

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**BIENNIAL MEDIA CONSUMPTION SURVEY 2008**  
**FINAL TOPLINE**  
**April 30-June 1, 2008**  
**Total N=3615**  
**Form 1 N=1797/ Form 2 N=1818**  
**Form A N=1776/ Form B N=1839**

**ASK ALL:**

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- <u>rove</u>	Dis- <u>approve</u>	Don't <u>know</u>		App- <u>rove</u>	Dis- <u>approve</u>	Don't <u>know</u>
May, 2008	27	61	12=100	Mid-May, 2005	43	50	7=100
April, 2008	27	65	8=100	Late March, 2005	49	46	5=100
March, 2008	28	63	9=100	Mid-March, 2005	45	46	9=100
Late February, 2008	33	59	8=100	February, 2005	46	47	7=100
Early February, 2008	31	62	7=100	January, 2005	50	43	7=100
January, 2008	31	59	10=100	December, 2004	48	44	8=100
Late December, 2007	31	60	9=100	Mid-October, 2004	44	48	8=100
November, 2007	30	59	11=100	August, 2004	46	45	9=100
October, 2007	30	63	7=100	July, 2004	46	46	8=100
September, 2007	31	59	10=100	June, 2004	48	43	9=100
August, 2007	31	59	10=100	May, 2004	44	48	8=100
July, 2007	29	61	10=100	Late April, 2004	48	43	9=100
June, 2007	29	61	10=100	Early April, 2004	43	47	10=100
April, 2007	35	57	8=100	Late March, 2004	47	44	9=100
March, 2007	33	58	9=100	Mid-March, 2004	46	47	7=100
February, 2007	33	56	11=100	February, 2004	48	44	8=100
Mid-January, 2007	33	59	8=100	Mid-January, 2004	56	34	10=100
Early January, 2007	33	57	10=100	Early January, 2004	58	35	7=100
December, 2006	32	57	11=100	December, 2003	57	34	9=100
Mid-November, 2006	32	58	10=100	November, 2003	50	40	10=100
Early October, 2006	37	53	10=100	October, 2003	50	42	8=100
September, 2006	37	53	10=100	September, 2003	55	36	9=100
August, 2006	37	54	9=100	Mid-August, 2003	56	32	12=100
July, 2006	36	57	7=100	Early August, 2003	53	37	10=100
June, 2006	36	54	10=100	Mid-July, 2003	58	32	10=100
April, 2006	33	56	11=100	Early July, 2003	60	29	11=100
Early April, 2006	35	55	10=100	June, 2003	62	27	11=100
March, 2006	33	57	10=100	May, 2003	65	27	8=100
February, 2006	40	52	8=100	<i>April 10-16, 2003</i>	72	22	6=100
January, 2006	38	54	8=100	<i>April 9, 2003</i>	74	20	6=100
December, 2005	38	54	8=100	<i>April 2-7, 2003</i>	69	25	6=100
Early November, 2005	36	55	9=100	<i>March 28-April 1, 2003</i>	71	23	6=100
Late October, 2005	40	52	8=100	<i>March 25-27, 2003</i>	70	24	6=100
Early October, 2005	38	56	6=100	<i>March 20-24, 2003</i>	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	December, 2002	61	28	11=100
Late May, 2005	42	48	10=100	Late October, 2002	59	29	12=100

**Q.1 CONTINUED...**

	<u>App-rove</u>	<u>Dis-approve</u>	<u>Don't know</u>
Early October, 2002	61	30	9=100
Mid-September, 2002	67	22	11=100
Early September, 2002	63	26	11=100
Late August, 2002	60	27	13=100
August, 2002	67	21	12=100
Late July, 2002	65	25	10=100
July, 2002	67	21	12=100
June, 2002	70	20	10=100
April, 2002	69	18	13=100
Early April, 2002	74	16	10=100
February, 2002	78	13	9=100
January, 2002	80	11	9=100
Mid-November, 2001	84	9	7=100
Early October, 2001	84	8	8=100
Late September, 2001	86	7	7=100
Mid-September, 2001	80	9	11=100
Early September, 2001	51	34	15=100
August, 2001	50	32	18=100
July, 2001	51	32	17=100
June, 2001	50	33	17=100
May, 2001	53	32	15=100
April, 2001	56	27	17=100
March, 2001	55	25	20=100
February, 2001	53	21	26=100

**ASK ALL:**

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

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
May, 2008	54	46	*=100
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

**ASK ALL:**

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

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
May, 2008	75	25	*=100
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

**ASK ALL:**

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

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
May, 2008	46	54	*=100
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

**ASK FORM 1 ONLY [N=1797]:**

Q.5F1 We're interested in how often people watch the network TV evening news programs – by this we mean ABC World News Tonight with Charles Gibson, CBS Evening News with Katie Couric, 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?<sup>1</sup>

		April 2006	April 2004	April 2002	April 2000	April 1998	April 1996	March 1995	May 1990	Aug 1989	May 1987
44	Yes	52	52	53	50	59	59	65	67	67	71
55	No	48	47	47	50	41	41	35	32	33	28
<u>1</u>	Don't know/Ref	*	<u>1</u>	*	*	*	*	*	<u>1</u>	*	<u>1</u>
100		100	100	100	100	100	100	100	100	100	100

**ASK ALL:**

Q.6 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely? [INSERT ITEM, RANDOMIZE; READ ANSWER CHOICES AS NECESSARY]<sup>2</sup>

		Very closely	Fairly closely	Not too closely	Not at all closely	DK/ Ref
a.	News about the current situation in Iraq	35	37	19	8	1=100
b.	News about candidates for the 2008 presidential election	41	33	16	9	1=100
c.	Reports about the condition of the U.S. economy	47	32	13	7	1=100

**NO QUESTIONS 7 AND 8.**

**[INTERVIEWER NOTE: FOR QUESTIONS 9 THROUGH 20 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?

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

Q.10 About how much time did you spend reading a daily newspaper yesterday? [DO NOT READ]

	Total Read the paper	-- Amount of time read the newspaper --					Didn't read paper	DK/Ref
		<15 min.	15-29	30-59	1 hour+	DK		
May, 2008	34	5	9	13	7	*	66	*=100
April, 2006 <sup>3</sup>	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

<sup>1</sup> In April 2006, the question was worded as "...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." 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.

<sup>2</sup> These questions are tracked regularly on Pew's weekly News Interest Index: <http://people-press.org/newsinterest/>

<sup>3</sup> In April 2006 Q.10 was form split with different interviewer options. The results presented here include both F1 and F2.

**Q.9/10 CONTINUED...**

	Total Read the paper	-- Amount of time read the newspaper --					Didn't read paper	DK/Ref
		<15 min.	15-29	30-59	1 hour+	DK		
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

**ASK IF "YES" (Q.9=1) [N=1467]:**

Q.11 Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online through the internet?

**ASK IF "BOTH" (Q.11=3):**

Q.12 Would you say you spent MORE time reading the paper version or MORE time reading the online version yesterday?

		April 2006
79	Paper	86
12	Online through the internet	6
9	Both (VOL.)	8
4	More paper version	5
4	More online version	2
1	About equal (VOL.)	1
0	Don't know/Refused (VOL.)	0
*	Don't know/Refused (VOL.)	*
100		100

**ASK ALL:**

Q.13 Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?

**ASK IF "YES" (Q.13=1):**

Q.14 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		
May, 2008	57	3	6	18	30	*	43	*=100
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

**Q.13/14 CONTINUED...**

	Total Watched TV News	-- Amount of time watched TV News --					Didn't watch	DK/Ref
		<15 min.	15-29	30-59	1 hour+	DK		
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 FORM 2 ONLY [N=1818]:**

Q.15F2 Apart from news, did you watch anything else on television yesterday, or not?

