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FOR IMMEDIATE RELEASE: FRIDAY, JANUARY 11, 2008

**Social Networking and Online Videos Take Off**  
**INTERNET'S BROADER ROLE IN CAMPAIGN 2008**

*A Survey Conducted in Association with  
The Pew Internet and American Life Project*

**Also inside...**

- Few See Web as Politically Biased
- 'Long Tail' of Online Campaign News
- Writers' Strike Has Modest Impact
- Iraq Opinions Turn More Negative

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## Social Networking and Online Videos Take Off INTERNET'S BROADER ROLE IN CAMPAIGN 2008

The internet is living up to its potential as a major source for news about the presidential campaign. Nearly a quarter of Americans (24%) say they regularly learn something about the campaign from the internet, almost double the percentage from a comparable point in the 2004 campaign (13%).

Moreover, the internet has now become a leading source of campaign news for young people and the role of social networking sites such as MySpace and Facebook is a notable part of the story. Fully 42% of those ages 18 to 29 say they regularly learn about the campaign from the internet, the highest percentage for any news source. In January 2004, just 20% of young people said they routinely got campaign news from the internet.

The quadrennial survey by the Pew Research Center for the People & the Press and the Pew Internet & American Life Project on campaign news and political communication, conducted Dec. 19-30 among 1,430 adults, shows that the proportion of Americans who rely on traditional news sources for information about the campaign has remained static or declined slightly since the last presidential campaign. Compared with the 2000 campaign, far fewer Americans now say they regularly learn about the campaign from local TV news (down eight points), nightly network news (down 13 points) and daily newspapers (down nine points). Cable news networks are up modestly since 2000, but have shown no growth since the 2004 campaign.

By contrast, the proportion of Americans who say they regularly learn about the campaign from the internet has more than doubled since 2000 – from 9% to 24%. National Public Radio is the only other news source to show significant growth since 2000; currently 18% say they regularly learn about the campaign from NPR, up from 12% eight years ago.

<i>Regularly learn something from...</i>	<i>Campaign year</i>		
	2000	2004	2008
Local TV news	48	42	40
Cable news networks	34	38	38
Nightly network news	45	35	32
Daily newspaper	40	31	31
Internet	9	13	24
TV news magazines	29	25	22
Morning TV shows	18	20	22
National Public Radio	12	14	18
Talk radio	15	17	16
Cable political talk	14	14	15
Sunday political TV	15	13	14
Public TV shows	12	11	12
News magazines	15	10	11
Late-night talk shows	9	9	9
Religious radio	7	5	9
C-SPAN	9	8	8
Comedy TV shows	6	8	8
Lou Dobbs Tonight	--	--	7

With more young people going online for campaign information, the age gap in campaign news sources has widened. As was the case in 2004, older Americans are more likely than younger people to learn about the campaign from many traditional news sources, particularly local TV news, Sunday TV political programs, nightly network news, and newspapers. The internet is the only major news source that young people use for campaign news at higher rates than older Americans – and this gap has more than doubled since 2004.

People who rely on the internet for campaign news turn to a wide array of websites. The most frequently mentioned online news outlets are MSNBC (at 26%), CNN (23%) and Yahoo News (22%). However, numerous other outlets also receive mentions, including non-traditional sources

of campaign information; 3% each say they go to the Drudge Report or MySpace, while 2% specifically mention YouTube as a site where they get campaign news.

In this regard, substantial numbers of young people say they have gotten information on the campaign or the candidates from social networking sites such as MySpace and Facebook. Overall, more than a quarter of those younger than age 30 (27%) – including 37% of those ages 18-24 – have gotten campaign information from social networking sites. This practice is almost exclusively limited to young people; just 4% of Americans in their 30s, and 1% of those ages 40 and older, have gotten news about the campaign in this way.

At a time when a declining number of young people rely on television for most of their news about the campaign, a sizable minority are going online to watch videos of campaign debates, speeches and commercials. Roughly four-in-ten people under age 30 (41%) have watched at least one form of campaign video online, compared with 20% of those ages 30 and older.

However, even as the variety of campaign web information resources has expanded, there are indications that most internet users do not go online for the sole purpose of learning about the campaign. Rather, a majority of web users (52%) say they “come across” campaign news and information when they are going online to do something else. This practice is particularly

<i>Regularly learn something from...</i>	<u>18-29</u>	<u>30-49</u>	<u>50+</u>	<i>Age gap</i>
	%	%	%	
Local news	25	39	50	-25
Sunday political TV	4	12	21	-17
Nightly network news	24	28	40	-16
Daily newspaper	25	26	38	-13
Public TV shows	6	12	14	-8
Morning TV shows	18	21	25	-7
Religious radio	5	8	12	-7
Cable news networks	35	36	41	-6
National Public Radio	13	19	19	-6
Cable political talk	12	11	18	-6
News magazines	8	9	13	-5
Talk radio	12	16	17	-5
TV magazine programs	21	19	25	-4
C-SPAN	6	9	9	-3
Lou Dobbs Tonight	7	5	8	-1
Late-night talk shows	10	8	9	+1
Comedy TV shows	12	7	6	+6
Internet	42	26	15	+27
<i>Internet in 2004</i>	<i>20</i>	<i>16</i>	<i>7</i>	<i>+13</i>

prevalent among younger web users: 59% of web users under age 30 come across campaign news online compared with 43% of those ages 50 and older.

Pew's 2004 political communications survey showed that many people, especially the young, learned about the presidential campaign from comedy programs such as *The Daily Show* and *Saturday Night Live*. These shows were not airing new episodes while the poll was conducted, as a result of the continuing strike by the Writers Guild of America. For the most part, people who get at least some news from comedy and late-night talk shows say they feel like they did not miss out on information about the campaigns when these shows were not on.

The survey, which was completed in late December, finds that Americans' television viewing habits had not been greatly disturbed by the writers' strike. About half (49%) say the strike has not affected the shows they watch, while 35% say that as a result of the strike some programs they watch have not aired new episodes. There was somewhat greater awareness of the toll the strike took on late-night and comedy programs. However, fewer than half of Americans (46%) knew that the strike affected shows like *Letterman's*, *Leno's* and *Stewart's*, while 20% said – incorrectly – it has not, and 34% gave no response.

## Main Source: TV on Top, But Slipping

Despite the growth of the internet for campaign news, television remains the public's main source for such information. However, television is not as dominant as at once was: 60% say they get most of their news about the presidential election from television (local, cable and network outlets combined), down from 68% at comparable points in the 2004 and 2000 campaigns.

By this measure, the internet is still a secondary news source. Only 15% of Americans say they get most of their news about the election online, although that figure has more than doubled since 2004 (from 6%).

Overall, 26% of Americans mention the internet either first or second as their main source of election news. Among young people, the internet is eroding television's advantage as a main source for election news. Six-in-ten of those ages 18 to 29 cite television as their main source for election news, down from 75% four years ago. Over that time, the proportion citing the internet has more than doubled – from 21% to 46%.

Notably, while newspapers were mentioned more often as a campaign news source among young people four years ago, today those under age 30 are almost twice as likely to mention the internet as newspapers as where they get most of their news about the election (46% vs. 24%).

