ABOUT THE SURVEYS

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

Results for the June 2006 News Interest Index survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,501 adults, 18 years of age or older, during the period June 14 - 19, 2006. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3 percentage points. For results based on a random sample of 1,004 adults, the sampling error is plus or minus 3.5 percentage points. For results based on Form 1 (N=749) and Form 2 (N=752), the sampling error is plus or minus 4 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

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

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

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

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

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

The demographic weighting parameters for the national survey are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 2005). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then

compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone. The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters.

ABOUT THE CELL PHONE SURVEY

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

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

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

ABOUT THE CENTER

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

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

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

Andrew Kohut, Director
Scott Keeter, Director of Survey Research
Carroll Doherty and Michael Dimock, Associate Directors
Carolyn Funk and Richard Wike, Senior Project Directors
Nilanthi Samaranayake, Survey and Data Manager
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Rob Suls, Research Analyst

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QUESTIONNAIRES

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]**

	App-rove	Dis-approve	Don't know		App-rove	Dis-approve	Don't know
April, 2006	33	56	11=100	Mid-July, 2003	58	32	10=100
Early April, 2006	35	55	10=100	Early July, 2003	60	29	11=100
March, 2006	33	57	10=100	June, 2003	62	27	11=100
February, 2006	40	52	8=100	May, 2003	65	27	8=100
January, 2006	38	54	8=100	*April 10-16, 2003*	*72*	*22*	*6=100*
2005				*April 9, 2003*	*74*	*20*	*6=100*
December, 2005	38	54	8=100	*April 2-7, 2003*	*69*	*25*	*6=100*
Early November, 2005	36	55	9=100	*March 28-April 1, 2003*	*71*	*23*	*6=100*
Late October, 2005	40	52	8=100	*March 25-27, 2003*	*70*	*24*	*6=100*
Early October, 2005	38	56	6=100	*March 20-24, 2003*	*67*	*26*	*7=100*
September 8-11, 2005	40	52	8=100	March 13-16, 2003	55	34	11=100
September 6-7, 2005	40	52	8=100	February, 2003	54	36	10=100
July, 2005	44	48	8=100	January, 2003	58	32	10=100
June, 2005	42	49	9=100	**2002**			
Late May, 2005	42	48	10=100	December, 2002	61	28	11=100
Mid-May, 2005	43	50	7=100	Late October, 2002	59	29	12=100
Late March, 2005	49	46	5=100	Early October, 2002	61	30	9=100
Mid-March, 2005	45	46	9=100	Mid-September, 2002	67	22	11=100
February, 2005	46	47	7=100	Early September, 2002	63	26	11=100
January, 2005	50	43	7=100	Late August, 2002	60	27	13=100
2004				August, 2002	67	21	12=100
December, 2004	48	44	8=100	Late July, 2002	65	25	10=100
Mid-October, 2004	44	48	8=100	July, 2002	67	21	12=100
August, 2004	46	45	9=100	June, 2002	70	20	10=100
July, 2004	46	46	8=100	April, 2002	69	18	13=100
June, 2004	48	43	9=100	Early April, 2002	74	16	10=100
May, 2004	44	48	8=100	February, 2002	78	13	9=100
Late April, 2004	48	43	9=100	January, 2002	80	11	9=100
Early April, 2004	43	47	10=100	**2001**			
Late March, 2004	47	44	9=100	Mid-November, 2001	84	9	7=100
Mid-March, 2004	46	47	7=100	Early October, 2001	84	8	8=100
February, 2004	48	44	8=100	Late September, 2001	86	7	7=100
Mid-January, 2004	56	34	10=100	Mid-September, 2001	80	9	11=100
Early January, 2004	58	35	7=100	Early September, 2001	51	34	15=100
2003				August, 2001	50	32	18=100
December, 2003	57	34	9=100	July, 2001	51	32	17=100
November, 2003	50	40	10=100	June, 2001	50	33	17=100
October, 2003	50	42	8=100	May, 2001	53	32	15=100
September, 2003	55	36	9=100	April, 2001	56	27	17=100
Mid-August, 2003	56	32	12=100	March, 2001	55	25	20=100
Early August, 2003	53	37	10=100	February, 2001	53	21	26=100

IF APPROVE OR DISAPPROVE (1,2 IN Q.1)
Q.1a   Do you (approve/disapprove) very strongly, or not so strongly?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Q.8F1 CONTINUED...

