

FOR RELEASE: SATURDAY, FEBRUARY 5, 2000, 4:00 P.M.

Audiences Fragmented & Skeptical
THE TOUGH JOB OF COMMUNICATING WITH VOTERS

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Audiences Fragmented & Skeptical

THE TOUGH JOB OF COMMUNICATING WITH VOTERS

American voters are hard to reach and hard to move. They rely on a kaleidoscope of media outlets, old and new, to follow news about the presidential campaign — virtually all of which are given a mixed review for political objectivity. And most voters say that political endorsements by celebrities, local newspapers, religious leaders and union officials exert little influence on their voting decisions.

Network evening news broadcasts and newspapers, the principal conduits of campaign news for generations of Americans, are no longer predominant as their audiences dwindle and competition intensifies from cable in its many forms and, more recently, the Internet. Cable news and newspapers are named most frequently as the public's primary source for presidential campaign news. But reflecting the highly fragmented media landscape, each is named as a primary news source by less than one-third (31%) of Americans. And the percentage naming newspapers has fallen significantly (from 48%) since April 1996, while the number naming cable has shown a modest increase (from 23%).

	April <u>1996</u> %	Sept <u>1996</u> %	Jan <u>2000</u> %
Television	81	75	75
Network	39	29	24
Local	34	31	25
Cable	23	25	31
Newspapers	48	44	31
Radio	21	14	12
Magazines	6	5	3
Internet	2	2	6

Three-quarters of Americans (75%) still cite television, broadly defined, as their main source for campaign news, but they clearly divide their preferences among cable, network and local outlets. And the playing field is no longer dominated by hard news sources, as significant numbers say they are learning about the candidates from network news magazines and, to some degree, entertainment programs. Half the respondents in the Pew Research Center's most recent nationwide survey (conducted Jan. 12-16 among 1,091 adults) say they regularly (16%) or sometimes (35%) glean information about the candidates from comedy programs such as Saturday Night Live and non-traditional outlets like MTV. These figures rise to 24% and 55%, respectively, for those under age 30.

Given the vast number of available sources, there are considerable differences in the media on which various segments of the electorate rely:

* While not as many voters turn to newspapers as in the past, they are the most useful source of campaign news for people who are involved in politics at the grass roots level. Those who are active in politics are also among the most likely to gain information on the campaign from a variety of media sources. In fact, this group is nearly twice as likely as less politically active Americans to learn something about the candidates from news magazines, public television, C-SPAN, cable political chat shows and Sunday morning talk shows.

* Newspapers are also popular among older and affluent voters, as well as college graduates. But young people, those under age 30, are almost half as likely to identify the Internet (9%) as newspapers (21%) as their primary source for campaign news. Nearly half of young people (47%) say they have at least occasionally learned something about the campaign from late night entertainment programs, far more than any other age group.

* Younger and better-educated people tend to learn more about the campaign from the Internet, compared to those who are older and less well-educated. But the Internet audience for campaign news, while growing rapidly, is still relatively small; overall, twice as many people consider radio (12%) their primary source of campaign news than the Internet (6%). Among those who go online, the number citing the Internet as their main source doubles to 12%.

* Broadcast news, network and local, has declined significantly as a primary source for campaign news over the past four years. Among affluent Americans making \$75,000 and over, local television now lags well behind newspapers, network television news and cable. But local television news is the leading source for campaign news among African-Americans (36%), those making less than \$20,000 a year (38%) and those without a high-school diploma (39%).

* There are few notable differences between Republicans and Democrats over the *source* of their campaign news. But 10% of Republicans say they regularly learn something about the presidential campaign from religious radio shows, against just 5% of Democrats. Republicans are also more likely than Democrats to gain information from talk radio programs.

While Americans have a broad array of sources of political news from which to choose, a strong majority (69%) sees at least a fair amount of political bias in news coverage. That is down from 76% in 1989, but the percentage of Americans who see the media as very biased has shown a modest increase (from 25% to 32%) in the past 11 years. Most news outlets receive paltry ratings for objectivity; only C-SPAN is regarded as completely objective by more than one-third (35%) of Americans.

Political endorsements, which have been declining in importance for some time, mean little to most Americans. Colin Powell is considered the most influential of 17 political leaders, celebrities and other people and institutions tested; more than one-quarter (27%) say Powell's endorsement of a candidate would make it more likely they would vote for that person. Still, more than six-in-ten Americans (62%) say Powell's endorsement would make no difference. And endorsements by some politicians and celebrities — including Newt Gingrich, Jesse Ventura and even Rosie O'Donnell — are seen as a political negative. On balance, more people say they would be *less* likely to vote for a candidate if that person was endorsed by Gingrich, Ventura or O'Donnell.

Fewer Turn To Broadcast TV and Papers

While television continues to be the principal source of campaign news for a large majority of Americans, the percentage of people relying on either network (24%) or local television (25%) to keep up with the campaign has fallen over the past four years (down from 39% and 34%, respectively, in April 1996).

The decline in network news as a primary source of campaign information is greatest among Americans over the age of 50, dropping 26 percentage points from 1996, with Democrats and African-Americans also showing sharp drop-offs. The largest decline in the use of local news for campaign information is among those with family incomes of between \$20,000 and \$50,000 a year. (See trend table, p. 16)

By contrast, the number of people who turn to cable for election news has risen in the past four years, with nearly one-third (31%) of the public saying they get most of their campaign news from cable outlets, up from 23% in April 1996. Americans with some college education have increased their use of cable the most, with their percentage rising from 24% to 38%. Similar gains are also evident among Independents and those 50 to 64 years old.

Newspapers, once the principal source of news about presidential elections for many Americans, now serve fewer than one-third (31%) of the public (down from 48% four years ago). This decline, while evident across all demographic groups, is particularly high among those with middle- and lower-incomes, as well as blacks and middle-aged Americans.

Where the Generations Go for Campaign News

	<u>Total*</u>	<u>18-29</u>	<u>30-49</u>	<u>50-64</u>	<u>65+</u>
	%	%	%	%	%
Television	75	76	69	79	81
Cable	31	29	28	37	31
Local	25	27	23	20	34
Network	24	22	23	26	25
Newspapers	31	21	29	34	45
Radio	12	11	16	10	5
Internet	6	9	7	3	2
Magazines	3	3	3	5	2
	(N=1091)	(233)	(457)	(242)	(146)

* Categories do not add to 100% because more than one response was accepted.

The decrease in newspaper use is principally among people who name newspapers *second* when asked to identify their main sources of election news (16% down from 35%). The percentage mentioning newspapers *first* has changed little over four years (15% today vs. 13% in 1996).

Overall, fewer people report using the radio as a source of campaign news today (12%) than did in 1996 (21%), though like newspapers, this decline is primarily among those mentioning it second. The number who keep informed mostly from magazines remains small (3% compared to 6%).

The number of Americans who get most of their campaign news from the Internet is up from four years ago, with 6% getting news about the election online today, compared to just 2% in 1996. Among those who go online, more than one-in-ten (12%) consider the Internet their primary source, about the same number who rely on radio. Fewer people who go online depend on local TV for campaign news (20%) than those who do not go online (30%).

Blacks Turn to Local TV

White and black Americans differ in the media they rely on for news about the presidential campaign. Nearly one-third of whites consider newspapers their primary source of campaign news, compared to 20% of African-Americans. More than one-third (36%) of blacks say they turn to local television for news about the election, more than any other news source, compared to 23% of whites. Whites are slightly more likely to get most of their campaign news from network TV than are blacks (25% vs. 16%).

Americans under age 30 are most dependent upon cable news for information about the elections (29%), with 27% relying on local television. Just one-in-five younger Americans get most of their election news from either newspapers (21%) or network news (22%). By contrast, 39% of those age 50 and older get most of their political news from newspapers; 34% in this group rely on cable for news about the presidential elections, with one-in-

	April 1996	Jan 2000
<i>Primary source for campaign news is...</i>	%	%
Newspapers		
First mention	13	15
Second mention	35	16
Radio		
First mention	9	7
Second mention	12	5
	(N=1751)	(1091)

	Whites	Blacks
	%	%
Network TV	25	16
Local TV	23	36
Cable	30	31
Newspaper	32	20
Radio	13	8
Magazines	3	5
Internet	6	7
	(N=914)	(104)

four depending on either local (26%) or network news (25%).

Wide Variety of Sources

While people get most of their election news from broadcast television, newspapers and cable, they tap a wide variety of media outlets to *learn* about the presidential campaign and the candidates. For example, nearly one-in-three people say they regularly learn about the campaign from TV news magazines (29%). Smaller percentages of people learn something about the election from political shows on network television (15%) and cable (14%), news magazines (15%) and talk radio (15%). Slightly more Republicans (20%) than Democrats (13%) say they regularly learn about the presidential elections from talk radio.

One-in-ten (12%) Americans say public broadcasting programs on television or radio regularly inform them about the candidates or campaign. Nearly one-in-five Independents (17%) and 14% of Democrats say they regularly learn about the election from public television shows such as The NewsHour with Jim Lehrer, compared to 9% of Republicans.

Where Americans Learn About The Campaign	
<i>Regularly learn something from...</i>	%
Local news	48
Network news	45
Daily newspaper	40
Cable news	35
TV news magazines	29
Morning TV shows	18
Sunday political TV	15
Talk radio	15
News magazines	15
Cable political talk	14
Public TV shows	12
National Public Radio	12
Late night TV shows	9
C-SPAN	9
Internet	9
Religious radio	7
Comedy TV shows	6
MTV	5

Young People Learn From Late Night

Nearly one-in-ten Americans (9%) say they regularly learn something about the presidential campaign from late night talk shows, such as those hosted by Jay Leno and David Letterman. That is only a slight increase from four years ago, when 6% reported being regularly informed by such programs. Slightly fewer people (6%) say they regularly pick up election news from other comedy programs, like Saturday Night Live and Politically Incorrect, while 5% say the same about MTV.

