 1996	24	43	21	12	*=100
f.F1 Religion	16	31	24	28	1=100
April, 2004	20	35	22	23	*=100
April, 2002	19	36	22	22	1=100
April, 2000	21	32	24	23	*=100
April, 1998	18	33	25	24	*=100
April, 1996	17	31	29	23	*=100
g.F1 People and events in your own community	26	45	15	13	1=100
April, 2004	28	45	16	11	*=100
April, 2002	31	44	14	11	*=100
April, 2000	26	47	17	10	*=100
April, 1998	34	45	14	7	*=100
April, 1996	35	44	14	7	*=100
h.F1 Entertainment	12	38	28	22	*=100
April, 2004	15	42	25	18	*=100
April, 2002	14	42	25	19	*=100
April, 2000	15	41	28	16	*=100
April, 1998	16	43	27	14	*=100
April, 1996	15	42	29	14	*=100
i.F1 Consumer news	12	41	23	23	1=100
April, 2004	13	46	21	19	1=100
April, 2002	12	41	25	22	*=100
April, 2000	12	45	24	18	1=100
April, 1998	15	46	22	17	*=100
April, 1996	14	45	26	15	*=100
j.F1 Science and technology	15	40	22	23	*=100
April, 2004	16	42	21	21	*=100
April, 2002	17	40	21	22	*=100
April, 2000	18	45	20	17	*=100
April, 1998	22	41	19	18	*=100
April, 1996	20	42	24	14	*=100

Q.55F1 CONTINUED ...

	<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not at all Closely</u>	<u>Don't Know</u>
k.F1 Health news	24	47	15	14	*=100
April, 2004	26	46	14	13	1=100
April, 2002	26	45	16	13	*=100
April, 2000	29	45	15	11	*=100
April, 1998	34	46	12	8	*=100
April, 1996	34	44	14	7	1=100
l.F1 Crime	29	43	15	12	1=100
April, 2004	32	45	14	8	1=100
April, 2002	30	46	14	9	1=100
April, 2000	30	45	16	9	*=100
April, 1998	36	44	13	7	*=100
April, 1996	41	43	10	6	*=100
m.F1 Culture and the arts	9	32	26	33	*=100
April, 2004	10	33	27	29	1=100
April, 2002	9	31	28	32	*=100
April, 2000	10	32	28	29	1=100
April, 1998	12	33	29	26	*=100
April, 1996	9	34	32	25	*=100
n.F1 The weather	50	35	9	6	*=100
April, 2004	53	34	8	5	*=100

ASK ALL:

RANDOMIZE SUBJECT OF QUESTIONS 56 THRU 58, KEEPING QUESTION WORDING IN ORDER:³¹

Q.56 Which of the following two statements best describes you: "I follow INTERNATIONAL news closely ONLY when something important is happening" OR "I follow INTERNATIONAL news closely most of the time, whether or not something important is happening"?

BASED ON FORM 1 ONLY:	<u>April 2004</u>	<u>April 2002</u>	<u>April 2000</u>	<u>April 1998</u>
Follow INTERNATIONAL news closely ONLY when				
58 something important is happening	47	61	64	63
39 Follow INTERNATIONAL news closely MOST of the time	52	37	33	34
<u>3</u> Don't know/Refused	<u>1</u>	<u>2</u>	<u>3</u>	<u>3</u>
100	100	100	100	100

³¹ In April 2002 and earlier the Q.56-Q.58 series included the words "... something important *or interesting* is happening." Also in previous years, the questions were rotated and did not include the transitions presented here.

Q.57 I'd like to ask the same question, but about NATIONAL news...Which best describes you: "I follow NATIONAL news closely ONLY when something important is happening" OR "I follow NATIONAL news closely most of the time, whether or not something important is happening"?

	April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	April <u>1998</u>
BASED ON FORM 1 ONLY:				
Follow NATIONAL news closely ONLY when something				
43 important is happening	43	45	50	46
55 Follow NATIONAL news closely MOST of the time	55	53	48	52
<u>2</u> Don't know/Refused	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
100	100	100	100	100

Q.58 And just once more about LOCAL COMMUNITY news...Which best describes you: "I follow LOCAL COMMUNITY news closely ONLY when something important is happening" OR "I follow LOCAL COMMUNITY news closely most of the time, whether or not something important is happening"?

	April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	April <u>1998</u>
BASED ON FORM 1 ONLY:				
Follow LOCAL COMMUNITY news closely ONLY when				
41 something important is happening	43	41	40	38
57 Follow LOCAL COMMUNITY news closely MOST of the time	55	56	58	61
<u>2</u> Don't know/Refused	<u>2</u>	<u>3</u>	<u>2</u>	<u>1</u>
100	100	100	100	100

ASK FORM 2A ONLY [N=596]:

N.1F2A Thinking about the daily newspaper you are most familiar with, would you say it has gotten better or worse over the past five years? [IF RESPONDENT SAYS "SAME" PROBE: Even if just a little bit, is the paper a little better or worse recently?]³²

	April <u>1996</u>
38 Better	42
27 Worse	30
18 Same (VOL.)	17
<u>17</u> Don't know/Refused (VOL.)	<u>11</u>
100	100

³²

In April 1996, the probe was worded: "But if you had to say it has gotten better or worse, which would you say?"

