

**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
BIENNIAL MEDIA CONSUMPTION SURVEY
FINAL TOPLINE**

April 20 - May 13, 2000

(T) = Total sample [N=3,142]

(A) = Form A [N=1,593]

(B) = [N=1,549]

1 (T) All in all, are you satisfied or dissatisfied with the way things are going in this country today?

	<u>Satisfied</u>	<u>Dissatisfied</u>	<u>No Opinion</u>
April, 2000	48	43	9=100
August, 1999	56	39	5=100
January, 1999	53	41	6=100
November, 1998	46	44	10=100
Early September, 1998	54	42	4=100
Late August, 1998	55	41	4=100
Early August, 1998	50	44	6=100
February, 1998	59	37	4=100
January, 1998	46	50	4=100
September, 1997	45	49	6=100
August, 1997	49	46	5=100
January, 1997	38	58	4=100
July, 1996	29	67	4=100
March, 1996	28	70	2=100
October, 1995	23	73	4=100
June, 1995	25	73	2=100
April, 1995	23	74	3=100
July, 1994	24	73	3=100
March, 1994	24	71	5=100
October, 1993	22	73	5=100
September, 1993	20	75	4=100
May, 1993	22	71	7=100
January, 1993	39	50	11=100
January, 1992	28	68	4=100
November, 1991	34	61	5=100
<i>Late February, 1991 (Gallup)</i>	<i>66</i>	<i>31</i>	<i>3=100</i>
August, 1990	47	48	5=100
May, 1990	41	54	5=100
January, 1989	45	50	5=100
September, 1988	50	45	5=100
May, 1988	41	54	5=100
January, 1988	39	55	6=100

Now a different kind of question about where you MIGHT go to get NEWS...

ASK FORM A ONLY:

2 (A) If you heard that the stock market had fallen 1,000 points, where would you go FIRST for more information about this, or wouldn't you be interested in getting more information? (**OPEN-END; IF TV/TV NEWS, PROBE WITH: What kind of tv/tv news? ACCEPT MULTIPLE RESPONSES.**)

- 30 Television
 - 2 Network/TV News
 - 1 ABC News
 - 1 NBC News
 - * CBS News
 - 1 Network News (unspecified)
 - * All other Network TV News mentions
 - 14 Cable TV
 - 9 CNN News
 - 2 CNBC News
 - 1 MSNBC News
 - * Cable TV channels
 - 1 All other Cable TV mentions
 - 10 Television (unspecified)
 - 2 News program
 - 2 Local TV News
 - 1 FOX News (unspecified)
 - * All other Television mentions
- 16 Internet/Online
- 10 Newspaper/Magazine
 - 7 Newspaper (unspecified)
 - 2 Wall Street Journal
 - 1 Local newspaper
 - 1 All other Newspaper/Magazine mentions
- 3 Radio
 - 2 Radio (unspecified)
 - 1 National Public Radio/NPR
 - * All other Radio mentions
- 9 Miscellaneous
 - 4 Contact my broker/stockbroker
 - 2 Word of mouth/Talk with friends/family/co-workers
 - * Contact my bank/banker
 - 2 All other miscellaneous mentions
- 32 None/Wouldn't want more information
- 5 Don't know/Refused

ASK FORM B ONLY:

3 (B) If you heard that there had been a major terrorist attack on a large US city, where would you go FIRST for more information about this, or wouldn't you be interested in getting more information? (**OPEN-END; IF TV/TV NEWS, PROBE WITH: What kind of tv/tv news? ACCEPT MULTIPLE RESPONSES.**)

- 66 Television
 - 9 Network/TV News
 - 3 ABC News
 - 3 NBC News
 - 3 Network News (unspecified)
 - 2 CBS News
 - * All other Network TV News mentions
 - 24 Cable TV
 - 22 CNN News
 - 1 MSNBC News
 - 1 CNBC News
 - 1 Cable TV channels
 - 1 All other Cable TV mentions
 - 22 Television (unspecified)
 - 4 News program
 - 7 Local TV News
 - 1 FOX News (unspecified)
 - 1 All other Television mentions
- 10 Radio
 - 8 Radio (unspecified)
 - 1 National Public Radio/NPR
 - 1 All other Radio mentions
- 10 Internet/Online
- 5 Newspaper/Magazine
 - 4 Newspaper (unspecified)
 - * Local newspaper
 - * All other Newspaper/Magazine mentions
- 5 Miscellaneous
 - 1 Contact government officials/representatives
 - 1 Contact police/law enforcement
 - 1 Word of mouth/Talk with friends/family/co-workers
 - 2 All other miscellaneous mentions
- 6 None/Wouldn't want more information
- 6 Don't know/Refused

ASK ALL:

On a different subject...

4 (T) 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, 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

5 (T) Do you happen to watch any TV news programs regularly, or not?

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
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

6 (T) Do you listen to news on the radio regularly, or not?

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
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

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

		<u>April</u>	<u>April</u>	<u>March</u>	<u>May</u>	<u>Aug</u>	<u>May</u>
		<u>1998</u>	<u>1996</u>	<u>1995</u>	<u>1990</u>	<u>1989</u>	<u>1987</u>
50	Yes	59	59	65	67	67	71
50	No	41	41	35	32	33	28
*	Don't know/Refused	*	*	*	<u>1</u>	*	<u>1</u>
100		100	100	100	100	100	100

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

		<u>Very</u>	<u>Fairly</u>	<u>Not too</u>	<u>Not at all</u>	<u>DK</u>
		<u>Closely</u>	<u>Closely</u>	<u>Closely</u>	<u>Closely</u>	<u>(VOL.)</u>
a.	News about candidates for the 2000 presidential election	18	33	26	23	*=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
	December, 1999	16	36	24	23	1=100
	October, 1999	17	32	28	22	1=100
	September, 1999	15	31	33	20	1=100
	July, 1999	15	38	24	22	1=100
	June, 1999	11	25	29	34	1=100
	April, 1996 ¹	23	35	25	17	*=100
	April, 1992	32	44	16	8	*=100
	May, 1988	22	46	23	6	3=100

¹

In April 1996, the story was listed as "News about the Republican presidential candidates."

