

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
 APRIL 1996 MEDIA CONSUMPTION SURVEY
 -- FINAL TOPLINE --
 April 19-25, 1996
 N=1,751

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

Q.1 Do you approve or disapprove of the way Bill Clinton is handling his job as President? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way Bill Clinton is handling his job as President? IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
April, 1996	53	39	8=100
March, 1996	55	38	7=100
February, 1996	51	39	10=100
January, 1996	50	43	7=100
October, 1995	48	42	10=100
September, 1995	45	42	13=100
August, 1995	44	44	12=100
June, 1995	50	40	10=100
April, 1995	47	43	10=100
March, 1995	44	44	12=100
February, 1995	44	44	12=100
December, 1994	41	47	12=100
November, 1994	48	40	12=100
October, 1994	41	47	12=100
Early October, 1994	38	47	15=100
September, 1994	41	52	7=100
July, 1994	45	46	9=100
June, 1994	42	44	14=100
May, 1994	46	42	12=100
March, 1994	45	42	13=100
January, 1994	51	35	14=100
Early January, 1994	48	35	17=100
December, 1993	48	36	16=100
October, 1993	44	42	14=100
September, 1993	49	35	16=100
Early September, 1993	43	43	14=100
August, 1993	39	46	15=100
May, 1993	39	43	18=100
Early May, 1993	45	37	18=100
April, 1993	49	29	22=100
February, 1993	56	25	19=100

Q.1a Do you approve or disapprove of the policies and proposals of the Republican leaders in Congress? (**IF "DON'T KNOW," ENTER AS CODE 9. IF "DEPENDS," PROBE ONCE WITH:** Overall, do you approve or disapprove of the proposals and policies of the Republican leaders in Congress? **IF STILL "DEPENDS," ENTER AS CODE 9.**)

		March <u>1996</u>	Feb <u>1996</u>	Jan <u>1996</u>	Oct <u>1995</u>	Sept <u>1995</u>	Aug <u>1995</u>	June <u>1995</u>	April <u>1995</u>	March <u>1995</u>	Dec <u>1994</u> ¹
39	Approve	35	33	36	36	36	38	41	44	43	52
46	Disapprove	51	53	54	51	50	45	45	43	39	28
<u>15</u> 100	Don't know/Refused	<u>14</u> 100	<u>14</u> 100	<u>10</u> 100	<u>13</u> 100	<u>14</u> 100	<u>17</u> 100	<u>14</u> 100	<u>13</u> 100	<u>18</u> 100	<u>20</u> 100

ON A DIFFERENT SUBJECT...

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

		June <u>1995</u>	March <u>1995</u>	Oct <u>1994</u>	July <u>1994</u>	Feb <u>1994</u>	Jan <u>1994</u>	June <u>1992</u>	July <u>1991</u>	May <u>1991</u>	Jan <u>1991</u>	Nov <u>1990</u>	Oct <u>1990</u>	July <u>1990</u>	May <u>1990</u>
71	Yes	69	71	73	74	70	71	75	73	70	72	74	72	71	71
28	No	34	29	27	26	30	29	25	27	30	27	26	28	29	29
<u>1</u> 100	DK	<u>*</u> 100	<u>*</u> 100	<u>*</u> 100	<u>*</u> 100	<u>0</u> 100	<u>*</u> 100	<u>*</u> 100	<u>*</u> 100	<u>*</u> 100	<u>1</u> 100	<u>0</u> 100	<u>0</u> 100	<u>0</u> 100	<u>0</u> 100

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

		June <u>1995</u>	March <u>1995</u>	Oct <u>1994</u>	July <u>1994</u>	Feb <u>1994</u>	Jan <u>1994</u>	June <u>1992</u>	July <u>1991</u>	May <u>1991</u>	Jan <u>1991</u>	Nov <u>1990</u>	Oct <u>1990</u>	July <u>1990</u>	May <u>1990</u>
81	Yes	78	82	81	81	84	85	85	84	84	88	80	81	81	80
19	No	22	18	19	19	16	15	15	16	16	12	20	19	19	20
<u>0</u> 100	DK	<u>*</u> 100	<u>*</u> 100	<u>*</u> 100	<u>*</u> 100	<u>0</u> 100	<u>*</u> 100	<u>*</u> 100	<u>*</u> 100	<u>*</u> 100	<u>*</u> 100	<u>*</u> 100	<u>0</u> 100	<u>0</u> 100	<u>0</u> 100

¹ In December the question asked "As best you can tell, do you approve or disapprove of Republican congressional leaders' policies and plans for the future?"

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

		<u>June</u> <u>1995</u>	<u>March</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>	<u>Feb</u> <u>1994</u>	<u>Jan</u> <u>1994</u>	<u>June</u> <u>1992</u>	<u>July</u> <u>1991</u>	<u>May</u> <u>1991</u>	<u>Jan</u> <u>1991</u>	<u>Nov</u> <u>1990</u>	<u>Oct</u> <u>1990</u>	<u>July</u> <u>1990</u>	<u>May</u> <u>1990</u>
51	Yes	50	54	51	52	53	52	54	53	53	55	55	54	55	56
49	No	50	46	49	48	47	48	46	47	47	45	45	46	45	44
$\frac{*}{100}$	DK	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{0}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{*}{100}$

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

		<u>March</u> <u>1995</u>	<u>May</u> <u>1990</u>	<u>Aug</u> <u>1989</u>	<u>May</u> <u>1987</u>
59	Yes	65	67	67	71
41	No	35	32	33	28
$\frac{*}{100}$	Don't know/Refused	$\frac{*}{100}$	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{1}{100}$

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

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	(VOL) DK
a. The situation in Bosnia.	20	39	28	13	*=100
March, 1996	18	43	26	13	*=100
February, 1996	21	43	22	13	1=100
January, 1996 ²	37	45	13	5	*=100
September, 1995	15	40	25	19	1=100
August, 1995	16	36	26	21	1=100
June, 1995	22	42	22	13	1=100
March, 1995	11	27	36	25	1=100
February, 1995	8	33	32	26	1=100
December, 1994	13	37	32	18	*=100
October, 1994	13	35	29	22	1=100
September, 1994	9	29	39	23	*=100
June, 1994	12	28	37	22	1=100
May, 1994	18	37	26	18	1=100
January, 1994	12	31	32	25	*=100
Early January, 1994	15	38	30	17	*=100
December, 1993	15	32	31	21	1=100
October, 1993	16	36	30	17	1=100
September, 1993	15	32	32	20	1=100
Early September, 1993	17	38	26	19	*=100
August, 1993	19	37	25	18	1=100
May, 1993	23	34	28	13	2=100
February, 1993	15	32	33	20	*=100
January, 1993	15	33	30	22	*=100
September, 1992	10	27	31	31	1=100
b. News about the Republican presidential candidates.	23	35	25	17	*=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100
September, 1995	12	36	30	22	*=100
August, 1995 ³	13	34	28	25	*=100
June, 1995	11	31	31	26	1=100
January, 1992	11	25	36	27	1=100
December, 1991	10	28	32	30	*=100
October, 1991	12	26	31	29	2=100
c. The death of Commerce Secretary Ron Brown and 32 other Americans in a plane crash in Croatia.	34	36	20	9	1=100

² In January, 1996 the story was listed as "The deployment of US troops to Bosnia."

