

**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS**  
**BIENNIAL MEDIA CONSUMPTION SURVEY**  
**FINAL TOPLINE**  
**April 19 - May 12, 2004**  
**Total N=3000**  
**Form 1 N=1493**  
**Form 2 N=1507**

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

	<u>Approve</u>	Dis- approve	Don't know		<u>Approve</u>	Dis- approve	Don't know
April-May, 2004	44	44	12=100				
Late April, 2004	48	43	9=100	Early April, 2002	74	16	10=100
Early April, 2004	43	47	10=100	February, 2002	78	13	9=100
Late March, 2004	47	44	9=100	January, 2002	80	11	9=100
Mid-March, 2004	46	47	7=100	<b>2001</b>			
February, 2004	48	44	8=100	Mid-November, 2001	84	9	7=100
Mid-January, 2004	56	34	10=100	Early October, 2001	84	8	8=100
Early January, 2004	58	35	7=100	Late September, 2001	86	7	7=100
<b>2003</b>				Mid-September, 2001	80	9	11=100
December, 2003	57	34	9=100	Early September, 2001	51	34	15=100
November, 2003	50	40	10=100	August, 2001	50	32	18=100
October, 2003	50	42	8=100	July, 2001	51	32	17=100
September, 2003	55	36	9=100	June, 2001	50	33	17=100
Mid-August, 2003	56	32	12=100	May, 2001	53	32	15=100
Early August, 2003	53	37	10=100	April, 2001	56	27	17=100
Mid-July, 2003	58	32	10=100	March, 2001	55	25	20=100
Early July, 2003	60	29	11=100	February, 2001	53	21	26=100
June, 2003	62	27	11=100				
May, 2003	65	27	8=100				
April 10-16, 2003	72	22	6=100				
April 9, 2003	74	20	6=100				
April 2-7, 2003	69	25	6=100				
March 28-April 1, 2003	71	23	6=100				
March 25-27, 2003	70	24	6=100				
March 20-24, 2003	67	26	7=100				
March 13-16, 2003	55	34	11=100				
February, 2003	54	36	10=100				
January, 2003	58	32	10=100				
<b>2002</b>							
December, 2002	61	28	11=100				
Late October, 2002	59	29	12=100				
Early October, 2002	61	30	9=100				
Mid-September, 2002	67	22	11=100				
Early September, 2002	63	26	11=100				
Late August, 2002	60	27	13=100				
August, 2002	67	21	12=100				
Late July, 2002	65	25	10=100				
July, 2002	67	21	12=100				
June, 2002	70	20	10=100				
April, 2002	69	18	13=100				

On a different subject...

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

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

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

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

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

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

Q.5 We're interested in how often people watch the TV NETWORK EVENING NEWS programs – by this we mean ABC World News Tonight with Peter Jennings, CBS Evening News with Dan Rather, NBC Nightly News with Tom Brokaw, and the PBS NewsHour with Jim Lehrer. Do you happen to watch TV EVENING NEWS PROGRAMS REGULARLY, or not?

		<u>April</u> <u>2002<sup>1</sup></u>	<u>April</u> <u>2000</u>	<u>April</u> <u>1998</u>	<u>April</u> <u>1996</u>	<u>March</u> <u>1995</u>	<u>May</u> <u>1990</u>	<u>Aug</u> <u>1989</u>	<u>May</u> <u>1987</u>
52	Yes	53	50	59	59	65	67	67	71
47	No	47	50	41	41	35	32	33	28
<u>1</u>	Don't know/Refused	*	*	*	*	*	<u>1</u>	*	<u>1</u>
100		100	100	100	100	100	100	100	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? [INSERT ITEM, ROTATE]

	<u>Very</u> <u>Closely</u>	<u>Fairly</u> <u>Closely</u>	<u>Not too</u> <u>Closely</u>	<u>Not at all</u> <u>Closely</u>	<u>DK/Ref</u>
a. News about the current situation in Iraq	54	33	8	5	*=100
Mid-March, 2004	47	36	12	4	1=100
Early February, 2004	47	38	10	4	1=100
Mid-January, 2004	48	39	9	4	*=100
December, 2003	44	38	11	6	1=100
November, 2003	52	33	9	5	1=100
October, 2003	38	40	14	7	1=100
September, 2003	50	33	10	6	1=100
Mid-August, 2003	45	39	10	5	1=100
Early July, 2003	37	41	13	8	1=100
June, 2003	46	35	13	6	*=100
May, 2003	63	29	6	2	*=100

<sup>1</sup> In 2002, "PBS NewsHour with Jim Lehrer" was added to the question wording.

**Q.6 CONTINUED...**

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/Ref
April 11-16, 2003 <sup>2</sup>	47	40	10	2	1=100
April 2-7, 2003	54	34	9	2	1=100
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003 <sup>3</sup>	62	27	6	4	1=100
February, 2003	62	25	8	4	1=100
January, 2003	55	29	10	4	2=100
December, 2002	51	32	10	6	1=100
Late October, 2002	53	33	8	5	1=100
Early October, 2002	60	28	6	5	1=100
Early September, 2002	48	29	15	6	2=100
<b>b. News about candidates for the 2004 presidential election</b>	<b>31</b>	<b>33</b>	<b>19</b>	<b>16</b>	<b>1=100</b>
Mid-March, 2004	35	34	18	13	*=100
Late February, 2004	24	40	23	12	1=100
Early February, 2004 <sup>4</sup>	29	37	20	13	1=100
Mid-January, 2004	16	30	27	26	1=100
Early January, 2004	14	32	30	23	1=100
December, 2003	16	26	27	30	1=100
November, 2003	11	26	34	28	1=100
October, 2003	12	27	28	32	1=100
September, 2003	17	25	30	27	1=100
Mid-August, 2003	12	27	27	33	1=100
May, 2003	8	19	31	41	1=100
January, 2003	14	28	29	28	1=100
April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
April, 1996	23	35	25	17	*=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100
May, 1992	32	44	16	8	*=100
March, 1992	35	40	16	9	*=100
January, 1992	11	25	36	27	1=100
May, 1988	22	46	23	6	3=100
November, 1987	15	28	35	21	1=100

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

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

<sup>4</sup> From May 2003 to Early February 2004 and in March 1992, the story was listed as “The race for the Democratic nomination.” In January 2003, the story was listed as “Recent announcements by prominent Democrats about plans to run for president in 2004.” In 2000, the story was listed as “News about candidates for the 2000 presidential election.” In 1996, the story was listed as “News about the Republican presidential candidates.” In January 1992 and 1987, the story was listed as “News about the Democratic candidates for the Presidential nomination.” In 1988, the story was listed as “News about the presidential campaign in 1988.”