**Main Source of Campaign News**

<i>First source mentioned</i>	Feb 1992	Feb 1996	Jan 2000	Jan 2004	Late Dec 2007
	%	%	%	%	%
Television	68	73	68	68	60
Newspaper	20	15	15	15	12
Internet	--	1	4	6	15
Radio	8	8	8	7	8
Magazines	2	1	2	1	2
Other	1	1	2	1	1
Don't know	1	1	1	2	2
	100	100	100	100	100

  

<i>First or second mentions*</i>	Feb 1992	Feb 1996	Jan 2000	Jan 2004	Late Dec 2007
	%	%	%	%	%
Television	78	75	86	78	72
Newspaper	47	49	36	38	30
Internet	--	2	7	13	26
Radio	17	18	14	15	13
Magazines	4	4	3	2	4
Other	3	1	3	2	3
Don't know	1	1	1	2	2
	150	150	150	150	150

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

**Among the Young,  
TV Losing Ground to the Internet**

<i>Get most election news from...*</i>	2004	2007	<i>Change</i>
	%	%	
Television	75	60	-15
Newspapers	30	24	-6
Internet	21	46	+25
Radio	10	10	0
Magazines	1	4	+3
Other	4	6	+2

Based on 18-29 year-olds  
\*First or second mentions

## Missing Stewart and Leno?

In January 2004, 8% of the public – but fully 21% of those under age 30 – said that they regularly learned something from comedy shows such as *The Daily Show* and *Saturday Night Live*. In the new survey, the same percentage of Americans (8%) say they regularly learned about the campaign from these comedy programs when they aired. However, a smaller proportion of those under 30 (12%) say they regularly learned about the campaign from comedy shows than did so in 2004. Because of the writers’ strike, respondents were asked to think back to when the shows were on, and to recall how much they learned about the campaign from these shows.

A Pew survey last winter found that the regular audiences of the comedy shows were as well informed as the audiences of elite news sources such as the websites of major daily newspapers and the *News Hour with Jim Lehrer*.<sup>1</sup>

While many viewers of these shows undoubtedly learn while laughing, part of the reason for the high knowledge levels of those who faithfully watch these shows is that they tend to be heavy news consumers. Those who said they regularly learn from late night shows are far more likely than others to also report regularly learning from sources such as cable TV news shows, the internet, National Public Radio and talk radio, public television, and C-SPAN.

	Total	18-29	30-49	50+
<i>Prior to strike, learn about the campaign from comedy shows?*</i>				
Regularly	8	12	7	6
Sometimes	20	27	22	14
Hardly ever/Never	59	51	60	63
Don't watch	12	7	10	16
Don't know/Refused	1	3	1	1
	100	100	100	100
<i>Prior to strike, learn about the campaign from late-night talk shows?*</i>				
Regularly	9	10	8	9
Sometimes	19	25	21	16
Hardly ever/Never	59	53	63	57
Don't watch	12	10	8	18
Don't know/Refused	1	2	*	*
	100	100	100	100
<i>Missing information about campaign because comedy and talk shows not on?^</i>				
Missing out on information	28	37	28	21
Not missing out on information	70	62	71	75
Other/Don't know/Refused	2	1	2	4
	100	100	100	100

\* Comedy shows such as *Saturday Night Live* and *The Daily Show*  
 \*\* Late-night talk shows such as *David Letterman* and *Jay Leno*  
 ^ Asked of those who regularly/sometimes learn from late night or comedy shows.

That may help account for the fact that only about a quarter (28%) of those who get at least some campaign news from comedy and late-night programs say they feel like they missed out on information about the campaign when those shows were not on. Among those under age 30, however, a larger minority (37%) says they feel like they missed out on campaign news in the absence of these programs.

<sup>1</sup> What Americans Know: 1989-2007 <http://people-press.org/reports/display.php3?ReportID=319>

## Getting to Know the Candidates

As was the case in 2004, more Americans see the presidential candidates on news and entertainment programs than they do by watching the debates. Fully 57% say they have seen any of the candidates being interviewed on a news or entertainment program, up from 46% in 2004, when just the Democrats had a nomination contest.

By comparison, 43% say they have watched one the presidential debates. Reflecting the Democrats' greater engagement on the campaign, nearly half of Democrats (48%) say they have watched a debate in the past year, compared with 44% of independents and just 38% of Republicans.

In addition, far more Democrats than Republicans say they only watched a debate involving their own party's candidates; 14% of Democrats say they have watched only a Democratic debate, compared with 4% of Republicans who only watched a GOP debate. About the same proportion of Democrats (32%) Republicans (28%) and independents (32%) say they watched the debates of both parties.

	Watched debate %	---Which debate---			
		Dem		Rep	
		<u>Both</u>	<u>only</u>	<u>only</u>	<u>DK</u>
	%	%	%	%	%
Total	43	31	8	2	2
Republican	38	28	5	4	1
Democrat	48	32	14	1	1
Independent	44	32	7	2	3
18-29	33	18	9	3	3
30-49	42	30	9	2	1
50-64	46	35	8	2	1
65+	55	42	9	2	2
College grad	54	40	10	4	*
Some college	44	32	9	2	1
HS or less	36	25	8	1	2
<i>Main news source</i>					
Cable news	55	43	9	2	1
Newspaper	44	34	7	3	*
Internet	44	33	8	2	1
Network TV	44	30	10	2	2
Local TV	37	21	9	2	5
Radio	36	25	6	4	1

People who say they get most of their campaign news from cable news networks are more likely to have watched a debate than people who get their election news elsewhere. More than half (55%) of those who cite cable news as their main source of campaign information watched at least one presidential debate, the highest proportion of any campaign news audience.

## The Big Three and the Long Tail

When asked where they get their campaign information online, three websites dominate the internet news landscape: MSNBC, CNN and Yahoo News. Each is cited by roughly a quarter of those who get campaign news online at least sometimes, and collectively, 54% cite at least one of these three websites.

Other widely used websites include Google News (named by 9% of those who get campaign news online), Fox News (9%), AOL News (7%) and the New York Times website (6%). Other commercial websites mentioned by at least 1% are the Drudge Report (3%), BBC (2%) and the USA Today and Washington Post websites (1% each). MySpace is mentioned as a source of campaign information by 3% of those who get news online, and 2% name YouTube.

While the volume of users who get campaign news from MSNBC, CNN and Yahoo is noteworthy, there is also a remarkably “long tail” when it comes to online sources of campaign news. While only 13 individual websites were named by 1% or more of the people who get campaign news online, hundreds of individual websites were named by fewer than 1%.

All in all, more than a quarter (29%) of those who get news online name one of these smaller websites as a source of campaign information, meaning that for every person getting campaign news from a site like MSNBC or CNN, there is a person getting campaign news from a website that targets a far smaller audience (though they may often be the same individual.) Many of these “long tail” websites represent the web presences of local newspapers, TV stations and radio stations. But the vast majority are internet news websites – politically oriented or otherwise – that people count as sources of news and information.

Younger people who get campaign news online cite a wider variety of election news sources than do older people. When asked to offer websites they use, 41% of 18-29 year olds listed more than one website, compared with just 24% of people age 30 and over. Both MySpace and YouTube are sources of campaign information unique to younger people. MySpace is cited

	Total	18-29	30+
	%	%	%
MSNBC.com	26	30	24
CNN.com	23	30	21
Yahoo News	22	27	19
Google News	9	10	9
Fox News	9	5	10
AOL News	7	5	8
New York Times	6	5	6
Drudge Report	3	1	4
MySpace	3	8	*
YouTube	2	6	*
BBC	2	2	2
USA Today	1	0	2
Washington Post	1	1	1
<u>Less than 1% each...</u>			
Other Newspapers*	6	6	6
ISP Homepages*	3	4	3
Candidate Websites*	2	2	3
Local TV/Radio*	1	2	1
Other	20	23	18
Number of cases	639	153	479

Based on those who regularly or sometimes learn about the campaign on the internet. Figures add to more than 100% because multiple sites could be volunteered.

\* Categories of similar types of websites, none of which individually added to 1%. ISP hompages include such websites as AT&T, Comcast, etc.



as a campaign news source by 8% of the younger online election news consumers – less than 1% of those ages 30 and over, and the pattern for YouTube is almost identical.

But younger online election news consumers also turn to the larger news sites in greater numbers as well. MSNBC, CNN and Yahoo News are cited as sources far more often by 18-29 year olds than by those who are older. In fact, 61% of younger people getting campaign news online list at least one of these three sites among their sources, compared with 46% of those age 30 and older.

### Online Campaign Activities

While the internet is an increasingly important source of news about the presidential campaign, it also provides a way for people and campaigns to communicate about politics. About one-in-six Americans (16%) have sent or received emails with friends and family regarding candidates and the campaign, and 14% have received email messages from political groups or organizations about the campaign.