Q.8 CONTINUED ...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK (VOL.)</u>
b. Recent major ups and downs in the U.S. stock market	18	28	23	31	*=100
April, 2000	19	29	20	32	*=100
March, 2000	23	29	21	26	1=100
March, 1999	18	29	22	31	*=100
January, 1999	24	28	19	28	1=100
Early September, 1998	32	31	20	17	*=100
Mid-August, 1998	17	23	21	39	*=100
January, 1998	21	25	23	31	*=100
November, 1997 ²	25	36	18	20	1=100
September, 1997	14	22	23	40	1=100
April, 1997	17	21	22	40	*=100
February, 1996	12	20	25	42	1=100

ITEM ASKED APRIL 20-23 ONLY [N=469]:

c. The debate over whether 6-year-old Elian Gonzalez should be returned to his father	32	34	20	14	*=100
April, 2000	33	38	16	11	2=100
February, 2000 ³	37	41	15	6	1=100
January, 2000	39	38	14	8	1=100

ITEM ASKED APRIL 24-MAY 13 ONLY [N=2,673]:

c. Elian Gonzalez being returned to his father and the debate over what should happen next	31	35	19	15	*=100
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ASK ALL:

d. The one-year anniversary of the shootings at Columbine High School in Colorado	20	31	29	20	*=100
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ITEM ASKED APRIL 20-27 ONLY [N=1,363]:

e. The protests in Washington, DC at the annual meetings of the World Bank and the International Monetary Fund	6	18	32	43	1=100
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ITEM ASKED APRIL 28-MAY 14 ONLY [N=1,015]:

f. The government's recommendation that the computer software company Microsoft should be broken up into two separate companies, because it engaged in unfair business practices	16	33	26	25	*=100
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INTERVIEWER NOTE: FOR QUESTIONS 9 thru 13 PLEASE DETERMINE WHAT DAY OF THE

² In November 1997, April 1997 and February 1996, the story was listed as "Recent major ups and downs in the stock market."

³ In February 2000 and January 2000, the story was listed as "The debate over whether a 6-year-old boy rescued at sea should be returned to his father in Cuba."

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."

9 (T) Now, on another subject... Did you get a chance to read a daily newspaper yesterday, or not?

FORM A ONLY:

IF "YES" IN QUESTION 9, ASK:

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

(T)	(A)		Late										Gallup 1965
			Sept 1999	Nov 1998	April 1998	Nov 1997	April 1996	June 1995	March 1995	Feb 1994	Jan 1994	March 1991	
46	47	Read the paper	47	47	48	50	50	52	45	58	49	56	71
		9 Less than 15 min.	9	8	8	8	7	7	9	7	7	n/a	n/a
		14 15-29 min.	12	11	14	14	15	15	14	15	15	n/a	n/a
		16 30-59 min.	16	16	17	17	18	18	16	21	17	n/a	n/a
		8 1 hour or more	10	11	9	10	10	11	6	14	10	n/a	n/a
		* Don't know	*	1	*	1	*	1	0	1	*	n/a	n/a
54	53	Didn't read paper	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

ASK ALL:

11 (T) Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?

FORM A ONLY:

IF "YES" IN QUESTION 11, ASK:

12 (A) About how much time did you spend watching the news or any news programs on TV yesterday? **(DO NOT READ)**

(T)	(A)		Late										Gallup 1965
			Sept 1999	Nov 1998	April 1998	Nov 1997	April 1996	June 1995	March 1995	Feb 1994	Jan 1994	March 1991	
55	56	Watched TV News	62	65	59	68	59	64	61	74	72	68	55
		4 Less than 15 min.	6	5	3	4	3	3	4	3	3	n/a	n/a
		8 15-29 min.	7	8	7	11	6	8	9	8	8	n/a	n/a
		20 30-59 min.	21	21	21	23	21	24	21	25	25	n/a	n/a
		23 1 hour or more	28	30	28	30	29	28	27	37	36	n/a	n/a
		1 Don't know	*	1	*	*	*	1	*	1	*	n/a	n/a
44	44	Did not watch	37	35	41	31	40	35	38	26	27	32	45
1	*	Don't know	1	*	*	1	1	1	1	0	1	*	0
100	100		100	100	100	100	100	100	100	100	100	100	100

P.1 Apart from news, did you watch anything else on television yesterday, or not?

IF “YES”, ASK:

P.2 About how much time did you spend watching TV yesterday, not including the news?

Pew		Nov	June	Feb
<u>Internet</u> ⁴		<u>1997</u>	<u>1995</u>	<u>1994</u>
57	Yes		64	59
	3 A half hour or less	2	1	2
	5 Thirty minutes or less than one hour	5	4	3
10	About an hour or more	15	10	11
8	More than one hour but less than two hours	7	6	7
15	Two hours to less than three hours	16	16	19
7	Three hours to less than four hours	11	10	12
8	Four hours or more	8	11	14
	* Don't know/Refused	*	1	1
42	Did not watch	36	40	31
<u>1</u>	Don't know	<u>*</u>	<u>1</u>	<u>0</u>
100		100	100	100

ASK ALL:

13 (T) 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										
		Sept	Nov	April	Nov	April	June	March	Feb	Jan	March	<i>Gallup</i>
		<u>1999</u>	<u>1998</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>	<u>1995</u>	<u>1995</u>	<u>1994</u>	<u>1994</u>	<u>1991</u>	<u>1965</u>
43	Yes, listened	44	41	49	44	44	42	47	47	47	44	58
14	Less than 15 min.	12	13	16	12	12	13	16	14	15	n/a	n/a
9	15-29 min.	8	8	9	9	11	9	12	11	10	n/a	n/a
9	30-59 min.	10	8	10	9	10	9	9	9	10	n/a	n/a
11	1 hour or more	14	12	14	14	11	11	10	13	12	n/a	n/a
56	Didn't Listen	56	57	51	55	55	56	52	52	52	56	42
<u>1</u>	Don't know	<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>*</u>	<u>0</u>
100		100	100	100	100	100	100	100	100	100	100	100

⁴

Questions P.1 and P.2 are taken from a survey conducted for the Pew Internet & American Life Project (March 1 - May 1, 2000; N=6,036). All trend numbers are from the Pew Research Center.