³ The 1991 and 1992 trends refer to Democratic candidates.

Q.6 con't ...

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	(VOL) DK
d.	The FBI's arrest of a suspect in the Unabomber case.	44	39	11	5	1=100
e.	President Clinton's veto of a bill banning partial birth abortions.	23	26	27	23	1=100
f.	The military conflict between Israel and the pro-Iranian Muslims in Lebanon.	21	31	29	19	*=100
g.	The passage in Congress of a new law dealing with domestic terrorism.	15	27	30	27	1=100
h.	The plane crash involving a seven year old girl who was trying to become the youngest person to fly across the United States.	44	35	16	5	*=100

ON A DIFFERENT SUBJECT:

Q.7 Suppose the 1996 Presidential election were being held TODAY and the candidates were Bill Clinton, the Democrat and Bob Dole, the Republican. Who would you vote for?

Q.7a As of TODAY, do you LEAN more to Clinton, the Democrat, or Dole, the Republican?

		<u>March 1996</u>	<u>Jan 1996</u>
BASED ON REGISTERED VOTERS: [N=1277]			
54	Clinton/Lean Clinton	53	53
40	Dole/Lean Dole	41	41
<u>6</u> 100	Other/Don't know/Refused	<u>6</u> 100 (N=1116)	<u>6</u> 100 (N=895)

**ASK ALL:
ON ANOTHER SUBJECT...**

Q.8 I am going to read some pairs of statements that will help us understand how you feel about a number of things. As I read each pair, tell me whether the FIRST statement or the SECOND statement comes closer to your own views -- even if neither is exactly right. The first pair is...(READ AND ROTATE) AFTER CHOICE IS MADE, PROBE: Do you feel STRONGLY about that, or not?

The first/next pair is (READ)...

		<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>
SPLIT FORM ITEM a. [N=888]					
FORM 1:					
aF1.	The federal government is almost always wasteful and inefficient	n/a	n/a	n/a	n/a
61	52 Strongly	n/a	n/a	n/a	n/a
	9 Not Strongly	n/a	n/a	n/a	n/a
35	The federal government often does a better job than people give it credit for	n/a	n/a	n/a	n/a
	21 Strongly	n/a	n/a	n/a	n/a
	14 Not Strongly	n/a	n/a	n/a	n/a
<u>4</u>	Neither/Don't know	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>
100		n/a	n/a	n/a	n/a
FORM 2: [N=863]					
aF2.	The state government here is almost always wasteful and inefficient	n/a	n/a	n/a	n/a
46	37 Strongly	n/a	n/a	n/a	n/a
	9 Not Strongly	n/a	n/a	n/a	n/a
47	The state government here often does a better job than people give it credit for	n/a	n/a	n/a	n/a
	27 Strongly	n/a	n/a	n/a	n/a
	20 Not Strongly	n/a	n/a	n/a	n/a
<u>7</u>	Neither/Don't know	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>
100		n/a	n/a	n/a	n/a
b.	The government should do more to help needy Americans, even if it means going deeper into debt	47	46	50	48
49	42 Strongly	35	33	39	35
	7 Not Strongly	12	13	11	13
44	The government today can't afford to do much more to help the needy	47	47	43	47
	34 Strongly	31	34	31	32
	10 Not Strongly	16	13	12	15
<u>7</u>	Neither/Don't know	<u>6</u>	<u>7</u>	<u>7</u>	<u>5</u>
100		100	100	100	100

Q.8 con't ...

		<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>
c.	Elected officials in Washington lose touch with the people pretty quickly	73	76	74	71
72	59 Strongly	60	64	61	58
	13 Not Strongly	13	12	13	13
	Elected officials in Washington try hard to stay in touch with voters back home	24	21	22	25
23	14 Strongly	14	12	13	14
	9 Not Strongly	10	9	9	11
	Neither/Don't know	<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>
<u>5</u>					
100		100	100	100	100
d.	I'm generally satisfied with the way things are going for me financially	n/a	n/a	n/a	56
57	44 Strongly	n/a	n/a	n/a	36
	13 Not Strongly	n/a	n/a	n/a	20
42	I'm not very satisfied with my financial situation	n/a	n/a	n/a	43
	37 Strongly	n/a	n/a	n/a	33
	5 Not Strongly	n/a	n/a	n/a	10
	Neither/Don't know	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	<u>1</u>
<u>1</u>					
100		n/a	n/a	n/a	100
e.	Homosexuality is a way of life that should be accepted by society	45	47	46	46
44	29 Strongly	29	30	33	26
	15 Not Strongly	16	17	13	20
	Homosexuality is a way of life that should be discouraged by society	50	48	48	49
49	42 Strongly	41	40	41	41
	7 Not Strongly	9	8	7	8
	Neither/Don't know	<u>5</u>	<u>5</u>	<u>6</u>	<u>5</u>
<u>7</u>					
100		100	100	100	100

NOW A DIFFERENT KIND OF QUESTION.

Q.9 We'd like to ask you about how things were when you were growing up.

a. Did you have a part-time job outside of the home when you were in high school?

70 Yes

30 No

* Don't know/Refused

100

Q. 9 con't ...

b. Were you required to do a lot of chores around the house, some chores, only a few chores, or no chores when you were growing up?

40 A lot
39 Some
17 Only a few
3 None
 $\frac{1}{100}$ Don't know/Refused

c. Did your mother work outside the home either full-time or part-time before you were in high school?

54 Yes
45 No
1 Does not apply (**VOL**)
 $\frac{*}{100}$ Don't know/Refused

d. Did you live with both of your parents for all or most of your childhood?

80 Yes
19 No
 $\frac{1}{100}$ Don't know/Refused

e. How often did your parents argue when you were growing up (**READ RESPONSES**)?

14 Often
30 Sometimes
35 Hardly ever, OR
13 Never
5 Does not apply (**VOL**)
 $\frac{3}{100}$ Don't know/Refused

Q.9 con't ...

f. How often, if ever, were you spanked as a child (**READ RESPONSES**)?

14	Often
31	Sometimes
40	Hardly ever, OR
13	Never
<u>2</u>	Don't know/Refused
100	

g. When you were in high school, would you say you were popular, neither popular nor unpopular, or were you unpopular?

41	Popular
46	Neither popular nor unpopular
8	Unpopular
<u>5</u>	Don't know/Refused
100	

h. Were you an excellent athlete, above average, average, or a below average athlete as a child?