But far more young people than older Americans say they *sometimes* learn something about the campaign from these sources. Nearly half (47%) of those under age 30 are informed at least occasionally by late night talk shows (13% regularly and 34% sometimes), with significant numbers

saying the same of comedy shows (37%) and MTV (25%). Nearly one-in-four blacks (22%) report being regularly informed about the upcoming elections from the late night shows, compared to 8% of whites.

Just 7% of the public learns about the campaign from religious radio (compared to 6% in 1996), although 15% of white Evangelical Protestants say they gain information about the election from religious radio programs on a regular basis.

Activists Informed by Newspapers

Most people who are active in politics regularly learn about the campaign from newspapers (63%), compared to just 35% of voters who have not attended a political party meeting or function in the past. Party activists are much bigger consumers of cable news; nearly half (49%) say they regularly learn about the presidential election from cable outlets, while just one-third of those not active in the parties say the same.

Those involved in party politics are also more likely to turn to outlets less commonly used by the public at large. For example, roughly one-in-four party activists regularly learn about the election from news magazines, network Sunday morning talk shows and political talk shows on cable, while only about 15% of those not involved report the same. Similarly, consumption of political news from public television and C-SPAN is nearly twice as high among party activists (20% and 15%, respectively) than non-activists (11% and 8%).

Entertainment TV			
<i>Regularly learn something from...</i>	<u>18-29</u> %	<u>30-49</u> %	<u>50+</u> %
Late night TV			
Regularly	13	10	7
Sometimes	34	18	11
Comedy shows			
Regularly	9	7	3
Sometimes	28	20	13
MTV			
Regularly	7	3	5
Sometimes	18	6	7
	(N=233)	(457)	(388)

Party Activists*		
<i>Regularly learn something from...</i>	<u>Active</u> %	<u>Not Active</u> %
Daily newspaper	63	36
Network news	52	45
Cable news	49	33
Local news	49	51
TV news magazines	32	27
Morning TV shows	28	16
News magazines	26	13
Sunday political TV	25	14
Cable political talk	23	12
Talk radio	21	15
Public TV shows	20	11
C-SPAN	15	8
National Public Radio	14	11
Internet	13	8
Late night TV shows	11	8
Religious radio	7	6
Comedy TV shows	6	5
MTV	4	4
	(N=282)	(569)

* Party activists are registered voters who have attended party meetings in the past.

Marginal Voters Use News Magazines

Like the party activists, those who are most likely to cast ballots in the upcoming election use different media outlets than others who are less likely to vote. These highly likely voters also learn the most from newspapers — six-in-ten say they regularly get news about the campaigns from their daily papers.

By contrast, registered voters who are somewhat less likely to vote this year — the portion of the population crucial to the turnout level and voter composition — get most of their news from broadcast television (50% local and 48% network). Only 38% say they are informed by newspapers, slightly less than the number who identify cable (41%).

These marginal voters are the biggest consumers of magazines: they gather more campaign news from network TV magazines (36%) and print news magazines (25%) than even the very likely voters (30% and 18%, respectively). Just 12% in this group reports using the networks' Sunday morning talk shows to keep them up to date on the campaign, half the number of very likely voters (25%).

Who's Most Knowledgeable?

People who regularly learn about the presidential campaign from news magazines and public television are the most knowledgeable about politics. Around half of consumers of news from these outlets (50% and 46% respectively) know a great deal about the candidates and their backgrounds. Newspaper readers and those who go online for campaign information are nearly as informed; 40% in both of these categories are very knowledgeable.

<i>Regularly learn something from....</i>	<i>Likely Voter Scale*</i>			Not registered
	<u>High</u>	<u>Med</u>	<u>Low</u>	
	%	%	%	%
Daily newspaper	60	37	34	27
Network news	56	48	38	37
Local news	55	50	47	39
Cable news	46	41	27	24
TV news magazines	30	36	20	30
Sunday political TV	25	12	14	10
Morning TV shows	21	22	17	11
Talk radio	19	20	13	10
News magazines	18	25	6	9
Cable political talk	18	20	8	12
Public TV shows	16	15	10	8
National Public Radio	14	14	8	11
C-SPAN	11	11	8	6
Internet	12	11	5	8
Religious radio	7	10	3	7
Late night TV shows	6	10	10	12
MTV	4	5	3	7
Comedy TV shows	3	6	7	8
	(N=287)	(298)	(266)	(240)

* Likely voter scale is derived from a series of five questions about respondents' interest in the 2000 election, their likelihood of voting in a primary, and their voting history.

Among the least informed are those who regularly learn about the elections from religious radio or late night television: just 16% and 20%, respectively, know a great deal about the candidates. Indeed, nearly half of those who get campaign news from religious radio (43%) or late night television (45%) know little or nothing about who is seeking the Democratic and Republican party nominations or their backgrounds.

	<i>Knowledge Scale*</i>			<i>(N)</i>
	<u>High</u>	<u>Medium</u>	<u>Low</u>	
	%	%	%	
Total	29	36	35=100	(1091)
<i>Regularly learn something from...</i>				
News magazines	50	24	26	(82)
Public TV shows	46	21	33	(148)
Daily newspaper	40	39	21	(238)
Internet	40	38	22	(114)
Talk radio	39	35	26	(177)
Sunday political TV	39	26	35	(88)
C-SPAN	36	37	27	(111)
National Public Radio	36	29	35	(134)
Cable news	35	36	29	(387)
Morning TV shows	33	34	33	(200)
Network news	32	38	30	(491)
Cable political talk	30	37	33	(84)
Local news	28	39	33	(509)
TV news magazines	27	40	33	(156)
Late night TV shows	20	35	45	(104)
Religious radio	16	41	43	(78)

* Based on respondents' ability to name any candidate in the Democratic and Republican primaries (Q. 6-7 in topline) and to correctly identify the following candidates: the current governor of Texas; a former New Jersey senator; and the co-sponsor of campaign finance legislation (Q. 21-22-23).

Fewer See Political Bias

Overall, the public sees less political bias in news coverage today than it did a decade ago. Although a solid majority — 69% — of Americans see news coverage as containing at least a fair amount of political bias, that percentage has decreased from 76% in 1989. At the same time, however, the percentage of people saying news coverage contains a great deal of bias has increased seven points from 25% in 1989 to the current 32%.

	<u>1989</u>	<u>2000</u>	<u>Change</u>
<i>Extent of political bias in news coverage...</i>	%	%	
Great Deal	25	32	+7
Fair Amount	51	37	-14
Not too much	19	20	+1
Not at all	3	6	+3
Don't know/Refused	<u>2</u>	<u>5</u>	+3
	100	100	

In addition, while news coverage is seen as containing *political* bias, it is not necessarily viewed as favoring either party. When asked which political party news organizations are biased toward in this year’s presidential election, a plurality (48%) say there is no partisan bias. However, those who see a great deal of political bias are much more likely to perceive a Democratic bias in presidential coverage than a Republican bias (34% vs. 16%).

Rather than one party being favored more than another, the public may be concerned about other forms of bias that can skew political coverage. In a September 1999 Pew Research Center survey, for example, 45% said that news organizations are too tough on female presidential candidates and 40% considered the media too hard on those far behind in the race. In the same poll, 42% said close scrutiny by news organizations is not worth it because too many good people are discouraged from running for president, up from 32% in 1987.

Republicans, especially those with close ties to the party, consider the media more politically biased than do Democrats. Four-in-ten Republicans see a great deal of political bias in news coverage, whereas only 27% of Democrats agree. And 54% of Republicans who have donated money to political candidates see a high degree of bias in

	<u>Total</u>	<i>Extent of News Coverage Biased</i>		
		<u>Great Deal</u>	<u>Fair Amount</u>	<u>Not too Much/Not At All</u>
<i>News organizations are biased in favor of the...</i>	%	%	%	%
Democrats	19	34	16	8
Republicans	13	16	15	8
No bias	48	33	51	68
Don't know/Refused	<u>20</u>	<u>17</u>	<u>18</u>	<u>16</u>
	100	100	100	100
	(N=1091)	(367)	(404)	(275)

news coverage; 30% of Democrats who have made campaign contributions agree. Among activist Republicans — registered voters who have attended a political party or meeting — half notice a great deal of bias, compared to 27% of activist Democrats.

When asked about coverage of the presidential campaign, Republicans are more likely than Democrats to say that the media favors the opposite party. Among all Republicans, 37% see a Democratic bias, as do 46% of the GOP who disapprove of Bill Clinton. By contrast, 19% of Democrats see a GOP bias in news coverage. Independents divide fairly evenly: 16% see a bias toward Democrats, while 13% say the slant is Republican.

Blacks tend to see more Republican bias than whites. Almost a quarter (24%) of blacks say the media favors Republicans, compared to 12% of whites. A majority (52%) of blacks, however, say there's no partisan bias.

Which Party Does the Media Favor?						
	<u>Total</u>	<u>White</u>	<u>Black</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
<i>News organizations are biased in favor of the...</i>	%	%	%	%	%	%
Democrats	19	21	10	37	8	16
Republicans	13	12	24	7	19	13
No bias	48	47	52	41	53	51
Don't know/Refused	<u>20</u>	<u>20</u>	<u>14</u>	<u>15</u>	<u>20</u>	<u>20</u>
	100	100	100	100	100	100
	(N=1091)	(914)	(104)	(335)	(337)	(326)

C-SPAN Most Objective

When asked to rate the objectivity of a wide range of news sources, C-SPAN comes out on top, while daily newspapers are viewed as the most biased. More than a third (35%) of Americans say C-SPAN is completely objective, the highest percentage of any source tested. In contrast, only 18% consider their daily newspapers to be completely objective.