IF “BETTER” (1 IN N.1F2A) ASK [N=217]:

N.2F2AB Why is that? [OPEN END; ACCEPT MULTIPLE RESPONSES BUT DO NOT PROBE FOR ADDITIONAL]

		April <u>1996</u>
32	Better/More in-depth coverage	29
17	Broad range of topics	15
10	Easier to read/Better format (e.g., placement of articles, color photos)	12
7	More interesting features/sections (e.g., sports, editorials)	19
6	Better quality of reporting/reporters	10
4	Fair/Objective/Unbiased coverage	4
3	More focus on local news/events	12
3	Keeps me up-to-date/informed	10
3	Coverage is more direct/targeted/focused	5
*	Better communication vehicle	*
18	Other	8
11	Don't know/No answer	8

IF “WORSE” (2 IN N.1F2A) ASK [N=170]:

N.2F2AW Why is that? [OPEN END; ACCEPT MULTIPLE RESPONSES BUT DO NOT PROBE FOR ADDITIONAL]

		April <u>1996</u>
28	Coverage is not objective/Biased/Too liberal or opinionated	19
15	Range of topics covered is too limited	4
12	Coverage is shallow	12
9	Focus is on the negative/“Bad news”	18
9	Not credible	6
7	Poor quality of reporting/reporters	6
5	Poor format (e.g., placement of articles, too many ads)	15
5	Too much gossip/Sensationalism	9
2	Poor communication vehicle/Doesn't keep me up-to-date/informed	3
2	Not informative enough	8
2	Not enough focus on local news/events	8
1	Prices are too high	2
1	Boring	1
19	Other	13
1	Don't know/No answer	2

ASK FORM 2B ONLY [N=595]:

N.3F2B Generally, would you say you spend MORE time reading the newspaper these days or LESS time reading the newspaper than you did a few years ago? **[IF RESPONDENT SAYS “SAME” PROBE: Even if just a little bit, are you reading the paper a little more or less these days?]**³³

		April <u>1996</u>
40	More	51
47	Less	38
11	Same (VOL.)	9
<u>2</u>	Don't know/Refused (VOL.)	<u>2</u>
100		100

IF “MORE” (1 IN N.3F2B) ASK [N=243]:

N.4F2BM Why is that? **[OPEN END; ACCEPT MULTIPLE RESPONSES BUT DO NOT PROBE FOR ADDITIONAL]**

		April <u>1996</u>
29	More interest in it	20
23	Have more time	43
10	Increased awareness of current issues/Greater concern	5
9	So much going on now/Greater influx of information in all forms of media	4
7	To keep-up-to-date/Informed	18
5	Hobby/Like to read	6
4	Something to do	5
4	Have easy access to it	5
2	Have subscription	3
1	Greater concern regarding the issues/topics of the day	4
1	Broader range of topics/issues covered	2
1	Available on the internet	0
0	Features	3
5	Other	3
6	Don't know/No answer	2

³³

In April 1996, the probe was worded: “But if you had to say you spend more time or less, which would you say?”

IF “LESS” (2 IN N.3F2B) ASK [N=270]:

N.4F2BL Why is that? [OPEN END; ACCEPT MULTIPLE RESPONSES BUT DO NOT PROBE FOR ADDITIONAL]

		April <u>1996</u>
40	No time/Too busy	52
15	Get the same information from other forms of media	16
11	Get the same information from the internet (Specifically mentions internet)	0
9	Focus on the negative/“Bad news”/Not enough good news	4
8	No interest in it	9
5	Don’t have subscription/Don’t get paper as often/Just not readily available	10
3	Poor health/Can’t see well	4
3	Biased/Slanted coverage	2
3	Cost/Cutting back/Can’t afford it	3
1	Coverage is not credible	2
0	Too much gossip/Sensationalism	2
7	Other	3
2	Don’t know/No answer	1

ASK ALL:

On another subject...

Q.59 Do you currently live in an area where you could get Cable TV if you wanted it?

		Mid- Mar <u>2005</u>	April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	April <u>1998</u>	April <u>1996</u>	Feb <u>1994</u>
92	Yes	90	91	92	91	91	92	89
8	No	9	8	8	9	9	8	10
*	Don't know/Refused	<u>1</u>	<u>1</u>	*	*	*	*	<u>1</u>
100		100	100	100	100	100	100	100

ASK IF YES (1 IN Q.59):

Q.60 Do you currently subscribe to Cable TV?