	Total %	Rep %	Dem %	Ind %
Emails with friends/family	16	21	14	16
Emails from groups/political orgs	14	14	14	16
Visit candidate websites	8	9	7	9
Visit news satire sites	8	6	9	10
Get information from social networking sites	7	7	8	7

Fewer Americans have gone to the candidates’ websites themselves: just 8% say they have done so, the same number who report having visited news satire websites such as the Onion or the Daily Show.

Republicans are slightly more likely than Democrats or independents to report having traded email messages with friends and family, but otherwise there are no significant partisan differences in these activities. And except for visits to social networking sites, where young people are more frequent visitors, there are few systematic differences by age in each of these activities.

## Social Networking Sites

While about one-in-five Americans overall (22%) uses an online social networking site such as MySpace or Facebook, these sites may be playing an important political role for some people, especially the young.

Fully two-thirds of Americans age 18-29 say they use social networking sites, and more than a quarter in this age group (27%) say that they have gotten information about candidates and the campaign from them – including 37% among those ages 18-24. Nearly one-in-ten of people under age 30 (8%) say that they have signed up as a “friend” of one of the candidates on a site. And the numbers are even higher for each of these activities among young registered voters.

	Total	18-29	30-39	40+
	%	%	%	%
Use social network sites	22	67	21	6
Get campaign information from sites	7	27	4	1
Signed up as “friend” of candidate	3	8	3	*
Number of cases	1430	225	192	994

The use of social networking sites for political activity is far less common among older voters, even those in their 30s. About one-in-five people ages 30-39 (21%) use social networking sites, but just 4% in this age group say that they have gotten campaign information from those sites; 3% have “friended” a candidate.

## See It Now...On the Web

Online video has seen explosive growth on the web in the past few years, fueled by the rise of websites such as YouTube and the expansion of broadband ownership among the public. The potential political impact of web video was dramatically illustrated in the 2006 race for the U.S. Senate seat in Virginia, where a video showed incumbent Sen. George Allen mocking a young Indian-American campaign worker for his Democratic opponent. Allen’s loss in November was attributed at least in part to the widely circulated video.

	Total	18-29	30-39	40-49	50-64	65+
	%	%	%	%	%	%
<i>Online, have you watched any...</i>						
Candidate speeches/announcements	13	22	17	13	10	5
Interviews with candidates	13	23	18	11	9	3
Campaign commercials	12	25	9	10	10	4
Candidate debates	12	20	16	10	9	2
<i>Any of the four</i>	24	41	28	20	21	7

Nearly a quarter of Americans (24%) say they have seen something about the campaign in a video online – either a speech, interview, commercial, or debate. For each of these four types of videos, approximately 12-13% of those surveyed report seeing it online. Among younger respondents, the numbers are even higher. Fully 41% of those under age 30 have viewed at least

one type of video. Fewer older respondents have seen some type of campaign video online, but even among those ages 65 and older, 7% have done so.

### Perceptions of Bias

Most Americans (62%) believe there is a great deal (31%) or a fair amount (31%) of political bias in news coverage generally. This perception has changed little since early in 2004 when 65% said they saw at least a fair amount of political bias in news coverage.

Regarding perceptions of bias in coverage of the presidential campaign, a quarter of Americans say news organizations are biased in favor Democrats, up slightly from 2004. But fewer people see a pro-Republican bias in campaign coverage than did so in 2004 (9% now vs. 17% then). A plurality of 41% sees no bias, compared with 38% in 2004.

	Jan 1988	Apr 1996	Jan 2000	Jan 2004	Late Dec 2007
<i>In campaign coverage, more...</i>	%	%	%	%	%
Pro-Democratic bias	9	20	19	22	25
Pro-Republican bias	10	14	13	17	9
No bias	58	53	48	38	41
Don't know	<u>23</u>	<u>13</u>	<u>20</u>	<u>23</u>	<u>25</u>
	100	100	100	100	100

Notably, Democrats – especially liberal Democrats – are less likely to view campaign coverage as biased toward the Republicans than they were four years ago. Currently, 23% of liberal Democrats say that coverage favors the Republicans, down from 36% in January 2004. Just 11% of conservative and moderate Democrats see a pro-GOP tilt, less than half the percentage in January 2004 (27%).

Regarding bias on the internet, 13% of web users say there are more news and opinion websites and blogs that favor the Democrats, while a smaller number (6%) say more sites tilt to the Republicans. But the predominant view (45%) is that there about equal numbers of news and opinion websites on both sides.

<i>More political sites favor...</i>	%
Democrats	13
Republicans	6
About equal for each	45
Don't know/refused	<u>36</u>
	100
Based on internet users	

Combining the relatively large proportion of web users who did not offer an opinion (36%) with those who see approximately equal numbers of Democratic and Republican sites, about eight-in-ten web users (81%) see no decided political tilt to the news and political websites and blogs on the internet. The views of those who get most of their campaign news online are comparable with those of all web users.

## Most Want News with No Point of View

Two-thirds of Americans (67%) say they prefer to get news with no particular point of view, while just 23% say they like getting news that reflects their political views. The balance of opinion regarding news has not changed since 2004.

There are no significant partisan disagreements on this question, though there are modest educational differences. Roughly three-in-ten (29%) people with no greater than a high school education prefer news that reflects their political leanings compared with only about half as many college graduates.

Among those who get most of their news from television, there are no substantive differences of opinion among local, network, Fox News or CNN viewers. Large majorities in each news audience prefers news with no political point of view, while only about a quarter of each group likes news that reflects their own political preferences

	<i>Prefer news with...</i>	
	<u>No point of view</u> %	<u>My point of view</u> %
Total	67	23
Republican	66	25
Democrat	65	28
Independent	70	20
College grad	78	15
Some college	70	22
HS or less	59	29
<i>Main news source</i>		
Internet	79	17
Newspaper	69	21
Radio	66	24
Television	65	25

## Iraq Views Turn More Negative

Public views of the situation in Iraq, which turned more positive in the fall, have again slipped. Currently, 41% of Americans say the military effort in Iraq is going very well or fairly well, while 54% say that the situation there is not going well.

In November, opinion was split over progress in the military effort; 48% said things were going well there, the highest percentage expressing this view in more than a year (47% in September 2006). Both Republicans and Democrats are less likely to say the situation in Iraq is going well: currently, 66% of Republicans express a positive opinion of the situation, down from 74% in November. This shift among Democrats has been comparable (24% now, 33% then).

	Feb 2007	April 2007	July 2007	Sept 2007	Oct 2007	Nov 2007	Dec 2007
<i>Military effort in Iraq is...</i>							
Going well	30	38	36	41	44	48	41
Not going well	67	59	59	54	51	48	54
Don't know	<u>3</u>	<u>3</u>	<u>5</u>	<u>5</u>	<u>5</u>	<u>4</u>	<u>5</u>
	100	100	100	100	100	100	100
<i>The U.S. will...*</i>							
Succeed	47	45	43	42	46	48	45
Fail	46	46	49	47	44	46	45
Don't know	<u>7</u>	<u>9</u>	<u>8</u>	<u>11</u>	<u>10</u>	<u>6</u>	<u>10</u>
	100	100	100	100	100	100	100
<i>The U.S. should...</i>							
Keep troops in	42	41	39	39	42	41	40
Bring troops home	53	53	54	54	54	54	54
Don't know	<u>5</u>	<u>6</u>	<u>7</u>	<u>7</u>	<u>4</u>	<u>5</u>	<u>6</u>
	100	100	100	100	100	100	100

\* Definitely/probably succeed "in achieving its goals in Iraq."

While positive perceptions of the military effort have declined in the past month, they still remain higher than they were earlier this year (30% in February). But support for withdrawing U.S. forces from Iraq as soon as possible remains strong, despite the improved views of the situation. Currently, 54% favor bringing U.S. troops home from Iraq, which is consistent with measures for the past year.