	Very closely	Fairly closely	Not too closely	Not at all closely	DK/ Ref
Mid-March, 2005	40	39	14	5	2=100
February, 2005	38	45	13	4	*=100
January, 2005	48	37	11	4	*=100
December, 2004	34	44	15	6	1=100
Mid-October, 2004	42	38	11	8	1=100
Early September, 2004	47	37	9	6	1=100
August, 2004	39	42	12	6	1=100
July, 2004	43	40	11	6	*=100
June, 2004	39	42	12	6	1=100
April, 2004	54	33	8	5	*=100
Mid-March, 2004	47	36	12	4	1=100
Early February, 2004	47	38	10	4	1=100
Mid-January, 2004	48	39	9	4	*=100
December, 2003	44	38	11	6	1=100
November, 2003	52	33	9	5	1=100
October, 2003	38	40	14	7	1=100
September, 2003	50	33	10	6	1=100
Mid-August, 2003	45	39	10	5	1=100
Early July, 2003	37	41	13	8	1=100
June, 2003	46	35	13	6	*=100
May, 2003	63	29	6	2	*=100
April 11-16, 2003[2]	47	40	10	2	1=100
April 2-7, 2003	54	34	9	2	1=100
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003[3]	62	27	6	4	1=100
February, 2003	62	25	8	4	1=100
January, 2003	55	29	10	4	2=100
December, 2002	51	32	10	6	1=100
Late October, 2002	53	33	8	5	1=100
Early October, 2002	60	28	6	5	1=100
Early September, 2002	48	29	15	6	2=100

b.F1 News about candidates and election campaigns in your state and district	18	28	30	23	1=100
Early November, 2002 *(RVs)*	27	46	18	9	*=100
Late October, 2002 *(RVs)*	28	34	24	13	1=100
Early October, 2002 *(RVs)*	21	46	22	10	1=100
Early September, 2002	17	29	29	24	1=100
Late October, 1998 *(RVs)*	26	45	20	9	*=100
Early October, 1998 *(RVs)*	21	43	24	11	1=100
Early September, 1998	17	32	28	23	*=100
Early August, 1998	13	30	28	28	1=100
June, 1998	9	27	33	30	1=100

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

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

Q.8F1 CONTINUED...

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

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

		Very closely	Fairly closely	Not too closely	Not at all closely	DK/ Ref
d.F1	Iran's nuclear research program	26	30	23	20	1=100
	March, 2006	24	31	22	22	1=100

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

		Very closely	Fairly closely	Not too closely	Not at all closely	DK/ Ref
e.F1	Reports that the National Security Agency has been collecting telephone records of millions of American citizens	33	28	22	16	1=100

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[4] In April 1998, September 1994 and October 1990, story was listed as "Candidates and election campaigns in your state."

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

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

[INTERVIEWER NOTE: FOR QUESTIONS 9 THRU 22 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY."]
ASK ALL:
Q.9   Now thinking about yesterday... Did you get a chance to read a daily newspaper yesterday, or not?
IF "YES" (Q.9=1) ASK:
Q.10F1/F2 About how much time did you spend reading a daily newspaper yesterday? **[DO NOT READ]**

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

IF "YES" (Q.9=1) ASK [N=1435]:
Q.11   Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online through the internet?
IF "BOTH" (3 IN Q.11) ASK:
Q.11a   Would you say you spent MORE time reading the paper version or MORE time reading the online version yesterday?

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

IF "READ PAPER YESTERDAY" (Q.9=1) AND FORM=2 ASK [N=551]:
Q.12F2 What newspaper or newspapers did you read yesterday? **[OPEN END; ENTER ALL MENTIONS; PROBE FOR CLARITY; DO NOT PROBE FOR ADDITIONAL]**

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

ASK ALL FORM 1 ONLY:
Q.13F1 Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?
IF "YES" (Q.13F1=1) ASK:
Q.14F1 About how much time did you spend watching the news or any news programs on TV yesterday? **[DO NOT READ]**

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

ASK ALL FORM 1 ONLY:
Q.15F1 Apart from news, did you watch anything else on television yesterday, or not?
IF "YES" (Q.15F1=1) ASK:
Q.16F1 About how much time did you spend watching TV yesterday, not including the news? **[DO NOT READ]**