		Mid- Mar <u>2005</u>	April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	April <u>1998</u>	April <u>1996</u>	April <u>1994</u>
BASED ON TOTAL RESPONDENTS:								
63	Yes	62	64	66	67	67	69	64
29	No	28	27	26	24	24	23	25
8	Don't know/Refused/No cable access	<u>10</u>	<u>9</u>	<u>8</u>	<u>9</u>	<u>9</u>	<u>8</u>	<u>11</u>
100		100	100	100	100	100	100	100

ASK ALL:

Q.61 Do you currently subscribe to a satellite television service such as DirecTV or the Dish Network?

		Mid- Mar <u>2005</u>	April <u>2004</u>
28	Yes	26	25
71	No	74	74
1	Don't know/Refused	*	<u>1</u>
100		100	100

Q.61 CONTINUED....

TREND FOR COMPARISON:

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

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
<i>A satellite dish</i>			
<i>April, 2002</i>	21	79	*=100
<i>April, 2000</i>	18	82	*=100
<i>June, 1995³⁴</i>	6	94	*=100
<i>February, 1994</i>	4	96	*=100

Q.62 Here are a few statements about the news. For each, please tell me if you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it. The first one is... **[READ AND RANDOMIZE]**

	<u>Completely Agree</u>	<u>Mostly Agree</u>	<u>Mostly Disagree</u>	<u>Completely Disagree</u>	<u>(VOL) Don't Watch the News</u>	<u>DK/Ref</u>
a. I find that I often watch the news with my remote control in hand, flipping to other channels when I'm not interested in the topic	31	29	17	20	2	1=100
April, 2004	32	30	17	18	2	1=100
April, 2002	31	28	17	20	2	2=100
April, 2000	36	26	17	18	2	1=100
April, 1998	29	27	21	21	1	1=100
b. I often don't have enough background information to follow news stories	10	28	36	23	n/a	3=100
April, 2004	10	32	38	18	n/a	2=100
c. I am often too busy to keep up with the news	13	25	32	28	n/a	2=100
April, 2004	12	24	35	27	n/a	2=100
d. There are so many ways to get the news these days that I don't worry when I don't have a chance to read the paper or when I miss my regular news programs	43	37	10	7	n/a	3=100
April, 1998	36	40	14	9	n/a	1=100
e. I often talk about the news with friends and family	32	44	15	8	n/a	1=100

³⁴ In 1995 and earlier, the question was worded: "Do you have a satellite dish that is hooked up to your TV? **[READ IF NECESSARY: "This is different than cable TV. It allows you to get reception directly from satellites."]**"

Q.63 Are you more the kind of person who watches or listens to the news at regular times, or are you more the kind of person who checks in on the news from time to time?

		April <u>2004</u>	April <u>2002</u>
50	Watch/listen at regular times	52	49
48	Checks in from time to time	46	48
1	Neither [VOL]	1	2
<u>1</u>	Don't know/Refused	<u>1</u>	<u>1</u>
100		100	100

Q.64 Which comes closer to describing your view of the news media **[READ AND ROTATE]**

		April <u>2004</u>
45	All the news media are pretty much the same to me OR	45
52	There are a few news sources I trust more than others	54
<u>3</u>	[DO NOT READ] Don't know/Refused [VOL.]	<u>1</u>
100		100

Q.65 Thinking about the different kinds of political news available to you, what do you prefer ...**[READ, ROTATE]**

		Early Jan <u>2004</u>
23	Getting news from sources that share YOUR political point of view OR	25
68	Getting news from sources that DON'T have a particular political point of view	67
<u>9</u>	Don't know/Refused (VOL. DO NOT READ)	<u>8</u>
100		100

ASK FORM 2 ONLY:

Q.66F2 I'd like to ask where you get most of your news about some different subjects. First, **[INSERT ITEM; RANDOMIZE]**. Where do you mostly get **[ITEM]**, or don't you follow this particularly closely? **[DO NOT READ; ACCEPT MULTIPLE RESPONSES]**

		Tele- vision	News- papers	Inter- net	Maga- zines	Radio	Talking with others	Other source	Don't follow	DK/ Ref
a.F2	News about political figures and events in Washington	58	23	13	1	7	2	1	13	1
b.F2	Sports news	46	18	9	1	4	1	*	33	1
c.F2	News about business and finance	29	26	14	5	3	2	1	30	1
d.F2	International news	58	21	17	1	6	1	*	13	1
e.F2	News about local government	38	46	5	*	5	3	1	14	1
f.F2	News about people and events in your own community	30	54	3	1	4	6	2	11	1
g.F2	Entertainment news	44	17	12	5	3	1	1	28	1
h.F2	Crime news	59	32	7	1	5	1	1	12	1
i.F2	News about culture and the arts	26	32	10	3	3	2	1	30	1
j.F2	The weather	76	12	15	0	7	1	2	3	1

Q.67F2 Thinking about when important news is happening, where do you mostly go to get breaking news about a story? **[DO NOT READ; ACCEPT MULTIPLE RESPONSES]**

PRECODE CATEGORIES:

- 75 Television (VOL.)
- 6 Newspapers (VOL.)
- 18 Internet (VOL.)
- 0 Magazines (VOL.)
- 8 Radio (VOL.)
- 2 Talking with others (VOL.)
- 1 Other source (VOL.)
- 1 Don't follow
- 1 Don't know/Refused (VOL.)