Even among those who see a great deal of bias in overall news coverage, 31% consider C-SPAN to be completely objective. But only 13% of this group considers their daily newspaper to be completely objective.

Judgments of objectivity and bias vary somewhat according to party affiliation. For example, 31% of Democrats say morning television shows such as the Today Show and Good Morning America are completely objective, compared to 19% of Republicans.

	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
<i>Rated as "completely objective"</i>	%	%	%	%
C-SPAN	35	32	40	33
Cable news	30	22	34	32
TV news magazines	29	22	31	35
Network news	28	20	32	30
Local news	28	22	34	28
Public TV shows	27	23	27	32
Morning TV shows	26	19	31	27
National Public Radio	26	22	30	27
News magazines	22	16	27	24
Sunday political TV	21	15	28	20
Cable political talk	19	17	16	24
Daily newspaper	18	16	20	15

* Based on those able to rate. On a scale of 1 to 4 (1=very biased; 4=completely objective), percentages of those who say "4".

Among those who say newspapers are very biased, four-in-ten are Democrats and 28% are Republicans. However, of those who see nightly network news as very biased, 38% are Republicans while 29% are Democrats.

Men tend to see bias more than women. Fully 60% of those who perceive nightly network news as very biased are men, compared to 40% who are women. Of those who say cable news is very biased, 57% are men and 43% are women.

Few Swayed by Endorsements

The vast majority of Americans say that endorsements by celebrities, local newspapers, religious leaders, or union officials would not influence their votes. Although Colin Powell is the most influential of the 17 individuals or institutions tested, 62% say his endorsement would make no difference in their choice of a presidential candidate.

The impact of an endorsement, however, varies significantly among demographic groups. For instance, 39% of men age 50 and older say an endorsement by Powell would make them more likely to vote for that candidate, compared to 24% of women in the same age group. And 35% of senior citizens say they would be more likely to vote for a candidate endorsed by Jimmy Carter; only 13% of those under age 30 agree.

The amount of influence endorsements have also depends on a person's partisanship. Fully 33% of Republicans say Powell's support of a presidential candidate would make them more likely to vote for that person compared to 20% of Democrats. About a third (32%) of Democrats would be influenced by Carter's endorsement compared to only 17% of Republicans.

Some personalities or entities tested have a negative influence on people's voting choices. For example, 5% say they would be more likely to vote for someone endorsed by Newt Gingrich but 24% would be less inclined to vote for Gingrich's choice; 67% say Gingrich's endorsement would make no difference in their support of a presidential candidate.

<i>How would their support influence your vote?</i>	<i>How Likely To Vote</i>			
	<u>More</u>	<u>Less</u>	<u>No Diff</u>	<u>DK/Ref</u>
	%	%	%	%
Colin Powell	27	4	62	7=100
Jimmy Carter	23	8	65	3=100
Minister/priest/rabbi	18	7	70	5=100
Elizabeth Dole	15	6	72	4=100
Oprah Winfrey	14	11	72	3=100
Nancy Reagan	14	12	71	3=100
Labor union leaders	14	16	66	4=100
Jesse Jackson	13	19	65	3=100
Ted Kennedy	12	18	68	2=100
Bill Gates	11	9	76	4=100
Local newspaper	11	10	76	3=100
Michael Jordan	9	9	79	3=100
Jesse Ventura	9	17	70	4=100
Rosie O'Donnell	6	19	71	4=100
Newt Gingrich	5	24	67	4=100
Pat Robertson	4	20	69	7=100
Ted Turner	3	16	75	6=100

PRIMARY MEDIA SOURCES FOR PRESIDENTIAL CAMPAIGN NEWS+

	----- Television -----									
	Television	Network	Local	Cable	Other/ DK/Ref	News- papers	Radio	Magazines	Internet	Other/ DK/Ref
	%	%	%	%	%	%	%	%	%	%
Total	75	24	25	31	2	31	12	3	6	4
Sex										
Male	71	23	23	30	1	33	14	3	8	4
Female	78	25	28	31	2	28	11	4	4	4
Race										
White	73	25	23	30	2	32	13	3	6	4
Non-white	81	17	35	32	3	19	9	4	8	4
Black	81	16	36	31	4	20	8	5	7	4
*Hispanic	76	22	30	30	2	27	10	3	4	5
Age										
Under 30	76	22	27	29	1	21	11	3	9	6
30-49	69	23	23	28	2	29	16	3	7	4
50-64	79	26	20	37	3	34	10	5	3	3
65+	81	25	34	31	*	45	5	2	2	1
Education										
College Grad.	67	28	17	28	2	36	16	8	9	2
Some College	75	28	17	38	1	32	13	3	10	5
H. S. & Below	78	21	33	28	2	27	11	1	3	4
Family Income										
\$75,000+	69	25	17	33	4	47	9	7	6	5
\$50,000-\$74,999	74	23	19	35	*	31	14	3	9	4
\$30,000-\$49,999	72	24	23	30	3	31	16	3	9	3
\$20,000-\$29,999	77	24	24	30	1	26	8	2	4	2
<\$20,000	80	25	38	25	0	18	12	2	6	5
Region										
East	68	25	21	29	2	32	11	3	6	6
Midwest	76	26	24	30	1	31	17	5	6	1
South	79	22	26	34	2	28	12	2	6	4
West	73	24	28	28	1	33	10	4	7	5

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

+Note: The table presents the media outlets that different demographic groups identify as primary sources of news about the presidential election campaign, and should be read left to right for each group; the network, local and cable categories represent responses to the follow-up question asked of people who report that television is their primary source for campaign news.

Question: 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 RESPONDENT ANSWERED TELEVISION, ASK:
 Do you get most of your news about the presidential campaign from network TV news, from local TV news, or from cable news networks such as CNN and MSNBC? (ACCEPT TWO ANSWERS.)

Continued ...

----- Television -----

	<u>Television</u>	<u>Network</u>	<u>Local</u>	<u>Cable</u>	<u>Other/ DK/Ref</u>	<u>News- papers</u>	<u>Radio</u>	<u>Magazines</u>	<u>Internet</u>	<u>Other/ DK/Ref</u>
	%	%	%	%	%	%	%	%	%	%
Total	75	24	25	31	2	31	12	3	6	4
Community Size										
Large City	78	24	32	31	1	31	11	5	8	3
Suburb	69	23	26	24	2	35	13	4	6	2
Small City/Town	79	25	24	35	1	29	11	3	5	4
Rural Area	70	25	19	30	3	26	16	2	7	6
Party ID										
Republican	72	25	19	33	2	35	15	3	6	3
Democrat	75	22	31	29	1	31	10	4	6	3
Independent	78	28	22	34	2	31	11	4	6	3
Life Cycle										
Under 40										
Married	65	22	19	29	2	26	19	2	8	7
Not Married	76	21	28	32	0	21	10	2	12	6
40-59										
Married	77	27	21	32	3	34	13	6	3	2
Not married	73	22	26	27	2	31	9	6	4	3
60+										
Married	81	27	31	39	4	48	11	2	4	1
Not married	80	23	32	24	3	34	5	2	1	1
Voter Registration										
Registered	74	25	23	32	1	33	13	3	6	3
Not Registered	76	20	33	26	3	23	11	3	6	5

TREND OF PRIMARY MEDIA SOURCES FOR PRESIDENTIAL CAMPAIGN NEWS

April 1996 vs. January 2000

	<i>Newspapers</i>		<i>Cable TV</i>		<i>Local TV</i>		<i>Network TV</i>		<i>Radio</i>		<i>Internet</i>		<i>Magazines</i>	
	April <u>1996</u>	Jan <u>2000</u>	April <u>1996</u>	Jan <u>2000</u>	April <u>1996</u>	Jan <u>2000</u>	April <u>1996</u>	Jan <u>2000</u>	April <u>1996</u>	Jan <u>2000</u>	April <u>1996</u>	Jan <u>2000</u>	April <u>1996</u>	Jan <u>2000</u>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Total	48	31	23	31	34	25	39	24	21	12	2	6	6	3
Sex														
Male	51	33	24	30	30	22	39	24	23	14	3	8	6	3
Female	46	28	22	31	38	28	39	25	19	11	1	4	5	4
Race														
White	49	32	22	30	33	23	40	25	22	13	2	6	6	3
Non-white	47	19	26	32	42	36	35	17	11	9	2	8	2	4
Black	46	20	26	31	43	36	38	16	10	8	3	7	1	5
Hispanic*	43	27	23	30	39	30	38	22	14	10	2	4	6	3
Age														
Under 30	38	21	20	29	38	27	29	22	24	11	3	9	5	3
30-49	47	29	23	28	33	23	34	23	24	16	3	7	5	3
50-64	55	34	25	37	34	20	52	26	14	10	1	3	7	5
65+	60	45	26	31	32	34	51	25	15	6	*	2	6	2
Education														
College Grad.	58	36	27	28	19	17	41	28	24	16	6	9	10	8
Some College	50	32	24	38	31	17	41	28	23	13	3	10	5	3
H. S. & Below	44	27	21	28	41	33	38	21	19	11	1	3	4	1
Family Income														
\$75,000+	57	47	26	33	20	17	38	25	25	9	5	6	9	7
\$50,000-\$74,999	56	31	25	35	27	19	40	24	22	14	1	10	8	3
\$30,000-\$49,000	47	31	21	30	38	23	39	24	21	16	3	9	5	3
\$20,000-\$29,000	55	26	23	30	39	24	39	24	18	8	2	4	5	2
<\$20,000	37	18	20	25	38	38	39	25	20	12	2	6	4	2
Region														
East	53	32	20	29	33	21	38	25	23	11	2	6	8	4
Midwest	46	31	18	30	36	24	42	26	25	17	1	6	5	4
South	46	28	26	34	34	26	38	22	17	12	3	6	4	2
West	50	33	26	28	34	28	37	24	20	10	3	7	5	4

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

Question: 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 RESPONDENT ANSWERED TELEVISION, ASK:

Do you get most of your news about the presidential campaign from network TV news, from local TV news, or from cable news networks such as CNN and MSNBC? (ACCEPT TWO ANSWERS.)