P.3 Did you happen to go online yesterday? (**IF YES, ASK:** From where did you go online... home, work, school, or some combination of these?) (**ENTER ALL THAT APPLY**)

BASED ON ONLINE USERS [N=1,690]

Pew		Sept 1999	Nov 1998	Nov 1997	Oct 1996	June 1995
<u>Internet</u> ⁵						
60	Yes (NET)	60	43	44	38	32
n/a	Yes, home (INTERVIEWER: home business/work at home would go here)	37	32	27	26	19
n/a	Yes, work	21	12	20	15	15
n/a	Yes, school	4	2	6	3	2
n/a	Yes, other locations	5	1	1	1	2
40	No, didn't go online	40	56	55	62	67
*	Don't know/Refused	<u>0</u>	<u>1</u>	<u>1</u>	<u>*</u>	<u>1</u>
100		100	100	100	100	100

FORM A 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..."

14 (A) Did you spend any time reading magazines?

IF RESPONDENT ANSWERED '1' YES, READ MAGAZINES IN QUESTION 14 ASK:

15 (A) About how much time did you spend reading magazines yesterday? (**DO NOT READ**)

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

⁵

Pew Internet & American Life Project, March 2000. The question was worded as follows, "Did you happen to go online or check your email YESTERDAY?"

ASK ALL:

16 (T) 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; ITEM d SHOULD ALWAYS DIRECTLY FOLLOW ITEM c; ITEMS u, v AND w SHOULD ALWAYS COME LAST WITH THE SPECIAL INTRO.)** How often do you...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a. Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live	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 the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 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
May, 1993	77	16	5	4	*=100
February, 1993	76	16	5	3	*=100
c. Watch Cable News Network (CNN)	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
d. Watch LOCAL all news cable channels, which feature news about the area where you live	29	23	14	33	1=100

Q.16 CONTINUED ...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
e.	Watch C-SPAN	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
f.	Listen to National Public Radio (NPR)	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 ⁶	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
g.	Watch news magazine shows such as 60 Minutes, 20/20 or Dateline	31	41	15	13	*=100
	August, 1999	35	40	16	9	*=100
	April, 1998	37	41	12	10	*=100
	April, 1996 ⁷	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

⁶ In previous months the question was asked "Programs on National Public Radio, such as Morning Edition or All Things Considered."

⁷ In April 1996 and earlier, the question was asked "Watch news magazine shows such as 60 Minutes or 20/20."

Q.16 CONTINUED ...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
h.	Watch the NewsHour with Jim Lehrer	5	12	15	66	2=100
	April, 1998	4	14	14	67	1=100
	April, 1996 ⁸	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

ASK FORM A ONLY:

i. (A)	Watch TV shows such as Cops or America's Most Wanted	18	27	20	35	*=100
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ASK FORM B ONLY:

j. (B)	Watch America's Most Wanted February, 1997	14 16	26 26	19 24	41 34	*=100 0=100
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ASK ALL:

k.	Watch CNBC April, 1998	13 12	29 27	18 17	37 42	3=100 2=100
l.	Watch the Fox News CABLE Channel April, 1998	17 17	28 30	17 14	37 38	1=100 1=100
m.	Watch MSNBC April, 1998	11 8	27 23	17 15	42 51	3=100 3=100
n.	Watch the Weather Channel April, 1998	32 33	28 27	15 13	25 27	*=100 *=100
o.	Watch Sports News on ESPN April, 1998 ⁹	23 20	18 20	13 15	46 45	*=100 *=100
p.	Watch documentaries on channels such as the History Channel or the Discovery Channel	37	37	10	16	*=100

⁸ 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.

⁹ In 1998, the question was asked "Watch ESPN Sports News."

Q.16 CONTINUED ...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
ASK FORM A ONLY:						
q. (A)	Watch Entertainment Tonight	9	27	23	41	*=100
	April, 1998	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

ASK FORM B ONLY:

r. (B)	Watch TV shows such as Entertainment Tonight or Access Hollywood	8	26	22	44	*=100
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ASK ALL:

s.	Watch the Today Show, Good Morning America or The Early Show	20	18	15	47	*=100
	April, 1998 ¹⁰	23	19	17	41	*=100
t.	Watch Univision or some other Spanish-speaking television network	3	4	7	86	*=100

Now thinking about different types of daytime television shows, how often do you ... **(INSERT; ROTATE ITEMS u, v, and w)**

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
u.	Watch daytime talk shows such as Ricki Lake or Jerry Springer?	7	12	14	67	*=100
	April, 1998 ¹¹	13	15	14	58	*=100
	June, 1997	8	13	20	59	*=100
	April, 1996	10	14	17	59	*=100
v.	Watch daytime talk shows such as Rosie O'Donnell or Oprah Winfrey	10	21	18	51	*=100
w.	Watch courtroom shows such as Judge Judy and Divorce Court	12	21	15	52	*=100

¹⁰ In 1998, the question was asked "Watch the Today Show, Good Morning America or CBS This Morning."

¹¹ In 1996, 1997 and 1998 the question was asked "Watch the daytime talk shows Ricki Lake, Jerry Springer or Jenny Jones."

ASK ALL:

17 (T) 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 ROTATE)** 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	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	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	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.17 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	6	27	18	49	*=100
April, 1998	8	29	18	45	0=100
February, 1994 ¹²	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 Monthly, Harpers or The New Yorker	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

FORM B ONLY:

On another subject...

18 (B) How much do you enjoy keeping up with the news? (**READ CATEGORIES**)

	<u>April 1998</u>	<u>June 1995</u>	<u>Feb 1994</u>
45 A lot	50	54	53
40 Some	37	34	35
12 Not Much	11	8	9
3 Not at all	2	3	2
* (DO NOT READ) Don't know/Refused	*	<u>1</u>	<u>1</u>
<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

¹²

In February 1994 and earlier, the question also included "US" magazine.

19 (B) 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, 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

20 (B) 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?

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

ASK ALL:

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

21 (T) Do you happen to know who Alan Greenspan is?

		<u>May</u>
		<u>1997</u>
44	Correct Answer (Chairman of the Federal Reserve; national financial policy maker; in charge of interest rates; federal government economist)	40
<u>56</u>	Any other answer/Don't know	<u>60</u>
100		100

22 (T) Do you happen to know if the Federal Reserve Bank has raised or lowered interest rates in recent months, or have interest rates stayed the same?