8	Excellent
22	Above average
45	Average
23	Below average
<u>2</u>	Don't know/Refused
100	

Q.9 con't ...

i. How much formal education did your father have -- **(READ RESPONSES)**?

17	College graduate
11	Some college
29	High school graduate
12	Some high school
22	Grade school or less
$\frac{9}{100}$	Don't know/Refused

INTERVIEWER NOTE: FOR QUESTIONS Q.10, 10a, 11, 11a and 12 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY". IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY".

NOW, ON ANOTHER SUBJECT...

ASK ALL:

Q.10 Did you get a chance to read a daily newspaper yesterday, or not?

IF "YES" IN Q.10, ASK:

Q.10a About how much time did you spend reading a daily newspaper yesterday? **(DO NOT READ)**

		<u>June</u> <u>1995</u>	<u>March</u> <u>1995</u>	<u>Feb</u> <u>1994</u>	<u>Jan</u> <u>1994</u>	<u>March</u> <u>1991</u>	<u>Gallup</u> <u>1965</u>
50	Read the paper	52	45	58	49	56	71
7	Less than 15 min.	7	9	7	7	n/a	n/a
15	15-29 min.	15	14	15	15	n/a	n/a
18	30-59 min.	18	16	21	17	n/a	n/a
10	1 hour or more	11	6	14	10	n/a	n/a
*	Don't know	1	0	1	*	n/a	n/a
50	Didn't read paper	48	55	42	50	44	29
$\frac{*}{100}$	Don't know	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{0}{100}$

ASK ALL:

Q.11 Did you watch the news or a news program on television yesterday, or not?

IF "YES" IN Q.11, ASK:

Q.11a About how much time did you spend watching the news or any news programs on TV yesterday? (**DO NOT READ**)

		<u>June</u> <u>1995</u>	<u>March</u> <u>1995</u>	<u>Feb</u> <u>1994</u>	<u>Jan</u> <u>1994</u>	<u>March</u> <u>1991</u>	<u>Gallup</u> <u>1965</u>
59	Watched TV News	64	61	74	72	68	55
	3 Less than 15 min.	3	4	3	3	n/a	n/a
	6 15-29 min.	8	9	8	8	n/a	n/a
	21 30-59 min.	24	21	25	25	n/a	n/a
	29 1 hour or more	28	27	37	36	n/a	n/a
	* Don't know	1	*	1	*	n/a	n/a
40	Did not watch	35	38	26	27	32	45
$\frac{1}{100}$	Don't know	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{0}{100}$	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{0}{100}$

ASK ALL:

Q.12 About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday? (**DO NOT READ**)

		<u>June</u> <u>1995</u>	<u>March</u> <u>1995</u>	<u>Feb</u> <u>1994</u>	<u>Jan</u> <u>1994</u>	<u>March</u> <u>1991</u>	<u>Gallup</u> <u>1965</u>
44	Yes, listened	42	47	47	47	44	58
	12 Less than 15 min.	13	16	14	15	n/a	n/a
	11 15-29 min.	9	12	11	10	n/a	n/a
	10 30-59 min.	9	9	9	10	n/a	n/a
	11 1 hour or more	11	10	13	12	n/a	n/a
55	Didn't Listen	56	52	52	52	56	42
$\frac{1}{100}$	Don't know	$\frac{2}{100}$	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{0}{100}$

Q.13 Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **(READ AND ROTATE)**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
a. Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live	42	29	15	14	*=100
March, 1995	48	28	14	10	*=100
May, 1993	60	28	5	6	1=100
February, 1993	58	23	10	9	*=100
b. Watch the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11	65	23	7	5	*=100
March, 1995	72	18	6	4	*=100
May, 1993	77	16	5	4	*=100
February, 1993	76	16	5	3	*=100
c. Watch Cable News Network (CNN)	26	33	14	27	*=100
March, 1995	30	28	13	28	1=100
July, 1994	33	36	7	24	*=100
February, 1994	31	32	8	29	*=100
May, 1993	35	34	7	24	*=100
June, 1992	30	32	10	27	1=100
July, 1990	27	28	8	36	1=100
June, 1990	30	27	6	37	*=100
May, 1990	27	25	7	40	1=100
April, 1990	26	29	7	37	1=100
March, 1990	22	28	8	41	1=100
February, 1990	23	29	8	40	0=100
January, 1990	26	25	7	41	1=100
d. Watch C-SPAN	6	21	18	53	2=100
March, 1995	8	17	20	53	2=100
July, 1994	9	26	12	52	1=100
Februaru, 1994	7	20	15	56	2=100
May, 1993	11	25	13	48	3=100
Feb, 1993	7	18	14	45	16=100
June, 1992	6	19	18	54	3=100

Q.13 con't ...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
e.	Listen to National Public Radio (NPR)	13	18	16	52	1=100
	March, 1995	15	17	21	46	1=100
	July, 1994	9	18	11	62	*=100
	February, 1994	9	13	12	65	1=100
	May, 1993 ⁴	15	20	15	49	1=100
	June, 1992	7	16	17	59	1=100
	July, 1990	9	13	8	70	*=100
	June, 1990	9	10	11	69	1=100
	May, 1990	7	11	10	72	*=100
	April, 1990	7	12	9	71	1=100
	March, 1990	7	9	10	74	*=100
	February, 1990	8	10	8	74	*=100
	January, 1990	5	10	7	78	*=100
f.	Watch news magazine shows such as 60 Minutes or 20/20	36	38	15	11	*=100
	July, 1994	43	43	8	6	*=100
	February, 1994	45	36	11	8	0=100
	May, 1993	52	37	6	5	*=100
	Feb, 1993	49	32	11	8	*=100
	June, 1992	46	40	8	6	*=100
	July, 1990	46	38	8	8	*=100
	June, 1990	50	36	6	8	*=100
	May, 1990	45	37	8	10	*=100
	April, 1990	47	37	7	9	*=100
	March, 1990	41	42	7	10	*=100
	February, 1990	39	41	10	10	0=100
	January, 1990	43	40	8	9	*=100
g.	Watch the Jim Lehrer Newshour ⁵	4	10	11	73	2=100
	July, 1994	7	23	11	58	1=100
	February, 1994	6	16	11	66	1=100
	May, 1993	10	24	14	51	1=100
	June, 1992	6	19	17	56	2=100
	July, 1990	7	16	11	66	*=100
	June, 1990	7	16	12	64	1=100
	May, 1990	8	15	11	65	1=100
	April, 1990	6	16	11	66	1=100
	March, 1990	5	19	12	63	1=100
	February, 1990	5	15	11	69	0=100
	January, 1990	6	15	12	67	*=100

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

⁵ In previous months the question asked about "MacNeil-Lehrer Newshour." The change in the program name may be contributing to the decline in viewership.