**Q.6 CONTINUED...**

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
c. The Sept 11 Commission's hearings on the 2001 terrorist attacks	26	36	21	16	1=100
Early April, 2004	29	34	20	16	1=100
d. The high price of gasoline these days	46	30	15	8	1=100
Early April, 2004	58	23	10	8	1=100
Mid-March, 2004	47	27	14	10	2=100
September, 2003	45	27	15	11	1=100
March, 2003	52	27	11	9	1=100
February, 2003	53	25	12	9	1=100
June, 2001	56	31	7	5	1=100
May, 2001	61	26	6	6	1=100
Early October, 2000	56	25	12	6	1=100
June, 2000 <sup>5</sup>	61	25	9	5	*=100
March, 2000	58	28	10	4	*=100
October, 1990	62	26	8	4	*=100
September, 1990	56	28	11	5	*=100
August, 1990	57	27	10	5	1=100
e. The issue of gay and lesbian marriage	20	27	25	27	1=100
Mid-March, 2004	29	33	20	17	1=100
Early February, 2004 <sup>6</sup>	26	32	22	19	1=100
Mid-August, 2003	19	30	22	28	1=100

**[INTERVIEWER NOTE: FOR QUESTIONS 7 thru 13 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."]**

Q.7 Now, on another subject... Did you get a chance to read a daily newspaper yesterday, or not?

**FORM 1 ONLY:**

**IF "YES" (Q.7=1) ASK:**

Q.8F1 About how much time did you spend reading a daily newspaper yesterday? **[DO NOT READ]**

Total	Form 1		Late												Gallup 1965	
			Nov 2002	Apr 2002	Apr 2000	Sept 1999	Nov 1998	Apr 1998	Nov 1997	Apr 1996	Jun 1995	Mar 1995	Feb 1994	Jan 1994		Mar 1991
42	42	Read the paper	39	41	47	47	47	48	50	50	52	45	58	49	56	71
	5	Less than 15 min.	--	7	9	9	8	8	8	7	7	9	7	7	n/a	n/a
	11	15-29 min.	--	10	14	12	11	14	14	15	15	14	15	15	n/a	n/a
	17	30-59 min.	--	15	16	16	16	17	17	18	18	16	21	17	n/a	n/a
	9	1 hour or more	--	8	8	10	11	9	10	10	11	6	14	10	n/a	n/a
	*	Don't know	--	1	*	*	1	*	1	*	1	0	1	*	n/a	n/a
58	58	Didn't read paper	61	59	53	53	53	52	50	50	48	55	42	50	44	29
*	*	Don't know	*	*	*	*	*	*	0	*	*	*	0	1	*	0
100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100

<sup>5</sup> In August 1990 through June 2000 the question was worded "Recent increases in the price of gasoline."

<sup>6</sup> In Early February 2004 and 2003 the story was listed as "The debate about allowing gays and lesbians to marry."

**ASK ALL:**

Q.9 Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?

**FORM 1 ONLY:**

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

Q.10F1 About how much time did you spend watching the news or any news programs on TV yesterday? **[DO NOT READ]**

<u>Total</u>	<u>Form 1</u>		Late											<u>Gallup</u> <u>1965</u>		
			<u>Nov</u> <u>2002</u>	<u>Apr</u> <u>2002</u>	<u>Apr</u> <u>2000</u>	<u>Sept</u> <u>1999</u>	<u>Nov</u> <u>1998</u>	<u>Apr</u> <u>1998</u>	<u>Nov</u> <u>1997</u>	<u>Apr</u> <u>1996</u>	<u>Jun</u> <u>1995</u>	<u>Mar</u> <u>1995</u>	<u>Feb</u> <u>1994</u>		<u>Jan</u> <u>1994</u>	<u>Mar</u> <u>1991</u>
60	60	Watched TV News	61	54	56	62	65	59	68	59	64	61	74	72	68	55
	3	Less than 15 min.	--	3	4	6	5	3	4	3	3	4	3	3	n/a	n/a
	6	15-29 min.	--	6	8	7	8	7	11	6	8	9	8	8	n/a	n/a
	20	30-59 min.	--	19	20	21	21	21	23	21	24	21	25	25	n/a	n/a
	31	1 hour or more	--	26	23	28	30	28	30	29	28	27	37	36	n/a	n/a
	*	Don't know	--	*	1	*	1	*	*	*	1	*	1	*	n/a	n/a
40	40	Did not watch	39	46	44	37	35	41	31	40	35	38	26	27	32	45
*	*	Don't know	*	*	*	1	*	*	1	1	1	1	0	1	*	0
100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100

**ASK ALL:**

Q.11 Apart from news, did you watch anything else on television yesterday, or not?

**FORM 1 ONLY:**

**IF "YES" (Q.11=1) ASK:**

Q.12F1 About how much time did you spend watching TV yesterday, not including the news? **[DO NOT READ]**

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

<sup>7</sup>

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

**ASK ALL:**

Q.13 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]**

	Late															<i>Gallup</i>	
	Apr '02	Apr '00	Sep '99	Nov '98	Apr '98	Nov '97	Apr '96	Jun '95	Mar '95	Feb '94	Jan '94	Jun '92	Mar '91 <sup>8</sup>	Mar '90	Feb '90	Jan '90	'65
40 Yes, listened	41	43	44	41	49	44	44	42	47	47	47	47	54	52	55	51	58
8 < 15 min.	10	14	12	13	16	12	12	13	16	14	15	15	23	22	24	21	n/a
7 15-29 min.	7	9	8	8	9	9	11	9	12	11	10	11	9	11	11	12	n/a
10 30-59 min.	10	9	10	8	10	9	10	9	9	9	10	10	8	10	9	9	n/a
15 1 hour +	14	11	14	12	14	14	11	11	10	13	12	11	14	9	11	9	n/a
59 Didn't Listen	58	56	56	57	51	55	55	56	52	52	52	52	46	47	44	48	42
<u>1</u> Don't know	<u>1</u>	<u>1</u>	<u>*</u>	<u>2</u>	<u>*</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>*</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>0</u>
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

<sup>8</sup>

Form 1 wording's results are presented.

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

Q.14 Did you spend any time reading magazines?

**FORM 1 ONLY:**

**IF “YES” (Q.14=1) ASK:**

Q.15F1 About how much time did you spend reading magazines yesterday? **[DO NOT READ]**

<u>Total</u>	<u>Form 1</u>		Late						
			April 2002	April 2000	Sept 1999	April 1998	Nov 1997	June 1995	Feb 1994
25	25	Yes	23	26	28	29	32	31	33
		2 Less than 15 minutes	3	4	4	4	6	4	5
		7 15 to less 30 minutes	5	6	8	7	8	8	9
		9 30 minutes to less than one hour	9	8	9	10	9	11	10
		7 One hour or more	6	8	7	8	9	8	9
		* Don't know/Refused	*	*	*	*	*	*	*
75	75	No	77	74	72	71	68	69	67
*	*	Don't know	*	*	*	*	*	*	0
<u>100</u>	<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

**FORM 1 ONLY:**

Q.16F1 Not including school or work related books, did you spend any time reading a book yesterday? **[IF YES**

**ASK: Was it a work of fiction or non-fiction?]**

**IF “YES” (Q.16=1,2,3,5) ASK:**

Q.17F1 About how much time did you spend reading books yesterday? **[DO NOT READ]**

		Late				
		April 2002	Sept 1999	Nov 1997	June 1995	Feb 1994
35	Yes	34	35	35	30	31
	<b>SUBJECT</b>					
	15 Fiction	13	16	16	14	14
	18 Non-fiction	19	16	17	14	17
	1 Both	1	2	1	1	*
	1 Don't know	1	1	1	1	0
	<b>TIME</b>					
	1 Less than 15 minutes	1	3	2	1	2
	4 15 to less than 30 minutes	5	6	5	4	3
	10 30 minutes to less than one hour	10	9	10	8	9
	20 One hour or more	18	17	17	17	17
	0 Don't know	*	*	1	0	0
65	No	66	65	65	70	69
*	Don't know/Refused	0	0	*	*	*
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>