Q.68F2 And where do you mostly go to get commentary and opinions on the news, or don't you follow this particularly closely? [DO NOT READ; ACCEPT MULTIPLE RESPONSES]

PRECODE CATEGORIES:

- 26 Television (VOL.)
- 8 Newspapers (VOL.)
- 7 Internet (VOL.)
- 1 Magazines (VOL.)
- 6 Radio (VOL.)
- 2 Talking with others (VOL.)
- 1 Other source (VOL.)
- 54 Don't follow
- 1 Don't know/Refused (VOL.)

IF REGULAR NEWSPAPER READER (1 IN Q.2) AND FORM=1 ASK [N=1244]:

Q.69F1 Thinking about newspapers for a moment... As I read a few reasons people give for why they read newspapers, tell me if each applies to you or not. (First,) [INSERT ITEM; RANDOMIZE]. (Does this apply to you, or not?)

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a. It's a habit	62	37	1=100
b. It's relaxing	57	43	*=100
c. It's a way to pass the time	42	57	1=100
d. It has information I need to know each day	80	19	1=100

IF REGULAR RADIO NEWS LISTENER (1 IN Q.4) AND FORM=1 ASK [N=1017]:

Q.70F1 Thinking about radio news for a moment... As I read a few reasons people give for why they listen to news on the radio, tell me if each applies to you or not. (First,) [INSERT ITEM; RANDOMIZE]. (Does this apply to you, or not?)

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a. It's a habit	54	45	1=100
b. It's relaxing	44	55	1=100
c. It's a way to pass the time	53	46	1=100
d. It has information I need to know each day	76	23	1=100

IF REGULAR TV NEWS WATCHER (1 IN Q.3) AND FORM=2 ASK [N=930]:

Q.71F2 Thinking about television news for a moment... As I read a few reasons people give for why they watch TV news, tell me if each applies to you or not. (First,) [INSERT ITEM; RANDOMIZE]. (Does this apply to you, or not?)

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a. It's a habit	59	41	*=100
b. It's relaxing	41	58	1=100
c. It's a way to pass the time	40	60	*=100
d. It has information I need to know each day	79	20	1=100

IF REGULAR INTERNET NEWS USER (1 IN Q.6F2) AND FORM=2 ASK [N=424]:

Q.72F2 Thinking about news on the internet for a moment... As I read a few reasons people give for why they read news on the internet, tell me if each applies to you or not. (First,) [INSERT ITEM; RANDOMIZE]. (Does this apply to you, or not?)

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a. It's a habit	50	50	*=100
b. It's relaxing	33	66	1=100
c. It's a way to pass the time	42	57	1=100
d. It has information I need to know each day	77	22	1=100

ASK ALL:

Q.73 Do you have any type of personal computer, including laptops, in your home?

		Mid- Mar <u>2005</u>	April <u>2004</u>	April <u>2002</u>	April <u>2000</u> ³⁵	Nov <u>1998</u> ³⁶	June <u>1995</u>	Feb <u>1994</u>
73	Yes	72	73	65	59	43	36	31
27	No	28	27	35	41	57	64	69
*	Don't know/Refused	*	0	*	*	*	*	0
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

³⁵ In 2000 the question included "...These do not include game machines such as Nintendo or Sega."

³⁶ In 1998 and earlier, the question was worded: "Do you have any type of personal computer, including laptops -- such as an IBM PC or a Macintosh in your home? These do not include game machines such as Nintendo or Sega."

IF “YES” (1 IN Q.73) ASK:

Q.74 Do you have access to the internet from your home computer? **[IF YES:]** Does the modem you use at home use a dial-up connection through a standard telephone line or do you have a high-speed internet connection such as a cable or DSL line?

BASED ON TOTAL:		<i>-- Based on total --</i>		<i>-- Based on those with home computer --</i>	
		<u>Mid-March 2006</u>	<u>April 2006</u>	<u>Mid-March 2005</u>	
21	Yes, dial-up standard telephone line	29	29	41	
45	Yes, high-speed connection	35	62	49	
1	Yes, other/don't know (VOL.)	1	2	1	
5	No Internet access at home	6	6	8	
1	Don't know/Refused (VOL.)	1	1	1	
<u>27</u>	No computer at home (No, DK in Q.73)	<u>28</u>	<u>--</u>	<u>--</u>	
100		100	100	100	
					(N=2368)

ASK ALL:

Q.75 Do you happen to have **[INSERT ITEM, IN ORDER]**, or not? How about...