The public also remains divided over whether the United States will succeed or fail in achieving its objectives in Iraq. Fewer than half (45%) believe the U.S. will succeed while the same number (45%) says it will fail; the balance of opinion on this measure has changed very little since the beginning of last year.

## More See Iraq as 'Wrong Decision'

Negative views of the decision to go to take military action against Iraq are at their highest point since the war began almost five years ago. Slightly more than a third of Americans (36%) say the decision to use military force was right while 56% see it as wrong. In September 2007, 42% said the war was the right decision, compared with 50% who said it was wrong.

Views on the decision to go to war in Iraq remain deeply polarized along party lines. By 70%-26%, Republicans say the war was the right decision; by an even wider margin (76%-14%), Democrats believe the war was wrong. A solid majority of independents (61%) say the war was

wrong compared with just a third (33%) who says it was right. The balance of opinion in all three groups is somewhat more negative regarding the decision to take military action than it was in September.

### **ABOUT THIS SURVEY**

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,430 adults, 18 years of age or older, from December 19-30, 2007 (1,089 respondents were interviewed on a landline telephone, and 341 were interviewed on a cell phone, including 113 who had no landline telephone). Both the landline and cell phone samples were designed by Survey Sampling, Inc.

The combined landline and cell phone data were weighted using demographic weighting parameters derived from the March 2006 Census Bureau's Current Population Survey, along with an estimate of current patterns of telephone status in the U.S. derived from the 2006 National Health Interview Survey, using an iterative technique that simultaneously balances the distributions of all weighting parameters. The weighting procedure also accounted for the fact that respondents with both landline and cell phones had a greater probability of being included in the sample.

The Pew Research Center for the People & the Press will be releasing a detailed analysis of the landline and cell phone samples in the coming weeks.

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 Form 1 (N=727) or Form 2 (N=703), one can say with 95% confidence that the error attributable to sampling 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.

### **ABOUT THE CENTER**

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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:

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**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**LATE DECEMBER, 2007 POLITICAL COMMUNICATIONS STUDY**  
**FINAL TOPLINE**  
**December 19- December 30, 2007**  
**N=1430**

**Q.1 THROUGH Q.8 PREVIOUSLY RELEASED**

**ASK ALL:**

Q.9 How have you been getting most of your news about the presidential election campaign? From television, from newspapers, from radio, from magazines, or from the internet? [ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE ONCE: Is there a second source where you get a lot of campaign news?"]

NOTE: Totals may exceed 100% because of multiple responses.

	<u>Tele- vision</u>	<u>News- papers</u>	<u>Radio</u>	<u>Maga- zines</u>	<u>Inter- net</u>	<u>Other</u>	<u>DK/Ref</u>
Late December, 2007	71	30	13	4	26	3	2
November, 2006 <sup>1</sup>	69	34	17	2	15	6	3
November, 2004	78	39	17	3	18	4	2
Mid-October, 2004	76	28	15	2	10	3	2
Early September, 2004	80	41	18	3	17	3	1
Early January, 2004	79	39	15	2	13	2	2
November, 2002	66	33	13	1	7	7	2
November, 2000 (RVs)	70	39	15	4	11	1	*
June, 2000	65	27	11	2	5	2	2
February, 2000	73	33	15	2	7	2	1
January, 2000	75	31	12	3	6	3	1
November, 1996 (RVs)	72	60	19	11	3	4	1
September, 1996	75	44	14	5	2	2	1
April, 1996	81	48	21	6	2	3	1
February, 1996	85	56	21	5	2	1	1
November, 1992 (RVs)	82	57	12	9	n/a	6	1
September, 1992	83	49	13	5	n/a	4	1
June, 1992	84	55	18	7	n/a	4	*
May, 1992	86	51	17	6	n/a	3	1
March, 1992	83	48	14	4	n/a	3	*
February, 1992	80	49	18	4	n/a	3	1

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<sup>1</sup> November trends are from the Pew Internet & American Life Project.

**IF RESPONDENT ANSWERED '1' TELEVISION AS EITHER 1ST OR 2ND RESPONSE IN Q.9 ASK Q.10. IF NOT, SKIP TO Q.11**

Q.10 Do you get most of your news about the presidential election campaign from [READ, RANDOMIZE ITEMS 2 THRU 4 AND 5 THRU 7 SEPARATELY, AND RANDOMIZE SETS OF ITEMS (LOCAL; NETWORK; CABLE). ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

**BASED ON TOTAL:**

		Mid Oct <u>2004</u>	Early Sept <u>2004</u>	Early Jan <u>2004</u>
13	Local news programming	16	16	17
12	ABC network news	9	11	15
9	CBS network news	7	8	11
12	NBC network news	10	13	14
18	CNN cable news	11	18	22
7	MSNBC cable news	2	5	7
17	The Fox News cable channel	15	19	20
3	(VOL-DO NOT READ) Other	2	2	3
4	(VOL-DO NOT READ) DK/Ref.	4	5	3

**ASK ALL:**

Q.11 And how much do you enjoy keeping up with political news about campaigns and elections – a lot, some, not much, or not at all?

		Early Jan <u>2004</u>
26	A lot	17
39	Some	37
23	Not much	29
11	Not at all	16
<u>1</u>	Don't know/Refused	<u>1</u>
100		100

REGIST These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

**IF RESPONDENT ANSWERED '1' YES IN REGIST ASK:**

REGICERT Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

77	Yes, Registered
73	Absolutely certain
4	Chance registration has lapsed
*	Don't know/Refused
22	No, Not registered/Don't know
<u>1</u>	Don't know/Refused
100	



**ASK ALL:**

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

**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>	<u>Independent</u>	(VOL.) <u>No</u> <u>Preference</u>	(VOL.) <u>Other</u> <u>Party</u>	<u>DK/</u> <u>Ref</u>	<i>Lean</i> <u>Rep</u>	<i>Lean</i> <u>Dem</u>
Late December, 2007	25	32	36	4	*	3=100	12	18
November, 2007	28	33	32	4	1	2=100	9	16
October, 2007	25	37	33	3	*	2=100	11	17
September, 2007	27	32	32	6	*	3=100	8	16
August, 2007	26	32	32	5	1	4=100	10	16
July, 2007	27	32	34	4	*	3=100	11	17
June, 2007	25	34	32	6	*	3=100	10	17
April, 2007	25	28	40	5	*	2=100	13	17
March, 2007	25	36	33	3	*	3=100	12	16
February, 2007	25	34	34	4	*	3=100	10	18
Mid-January, 2007	24	35	34	3	*	4=100	12	18
Early-January, 2007	23	31	39	4	*	3=100	12	18
<b>Yearly Totals</b>								
2007	25.4	32.9	33.7	4.6	.4	3.1=100	10.7	16.7
2006	27.6	32.8	30.3	5.0	.4	3.9=100	10.2	14.5
2005	29.2	32.8	30.3	4.5	.3	2.8=100	10.2	14.9
2004	29.5	33.1	30.0	4.0	.4	3.0=100	11.8	13.6
2003	29.8	31.4	31.2	4.7	.5	2.5=100	12.1	13.0
2002	30.3	31.2	30.1	5.1	.7	2.7=100	12.6	11.6
2001	29.2	33.6	28.9	5.1	.5	2.7=100	11.7	11.4
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6=100	11.7	9.4
2001 Pre-Sept 11	28.2	34.6	29.5	5.0	.5	2.1=100	11.7	12.5
2000	27.5	32.5	29.5	5.9	.5	4.0=100	11.6	11.6
1999	26.6	33.5	33.7	3.9	.5	1.9=100	13.0	14.5
1998	27.5	33.2	31.9	4.6	.4	2.4=100	11.8	13.5
1997	28.2	33.3	31.9	4.0	.4	2.3=100	12.3	13.8
1996	29.2	32.7	33.0	5.2=100			12.7	15.6
1995	31.4	29.7	33.4	5.4=100			14.4	12.9
1994	29.8	31.8	33.8	4.6=100			14.3	12.6
1993	27.4	33.8	34.0	4.8=100			11.8	14.7
1992	27.7	32.7	35.7	3.9=100			13.8	15.8
1991	30.9	31.4	33.2	4.5=100			14.6	10.8
1990	31.0	33.1	29.1	6.8=100			12.4	11.3
1989	33	33	34=100					
1987	26	35	39=100					

**Q.12 THROUGH Q.19 RELEASED SEPARATELY**

**NO QUESTION 20**

**ASK ALL:**

Now I have a few questions about the news...