**ASK ALL:**

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

**FORM 1 ONLY:**

**IF "YES" (Q.18=1) ASK:**

Q.19F1 About how much time did you spend reading news online yesterday? **[DO NOT READ]**

<u>Total</u>	<u>Form 1</u>	
24	23	Yes
	2	Less than five minutes
	3	Five to less than ten minutes
	4	Ten to less than 15 minutes
	4	15 to less than 20 minutes
	3	20 to less than 30 minutes
	5	30 minutes to less than one hour
	2	One hour or more
	*	Don't know/Refused
76	77	No
*	*	Don't know/Refused
<u>100</u>	<u>100</u>	

**ASK FORM 1 ONLY:**

Q.20F1 As I read from a list tell me if you did this yesterday or not. Yesterday did you... **[INSERT ITEM, ROTATE]?** (Yesterday, did you... **[NEXT ITEM]?**) **[DO NOT ASK ITEM c IF DAY OF WEEK IS SUNDAY OR MONDAY]**

		<u>Yes</u>	<u>No</u>	<u>Doesn't Apply</u>	<u>DK/NA</u>	
a.F1	Get some kind of vigorous exercise such as jogging, working out at a gym, or playing a racquet sport	38	61	1	*=100	
	April, 2002	39	60	--	1=100	
	April, 1998	36	64	--	0=100	
	June, 1997	37	63	--	*=100	
	February, 1994	26	74	--	*=100	
b.F1	Go online from home	38	59	3	*=100	
	April, 2002	34	63	--	3=100	
	April, 1998	17	82	--	1=100	
c.F1	Go online from work	20	75	5	*=100	<b>(N=1194)</b>
	April, 2002	20	75	5	*=100	
	April, 1998	12	85	3	*=100	
	<b>WENT ONLINE YESTERDAY (NET)<sup>9</sup></b>	<b>47</b>	<b>53=100</b>			
	<b>April, 2002</b>	<b>43</b>	<b>57=100</b>			
	<b>April, 1998</b>	<b>25</b>	<b>75=100</b>			
	<b>June, 1995</b>	<b>4</b>	<b>96=100</b>			
d.F1	Have a family meal together	65	33	2	0=100	
	April, 2002	63	36	--	1=100	
	April, 1998	67	32	--	1=100	

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

		64	36	--	*=100
February, 1994					
<b>Q.20F1 CONTINUED...</b>					
		<u>Yes</u>	<u>No</u>	<u>Doesn't Apply</u>	<u>DK/NA</u>
e.F1	Go shopping for something other than food or medicine	28	72	0	*=100
	April, 2002	27	73	--	*=100
	June, 1997	30	70	--	*=100
	February, 1994	23	77	--	*=100
f.F1	Pray	66	34	0	*=100
	April, 2002	66	34	--	*=100
	February, 1994	56	44	--	*=100
g.F1	Watch a movie at home on video, DVD or pay-per-view	24	76	*	*=100
	April, 2002	23	77	--	*=100
h.F1	Call a friend or relative just to talk	66	34	0	*=100
	April, 2002	63	37	--	*=100
	November, 1998	52	48	--	*=100
	April, 1998	67	33	--	*=100
	June, 1997	65	35	--	*=100
	June, 1995	56	44	--	*=100
	February, 1994	63	37	--	*=100
i.F1	Send an e-mail to a friend or relative	28	70	2	*=100
	April, 2002	27	72	--	1=100
j.F1	Play a game on your computer or a video game console	17	81	2	0=100

**ASK ALL:**

Q.21 How much do you enjoy reading... A lot, some, not much, or not at all?

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

Q.22 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 ITEMS a. THRU v.]**

<b>ASK FORM 1 ONLY:</b>	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a.F1 Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live	34	28	16	22	*=100
April, 2002	32	29	15	24	*=100
April, 2000	30	28	16	25	1=100
August, 1999	40	33	16	11	*=100
April, 1998	38	29	15	18	*=100
February, 1997	41	31	14	14	*=100
April, 1996	42	29	15	14	*=100
March, 1995	48	28	14	10	*=100
May, 1993	60	28	5	6	1=100
February, 1993	58	23	10	9	*=100
b.F1 Watch cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel	38	33	10	19	*=100
April, 2002	33	35	11	21	*=100

**NO ITEM c.**

**ASK FORM 2 ONLY:**

d.F2 Watch the CBS Evening News with Dan Rather	16	30	16	38	*=100
April, 2002	18	29	18	35	*=100
e.F2 Watch the ABC World News Tonight with Peter Jennings	16	31	16	36	1=100
April, 2002	18	30	19	33	*=100
f.F2 Watch the NBC Nightly News with Tom Brokaw	17	31	17	35	*=100
April, 2002	20	29	18	33	*=100
g.F2 Watch Cable News Network (CNN)	22	33	12	32	1=100
April, 2002	25	31	12	32	*=100
April, 2000	21	34	16	29	*=100
April, 1998	23	34	13	30	*=100
February, 1997	28	30	14	28	0=100
April, 1996	26	33	14	27	*=100
March, 1995	30	28	13	28	1=100
July, 1994	33	36	7	24	*=100
February, 1994	31	32	8	29	*=100
May, 1993	35	34	7	24	*=100
June, 1992	30	32	10	27	1=100
July, 1990	27	28	8	36	1=100
June, 1990	30	27	6	37	*=100
May, 1990	27	25	7	40	1=100
April, 1990	26	29	7	37	1=100
March, 1990	22	28	8	41	1=100

**Q.22 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
February, 1990	23	29	8	40	0=100
January, 1990	26	25	7	41	1=100
h.F2 Watch the Fox News CABLE Channel	25	29	11	34	1=100
April, 2002	22	26	15	37	*=100
April, 2000	17	28	17	37	1=100
April, 1998	17	30	14	38	1=100
i.F2 Watch MSNBC	11	31	16	39	3=100
April, 2002	15	30	16	37	2=100
April, 2000	11	27	17	42	3=100
April, 1998	8	23	15	51	3=100
j.F2 Watch CNBC	10	31	17	40	2=100
April, 2002	13	30	17	38	2=100
April, 2000	13	29	18	37	3=100
April, 1998	12	27	17	42	2=100
<b>ASK ALL:</b>					
k. Watch the local news about your viewing area which usually comes on before the national news in the evening and again later at night	59	23	8	10	*=100
April, 2002	57	24	8	11	*=100
April, 2000 <sup>10</sup>	56	24	9	11	*=100
April, 1998	64	22	6	8	*=100
February, 1997	72	16	7	5	0=100
April, 1996	65	23	7	5	*=100
March, 1995	72	18	6	4	*=100
May, 1993	77	16	5	4	*=100
February, 1993	76	16	5	3	*=100
l. Watch C-SPAN	5	18	17	59	1=100
April, 2002	5	18	18	57	2=100
April, 2000	4	17	22	56	1=100
April, 1998	4	19	18	58	1=100
April, 1996	6	21	18	53	2=100
March, 1995	8	17	20	53	2=100
July, 1994	9	26	12	52	1=100
February, 1994	7	20	15	56	2=100
May, 1993	11	25	13	48	3=100
February, 1993	7	18	14	45	16=100
June, 1992	6	19	18	54	3=100
m. Listen to National Public Radio (NPR)	16	19	15	49	1=100
April, 2002	16	16	15	52	1=100
April, 2000	15	17	16	51	1=100
April, 1998	15	17	18	49	1=100
April, 1996	13	18	16	52	1=100

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<sup>10</sup> In 2000 and earlier, the question was asked: "Watch the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11."