Continued...

	<i>Newspapers</i>		<i>Cable TV</i>		<i>Local TV</i>		<i>Network TV</i>		<i>Radio</i>		<i>Internet</i>		<i>Magazines</i>	
	April	Jan	April	Jan	April	Jan	April	Jan	April	Jan	April	Jan	April	Jan
	<u>1996</u>	<u>2000</u>	<u>1996</u>	<u>2000</u>	<u>1996</u>	<u>2000</u>	<u>1996</u>	<u>2000</u>	<u>1996</u>	<u>2000</u>	<u>1996</u>	<u>2000</u>	<u>1996</u>	<u>2000</u>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Total	48	31	23	31	34	25	39	24	21	12	2	6	6	3
Community Size														
Large City	50	31	22	31	36	32	35	24	15	11	3	8	6	5
Suburb	50	36	24	24	36	26	36	23	23	13	1	6	7	4
Small City/Town	49	29	26	35	31	24	41	25	21	11	2	5	4	3
Rural Area	44	26	18	30	36	19	43	25	24	16	3	7	6	2
Party ID														
Republican	48	35	25	33	29	19	38	25	24	15	3	6	6	2
Democrat	55	31	23	29	40	31	44	22	16	10	1	6	5	4
Independent	45	31	21	34	34	22	36	28	23	11	3	6	5	4
Life Cycle														
Under 40														
Married	40	26	23	29	34	19	29	22	26	19	2	8	5	2
Not married	40	21	22	32	36	28	31	21	23	10	5	12	5	2
40-59														
Married	53	34	23	32	36	21	43	27	24	13	1	3	6	6
Not married	52	31	22	27	29	26	42	22	17	9	3	4	8	6
60+														
Married	63	48	25	39	32	31	54	27	11	11	1	4	6	2
Not married	54	34	26	24	36	32	50	23	13	5	0	1	5	2
Voter Registration														
Registered	53	33	24	32	31	23	43	25	20	13	2	6	6	3
Not Registered	36	23	20	26	42	33	28	20	21	11	3	6	3	3

PRIMARY SOURCE OF CAMPAIGN NEWS FOR VOTER GROUPS*

	Total	Politically Active			Political Civic Activism			Political Contributors		New Voters			Likely Voter Scale		Not Registered
		Yes	No	High	Medium	Low	Yes	No	New	Old	High	Medium	Low		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Television	75	74	74	65	74	77	72	75	74	74	74	76	72	76	
Network TV news	24	22	26	16	27	27	24	25	26	25	27	27	21	20	
Local TV news	25	16	25	11	21	27	19	24	22	22	19	22	27	33	
Cable news	31	41	28	42	32	29	35	31	26	33	38	33	26	26	
Other	1	1	1	0	2	1	1	1	1	1	1	2	1	2	
Don't know/Refused	1	*	*	0	1	*	1	*	1	*	*	0	*	1	
Newspapers	31	37	31	31	34	33	40	30	20	35	39	35	25	23	
Radio	12	13	13	15	11	12	15	12	12	13	14	11	13	11	
Magazines	3	5	3	5	5	2	6	3	3	4	5	4	2	3	
Internet	6	7	6	8	9	5	7	6	10	6	9	6	4	6	
Other	3	4	2	8	0	2	4	2	4	2	2	2	4	2	
Don't know/Refused	1	*	1	0	1	1	0	1	4	*	0	*	2	3	
	(N=1091)	(282)	(569)	(185)	(189)	(477)	(272)	(579)	(132)	(710)	(287)	(298)	(266)	(240)	

*Note: Voter groups are based on registered voters. Politically Active voters are people who have attended a political party function or meeting in the past; Civic Activism is derived from a series of four questions detailing civic and political activity in the past 12 months, including contacting an elected official, joining an organization in support of a cause, attending a community government meeting, and attending a political party meeting; Political Contributors are people who have contributed money to a candidate running for office in the past; New Voters are registered voters under the age of 30 and Old Voters are those 30 and older; the Likely voter scale is derived from a series of five questions that measures interest in news about the 2000 presidential election, likelihood of voting in a primary, and past voting history.

WHERE VOTER GROUPS LEARN ABOUT THE CAMPAIGN

Based on "Regularly" learn something about the campaign or the candidates

	<i>Politically Active</i>						<i>Political Civic Activism</i>			<i>Contributor</i>		<i>New Voters</i>			<i>Likely Voter</i>	<i>Scal</i>	<i>Not</i>
	<u>Total</u>	<u>Yes</u>	<u>No</u>	<u>High</u>	<u>Medium</u>	<u>Low</u>	<u>Yes</u>	<u>No</u>	<u>New</u>	<u>Old</u>	<u>High</u>	<u>Medium</u>	<u>Low</u>	<u>Registered</u>			
	%	%	%	%	%	%	%	%	%	%	%	%	%	%			
Local TV news	48	49	51	41	52	53	52	50	42	52	55	50	47	39			
Network TV news	45	52	45	49	48	46	51	45	40	48	56	48	38	37			
*Daily newspaper	40	63	35	56	46	39	59	37	--	45	60	37	34	27			
Cable news	34	49	33	51	40	33	44	35	44	37	46	41	27	24			
*TV News magazines	29	32	27	37	30	26	30	28	--	31	30	36	20	30			
Morning television	18	28	17	23	23	18	21	19	15	21	21	22	17	11			
*Sunday morning network talk shows	15	25	14	26	15	14	23	15	--	18	25	12	14	10			
Talk radio	15	21	15	22	20	14	19	16	20	16	19	20	13	10			
*News magazines	15	26	13	30	24	9	23	14	15	17	18	25	6	9			
*Political talk shows on cable	14	23	12	30	13	12	21	13	--	16	18	20	8	12			
Public television	12	20	11	26	9	11	18	12	12	14	16	15	10	8			
National Public Radio	12	14	11	20	10	10	13	11	11	12	14	14	8	11			
Late night TV	9	11	8	9	12	8	7	9	10	9	6	10	9	12			
C-SPAN	9	15	8	17	10	8	13	9	16	9	11	11	8	6			
The Internet	9	13	8	17	9	7	14	8	13	9	12	11	5	8			
Religious radio	7	7	6	7	7	6	7	6	5	7	7	10	3	7			
*Comedy shows	6	6	5	4	6	6	3	7	--	5	3	6	7	8			
MTV	5	4	4	3	3	5	5	3	3	4	4	5	3	7			
	(N=1091)	(282)	(569)	(185)	(189)	(477)	(272)	(579)	(132)	(710)	(287)	(298)	(266)	(240)			

* These items are based on split sample; the 'N' does not apply.

NOTE: Some numbers not available due to small sample size.

SOURCES OF CAMPAIGN INFORMATION

	<i>National Nightly Network News</i>					<i>Local TV News</i>					<i>(N)</i>
	Regu-	Some-	Hardly			Regu-	Some-	Hardly			
	larly	times	Ever	Never	DK	larly	times	Ever	Never	DK	
	%	%	%	%	%	%	%	%	%	%	
Total	45	29	7	16	3=100	48	29	9	11	3=100	(1091)
Sex											
Male	43	29	8	18	2	45	30	10	13	2	(514)
Female	47	29	7	13	4	50	28	8	10	4	(577)
Race											
White	44	29	8	16	3	46	30	10	11	3	(914)
Non-white	49	31	6	11	3	56	27	5	10	2	(159)
Black	52	31	6	10	1	58	25	5	10	2	(104)
Hispanic*	37	33	12	11	7	54	25	8	9	4	(74)
Age											
Under 30	39	38	8	11	4	42	32	11	12	3	(233)
30-49	40	31	7	20	2	44	32	8	13	3	(457)
50-64	51	23	11	13	2	51	30	8	9	2	(242)
65+	56	20	4	14	6	59	19	9	10	3	(146)
Education											
College Grad.	44	29	9	15	3	42	34	12	10	2	(343)
Some College	43	35	8	12	2	43	30	10	13	3	(315)
H. S. & Below	46	26	7	17	4	52	27	7	11	3	(430)
Family Income											
\$75,000+	48	29	8	12	3	50	26	13	8	2	(179)
\$50,000-\$74,999	39	35	7	18	1	43	38	6	12	1	(192)
\$30,000-\$49,999	42	31	9	15	3	45	32	9	12	2	(275)
\$20,000-\$29,999	48	31	3	16	2	55	25	7	10	3	(133)
<\$20,000	46	23	9	17	5	48	25	13	11	3	(156)
Region											
East	47	25	9	16	3	50	21	11	13	5	(180)
Midwest	45	33	7	13	2	51	31	9	8	1	(251)
South	48	27	6	15	4	49	30	8	11	2	(432)
West	38	32	8	17	5	39	33	9	14	5	(228)

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

Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (the national nightly network news on CBS, ABC and NBC/the local TV news about your viewing area) — regularly, sometimes, hardly ever, or never?

Continued ...