Q.13 con't ...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
h.	Watch MTV	7	13	16	63	1=100
	July, 1994	6	19	15	60	*=100
	February, 1994 ⁶	9	18	12	60	1=100
	February, 1993	5	14	15	61	5=100
i.	Listen to Rush Limbaugh's radio show	7	11	11	70	1=100
	July, 1994	6	20	13	61	*=100
j.	Listen to religious radio shows such as "Focus on the Family"	11	14	13	62	*=100
k.	Watch TV shows such as A Current Affair, Hard Copy or Inside Edition	19	35	20	26	*=100
	July, 1994	24	40	18	18	0=100
	February, 1994 ⁷	19	34	18	29	*=100
l.	Watch the daytime talk shows Ricki Lake, Jerry Springer, or Jenny Jones	10	14	17	59	*=100

ITEM m. ASKED APRIL 22-25 ONLY [N=975]

m.	Watch Court TV -- a cable channel	4	13	12	70	1=100
	February, 1993	7	18	14	45	16=100

Q.14 Now I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never. (First,) how about... **(READ AND ROTATE)**

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
a.	News magazines such as Time, U.S. News, or Newsweek	15	35	20	30	*=100
	July, 1994	18	41	18	23	*=100
	February, 1994	16	31	23	30	*=100
	May, 1993	24	39	14	23	*=100
	June, 1992	20	39	18	23	*=100
	July, 1990	18	34	18	30	*=100
	June, 1990	21	39	16	24	*=100
	May, 1990	17	34	19	30	*=100
	April, 1990	20	35	16	29	*=100
	March, 1990	16	35	19	30	*=100
	February, 1990	17	36	18	29	0=100
	January, 1990	18	34	17	31	0=100

⁶ In February, 1994 the question was asked "MTV or VH1."

⁷ In February, 1994 the question was asked "A Current Affair" only.

Q.14 con't ...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
b. Business magazines such as					
Fortune and Forbes	5	17	16	62	*=100
July, 1994	5	21	21	53	0=100
February, 1994	6	15	17	62	*=100
June, 1992	5	17	21	57	*=100
July, 1990	5	15	14	66	*=100
June, 1990	6	16	16	62	*=100
May, 1990	4	14	15	67	*=100
April, 1990	5	15	14	66	*=100
March, 1990	5	14	14	67	0=100
February, 1990	4	12	14	70	*=100
January, 1990	5	13	14	68	0=100
c. The National Enquirer,					
The Sun or The Star	5	11	12	72	*=100
July, 1994	5	13	16	66	*=100
June, 1992	5	13	14	68	*=100
March, 1990	5	15	13	67	*=100
February, 1990	7	13	13	67	*=100
January, 1990	7	12	13	68	0=100

Q.15 How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics -- regularly, sometimes, rarely or never? (**SELECTED TRENDS SHOWN**)

		<u>March</u> <u>1996</u>	<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Nov</u> <u>1994</u>	<u>July</u> <u>1994</u>	<u>Dec</u> <u>1993</u>	<u>April</u> <u>1993</u>
13	Regularly	18	18	19	16	17	23	23
23	Sometimes	28	33	30	31	29	22	32
25	Rarely	24	25	24	26	24	25	23
39	Never	30	24	27	26	30	30	22
<u>*</u> <u>100</u>	Don't know/Refused	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>1</u> <u>100</u>	<u>*</u> <u>100</u>	<u>0</u> <u>100</u>	<u>*</u> <u>100</u>

ROTATE IN BLOCKS: NEWSPAPER (16, 16a/17, 17a); NETWORK NEWS (18, 18a/19, 19a), AND LOCAL NEWS (20, 20a/21, 21a).

ON A DIFFERENT SUBJECT...

ASK Q.16 AND Q.16a OF FORM 1 ONLY: [N=888]

Q.16F1 Thinking about the daily newspaper you are most familiar with, would you say it has gotten better or worse over the past five years? [IF RESPONDENT SAYS SAME, PROBE: But if you had to say it has gotten better or worse, which would you say?]

- 42 Better -- GO TO Q.16a
- 30 Worse -- GO TO Q.16a
- 17 Same (VOL) -- GO TO Q.18
- 11 Don't know/Refused --GO TO Q.18
- 100

IF RESPONDENT ANSWERED "1" BETTER OR "2" WORSE IN Q.16, ASK:

Q.16aF1 Why is that? (open-end)

BASED ON THOSE WHO ANSWERED "BETTER" TO Q.16F1: [N=378]

- 29 Better/More in-depth coverage
- 19 More interesting features/Sections
- 15 Broad range of topics
- 12 Easier to read/Better format
- 12 More focus on local news/Events
- 10 Keeps me up-to-date/Informed
- 10 Better quality of reporting/Reporters
- 5 Coverage is more direct/Targeted/Focused
- 4 Fair/Objective/Unbiased coverage
- * Better communication vehicle
- 8 Other
- 8 Don't know/No answer

BASED ON THOSE WHO ANSWERED "WORSE" TO Q.16F1: [N=269]

- 18 Focus is on the negative/"Bad news"
- 15 Poor format
- 12 Coverage is shallow
- 12 Coverage is not objective/Biased
- 9 Too much gossip/Sensationalism
- 8 Not enough focus on local news/Events
- 8 Not informative enough
- 8 Too liberal
- 6 Not credible
- 6 Poor quality of reporting/Reporters
- 4 Range of topics covered is too limited
- 3 Coverage is not focused
- 3 Poor communication vehicle/Doesn't keep me up-to-date/Informed
- 2 Prices are too high
- 2 Too opinionated
- 1 Boring
- 9 Other
- 2 Don't know/No answer

ASK Q.17 AND Q.17a OF FORM 2 ONLY: [N=863]

Q.17F2 Generally, would you say you spend MORE time reading the newspaper these days or LESS time reading the newspaper than you did a few years ago? [IF RESPONDENT SAYS SAME, PROBE: But if you had to say you spend more time or less, which would you say?]

51	More -- GO TO Q.17a
38	Less -- GO TO Q.17a
9	Same (VOL) -- GO TO Q.19
<u>2</u>	Don't know/Refused -- GO TO Q.19
100	

IF RESPONDENT ANSWERED "1" MORE OR "2" LESS IN Q.17, ASK:

Q.17aF2 Why is that? (open-end)

BASED ON THOSE WHO ANSWERED "MORE" IN Q.17F2: [N=441]

43	Have more time
20	More interest in it
18	To keep up-to-date/Informed
6	Hobby/Like to read
5	Have easy access to it
5	Something to do
5	Increased awareness of current issues/Greater concern
4	So much going on now/Greater influx of information in all forms of media
4	Greater concern regarding the issues/Topics of the day
3	Features
3	Have subscription
2	Broader range of topics/Issues covered/Features
3	Other
2	Don't know/No answer

BASED ON THOSE WHO ANSWERED "LESS" IN Q.17F2: [N=328]