**Q.22 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
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 <sup>11</sup>	15	20	15	49	1=100
June, 1992	7	16	17	59	1=100
July, 1990	9	13	8	70	*=100
June, 1990	9	10	11	69	1=100
May, 1990	7	11	10	72	*=100
April, 1990	7	12	9	71	1=100
March, 1990	7	9	10	74	*=100
February, 1990	8	10	8	74	*=100
January, 1990	5	10	7	78	*=100
n. Watch news magazine shows such as 60 Minutes, 20/20 or Dateline	22	42	16	20	*=100
April, 2002	24	42	16	18	*=100
April, 2000	31	41	15	13	*=100
August, 1999	35	40	16	9	*=100
April, 1998	37	41	12	10	*=100
April, 1996 <sup>12</sup>	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
February, 1993	49	32	11	8	*=100
June, 1992	46	40	8	6	*=100
July, 1990	46	38	8	8	*=100
June, 1990	50	36	6	8	*=100
May, 1990	45	37	8	10	*=100
April, 1990	47	37	7	9	*=100
March, 1990	41	42	7	10	*=100
February, 1990	39	41	10	10	0=100
January, 1990	43	40	8	9	*=100
o. Watch the NewsHour with Jim Lehrer	5	15	14	65	1=100
April, 2002	5	13	15	66	1=100
April, 2000	5	12	15	66	2=100
April, 1998	4	14	14	67	1=100
April, 1996 <sup>13</sup>	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

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<sup>11</sup> In 1993 and earlier, the question was asked: "Programs on National Public Radio, such as Morning Edition or All Things Considered."

<sup>12</sup> In 1996 and earlier, the question was asked "Watch news magazine shows such as 60 Minutes or 20/20."

<sup>13</sup> In 1996, the question was asked "Jim Lehrer NewsHour." Prior to that, the question was asked "MacNeil-Lehrer NewsHour." The change in the program name may have contributed to the decline in viewership.

**Q.22 CONTINUED...**

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
	June, 1990	7	16	12	64	1=100
	May, 1990	8	15	11	65	1=100
	April, 1990	6	16	11	66	1=100
	March, 1990	5	19	12	63	1=100
	February, 1990	5	15	11	69	0=100
	January, 1990	6	15	12	67	*=100
p.	Watch the Weather Channel	31	30	15	24	*=100
	April, 2002	32	28	15	25	*=100
	April, 2000	32	28	15	25	*=100
	April, 1998	33	27	13	27	*=100
q.	Watch Sports News on ESPN	20	20	11	49	*=100
	April, 2002	19	19	12	50	*=100
	April, 2000	23	18	13	46	*=100
	April, 1998 <sup>14</sup>	20	20	15	45	*=100
r.	Watch late night TV shows such as David Letterman and Jay Leno	12	23	19	46	*=100
	April, 2002	12	22	18	48	*=100
s.	Watch TV shows such as Entertainment Tonight or Access Hollywood	10	26	18	46	*=100
	April, 2002	9	24	19	48	*=100
	April, 2000	8	26	22	44	*=100
	April, 1998 <sup>15</sup>	8	27	24	41	*=100
	February, 1997	9	29	23	39	*=100
	June, 1992	11	30	24	35	*=100
	April, 1990	14	30	17	39	*=100
	March, 1990	15	31	15	39	*=100
	February, 1990	11	31	16	42	0=100
	January, 1990	11	34	16	39	0=100
t.	Watch the Today Show, Good Morning America or The Early Show	22	21	14	43	*=100
	April, 2002	22	19	14	45	*=100
	April, 2000	20	18	15	47	*=100
	April, 1998 <sup>16</sup>	23	19	17	41	*=100
u.	Watch Univision or some other Spanish- language television network	3	6	6	85	*=100
	April, 2002	4	5	6	85	*=100
	April, 2000	3	4	7	86	*=100

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<sup>14</sup> In 1998, the question was asked "Watch ESPN Sports News."

<sup>15</sup> In 1998 and earlier, the question was asked "Watch Entertainment Tonight."

<sup>16</sup> In 1998, the question was asked "Watch the Today Show, Good Morning America or CBS This Morning."

**Q.22 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
v. Watch Sunday morning news shows such as Meet the Press, This Week or Face the Nation	12	20	15	53	*=100
May, 1993 <sup>17</sup>	18	32	15	35	*=100
June, 1992	15	25	21	39	*=100
July, 1990	13	24	14	49	*=100
June, 1990	15	26	12	47	*=100
May, 1990	13	21	16	50	*=100
April, 1990	14	22	12	52	*=100
March, 1990	10	24	16	50	*=100
February, 1990	12	22	13	53	*=100
January, 1990	11	24	14	51	*=100

**ASK FORM 1 ONLY:**

Q.23F1 Now I'd like to ask you about some other television and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **[READ AND ROTATE]**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a.F1 Watch Larry King Live	5	22	17	56	*=100
April, 2002	5	22	15	58	*=100
April, 1998	4	20	15	61	*=100
b.F1 Listen to Don Imus' radio show	1	4	6	88	1=100
April, 2002	2	4	5	88	1=100
April, 1998	1	3	6	89	1=100
c.F1 Listen to Rush Limbaugh's radio show	6	10	10	74	*=100
April, 2002	4	10	9	77	*=100
April, 1998	5	11	11	73	*=100
June, 1997	5	11	12	71	1=100
April, 1996	7	11	11	70	1=100
July, 1994	6	20	13	61	*=100
d.F1 Listen to religious radio shows such as "Focus on the Family"	11	15	10	64	*=100
April, 2002	8	16	9	67	*=100
April, 1998	10	16	11	63	*=100
June, 1997	11	17	15	57	*=100
April, 1996	11	14	13	62	*=100
e.F1 Watch "The O'Reilly Factor" with Bill O'Reilly	8	18	11	63	*=100
April, 2002	6	14	10	70	*=100
f.F1 Watch "The Daily Show" with Jon Stewart	3	12	10	75	*=100
April, 2002	2	10	8	79	1=100

<sup>17</sup>

In 1993 and earlier, item was listed as "...such as Meet the Press, Face the Nation or This Week with David Brinkley."