		<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a.	A cell phone	74	26	*=100
	Mid-October, 2004	66	33	1=100
	April, 2004	68	32	*=100
	June, 2003	61	39	*=100
	April, 2002	64	36	*=100
	April, 2000	53	47	*=100
	June, 1995 ³⁷	24	76	*=100
b.	A Palm Pilot, Blackberry or other similar product	12	86	2=100
	April, 2004	14	83	3=100
	April, 2002 ³⁸	11	87	2=100
	April, 2000	5	91	4=100
c.	A DVD player	86	14	*=100
	April, 2004	76	24	*=100
	April, 2002	44	56	*=100
	April, 2000	16	83	1=100
d.	A digital video recorder like TiVo that automatically records TV programs you select	23	76	1=100
	April, 2004	13	86	1=100
	April, 2002 ³⁹	3	96	1=100

³⁷ In 1995, the question was worded: "Do you have a car phone or cellular telephone?"

³⁸ In 2002 the item was worded: "A Palm Pilot or other similar product." In 2000 the item was worded: "A Palm Pilot."

³⁹ In 2002 the item was listed as: "A smart TV product like TiVo or UltimateTV."

Q.75 CONTINUED...

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
e. A satellite radio subscription through X-M or Sirius radio	10	89	1=100
f. An I-Pod or other portable digital music player	25	75	*=100

IF HAS CELL PHONE (Q.75a=1) ASK [N=2381]:

Q.76 Do you receive news headlines or read news reports on your cell phone, or not?

IF "YES" (Q.76=1) ASK:

Q.77 How often do you get news through your cell phone? [READ]

6 Yes
2 Every day
1 A few times a week [OR]
3 Less often
* Don't know/Refused
94 No
0 Don't know/Refused
100

IF PDA OWNER (Q.75b=1) ASK [N=380]:

Q.78 Do you receive news headlines or read news reports on your Palm Pilot, Blackberry or other similar product, or not?

IF "YES" (Q.78=1) ASK:

Q.79 How often do you get news this way? [READ]

18 Yes
7 Every day
4 A few times a week [OR]
7 Less often
-- Don't know/Refused
81 No
1 Don't know/Refused
100

IF I-POD OR PORTABLE DIGITAL MUSIC PLAYER OWNER (Q.75f=1) ASK [N=713]:

Q.80 Do you watch or listen to NEWS podcasts on your I-Pod or digital music player, or not?

IF "YES" (Q.80=1) ASK:

Q.81 How often do you listen to news podcasts? [READ]

8 Yes
2 Every day
3 A few times a week [OR]
3 Less often
0 Don't know/Refused
92 No
0 Don't know/Refused
100

IF DVR OWNER (Q.75d=1) ASK [N=714]:

Q.82 Have you programmed your TiVo or digital video recorder to record any news programs regularly, or not?

17	Yes
83	No
*	Don't know/Refused
<u>100</u>	

IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2) ASK [N=1902]:

Q.83 Is it important for your job that you keep up with the news, or not?

		April
		<u>2004</u>
35	Yes	31
64	No	68
<u>1</u>	Don't Know/Refused	<u>1</u>
100		100

ASK ALL:

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL) No <u>Preference</u>	(VOL) Other <u>Party</u>	Don't <u>know</u>
April, 2006	28	32	30	5	1	4=100
Early April, 2006	29	32	33	3	*	3=100
March, 2006	28	34	30	4	*	4=100
February, 2006	30	33	31	3	*	3=100
January, 2006	28	32	32	5	*	3=100
December, 2005	29	34	31	4	*	2=100
Late November, 2005	27	34	29	5	1	4=100
Early November, 2005	28	34	31	5	*	2=100
Late October, 2005	29	33	31	5	*	2=100
Early October, 2005	26	34	34	4	*	2=100
September 8-11, 2005	31	32	33	3	*	1=100
September 6-7, 2005	27	33	33	4	*	3=100
July, 2005	31	34	29	4	*	2=100
June, 2005	30	32	32	4	*	2=100
Mid-May, 2005	30	34	29	4	*	3=100
Late March, 2005	29	32	36	2	*	1=100
Yearly Totals						
2005	30	33	31	4	*	2=100
2004	30	33	30	4	*	3=100
2003	30	31	31	5	*	3=100
2002	30	31	30	5	1	3=100
2001	29	34	29	5	*	3=100
2001 Post-Sept 11	31	32	28	5	1	3=100
2001 Pre-Sept 11	28	35	30	5	*	2=100
2000	28	33	29	6	*	4=100
1999	27	33	34	4	*	2=100
1998	28	33	32	5	*	2=100
1997	28	33	32	4	1	2=100

PARTY CONTINUED...