	<i>National Nightly Network News</i>					<i>Local TV News</i>					<i>(N)</i>
	Regu-	Some-	Hardly			Regu-	Some-	Hardly			
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	
	%	%	%	%	%	%	%	%	%	%	
Total	45	29	7	16	3=100	48	29	9	11	3=100	(1091)
Community Size											
Large City	48	27	8	14	3	53	26	9	10	2	(231)
Suburb	44	33	7	14	2	49	31	9	10	1	(270)
Small City/Town	45	28	7	16	4	45	32	9	11	3	(369)
Rural Area	42	29	8	17	4	44	27	10	14	5	(216)
Party ID											
Republican	42	33	7	14	4	48	26	11	11	4	(335)
Democrat	48	27	8	14	3	53	28	7	11	1	(337)
Independent	50	26	7	14	3	44	32	11	11	2	(326)
Life Cycle											
Under 40											
Married	36	37	5	19	3	47	28	9	12	4	(220)
Not married	37	35	9	14	5	38	38	10	11	3	(240)
40-59											
Married	51	26	8	13	2	49	29	9	11	2	(271)
Not married	46	25	10	18	1	46	34	7	11	2	(147)
60+											
Married	61	20	3	12	4	63	16	8	9	4	(110)
Not married	44	23	9	16	8	53	22	10	13	2	(90)
Voter Registration											
Registered	47	28	7	15	3	50	27	9	11	3	(851)
Not Registered	37	32	8	19	4	39	37	9	12	3	(240)

SOURCES OF CAMPAIGN INFORMATION

	<i>News Magazines+</i>					<i>Your Daily Newspaper+</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
Total	15	26	13	39	7=100	40	26	10	16	8=100
Sex										
Male	17	25	14	37	7	41	27	12	14	6
Female	13	26	13	40	8	39	25	8	17	11
Race										
White	14	26	13	40	7	40	27	10	16	7
Non-white	17	27	20	31	5	42	20	10	13	15
Black	--	--	--	--	--	--	--	--	--	--
Hispanic*	--	--	--	--	--	--	--	--	--	--
Age										
Under 30	15	41	10	27	7	32	29	11	21	7
30-49	13	25	15	43	4	37	30	11	15	7
50-64	17	21	19	33	10	44	25	11	15	5
65+	16	15	8	48	13	58	10	6	9	17
Education										
College Grad.	26	30	17	25	2	46	29	9	14	2
Some College	16	33	13	34	4	41	26	11	17	5
H. S. & Below	9	21	12	47	11	36	24	11	16	13
Family Income										
\$75,000+	23	38	14	25	0	69	15	6	7	3
\$50,000-\$74,999	11	32	11	38	8	35	36	13	13	3
\$30,000-\$49,999	19	22	13	41	5	39	26	12	18	5
\$20,000-\$29,999	--	--	--	--	--	--	--	--	--	--
<\$20,000	10	19	14	37	20	--	--	--	--	--
Region										
East	20	27	16	35	2	54	27	10	6	3
Midwest	15	27	13	39	6	38	26	13	19	4
South	12	27	13	37	11	34	26	11	15	14
West	14	22	13	43	8	38	25	7	21	9

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

+ These items were based on split sample; the 'N' does not apply.

Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (news magazines such as Time, U.S. News, and Newsweek/your daily newspaper) — regularly, sometimes, hardly ever, or never?

Continued ...

	<i>News Magazines+</i>					<i>Your Daily Newspaper+</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
Total	15	26	13	39	7=100	40	26	10	16	8=100
Community Size										
Large City	14	27	14	39	6	40	31	13	9	7
Suburb	16	32	13	36	3	42	22	10	22	4
Small City/Town	17	23	15	36	9	44	23	8	15	10
Rural Area	11	22	11	45	11	32	29	11	15	13
Party ID										
Republican	13	26	15	43	3	49	25	7	15	4
Democrat	14	26	15	38	7	43	26	9	10	12
Independent	22	32	11	28	7	35	27	12	18	8
Life Cycle										
Under 40										
Married	10	31	14	38	7	36	30	12	18	4
Not married	14	39	14	27	6	28	34	11	19	8
40-59										
Married	21	19	19	35	6	40	30	14	11	5
Not married	--	--	--	--	--	41	19	7	17	16
60+										
Married	--	--	--	--	--	--	--	--	--	--
Not married	--	--	--	--	--	--	--	--	--	--
Voter Registration										
Registered	17	24	16	36	7	44	26	10	13	7
Not Registered	9	32	7	45	7	27	25	10	23	15

SOURCES OF CAMPAIGN INFORMATION

	<i>Cable News Networks</i>					<i>C-SPAN</i>				
	Regu- larly	Some- times	Hardly Ever	Never	DK	Regu- larly	Some- times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
Total	34	31	9	21	5=100	9	21	13	46	11=100
Sex										
Male	35	31	10	20	4	10	22	15	43	10
Female	34	31	7	22	6	8	20	11	48	13
Race										
White	33	32	9	21	5	9	22	12	46	11
Non-white	43	25	5	22	5	10	17	16	46	11
Black	45	26	5	19	5	10	23	13	41	13
Hispanic*	37	35	7	12	9	11	23	15	34	17
Age										
Under 30	38	31	7	19	5	12	21	14	42	11
30-49	31	33	9	23	4	9	21	12	50	8
50-64	40	30	9	16	5	9	24	14	40	13
65+	34	31	6	23	6	6	16	12	45	21
Education										
College Grad.	34	32	11	19	4	10	25	15	44	6
Some College	41	32	7	17	3	10	23	15	42	10
H. S. & Below	32	30	9	23	6	8	18	11	48	15
Family Income										
\$75,000+	46	31	9	10	4	14	29	16	35	6
\$50,000-\$74,999	36	38	12	14	*	6	25	15	50	4
\$30,000-\$49,999	33	33	7	23	4	10	24	15	44	7
\$20,000-\$29,999	31	30	6	27	6	12	18	9	49	12
<\$20,000	29	24	9	27	11	8	12	9	50	21
Region										
East	36	33	13	15	3	9	30	12	41	8
Midwest	33	32	9	22	4	7	19	12	53	9
South	37	30	6	21	6	12	18	14	42	14
West	32	29	9	25	5	8	19	12	48	13

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

Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (cable news networks such as CNN and MSNBC/C-SPAN) — regularly, sometimes, hardly ever, or never?

Continued ...

	<i>Cable News Networks</i>					<i>C-SPAN</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
<i>Total</i>	34	31	9	21	5=100	9	21	13	46	11=100
<i>Community Size</i>										
Large City	39	28	7	22	4	9	20	14	43	14
Suburb	33	31	9	24	3	10	24	13	46	7
Small City/Town	34	34	9	18	5	9	19	13	49	10
Rural Area	33	31	7	21	8	9	22	10	43	16
<i>Party ID</i>										
Republican	35	30	10	22	3	8	25	14	46	7
Democrat	39	30	6	18	7	9	20	15	42	14
Independent	32	35	11	18	4	10	19	11	48	12
<i>Life Cycle</i>										
Under 40										
Married	37	31	9	19	4	12	23	12	46	7
Not married	34	33	8	20	5	8	21	15	45	11
40-59										
Married	36	34	10	17	3	8	25	13	46	8
Not married	35	27	6	29	3	13	17	11	48	11
60+										
Married	43	21	7	24	5	7	23	12	44	14
Not married	21	38	9	20	12	6	10	12	43	29
<i>Voter Registration</i>										
Registered	38	31	8	19	4	10	23	13	43	11
Not Registered	24	31	9	29	7	6	16	11	54	13

SOURCES OF CAMPAIGN INFORMATION

	<i>TV News Magazines+</i>					<i>Morning TV Shows</i>				
	Regu- larly	Some- times	Hardly Ever	Never	DK	Regu- larly	Some- times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
Total	29	40	11	16	4=100	18	24	11	39	8=100
Sex										
Male	26	42	12	17	3	12	23	11	46	8
Female	32	38	10	16	4	23	26	10	33	8
Race										
White	27	41	12	16	4	16	25	10	41	8
Non-white	40	34	6	19	1	28	24	17	26	5
Black	--	--	--	--	--	27	28	15	26	4
Hispanic*	--	--	--	--	--	24	24	11	28	13
Age										
Under 30	18	51	15	15	1	16	25	11	40	8
30-49	32	39	10	18	1	18	24	9	44	5
50-64	30	40	11	14	5	21	23	15	33	8
65+	35	30	8	17	10	16	26	11	32	15
Education										
College Grad.	26	34	18	18	4	14	21	13	47	5
Some College	32	44	10	12	2	18	31	10	35	6
H.S. & Below	30	41	8	17	4	20	23	10	37	10
Family Income										
\$75,000+	29	35	20	14	2	19	23	13	40	5
\$50,000-\$74,999	26	48	14	9	3	16	24	10	45	5
\$30,000-\$49,999	34	39	11	14	2	21	24	10	39	6
\$20,000-\$29,999	--	--	--	--	--	--	--	--	--	--
<\$20,000	29	32	9	23	7	--	--	--	--	--
Region										
East	31	39	10	16	4	20	25	6	42	7
Midwest	28	45	11	14	2	13	22	14	44	7
South	30	37	12	15	6	20	24	12	35	9
West	28	40	11	20	1	18	27	9	38	8

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

+ This item is based on split sample; the 'N' does not apply.

Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (TV news magazine shows such as 60 Minutes, 20/20 and Dateline/the morning television shows such as The Today Show and Good Morning America) — regularly, sometimes, hardly ever, or never?

Continued ...