**ASK ALL:**

Q.24 Now I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never. (First,) how often do you read... **[READ AND RANDOMIZE ITEMS a THRU f FOLLOWED BY ITEMS g AND h IN ORDER, FOLLOWED BY RANDOMIZED ITEMS i THRU m]** How about...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a. News magazines such as Time, U.S. News, or Newsweek	13	34	18	35	*=100
April, 2002	13	35	18	34	*=100
April, 2000	12	34	19	35	*=100
April, 1998	15	36	17	32	*=100
April, 1996	15	35	20	30	*=100
July, 1994	18	41	18	23	*=100
February, 1994	16	31	23	30	*=100
May, 1993	24	39	14	23	*=100
June, 1992	20	39	18	23	*=100
July, 1990	18	34	18	30	*=100
June, 1990	21	39	16	24	*=100
May, 1990	17	34	19	30	*=100
April, 1990	20	35	16	29	*=100
March, 1990	16	35	19	30	*=100
February, 1990	17	36	18	29	0=100
January, 1990	18	34	17	31	0=100
b. Business magazines such as Fortune and Forbes	4	16	14	66	*=100
April, 2002	4	16	14	66	*=100
April, 2000	5	15	15	65	*=100
April, 1998	5	16	15	64	*=100
April, 1996	5	17	16	62	*=100
July, 1994	5	21	21	53	0=100
February, 1994	6	15	17	62	*=100
June, 1992	5	17	21	57	*=100
July, 1990	5	15	14	66	*=100
June, 1990	6	16	16	62	*=100
May, 1990	4	14	15	67	*=100
April, 1990	5	15	14	66	*=100
March, 1990	5	14	14	67	0=100
February, 1990	4	12	14	70	*=100
January, 1990	5	13	14	68	0=100
c. The National Enquirer, The Sun or The Star	3	11	9	77	*=100
April, 2002	3	9	10	78	*=100
April, 2000	3	9	12	76	*=100
April, 1998	3	12	9	76	*=100
February, 1997	5	6	12	77	0=100
April, 1996	5	11	12	72	*=100
July, 1994	5	13	16	66	*=100
June, 1992	5	13	14	68	*=100
March, 1990	5	15	13	67	*=100
February, 1990	7	13	13	67	*=100
January, 1990	7	12	13	68	0=100



**Q.24 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
d. Personality magazines such as People	7	25	17	51	*=100
April, 2002	6	26	18	50	*=100
April, 2000	6	27	18	49	*=100
April, 1998	8	29	18	45	0=100
February, 1994 <sup>18</sup>	9	22	22	47	*=100
May, 1993	12	25	19	44	*=100
June, 1992	8	28	25	39	*=100
July, 1990	9	25	18	48	*=100
June, 1990	10	28	19	43	*=100
May, 1990	7	24	19	50	*=100
April, 1990	9	25	20	46	*=100
March, 1990	8	25	20	47	*=100
February, 1990	8	24	19	49	*=100
January, 1990	9	23	19	49	0=100
e. Magazines such as The Atlantic, Harpers or The New Yorker	2	8	11	79	*=100
April, 2002	2	7	11	80	*=100
April, 2000	2	7	11	80	*=100
April, 1998	2	8	11	79	0=100
February, 1994	2	6	14	78	*=100
June, 1992	2	9	16	73	*=100
July, 1990	2	8	11	79	*=100
June, 1990	2	8	13	77	*=100
May, 1990	2	7	12	79	*=100
April, 1990	2	6	12	80	*=100
March, 1990	2	7	13	78	0=100
February, 1990	2	7	10	81	*=100
January, 1990	2	7	11	80	0=100
f. Political magazines such as The Weekly Standard or The New Republic	2	7	9	82	*=100
April, 2002	2	6	9	83	*=100
g. A daily newspaper	54	25	8	13	*=100
August, 1999	52	28	13	7	*=100
February, 1997	56	24	9	11	*=100
May, 1993	66	19	7	8	*=100
February, 1992	71	19	5	4	1=100
h. Local weekly community newspapers	36	26	11	26	1=100
i. The news pages of Internet service providers such as AOL News or Yahoo News	13	17	8	62	*=100
j. Network TV news websites such as CNN.com, ABCnews.com, or MSNBC.com	10	19	10	61	*=100

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<sup>18</sup> In 1994 and earlier, the question also included "US" magazine.

**Q.24 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
k. The websites of major national newspapers such as the USA Today.com, New York Times.com, or the Wall Street Journal online	6	13	9	71	1=100
l. The websites of your local newspaper or TV stations	9	19	11	61	*=100
m. Other kinds of online news magazine and opinion sites such as Slate.com or the National Review online	3	7	6	84	*=100

Q.25 On another subject... Thinking about a typical weekday, do you normally start your morning with some type of news, or not?

	<u>April 2002</u>	<u>April 1998</u>
71 Yes	68	67
29 No	32	33
* Don't know/Refused	*	*
<u>100</u>	<u>100</u>	<u>100</u>

Q.26 On weekdays, do you typically read, watch, or listen to the news DURING THE COURSE OF THE DAY, or not?

	<u>April 2002</u>	<u>April 1998<sup>19</sup></u>
73 Yes	61	74
27 No	39	26
* Don't know/Refused	*	*
<u>100</u>	<u>100</u>	<u>100</u>

Q.27 On weekdays, do you typically read, watch or listen to the news AROUND THE DINNER HOUR, or not?

	<u>April 2002</u>	<u>April 1998<sup>20</sup></u>
60 Yes	55	63
40 No	45	37
* Don't know/Refused	*	*
<u>100</u>	<u>100</u>	<u>100</u>

Q.28 On weekdays, do you typically read, watch or listen to the news LATE IN THE EVENING, or not?

	<u>April 2002</u>	<u>April 1998<sup>21</sup></u>
63 Yes	60	61
37 No	40	39
* Don't know/Refused	*	*
<u>100</u>	<u>100</u>	<u>100</u>

<sup>19</sup> In 1998 the question was worded: "Again, thinking about a typical weekday, do you normally read, watch, or listen to the news during the course of the day, or not?"

<sup>20</sup> In 1998 the question began, "And on a typical weekday, do you normally..."

<sup>21</sup> In 1998 the question began "On a typical weekday, do you normally..."

**NO QUESTIONS 29 THRU 33**

**ASK ALL:**

Just in general...

Q.34 How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

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

Q.35 How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics – regularly, sometimes, rarely or never?

	<u>Regularly</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>DK/Ref</u>
April, 2004	17	23	22	38	*=100
April, 2002	17	20	22	41	*=100
April, 2000	14	23	23	40	*=100
August, 1999	18	23	24	35	*=100
Early September, 1998	23	25	23	29	*=100
April, 1998	13	22	24	41	*=100
October, 1997	18	28	25	29	*=100
August, 1997	17	24	28	31	*=100
Early September, 1996	15	25	22	37	1=100
July, 1996	16	24	27	33	*=100
June, 1996	17	25	26	31	1=100
April, 1996	13	23	25	39	*=100
March, 1996	18	28	24	30	*=100
October, 1995	18	33	25	24	*=100
June, 1995	15	19	27	39	*=100
April, 1995	19	30	24	27	*=100
November, 1994	16	31	26	26	1=100
July, 1994	17	29	24	30	*=100
December, 1993	23	22	25	30	0=100
April, 1993	23	32	23	22	*=100

Q.36 Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available?