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

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

ASK ALL FORM 1 ONLY:

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

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

IF NOT ONLINE NEWSPAPER YESTERDAY (Q.9=2,9 OR Q.11=1,9):
Q.18   Did you get any news ONLINE through the internet yesterday, or not?
IF ONLINE NEWSPAPER YESTERDAY (Q.11=2,3):
Q.18a   You mentioned reading newspapers on the internet yesterday. Aside from newspaper websites did you get any OTHER news ONLINE through the internet yesterday, or not?
IF NEWS ONLINE YESTERDAY (Q.18=1 OR Q.18a=1) ASK:
Q.19F1/F2 **[IF Q.18a=1 READ:** And again aside from newspaper websites…**]** About how much time did you spend getting news online yesterday? **[DO NOT READ]**

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

NET TOTAL GOT NEWS ONLINE YESTERDAY:

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

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[8]   Form 1 wording's results are presented.

IF "YES" IN Q.18 ONLY (Q.18=1) ASK [N=563]:
Q.20   Many national and local print newspapers also have websites on the internet. When you were online yesterday, did you read anything on a NEWSPAPER'S website, or not?

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

NET TOTAL READ NEWSPAPER ONLINE YESTERDAY:

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

IF ONLINE NEWSPAPER YESTERDAY (Q.20=1 OR Q.11=2,3) ASK [N=307]:
Q.21   Thinking about the newspapers you saw on the internet yesterday, what newspaper websites did you happen to visit? **[OPEN END; ENTER ALL MENTIONS; PROBE FOR CLARITY; DO NOT PROBE FOR ADDITIONAL]**

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

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

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

ASK FORM 1 ONLY:
[INTERVIEWER: IF THE DAY OF THE WEEK IS SUNDAY, BEGIN THIS SERIES WITH "Now, thinking about yesterday..." **OTHERWISE BEGIN WITH** "Again, thinking about yesterday..."**]**
Q.23F1 Did you spend any time reading magazines?

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

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

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

NO QUESTION 25

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

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

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

There are a lot of ways to get information these days…
RANDOMIZE BLOCKS THAT START AT Q.27F2, Q.31F2 AND Q.35F2
IF REGULAR NEWSPAPER READER (1 IN Q.2), ASK FORM 2 ONLY [N=742]:

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

46 FEATURES OF THE MEDIUM (NET)
    26 Time/Leisure/Read whenever want/Take with/Re-read/Convenient
     7 Available/Accessible/Hard copy/Tangent/Clip and save articles
     5 Like to read/Visual
     4 Choose what to read/Skip sections/Read quickly
     3 Habit/Relaxing
     3 Easy to read/More comfortable/Style/Organization
     2 Other Medium Itself mentions
42 COVERAGE AND CONTENT (NET)
    26 SUBJECTS/TOPICS/CONTENT (SUB-NET)
        13 Local
         3 Advertisements/Coupons
         2 Op-Ed/Editorials/Commentaries/Columns
         2 Puzzles/Bridge column/Sudoku
         2 Sports
         2 General content
         1 Human Interest (Obituaries, marriage announcements)
         1 Classifieds/Want ads
         1 Funnies/Comics
         1 Headlines
         3 Other Subjects/Topics/Content
    12 More in-depth/Details/Informative
     4 Fair/Unbiased/Consistent coverage/Facts/Balance/Different views
     1 Other Characteristics/Quality of coverage
 2 Miscellaneous (e.g., made out of paper, use to pack stuff)
 9 Don't like/Misunderstood question
 6 Don't Know/Refused

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

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

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

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

IF "BUY IT" (2 IN Q.29F2) ASK [N=173]:
Q.30F2   When you buy a newspaper, is it usually because **[INSERT ITEM; ROTATE]**?