**ASK IF "YES" (Q.15F2=1):**

Q.16F2 About how much time did you spend watching TV yesterday, not including the news? **[DO NOT READ]**

	Late								
	April 2006	April 2004	April 2002	April 2000 <sup>4</sup>	Sept 1999	Nov 1997	June 1995	Feb 1994	
58 Yes	63	63	58	57	63	64	59	69	
1 Less than a half hour	1	1	2	3	1	2	1	2	
3 Thirty minutes to less than one hour	4	5	3	5	6	5	4	3	
13 About an hour	12	12	11	10	13	15	10	11	
7 More than one hour but less than two hours	6	6	5	8	6	7	6	7	
16 Two hours to less than three hours	19	19	17	15	18	16	16	19	
7 Three hours to less than four hours	10	8	8	7	9	11	10	12	
10 Four hours or more	10	11	12	8	10	8	11	14	
1 Don't know/Refused (VOL.)	1	1	*	*	*	*	1	1	
42 Did not watch	36	36	41	42	37	36	40	31	
* Don't know (VOL.)	1	1	1	1	0	*	1	0	
100	100	100	100	100	100	100	100	100	

**ASK ALL:**

Q.17 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 (NET) Listened	-- Amount of time listened to radio news --				Didn't listen	DK/Ref
		<15 min.	15-29	30-59	1 hour+		
May, 2008	35	8	7	8	12	64	1=100
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

<sup>4</sup>

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

**Q.17 CONTINUED...**

	Total (NET)	-- Amount of time listened to radio news --				Didn't listen	DK/Ref
	<u>Listened</u>	<u>&lt;15 min.</u>	<u>15-29</u>	<u>30-59</u>	<u>1 hour+</u>		
January, 1994	47	15	10	10	12	52	1=100
June, 1992	47	15	11	10	11	52	1=100
March, 1991 <sup>5</sup>	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

**ASK ALL EXCEPT 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?

**ASK 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?

**ASK IF NEWS ONLINE YESTERDAY (Q.18=1 OR Q.18a=1):**

Q.19 **[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]**

			<u>April 2006</u>
24	Yes, got news online yesterday		21
9	Less than 15 minutes		7
6	15-29 minutes		5
5	30-59 minutes		5
4	One hour or more		4
*	Don't know/Refused (VOL.)		*
76	No, did not get news online yesterday		79
*	Don't know/Refused (VOL.)		*
100			100
<b>(N=3338)</b>			

**NET TOTAL GOT NEWS ONLINE YESTERDAY:**

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
May, 2008 (Q.11=2,3 or Q.18=1)	29	71	*=100
April, 2006 (Q.11=2,3 or Q.18=1)	23	77	*=100
April, 2004 (Q.18 asked of total sample)	24	76	*=100

<sup>5</sup> For 1991, Form 1 wording's results are presented.

**ASK IF "YES" IN Q.18 ONLY (Q.18=1) [N=793]:**

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?

		<u>April 2006</u>
29	Yes	22
70	No	78
<u>1</u>	Don't know/Refused (VOL.)	<u>*</u>
100		100

**NET TOTAL READ NEWSPAPER ONLINE YESTERDAY:**

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
May, 2008 (Q.11=2,3 or Q.20=1)	13	87	*=100
April, 2006 (Q.11=2,3 or Q.20=1)	9	90	1=100

**NO QUESTIONS 21 AND 22**

**ASK ALL FORM 2 ONLY [N=1818]:**

[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.23F2 Did you spend any time reading magazines?

		<u>April</u>	<u>April</u>	<u>April</u>	<u>April</u>	<u>Late</u>	<u>April</u>	<u>Nov</u>	<u>June</u>	<u>Feb</u>
		<u>2006</u>	<u>2004</u>	<u>2002</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>	<u>1997</u>	<u>1995</u>	<u>1994</u>
23	Yes	24	25	23	26	28	29	32	31	33
77	No	76	75	77	74	72	71	68	69	67
<u>*</u>	Don't know	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>0</u>
100		100	100	100	100	100	100	100	100	100

**NO QUESTIONS 24-27**



**ASK FORM 1 ONLY [N=1797]:**

Q.28F1 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 watch/listen to ... **[READ AND RANDOMIZE ITEMS a. THRU v. OBSERVE FORM SPLITS; READ ANSWER CHOICES AS NECESSARY]**

**ASK FORM 2 ONLY [N=1818]:**

Q.29F2 Now I'd like to know how often you watch or listen to certain TV and radio programs or visit their websites. For each one that I read, tell me if you watch, listen or visit the website regularly, sometimes, hardly ever, or never. (First)... **[READ AND RANDOMIZE ITEMS a. THRU v. OBSERVE FORM SPLITS; PROMPT AS NECESSARY WITH "WATCH OR VISIT THE WEBSITE OF..." OR "LISTEN OR VISIT THE WEBSITE OF" AS APPROPRIATE. PROMPT FOR BBC WOULD BE "WATCH, LISTEN OR VISIT THE WEBSITE OF..." READ ANSWER CHOICES AS NECESSARY]** <sup>6</sup>

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
<b>ASK FORM A ONLY ITEMS a AND b</b>					
<b>FORM 1A [N=888] AND FORM 2A [N=888]:</b>					
a.A The national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live					
May, 2008	29	25	14	31	1=100
April, 2006	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.A Cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel					
May, 2008	39	28	12	20	1=100
April, 2006	34	31	13	22	*=100
April, 2004	38	33	10	19	*=100
April, 2002	33	35	11	21	*=100

**NO ITEM c.**

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<sup>6</sup> Question 28F1 uses the introduction traditionally employed with this set of questions. Question 29F2 uses an experimental wording that explicitly includes visiting a news organization or program's website. Answers to these questions were so similar that they have been combined.

**Q.28F1/29F2 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
<b>ASK FORM B ONLY ITEMS d THROUGH j</b>					
<b>FORM 1B [N=909] OR FORM 2B [N=930]:</b>					
d.B The CBS Evening News with Katie Couric <sup>7</sup>					
May, 2008	8	20	14	58	*=100
April, 2006	13	23	18	45	1=100
April, 2004	16	30	16	38	*=100
April, 2002	18	29	18	35	*=100
e.B The ABC World News Tonight with Charles Gibson					
May, 2008	14	24	16	46	*=100
April, 2006	14	22	18	45	1=100
April, 2004	16	31	16	36	1=100
April, 2002	18	30	19	33	*=100
f.B The NBC Nightly News with Brian Williams					
May, 2008	13	24	14	48	1=100
April, 2006	15	26	16	42	1=100
April, 2004	17	31	17	35	*=100
April, 2002	20	29	18	33	*=100
g.B CNN <sup>8</sup>					
May, 2008	24	33	14	28	1=100
April, 2006	22	32	12	33	1=100
April, 2004	22	33	12	32	1=100
April, 2002	25	31	12	32	*=100
April, 2000	21	34	16	29	*=100
April, 1998	23	34	13	30	*=100
February, 1997	28	30	14	28	0=100
April, 1996	26	33	14	27	*=100
March, 1995	30	28	13	28	1=100
July, 1994	33	36	7	24	*=100
February, 1994	31	32	8	29	*=100
May, 1993	35	34	7	24	*=100
June, 1992	30	32	10	27	1=100
July, 1990	27	28	8	36	1=100
June, 1990	30	27	6	37	*=100
May, 1990	27	25	7	40	1=100
April, 1990	26	29	7	37	1=100
March, 1990	22	28	8	41	1=100
February, 1990	23	29	8	40	0=100
January, 1990	26	25	7	41	1=100

<sup>7</sup> In April 2006, the items asked about "CBS Evening News with Bob Schieffer, ABC World News Tonight with Elizabeth Vargas and Bob Woodruff, and NBC Nightly News with Brian Williams." 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."

<sup>8</sup> In 2006 and earlier, the item asked "Watch Cable News Network (CNN)."

**Q.28F1/29F2 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
<b>h.B The Fox News CABLE Channel</b>					
May, 2008	23	27	14	35	1=100
April, 2006	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
<b>i.B MSNBC</b>					
May, 2008	15	31	14	39	1=100
April, 2006	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
<b>j.B CNBC</b>					
May, 2008	12	26	17	43	2=100
April, 2006	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 FORM 2 ONLY ITEM k [N=1818]:**

<b>k. BBC, the British Broadcasting Corporation</b>					
May 2008 (Form 2)	5	17	13	64	1=100

**ASK ALL ITEMS I THROUGH u  
FORM 1 [N=1797] AND FORM 2 [N=1818]:**

<b>1. The local news about your viewing area which usually comes on before the national news in the evening and again later at night</b>					
May, 2008	52	25	9	14	*=100
April, 2006	54	23	10	13	*=100
April, 2004	59	23	8	10	*=100
April, 2002	57	24	8	11	*=100
April, 2000 <sup>9</sup>	56	24	9	11	*=100
April, 1998	64	22	6	8	*=100
February, 1997	72	16	7	5	0=100
April, 1996	65	23	7	5	*=100
March, 1995	72	18	6	4	*=100
May, 1993	77	16	5	4	*=100
February, 1993	76	16	5	3	*=100

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<sup>9</sup> 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.28F1/29F2 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
<b>m. C-SPAN</b>					
May, 2008	5	16	17	61	1=100
April, 2006	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
<b>n. NPR, National Public Radio<sup>10</sup></b>					
May, 2008	10	14	13	62	1=100
April, 2006	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 <sup>11</sup>	15	20	15	49	1=100
June, 1992	7	16	17	59	1=100
July, 1990	9	13	8	70	*=100
June, 1990	9	10	11	69	1=100
May, 1990	7	11	10	72	*=100
April, 1990	7	12	9	71	1=100
March, 1990	7	9	10	74	*=100
February, 1990	8	10	8	74	*=100
January, 1990	5	10	7	78	*=100
<b>o. News magazine shows such as 60 Minutes, 20/20 or Dateline</b>					
May, 2008	18	36	17	29	*=100
April, 2006	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

<sup>10</sup> In 2006 and earlier, the item was worded "National Public Radio (NPR)." Results for the new wording, "NPR, National Public Radio" are not strictly comparable with earlier results .