Q.21 Thinking about the different kinds of political news available to you, what do you prefer ...**[READ, ROTATE]**

		<u>April</u> <u>2006</u>	<u>Early Jan</u> <u>2004</u>
23	Getting news from sources that share YOUR political point of view	23	25
	OR		
67	Getting news from sources that DON'T have a particular political point of view	68	67
<u>10</u>	Don't know/Refused ( <b>VOL. DO NOT READ</b> )	<u>9</u>	<u>8</u>
100		100	100

Q.22 Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from this source. (First,) how often, if ever, do you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (**INSERT ITEM; RANDOMIZE ITEM a SHOULD ALWAYS DIRECTLY PRECEDE ITEM b; ITEM p ALWAYS COMES LAST**) — regularly, sometimes, hardly ever, or never? How about [**NEXT ITEM**]? (Do you regularly, sometimes, hardly ever, or never learn something about the presidential campaign or candidates from [**ITEM**])? **[INTERVIEWERS: PLEASE REINFORCE THE “LEARN SOMETHING ABOUT...” LANGUAGE OCCASIONALLY AS NEEDED THROUGH THIS LIST]**

**RANK ORDER SUMMARY TABLE (See trends for full question wording)**

		<u>Regularly</u>	<u>Some- times</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK/Ref/ Don't watch</u>
a.	Local TV news	40	32	12	12	4=100
c.	Cable news networks	38	31	11	14	6=100
b.	National nightly network news	32	33	13	16	6=100
d.	Your daily newspaper	31	27	15	19	8=100
e.	The internet	24	22	12	34	8=100
j.F1	Prime time TV news shows	22	31	19	22	6=100
g.F1	The morning television news shows	22	18	14	35	11=100
f.F1	National Public Radio	18	25	15	34	8=100
l.F2	Talk radio shows	16	24	17	33	10=100
n.F2	Political talk shows on cable TV	15	21	14	40	10=100
o.F2	The Sunday morning network talk shows	14	19	18	39	10=100
m.F2	Public television news shows	12	21	18	38	11=100
k.F2	News magazines	11	18	20	42	9=100
i.F1	Religious radio shows	9	14	12	55	10=100
h.F1	C-SPAN	8	15	20	44	13=100
p.	“Lou Dobbs Tonight” on CNN	7	15	13	52	13=100

**TRENDS:**

		<u>Regularly</u>	<u>Some- times</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK/Ref/ Don't watch</u>
a	The local TV news about your viewing area	40	32	12	12	4=100
	Early January, 2004	42	35	8	12	3=100
	January, 2000	48	29	9	11	3=100

**Q.22 CONTINUED...**

		<u>Regularly</u>	<u>Some-</u> <u>times</u>	<u>Hardly</u> <u>Ever</u>	<u>Never</u>	<u>DK/Ref/</u> <u>Don't watch</u>
b.	The national nightly network news on CBS, ABC and NBC	32	33	13	16	6=100
	Early January, 2004	35	35	10	17	3=100
	January, 2000	45	29	7	16	3=100
c.	Cable news networks such as CNN, MSNBC and the FOX news cable channel	38	31	11	14	6=100
	Early January, 2004	38	37	6	15	4=100
	January, 2000 <sup>2</sup>	34	31	9	21	5=100
d.	Your daily newspaper	31	27	15	19	8=100
	Early January, 2004	31	30	16	20	3=100
	January, 2000	40	26	10	16	8=100
e.	The internet	24	22	12	34	8=100
	Early January, 2004	13	20	10	50	7=100
	January, 2000	9	15	9	57	10=100

**ASK FORM 1 ONLY [N=727]:**

f.F1	National Public Radio (NPR)	18	25	15	34	8=100
	Early January, 2004	14	21	12	48	5=100
	January, 2000	12	21	14	43	10=100
g.F1	The morning television shows such as <i>The Today Show</i> , <i>Good Morning America</i> or <i>The Early Show</i>	22	18	14	35	11=100
	Early January, 2004	20	26	10	39	5=100
	January, 2000	18	24	11	39	8=100
h.F1.	C-SPAN	8	15	20	44	13=100
	Early January, 2004	8	21	13	51	7=100
	January, 2000	9	21	13	46	11=100
i.F1	Religious radio shows, such as <i>Focus on the Family</i>	9	14	12	55	10=100
	Early January, 2004	5	15	13	63	4=100
	January, 2000	7	12	14	59	8=100
	April, 1996	6	12	15	67	*=100
j.F1	Prime time TV news shows, such as <i>60 Minutes</i> , <i>20/20</i> and <i>Dateline</i>	22	31	19	22	6=100
	Early January, 2004 <sup>3</sup>	25	44	11	17	3=100
	January, 2000	29	40	11	16	4=100

**ASK FORM 2 [N=703]:**

k.F2	News magazines such as <i>Time</i> , <i>U.S. News</i> , and <i>Newsweek</i>	11	18	20	42	9=100
	Early January, 2004	10	21	18	45	6=100
	January, 2000	15	26	13	39	7=100

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

3 In January 2004 and earlier, the item read, "TV News magazine shows such as *60 Minutes*, *20/20*, and *Dateline*."

**Q.22 CONTINUED...**

		<u>Regularly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	<u>Never</u>	DK/Ref/ <u>Don't watch</u>
l.F2	Talk radio shows	16	24	17	33	10=100
	Early January, 2004	17	29	21	30	3=100
	January, 2000	15	29	19	31	6=100
	April, 1996	12	25	24	39	*=100
m.F2	Public television shows such as <i>The NewsHour with Jim Lehrer</i> and <i>Washington Week in Review</i>	12	21	18	38	11=100
	Early January, 2004	11	22	13	47	7=100
	January, 2000	12	24	14	40	10=100
n.F2	Political talk shows on cable TV, such as <i>The O'Reilly Factor</i> , <i>Keith Olbermann</i> and <i>Hardball</i>	15	21	14	40	10=100
	Early January 2004	14	30	12	38	6=100
	January, 2000	14	25	13	39	9=100
o.F2	The Sunday morning network talk shows, such as <i>This Week</i> , and <i>Meet the Press</i> or <i>Face the Nation</i>	14	19	18	39	10=100
	Early January, 2004	13	26	12	43	6=100
	January, 2000	15	21	12	41	11=100
<b>ASK ALL:</b>						
p.	<i>Lou Dobbs Tonight</i> on CNN	7	15	13	52	13=100

**NO QUESTION 23**

**ASK ALL:**

On a different subject...

Q.24 As you may have heard, there is currently a writer's strike going on in Hollywood. From what you know, has the writer's strike meant that any of the shows you watch on television are no longer airing new episodes, or hasn't it affected the shows you watch?

- 35 Yes, some shows no longer airing new episodes
- 49 Hasn't affected the shows you watch
- 2 Hasn't affected yet, but will (VOL.)
- 7 Don't watch television (VOL.)
- 7 Don't know/Refused (VOL.)
- 100

Q.25 Do you happen to know if the writer's strike has affected late night comedy and talk shows like Jay Leno, David Letterman and the Daily Show, or hasn't it affected these shows?

- 46 Yes, has affected late night comedy shows
- 20 No, has not affected late night comedy shows
- 34 Don't know/Refused (VOL.)
- 100

---

4 In January 2004 and earlier, the item read, "Political talk shows on cable TV, such as CNN's *Crossfire* and CNBC's *Hardball*."