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	No Preference/ <u>Other/DK</u>
1996	29	33	33	5=100
1995	32	30	34	4=100
1994	30	32	34	4=100
1993	27	34	34	5=100
1992	28	33	35	4=100
1991	31	32	33	4=100
1990	31	33	30	6=100
1989	33	33	34=100	
1987	26	35	39=100	

IF ANSWERED 3, 4, 5 OR 9 IN PARTY, ASK:

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

	<u>Republican</u>	<u>Democrat</u>	Refused <u>to lean</u>
April, 2006	10	14	16=40%
Early April, 2006	12	17	10=39%
March, 2006	11	14	13=38%
February, 2006	11	16	10=37%
January, 2006	10	16	14=40%
December, 2005	10	16	11=37%
Late November, 2005	9	13	17=39%
Early November, 2005	11	14	13=38%
Late October, 2005	11	15	12=38%
Early October, 2005	11	18	11=40%
September 8-11, 2005	10	18	9=37%
September 6-7, 2005	10	15	15=40%
July, 2005	9	15	11=35%
June, 2005	10	16	12=38%
Mid-May, 2005	9	13	14=36%
Late March, 2005	13	17	9=39%
December, 2004	14	12	9=35%
August, 2003	12	16	14=42%
August, 2002	12	13	13=38%
September, 2000	11	13	15=39%
Late September, 1999	14	15	16=45%
August, 1999	15	15	12=42%

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JUNE 2006 NEWS INTEREST/BELIEVABILITY
FINAL TOPLINE
June 14 - 19, 2006

ASK APPROXIMATELY 1,000 RANDOMLY SELECTED RESPONDENTS [N=1,004]:

Now a different kind of question...

Q.62 As I name some organizations, please rate how much you think you can BELIEVE each that I name on a scale of 4 to 1. On this four point scale, "4" means you can believe all or most of what the organization says, and "1" means you believe almost nothing of what they say. First, how would you rate the believability of **(READ ITEM. RANDOMIZE LIST)** on this scale of 4 to 1? (How about **[NEXT ITEM]?**) **[IF NECESSARY: How would you rate the believability of (NEXT ITEM) on this scale of 4 to 1 where "4" means you can believe all or most of what the organization says, and "1" means you believe almost nothing of what they say?] (INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")**

	Believe			Cannot Believe	Never Heard	Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>of</u>	<u>Rate</u>
a. USA Today	15	30	25	10	2	18=100
May, 2004	15	32	22	8	2	21=100
May, 2002	15	36	19	6	1	23=100
May, 2000	17	31	20	7	2	23=100
May, 1998	18	35	21	5	2	19=100
April, 1996	20	34	20	9	3	14=100
February, 1993	20	36	21	7	1	15=100
August, 1989	21	32	18	5	6	18=100
June, 1985	13	26	13	2	4	42=100
b. ABC News	20	39	23	10	*	8=100
May, 2004	22	36	24	9	*	9=100
May, 2002	22	43	19	6	*	10=100
May, 2000	26	36	20	6	*	12=100
May, 1998	28	43	18	4	*	7=100
April, 1996	30	44	17	5	*	4=100
February, 1993	34	42	17	4	*	3=100
August, 1989	30	46	14	3	1	7=100
June, 1985	32	51	11	1	*	5=100
c. The Wall Street Journal	19	29	17	8	3	24=100
May, 2004	18	31	17	8	1	25=100
May, 2002	22	29	11	4	1	33=100
May, 2000	27	24	9	6	4	30=100
May, 1998	30	30	9	4	2	25=100
April, 1996	28	29	13	7	3	20=100
February, 1993	30	32	14	6	2	16=100
August, 1989	30	26	9	3	6	26=100
June, 1985	25	23	6	2	1	43=100
d. The daily newspaper you are most familiar with	18	37	26	12	1	6=100
May, 2004	17	33	30	12	*	8=100
May, 2002	20	39	25	9	0	7=100
May, 2000	23	38	24	8	*	7=100
May, 1998	27	36	24	7	*	6=100

Q.62 CONTINUED...

	Believe			Cannot Believe	Never Heard	Can't
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>of</u>	<u>Rate</u>
April, 1996	24	37	26	8	*	5=100
February, 1993	22	41	25	8	*	4=100
August, 1989	26	41	24	7	*	2=100
June, 1985	28	52	13	2	*	5=100
e. The Associated Press	14	31	27	10	3	15=100
May, 2004	15	33	26	8	2	16=100
May, 2002	14	35	22	7	4	18=100
May, 2000	16	32	22	7	5	18=100
May, 1998	15	36	24	6	4	15=100
April, 1996	14	40	22	9	3	12=100
February, 1993	16	39	23	7	3	12=100
August, 1989	21	43	18	4	6	9=100
June, 1985	21	40	11	2	2	24=100
f. CNN	25	35	20	10	1	9=100
May, 2004	29	36	17	8	1	9=100
May, 2002	32	34	15	6	1	12=100
May, 2000	33	32	14	5	1	15=100
May, 1998	37	35	11	4	1	12=100
April, 1996	34	37	14	4	1	10=100
February, 1993	41	35	10	4	2	8=100
August, 1989	33	31	11	2	8	16=100
June, 1985	20	24	7	1	10	38=100
g. NBC News	21	39	24	8	*	8=100
May, 2004	22	39	24	9	*	6=100
May, 2002	23	43	19	6	*	9=100
May, 2000	26	37	21	7	*	9=100
May, 1998	28	42	20	4	*	6=100
April, 1996	28	46	18	5	*	3=100
February, 1993	31	42	18	6	*	3=100
August, 1989	32	47	14	2	*	5=100
June, 1985	31	51	12	1	*	5=100
h. CBS News	20	34	27	10	1	8=100
May, 2004	22	35	24	9	1	9=100
May, 2002	23	41	19	6	*	11=100
May, 2000	26	37	20	7	*	10=100
May, 1998	26	43	21	4	*	6=100
April, 1996	30	42	17	6	*	5=100
February, 1993	31	44	16	5	*	4=100
August, 1989	29	45	16	4	1	5=100
June, 1985	33	51	11	1	*	4=100
i. C-SPAN	18	27	19	7	6	23=100
May, 2004	20	28	18	7	4	23=100
May, 2002	18	26	12	5	8	31=100
May, 2000	21	24	11	6	10	28=100
May, 1998	20	26	12	4	12	26=100
April, 1996	19	24	12	9	10	26=100