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

**Q.28F1/29F2 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
April, 1996 <sup>12</sup>	36	38	15	11	*=100
July, 1994	43	43	8	6	*=100
February, 1994	45	36	11	8	0=100
May, 1993	52	37	6	5	*=100
February, 1993	49	32	11	8	*=100
June, 1992	46	40	8	6	*=100
July, 1990	46	38	8	8	*=100
June, 1990	50	36	6	8	*=100
May, 1990	45	37	8	10	*=100
April, 1990	47	37	7	9	*=100
March, 1990	41	42	7	10	*=100
February, 1990	39	41	10	10	0=100
January, 1990	43	40	8	9	*=100
p. The NewsHour with Jim Lehrer					
May, 2008	5	14	12	68	1=100
April, 2006	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 <sup>13</sup>	4	10	11	73	2=100
July, 1994	7	23	11	58	1=100
February, 1994	6	16	11	66	1=100
May, 1993	10	24	14	51	1=100
June, 1992	6	19	17	56	2=100
July, 1990	7	16	11	66	*=100
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
q. The Weather Channel					
May, 2008	28	29	15	27	1=100
April, 2006	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
r. Sports news on ESPN					
May, 2008	18	19	11	51	1=100
April, 2006	18	19	12	51	*=100

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

<sup>13</sup> In 1996, the item was worded "Jim Lehrer NewsHour." In 1994 and earlier, the item was worded "MacNeil-Lehrer NewsHour." The change in the program name may have contributed to the decline in viewership.

**Q.28F1/29F2 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
April, 2004	20	20	11	49	*=100
April, 2002	19	19	12	50	*=100
April, 2000	23	18	13	46	*=100
April, 1998	20	20	15	45	*=100
s. Late night TV shows such as David Letterman and Jay Leno					
May, 2008	11	22	18	49	*=100
April, 2006	12	20	17	51	*=100
April, 2004	12	23	19	46	*=100
April, 2002	12	22	18	48	*=100
t. TV shows such as Entertainment Tonight or Access Hollywood					
May, 2008	9	23	17	50	1=100
April, 2006	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 <sup>14</sup>	8	27	24	41	*=100
February, 1997	9	29	23	39	*=100
June, 1992	11	30	24	35	*=100
April, 1990	14	30	17	39	*=100
March, 1990	15	31	15	39	*=100
February, 1990	11	31	16	42	0=100
January, 1990	11	34	16	39	0=100
u. The Today Show, Good Morning America or The Early Show					
May, 2008	22	22	14	42	*=100
April, 2006	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 <sup>15</sup>	23	19	17	41	*=100
v. Sunday morning news shows such as Meet the Press, This Week or Face the Nation					
May, 2008	13	19	15	53	*=100
April, 2006	12	19	14	55	*=100
April, 2004	12	20	15	53	*=100
May, 1993 <sup>16</sup>	18	32	15	35	*=100
June, 1992	15	25	21	39	*=100
July, 1990	13	24	14	49	*=100

<sup>14</sup> In 1998 and earlier, the item was worded "Watch Entertainment Tonight."

<sup>15</sup> In 1998, the item was worded "Watch the Today Show, Good Morning America or CBS This Morning."

<sup>16</sup> In 1993 and earlier, the question asked "...such as Meet the Press, Face the Nation or This Week with David Brinkley."

**Q.28F1/29F2 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
June, 1990	15	26	12	47	*=100
May, 1990	13	21	16	50	*=100
April, 1990	14	22	12	52	*=100
March, 1990	10	24	16	50	*=100
February, 1990	12	22	13	53	*=100
January, 1990	11	24	14	51	*=100

**ASK FORM 1 ONLY [N=1797]:**

Q.30F1 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 watch/listen to...

**[READ AND RANDOMIZE]**

**ASK FORM 2 ONLY [N=1818]:**

Q.31F2 Now I'd like to ask you about some other television and radio programs. For each that I read, tell me if you watch, listen or visit the show's website regularly, sometimes, hardly ever, or never. First... **[READ AND RANDOMIZE]**<sup>17</sup>

**ASK FORM A ONLY ITEMS a THROUGH e  
FORM 1A [N=888] AND FORM 2A [N=888]:**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a.A "Larry King Live"					
May, 2008	6	21	16	57	*=100
April, 2006	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.A "Countdown" with Keith Olbermann					
May, 2008	3	8	7	81	1=100
c.A "Hannity & Colmes"					
May, 2008	7	11	7	74	1=100
d.A "The Daily Show" with Jon Stewart					
May, 2008	5	18	14	62	1=100
April, 2006	6	15	11	68	*=100
April, 2004	3	12	10	75	*=100
April, 2002	2	10	8	79	1=100
e.A Rush Limbaugh's radio show					
May, 2008	5	9	9	76	1=100
April, 2006	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

<sup>17</sup> Question 30F1 uses the introduction traditionally employed with this set of questions. Question 31F2 uses an experimental wording that explicitly includes visiting a news program's website. Answers to these questions were so similar that they have been combined.

**Q.30F1/31F2 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
April, 1996	7	11	11	70	1=100
July, 1994	6	20	13	61	*=100

**ASK FORM B ONLY ITEMS f THROUGH j  
FORM 1B [N=909] AND FORM 2B [N=930]:**

f.B	“Lou Dobbs Tonight” May, 2008	4	10	10	75	1=100
g.B	“Hardball” with Chris Matthews May, 2008	4	15	12	68	1=100
h.B	“The O’Reilly Factor” with Bill O’Reilly May, 2008	10	19	12	59	*=100
	April, 2006	9	18	11	61	1=100
	April, 2004	8	18	11	63	*=100
	April, 2002	6	14	10	70	*=100
i.B	“The Colbert Report” with Stephen Colbert May, 2008	5	14	10	70	1=100
j.B	Religious radio shows such as "Focus on the Family" May, 2008	6	12	8	73	1=100
	April, 2006	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



**ASK FORM 1 ONLY [N=1797]:**

Q.32F1 Now I'd like to know how often you read certain types of publications. (First,) How often do you read...  
**[READ AND RANDOMIZE ITEMS a THRU f FOLLOWED BY ITEMS h AND i IN ORDER],**  
 regularly, sometimes, hardly ever, or never? How about... **[READ ANSWER CHOICES AS NECESSARY]**

**ASK FORM 2 ONLY [N=1818]:**

Q.33F2 Now I'd like to know how often you read certain types of publications, either in print or online. (First,) how often do you read... **[READ AND RANDOMIZE ITEMS a THRU g FOLLOWED BY ITEMS h and i IN ORDER],** regularly, sometimes, hardly ever, or never? How about... **[READ ANSWER CHOICES AS NECESSARY]**<sup>18</sup>

**ASK ALL ITEMS a THROUGH f  
 FORM 1 [N=1797] AND FORM 2 [N=1818]:**

	<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					
May, 2008	12	32	17	39	*=100
April, 2006	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
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					
May, 2008	5	15	14	66	*=100
April, 2006	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

<sup>18</sup> Question 32F1 uses the introduction traditionally employed with this set of questions. Question 33F2 uses an experimental wording that explicitly includes visiting a publication's website. Answers to these questions were so similar that they have been combined.

**Q.32F1/33F2 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
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
<b>c. The National Enquirer or similar publications<sup>19</sup></b>					
May, 2008	2	11	10	77	*=100
April, 2006	3	9	9	79	*=100
April, 2004	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
<b>d. Personality magazines such as People or Us Weekly<sup>20</sup></b>					
May, 2008	8	22	17	53	*=100
April, 2006	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	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
<b>e. Magazines such as The Atlantic, Harpers or The New Yorker</b>					
May, 2008	2	9	11	78	*=100
April, 2006	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

<sup>19</sup> In 2006, the item was worded as "The National Enquirer, The Sun, or Star Magazine." In 2004 and earlier, the item was worded as "The National Enquirer, The Sun or The Star."