Q.26 Most late-night comedy and talk shows have NOT been airing new episodes for the past few months because of the writer's strike. When [INSERT ITEM; ROTATE] WERE on the air prior to the strike, how often, if ever, did you learn something about the presidential campaign or candidates from these shows – regularly, sometimes, hardly ever or never? How about when [NEXT ITEM] were on prior to the strike?<sup>5</sup>

	<u>Regularly</u>	<u>Some- times</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK/Ref/ Don't watch</u>
a. Late night TV talk shows, such as <i>David Letterman</i> and <i>Jay Leno</i>	9	19	24	35	13=100
Early January, 2004	9	19	20	46	6=100
January, 2000	9	19	18	45	9=100
April, 1996	6	19	19	56	0=100
b. Comedy shows, such as <i>Saturday Night Live</i> and <i>The Daily Show</i>	8	20	22	37	13=100
Early January, 2004	8	18	12	55	7=100
January, 2000	6	19	16	48	11=100

**ASK IF REGULARLY/SOMETIMES LEARN FROM LATE NIGHT OR COMEDY SHOWS (1,2 IN Q26A OR 1,2 IN Q26B) [N=486]:**

Q.27 Do you feel like you are missing out on information about the campaigns because late-night comedy and talk shows are not currently on, or don't you feel this way?

28 Missing out on information  
 70 Not missing out on information  
2 Don't know/Refused (VOL)  
 100

**NO QUESTION 28**

**ASK ALL:**

More generally,

Q.29 Have you watched any of the candidate debates this year, or haven't you had a chance to watch any of them?

**IF 'YES' (1 IN Q.29)**

Q.29a Did you see DEMOCRATIC debates, REPUBLICAN debates, or both?

	<u>Jan<sup>6</sup> 2004</u>	<u>Feb 1992</u>
43 Yes	20	16
8 Democratic debates		
2 Republican debates		
31 Both		
2 Don't know/Refused		
57 No	80	84
* Don't know	*	*
100	100	100

5 In early January 2004 and earlier, these two items were offered as part of the list presented in Q.22. However, because of the writer's strike, respondents in the current survey were asked to think back to when these shows were on the air prior to the strike.

6 In 2004 and 1992, the question referred only to Democratic debates.

**ASK ALL:**

Q.30 Have you happened to see any of the presidential candidates being interviewed or appearing as guests on news or entertainment programs, or not?

**IF 'YES' (1 IN Q.30)**

Q.30a Did you see interviews with DEMOCRATIC candidates, REPUBLICAN candidates, or did you see both?

		Early <sup>7</sup>
		Jan
		<u>2004</u>
57	Yes	46
7	Democratic candidates	
2	Republican candidates	
47	Both	
1	Don't know/Refused	
42	No	54
<u>1</u>	Don't know	*
100		100

**ASK ALL:**

Just in general...

Q.31 Do you go online to use the Internet, at least occasionally?

70	Yes
30	No
*	Don't know/Refused (VOL.)
<u>1</u>	
100	

Q.32 Do you send or receive email, at least occasionally?

66	Yes
34	No
*	Don't know/Refused (VOL.)
<u>1</u>	
100	

**ASK ALL INTERNET USERS (Q31=1 OR Q32=1) [N=1,063]:**

Q.33 Do you ever use online social networking sites like MySpace or Facebook?

	Internet	
<u>Total</u>	<u>Users</u>	
22	30	Yes
51	70	No
0	0	Don't know (VOL.)
<u>27</u>	<u>70</u>	Not an internet user
100	100	

---

7 In 2004, the question referred only to Democratic candidates.

**ASK INTERNET USERS WHO GET ANY NEWS ONLINE ([Q31=1 OR Q32=1] AND Q22E=1,2) [N=639]:**

Q.34 Thinking about news websites and other sources of campaign information online... Please name some of the websites where you get information about the presidential campaigns and candidates? **[OPEN END; DO NOT READ, USE PRECODES WHERE APPLICABLE; ACCEPT UP TO SIX RESPONSES AND PROBE FOR ADDITIONAL “Anyplace else?”]**

NOTE: Totals may exceed 100% because of multiple responses.

26	MSNBC/MSN/NBC News
23	CNN
22	Yahoo/Yahoo News
9	Google/Google News
9	Fox News
7	AOL/AOL News
6	New York Times
3	Drudge Report
3	ISP Homepages (AT&T, Comcast, BellSouth)
3	MySpace
2	Candidate websites
2	YouTube
2	BBC
1	Local TV/Radio websites
1	USA Today
1	Washington Post
6	Other newspapers
20	Other
12	None, haven't gotten campaign information online
4	Don't know/Refused

**ASK ALL INTERNET USERS (Q31=1 OR Q32=1) [N=1,063]:**

Q.35 When you use the internet, do you ever come across campaign news and information when you may have been going online for a purpose other than to get the news?

	Internet Users		Pew Internet & American Life Project <sup>8</sup>	
			Nov 2006	Nov <sup>9</sup> 2004
<u>Total</u>				
38	52	Yes	36	51
35	48	No	62	48
*	*	Don't know (VOL.)	12	1
<u>27</u>	<u>--</u>	Not an internet user	<u>--</u>	<u>--</u>
100	100		100	100

8 Trends based on internet users.

9 In 2004, the wording was: “When you go online, do you ever encounter or come across news and information about the 2004 elections when you may have been going online for a purpose other than to get the news?”

**ASK ALL INTERNET USERS (Q31=1 OR Q32=1) [N=1,063]:**

Q.36 Have you sent or received e-mails about the candidates or campaigns with friends, family or other personal acquaintances, or not?

		Internet
<u>Total</u>	<u>Users</u>	
16	22	Yes
57	78	No
*	*	Don't know (VOL.)
<u>27</u>	<u>==</u>	Not an internet user
100	100	

**ASK ALL INTERNET USERS (Q31=1 OR Q32=1) [N=1,063]:**

Q.37 Have you received e-mails about the candidates or campaigns from any groups or political organizations, or not?

		Internet
<u>Total</u>	<u>Users</u>	
14	20	Yes
58	79	No
1	1	Don't know (VOL.)
<u>27</u>	<u>==</u>	Not an internet user
100	100	

**ASK ALL INTERNET USERS (Q31=1 OR Q32=1) [N=1,063]:**

Q.38 Have you gotten any campaign or candidate information from (INSERT ITEM; ROTATE), or not?

a. Websites set up by the candidates themselves

		Internet
<u>Total</u>	<u>Users</u>	
8	11	Yes
64	88	No
1	1	Don't know (VOL.)
<u>27</u>	<u>==</u>	Not an internet user
100	100	

b. News satire websites like *The Onion* or *The Daily Show*

		Internet
<u>Total</u>	<u>Users</u>	
8	11	Yes
64	88	No
1	1	Don't know (VOL.)
<u>27</u>	<u>==</u>	Not an internet user
100	100	



**ASK SOCIAL NETWORKING SITE USERS (Q.33=1) [N=253]:**

Q.39 Have you gotten any campaign or candidate information on social networking sites like Facebook or MySpace, or not?

	Social		
	Internet	Networking	
<u>Total</u>	<u>Users</u>	<u>Site Users</u>	
7	10	33	Yes
15	20	67	No
0	0	0	Don't know/Refused (VOL.)
27	--	--	Not an internet user
<u>51</u>	<u>70</u>	<u>--</u>	Online, but not a social networking site user
100	100	100	

**ASK SOCIAL NETWORKING SITE USERS (Q.33=1) [N=253]:**

Q.40 Have you signed up as a "friend" of any candidates on a social networking site, or not?