	<i>TV News Magazines+</i>					<i>Morning TV Shows</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
Total	29	40	11	16	4=100	18	24	11	39	8=100
Community Size										
Large City	26	40	11	18	5	20	24	12	36	8
Suburb	30	42	14	12	2	16	22	11	47	4
Small City/Town	30	39	9	18	4	18	26	10	36	10
Rural Area	28	42	9	17	4	18	25	11	39	7
Party ID										
Republican	27	44	16	11	2	16	21	12	46	5
Democrat	34	39	9	14	4	19	29	12	33	7
Independent	30	39	8	20	3	20	24	10	38	8
Life Cycle										
Under 40										
Married	29	41	14	16	0	16	25	11	42	6
Not married	22	47	10	18	3	19	28	7	39	7
40-59										
Married	34	37	13	12	4	20	22	12	40	6
Not married	--	--	--	--	--	17	19	16	45	3
60+										
Married	--	--	--	--	--	19	33	9	33	6
Not married	--	--	--	--	--	15	20	12	30	23
Voter Registration										
Registered	29	40	12	15	4	20	25	11	37	7
Not Registered	30	40	8	20	2	11	24	9	45	11

SOURCES OF CAMPAIGN INFORMATION

	<i>Cable Political Talk Shows+</i>					<i>Sunday Morning Network Talk Shows+</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
Total	14	25	13	39	9=100	15	21	12	41	11=100
Sex										
Male	16	25	16	36	7	13	21	14	42	10
Female	13	25	10	41	11	18	21	10	39	12
Race										
White	12	26	12	41	9	14	21	13	41	11
Non-white	26	25	16	26	7	22	21	10	34	13
Black	--	--	--	--	--	--	--	--	--	--
Hispanic*	--	--	--	--	--	--	--	--	--	--
Age										
Under 30	15	20	9	46	10	13	24	15	36	12
30-49	14	30	13	40	3	10	22	14	48	6
50-64	13	23	20	28	16	25	23	9	33	10
65+	15	24	8	40	13	--	--	--	--	--
Education										
College Grad.	19	26	17	34	4	16	27	13	39	5
Some College	19	29	10	37	5	13	25	13	40	9
H. S. & Below	10	23	12	42	13	16	16	12	41	15
Family Income										
\$75,000+	18	36	21	23	2	20	25	13	36	6
\$50,000-\$74,999	16	23	17	36	8	11	27	10	50	2
\$30,000-\$49,999	17	24	11	46	2	13	22	16	40	9
\$20,000-\$29,999	--	--	--	--	--	--	--	--	--	--
<\$20,000	10	25	12	32	21	--	--	--	--	--
Region										
East	16	29	14	33	8	12	25	9	46	8
Midwest	14	26	16	38	6	15	22	11	44	8
South	16	23	13	37	11	18	19	15	34	14
West	11	24	8	47	10	15	19	13	40	13

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

+ This item is based on split sample; the 'N' does not apply.

Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (political talk shows on cable TV, such as CNN's Crossfire and CNBC's Hardball/the Sunday morning network talk shows, such as ABC's This Week, and NBC's Meet the Press) — regularly, sometimes, hardly ever, or never?

Continued ...

	<i>Cable Political Talk Shows+</i>					<i>Sunday Morning Network Talk Shows+</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
Total	14	25	13	39	9=100	15	21	12	41	11=100
Community Size										
Large City	16	21	8	45	10	14	23	9	40	14
Suburb	12	27	18	38	5	14	24	15	44	3
Small City/Town	16	28	13	34	9	15	21	12	42	10
Rural Area	12	23	10	43	12	20	15	12	36	17
Party ID										
Republican	15	27	17	37	4	16	22	14	40	8
Democrat	16	24	16	35	9	17	20	12	40	11
Independent	14	27	7	42	10	17	20	10	42	11
Life Cycle										
Under 40										
Married	12	28	12	44	4	9	25	13	47	6
Not married	20	21	9	43	7	14	19	15	40	12
40-59										
Married	13	31	20	28	8	13	24	12	40	11
Not married	--	--	--	--	--	20	19	13	43	5
60+										
Married	--	--	--	--	--	--	--	--	--	--
Not married	--	--	--	--	--	--	--	--	--	--
Voter Registration										
Registered	15	26	14	36	9	17	22	13	37	11
Not Registered	12	22	10	46	10	10	16	10	52	12

SOURCES OF CAMPAIGN INFORMATION

	<i>Comedy Shows+</i>					<i>Late Night TV Shows</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	larly	times	Ever	Never	DK	larly	times	Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
Total	6	19	16	48	11=100	9	29	18	45	9=100
Sex										
Male	5	22	16	49	8	10	19	20	43	8
Female	7	17	15	48	13	9	19	16	46	10
Race										
White	5	18	16	50	11	8	19	18	46	9
Non-white	12	21	16	41	10	19	19	16	40	6
Black	--	--	--	--	--	22	16	12	42	8
Hispanic*	--	--	--	--	--	19	29	14	25	13
Age										
Under 30	9	28	23	34	6	13	34	19	28	7
30-49	7	20	15	52	6	10	18	19	49	4
50-64	5	14	16	54	11	10	14	19	47	10
65+	--	--	--	--	--	4	7	14	54	21
Education										
College Grad.	3	19	18	55	5	5	18	22	50	5
Some College	6	27	13	47	7	11	24	17	42	6
H. S. & Below	7	16	16	46	15	11	17	17	44	11
Family Income										
\$75,000+	6	14	14	60	6	9	17	23	47	4
\$50,000-\$74,999	7	26	16	49	2	10	18	22	46	4
\$30,000-\$49,999	8	20	21	47	4	9	24	20	41	6
\$20,000-\$29,999	--	--	--	--	--	11	15	14	50	10
<\$20,000	--	--	--	--	--	8	19	16	42	15
Region										
East	1	28	20	47	4	8	20	17	48	7
Midwest	5	19	13	53	10	11	17	19	47	6
South	8	14	17	47	14	11	17	19	43	10
West	8	19	14	46	13	7	23	17	43	10

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

+ This item was based on split sample; the 'N' does not apply.

Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (comedy shows such as Saturday Night Live and Politically Incorrect/late night TV shows such as David Letterman and Jay Leno) — regularly, sometimes, hardly ever, or never?

Continued ...

	<i>Comedy Shows+</i>					<i>Late Night TV Shows</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
Total	6	19	16	48	11=100	9	29	18	45	9=100
Community Size										
Large City	10	17	16	48	9	10	23	16	43	8
Suburb	4	25	14	51	6	10	21	22	43	4
Small City/Town	5	18	16	51	10	8	17	20	45	10
Rural Area	7	18	16	42	17	12	16	13	47	12
Party ID										
Republican	5	17	17	51	10	6	18	19	48	9
Democrat	8	19	15	46	12	11	18	21	43	7
Independent	7	22	15	48	8	13	20	15	46	6
Life Cycle										
Under 40										
Married	3	21	18	53	5	9	22	19	44	6
Not married	11	28	18	36	7	12	31	19	31	7
40-59										
Married	5	12	19	54	10	9	16	18	51	6
Not married	13	23	15	45	4	11	15	18	49	7
60+										
Married	--	--	--	--	--	8	5	18	56	13
Not married	--	--	--	--	--	4	11	13	46	26
Voter Registration										
Registered	5	19	17	50	9	9	17	19	46	9
Not Registered	8	22	12	43	15	12	25	15	40	8

SOURCES OF CAMPAIGN INFORMATION

	<i>MTV</i>					<i>The Internet</i>				
	Regu- larly	Some- times	Hardly Ever	Never	DK	Regu- larly	Some- times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
Total	5	9	13	61	12=100	9	15	9	57	10=100
Sex										
Male	5	8	14	63	10	10	17	10	53	10
Female	5	9	13	60	13	8	13	9	60	10
Race										
White	4	8	12	64	12	9	13	10	58	10
Non-white	8	16	18	47	11	13	20	8	45	14
Black	8	17	14	48	13	12	22	7	45	14
Hispanic*	15	11	25	34	15	8	11	11	59	11
Age										
Under 30	7	18	21	47	7	13	26	13	41	7
30-49	2	6	14	69	9	10	15	10	58	7
50-64	4	6	8	69	13	7	8	9	64	12
65+	7	9	9	51	24	5	5	1	65	24
Education										
College Grad.	2	5	11	73	9	13	22	13	46	6
Some College	5	10	12	65	8	13	20	7	54	6
H. S. & Below	6	10	15	54	15	5	8	9	63	15
Family Income										
\$75,000+	4	6	12	70	8	12	21	13	50	4
\$50,000-\$74,999	1	8	11	72	8	10	20	11	52	7
\$30,000-\$49,999	6	7	17	62	8	12	14	8	59	7
\$20,000-\$29,999	5	14	13	58	10	9	12	9	58	12
<\$20,000	5	11	15	52	17	5	11	5	61	18
Region										
East	3	10	11	67	9	8	22	8	56	6
Midwest	5	8	11	65	11	8	10	9	67	6
South	5	10	17	54	14	9	14	10	50	17
West	5	6	14	64	11	12	14	9	56	9

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

Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (MTV/the Internet) — regularly, sometimes, hardly ever, or never?

Continued ...

	<i>MTV</i>					<i>The Internet</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
<i>Total</i>	%	%	%	%	12=100	%	%	%	%	10=100
<i>Community Size</i>										
Large City	7	10	13	55	15	12	12	12	54	10
Suburb	2	8	14	69	7	8	17	11	58	6
Small City/Town	6	9	14	61	10	8	17	6	58	11
Rural Area	2	7	13	61	17	9	11	10	54	16
<i>Party ID</i>										
Republican	3	8	14	65	10	10	15	11	56	8
Democrat	6	9	16	57	12	7	17	9	54	13
Independent	6	9	10	63	12	12	13	8	61	6
<i>Life Cycle</i>										
Under 40										
Married	2	6	13	71	8	11	20	11	50	8
Not married	9	16	20	47	8	14	23	12	46	5
40-59										
Married	2	5	11	70	12	7	12	11	63	8
Not married	3	10	11	68	8	8	11	10	62	9
60+										
Married	9	11	5	61	14	6	5	2	73	13
Not married	6	4	15	43	32	3	5	2	57	33
<i>Voter Registration</i>										
Registered	4	8	12	64	12	9	14	9	57	11
Not Registered	7	12	17	53	11	8	17	10	56	9