<sup>20</sup> From 1998 to 2006, the item was worded as "Personality magazines such as People." In 1994 and earlier, the item included "Us" magazine.

**Q.32F1/33F2 CONTINUED...**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
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					
May, 2008	2	8	9	81	*=100
April, 2006	2	8	8	81	1=100
April, 2004	2	7	9	82	*=100
April, 2002	2	6	9	83	*=100

**ASK FORM 2 ONLY ITEM g [N=1818]**

g. Technology magazines such as Wired					
May, 2008 (Form 2)	4	12	8	76	*=100

**ASK ALL ITEMS h THROUGH i  
FORM 1 [N=1797] AND FORM 2 [N=1818]:**

h. A daily newspaper					
May, 2008	46	26	9	19	*=100
April, 2006	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
i. Local weekly community newspapers					
May, 2008	33	27	11	28	1=100
April, 2006	35	27	10	28	*=100
April, 2004	36	26	11	26	1=100

**READ FOR ALL:**

Now I have a different kind of question...

**ASK FORM 1 ONLY [N=1797]:**

Q.34F1 Thinking about a typical weekday, do you normally start your morning with some type of news, or not?

		<u>April 2004</u>	<u>April 2002</u>	<u>April 1998</u>
71	Yes	71	68	67
29	No	29	32	33
*	Don't know/Refused (VOL.)	*	*	*
100		100	100	100

**ASK IF “YES” (Q.34F1=1):**

Q.35F1 In the morning, do you mainly get news from television, a print newspaper, the radio or the internet?<sup>21</sup>  
**[ACCEPT MULTIPLE RESPONSES]**

			-----April 2002-----		----- April 1998 -----	
Morning News			Morning		Morning	
<u>Total</u>	<u>Audience</u>		<u>Total</u>	<u>News Audience</u>	<u>Total</u>	<u>News Audience</u>
46	66	Television	43	63	41	60
14	20	Newspaper	14	21	19	28
16	23	Radio	18	26	22	33
8	12	Internet	6	9	2	3
*	1	Don't know/Refused (VOL.)	*	*	*	*

(N=1313)

**ASK FORM 1 ONLY [N=1797]:**

Q.36F1 On weekdays, do you typically get news DURING THE COURSE OF THE DAY, or not?<sup>22</sup>

		<u>April 2004</u>	<u>April 2002</u>	<u>April 1998</u>
64	Yes	73	61	74
36	No	27	39	26
*	Don't know/Refused (VOL.)	*	*	*
100		100	100	100

**ASK IF “YES” (Q.36F1=1):**

Q.37F1 During the course of the day, do you mainly get news from television, a print newspaper, the radio or the internet?<sup>23</sup> **[ACCEPT MULTIPLE RESPONSES]**

			-----April 2002-----		----- April 1998 -----	
Daytime News			Daytime		Daytime	
<u>Total</u>	<u>Audience</u>		<u>Total</u>	<u>News Audience</u>	<u>Total</u>	<u>News Audience</u>
28	44	Television	35	58	41	58
11	17	Newspaper	17	28	25	35
18	28	Radio	15	24	22	31
21	33	Internet	7	12	4	5
1	1	Don't know/Refused (VOL.)	*	1	*	*

(N=1166)

<sup>21</sup> In 2002 and 1998, the question was worded “Is your morning news mainly from television, the newspaper, radio, or the internet?”

<sup>22</sup> In 2004 and earlier, the question was worded “...typically read, watch , or listen to the news...” In 1998 the question began: “Again, thinking about a typical weekday...”

<sup>23</sup> In 2002 and 1998, the question was worded “At that time, do you mainly get news from television, the newspaper, radio, or the internet?”

**ASK FORM 1 ONLY [N=1797]:**

Q.38F1 On weekdays, do you typically get news AROUND THE DINNER HOUR, or not?<sup>24</sup>

		<u>April 2004</u>	<u>April 2002</u>	<u>April 1998</u>
56	Yes	60	55	63
43	No	40	45	37
<u>1</u>	Don't know/Refused (VOL.)	<u>*</u>	<u>*</u>	<u>*</u>
100		100	100	100

**ASK IF "YES" (Q.38F1=1):**

Q.39F1 Around the time of the dinner hour, do you mainly get news from television, a print newspaper, the radio or the internet?<sup>25</sup> [ACCEPT MULTIPLE RESPONSES]

<u>Total</u>	Dinner Hour		-----April 2002-----		----- April 1998 -----	
	<u>Audience</u>		<u>Total</u>	<u>News Audience</u>	<u>Total</u>	<u>News Audience</u>
49	88	Television	50	92	54	90
3	6	Newspaper	5	9	7	11
3	6	Radio	3	5	4	7
4	6	Internet	1	2	1	2
*	1	Don't know/Refused (VOL.)	*	*	*	*

(N=1066)

**ASK FORM 1 ONLY [N=1797]:**

Q.40F1 On weekdays, do you typically get news LATE IN THE EVENING, or not?<sup>26</sup>

		<u>April 2004</u>	<u>April 2002</u>	<u>April 1998</u>
63	Yes	63	60	61
37	No	37	40	39
<u>*</u>	Don't know/Refused (VOL.)	<u>*</u>	<u>*</u>	<u>*</u>
100		100	100	100

<sup>24</sup> In 2004 and earlier, the question was worded "...typically read, watch , or listen to the news..." In 1998 the question began: "And on a typical weekday, do you normally..."

<sup>25</sup> In 2002 and 1998, the question was worded "At that time, do you mainly get news from television, the newspaper, radio, or the internet?"

<sup>26</sup> In 2004 and earlier, the question was worded "...typically read, watch , or listen to the news..." In 1998 the question began: "On a typical weekday, do you normally..."

**ASK IF “YES” (Q.40F1=1):**

Q.41F1 Late in the evening, do you mainly get news from television, a print newspaper, the radio or the internet?<sup>27</sup>  
**[ACCEPT MULTIPLE RESPONSES]**

Late Evening News			-----April 2002-----		----- April 1998 -----	
<u>Total</u>	<u>Audience</u>		<u>Total</u>	<u>News Audience</u>	<u>Total</u>	<u>News Audience</u>
55	89	Television	55	91	55	94
3	5	Newspaper	6	10	5	9
2	2	Radio	2	3	2	3
7	12	Internet	4	6	1	2
*	*	Don't know/Refused (VOL.)	*	*	0	0

(N=1145)

**ASK ALL:**

Q.42 Thinking about a typical weekday OVERALL, do you get most of your news from television, print newspapers, the radio or the internet? **[IF RESPONDENT NAMES MORE THAN ONE SOURCE, PROBE WITH: If you had to say just one, which one is your main source of news?]**

<u>Total</u>	<u>Form1</u>	<u>Form2</u>	
54	59	50	Television
13	12	17	Newspaper
12	12	11	Radio
18	14	18	Internet
1	1	2	Other
<u>2</u>	<u>2</u>	<u>2</u>	Don't know/Refused (VOL.)
100	100	100	

**ASK ALL:**

Just in general...

Q.43 How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

		<u>April 2006</u>	<u>April 2004</u>	<u>May 2002</u>	<u>April 2002</u>	<u>April 2000</u>	<u>April 1998</u>	<u>June 1995</u>	<u>Feb 1994</u>
52	A lot	52	52	52	48	45	50	54	53
32	Some	34	37	37	36	40	37	34	35
10	Not Much	9	7	7	11	12	11	8	9
5	Not at all	4	3	3	4	3	2	3	2
<u>1</u>	Don't know/Refused (VOL.)	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	*	*	<u>1</u>	<u>1</u>
100		100	100	100	100	100	100	100	100

<sup>27</sup>

In 2002 and 1998, the question was worded “At that time, do you mainly get news from television, the newspaper, radio, or the internet?”

**ASK ALL:**

Q.44 When getting news, what's more important to you **[READ AND ROTATE]**...

- 62 Getting an overview of the top news of the day
- OR
- 27 Getting news about topics of particular interest to you
- 8 Both (**VOL. DO NOT READ**)
- 3 Don't Know/Refused (**VOL. DO NOT READ**)
- 100

**NO QUESTION 45**

**ASK FORM 2 ONLY [N=1818]:**

Q.46F2 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>
May, 2008	17	23	19	41	*=100
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
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

**ASK FORM 1 ONLY [N=1797]:**

Q.47F1 Some people get their news from just a few publications, programs and websites. Others get information from many different sources. How about you...do you mostly rely on a few sources for news, or do you get your news from many different sources?