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

- Q.37 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?
- Q.38 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	<i>Computer User</i>			<b>Based on Total Respondents:</b> <i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
April, 2004	73	27	0=100	66	34	*=100
March, 2004 <sup>22</sup>	75	25	*=100	68	32	*=100
August, 2003	77	23	*=100	67	33	*=100
Mid-July, 2003	75	25	*=100	65	35	*=100
January, 2003	76	24	0=100	67	33	*=100
December, 2002	76	24	*=100	67	33	*=100
Early October, 2002	75	25	*=100	63	37	*=100
August, 2002	78	22	*=100	69	31	*=100
June, 2002	74	26	*=100	66	34	*=100
May, 2002	75	25	*=100	66	34	*=100
April, 2002	71	29	*=100	62	38	0=100
February, 2002	71	29	*=100	62	38	0=100
January, 2002	73	27	0=100	62	38	0=100
Mid-November, 2001	73	27	0=100	62	38	0=100
Mid-September, 2001	72	28	*=100	62	38	*=100
June, 2001	72	28	*=100	62	38	0=100
May, 2001	75	25	*=100	64	36	0=100
April, 2001	72	28	*=100	62	38	0=100
February, 2001	72	28	0=100	60	40	*=100
January, 2001	71	29	*=100	61	39	0=100
July, 2000	68	31	1=100	55	45	*=100
June, 2000	68	31	1=100	56	44	*=100
April, 2000	68	32	*=100	54	46	*=100
March, 2000 <sup>23</sup>	72	28	0=100	61	39	0=100
February, 2000	67	33	*=100	52	48	0=100
January, 2000	68	32	*=100	52	48	*=100
December, 1999	67	33	*=100	53	47	0=100
October, 1999	67	33	*=100	50	50	0=100
Late September, 1999	68	32	*=100	52	48	*=100
September, 1999	70	30	*=100	53	47	0=100
August, 1999	67	33	*=100	52	48	0=100
July, 1999	68	32	*=100	49	51	0=100
June, 1999	64	35	1=100	50	50	*=100
May, 1999	66	33	1=100	48	52	0=100
April, 1999	71	29	*=100	51	49	*=100
March, 1999	68	32	*=100	49	51	*=100
February, 1999	68	32	*=100	49	51	*=100
January, 1999	69	31	*=100	47	53	*=100
Early December, 1998	64	36	*=100	42	58	0=100
November, 1998	--	--	--	37	63	*=100
Early September, 1998	64	36	*=100	42	58	*=100

<sup>22</sup> Beginning in 2004, the online use question is asked of all respondents (in previous years it was asked only of those who identified themselves as computer users). This modification was made to adjust to changes in technology and means of access to the Internet, and increases the percent who are classified as Internet users by 1-2 percentage points.

<sup>23</sup> In March 2000, "or anywhere else" was added to the question wording.

**Q.37/38 CONTINUED...**

	<i>Computer User</i>			<b>Based on Total Respondents:</b> <i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
Late August, 1998	66	34	0=100	43	57	*=100
Early August, 1998	66	34	*=100	41	59	*=100
April, 1998	61	39	*=100	36	64	0=100
January, 1998	65	35	*=100	37	63	0=100
November, 1997	66	34	*=100	36	63	1=100
June, 1997	60	40	0=100	29	71	0=100
Early September, 1996	56	44	*=100	22	78	0=100
July, 1996	56	44	*=100	23	77	0=100
April, 1996	58	42	*=100	21	79	*=100
March, 1996	61	39	*=100	22	78	0=100
February, 1996	60	40	0=100	21	79	*=100
January, 1996	59	41	0=100	21	79	0=100
June, 1995 <sup>24</sup>	--	--	--	14	86	*=100

**IF "YES" (Q.38=1) ASK:**

Q.39 How frequently do you go online to get NEWS... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

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

**NO QUESTION 40**

**ASK ALL:**

Next I would like to ask you about some things that have been in the news. Not everyone will have heard about them... [ROTATE Q.41 THRU Q.44]

Q.41 Do you happen to know which political party has a majority in the U.S. House of Representatives?

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

<sup>24</sup> 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.42 Do you know the name of the terrorist organization that is responsible for the September 11<sup>th</sup> attacks on the United States? **[DO NOT READ]**

66 Al Qaeda (*Correct*)  
 5 Mentions of Osama bin Laden  
 5 Other name or reference  
24 No, Don't know  
 100

Q.43 In the recent trial involving Martha Stewart, can you recall whether **[READ AND RANDOMIZE]**?

79 She was found guilty (*Correct*)  
 1 She was found innocent **[OR]**  
 4 There was a mistrial  
16 No, Don't know (**VOL. DO NOT READ**)  
 100

Q.44 Since the start of military action in Iraq last March, about how many U.S. soldiers have been killed? To the best of your knowledge, has it been under 500, 500 to 1000, 1000 to 2000, or more than 2000?  
**[INTERVIEWER: IF RESPONDENT GIVES A SPECIFIC NUMBER, ENTER IN THE APPROPRIATE RANGE WITHOUT PROMPTING. IF RESPONDENT SAYS "500", "1,000" OR "2,000", PROMPT "Would you say it is a little over or a little under \_\_\_\_?"]**

28 Under 500  
 55 500 to 1,000 (*Correct*)  
 6 1,000 to 2,000  
 4 More than 2,000  
7 Don't know/Refused  
 100

Q.45 Now, I'm going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, 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	24	45	17	14	*=100
April, 2002	21	45	19	15	*=100
April, 2000	17	43	23	17	*=100
April, 1998	19	46	22	13	*=100
April, 1996	16	43	28	13	*=100
b. Sports	25	27	17	31	*=100
April, 2002	25	28	18	29	*=100
April, 2000	27	25	19	29	*=100
April, 1998	27	28	18	27	*=100
April, 1996	26	28	21	25	*=100

**Q.45 CONTINUED ...**

	<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not at all Closely</u>	<u>Don't Know</u>
c. Business and finance	14	37	24	25	*=100
April, 2002	15	35	25	25	*=100
April, 2000	14	36	27	23	*=100
April, 1998	17	36	24	23	*=100
April, 1996	13	37	31	19	*=100
d. International affairs	24	44	16	16	*=100
April, 2002	21	44	18	17	*=100
April, 2000	14	45	24	17	*=100
April, 1998	16	46	23	15	*=100
April, 1996	16	46	26	12	*=100
e. Local government	22	42	20	16	*=100
April, 2002	22	43	19	16	*=100
April, 2000	20	43	21	16	*=100
April, 1998	23	44	20	13	*=100
April, 1996	24	43	21	12	*=100
f. Religion	20	35	22	23	*=100
April, 2002	19	36	22	22	1=100
April, 2000	21	32	24	23	*=100
April, 1998	18	33	25	24	*=100
April, 1996	17	31	29	23	*=100
g. People and events in your own community	28	45	16	11	*=100
April, 2002	31	44	14	11	*=100
April, 2000	26	47	17	10	*=100
April, 1998	34	45	14	7	*=100
April, 1996	35	44	14	7	*=100
h. Entertainment	15	42	25	18	*=100
April, 2002	14	42	25	19	*=100
April, 2000	15	41	28	16	*=100
April, 1998	16	43	27	14	*=100
April, 1996	15	42	29	14	*=100
i. Consumer news	13	46	21	19	1=100
April, 2002	12	41	25	22	*=100
April, 2000	12	45	24	18	1=100
April, 1998	15	46	22	17	*=100
April, 1996	14	45	26	15	*=100
j. Science and technology	16	42	21	21	*=100
April, 2002	17	40	21	22	*=100
April, 2000	18	45	20	17	*=100
April, 1998	22	41	19	18	*=100
April, 1996	20	42	24	14	*=100

**Q.45 CONTINUED ...**

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

**ROTATE SUBJECT OF QUESTIONS 46a THRU 46c, KEEPING QUESTION WORDING IN ORDER:<sup>25</sup>**

Q.46a Which of the following two statements best describes you: "I follow INTERNATIONAL news closely ONLY when something important is happening" OR "I follow INTERNATIONAL news closely most of the time, whether or not something important is happening"?