52	No time/Too busy
16	Get the same information from other forms of media
10	Don't have subscription/Don't get paper as often/Just not readily available
9	No interest in it
4	Focus on negative/"Bad news"/Not enough good news
4	Poor health/Can't see well
3	Cost/Cutting back/Can't afford it
2	Too much gossip/Sensationalism
2	Biased/Slanted coverage
2	Coverage is not credible
3	Other
1	Don't know/No answer

ASK Q.18 AND Q.18a OF FORM 1 ONLY: [N=888]

Q.18F1 Thinking about the national network news --- the ABC News with Peter Jennings, the CBS News with Dan Rather, NBC with Tom Brokaw, and CNN -- would you say it has gotten better or worse over the past five years? **[IF RESPONDENT SAYS SAME, PROBE: But if you had to say it has gotten better or worse, which would you say?]**

		Feb <u>1993</u>
53	Better -- GO TO Q.18a	69
18	Worse -- GO TO 18a	14
12	Same (VOL) -- GO TO Q.20	7
<u>17</u> 100	Don't Know/Refused -- GO TO Q.20	<u>10</u> 100

IF RESPONDENT ANSWERED "1" BETTER OR "2" WORSE IN Q.18, ASK:

Q.18aF1 Why is that? (open-end)

		Feb <u>1993</u>
BASED ON THOSE WHO ANSWERED "BETTER" TO Q.18F1: [N=459]		
38	More depth/Thorough coverage/Follow-up	28
15	More informative/Educational	17
8	Quicker response/More immediate	9
7	Like anchorpeople/Specific network	5
7	More interesting/Less dry and boring	2
7	Better technology/More capabilities	3
7	Reporters better informed/Educated	6
6	More truthful/Honest/Direct	8
4	Less biased/More objective	5
2	Just like it better/Enjoy it more	8
2	More news programming available	7
2	More relevant to me personally	4
6	Other (SPECIFY)	1
10	Don't know/Refused	6

BASED ON THOSE WHO ANSWERED "WORSE" TO Q.18F1: [N=170]

26	Too sensationalist/Just after ratings	18
22	Biased/Not objective	35
16	No substance/Shallow/Superficial/Fluff	11
16	Too much focus on negative	10
7	Too violent	6
5	Influence public opinion too much	2
4	Orientation towards personalities/Egos	4
4	Just don't like it	8
2	Not relevant to me personally	1
1	Just after ratings	--
8	Other (SPECIFY)	2
7	Don't know/Refused	8

ASK Q.19 AND Q.19a OF FORM 2 ONLY: [N=863]

Q.19F2 Thinking about the national network news --the ABC News with Peter Jennings, the CBS News with Dan Rather, NBC with Tom Brokaw, and CNN -- would you say you spend MORE time or LESS time watching it than you did a few years ago? [IF RESPONDENT SAYS SAME, PROBE: But if you had to say you spend more time or less, which would you say?]

56	More -- GO TO Q.19a
32	Less -- GO TO Q.19a
10	Same (VOL) -- GO TO Q.21
<u>2</u>	Don't know/Refused -- GO TO Q.21
100	

IF RESPONDENT ANSWERED "1" MORE OR "2" LESS IN Q.19, ASK:

Q.19aF2 Why is that? (open-end)

BASED ON THOSE WHO ANSWERED "MORE" TO Q.19F2: [N=486]

42	Have more time
26	More interest in it
14	To keep up-to-date/Informed
9	Increased awareness of current issues/Greater concern
6	Prefer over other forms of media
6	So much going on now/Greater influx of information in all forms of media
5	Greater concern regarding the issues/Topics of the day
4	Something to do
1	Features
1	Have easy access to it
*	Broader range of topics/Issues covered/Features
5	Other
3	Don't know/No answer

BASED ON THOSE WHO ANSWERED "LESS" TO Q.19F2: [N=268]

48	No time/Too busy
12	No interest in it
11	Don't watch TV much
10	Get the same information from other forms of media
5	Biased/Slanted coverage
5	Coverage is not credible
4	Don't have TV/Don't watch TV much/Just not readily available
3	Too much gossip/Sensationalism
3	Too liberal
3	Focus on negative/"Bad news"/Not enough good news
1	Poor health/Can't see well
4	Other
5	Don't know/No answer

ASK Q.20 AND Q.20a OF FORM 1: [N=888]

Q.20F1 And thinking about the local television news in your area --- that usually comes on before the national news and again at 10 or 11 p.m., -- would you say it has gotten better or worse over the past five years? [**IF RESPONDENT SAYS SAME, PROBE:** But if you had to say it has gotten better or worse, which would you say?]

		Feb <u>1993</u>
53	Better -- GO TO Q.20a	60
22	Worse -- GO TO Q.20a	18
12	Same (VOL) -- GO TO Q.22	12
<u>13</u> 100	Don't Know/Refused -- GO TO Q.22	<u>10</u> 100

IF RESPONDENT ANSWERED "1" BETTER OR "2" WORSE, IN Q.20 ASK:

Q.20aF1 Why is that? (open-end)

		Feb <u>1993</u>
BASED ON THOSE WHO ANSWERED "BETTER" TO Q.20F1: [N=481]		
49	More depth/Thorough coverage/Follow-up	28
12	Reporters better informed/Educated	5
11	More relevant to me personally	10
10	Better technology/More capabilities	5
8	Just like it better/Enjoy it more	9
6	More interesting/Less dry and boring	5
3	Like anchorpeople/Specific network	7
2	Quicker response/More immediate	7
2	More truthful/Honest/Direct	5
2	More news programming available	7
2	Less biased/More objective	3
--	More informative/Educational	10
7	Other (SPECIFY)	1
6	Don't know/Refused	6

BASED ON THOSE WHO ANSWERED "WORSE" TO Q.20F1: [N=198]

36	Too much focus on negative	20
25	No substance/Shallow/Superficial/Fluff	11
17	Too sensationalist/Just after ratings	23
9	Biased/Not objective	9
3	Influence public opinion too much	1
3	Just don't like it	10
2	Not relevant to me personally	4
2	Orientation towards personalities/Egos	2
1	Just after ratings	--
10	Other (SPECIFY)	4
6	Don't know/Refused	6

ASK Q.21 AND Q.21a OF FORM 2 ONLY: [N=863]

Q.21F2 And thinking about the local television news in your area --- that usually comes on before the national news and again at 10 or 11 p.m., -- would you say you spend MORE time or LESS time watching it than you did a few years ago? [IF RESPONDENT SAYS SAME, PROBE: But if you had to say you spend more time or less, which would you say?]