	Social		
	Internet	Networking	
<u>Total</u>	<u>Users</u>	<u>Site Users</u>	
3	4	12	Yes
19	26	88	No
0	0	0	Don't know/Refused (VOL.)
27	--	--	Not an internet user
<u>51</u>	<u>70</u>	<u>--</u>	Online, but not a social networking site user
100	100	100	

**ASK ALL INTERNET USERS (Q31=1 OR Q32=1) [N=1,063]:**

Q.41 Have you watched any [INSERT ITEM; RANDOMIZE] on the internet, or not?

a. Video of the candidate debates

	Internet		
<u>Total</u>	<u>Users</u>		
12	16		Yes
61	84		No
*	*		Don't know (VOL.)
<u>27</u>	<u>--</u>		Not an internet user
100	100		

b. Video of interviews with candidates

	Internet		
<u>Total</u>	<u>Users</u>		
13	18		Yes
60	82		No
*	*		Don't know (VOL.)
<u>27</u>	<u>--</u>		Not an internet user
100	100		

**Q.41 CONTINUED...**

c. Campaign commercials

	Internet		
<u>Total</u>	<u>Users</u>		
12	17	Yes	
61	83	No	
*	*	Don't know (VOL.)	
<u>27</u>	<u>--</u>	Not an internet user	
100	100		

d. Video of candidate speeches or announcements

	Internet		
<u>Total</u>	<u>Users</u>		
13	18	Yes	
60	82	No	
*	*	Don't know (VOL.)	
<u>27</u>	<u>--</u>	Not an internet user	
100	100		

**ASK ALL:**

Thinking about the news media in general...

**ASK FORM 1 ONLY [N=727]:**

Q.42F1 To what extent do you see political bias in news coverage? A great deal, a fair amount, not too much, or not at all?

		Early Jan <u>2004</u>	Jan <u>2000</u>	Aug <u>1989</u>
31	A great deal	30	32	25
31	A fair amount	35	37	51
25	Not too much	24	20	19
9	Not at all	9	6	3
<u>4</u>	Don't know/Refused	<u>2</u>	<u>5</u>	<u>2</u>
100		100	100	100

**ASK ALL:**

Q.43 In the way they have been covering the presidential race so far, do you think that news organizations are biased in favor of the Democrats, biased in favor of the Republicans, or don't you think news organizations have shown any bias one way or the other?

		Early Jan <u>2004</u>	Jan <u>2000</u>	Sept <u>1999</u>	April <u>1996</u>	Aug <u>1988</u>	Jan <u>1988</u>	Nov <u>1987</u>
25	Democratic bias	22	19	19	20	22	9	16
9	Republican bias	17	13	14	14	7	10	11
41	No bias	38	48	52	53	58	58	62
<u>25</u>	Don't know/Refused	<u>23</u>	<u>20</u>	<u>15</u>	<u>13</u>	<u>13</u>	<u>23</u>	<u>11</u>
100		100	100	100	100	100	100	100

**ASK ALL INTERNET USERS (Q31=1 OR Q32=1) [N=1,063]:**

Q.44 Thinking about all the news, blogs, and political websites on the INTERNET, on balance, do more websites favor Democrats, do more favor Republicans, or are there about equal numbers on both sides?

	Internet	
<u>Total</u>	<u>Users</u>	
10	13	More websites favor Democrats
4	6	More websites favor Republicans
33	45	About equal numbers on both sides
26	<u>36</u>	Don't know/Refused
<u>27</u>	<u>=</u>	Not an internet user
100	100	

**NO QUESTIONS 45-47**

**ASK ALL:**

On a different subject...

**ASK FORM 1 ONLY [N=727]:**

Q.48F1 Thinking about immigrants who are currently living in the U.S. illegally... Do you favor or oppose providing amnesty to illegal immigrants currently in the country if they pass background checks, pay fines and have jobs?

		June <u>2007</u>
50	Favor	54
42	Oppose	39
<u>8</u>	DK/Refused	<u>7</u>
100		100

**ASK FORM 2 ONLY [N=703]:**

Q.49F2 Thinking about immigrants who are currently living in the U.S. illegally... Do you favor or oppose providing a way for illegal immigrants currently in the country to gain legal citizenship if they pass background checks, pay fines and have jobs?

		June <u>2007</u>
58	Favor	63
35	Oppose	30
<u>7</u>	DK/Refused	<u>7</u>
100		100

**NO QUESTION 50**

**ASK ALL:**

Now a few questions about Iraq...

Q.51 Do you think the U.S. made the right decision or the wrong decision in using military force against Iraq?

	<u>Right decision</u>	<u>Wrong decision</u>	<u>DK/Ref</u>
Late December, 2007	36	56	8=100
October, 2007	39	54	7=100
September, 2007	42	50	8=100
July, 2007	41	53	6=100
June, 2007	40	51	9=100
April, 2007	45	47	8=100
March, 2007	43	49	8=100

**Q. 51 CONTINUED...**

	<u>Right decision</u>	<u>Wrong decision</u>	<u>DK/Ref</u>
February, 2007	40	54	6=100
Mid-January, 2007	40	51	9=100
Early January, 2007	40	53	7=100
December, 2006	42	51	7=100
Mid-November, 2006	41	51	8=100
Late October, 2006	43	47	10=100
Early October, 2006	45	47	8=100
Early September, 2006	49	43	8=100
August, 2006	45	46	9=100
July, 2006	44	50	6=100
June, 2006	49	44	7=100
April, 2006	47	46	7=100
March, 2006	45	49	6=100
February, 2006	51	44	5=100
January, 2006	45	47	8=100
December, 2005	47	48	5=100
Late October, 2005	48	45	7=100
Early October, 2005	44	50	6=100
Mid-September, 2005	49	44	7=100
July, 2005	49	44	7=100
June, 2005	47	45	8=100
February, 2005	47	47	6=100
January, 2005	51	44	5=100
December, 2004	49	44	7=100
November, 2004 (RVs)	48	41	11=100
Mid-October, 2004	46	42	12=100
Early October, 2004	50	39	11=100
Early September, 2004	53	39	8=100
August, 2004	53	41	6=100
July, 2004	52	43	5=100
June, 2004	55	38	7=100
May, 2004	51	42	7=100
Late April, 2004	54	37	9=100
Early April, 2004	57	35	8=100
Mid-March, 2004	55	39	6=100
Late February, 2004	60	32	8=100
Early February, 2004	56	39	5=100
Mid-January, 2004	65	30	5=100
Early January, 2004	62	28	10=100
December, 2003	67	26	7=100
October, 2003	60	33	7=100
September, 2003	63	31	6=100
August, 2003	63	30	7=100
Early July, 2003	67	24	9=100
May, 2003	74	20	6=100
<i>April 10-16, 2003</i>	<i>74</i>	<i>19</i>	<i>7=100</i>
<i>April 8-9, 2003</i>	<i>74</i>	<i>19</i>	<i>7=100</i>
<i>April 2-7, 2003</i>	<i>72</i>	<i>20</i>	<i>8=100</i>
<i>March 28-April 1, 2003</i>	<i>69</i>	<i>25</i>	<i>6=100</i>
<i>March 25-27, 2003</i>	<i>74</i>	<i>21</i>	<i>5=100</i>
<i>March 23-24, 2003</i>	<i>74</i>	<i>21</i>	<i>5=100</i>
March 20-22, 2003	71	22	7=100
Late January, 1991	77	15	8=100