- 51 Mostly rely on a few sources
- 46 Get news from many different sources
- 1 Other (**VOL.**)
- 2 Don't Know/Refused (**VOL.**)
- 100

**ASK ALL:**

Q.48 Do you ever go online to access the internet or to send and receive email?<sup>28</sup>

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
May, 2008 <sup>29</sup>	67	33	*=100
April, 2006	67	33	*=100
April, 2004	66	34	*=100
April, 2002	62	38	0=100
April, 2000	54	46	*=100
April, 1998	36	64	0=100
April, 1996	21	79	*=100
June, 1995	14	86	*=100

**ASK ALL INTERNET USERS (Q.48=1) [N=2331]:**

Q.49 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?<sup>30</sup>

		<u>April 2006</u>	<u>April 2004</u>	<u>April 2002</u>	<u>April 2000</u>	<u>April 1998</u>	<u>June 1995</u>
37	Every day	27	27	25	27	18	6
18	3-5 days per week	20	18	16	15	17	9
16	1-2 days per week	17	15	16	19	20	15
8	Once every few weeks	12	12	13	12	15	13
13	Less often	16	17	21	18	21	28
8	No/Never (VOL.)	8	11	9	9	9	29
*	Don't know/Refused (VOL.)	*	*	*	*	*	*
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

<sup>28</sup> From April 1996 on, the results of this question are only shown for biennial media surveys, although the question has been asked more frequently. Since 2004, the online use question has been 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 increased the percent who were classified as internet users by 1-2 percentage points. In 2004, 2002, and 2000, the online use question asked "Do you ever go online to access the internet or World Wide Web or to send and receive email?" In 1998 and 1996, the question asked "Do you ever use a computer at work, school or home to connect with computers over the internet, the World Wide Web, or with information services such as America Online or Prodigy?" 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?

<sup>29</sup> Pew has found that estimates for internet use are sensitive to placement within a survey and to other content in the questionnaire. The estimate in this survey was weighted to 67%, the same as in the 2006 media consumption survey. Data from the Pew Internet & American Life Project indicate that there has been little change in overall internet use since 2006.

<sup>30</sup> From 1998 on, the results of this question are only shown for biennial media surveys, although the question was asked multiple times from 1998 through 2000.



**ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) AND FORM 2 [N=1055]:**

Q.50F2 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]

		<b>Trend for comparison</b>	
		<u>April 2006</u> <sup>31</sup>	
28	Yahoo	31	MSN/NBC
19	MSN/Microsoft	23	Yahoo
17	CNN	23	CNN
11	Google	9	Google
10	MSNBC/NBC	8	AOL
8	AOL	8	Fox
7	Fox	5	New York Times
4	New York Times	5	USA Today
4	Local news website	4	ESPN/Sports-related website
2	BBC	4	ABC
2	ESPN/other sports-related website	3	Drudge Report
2	ABC	3	Comcast/Cox Cable Homepage
2	Drudge Report	2	BBC
2	CNBC	2	Washington Post
2	Wall Street Journal	1	CBS
2	USA Today	1	Los Angeles Times
2	Washington Post	1	Wall Street Journal
2	Internet service provider	39	Other websites
1	CBS	1	Don't like/Misunderstood question
25	Other website	7	Don't Know/Refused
10	Misunderstood/Don't know/Refused		

**ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) [N=2140]:**

Q.51 Thinking about the news you get online, what do you do more often [READ AND ROTATE]...

50	Follow links to specific news stories from websites, search engines, or emails OR
41	Go directly to the home pages of news organizations
4	Both ( <b>VOL. DO NOT READ</b> )
<u>5</u>	Don't Know/Refused ( <b>VOL. DO NOT READ</b> )
100	

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<sup>31</sup> Results from 2006 are based on the broader category of all internet users. Also, in 2006, the MSN/NBC category included references to NBC, MSNBC, CNBC and MSN. In 2008, MSN and Microsoft are coded together, MSNBC and NBC are coded together and CNBC has its own category. The 2006 category for “Comcast/Cox Cable homepages” is replaced in 2008 with an “Internet service provider” category.

**ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) [N=2140]:**

Q.52 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?

		<u>April 2006</u>	<u>April 2004</u>
13	Yes, Every day	10	7
18	Yes, 3-5 days per week	14	12
22	Yes, 1-2 days per week	20	15
18	Yes, Once every few weeks	21	18
12	Yes, Less often	15	18
17	No, Never done this	20	30
*	Don't know/Refused (VOL.)	*	*
<u>100</u>		<u>100</u>	<u>100</u>

**ASK IF SEARCH FOR NEWS (Q.52=1-5)[N=1765]:**

Q.53 When you search for news stories using a search engine, do you often find yourself going to websites that are unfamiliar to you, or not?

48	Yes, often go to unfamiliar sites
51	No, not on unfamiliar sites
<u>1</u>	Don't know/Refused (VOL.)
100	

**ASK IF INTERNET USER (Q.48=1) AND FORM 2 [N=1150]:**

Q.54F2 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?

		<u>April 2006</u>	<u>April 2004</u>	<u>April 2002</u>	<u>April 1998<sup>32</sup></u>	<u>October 1996</u>
73	Yes	76	73	65	54	53
26	No	24	27	35	45	45
<u>1</u>	Don't know/Refused (VOL.)	*	*	*	<u>1</u>	<u>2</u>
100		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

<sup>32</sup>

In 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 the question was worded: "When you go on-line are you ever EXPOSED to news and information on current events, public issues or politics when you may have been going on-line for a purpose other than to get the news?"

**ASK ALL INTERNET USERS (Q.48=1) [N=2331]:**

Q.55 Have you ever received a news story in your email from a friend or associate? **[IF YES, ASK: Has this happened in the past week?]**

**ASK IF 'YES, IN PAST WEEK' (Q.55=2):**

Q.55a Did this happen today or yesterday, or not?<sup>33</sup>

		<u>April 2006</u>	<u>June 1995</u>
68	Yes, ever	61	35
12	<i>Today or yesterday</i>	–	–
15	<i>Past week</i>	26	8
41	<i>Less recently/Don't know when</i>	35	27
32	No	38	64
*	Don't know/Refused	<u>1</u>	<u>1</u>
<u>100</u>		100	100

**ASK ALL INTERNET USERS (Q.48=1) [N=2331]:**

Q.56 Have you ever sent a news story by email to a friend or associate? **[IF YES, ASK: Have you done this in the past week?]**

**ASK IF 'YES, IN PAST WEEK' (Q.56=2):**

Q.56a Did you do this today or yesterday, or not?

		<u>April 2006</u>
47	Yes, ever	40
7	<i>Today or yesterday</i>	–
7	<i>Past week</i>	14
33	<i>Less recently/Don't know when</i>	26
53	No	60
*	Don't know/Refused	<u>*</u>
<u>100</u>		100

**ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) [N=2140]:**

Q.57 Do you... **[READ AND RANDOMIZE]:**

		<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
a.	Receive alerts or summaries about the news in your email, or not	25	75	*=100
b.	Have an RSS reader that includes news items, or not	12	81	7=100
c.	Have a customizable webpage, like iGoogle or My Yahoo, that includes news items, or not	36	63	1 =100

**NO QUESTION 58**

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<sup>33</sup> This question was also asked in November 1998 (not shown). Prior to 2006, this question was worded: "Have you ever received an electronic news clipping or news story from a friend or associate?"

**ASK Q.59a,b OF ALL INTERNET USERS (Q.48=1); ASK Q.59c-g OF THOSE WHO EVER GET NEWS ONLINE (Q.49=1-5):**

Q.59 How often do you [INSERT ITEM; READ IN ORDER]? **READ FOR FIRST ITEM THEN AS NECESSARY:** Do you do this regularly, sometimes, hardly ever, or never?

**BASED ON THOSE WHO EVER GET NEWS ONLINE (Q.49=1-5) [N=2,140]:**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a. Read blogs about politics or current events	15	21	29	35	*=100
b. Read online magazines, such as Salon or Slate	3	6	9	82	*=100
c. Look at lists of the most-read, most-emailed or most-blogged stories on news websites	8	21	19	51	1=100
d. Read comments about news stories posted online by other people	7	25	23	45	*=100
e. Post comments about news stories online	2	9	14	75	*=100
f. Watch news programs or video clips online	15	39	23	23	*=100
g. Listen to newscasts or news items online	9	31	24	36	*=100

**ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) [N=2140]:**

Q.60 Some news organization websites let readers post photos, video or information about their communities to the site. Have you ever done this, or not?