57	More -- GO TO Q.21a
29	Less -- GO TO Q.21a
13	Same (VOL) -- GO TO Q.22
<u>1</u>	Don't know/Refused -- GO TO Q.22
100	

IF RESPONDENT ANSWERED "1" MORE OR "2" LESS IN Q.21, ASK:
Q.21aF2 Why is that? (open-end)

BASED ON THOSE WHO ANSWERED "MORE" TO Q.21F2: [N=491]

44	Have more time
23	To keep up-to-date/Informed
18	More interest in it
7	Increased awareness of current issues/Greater concern
5	Greater concern regarding the issues/Topics of the day
4	Something to do
4	Have easy access to it
3	So much going on now/Greater influx of information in all forms of media
3	Prefer over other forms of media
1	Features
1	Broader range of topics/Issues covered/Features
3	Other
5	Don't know/No answer

BASED ON THOSE WHO ANSWERED "LESS" TO Q.21F2: [N=250]

50	No time/Too busy
14	No interest in it
9	Focus on negative/"Bad news"/Not enough good news
8	Get the same information from other forms of media
8	Don't watch much TV
4	Don't have TV/Don't watch TV much/Just not readily available
3	Biased/Slanted coverage
2	Too much gossip/Sensationalism
2	Coverage is not credible
1	Poor health/Can't see well
5	Other
3	Don't know

ASK ALL:

NOW I WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT SOME THINGS THAT HAVE BEEN IN THE NEWS. NOT EVERYONE WILL HAVE HEARD ABOUT THEM.

Q.22 Who is the Speaker of the U.S. House of Representatives?

		June <u>1995</u>	Feb <u>1995</u>
50	Newt Gingrich (<i>correct answer</i>)	53	52
3	Other answer	52	4
<u>47</u> 100	Don't know	<u>44</u> 100	<u>44</u> 100

Q.23 Do you happen to know which political party has a majority in the U.S. House of Representatives?

		June <u>1995</u>
70	Republicans (<i>correct answer</i>)	73
8	Democrats	5
<u>22</u> 100	Don't know/Refused	<u>22</u> 100

Q.24 Do you happen to know what the federal minimum wage is today? (**DO NOT READ RESPONSES**)

5	Less than \$4.25
42	\$4.25 (<i>correct answer</i>)
36	\$4.26-\$5.99
2	\$6.00 or more
<u>15</u> 100	Don't know/Refused

Q.25 Do you happen to know the names of any of the countries President Clinton has visited in his most recent trip overseas? (**DO NOT READ RESPONSES; DO NOT PROBE**) (**ACCEPT MULTIPLE RESPONSES**)

27	Named one or more countries
19	Named only one country
8	Named two or more countries
5	Named all three countries
<u>73</u> 100	Unable to name any countries

ON A DIFFERENT SUBJECT...

Q.26 I'm going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, or on radio...very closely, somewhat closely, not very closely, or not at all closely? First (**READ AND ROTATE**)

		<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not At all Closely</u>	<u>Don't Know</u>
a.	News about political figures and events in Washington	16	43	28	13	*=100
b.	Sports	26	28	21	25	*=100
c.	Business and finance	13	37	31	19	*=100
d.	International affairs	16	46	26	12	*=100
e.	Local government	24	43	21	12	*=100
f.	Religion	17	31	29	23	*=100
g.	People and events in your own community	35	44	14	7	*=100
h.	Entertainment	15	42	29	14	*=100
i.	Consumer news	14	45	26	15	*=100
j.	Science and technology	20	42	24	14	*=100
k.	Health	34	44	14	7	1=100
l.	Famous people	13	39	32	15	1=100
m.	Crime	41	43	10	6	*=100
n.	Culture and the arts	9	34	32	25	*=100

ON ANOTHER SUBJECT...

Q.27 How have you been getting most of your news about the Presidential election campaign? From television, from newspapers, from radio, from magazines or from computer on-line sources? **(ACCEPT TWO ANSWERS. IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ADDITIONAL RESPONSES)**

		<u>Feb 1996</u>	<u>Nov 1992</u>	<u>Sept 1992</u>	<u>Jun 1992</u>	<u>May 1992</u>	<u>March 1992</u>	<u>Feb 1992</u>
81	Television	85	82	83	84	86	83	80
48	Newspapers	56	57	49	55	51	48	49
21	Radio	21	12	13	18	17	14	18
6	Magazines	5	9	5	7	6	4	4
2	On-line sources	2	n/a	n/a	n/a	n/a	n/a	n/a
3	Other	1	6	4	4	3	3	3
1	Can't say	1	1	1	*	1	*	1

IF ANSWERED "1" TELEVISION IN Q.27, ASK:

Q.28 Do you get most of your news about the presidential campaign from network TV news, from local TV news, or from CNN? **(ACCEPT TWO RESPONSES; DO NOT PROBE)**

		<u>Feb 1996⁸</u>	<u>Nov 1992</u>	<u>Sept 1992</u>	<u>June 1992</u>	<u>May 1992</u>	<u>March 1992</u>	<u>Feb 1992</u>
48	Network	50	55	37	50	46	41	40
42	Local	52	29	36	38	40	32	37
28	CNN	39	29	33	34	34	30	29
2	Other (VOL)	4	2	4	2	4	2	2
1	Can't say	*	1	2	1	1	2	1

⁸

The percentages from the February 1996 survey are not comparable to the trend because of a difference in the probe.

ASK ALL:

Q.29 Now I'd like to ask you about some other 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)** -- regularly, sometimes, hardly ever, or never?

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
a. Religious radio shows, such as "Focus on the Family"	6	12	15	67	*=100
b. Christian Broadcasting Network	6	12	16	65	1=100
c. Talk Radio shows	12	25	24	39	*=100
d. MTV	3	10	12	74	1=100
e. Late night TV shows such as David Letterman and Jay Leno	6	19	19	56	0=100

ON ANOTHER SUBJECT...

Q.30 I'd like your opinion of some people and organizations. As I read from a list, please tell me which category best describes your overall opinion of who or what I name. (First,) would you describe your opinion of **(INSERT ITEM: ROTATE ITEMS a.-f. AND g.-l.)** as very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? **(INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")**

		Very Favor- <u>able</u>	Mostly Favor- <u>able</u>	Mostly Unfavor- <u>able</u>	Very Unfavor- <u>able</u>	Never Heard <u>Of</u>	Can't <u>Rate</u>
a.	Network television news	21	58	13	4	0	4=100
	January, 1996	25	58	11	4	*	2=100
	June, 1995	16	51	21	9	*	3=100
	July, 1994	17	52	22	7	*	2=100
	May, 1993	23	58	12	3	0	4=100
	January, 1992	27	55	11	2	0	5=100
	November, 1991	24	51	16	5	0	4=100
	March, 1991	40	51	5	2	0	2=100
	May, 1990	22	60	12	3	*	3=100
	August, 1989	28	54	11	3	4=100	
	February, 1989	21	61	12	3	3=100	
	August ⁹ , 1988	29	52	9	5	5=100	
	May, 1988	20	58	14	4	4=100	
	January 27, 1988	12	69	13	3	3=100	
	January 7-18, 1988	18	60	14	4	4=100	
	October, 1987	19	62	10	3	6=100	
	May, 1987	21	63	11	3	2=100	
	January, 1987	19	55	16	6	4=100	
	July, 1986	30	53	10	4	3=100	
	August, 1985	30	51	8	2	7=100	
	June, 1985	25	59	8	2	6=100	
b.	Local TV news	26	58	10	3	*	3=100
	January, 1996	28	56	10	4	*	2=100
	March, 1991	37	52	6	2	*	3=100
	August, 1989	27	53	11	4	5=100	
	July, 1985	27	57	9	2	5=100	

Q.30 con't ...