SOURCES OF CAMPAIGN INFORMATION

	<i>Public Television Shows</i>					<i>National Public Radio</i>				
	Regu- larly	Some- times	Hardly Ever	Never	DK	Regu- larly	Some- times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
Total	12	24	14	40	10=100	12	21	14	43	10=100
Sex										
Male	14	26	14	38	8	14	22	14	42	8
Female	11	22	14	42	11	10	20	14	45	11
Race										
White	10	25	15	41	9	12	20	14	44	10
Non-white	22	19	13	35	11	11	24	18	37	10
Black	24	17	13	34	12	11	25	19	36	9
Hispanic*	17	24	11	36	12	12	34	12	32	10
Age										
Under 30	11	22	16	41	10	12	25	17	36	10
30-49	12	22	14	46	6	14	21	12	46	7
50-64	10	30	16	35	9	9	18	15	48	10
65+	18	23	11	30	18	10	19	12	38	21
Education										
College Grad.	17	28	17	33	5	16	25	14	39	6
Some College	10	27	15	40	8	10	22	14	48	6
H.S. & Below	11	21	12	44	12	11	18	14	43	14
Family Income										
\$75,000+	15	26	14	41	4	14	25	14	42	5
\$50,000-\$74,999	12	24	14	45	5	13	21	12	50	4
\$30,000-\$49,999	14	25	16	39	6	13	24	14	41	8
\$20,000-\$29,999	8	25	15	44	8	7	22	13	45	13
<\$20,000	12	19	11	38	20	10	21	14	37	18
Region										
East	13	24	13	42	8	11	26	13	41	9
Midwest	9	25	17	43	6	11	17	15	48	9
South	13	20	14	39	14	11	19	16	41	13
West	13	30	13	36	8	14	24	11	43	8

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

Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (public television shows such as The NewsHour with Jim Lehrer and Washington Week in Review/National Public Radio) — regularly, sometimes, hardly ever, or never?

Continued ...

	<i>Public Television Shows</i>					<i>National Public Radio</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
Total	12	24	14	40	10=100	12	21	14	43	10=100
Community Size										
Large City	14	25	12	38	11	12	23	13	39	13
Suburb	14	24	14	44	4	12	24	15	45	4
Small City/Town	12	22	14	42	10	12	18	13	45	12
Rural Area	10	27	16	35	12	11	22	15	41	11
Party ID										
Republican	9	29	14	42	6	12	22	15	43	8
Democrat	14	19	17	40	10	12	20	15	41	12
Independent	17	24	11	40	8	13	23	12	44	8
Life Cycle										
Under 40										
Married	10	24	17	44	5	13	22	17	42	6
Not married	12	23	12	43	10	12	25	13	39	11
40-59										
Married	8	22	17	46	7	10	21	15	47	7
Not married	18	24	13	36	9	15	15	13	51	6
60+										
Married	19	30	12	29	10	11	24	12	42	11
Not married	12	21	12	29	26	8	15	13	35	29
Voter Registration										
Registered	13	24	15	39	9	12	20	15	43	10
Not Registered	8	25	12	44	11	11	23	12	44	10

SOURCES OF CAMPAIGN INFORMATION

	<i>Religious Radio Shows</i>					<i>Talk Radio Shows</i>				
	Regu- larly	Some- times	Hardly Ever	Never	DK	Regu- larly	Some- times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
Total	7	12	14	59	8=100	15	29	19	31	6=100
Sex										
Male	5	12	15	61	7	16	30	18	30	6
Female	9	13	14	55	9	15	27	20	32	6
Race										
White	5	12	14	61	8	15	29	19	32	5
Non-white	13	14	20	44	9	16	28	19	29	8
Black	16	15	20	39	10	18	26	19	29	8
Hispanic*	10	12	21	42	15	20	27	16	28	9
Age										
Under 30	5	9	16	61	9	16	34	20	26	4
30-49	7	14	13	60	6	15	28	20	33	4
50-64	9	10	17	58	6	16	25	20	33	6
65+	5	16	15	51	13	15	28	12	32	13
Education										
College Grad.	5	14	11	65	5	15	29	20	32	4
Some College	8	13	12	62	5	19	31	19	29	2
H. S. & Below	7	12	17	53	11	13	28	18	32	9
Family Income										
\$75,000+	6	10	10	69	5	17	29	18	34	2
\$50,000-\$74,999	7	15	13	62	3	15	26	23	32	4
\$30,000-\$49,999	7	8	15	60	10	17	26	20	32	5
\$20,000-\$29,999	7	16	11	58	8	15	30	15	31	9
<\$20,000	7	18	19	48	8	12	31	19	30	8
Region										
East	3	14	12	65	6	16	32	21	28	3
Midwest	6	10	16	63	5	14	27	20	34	5
South	10	15	16	49	10	16	28	19	29	8
West	6	10	12	62	10	16	28	15	35	6

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

Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (religious radio shows, such as "Focus on the Family"/talk radio shows) — regularly, sometimes, hardly ever, or never?

Continued ...

	<i>Religious Radio Shows</i>					<i>Talk Radio Shows</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
Total	7	12	14	59	8=100	15	29	19	31	6=100
Community Size										
Large City	11	10	14	56	9	17	26	19	30	8
Suburb	5	14	11	64	6	15	32	21	31	1
Small City/Town	5	10	16	60	9	14	29	18	33	6
Rural Area	8	17	17	50	8	16	27	18	29	10
Party ID										
Republican	10	17	16	51	6	20	28	19	30	3
Democrat	5	10	16	62	7	13	28	19	33	7
Independent	5	9	12	65	9	16	26	20	32	6
Life Cycle										
Under 40										
Married	7	15	14	57	7	17	28	22	29	4
Not married	5	10	14	62	9	16	34	20	25	5
40-59										
Married	6	15	15	58	6	12	26	21	34	7
Not married	10	4	14	66	6	14	27	18	39	2
60+										
Married	7	9	16	57	11	20	28	13	32	7
Not married	7	21	15	45	12	13	28	12	32	15
Voter Registration										
Registered	7	13	15	57	8	17	28	18	31	6
Not Registered	7	9	13	62	9	10	30	20	33	7

ABOUT THIS SURVEY

Results for the survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,091 adults, 18 years of age or older, during the period January 12-16, 2000. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3.5 percentage points. For results based on either Form 1 (N=529) or Form 2 (N=562), the sampling error is plus or minus 5 percentage points. For results based on registered voters (N=851), 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.

SURVEY METHODOLOGY IN DETAIL

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

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

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

At least five attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making a contact with a potential respondent. All interview breakoffs and refusals were re-contacted at least once in order to attempt to convert them to completed interviews. In each contacted household, interviewers asked to speak with the "youngest male 18 or older who is at home." If there is no eligible man at home, interviewers asked to speak with "the oldest woman 18 or older who is 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 are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 1999). 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.

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JANUARY 2000 NEWS INTEREST INDEX
FINAL TOPLINE
January 12-16, 2000
N=1,091

On a different subject...

ROTATE Q.6 AND Q.7

Q.6 Do you happen to know the names of any of the Republicans running for their party's presidential nomination? Who are they? **(OPEN-END; DO NOT READ RESPONSES; ACCEPT MULTIPLE RESPONSES; PROBE FOR MULTIPLE RESPONSES: "CAN YOU NAME ANY OTHERS?")**

			<i>-- September 1999 --</i>	
			Republican/	
<u>Total</u>	<u>Lean Rep</u>		<u>Total</u>	<u>Lean Rep</u>
59	71	George W. Bush	54	60
15	20	Steve Forbes	11	13
23	27	John McCain	7	10
4	6	Gary Bauer	2	3
4	7	Orrin Hatch	2	3
6	10	Alan Keyes	4	4
2	2	Other	2	2
*	*	Dan Quayle	7	9
2	3	Elizabeth Dole	16	22
6	5	Patrick Buchanan	7	10
--	--	Could not recall names	8	6
31	22	Don't know/Refused	29	24
	(472)			

Q.7 Do you happen to know the names of any of the Democrats running for their party's presidential nomination? Who are they? **(OPEN-END; DO NOT READ RESPONSES; ACCEPT MULTIPLE RESPONSES; PROBE FOR MULTIPLE RESPONSES: "CAN YOU NAME ANY OTHERS?")**

			<i>-- September 1999 --</i>	
			Democrat/	
<u>Total</u>	<u>Lean Dem</u>		<u>Total</u>	<u>Lean Dem</u>
52	55	Al Gore	46	47
31	29	Bill Bradley	16	15
4	3	Other	2	3
42	39	Don't know/Refused	48	47
	(465)			

On another subject...

Q.13 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?¹ (**ACCEPT TWO ANSWERS. IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ADDITIONAL RESPONSE**).

		Sept <u>1996</u>	April <u>1996</u>	Feb <u>1996</u>	Sept <u>1992</u>	Jun <u>1992</u>	May <u>1992</u>	March <u>1992</u>	Feb <u>1992</u>
75	Television	75	81	85	83	84	86	83	80
31	Newspapers	44	48	56	49	55	51	48	49
12	Radio	14	21	21	13	18	17	14	18
3	Magazines	5	6	5	5	7	6	4	4
6	Internet	2	2	2	n/a	n/a	n/a	n/a	n/a
3	Other	2	3	1	4	4	3	3	3
1	Don't know/Refused	1	1	1	1	*	1	*	1

IF RESPONDENT ANSWERED '1' TELEVISION IN Q.13, ASK:

Q.13a Do you get most of your news about the presidential campaign from network TV news, from local TV news, or from cable news networks such as CNN and MSNBC?² (**ACCEPT TWO ANSWERS; DO NOT PROBE**)

BASED ON TOTAL RESPONDENTS:

		Sept <u>1996</u>	April <u>1996</u>
24	Network	29	39
25	Local	31	34
31	Cable	25	23
1	Other (VOL)	1	2
1	Don't know/Refused	1	1

¹ In 1996 the "Internet" category was worded "computer on-line sources."

² In previous years the question was wording was: "Do you get most of your news about the presidential campaign from network TV news, from local TV news, or from CNN?"