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

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

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

    60 FEATURES OF THE MEDIUM (NET)
        39 Accessible/Easily available/Fingertips/Read anytime/Own pace/Re-read/Convenient/Speed/Quick
        19 Navigate/Choose sites/Custom tailor/Browse/Search what I want/Go straight to relevant info.
         7 Easy to read/Read it quickly/Organization
         2 Video podcasts/Pictures/Videos/Visual/Watch
         2 On computer a lot
         2 Price/Free/Cheaper
         1 Print/Reference
    40 COVERAGE AND CONTENT (NET)
        14 Updated/Faster/Up-to-date/Breaking news/Headlines/Up-to-minute
        11 Better information/Full picture/In-depth coverage
        10 Diversity/Access to different papers/Different reporting/Variety of sources
         5 SUBJECTS/TOPICS/CONTENT (SUB-NET)
             1 News (General)
             1 World/International News
             3 Other Subjects/Topics/Content
         3 Unbiased/Less biased/No censorship
         2 Miscellaneous (e.g., no mess/better/use one hand)
         6 Don't like/Misunderstood question
         4 Don't Know/Refused

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

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

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

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

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

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

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

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

    52   COVERAGE AND CONTENT (NET)
      22   SUBJECTS/TOPICS/CONTENT (SUB-NET)
        7   Local
        6   TV personalities/Personal aspect
        4   Particular Programs/Channels (CNN, C-SPAN, FOX, etc.)
        3   Weather
        2   International
        2   National or domestic news
        2   News (General)
        2   Other Subjects/Topics/Content
      13   Up-to-date/minute/Live aspect/News flash
      11   Concise/Quick/Direct
       6   Diversity/Variety of issues/Access to different channels
       5   In-depth/More details
       1   Balanced/Fair/Less-biased
       1   Investigative reporting
    37   FEATURES OF THE MEDIUM (NET)
      19   Watch/Visual/Video/Pictures/Audio/Listen/Hear
      14   Easily accessible/Any day or time/Regularity of when it is on/Can turn off when want/Convenience/Easy
       6   Can do something else while on
       2   Habit/Something to do/Just there
    4   Miscellaneous
    7   Don't like/Misunderstood question
    8   Don't Know/Refused

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

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

ASK FORM 1 ONLY:

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

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

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

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

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

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

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

NO ITEM c.

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

	Regularly	Sometimes	Hardly Ever	Never	Don't Know
d.F1B Watch the CBS Evening News with Bob Schieffer[10]	13	23	18	45	1=100
April, 2004	16	30	16	38	*=100
April, 2002	18	29	18	35	*=100
e.F1B Watch the ABC World News Tonight with Elizabeth Vargas and Bob Woodruff	14	22	18	45	1=100
April, 2004	16	31	16	36	1=100
April, 2002	18	30	19	33	*=100
f.F1B Watch the NBC Nightly News with Brian Williams	15	26	16	42	1=100
April, 2004	17	31	17	35	*=100
April, 2002	20	29	18	33	*=100
g.F1B Watch Cable News Network (CNN)	22	32	12	33	1=100
April, 2004	22	33	12	32	1=100
April, 2002	25	31	12	32	*=100

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

Q.39 CONTINUED...

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

ASK ALL:
ITEMS k THROUGH u BASED ON FORM 1 ONLY:

k. Watch the local news about your viewing area which usually comes on before the national news in the evening and again later at night	Regularly	Sometimes	Hardly Ever	Never	Don't Know
	54	23	10	13	*=100
April, 2004	59	23	8	10	*=100
April, 2002	57	24	8	11	*=100
April, 2000[11]	56	24	9	11	*=100
April, 1998	64	22	6	8	*=100
February, 1997	72	16	7	5	0=100
April, 1996	65	23	7	5	*=100
March, 1995	72	18	6	4	*=100

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

Q.39 CONTINUED...

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

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

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

Q.39 CONTINUED...

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

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

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

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

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

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

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

ASK ALL:

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

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

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

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

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Q.41 CONTINUED...

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

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

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

Q.41 CONTINUED...

	Regularly	Sometimes	Hardly Ever	Never	Don't Know
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	9	10	79	*=100
April, 2004	2	8	11	79	*=100
April, 2002	2	7	11	80	*=100
April, 2000	2	7	11	80	*=100
April, 1998	2	8	11	79	0=100
February, 1994	2	6	14	78	*=100
June, 1992	2	9	16	73	*=100
July, 1990	2	8	11	79	*=100
June, 1990	2	8	13	77	*=100
May, 1990	2	7	12	79	*=100
April, 1990	2	6	12	80	*=100
March, 1990	2	7	13	78	0=100
February, 1990	2	7	10	81	*=100
January, 1990	2	7	11	80	0=100
f. Political magazines such as The Weekly Standard or The New Republic	2	8	8	81	1=100
April, 2004	2	7	9	82	*=100
April, 2002	2	6	9	83	*=100
g. A daily newspaper	52	25	8	15	*=100
April, 2004	54	25	8	13	*=100
August, 1999	52	28	13	7	*=100
February, 1997	56	24	9	11	*=100
May, 1993	66	19	7	8	*=100
February, 1992	71	19	5	4	1=100
h. Local weekly community newspapers	35	27	10	28	*=100
April, 2004	36	26	11	26	1=100