	<u>Very Favorable</u>	<u>Mostly Favorable</u>	<u>Mostly Unfavorable</u>	<u>Very Unfavorable</u>	<u>Never Heard Of</u>	<u>Can't Rate</u>
c. The daily newspaper you are most familiar with	24	56	12	4	0	4=100
January, 1996	27	52	11	5	*	5=100
June, 1995	22	52	14	7	1	4=100
July, 1994	23	57	13	5	*	2=100
May, 1993	26	55	10	4	0	5=100
January, 1992	27	51	13	5	0	4=100
November, 1991	24	56	11	5	0	4=100
March, 1991	30	55	7	3	*	5=100
May, 1990	22	56	12	5	*	5=100
August, 1989	25	52	12	5	6=100	
February, 1989	22	56	13	4	5=100	
August ¹⁰ , 1988	30	48	10	5	7=100	
May, 1988	19	59	13	4	5=100	
January 27, 1988	19	62	11	3	5=100	
January 7-18, 1988	21	59	12	4	4=100	
October, 1987	21	58	9	4	8=100	
May, 1987	22	59	12	3	4=100	
January, 1987	19	57	13	6	5=100	
July, 1986	28	51	11	6	4=100	
August, 1985	25	52	10	5	8=100	
June, 1985	25	56	8	3	8=100	
d. Congress	6	39	37	13	0	5=100
January, 1996	4	38	38	16	*	4=100
October, 1995	4	38	42	13	0	3=100
August, 1995	5	40	34	13	*	7=100
June, 1995	8	45	31	11	*	5=100
February, 1995	10	44	27	10	0	9=100
July, 1994	7	46	34	9	*	4=100
May, 1993	8	35	35	13	0	9=100
November, 1991	7	44	34	9	0	6=100
May, 1990	6	53	25	9	1	6=100
May, 1988	8	56	23	5	0	8=100
January, 1988	6	58	25	4	0	7=100
May, 1987	10	64	16	4	*	6=100
January, 1987	7	52	23	8	0	10=100
June, 1985	9	58	21	5	*	7=100
e. Tobacco companies	4	16	33	42	*	5=100
July, 1994	6	18	35	38	*	3=100

¹⁰

Based on Registered Voters

Q.30 con't ...

		<u>Very Favorable</u>	<u>Mostly Favorable</u>	<u>Mostly Unfavorable</u>	<u>Very Unfavorable</u>	<u>Never Heard Of</u>	<u>Can't Rate</u>
f.	Labor unions	10	37	28	17	*	8=100
	February, 1996	17	37	27	14	*	5=100
	July, 1994	14	43	28	10	*	5=100
	June, 1985	9	37	30	17	*	7=100
g.	Bill Clinton	16	41	24	16	0	3=100
	February, 1996	20	35	22	21	0	2=100
	January, 1996	13	43	27	15	0	2=100
	August, 1995	13	36	29	20	0	2=100
	February, 1995	14	41	25	17	0	3=100
	December, 1994	17	34	24	22	0	3=100
	July, 1994	15	43	25	16	*	1=100
	May, 1993	18	42	23	12	0	5=100
	July, 1992	17	42	25	9	0	7=100
	June, 1992	10	36	33	14	1	6=100
	May, 1992	11	42	32	10	*	5=100
	March, 1992	10	43	29	11	1	6=100
	February, 1992	15	44	24	7	2	8=100
	January, 1992	9	28	11	4	27	21=100
	November, 1991	5	25	8	2	39	21=100
h.	Hillary Clinton	12	37	27	19	0	5=100
	February, 1996	14	28	27	27	0	4=100
	January, 1996	10	32	28	26	0	4=100
	October, 1995	14	44	24	14	-	4=100
	August, 1995	16	33	25	22	*	4=100
	July, 1994	19	38	22	18	1	2=100
	May, 1993	19	41	18	11	1	10=100
i.	Bob Dole	10	38	29	15	1	7=100
	February, 1996	12	43	24	15	1	5=100
	January, 1996	8	44	28	15	*	5=100
	August, 1995	12	37	26	12	2	11=100
	February, 1995	17	41	18	10	4	10=100
	December, 1994	17	41	18	10	5	9=100
	July, 1994	14	45	19	9	6	7=100
	May, 1993	11	37	20	8	11	13=100
	May, 1990	7	45	15	5	13	15=100
	May, 1987	9	51	11	3	9	17=100

Q.30 con't ...

		Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Heard Of	Can't Rate
j.	Ross Perot	7	26	36	24	*	7=100
	August, 1995	11	29	33	20	*	7=100
	February, 1995	12	26	34	20	1	7=100
	July, 1994	13	38	29	16	1	3=100
	May, 1993	21	43	21	10	*	5=100
	July, 1992	18	30	21	14	1	16=100
	June, 1992	18	35	18	8	5	16=100
	May, 1992	11	39	20	7	2	21=100
	March, 1992	11	18	15	6	29	21=100
k.	Elizabeth Dole	11	32	17	9	5	26=100
l.	Pat Buchanan	5	21	34	29	2	9=100
	February, 1996	12	33	25	19	2	9=100
	<i>Gallup</i> : January, 1996		24		29	24	23=100
	March, 1992	6	25	34	19	3	13=100
	February, 1992	12	44	20	10	2	12=100
	January, 1992	6	27	21	9	18	19=100

-- NO QUESTION 31 --

ON ANOTHER SUBJECT...

Q.32 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?

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

-- NO QUESTION 33 --

Q.34 In general, would you describe your political views as ...**(READ)**

		<u>July 1994</u>
7	Very conservative	7
31	Conservative	32
39	Moderate	39
14	Liberal, OR	15
5	Very liberal?	4
<u>4</u> 100	Don't know/Refused (DO NOT READ)	<u>3</u> 100

Q.35 Do you use a computer at your workplace, at school or at home on at least an occasional basis?