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

Q.46b I'd like to ask the same question, but about NATIONAL news...Which best describes you: "I follow NATIONAL news closely ONLY when something important is happening" OR "I follow NATIONAL news closely most of the time, whether or not something important is happening"?

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

<sup>25</sup> In April 2002 and earlier the Q.46a-Q.46c series included the words "... something important *or interesting* is happening." Also in previous years, the questions were rotated and did not include the transitions presented here.



Q.46c And just once more about LOCAL COMMUNITY news...Which best describes you: "I follow LOCAL COMMUNITY news closely ONLY when something important is happening" OR "I follow LOCAL COMMUNITY news closely most of the time, whether or not something important is happening"?

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

On another subject...

Q.47 Do you currently live in an area where you could get Cable TV if you wanted it?

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

**ASK IF YES (1 IN Q.47):**

Q.48 Do you currently subscribe to Cable TV?

<b>BASED ON TOTAL RESPONDENTS:</b>		<u>April 2002</u>	<u>April 2000</u>	<u>April 1998</u>	<u>April 1996</u>	<u>Feb 1994</u>
64	Yes	66	67	67	69	64
27	No	26	24	24	23	25
<u>9</u>	Don't know/Refused/No cable access	<u>8</u>	<u>9</u>	<u>9</u>	<u>8</u>	<u>11</u>
100		100	100	100	100	100

**ASK ALL:**

Q.49 Do you currently subscribe to a satellite television service such as DirecTV or the Dish Network?

25	Yes
74	No
<u>1</u>	Don't know/Refused
100	

**TREND FOR COMPARISON:**

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

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
A satellite dish			
April, 2002	21	79	*=100
April, 2000	18	82	*=100
June, 1995 <sup>26</sup>	6	94	*=100
February, 1994	4	96	*=100

<sup>26</sup> In 1995 and earlier, the question was worded: "Do you have a satellite dish that is hooked up to your TV? [READ IF NECESSARY: "This is different than cable TV. It allows you to get reception directly from satellites.]"

Q.50 Now I'm going to read a series of statements about the news. For each statement, please tell me if you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it. The first one is... **[READ AND ROTATE]**

		Completely <u>Agree</u>	Mostly <u>Agree</u>	Mostly <u>Disagree</u>	Completely <u>Disagree</u>	(VOL) Don't Watch the news	DK/ Ref
a.	I find that I often watch the news with my remote control in hand, flipping to other channels when I'm not interested in the topic	32	30	17	18	2	1=100
	April, 2002	31	28	17	20	2	2=100
	April, 2000	36	26	17	18	2	1=100
	April, 1998	29	27	21	21	1	1=100
b.	People who decide what to put on TV news or in the newspapers are out of touch with people like me	17	31	35	13	n/a	4=100
	April, 2002	14	29	36	15	n/a	6=100
	April, 2000	18	35	34	10	n/a	3=100
c.	I often don't have enough background information to follow news stories	10	32	38	18	n/a	2=100
d.	I am often too busy to keep up with the news	12	24	35	27	n/a	2=100
e.	Watching and reading the news often depresses me	15	29	31	23	n/a	2=100
f.	I often don't trust what news organizations are saying	15	38	34	9	n/a	4=100
g.	I want the news to contain information that is helpful in my daily life	47	40	8	3	n/a	2=100

Q.51 Are you more the kind of person who watches or listens to the news at regular times, or are you more the kind of person who checks in on the news from time to time?

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

Q.52 For major news stories, what do you usually want in the news? Are you mostly interested in the HEADLINES, do you want the headlines PLUS some further reporting on what happened, or do you want in-depth analysis of the news by experts?

18	The headlines
37	Headlines plus some reporting on what happened
40	In-depth analysis of the news by experts
<u>5</u>	Don't know/Refused
100	

Q.53 Which comes closer to describing your view of the news media **[READ AND ROTATE]**

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

Q.54 There are a lot of different ways the news is presented these days. Do you generally LIKE it or DISLIKE it when a news source **[INSERT ITEM, RANDOMIZE]**, or doesn't it matter to you?

		<u>Like</u>	<u>Dislike</u>	<u>Doesn't Matter</u>	<u>Don't Know/Refused</u>
a.	Is sometimes funny	46	6	47	1=100
b.	Includes ordinary Americans giving their views	49	7	43	1=100
c.	Has in depth interviews with political leaders and policymakers	46	9	44	1=100
d.	Shares your point of view on politics and issues	36	5	58	1=100
e.	Presents debates between people with differing points of view	55	6	38	1=100
f.	Stirs your emotions	29	12	56	3=100
g.	Makes the news enjoyable and entertaining	48	6	45	1=100
h.	Has reporters and anchors with pleasant personalities	53	3	43	1=100

Q.55 What do you find gives you the best understanding of major news events? **[READ AND ROTATE]**

- 40 Reading or hearing the facts about what happened  
OR  
55 Seeing pictures and video showing what happened  
5 **[DO NOT READ] Don't know/Refused [VOL.]**  
100

Q.56 Here are a couple of news stories from the past year. Did you happen to follow news about **[INSERT ITEM, ROTATE]** very closely, fairly closely, not too closely, or not at all closely as it was developing?<sup>27</sup>

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/Ref</u>
a.	The murder of Laci Peterson	20	37	24	17	2=100
	July, 2003	22	34	26	17	1=100
	May, 2003	31	31	21	16	1=100

<sup>27</sup> Trends were asked with different introduction (standard News Interest Index intro). In 2003 the story was listed as "The murder of Laci Peterson, the pregnant California woman whose husband has been charged in her death."

**Q.56 CONTINUED...**

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
b. Basketball star Kobe Bryant being accused of sexual assault	16	37	29	17	1=100
October, 2003	14	28	29	28	1=100
August, 2003	17	30	28	24	1=100

**NO QUESTIONS 57 THRU 69**

**IF GOES ONLINE FOR NEWS ONCE A WEEK OR MORE (Q.39 = 1,2,3) ASK [N=1222]:**

Earlier you said you get some news from the Internet...

Q.70 Since you started getting news online, are you using other sources of news MORE often, LESS often, or about the same as you used to?

	April 2002	April 2000	Oct 1999	Nov 1998	April 1998	June 1995
9 Yes, more often	10	10	9	16	8	4
15 Yes, less often	12	18	17	11	11	12
4 Yes, some more, others less	5	14	6	10	5	8
71 No, about the same	73	58	68	63	76	76
<u>1</u> Don't know/Refused	*	*	*	*	*	<u>0</u>
100	100	100	100	100	100	100

**IF "MORE OFTEN (Q.70=1) ASK [N=111]:**

Q.71 Which sources are you using MORE often? [DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.]