ASK FORM 2 ONLY:

	Regularly	Sometimes	Hardly Ever	Never	Don't Know
i.F2 Internet news websites such as Google News, AOL News or Yahoo News	18	18	7	57	*=100
April, 2004[21]	13	17	8	62	*=100
j.F2 Network TV news websites such as CNN.com, ABCnews.com, or MSNBC.com	14	22	9	54	1=100
April, 2004	10	19	10	61	*=100

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

Q.41 CONTINUED...

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

ASK ALL:

Just in general…

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

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

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

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

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

100

Q.43 CONTINUED...

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

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

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

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

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

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

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

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

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

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

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

IF GOES ONLINE FOR NEWS (Q.46F1=1-5) ASK:
Q.47F1 Do you use any news services that send you news updates either in your e-mail or directly to your computer screen?

BASED ON ONLINE USERS [N=1344]:

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

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

BASED ON ONLINE USERS [N=1344]:

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

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

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

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

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

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

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

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

ASK FORM 1 ONLY:
RANDOMIZE Q.52F1 THRU Q.54F1
Next I would like to ask you about some things that have been in the news. Not everyone will have heard about them…
Q.52F1 Do you happen to know which political party has a majority in the U.S. House of Representatives?

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

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

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

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

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

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

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

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

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

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

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

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

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

Q.55F1 CONTINUED ...	Very Closely	Somewhat Closely	Not Very Closely	Not at all Closely	Don't Know
k.F1 Health news	24	47	15	14	*=100
April, 2004	26	46	14	13	1=100
April, 2002	26	45	16	13	*=100
April, 2000	29	45	15	11	*=100
April, 1998	34	46	12	8	*=100
April, 1996	34	44	14	7	1=100
l.Fl Crime	29	43	15	12	1=100
April, 2004	32	45	14	8	1=100
April, 2002	30	46	14	9	1=100
April, 2000	30	45	16	9	*=100
April, 1998	36	44	13	7	*=100
April, 1996	41	43	10	6	*=100
m.F1 Culture and the arts	9	32	26	33	*=100
April, 2004	10	33	27	29	1=100
April, 2002	9	31	28	32	*=100
April, 2000	10	32	28	29	1=100
April, 1998	12	33	29	26	*=100
April, 1996	9	34	32	25	*=100
n.F1 The weather	50	35	9	6	*=100
April, 2004	53	34	8	5	*=100

ASK ALL:
RANDOMIZE SUBJECT OF QUESTIONS 56 THRU 58, KEEPING QUESTION WORDING IN ORDER:[31]
Q.56   Which of the following two statements best describes you: "I follow INTERNATIONAL news closely ONLY when something important is happening" OR "I follow INTERNATIONAL news closely most of the time, whether or not something important is happening"?

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

---

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

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

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

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

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

ASK FORM 2A ONLY [N=596]:
N.1F2A   Thinking about the daily newspaper you are most familiar with, would you say it has gotten better or
         worse over the past five years? **[IF RESPONDENT SAYS "SAME" PROBE:** Even if just a little bit, is
         the paper a little better or worse recently?]*[32]*

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

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

IF "BETTER" (1 IN N.1F2A) ASK [N=217]:
N.2F2AB Why is that? **[OPEN END; ACCEPT MULTIPLE RESPONSES BUT DO NOT PROBE FOR ADDITIONAL]**

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

IF "WORSE" (2 IN N.1F2A) ASK [N=170]:
N.2F2AW Why is that? **[OPEN END; ACCEPT MULTIPLE RESPONSES BUT DO NOT PROBE FOR ADDITIONAL]**

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

ASK FORM 2B ONLY [N=595]:
N.3F2B Generally, would you say you spend MORE time reading the newspaper these days or LESS time reading the newspaper than you did a few years ago? **[IF RESPONDENT SAYS "SAME" PROBE:** Even if just a little bit, are you reading the paper a little more or less these days?]³³

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

IF "MORE" (1 IN N.3F2B) ASK [N=243]:
N.4F2BM Why is that? **[OPEN END; ACCEPT MULTIPLE RESPONSES BUT DO NOT PROBE FOR ADDITIONAL]**

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

---

³³ In April 1996, the probe was worded: "But if you had to say you spend more time or less, which would you say?"