Q.62 CONTINUED...

	Believe			Cannot Believe	Never Heard	Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>of</u>	
j. Time Magazine	17	31	22	11	1	18=100
May, 2004	18	33	20	10	*	19=100
May, 2002	18	35	16	7	1	23=100
May, 2000	22	30	16	6	2	24=100
May, 1998	21	38	17	4	1	19=100
June, 1985	27	38	10	2	*	23=100
k. People Magazine	6	12	32	30	2	18=100
May, 2004	6	15	32	25	1	21=100
May, 2002	7	20	31	15	1	26=100
May, 2000	8	18	30	20	2	22=100
May, 1998	8	21	34	16	1	20=100
June, 1985	8	22	28	12	1	29=100
l. Newsweek	15	35	23	8	1	18=100
May, 2004	14	34	20	9	1	22=100
May, 2002	14	37	16	5	2	26=100
May, 2000	17	32	17	7	2	25=100
May, 1998	19	40	16	5	1	19=100
June, 1985	23	40	9	2	*	26=100
m. The National Enquirer	5	6	11	59	2	17=100
May, 2004	4	6	9	61	2	18=100
May, 2002	3	5	11	60	1	20=100
May, 2000	3	3	8	68	2	16=100
May, 1998	3	4	11	69	1	12=100
June, 1985	4	7	11	54	1	23=100
n. The NewsHour with Jim Lehrer	14	21	16	9	13	27=100
May, 2004	13	20	16	8	8	35=100
May, 2002	13	20	13	5	18	31=100
May, 2000	13	18	13	8	18	30=100
May, 1998	15	21	12	5	19	28=100
June, 1985 ⁴⁰	18	17	6	2	29	28=100
o. Your local TV news	22	38	25	10	*	5=100
May, 2004	23	36	27	9	*	5=100
May, 2002	26	39	22	7	*	6=100
May, 2000	30	39	19	6	*	6=100
May, 1998	32	38	19	6	*	4=100
June, 1985	34	47	13	1	*	5=100

NO ITEM p.

⁴⁰ In 1985 this item was worded "The MacNeil-Lehrer NewsHour."

Q.62 CONTINUED...

	Believe			Cannot Believe	Never Heard	Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>of</u>	<u>Rate</u>
q. 60 Minutes	24	34	22	9	1	10=100
May, 2004	29	33	19	9	*	10=100
May, 2002	30	39	15	5	*	11=100
May, 2000	31	37	17	7	*	8=100
May, 1998	32	37	20	4	*	7=100
r. MSNBC	17	34	24	8	2	15=100
May, 2004	18	36	22	8	2	14=100
May, 2002	21	34	17	5	4	19=100
May, 2000	19	29	15	6	8	23=100
s. National Public Radio	17	27	20	12	4	20=100
May, 2004	17	25	22	12	3	21=100
May, 2002	16	28	20	7	6	23=100
May, 2000	16	21	18	8	13	24=100
May, 1998	13	34	17	7	7	22=100

NO ITEM t.

u. The Fox News CABLE Channel	22	29	21	15	1	12=100
May, 2004	21	33	23	9	1	13=100
May, 2002	19	34	20	6	2	19=100
May, 2000	19	28	19	9	3	22=100
v. U.S. News & World Report	17	32	23	7	3	18=100
May, 2004	19	32	20	6	2	21=100
May, 2002	18	33	14	5	4	26=100
w. The New York Times	15	26	19	14	2	24=100
May, 2004	16	31	18	10	2	23=100

NO QUESTIONS 63-64

ASK ALL [N=1,501]:

Q.65 Some people are so busy that they don't get to read a newspaper every day. How about you – do you get a chance to read a news paper just about every day, or not?