	April 2002	April 2000	April 1998	June 1995
28 Newspapers	31	24	36	60
30 Television	31	38	47	58
6 Magazines	4	5	7	23
16 Radio	14	9	10	26
39 Other	33	30	22	13
3 Don't know/Refused	4	9	0	0

**IF "LESS OFTEN" OR "SOME MORE, SOME LESS" (Q.70=2,3) ASK [N=239]:**

Q.72 Which sources are you using LESS often? [DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.]

	April 2002	April 2000	April 1998	June 1995
39 Newspapers	42	35	43	43
47 Television	36	41	52	37
8 Magazines	16	11	13	14
13 Radio	18	15	17	28
5 Other	9	8	2	10
5 Don't know/Refused	4	9	4	3

**IF GOES ONLINE FOR NEWS (Q. 39=1-5) ASK [N=1806]:**

Q.73 Do you sometimes get [INSERT ITEM] online, or not? [ROTATE ITEMS; READ FULL STEM FOR EACH ITEM]

**BASED ON THOSE WHO GO ONLINE FOR NEWS:**

	<u>Yes</u>	<u>No</u>	<u>DK</u>
a. Political news	54	46	*=100
April, 2002	50	50	*=100
April, 2000	39	61	*=100
November, 1998	43	57	*=100
April, 1998	40	60	0=100
October, 1996	46	54	*=100
b. Sports news	45	55	*=100
April, 2002	47	53	*=100
April, 2000	42	58	*=100
November, 1998	47	53	0=100
April, 1998	39	61	0=100
October, 1996	46	54	0=100
c. International news	54	46	*=100
April, 2002	55	45	*=100
April, 2000	45	55	*=100
November, 1998	47	53	0=100
April, 1998	41	59	0=100
October, 1996	45	55	0=100
d. News about science and health	58	42	*=100
April, 2002	60	40	*=100
April, 2000	63	37	*=100
April, 1998	64	36	0=100
October, 1996	58	42	0=100
e. News about technology	53	47	*=100
April, 2002	54	46	*=100
April, 2000	59	41	0=100
November, 1998	59	41	0=100
April, 1998	60	40	0=100
October, 1996	64	36	*=100
f. Weather	76	24	0=100
April, 2002	70	30	0=100
April, 2000	66	34	0=100
November, 1998	64	36	0=100
April, 1998	48	52	0=100
October, 1996	47	53	0=100
g. Entertainment news	46	54	*=100
April, 2002	44	56	*=100
April, 2000	44	56	*=100
November, 1998	58	42	*=100
April, 1998	45	55	0=100
October, 1996	50	50	*=100

<b>Q.73 CONTINUED...</b>	<u>Yes</u>	<u>No</u>	<u>DK</u>
h. Local news	45	55	*=100
April, 2002	42	58	0=100
April, 2000	37	63	0=100
November, 1998	42	58	0=100
April, 1998	28	72	0=100
October, 1996	27	73	0=100

**ASK FORM 1 ONLY:**

i.F1 Business news	46	54	*=100 (N=904)
April, 2002	48	52	0=100
April, 2000	53	47	*=100
November, 1998	58	42	0=100
October, 1996	53	47	*=100

**ASK FORM 2 ONLY:**

j.F2 Business and financial news	49	50	1=100 (N=902)
April, 2002	51	49	*=100

**IF GOES ONLINE FOR NEWS (Q.39 = 1-5) ASK [N=1806]:**

Q.74 Do you use any news services that send you news updates either in your e-mail or directly to your computer screen?

26	Yes
74	No
<u>  </u> *	Don't know
100	

**IF GOES ONLINE FOR NEWS (Q.39 = 1-5) ASK [N=1806]:**

Q.75 Have you ever used search engines such as Google or Yahoo to search for news stories on a particular subject you are interested in? **[IF YES]** How often do you do this, every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

7	Yes, Every day
12	Yes, 3-5 days per week
15	Yes, 1-2 days per week
18	Yes, Once every few weeks
18	Yes, Less often
30	No, Never done this
<u>  </u> *	Don't know/Refused [VOL.]
100	

**IF INTERNET USER (Q.38=1) ASK [N=2049]:**

Q.76 When you go online do you ever come across news when you may have been going online for a purpose other than to get the news?

		April <u>2002</u>	Nov <u>2000</u> <sup>28</sup>	Oct <u>1999</u> <sup>29</sup>	Nov <u>1998</u>	April <u>1998</u>	Oct <u>1996</u>
73	Yes	65	45	55	48	54	53
27	No	35	53	44	51	45	45
<u>*</u>	Don't know/Refused	<u>*</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>
100		100	100	100	100	100	100

**ASK ALL:**

Finally, I'd like to ask you a few questions for statistical purposes only.

Q.77 Do you have any type of personal computer, including laptops, in your home?

		April <u>2002</u>	April <u>2000</u> <sup>30</sup>	Nov <u>1998</u> <sup>31</sup>	June <u>1995</u>	Feb <u>1994</u>
73	Yes	65	59	43	36	31
27	No	35	41	57	64	69
<u>0</u>	Don't know/Refused	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>0</u>
100		100	100	100	100	100

Q.78 Do you happen to have **[INSERT ITEM, IN ORDER]**, or not? How about...

		<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
a.	A cell phone	68	32	*=100
	April, 2002	64	36	*=100
	April, 2000	53	47	*=100
	June, 1995 <sup>32</sup>	24	76	*=100
b.	A Palm Pilot, Blackberry or other similar product	14	83	3=100
	April, 2002 <sup>33</sup>	11	87	2=100
	April, 2000	5	91	4=100
c.	A DVD player	76	24	*=100
	April, 2002	44	56	*=100
	April, 2000	16	83	1=100

<sup>28</sup> In 2000 the question asked about "news and information about the 2000 elections."

<sup>29</sup> In 1999 and 1998 the question was worded: "When you go online do you ever encounter or come across news and information on current events, public issues or politics when you may have been going online for a purpose other than to get the news?" In 1996 this question was asked: "are you ever exposed to news..."

<sup>30</sup> In 2000 the question included, "...These do not include game machines such as Nintendo or Sega."

<sup>31</sup> In 1998 and earlier, the question was worded: "Do you have any type of personal computer, including laptops -- such as an IBM PC or a Macintosh in your home? These do not include game machines such as Nintendo or Sega."

<sup>32</sup> In 1995, the question was worded: "Do you have a car phone or cellular telephone?"

<sup>33</sup> In 2002 the item was worded: "A palm pilot or other similar product." In 2000 the item was worded: "A palm pilot."

<b>Q.78 CONTINUED...</b>		<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
d.	A VCR	92	8	*=100
	February, 1994	85	15	*=100
e.	A digital video recorder like Tivo that automatically records TV programs you select	13	86	1=100
	April, 2002 <sup>34</sup>	3	96	1=100

**NO Q.79**

**IF EMPLOYED FULL-TIME OR PART-TIME, ASK [N=1926]:**

Q.80 Is it important for your job that you keep up with the news, or not?

31	Yes
68	No
<u>1</u>	Don't Know/Refused
100	

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<sup>34</sup>

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