ASK ALL:

Q.14 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; ROTATE ITEMS a THRU d AND e THRU r IN BLOCKS, a THRU d SHOULD ALWAYS COME FIRST; ITEM f SHOULD ALWAYS DIRECTLY PRECEDE ITEM g)** — regularly, sometimes, hardly ever, or never?³

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK/Refused</u>
a. Religious radio shows, such as "Focus on the Family" April, 1996	7 6	12 12	14 15	59 67	8=100 *=100
b. Talk Radio shows April, 1996	15 12	29 25	19 24	31 39	6=100 *=100
c. MTV April, 1996	5 3	9 10	13 12	61 74	12=100 1=100
d. Late night TV shows such as David Letterman and Jay Leno April, 1996	9 6	19 19	18 19	45 56	9=100 0=100
e. The Internet	9	15	9	57	10=100
f. The local TV news about your viewing area	48	29	9	11	3=100
g. The national nightly network news on CBS, ABC and NBC	45	29	7	16	3=100
h. Cable news networks such as CNN and MSNBC	34	31	9	21	5=100
i. C-SPAN	9	21	13	46	11=100
j. National Public Radio (NPR)	12	21	14	43	10=100
k.F1 TV News magazine shows such as 60 Minutes, 20/20 and Dateline	29	40	11	16	4=100
l. Public television shows such as The NewsHour with Jim Lehrer and Washington Week in Review	12	24	14	40	10=100

³

In April 1996 the first part of the question was worded: "Now, I'd like to ask you about some other ways in which you might be getting news ..."

Q.14 CONTINUED ...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK/Refused</u>
m.F2	Comedy shows such as Saturday Night Live and Politically Incorrect	6	19	16	48	11=100
n.	The morning television shows such as The Today Show and Good Morning America	18	24	11	39	8=100
o.F1	News magazines such as Time, U.S. News, and Newsweek	15	26	13	39	7=100
p.F2	Your daily newspaper	40	26	10	16	8=100
q.F1	Political talk shows on cable TV, such as CNN's Crossfire and CNBC's Hardball	14	25	13	39	9=100
r.F2	The Sunday morning network talk shows, such as ABC's This Week, and NBC's Meet the Press	15	21	12	41	11=100

Q.15 Do you use a computer at your workplace, at school or at home on at least an occasional basis?

	<u>Yes</u>	<u>No</u>	<u>DK/Refused</u>
January, 2000	68	32	*=100
December, 1999	67	33	*=100
October, 1999	67	33	*=100
Late September, 1999	68	32	*=100
September, 1999	70	30	*=100
August, 1999	67	33	*=100
July, 1999	68	32	*=100
June, 1999	64	35	1=100
May, 1999	66	33	1=100
April, 1999	71	29	*=100
March, 1999	68	32	*=100
February, 1999	68	32	*=100
January, 1999	69	31	*=100
Early December, 1998	64	36	*=100
Early September, 1998	64	36	*=100
Early August, 1998	66	34	*=100
April, 1998	61	39	*=100
January, 1998	65	35	*=100
November, 1997	66	34	*=100
June, 1997	60	40	0=100
Early September, 1996	56	44	*=100
July, 1996	56	44	*=100
April, 1996	58	42	*=100
March, 1996	61	39	*=100
February, 1996	60	40	0=100
January, 1996	59	41	0=100

IF YES IN Q.15, ASK:

Q.16 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

BASED ON TOTAL RESPONDENTS:

	<u>Goes Online</u>	<u>Doesn't Go Online</u>	<u>DK/Refused</u>
January, 2000	52	48	*=100
December, 1999	53	47	0=100
October, 1999	50	50	0=100
Late September, 1999	52	48	*=100
September, 1999	53	47	0=100
August, 1999	52	48	0=100
July, 1999	49	51	0=100
June, 1999	50	50	*=100
May, 1999	48	52	0=100
April, 1999	51	49	*=100
March, 1999	49	51	*=100
February, 1999	49	51	*=100
January, 1999	47	53	*=100
Early December, 1998	42	58	0=100
November, 1998	37	63	*=100
Early September, 1998	42	58	*=100
Early August, 1998	43	57	*=100
November, 1997	36	63	1=100
July, 1996	23	77	0=100
June, 1995 ⁴	14	86	*=100

NO QUESTION 17 OR 18

ASK ALL:

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

Q.21 Do you happen to know which of the presidential candidates is now governor of Texas?

68 George Bush (*correct answer*)
2 Other answer
30 Don't know/Refused
100

Q.22 Do you happen to know which of the presidential candidates was formerly a senator from New Jersey?

30 Bill Bradley (*correct answer*)
9 Other answer
61 Don't know/Refused
100

4

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

Q.23 Do you happen to know which of the presidential candidates co-sponsored a campaign finance reform bill in Congress?

17 John McCain (*correct answer*)
 10 Other answer
73 Don't know/Refused
 100

Now, thinking about the news media again...

Q.24 To what extent do you see political bias in news coverage? A great deal, a fair amount, not too much, or not at all?

		<u>Aug 1989</u>
32	A great deal	25
37	A fair amount	51
20	Not too much	19
6	Not at all	3
<u>5</u>	Don't know/Refused	<u>2</u>
100		100

Q.25 In the way they have been covering the presidential race so far, do you think that news organizations are biased in favor of the Democrats, biased in favor of the Republicans, or don't you think news organizations have shown any bias one way or the other?

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

Q.26 Now I'm going to read you a list. Please rate how objective or biased you think each news source is in its coverage of national news. On this four point scale, "4" means the news source is completely OBJECTIVE. "1" means it is very BIASED. How would you rate **(INSERT ITEM; ROTATE; ITEM a SHOULD ALWAYS DIRECTLY PRECEDE ITEM b)...**

		<i>Based on Those Able to Rate</i>					
		Very Biased		Completely Objective		DK/Ref	(N)
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>		
a.	The local TV news about your viewing area	15	26	31	28=100	12%	971
b.	The national nightly network news on CBS, ABC and NBC	14	25	33	28=100	17%	921
c.	Cable news networks such as CNN and MSNBC	12	24	34	30=100	27%	825
d.	C-SPAN	13	20	32	35=100	47%	600
e.	National Public Radio (NPR)	15	28	31	26=100	44%	630
f.F1	TV news magazine shows such as 60 Minutes, 20/20 and Dateline	15	24	32	29=100	18%	443
g.	Public television shows such as The NewsHour with Jim Lehrer and Washington Week in Review	13	25	35	27=100	40%	676
h.	The morning television shows such as The Today Show and Good Morning America	15	27	32	26=100	38%	694
i.F1	News magazines such as Time, U.S. News, and Newsweek	17	27	34	22=100	34%	370
j.F2	Your daily newspaper	21	34	27	18=100	19%	466
k.F1	Political talk shows on cable TV, such as CNN's Crossfire and CNBC's Hardball	20	31	30	19=100	36%	347
l.F2	The Sunday morning network talk shows, such as ABC's This Week and NBC's Meet the Press	18	25	36	21=100	43%	340

On another subject...

Q.27 People express their opinions about politics and current events in a number of ways. I'm going to read a list of some of these ways. Have you EVER... (INSERT ITEM; ROTATE; IF YES IN Q.27, GO DIRECTLY TO Q.28, IF NO OR DK, GO TO NEXT ITEM.)

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
a. Contacted any elected official	41	59	*=100
b. Contributed money to a candidate running for public office	24	75	1=100
June, 1993	19	80	1=100
c. Joined an organization in support of a particular cause	34	65	1=100
June, 1993	21	79	*=100
d. Attended a city or town council meeting in the community where you live	42	58	*=100
June, 1993	30	70	*=100
e. Attended a political party meeting or function	26	74	*=100

Q.28 Well, thinking ONLY ABOUT THE LAST 12 MONTHS, that is since January of 1999, have you... (INSERT ITEM)

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Haven't Ever</u>
a. Contacted any elected official	19	22	*	59=100
b. Contributed money to a candidate running for public office	8	16	*	76=100
June, 1993	8	11	*	81=100
c. Joined an organization in support of a particular cause	14	20	*	66=100
June, 1993	9	12	*	79=100
d. Attended a city or town council meeting in the community where you live	20	22	*	58=100
June, 1993	14	16	0	70=100
e. Attended a political party meeting or function	7	19	*	74=100

On a different subject...

Q.29 If (**INSERT NAME; ROTATE ITEMS**) said (he/she) was supporting a presidential candidate would you be more likely to vote for that candidate, less likely to vote for that candidate or wouldn't it make any difference?

ASK ITEMS a THRU i OF FORM 1 ONLY [N=529]; ASK ITEMS j THRU r OF FORM 2 ONLY [N=562]:

		More likely <u>to vote</u>	Less likely <u>to vote</u>	Wouldn't make <u>a difference</u>	DK/ <u>Refused</u>
a.F1	Oprah Winfrey	14	11	72	3=100
b.F1	Bill Gates	11	9	76	4=100
c.F1	Ted Turner	3	16	75	6=100
d.F1	Jesse Jackson	13	19	65	3=100
e.F1	Michael Jordan	9	9	79	3=100
f.F1	Jimmy Carter	23	8	65	3=100
g.F1	Elizabeth Dole	15	9	72	4=100
h.F1	Colin Powell	27	4	62	7=100
i.F1	Your local newspaper	11	10	76	3=100
j.F2	Rosie O'Donnell	6	19	71	4=100
k.F2	Ted Kennedy	12	18	68	2=100
l.F2	Pat Robertson	4	20	69	7=100
m.F2	Nancy Reagan	14	12	71	3=100
n.F2	Jesse Ventura	9	17	70	4=100
o.F2	Labor union leaders	14	16	66	4=100
p.F2	Newt Gingrich	5	24	67	4=100
q.	NO ITEM Q				
r.F2	Your minister, priest or rabbi	18	7	70	5=100