	May 1990	Mar 1990	Feb 1990	Jan 1990	Aug 1989	Jan 1989	Sep 1988	Aug 1988	May 1988	May 1987	July 1985
48 Yes	59	55	51	48	64	60	71	68	63	66	60
52 No	41	45	49	52	36	40	29	32	36	33	39
* Don't know/Ref. (VOL.)	*	0	0	*	*	*	*	*	1	1	1
100	100	100	100	100	100	100	100	100	100	100	100

IF “NO” OR “DON’T KNOW” (Q.65=2,9) ASK:

Q.66 Do you **SOMETIMES** get a chance to read newspapers or do you **HARDLY EVER** read a newspaper?

		Aug	July
BASED ON TOTAL:		<u>1989</u>	<u>1985</u>
24	Sometimes	25	21
24	Hardly ever	10	14
4	Never read newspapers (VOL.)	2	4
*	Don’t know/Refused (VOL.)	*	<u>1</u>
52%		36%	40%

IF “EVERY DAY” OR “SOMETIMES” (1 IN Q.65 OR 1 IN Q.66) ASK:

Q.67 I’m going to read you some different parts of a daily newspaper. For each, tell me if you spend a lot of time reading it, spend some time, just glance at it, or skip it entirely. First **[INSERT ITEM; RANDOMIZE OBSERVE FORM SPLITS] [IF NECESSARY: In the newspaper, do you spend a lot of time reading [ITEM], spend some time, just glance at it, or skip it entirely?]**⁴¹

BASED ON TOTAL FORM:

		<u>Spend a lot of time</u>	<u>Spend some time</u>	<u>Just glance at it</u>	<u>Skip it entirely</u>	(VOL.) <u>Not included in my paper</u>	<u>DK/ Ref.</u>	<u>Not a newspaper reader</u>
ASK FORM 1 ONLY [N=749]:								
a.F1	National news stories	41	22	6	3	0	*	28=100
	July, 1985	28	40	10	2	*	1	19=100
b.F1	News stories about your city, town or region	44	21	5	2	0	*	28=100
	July, 1985	35	39	5	1	*	1	19=100
c.F1	The editorial and opinion pages	23	20	15	14	0	*	28=100
	July, 1985	16	33	21	10	*	1	19=100
d.F1	Articles about food, diet, cooking and the like	14	25	13	20	0	*	28=100
	July, 1985	10	26	21	23	*	1	19=100
e.F1	The advertisements	7	18	21	25	0	1	28=100
	July, 1985	7	21	38	14	*	1	19=100
f.F1	Features such as comics, puzzles and games, the daily horoscope and so forth	15	14	13	30	0	*	28=100
	July, 1985	10	26	22	21	1	1	19=100
g.F1	The obituaries	18	12	14	28	0	*	28=100
	July, 1985	10	17	24	29	*	1	19=100
h.F1	Articles about technology	19	26	16	11	0	*	28=100
i.F1	The real estate section	9	15	15	33	*	*	28=100

⁴¹ The July 1985 question was administered as a personal interview.

Q.67 CONTINUED...

		<u>Spend</u> <u>a lot</u> <u>of time</u>	<u>Spend</u> <u>some</u> <u>time</u>	<u>Just</u> <u>glance</u> <u>at it</u>	<u>Skip it</u> <u>entirely</u>	(VOL.) <u>Not included</u> <u>in my paper</u>	<u>DK/</u> <u>Ref.</u>	<u>Not a</u> <u>newspaper</u> <u>reader</u>
j.F1	Entertainment news	10	23	18	20	0	1	28=100
ASK FORM 2 ONLY [N=752]:								
k.F2	International news stories	32	28	8	4	0	*	28=100
	July, 1985	26	39	12	3	*	1	19=100
l.F2	The business and financial news	18	25	13	16	0	*	28=100
	July, 1985	9	27	23	21	*	1	19=100
m.F2	The sports section	21	14	10	27	*	*	28=100
	July, 1985	17	19	18	26	*	1	19=100
n.F2	Personal advice columns	5	15	11	41	*	*	28=100
	July, 1985 ⁴²	10	23	20	26	1	1	19=100
o.F2	The society pages, including weddings, engagements and birth announcements	6	11	14	40	0	*	28=100
	July, 1985	5	16	24	36	*	*	19=100
p.F2	Consumer tips on purchasing products and services	13	23	17	19	*	*	28=100
	July, 1985	9	30	25	16	*	1	19=100
q.F2	Information and schedules for TV shows, movies and other entertainment	8	13	15	36	0	*	28=100
	July, 1985	9	28	29	14	*	1	19=100
r.F2	News stories and columns about religion	11	26	15	20	0	*	28=100
	July, 1985	7	23	28	21	1	1	19=100
s.F2	Articles and reviews about travel	7	21	16	27	0	1	28=100
t.F2	Articles on health and medicine	28	27	9	8	0	*	28=100

⁴²

In July 1985 the item included "...like Dear Abby or Ann Landers."