6	Yes
94	No
*	Don't know/Refused (VOL.)
100	

**ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) [N=2140]:**

Q.61 Have you ever used news-ranking websites such as reddit.com or digg.com to find news stories, or not?

**ASK IF "YES" (Q.61=1):**

Q.61a Have you ever listed or tagged a news story on a news ranking website?

5	Yes
2	Yes, ever listed or tagged
3	No, never listed or tagged
0	Don't Know/Refused (VOL.)
95	No
*	Don't know/Refused (VOL.)
100	

**ASK ALL INTERNET USERS (Q.48=1) [N=2331]:**

Q.62 Do you have a profile on MySpace, Facebook or another social networking site, or not?

		<u>December</u>
		<u>2007<sup>34</sup></u>
32	Yes	30
68	No	70
*	Don't know/Refused (VOL.)	0
<u>100</u>		<u>100</u>

**ASK IF HAVE SOCIAL NETWORKING PROFILE (Q.62=1) [N=574]:**

Q.63 How often do you visit the social networking website where you have a profile? Several times a day, about once a day, every few days, once a week or less often?

20	Several times a day
21	About once a day
18	Every few days
15	Once a week
26	Less often
*	Don't know/Refused (VOL.)
<u>100</u>	

**ASK IF HAVE SOCIAL NETWORKING PROFILE (Q.62=1) [N=574]:**

Q.64 How often do you get information about local, national or international news through social networking pages? [READ]:

10	Regularly
20	Sometimes
27	Hardly ever
43	Never
*	Don't know/Refused (VOL.–DO NOT READ)
<u>100</u>	

**ASK IF HAVE SOCIAL NETWORKING PROFILE (Q.62=1) [N=574]:**

Q.65 How often do you share information about local, national or international news on your social networking page? [READ]

6	Regularly
18	Sometimes
19	Hardly ever
57	Never
*	Don't know/Refused (VOL.–DO NOT READ)
<u>100</u>	

**NO QUESTION 66**

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<sup>34</sup> In December 2007, the question asked: "Do you ever use online social networking sites like MySpace or Facebook?"

On a different subject...

**ASK FORM A ONLY AND IF RESPONDENT REGULARLY READS DAILY NEWSPAPER (Q.2=1) [N=1053]:**

Q.67A How much would you miss reading the newspaper, if newspapers were no longer available? **[READ CATEGORIES]**

		<u>April</u> <u>2002</u>	<u>April</u> <u>1998</u>	<u>June</u> <u>1995</u>	<u>Feb</u> <u>1994</u>
59	A lot	57	60	58	67
22	Some	26	25	27	21
11	Not much-- <b>OR</b> --	10	10	10	8
7	Not at all	7	4	4	4
<u>1</u>	Don't know/Refused ( <b>VOL. DO NOT READ</b> )	<u>*</u>	<u>1</u>	<u>1</u>	<u>*</u>
100		100	100	100	100

**ASK FORM B ONLY AND IF RESPONDENT REGULARLY READS DAILY NEWSPAPER (Q.2=1)**

**[N=1117]:**

Q.68B How much would you miss reading the newspaper in print, if print versions of newspapers were no longer available? **[READ CATEGORIES]**

58	A lot
20	Some
10	Not much -- <b>OR</b> --
11	Not at all
<u>1</u>	Don't know/Refused ( <b>VOL.--DO NOT READ</b> )
100	

**ASK FORM 1 ONLY AND IF RESPONDENT REGULARLY WATCHES NETWORK EVENING NEWS (Q.5F1=1) [N=835]:**

Q.69F1 How much would you miss watching the network evening news, if it were no longer on the air? **[READ CATEGORIES]**

		<u>April 2002</u>
69	A lot	62
18	Some	25
7	Not much -- <b>OR</b> --	7
5	Not at all	5
<u>1</u>	Don't know/Refused ( <b>VOL.--DO NOT READ</b> )	<u>1</u>
100		100

**ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) [N=2140]:**

Q.70 How much would you miss getting news online, if it were no longer available? **[READ CATEGORIES]**

43	A lot
22	Some
19	Not much -- <b>OR</b> --
16	Not at all
<u>*</u>	Don't know/Refused ( <b>VOL.--DO NOT READ</b> )
100	

**ASK ALL:  
RANDOMIZE Q.71 THROUGH Q.73**

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

Q.71 Do you happen to know which political party has a majority in the U.S. House of Representatives?<sup>35</sup>

	<u>Democrats</u>	<u>Republicans</u>	<u>DK/Refused</u>
May, 2008	<b>53</b>	15	32=100
February, 2007	<b>76</b>	10	14=100
October, 2006	4	<b>58</b>	38=100
April, 2006	6	<b>64</b>	30=100
April, 2004	8	<b>56</b>	36=100
June, 2001	34	<b>31</b>	35=100
August, 1999	8	<b>55</b>	37=100
December, 1998	11	<b>56</b>	33=100
June, 1997	6	<b>50</b>	44=100
April, 1996	8	<b>70</b>	22=100
June, 1995	5	<b>73</b>	22=100
July, 1994	<b>60</b>	18	22=100
February, 1994	<b>58</b>	15	27=100
September, 1992	<b>46</b>	9	45=100
June, 1992	<b>44</b>	12	44=100
May, 1992	<b>49</b>	12	39=100
May, 1989	<b>68</b>	16	16=100

**ASK ALL:  
RANDOMIZE Q.71 THROUGH Q.73**

Q.72 Can you tell me the name of the current U.S. Secretary of State?<sup>36</sup>

		<i>Colin Powell</i>		
		<u>April</u>	<u>Dec</u>	<u>April</u>
		<u>2006</u>	<u>2004</u>	<u>2002</u>
42	Condoleezza Rice/Condi/Rice ( <i>Correct</i> )	43	43	48
3	Any other person	6	5	6
<u>55</u>	No, Don't know/Refused	<u>51</u>	<u>52</u>	<u>46</u>
100		100	100	100

<sup>35</sup> Correct responses highlighted in bold. In February 2008, August 2007, and February 2007 this was asked as a closed-ended question, with response options for Democrats and Republicans (read and rotated). In May 1989 the question was worded "As a result of the election last year which party now has the most members in the U.S. House of Representatives in Washington?"

<sup>36</sup> In April 2006 and April 2002 the question was worded: "Can you tell me the name of the current Secretary of State?" 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?"

**ASK ALL:**

**RANDOMIZE Q.71 THROUGH Q.73**

Q.73 Who is the current prime minister of Great Britain? Is it... [READ AND RANDOMIZE]

28	Gordon Brown ( <i>Correct</i> )
5	Rupert Murdoch
4	Robert Gates
5	John Howard
<u>58</u>	No/Can't say/Don't know/Other incorrect ( <b>VOL.–DO NOT READ</b> )
100	

**ASK ALL:**

Q.74 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 AS NECESSARY]<sup>37</sup>

	<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not at all Closely</u>	<u>Don't Know</u>	
<b>ASK ALL ITEMS a THROUGH d:</b>						
a.	News about political figures and events in Washington					
	May, 2008	21	45	19	14	1=100
	April, 2006	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.	Business and finance					
	May, 2008	16	35	23	25	1=100
	April, 2006	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
c.	International affairs					
	May, 2008	16	42	22	19	1=100
	April, 2006	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
d.	Local government					
	May, 2008	20	43	20	17	*=100
	April, 2006	20	45	18	17	*=100

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<sup>37</sup> In April 2006 "the internet" was added to the question wording.