		<u>Feb 1995</u>
54	Raised rates (<i>correct answer</i>)	68
3	Lowered rates	4
7	Kept rates same	7
<u>36</u>	Don't know/Refused	<u>21</u>
100		100

23 (T) Do you happen to know at what level the Dow Jones Industrial average is currently trading? Is it at about **(READ IN ORDER)**?

5	3,000
4	5,000
28	10,000, OR (<i>correct answer</i>)
1	20,000
<u>62</u>	Don't know/Refused
100	

FORM A ONLY:

24 (A) Generally, how satisfied are you with the choice of things you can see on television these days? Are you ... **(READ)**

		<u>April</u> <u>1998</u>	<u>Feb</u> <u>1994</u>
12	Very Satisfied	16	14
46	Fairly Satisfied	45	43
28	Not Too Satisfied	28	29
11	Not At All Satisfied	10	11
2	(DO NOT READ) Does not apply/irrelevant/don't care	1	2
<u>1</u>	Don't know/Refused	<u>*</u>	<u>1</u>
100		100	100

25 (A) And how satisfied are you with the choice of NEWS programs available to you on TV these days? Are you ... **(READ)**

		<u>April</u> <u>1998</u>	<u>Feb</u> <u>1994</u>
32	Very Satisfied	35	43
48	Fairly Satisfied	50	43
13	Not Too Satisfied	9	7
5	Not At All Satisfied	4	4
1	(DO NOT READ) Does not apply/irrelevant/don't care	1	2
<u>1</u>	Don't know/Refused	<u>1</u>	<u>1</u>
100		100	100

ASK ALL:

26 (T) 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	17	43	23	17	*=100
	April, 1998	19	46	22	13	*=100
	April, 1996	16	43	28	13	*=100
b.	Sports	27	25	19	29	*=100
	April, 1998	27	28	18	27	*=100
	April, 1996	26	28	21	25	*=100
c.	Business and finance	14	36	27	23	*=100
	April, 1998	17	36	24	23	*=100
	April, 1996	13	37	31	19	*=100
d.	International affairs	14	45	24	17	*=100
	April, 1998	16	46	23	15	*=100
	April, 1996	16	46	26	12	*=100
e.	Local government	20	43	21	16	*=100
	April, 1998	23	44	20	13	*=100
	April, 1996	24	43	21	12	*=100
f.	Religion	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	26	47	17	10	*=100
	April, 1998	34	45	14	7	*=100
	April, 1996	35	44	14	7	*=100
h.	Entertainment	15	41	28	16	*=100
	April, 1998	16	43	27	14	*=100
	April, 1996	15	42	29	14	*=100
i.	Consumer news	12	45	24	18	1=100
	April, 1998	15	46	22	17	*=100
	April, 1996	14	45	26	15	*=100
j.	Science and technology	18	45	20	17	*=100
	April, 1998	22	41	19	18	*=100
	April, 1996	20	42	24	14	*=100
k.	Health	29	45	15	11	*=100
	April, 1998	34	46	12	8	*=100
	April, 1996	34	44	14	7	1=100

Q.26 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>
1.	Crime	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	32	28	29	1=100
	April, 1998	12	33	29	26	*=100
	April, 1996	9	34	32	25	*=100

ROTATE Q.27a THRU Q.27k

Overall...

ASK THOSE WHO ANSWERED "VERY" OR "SOMEWHAT" CLOSELY IN Q.26a [N=1,926]:

27a (T) How satisfied are you with the media's coverage of news about political figures and events in Washington? Are you... **(READ)?**

15	Very satisfied
47	Fairly Satisfied
25	Not Too Satisfied
12	Not At All Satisfied
<u>1</u>	Don't know/Refused
100	

ASK THOSE WHO ANSWERED "VERY" OR "SOMEWHAT" CLOSELY IN Q.26c [N=1,623]:

27c (T) How satisfied are you with the media's coverage of business and finance? Are you... **(READ)?**

29	Very satisfied
57	Fairly Satisfied
9	Not Too Satisfied
3	Not At All Satisfied
<u>2</u>	Don't know/Refused
100	

ASK ONLY FORM A RESPONDENTS WHO ANSWERED "VERY" OR "SOMEWHAT" CLOSELY IN Q.26g [N=1,176]:

27g (A) How satisfied are you with the media's coverage of people and events in your own community? Are you... **(READ)?**

22	Very satisfied
55	Fairly Satisfied
16	Not Too Satisfied
6	Not At All Satisfied
<u>1</u>	Don't know/Refused
100	

ASK ONLY FORM B RESPONDENTS WHO ANSWERED "VERY" OR "SOMEWHAT" CLOSELY IN Q.26k [N=1,152]:

27k (B) How satisfied are you with the media's coverage of health news? Are you... **(READ)?**

22	Very satisfied
58	Fairly Satisfied
15	Not Too Satisfied
4	Not At All Satisfied
<u>1</u>	Don't know/Refused
100	

ASK ALL:

ROTATE Q.28 thru Q.30:

28 (T) Which of the following two statements best describes you: "I follow LOCAL COMMUNITY news closely ONLY when something important or interesting is happening" OR "I follow LOCAL COMMUNITY news closely most of the time, whether or not something important or interesting is happening"?

		April <u>1998</u>
40	Follow LOCAL COMMUNITY news closely ONLY when something important or interesting is happening	38
58	Follow LOCAL COMMUNITY news closely MOST of the time	61
<u>2</u>	Don't know/Refused	<u>1</u>
100		100

29 (T) Which of the following two statements best describes you: "I follow NATIONAL news closely ONLY when something important or interesting is happening" OR "I follow NATIONAL news closely most of the time, whether or not something important or interesting is happening"?

		April <u>1998</u>
50	Follow NATIONAL news closely ONLY when something important or interesting is happening	46
48	Follow NATIONAL news closely MOST of the time	52
<u>2</u>	Don't know/Refused	<u>2</u>
100		100

30 (T) Which of the following two statements best describes you: "I follow INTERNATIONAL news closely ONLY when something important or interesting is happening" OR "I follow INTERNATIONAL news closely most of the time, whether or not something important or interesting is happening"?