IF "LESS" (2 IN N.3F2B) ASK [N=270]:
N.4F2BL Why is that? **[OPEN END; ACCEPT MULTIPLE RESPONSES BUT DO NOT PROBE FOR ADDITIONAL]**

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

ASK ALL:
On another subject…
Q.59   Do you currently live in an area where you could get Cable TV if you wanted it?

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

ASK IF YES (1 IN Q.59):
Q.60   Do you currently subscribe to Cable TV?

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

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

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

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

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

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

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

---

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

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

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

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

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

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

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

ASK FORM 2 ONLY:

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

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

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

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

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

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

IF REGULAR NEWSPAPER READER (1 IN Q.2) AND FORM=1 ASK [N=1244]:
Q.69F1 Thinking about newspapers for a moment… As I read a few reasons people give for why they read
newspapers, tell me if each applies to you or not. (First,) **[INSERT ITEM; RANDOMIZE]**. (Does this
apply to you, or not?)

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

IF REGULAR RADIO NEWS LISTENER (1 IN Q.4) AND FORM=1 ASK [N=1017]:
Q.70F1 Thinking about radio news for a moment… As I read a few reasons people give for why they listen to news
on the radio, tell me if each applies to you or not. (First,) **[INSERT ITEM; RANDOMIZE]**. (Does this
apply to you, or not?)

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

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

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

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

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

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

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

ASK ALL:

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

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

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

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

IF "YES" (1 IN Q.73) ASK:

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

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

ASK ALL:

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

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

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

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

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

Q.75 CONTINUED...

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

IF HAS CELL PHONE (Q.75a=1) ASK [N=2381]:
Q.76   Do you receive news headlines or read news reports on your cell phone, or not?
IF "YES" (Q.76=1) ASK:
Q.77   How often do you get news through your cell phone? **[READ]**

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

IF PDA OWNER (Q.75b=1) ASK [N=380]:
Q.78   Do you receive news headlines or read news reports on your Palm Pilot, Blackberry or other similar product, or not?
IF "YES" (Q.78=1) ASK:
Q.79   How often do you get news this way? **[READ]**

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

IF I-POD OR PORTABLE DIGITAL MUSIC PLAYER OWNER (Q.75f=1) ASK [N=713]:
Q.80   Do you watch or listen to NEWS podcasts on your I-Pod or digital music player, or not?
IF "YES" (Q.80=1) ASK:
Q.81   How often do you listen to news podcasts? **[READ]**

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

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

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

IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2) ASK [N=1902]:
Q.83   Is it important for your job that you keep up with the news, or not?

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

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

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

PARTY CONTINUED...

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

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

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

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

ASK APPROXIMATELY 1,000 RANDOMLY SELECTED RESPONDENTS [N=1,004]:
Now a different kind of question…

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

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

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

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

NO ITEM p.

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

Q.62 CONTINUED...

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

NO ITEM t.

	Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
u. The Fox News CABLE Channel	22	29	21	15	1	12=100
May, 2004	21	33	23	9	1	13=100
May, 2002	19	34	20	6	2	19=100
May, 2000	19	28	19	9	3	22=100
v. U.S. News & World Report	17	32	23	7	3	18=100
May, 2004	19	32	20	6	2	21=100
May, 2002	18	33	14	5	4	26=100
w. The New York Times	15	26	19	14	2	24=100
May, 2004	16	31	18	10	2	23=100

NO QUESTIONS 63-64

ASK ALL [N=1,501]:

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

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

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

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

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

BASED ON TOTAL FORM:

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

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

Q.67 CONTINUED...		Spend a lot of time	Spend some time	Just glance at it	Skip it entirely	(VOL.) Not included in my paper	DK/ Ref.	Not a newspaper reader
j.F1	Entertainment news	10	23	18	20	0	1	28=100

ASK FORM 2 ONLY [N=752]:

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

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