Q.52 How well is the U.S. military effort in Iraq going? **[READ IN ORDER]**

	Very <u>well</u>	Fairly <u>well</u>	Not too <u>well</u>	Not at all <u>well</u>	DK/ <u>Refused</u>
Late December, 2007	11	30	31	23	5=100
November, 2007	11	37	29	19	4=100
October, 2007	10	34	29	22	5=100
September, 2007	9	32	30	24	5=100
July, 2007	8	28	34	25	5=100
June, 2007	7	27	33	28	5=100
April, 2007	7	31	34	25	3=100
March, 2007	10	30	32	24	4=100
February, 2007	5	25	38	29	3=100
Mid-January, 2007	7	28	32	30	3=100
December, 2006	4	28	37	27	4=100
Mid-November, 2006	6	26	34	30	4=100
Late October, 2006	5	30	34	25	6=100
Early October, 2006	8	29	33	25	5=100
Early September, 2006	8	39	28	20	5=100
August, 2006	8	33	32	23	4=100
June, 2006	16	37	25	18	4=100
April, 2006	13	34	29	21	3=100
March, 2006	9	34	30	21	6=100
February, 2006	13	38	29	17	3=100
January, 2006	12	39	27	17	5=100
December, 2005	14	37	29	17	3=100
Early October, 2005	9	35	31	22	3=100
Mid-September, 2005	12	41	26	18	3=100
July, 2005	14	38	27	17	4=100
June, 2005	9	41	27	19	4=100
February, 2005	14	40	25	17	4=100
January, 2005	9	39	29	20	3=100
December, 2004	10	40	28	18	4=100
Mid-October, 2004	13	38	26	17	6=100
Early September, 2004	12	40	26	18	4=100
August, 2004	12	41	28	16	3=100
July, 2004	13	42	26	16	3=100
June, 2004	16	41	25	14	4=100
May, 2004	10	36	32	19	3=100
Late April, 2004	12	43	26	15	4=100
Early April, 2004	14	43	26	13	4=100
Mid-March, 2004	16	45	26	11	2=100
Early February, 2004	17	46	23	11	3=100
Mid-January, 2004	22	51	18	6	3=100
Early January, 2004	23	47	18	7	5=100
December, 2003	28	47	16	6	3=100
October, 2003	16	44	25	11	4=100
September, 2003	15	47	26	9	3=100
August, 2003	19	43	24	11	3=100
Early July, 2003	23	52	16	5	4=100
<i>April 10-16, 2003</i>	<i>61</i>	<i>32</i>	<i>3</i>	<i>1</i>	<i>3=100</i>
<i>April 8-9, 2003</i>	<i>60</i>	<i>32</i>	<i>3</i>	<i>3</i>	<i>2=100</i>
<i>April 2-7, 2003</i>	<i>55</i>	<i>37</i>	<i>3</i>	<i>2</i>	<i>3=100</i>
<i>March 25-April 1, 2003</i>	<i>39</i>	<i>46</i>	<i>8</i>	<i>2</i>	<i>5=100</i>
<i>March 23-24, 2003</i>	<i>45</i>	<i>41</i>	<i>6</i>	<i>2</i>	<i>6=100</i>
<i>March 20-22, 2003</i>	<i>65</i>	<i>25</i>	<i>2</i>	<i>1</i>	<i>7=100</i>

Q.53 Do you think the U.S. should keep military troops in Iraq until the situation has stabilized, or do you think the U.S. should bring its troops home as soon as possible?

	Keep troops <u>in Iraq</u>	Bring troops <u>home</u>	<u>DK/ Ref</u>
Late December, 2007	40	54	6=100
November, 2007	41	54	5=100
October, 2007	42	54	4=100
September, 2007	39	54	7=100
July, 2007	39	54	7=100
June, 2007	39	56	5=100
April, 2007	41	53	6=100
March, 2007	43	52	5=100
February, 2007	42	53	5=100
Mid-January, 2007	46	48	6=100
Early January, 2007	41	53	6=100
December, 2006	44	50	6=100
Mid-November, 2006	46	48	6=100
Late October, 2006	46	47	7=100
Early October, 2006	47	47	6=100
Early September, 2006	47	47	6=100
August, 2006	48	46	6=100
June, 2006	50	45	5=100
April, 2006	48	48	4=100
March, 2006	44	50	6=100
February, 2006	50	46	4=100
January, 2006	48	48	4=100
December, 2005	49	46	5=100
Early October, 2005	47	48	5=100
Mid-September, 2005	51	45	4=100
July, 2005	52	43	5=100
June, 2005	50	46	4=100
February, 2005	55	42	3=100
January, 2005	54	41	5=100
December, 2004	56	40	4=100
Mid-October, 2004	57	36	7=100
Early September, 2004	54	40	6=100
August, 2004	54	42	4=100
July, 2004	53	43	4=100
June, 2004 <sup>10</sup>	51	44	5=100
May, 2004	53	42	5=100
Late April, 2004	53	40	7=100
Early April, 2004	50	44	6=100
Early January, 2004	63	32	5=100
October, 2003	58	39	3=100
September, 2003	64	32	4=100

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10 In June 2004 and earlier, the question was worded: "Do you think the U.S. should keep military troops in Iraq until a stable government is established there, or do you think the U.S. should bring its troops home as soon as possible?"

**IF “KEEP TROOPS IN IRAQ” (1 IN Q.53) ASK:**

Q.54 Do you think the U.S. should or should not set a timetable for when troops will be withdrawn from Iraq?

	Should set a <u>timetable</u>	Should not set <u>timetable</u>	DK/ <u>Refused</u>
Late December, 2007	13	26	1=40%
November, 2007	11	29	1=41%
October, 2007	15	26	1=42%
September, 2007	13	25	1=39%
June, 2007 <sup>^</sup>	13	25	1=39%
April, 2007	11	28	2=41%
March, 2007	14	27	2=43%
Mid-January, 2007	19	26	1=46%
December, 2006	17	25	2=44%
Mid-November, 2006	17	27	2=46%
Late October, 2006	15	29	2=46%
Early October, 2006	15	30	2=47%
Early September, 2006	13	32	2=47%
August, 2006	16	30	2=48%
June, 2006	16	32	1=50%
April, 2006	14	32	1=48%
March, 2006	14	29	1=44%
January, 2006	16	30	2=48%
December, 2005	17	30	2=49%
Early October, 2005	15	31	1=47%
Mid-September, 2005	19	30	2=51%
July, 2005	16	34	2=52%

<sup>^</sup> Trend note: In June 2007 and earlier the question was asked of all respondents. Results shown here are limited to those who said we should “keep troops in Iraq until the situation has stabilized” in order to be consistent with the way the question is currently asked. The small number who volunteered that the U.S. should “get out now” in previous surveys have been grouped with supporters of a timetable.

**IF “BRING TROOPS HOME” (2 IN Q.53) ASK:**

Q.55 Should the U.S. remove all troops from Iraq immediately, or should the withdrawal of troops be gradual over the next year or two?

	Remove all troops <u>immediately</u>	Gradual <u>withdrawal</u>	DK/ <u>Refused</u>
Late December, 2007	18	34	2=54%
November, 2007	16	36	2=54%
October, 2007	18	35	1=54%
September, 2007	18	34	2=54%
July, 2007	21	31	2=54%
June, 2007	20	35	1=56%
April, 2007	17	34	2=53%
March, 2007	18	33	1=52%
February, 2007	16	35	2=53%
Mid-January, 2007	16	30	2=48%
December, 2006	18	32	*=50%
Mid-November, 2006	16	31	1=48%
August, 2006	15	30	1=46%
April, 2006	18	29	1=48%
January, 2006	14	32	2=48%
December, 2005	17	28	1=46%

**ASK FORM 2 ONLY [N=703]:**

Q.56F2 Regardless of what you think about the original decision to use military force in Iraq, do you now believe that the United States will definitely succeed, probably succeed, probably fail, or definitely fail in achieving its goals in Iraq?

	Nov <u>2007</u>	Oct <u>2007</u>	Sept <u>2007</u>	July <u>2007</u>	April <u>2007</u>	Feb <u>2007</u>	Nov <u>2006</u>	Mid- Sept <u>2006</u>	Aug <u>2006</u>	July <u>2005</u>	
10	Definitely succeed	11	11	8	9	9	7	12	13	14	17
35	Probably succeed	37	35	34	34	36	40	41	44	40	43
31	Probably fail	33	31	32	32	30	34	28	26	28	25
14	Definitely fail	13	13	15	17	16	12	13	9	12	8
<u>10</u>	Don't know/Refused (VOL.)	<u>6</u>	<u>10</u>	<u>11</u>	<u>8</u>	<u>9</u>	<u>7</u>	<u>6</u>	<u>8</u>	<u>6</u>	<u>7</u>
100		100	100	100	100	100	100	100	100	100	100

**ASK FORM 1 ONLY [N=727]:**

Q.57F1 Do you think the situation in Iraq will be better in 2008, worse in 2008, or will it be the same as it was in 2007?

29	Better
12	Worse
49	Same
<u>10</u>	Don't know/Refused (VOL.)
100	