**Q.74 CONTINUED...**

	<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not at all Closely</u>	<u>Don't Know</u>
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

**ASK FORM 1A ONLY ITEMS e THROUGH g [N=888]:**

e.F1a Sports

May, 2008	20	24	18	38	*=100
April, 2006	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

f.F1a Religion

May, 2008	17	29	22	31	1=100
April, 2006	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.F1a People and events in your own community

May, 2008	22	44	20	13	1=100
April, 2006	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

**ASK FORM 1B ONLY ITEMS h THROUGH k [N=909]:**

h.F1b Entertainment

May, 2008	10	38	27	24	1=100
April, 2006	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.F1b Consumer news

May, 2008	13	44	22	21	*=100
April, 2006	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

**Q.74 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>
April, 1996	14	45	26	15	*=100
j.F1b Travel May, 2008	6	25	30	39	*=100
k.F1b The environment May, 2008	21	47	18	14	*=100

**ASK FORM 2A ONLY ITEMS l THROUGH n [N=888]:**

l.F2a Science and technology May, 2008	13	37	26	23	1=100
April, 2006	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
m.F2a Celebrity news May, 2008	7	26	30	36	1=100
n.F2a Crime May, 2008	28	40	20	11	1=100
April, 2006	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

**ASK FORM 2B ONLY ITEMS o THROUGH r [N=930]:**

o.F2b Culture and the arts May, 2008	11	27	27	34	1=100
April, 2006	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
p.F2b The weather May, 2008	48	33	10	8	1=100
April, 2006	50	35	9	6	*=100
April, 2004	53	34	8	5	*=100
q.F2b Education and schools May, 2008	23	40	20	17	*=100
r.F2b Health news May, 2008	20	40	21	19	*=100
April, 2006	24	47	15	14	*=100

**Q.74 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>
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

**ASK ALL:**

**RANDOMIZE SUBJECT OF QUESTIONS 75 THROUGH 78B, KEEPING QUESTION WORDING IN ORDER<sup>38</sup>**

Q.75 Which of the following two statements best describes you: "I follow INTERNATIONAL news closely ONLY when something important is happening" OR "I follow INTERNATIONAL news closely most of the time, whether or not something important is happening"?

	April <u>2006</u>	April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	April <u>1998</u>
56 Follow INTERNATIONAL news closely ONLY when something important is happening	58	47	61	64	63
39 Follow INTERNATIONAL news closely MOST of the time	39	52	37	33	34
<u>5</u> Don't know/Refused (VOL.)	<u>3</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>3</u>
100	100	100	100	100	100

**ASK ALL:**

**RANDOMIZE SUBJECT OF QUESTIONS 75 THROUGH 78B, KEEPING QUESTION WORDING IN ORDER**

Q.76 I'd like to ask the same question, but about NATIONAL news...Which best describes you: "I follow NATIONAL news closely ONLY when something important is happening" OR "I follow NATIONAL news closely most of the time, whether or not something important is happening"?

	April <u>2006</u>	April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	April <u>1998</u>
41 Follow NATIONAL news closely ONLY when something important is happening	43	43	45	50	46
55 Follow NATIONAL news closely MOST of the time	55	55	53	48	52
<u>4</u> Don't know/Refused (VOL.)	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
100	100	100	100	100	100

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<sup>38</sup> 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.

**ASK FORM A ONLY [N=1776]:**

**RANDOMIZE SUBJECT OF QUESTIONS 75 THROUGH 78B, KEEPING QUESTION WORDING IN ORDER**

Q.77A 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 <u>2006</u>	April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	April <u>1998</u>
40	Follow LOCAL COMMUNITY news closely ONLY when something important is happening	41	43	41	40	38
57	Follow LOCAL COMMUNITY news closely MOST of the time	57	55	56	58	61
<u>3</u>	Don't know/Refused (VOL.)	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>1</u>
100		100	100	100	100	100

**ASK FORM B ONLY [N=1839]:**

**RANDOMIZE SUBJECT OF QUESTIONS 75 THROUGH 78B, KEEPING QUESTION WORDING IN ORDER**

Q.78B And just once more about LOCAL news...Which best describes you: “I follow LOCAL news closely ONLY when something important is happening” OR “I follow LOCAL news closely most of the time, whether or not something important is happening”?

33	Follow LOCAL news closely ONLY when something important is happening
64	Follow LOCAL news closely MOST of the time
<u>3</u>	Don't know/Refused (VOL.)
100	

**ASK ALL:**

Q.79 Thinking about ALL of the news sources you use, what ONE [RANDOMIZE ORDER: program, publication or website] do you rely on most? [ACCEPT UP TO THREE RESPONSES, BUT DO NOT PROBE FOR MORE THAN ONE; BE SURE TO NOTE “.COM” OR “ONLINE” IF RESPONDENT SAYS IT]<sup>39</sup>

**NO QUESTION 80**

**ASK FORM 1 ONLY [N=1797]:**

Q.81F1 Is it pretty easy for you to find time to get the news, or are you often too busy to keep up with the news?

68	Pretty easy to find time
30	Often too busy
<u>2</u>	Don't know/Refused (VOL.)
100	

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<sup>39</sup> The results from this question were used for qualitative analysis only. Respondents' answers will be included in the dataset when it is publicly released.

**ASK FORM 2 ONLY [N=1818]:**

Q.82F2 Would you say you often feel overloaded with the amount of news available these days, or not?

38 Yes  
60 No  
2 Don't know/Refused (VOL.)  
100

**ASK FORM 2 ONLY [N=1818]:**

Q.83F2 Do you like having the news on in the background while you do other things, or not?

55 Yes, like having news on in background  
43 No, don't like having news on in background  
2 Don't know/Refused (VOL.)  
100

**ASK ALL:**

Q.84 Are you more the kind of person who gets the news at regular times, or are you more the kind of person who checks in on the news from time to time?<sup>40</sup>

		April <u>2006</u>	April <u>2004</u>	April <u>2002</u>
45	Gets news at regular times	50	52	49
51	Checks in from time to time	48	46	48
2	Neither (VOL.)	1	1	2
<u>2</u>	Don't know/Refused (VOL.)	<u>1</u>	<u>1</u>	<u>1</u>
100		100	100	100

**ASK IF 'REGULAR TIMES' (Q.84=1) [N=1778]:**

Q.85. In addition to getting the news at regular times, do you also find yourself checking in on the news from time to time? [IF YES: Would you say you check in on the news several times a day, once or twice a day, or less often?]

**BASED ON TOTAL [N=3615]**

10 Yes, Several times a day  
15 Yes, Once or twice a day  
7 Yes, Less often  
12 No, Don't find myself checking in  
1 Don't Know/Refused (VOL.)  
**45**

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<sup>40</sup> In 2006 and earlier the question wording was: "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?"

**ASK IF 'CHECKS IN FROM TIME TO TIME' (Q.84=2) ASK [N=1717]:**

Q.86 How often do you check in on the news? [READ]

**BASED ON TOTAL [N=3615]**

14	Several times a day
24	Once or twice a day
13	Less often
*	Don't know/Refused (VOL.-DO NOT READ)
<u>51</u>	

**ASK ALL:**

Q.87 Which comes closer to describing your view of the news media [READ AND ROTATE]

		April <u>2006</u>	April <u>2004</u>
43	All the news media are pretty much the same to me OR	45	45
53	There are a few news sources I trust more than others	52	54
<u>4</u>	Don't know/Refused (VOL.-DO NOT READ)	<u>3</u>	<u>1</u>
100		100	100

**ASK ALL:**

Q.88 Thinking about the different kinds of political news available to you, what do you prefer ... [READ, ROTATE]

		Dec <u>2007</u>	April <u>2006</u>	Early Jan <u>2004</u>
23	Getting news from sources that share YOUR political point of view OR	23	23	25
	Getting news from sources that DON'T have a particular political			
66	point of view	67	68	67
<u>11</u>	Don't know/Refused (VOL. DO NOT READ)	<u>10</u>	<u>9</u>	<u>8</u>
100		100	100	100

**ASK ALL:**

Q.89 What do you find gives you the best understanding of major news events? [READ AND ROTATE]

		April 2004
45	Reading or hearing the facts about what happened OR	40
48	Seeing pictures and video showing what happened	55
<u>7</u>	Don't know/Refused (VOL.-DO NOT READ)	<u>5</u>
100		100

**ASK ALL:**

On another subject...

Q.90 Do you currently live in an area where you could get Cable TV if you wanted it?

		April 2006	Mar 2005	April 2004	April 2002	April 2000	April 1998	April 1996	Feb 1994
92	Yes	92	90	91	92	91	91	92	89
8	No	8	9	8	8	9	9	8	10
*	Don't know/Refused (VOL.)	*	1	1	*	*	*	*	1
100		100	100	100	100	100	100	100	100

**ASK IF YES (Q.90=1):**

Q.91 Do you currently subscribe to Cable TV?

**BASED ON TOTAL [N=3615]:**

		April 2006	Mar 2005	April 2004	April 2002	April 2000	April 1998	April 1996	Feb 1994
62	Yes	63	62	64	66	67	67	69	64
30	No	29	28	27	26	24	24	23	25
8	Don't know/Refused/No cable access	8	10	9	8	9	9	8	11
100		100	100	100	100	100	100	100	100

**ASK ALL:**

Q.92 Do you currently subscribe to a satellite television service such as DirecTV or the Dish Network?