		April <u>1998</u>
64	Follow INTERNATIONAL news closely ONLY when something important or interesting is happening	63
33	Follow INTERNATIONAL news closely MOST of the time	34
<u>3</u>	Don't know/Refused	<u>3</u>
100		100

31 (T) Which of the following two statements best describes you: "I follow BUSINESS AND FINANCIAL news closely ONLY when something important or interesting is happening" OR "I follow BUSINESS AND FINANCIAL news closely most of the time, whether or not something important or interesting is happening"?

60	Follow BUSINESS AND FINANCIAL news closely ONLY when something important or interesting is happening
33	Follow BUSINESS AND FINANCIAL news closely MOST of the time
<u>7</u>	Don't know/Refused
100	

On another subject...

32 (T) Do you currently live in an area where you could get Cable TV if you wanted it?

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

IF YES:

33 (T) Do you currently subscribe to Cable TV?

		April <u>1998</u>	April <u>1996</u>	Feb <u>1994</u>
67	Yes	67	69	64
24	No	24	23	25
<u>9</u>	Don't know/Refused/No cable access	<u>9</u>	<u>8</u>	<u>11</u>
100		100	100	100

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

		Early						
		Oct <u>1999</u>	Sept <u>1998</u>	April <u>1998</u>	June <u>1997</u>	June <u>1996</u>	April <u>1996</u>	July <u>1994</u>
7	Very conservative	7	8	7	7	7	7	7
30	Conservative	26	30	30	30	32	31	32
36	Moderate	41	38	37	40	38	39	39
15	Liberal, OR	16	15	15	14	14	14	15
6	Very liberal?	6	6	6	5	6	5	4
<u>6</u>	Don't know/Refused (DO NOT READ)	<u>4</u>	<u>3</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>3</u>
100		100	100	100	100	100	100	100

35 (T) Thinking about the news again... In general, what is more important for you... getting news that gives you GENERAL INFORMATION about IMPORTANT events that are happening, OR getting news that is mostly about YOUR interests and what's important TO YOU?

67 Getting news that gives general information about important events
 28 Getting news that's mostly about your interests
 4 Both equally (VOL.)
1 Don't know/Refused
 100

36 (T) 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 <u>the news</u>	DK/ <u>Ref.</u>
a. News is not as important today as it once was	9	16	31	42	n/a	2=100
April, 1998	7	16	29	46	n/a	2=100
b. 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	36	26	17	18	2	1=100
April, 1998	29	27	21	21	1	1=100
c. I wish I had more time to follow the news	20	33	28	18	n/a	1=100
d. People who decide what to put on TV news or in the newspapers are out of touch with people like me	18	35	34	10	n/a	3=100

37 (T) Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?¹³

	<u>Yes</u>	<u>No</u>	<u>DK/Refused</u>
April, 2000	68	32	*=100
March, 2000	72	28	0=100
February, 2000	67	33	*=100
January, 2000	68	32	*=100
December, 1999	67	33	*=100
October, 1999	67	33	*=100
Late September, 1999	68	32	*=100
September, 1999	70	30	*=100
August, 1999	67	33	*=100
July, 1999	68	32	*=100
June, 1999	64	35	1=100
May, 1999	66	33	1=100
April, 1999	71	29	*=100
March, 1999	68	32	*=100
February, 1999	68	32	*=100

13

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

Q.37 CONTINUED ...

	<u>Yes</u>	<u>No</u>	<u>DK/Refused</u>
January, 1999	69	31	*=100
Early December, 1998	64	36	*=100
Early September, 1998	64	36	*=100
Late August, 1998	66	34	0=100
Early August, 1998	66	34	*=100
April, 1998	61	39	*=100
January, 1998	65	35	*=100
November, 1997	66	34	*=100
June, 1997	60	40	0=100
Early September, 1996	56	44	*=100
July, 1996	56	44	*=100
April, 1996	58	42	*=100
March, 1996	61	39	*=100
February, 1996	60	40	0=100
January, 1996	59	41	0=100

IF YES:

38 (T) Do you ever go online to access the Internet or World Wide Web or to send and receive email?

BASED ON TOTAL RESPONDENTS:

	<u>Goes Online</u>	<u>Doesn't Go Online</u>	<u>DK/Refused</u>
April, 2000	54	46	*=100
March, 2000	61	39	0=100
February, 2000	52	48	0=100
January, 2000	52	48	*=100
December, 1999	53	47	0=100
October, 1999	50	50	0=100
Late September, 1999	52	48	*=100
September, 1999	53	47	0=100
August, 1999	52	48	0=100
July, 1999	49	51	0=100
June, 1999	50	50	*=100
May, 1999	48	52	0=100
April, 1999	51	49	*=100
March, 1999	49	51	*=100
February, 1999	49	51	*=100
January, 1999	47	53	*=100
Early December, 1998	42	58	0=100
November, 1998	37	63	*=100
Early September, 1998	42	58	*=100
Late August, 1998	43	57	*=100
Early August, 1998	41	59	*=100
April, 1998	36	64	0=100
January, 1998	37	63	0=100
November, 1997	36	63	1=100
July, 1996	23	77	0=100
April, 1996	21	79	*=100

Q.38 CONTINUED ...

	<u>Goes Online</u>	<u>Doesn't Go Online</u>	<u>DK/Refused</u>
March, 1996	22	78	0=100
February, 1996	21	79	*=100
January, 1996	21	79	0=100
June, 1995 ¹⁴	14	86	*=100

IF "YES" (GOES ONLINE) IN Q.38 [N=1,803]:

39 (T) 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>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>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	22	21	22	25	10	23	18	6
15 3-5 days per week	14	15	15	18	17	11	16	17	9
19 1-2 days per week	22	19	22	22	22	16	21	20	15
12 Once every few weeks	11	15	14	14	10	13	14	15	13
18 Less often	20	20	19	18	18	20	19	21	28
9 No/Never (VOL.)	8	9	9	7	8	30	7	9	29
* Don't know/Refused	*	*	0	0	*	*	*	*	*
100	100	100	100	100	100	100	100	100	100

ASK OF RESPONDENTS WHO ANSWERED "EVERYDAY, 3-5 DAYS PER WEEK, OR 1-2 DAYS PER WEEK" IN Q.39 [N=1,109]:

40 (T) 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?