		<u>March 1996</u>	<u>Feb 1996</u>	<u>Jan 1996</u>
58	Uses a PC at home, work or school	61	60	59
42	Does not use PC	39	40	41
<u>*</u> 100	Don't know/Refused	<u>*</u> 100	<u>0</u> 100	<u>0</u> 100

IF YES:

Q.36 Do you ever use a computer at work, school or home to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

		<u>March 1996</u>	<u>Feb 1996</u>	<u>Jan 1996</u>
BASED ON TOTAL RESPONDENTS:				
21	Goes on-line	22	21	21
37	Does not go on-line	39	39	38
*	Don't know/Refused	0	*	0
<u>42</u> 100	Not a computer user	<u>39</u> 100	<u>40</u> 100	<u>41</u> 100

IF YES:

Q.37 Do you ever go on-line to get information on current events, public issues and politics? **IF YES:** How often do you go on-line for this type of information... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

		March <u>1996</u>	Feb <u>1996</u>	Jan <u>1996</u>
BASED ON TOTAL RESPONDENTS:				
1	Everyday	2	1	2
1	3-5 days/week	3	2	2
4	1-2 days/week	5	4	3
4	Once every few weeks	3	3	3
1	Less Often	1	2	1
10	No/Never	8	9	10
*	Don't know/Refused	0	0	*
37	PC user, Does not go on-line	39	39	38
<u>42</u> 100	Not a computer user	<u>39</u> 100	<u>40</u> 100	<u>41</u> 100

IF RESPONDENT ANSWERED 1,2,3 OR 4 IN Q.37 ASK:

Q.37a Do you ever go on-line to get information about the 1996 presidential campaign? **IF YES:** How often do you go on-line for this type of information... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

		March <u>1996</u>	Feb <u>1996</u>
BASED ON TOTAL RESPONDENTS:			
*	Everyday	*	*
1	3-5 days/week	1	1
1	1-2 days/week	2	2
1	Once every few weeks	1	1
*	Less Often	*	*
7	No/Never	9	6
*	Don't know/Refused	0	0
11	Does not go on-line for political/public issues	9	11
37	PC user, Does not go on-line	39	39
<u>42</u> 100	Not a computer user	<u>39</u> 100	<u>40</u> 100

ASK ALL:

Q.38 Do you currently live in an area where you could get Cable TV if you wanted it?

		<u>Feb 1994</u>
92	Yes -- GO TO Q.38a	89
8	No -- GO TO D.1	10
$\frac{*}{100}$	Don't know/Refused -- GO TO D.1	$\frac{1}{100}$

Q.38a Do you currently subscribe to Cable TV?

		<u>Feb 1994</u>
BASED ON TOTAL RESPONDENTS:		
69	Yes	64
23	No	25
$\frac{8}{100}$	Don't know/Refused	$\frac{11}{100}$

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
APRIL 1996 BELIEVABILITY STUDY
-- FINAL TOPLINE --
April 24-28, 1996
N=1,007

ON A DIFFERENT SUBJECT:

Q. I am going to read a list. Please rate how much you think you can believe each person or organization I name on a scale of 4 to 1. On this four point scale, "4" means you can believe all or most of what the person or organization says. "1" means you believe almost nothing of what they say. How would you rate the believability of (**READ ITEM. ROTATE LIST**) on this scale of 4 to 1?

	Believe <u>4</u>	<u>3</u>	<u>2</u>	Cannot Believe <u>1</u>	Never Heard of	Can't Rate
a. USA Today	20	34	20	9	3	14=100
February, 1993	20	36	21	7	1	15=100
August, 1989	21	32	18	5	6	18=100
June, 1985	13	26	13	2	4	42=100
b. ABC News	30	44	17	5	*	4=100
February, 1993	34	42	17	4	*	3=100
August, 1989	30	46	14	3	1	7=100
June, 1985	32	51	11	1	*	5=100
c. Bernard Shaw	9	22	16	10	18	25=100
d. The Wall Street Journal	28	29	13	7	3	20=100
February, 1993	30	32	14	6	2	16=100
August, 1989	30	26	9	3	6	26=100
June, 1985	25	23	6	2	1	43=100
e. The daily newspaper you are most familiar with	24	37	26	8	*	5=100
February, 1993	22	41	25	8	*	4=100
August, 1989	26	41	24	7	*	2=100
June, 1985	28	52	13	2	*	5=100
f. Large nationally influential newspapers - such as the New York Times, Washington Post, and Los Angeles Times	14	36	18	10	3	19=100
June, 1985	16	34	11	3	1	35=100
g. The Associated Press	14	40	22	9	3	12=100
February, 1993	16	39	23	7	3	12=100
August, 1989	21	43	18	4	6	9=100
June, 1985	21	40	11	2	2	24=100
h. CNN	34	37	14	4	1	10=100
February, 1993	41	35	10	4	2	8=100
August, 1989	33	31	11	2	8	16=100
June, 1985	20	24	7	1	10	38=100
i. Christian Broadcasting Network	20	18	21	13	6	22=100

		Believe <u>4</u>	<u>3</u>	<u>2</u>	Cannot Believe <u>1</u>	Never Heard <u>of</u>	Can't Rate
j.	NBC News	28	46	18	5	*	3=100
	February, 1993	31	42	18	6	*	3=100
	August, 1989	32	47	14	2	*	5=100
	June, 1985	31	51	12	1	*	5=100
k.	Peter Jennings	27	37	18	8	2	8=100
	February, 1993	34	40	15	4	2	5=100
	August, 1989	35	39	11	3	5	7=100
	June, 1985	33	41	8	1	8	9=100
l.	Larry King	9	21	28	21	4	17=100
m.	Dan Rather	29	39	18	8	1	5=100
	February, 1993	36	40	14	6	1	3=100
	August, 1989	36	40	13	6	1	4=100
	June, 1985	40	41	8	2	4	5=100
n.	CBS News	30	42	17	6	*	5=100
	February, 1993	31	44	16	5	*	4=100
	August, 1989	29	45	16	4	1	5=100
	June, 1985	33	51	11	1	*	4=100
o.	Tom Brokaw	29	37	18	7	2	7=100
	February, 1993	32	41	16	5	2	4=100
	August, 1989	32	42	14	3	3	6=100
	June, 1985	29	40	8	1	10	12=100
p.	C-SPAN	19	24	12	9	10	26=100

Q. Now I am going to read another list. Again, please rate how much you think you can believe each person I name on a scale of 4 to 1. On this four point scale, "4" means you can believe all or most of what the person says. "1" means you believe almost nothing of what they say. How would you rate the believability of **(READ ITEM. ROTATE LIST)** on this scale of 4 to 1?

		Believe <u>4</u>	<u>3</u>	<u>2</u>	Cannot Believe <u>1</u>	Never Heard <u>of</u>	Can't Rate
a.	Bill Clinton	14	31	25	28	*	2=100
	February, 1993	18	35	25	19	*	3=100
b.	Colin Powell	28	36	19	9	2	6=100
	February, 1993	24	31	18	6	13	8=100
c.	Rush Limbaugh	8	15	25	42	3	7=100
d.	Robert Dole	7	25	35	26	2	5=100
e.	Ross Perot	7	22	34	34	*	3=100
	February, 1993	16	32	30	20	*	2=100
f.	Newt Gingrich	4	16	30	41	2	7=100