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

14

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?

ASK RESPONDENTS WHO ANSWERED "YES, MORE OFTEN" IN Q.40 [N=106]:

41 (T) Which sources are you using MORE often? [DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.]

		April <u>1998</u>	June <u>1995</u>
24	Newspapers	36	60
38	Television	47	58
5	Magazines	7	23
9	Radio	10	26
30	Other	22	13
9	Don't know/Refused	0	0

ASK RESPONDENTS WHO ANSWERED "YES, LESS OFTEN" OR "YES, SOME MORE, OTHERS LESS: IN Q.40 [N=353]:

42 (T) Which sources are you using LESS often? [DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.]

		April <u>1998</u>	June <u>1995</u>
35	Newspapers	43	43
41	Television	52	37
11	Magazines	13	14
15	Radio	17	28
8	Other	2	10
9	Don't know/Refused	4	3

ASK ONLY THOSE WHO GO ONLINE FOR NEWS ("EVERYDAY, 3-5 DAYS PER WEEK, 1-2 DAYS PER WEEK, ONCE EVERY FEW WEEKS, OR LESS OFTEN" IN Q.39) [N=1,638]:

43 (T) Do you sometimes go online to get... (INSERT ITEM; ROTATE ITEMS)

BASED ON THOSE WHO GO ONLINE FOR NEWS:

		<u>Yes</u>	<u>No</u>	<u>DK</u>
a.	Political news	39	61	*=100
	November, 1998	43	57	*=100
	April, 1998	40	60	0=100
	October, 1996	46	54	*=100
b.	Sports news	42	58	*=100
	November, 1998	47	53	0=100
	April, 1998	39	61	0=100
	October, 1996	46	54	0=100
c.	International news	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	63	37	*=100
	April, 1998	64	36	0=100
	October, 1996	58	42	0=100
e.	News about technology	59	41	0=100
	November, 1998	59	41	0=100
	April, 1998	60	40	0=100
	October, 1996	64	36	*=100

Q.43 CONTINUED ...

		<u>Yes</u>	<u>No</u>	<u>DK</u>
f.	Weather	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	44	56	*=100
	November, 1998	58	42	*=100
	April, 1998	45	55	0=100
	October, 1996	50	50	*=100
h.	Local news	37	63	0=100
	November, 1998	42	58	0=100
	April, 1998	28	72	0=100
	October, 1996	27	73	0=100
i.	Business news	53	47	*=100
	November, 1998	58	42	0=100
	October, 1996	53	47	*=100

ASK ALL:

On another subject...

44 (T) Do you currently own shares in a mutual fund that includes stock?

45 (T) Do you currently own stock in any individual companies besides a company that you or someone else in your household works for?

		<u>Nov 1997</u>
49	Yes, own mutual fund or stock (NET)	40
45	Yes, own mutual fund	36
30	Yes, own stocks	22
50	No, don't own	58
<u>1</u>	Don't know/Refused	<u>2</u>
100		100

46 (T) Do you, personally, ever trade stocks — that is, buy or sell individual stocks through a broker or online account? (**IF YES, ASK:** What type of broker do you use — a personal broker or an online trading account?)

13	Yes, with personal broker/brokerage firm
5	Yes, with online trading account
2	Yes, use both
79	No, do not trade
<u>1</u>	Don't know/Refused
100	

IF YES (1-3 IN Q.46), ASK:

46a (T) When is the last time you bought or sold a stock? Was it within the last week, within the last month, within the last six months, within the last year, or more than a year ago?

General <u>Public</u>	All <u>Investors</u>	Active <u>Traders</u>	
20	21	27	Within last week
28	29	39	Within last month
25	28	34	Within last six months
9	9	--	Within last year
12	11	--	More than a year ago
<u>6</u>	<u>2</u>	<u>--</u>	Don't know/Refused
100	100	100	
(N=719)	(N=639)	(N=528)	

ASK ALL:

47 (T) In deciding how and where to invest your money, do you get most of your information and advice from a broker or financial advisor, OR do you get most of your information and advice on your own?

General <u>Public</u>	All <u>Investors+</u>	Active <u>Traders++</u>	
24	38	33	From a broker or financial advisor
60	56	63	On your own
3	4	4	(DO NOT READ) Other
11	1	*	(DO NOT READ) Don't invest
<u>2</u>	<u>1</u>	<u>*</u>	Don't know/Refused
100	100	100	
(N=3,142)	(N=1,662)	(N=528)	

+ All *Investors* are defined as people who own mutual funds or stocks.

++ *Active Traders* are defined as people who have traded stocks within the past 6 months.

48 (T) How involved are you PERSONALLY in making decisions about how to manage and invest your money? Would you say you are extremely involved, somewhat involved, not too involved, or not at all involved?

General <u>Public</u>	All <u>Investors</u>	Active <u>Traders</u>	
48	49	66	Extremely involved
28	34	28	Somewhat involved
11	12	5	Not too involved
12	5	1	Not at all involved
<u>1</u>	<u>*</u>	<u>*</u>	Don't know/Refused
100	100	100	
(N=3,142)	(N=1,662)	(N=528)	

Finally, a few questions about different TYPES of financial news...

49 (T) How often, if ever, do you get information from news sources about what's currently happening in the financial markets — that is, stock market updates and quotes for specific stocks or mutual funds? Do you do this ... **(READ)?**

General Public	All Investors	Active Traders	
16	26	45	Every day
12	16	24	Several times a week
14	17	13	About once a week
11	13	7	About once a month OR
26	21	9	Less often
20	7	2	Never (VOL.) — GO TO Q.58
<u>1</u>	<u>*</u>	<u>*</u>	Don't know/Refused (VOL.) — GO TO Q.58
100	100	100	
(N=3,142)	(N=1,662)	(N=528)	

IF "EVERYDAY, SEVERAL TIMES A WEEK, ABOUT ONCE A WEEK, ABOUT ONCE A MONTH, OR LESS OFTEN" ("1-5" IN Q.49), ASK:

50 (T) What is your MAIN NEWS SOURCE for stock market updates and quotes for specific stocks or mutual funds **(READ; ROTATE ITEMS BUT KEEP IN SAME ORDER FOR SUBSEQUENT BLOCKS)...**?

51 (T) **(IF RESPONDENT GIVES A FIRST CHOICE, ASK:)** What would you say is your SECOND most important source? **(READ RESPONSES AGAIN IF NECESSARY, OMITTING FIRST CHOICE.)**

General Public		All Investors		Active Traders		
Main	Second	Main	Second	Main	Second	
24	30	26	30	21	27	Newspapers
37	28	30	30	24	32	Television
4	12	4	9	1	8	Radio
2	7	3	7	2	7	Magazines
21	13	28	13	45	14	The Internet
7	7	8	8	7	9	Other (VOL.)
<u>5</u>	<u>3</u>	<u>1</u>	<u>3</u>	<u>*</u>	<u>3</u>	Don't know/Refused
100	100	100	100	100	100	
(N=)	(2,527)	(2,417)	(1,543)	(1,523)	(513)	(511)

IF ANSWERED "NEWSPAPERS" AS MAIN NEWS SOURCE FOR STOCK MARKET UPDATES AND QUOTES ("1" IN Q.50), ASK:

52 (T) Thinking again about your main source, which of the following newspapers, if any, do you turn to most often for regular stock market updates and quotes for specific stocks or mutual funds... **(READ; ROTATE)?**

General Public	All Investors	Active Traders	
15	12	25	The Wall Street Journal
1	1	0	The Financial Times
1	1	2	Investor's Business Daily
7	7	12	USA Today
71	74	53	Your daily newspaper
3	4	7	Other (VOL.)
<u>2</u>	<u>1</u>	<u>1</u>	Don't know/Refused
100	100	100	
(N=612)	(N=402)	(N=108)	

IF ANSWERED "TELEVISION" AS MAIN NEWS SOURCE FOR STOCK MARKET UPDATES AND QUOTES ("2" IN Q.50), ASK:

53 (T) Thinking again about your main source... Which of the following television outlets, if any, do you turn to most often for regular stock market updates and quotes for specific stocks or mutual funds... **(READ; ROTATE)?**

General <u>Public</u>	All <u>Investors</u>	Active <u>Traders</u>	
13	19	36	CNBC
27	30	28	CNN or CNN fn
6	7	6	MSNBC
9	6	7	The Fox News cable channel
10	9	7	Network television news
26	21	7	Local television news
4	4	7	Other (VOL.)
<u>5</u>	<u>4</u>	<u>2</u>	Don't know/Refused
100	100	100	
(N=895)	(N=452)	(N=117)	

IF ANSWERED "MAGAZINES" AS MAIN NEWS SOURCE FOR STOCK MARKET UPDATES AND QUOTES ("4" IN Q.50), ASK:

54 (T) Thinking again about your main source... Which of the following magazines, if any, do you turn to most often for regular stock market updates and quotes for specific stocks or mutual funds... **(READ; ROTATE)?**

General <u>Public</u>	All <u>Investors</u>	Active <u>Traders</u>	
25	n/a	n/a	Business Week
9	n/a	n/a	Forbes
5	n/a	n/a	Fortune
20	n/a	n/a	Money Magazine
4	n/a	n/a	Smart Money
20	n/a	n/a	Other (VOL.)
<u>17</u>	n/a	n/a	Don't know/Refused
100			
(N=60)	(N=38)	(N=10)	

IF ANSWERED "INTERNET" AS MAIN NEWS SOURCE FOR STOCK MARKET UPDATES AND QUOTES ("5" IN Q.50), ASK:

55 (T) Where do you go on the Internet for regular stock market updates and quotes for specific stocks or mutual funds... Do you mostly visit ONE SPECIFIC website, or do you visit a lot of different websites?

General <u>Public</u>	All <u>Investors</u>	Active <u>Traders</u>	
56	57	55	One specific website — GO TO Q.55a
42	41	44	Lots of different websites — GO TO Q.56
<u>2</u>	<u>2</u>	<u>1</u>	Don't know/Refused — GO TO Q.56
100	100	100	
(N=568)	(N=443)	(N=236)	

IF "ONE SPECIFIC WEBSITE" ("1" IN Q.55), ASK:

55a (T) Is this the web page that comes up first each time you log on to the Internet, or is it some other page that you go to?

General	All	Active	
<u>Public</u>	<u>Investors</u>	<u>Traders</u>	
46	46	41	Yes, it's the opening page/home page
54	54	58	No, it's some other
*	*	1	Don't know/Refused
100	100	100	
(N=319)	(N=256)	(N=133)	

ASK ALL INTERNET USERS WHO GET REGULAR STOCK UPDATES ("1" IN Q.38 AND "1-5" IN Q.49):

56 (T) Do you have a customized web page online that gives you prices for the stocks or mutual funds that you personally own?

General	All	Active	
<u>Public</u>	<u>Investors</u>	<u>Traders</u>	
25	34	58	Yes
74	65	42	No
1	1	*	Don't know/Refused
100	100	100	
(N=1,584)	(N=1,098)	(N=415)	

IF RESPONDENT HAS A CUSTOMIZED WEB PAGE FOR STOCK PRICES AND GOES TO ONE SPECIFIC SITE FOR STOCK UPDATES WHICH IS NOT HOME PAGE OR OPENING PAGE ("1" IN Q.56 AND "1" IN Q.55 AND "2" OR "9" IN Q.55a), ASK:

56a (T) Is this the website you use most often for regular stock market updates and quotes for specific stocks or mutual funds, OR is there some other site?

General	All	Active	
<u>Public</u>	<u>Investors</u>	<u>Traders</u>	
83	86	88	That is the main source
14	11	8	There's some other
3	3	4	Don't know/Refused
100	100	100	
(N=85)	(N=78)	(N=57)	

ASK THOSE WHO GET REGULAR STOCK UPDATES ("1-5" IN Q.49):

57 (T) Do you ever use a cell phone, a pager or any other type of wireless device to get regular stock market updates and quotes for specific stocks or mutual funds? (IF YES, ASK: Which do you use, a cell phone, a pager or some other device?) (ACCEPT MULTIPLE RESPONSES)

General	All	Active	
<u>Public</u>	<u>Investors</u>	<u>Traders</u>	
4	6	11	Yes, cell phone
2	2	4	Yes, pager
1	1	1	Yes, other
93	92	86	No
1	*	*	Don't know/Refused
(N=2,527)	(N=1,543)	(N=513)	

ASK ALL:

58 (T) And next...How often, if ever, do you get information from news sources about INVESTING — that is, information that helps you decide how and where to invest your money? Do you do this... **(READ)**?

General Public	All Investors	Active Traders	
4	7	17	Every day
5	8	19	Several times a week
9	12	16	About once a week
13	18	19	About once a month OR
38	38	19	Less often
29	16	9	Never (VOL.) — GO TO Q.65
<u>2</u>	<u>1</u>	<u>1</u>	Don't know/Refused (VOL.) — GO TO Q.65
100	100	100	
(N=3,142)	(N=1,662)	(N=528)	

IF "EVERYDAY, SEVERAL TIMES A WEEK, ABOUT ONCE A WEEK, ABOUT ONCE A MONTH, OR LESS OFTEN" ("1-5" IN Q.58), ASK:

59 (T) What is your MAIN NEWS SOURCE for information that helps you decide how and where to invest your money... **(READ USING ORDER FROM Q.50)**?

60 (T) **(IF RESPONDENT GIVES A FIRST CHOICE, ASK:)** What would say is your SECOND most important source? **(READ RESPONSES AGAIN IF NECESSARY, OMITTING FIRST CHOICE.)**

<i>General Public</i>		<i>All Investors</i>		<i>Active Traders</i>		
<u>Main</u>	<u>Second</u>	<u>Main</u>	<u>Second</u>	<u>Main</u>	<u>Second</u>	
23	27	24	28	18	29	Newspapers
26	26	21	26	19	25	Television
3	9	3	7	2	5	Radio
6	11	7	11	7	12	Magazines
18	15	22	15	35	17	The Internet
9	3	13	4	12	4	Broker/Financial advisor (VOL.)
8	6	7	6	5	6	Other (VOL.)
<u>7</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	Don't know/Refused
100	100	100	100	100	100	
(N=)	(2,243)	(2,104)	(1,407)	(1,360)	(480)	(472)

IF ANSWERED "NEWSPAPERS" AS MAIN SOURCE THAT HELPS DECIDE HOW AND WHERE TO INVEST ("1" IN Q.59), ASK:

61 (T) Thinking again about your main source... Which of the following newspapers, if any, do you turn to most often for information that helps you decide how and where to invest your money... **(READ; ROTATE)**?

General Public	All Investors	Active Traders	
22	24	40	The Wall Street Journal
2	2	4	The Financial Times
3	2	4	Investor's Business Daily
9	8	7	USA Today
59	58	40	Your daily newspaper
4	5	4	Other (VOL.)
<u>1</u>	<u>1</u>	<u>1</u>	Don't know/Refused
100	100	100	
(N=523)	(N=339)	(N=90)	

IF ANSWERED "TELEVISION" AS MAIN SOURCE THAT HELPS DECIDE HOW AND WHERE TO INVEST ("2" IN Q.59), ASK:

62 (T) Thinking again about your main source... Which of the following television outlets, if any, do you turn to most often for information that helps you decide how and where to invest your money... **(READ; ROTATE)?**

General <u>Public</u>	All <u>Investors</u>	Active <u>Traders</u>	
14	18	31	CNBC
25	27	27	CNN or CNN fn
8	8	10	MSNBC
8	6	8	The Fox News cable channel
10	9	3	Network television news
27	25	13	Local television news
4	4	6	Other (VOL.)
<u>4</u>	<u>3</u>	<u>2</u>	Don't know/Refused
100	100	100	
(N=553)	(N=280)	(N=83)	

IF ANSWERED "MAGAZINES" AS MAIN SOURCE THAT HELPS DECIDE HOW AND WHERE TO INVEST ("4" IN Q.59), ASK:

63 (T) Thinking again about your main source... Which of the following magazines, if any, do you turn to most often for information that helps you decide how and where to invest your money... **(READ; ROTATE)?**

General <u>Public</u>	All <u>Investors</u>	Active <u>Traders</u>	
21	14	n/a	Business Week
9	10	n/a	Forbes
10	10	n/a	Fortune
28	33	n/a	Money Magazine
8	8	n/a	Smart Money
17	19	n/a	Other (VOL.)
<u>7</u>	<u>6</u>	<u>n/a</u>	Don't know/Refused
100	100		
(N=151)	(N=105)	(N=38)	

IF ANSWERED "INTERNET" AS MAIN SOURCE THAT HELPS DECIDE HOW AND WHERE TO INVEST ("5" IN Q.59), ASK:

64 (T) Where do you go on the Internet for information that helps you decide how and where to invest your money... Do you mostly visit ONE SPECIFIC website, or do you visit a lot of different websites?

General <u>Public</u>	All <u>Investors</u>	Active <u>Traders</u>	
34	36	34	One specific website
63	61	64	Lots of different websites
<u>3</u>	<u>3</u>	<u>2</u>	Don't know/Refused
100	100	100	
(N=418)	(N=310)	(N=167)	

ASK ALL:

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

65 (T) Do you have any type of personal computer, including laptops, in your home? These do not include game machines such as Nintendo or Sega.

		<u>Nov 1998</u> ¹⁵	<u>June 1995</u>	<u>Feb 1994</u>
59	Yes	43	36	31
41	No	57	64	69
*	Don't know/Refused	*	*	0
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>

66 (T) Do you happen to have (**READ; ROTATE**), or not? How about...

		<u>Yes</u>	<u>No</u>	<u>DK/Ref/.</u>
a.	A cell phone	53	47	*=100
	June, 1995 ¹⁶	24	76	*=100
b.	A pager	24	76	*=100
c.	A satellite dish	18	82	*=100
	June, 1995 ¹⁷	6	94	*=100
	February, 1994	4	96	*=100
d.	A DVD player	16	83	1=100
e.	A palm pilot	5	91	4=100

¹⁵ In November 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".

¹⁶ In June 1995, the question was worded: "Do you have a car phone or cellular telephone?"

¹⁷ In June 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."]"