**TREND FOR COMPARISON**

*Do you happen to have a satellite dish, or not?*

		April 2006	Mar 2005	April 2004	April 2002	April 2000	June 1995 <sup>41</sup>	Feb 1994
33	Yes	28	26	25	21	18	6	4
66	No	71	74	74	79	82	94	96
1	Don't know/Refused (VOL.)	1	*	1	*	*	*	*
100		100	100	100	100	100	100	100

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<sup>41</sup> In 1995 and earlier, the question was worded: "Do you have a satellite dish that is hooked up to your TV?" [READ IF NECESSARY: "This is different than cable TV. It allows you to get reception directly from satellites.]

**ASK ALL:**

Q.93 Do you have any type of personal computer, including laptops, in your home?<sup>42</sup>

		April <u>2006</u>	Mar <u>2005</u>	April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	Nov <u>1998</u>	June <u>1995</u>	Feb <u>1994</u>
77	Yes	73	72	73	65	59	43	36	31
23	No	27	28	27	35	41	57	64	69
*	Don't know/Refused	*	*	0	*	*	*	*	0
100		100	100	100	100	100	100	100	100

**ASK IF "YES" (Q.93=1):**

Q.93a 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?

			-----April 2006-----	
<u>Total</u>	Those with home <u>computer</u>		<u>Total</u>	Those with home <u>computer</u>
12	16	Yes, dial-up standard telephone line	21	29
58	75	Yes, high-speed connection	45	62
1	1	Yes, other/don't know (VOL.)	1	2
5	6	No internet access at home	5	6
1	2	Don't know/Refused (VOL.)	1	1
<u>23</u>	==	No computer at home (No/DK in Q.93)	<u>27</u>	==
100	100		100	100

(N=2,826)

**ASK ALL:**

Q.94 Do you happen to have **[INSERT ITEM, IN ORDER]**, or not? How about... **[NOTE: IF RESPONDENT SAYS S/HE HAS BOTH A CELL PHONE AND A BLACKBERRY IN THE SAME DEVICE, COUNT RESPONDENT AS HAVING BOTH A CELL PHONE AND A BLACKBERRY (Q.94a=1, Q.94b=1).]**

		<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a.	A cell phone <sup>43</sup>			
	May, 2008	83	17	*=100
	April, 2006	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	24	76	*=100

<sup>42</sup> In 2000 the question included "...These do not include game machines such as Nintendo or Sega." In 1998 and earlier, the question was worded: "Do you have any type of personal computer, including laptops -- such as an IBM PC or a Macintosh in your home? These do not include game machines such as Nintendo or Sega."

<sup>43</sup> May 2008 survey included interviews conducted over a cell phone--those respondents were not asked Q.94a, but are included here. In 1995, the question was worded: "Do you have a car phone or cellular telephone?"



**Q.94 CONTINUED...**

		<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
b.	A Blackberry, iPhone or other similar device <sup>44</sup>			
	May, 2008	15	84	1=100
	April, 2006	12	86	2=100
	April, 2004	14	83	3=100
	April, 2002	11	87	2=100
	April, 2000	5	91	4=100
c.	A DVR, such as a Tivo that can record TV programs you select <sup>45</sup>			
	May, 2008	35	64	1=100
	April, 2006	23	76	1=100
	April, 2004	13	86	1=100
	April, 2002	3	96	1=100
d.	A satellite radio subscription through X-M or Sirius radio			
	May, 2008	14	85	1=100
	April, 2006	10	89	1=100
e.	An iPod or other MP3 player <sup>46</sup>			
	May, 2008	41	59	*=100
	April, 2006	25	75	*=100

**ASK CELL PHONE SAMPLE ONLY [N=813]:**

Q.95 Is a cell phone your only phone, or do you also have a regular phone where you currently live?  
**[INTERVIEWER: IF R ASKS WHAT IS MEANT BY "REGULAR PHONE, SAY: "A regular telephone is sometimes called a "landline" or a phone that is wired to a jack in the wall.]** 47

49	Only phone
51	Have regular phone at home
<u>0</u>	Don't know/Refused ( <b>VOL.</b> )
100	

**SUMMARY OF TELEPHONE STATUS:**

18	Landline only
14	Cell phone only
<u>68</u>	Both landline and cell
100	

<sup>44</sup> In 2006 and 2004 the item was worded: "A Palm Pilot, Blackberry or other similar product." In 2002 the item was worded: "A Palm Pilot or other similar product." In 2000 the item was worded: "A Palm Pilot."

<sup>45</sup> In 2006 and 2004 the item was worded as: "A digital video recorder like TiVo that automatically records TV programs you select." In 2002 the item was worded as: "A smart TV product like TiVo or UltimateTV."

<sup>46</sup> In 2006 the item was worded as "An iPod or other portable digital music player."

<sup>47</sup> Results for question 95 and the summary of telephone status are weighted to match estimates of telephone usage patterns from the 2007 National Health Interview Survey.

**ASK IF BLACKBERRY, ETC. OWNER (Q.94b=1) ASK:**

Q.96 Do you receive news headlines or read news reports on your cell phone, Blackberry, iPhone or other similar device, or not?

**ASK IF "YES" (Q.96=1):**

Q.96a How often do you get news this way? [READ]

**ASK IF CELL PHONE AND NOT BLACKBERRY, ETC. (Q.94a=1 AND Q.94b=2,9) OR IN CELL PHONE SAMPLE AND NOT BLACKBERRY, ETC. (Q.94B=2,9):**

Q.97 Do you receive news headlines or read news reports on your cell phone, or not?

**ASK IF "YES" (Q.97=1):**

Q.97a How often do you get news through your cell phone? [READ]

**BASED ON MOBILE DEVICE (CELL PHONE OR BLACKBERRY/IPHONE ETC.) OWNERS  
[N=3049]**

		<u>April 2006</u> <sup>48</sup>
11	Yes	8
	4 <i>Every day</i>	3
	3 <i>A few times a week [OR]</i>	2
	4 <i>Less often</i>	3
	* <i>Don't know/Refused (VOL.-DO NOT READ)</i>	*
89	No	92
*	Don't know/Refused (VOL.)	*
100		100

**ASK IF IPOD OR MP3 PLAYER (Q.94e=1) ASK [N=1308]:**

Q.98 Do you watch or listen to NEWS podcasts on your iPod or other MP3 player, or not?

**ASK IF "YES" (Q.98=1):**

Q.98a How often do you listen to news podcasts? [READ]

		<u>April 2006</u>
8	Yes	8
	2 <i>Every day</i>	2
	2 <i>A few times a week [OR]</i>	3
	4 <i>Less often</i>	3
	* <i>Don't know/Refused (VOL.-DO NOT READ)</i>	0
92	No	92
*	Don't know/Refused (VOL.)	0
100		100

**ASK IF HAS DVR (Q.94c=1) [N=1320]:**

Q.99 Have you programmed your DVR or Tivo to record any news programs regularly, or not?

		<u>April 2006</u>
22	Yes	17
78	No	83
*	Don't know/Refused (VOL.)	*
100		100

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<sup>48</sup> In 2006 news on cell phones and PDAs were asked as two separate questions. Results reported here combine responses to those two questions [N=2399].

**ASK ALL:**

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

**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?

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No Preference	(VOL.) Other Party	(VOL.) DK/ Ref	<i>Lean Rep</i>	<i>Lean Dem</i>
May, 2008	25	36	29	5	1	4=100	8	14
April, 2008	24	37	31	5	1	2=100	11	15
March, 2008	24	38	29	5	*	4=100	9	14
Late February, 2008	24	38	32	3	*	3=100	10	17
Early February, 2008	26	35	31	5	*	3=100	11	14
January, 2008	24	33	37	4	*	2=100	12	18
Late December, 2007	25	32	36	4	*	3=100	12	18
November, 2007	28	33	32	4	1	2=100	9	16
October, 2007	25	37	33	3	*	2=100	11	17
September, 2007	27	32	32	6	*	3=100	8	16
August, 2007	26	32	32	5	1	4=100	10	16
July, 2007	27	32	34	4	*	3=100	11	17
June, 2007	25	34	32	6	*	3=100	10	17
April, 2007	25	28	40	5	*	2=100	13	17
March, 2007	25	36	33	3	*	3=100	12	16
February, 2007	25	34	34	4	*	3=100	10	18
Mid-January, 2007	24	35	34	3	*	4=100	12	18
Early-January, 2007	23	31	39	4	*	3=100	12	18
<b>Yearly Totals</b>								
2007	25.4	32.9	33.7	4.6	.4	3.1=100	10.7	16.7
2006	27.6	32.8	30.3	5.0	.4	3.9=100	10.2	14.5
2005	29.2	32.8	30.3	4.5	.3	2.8=100	10.2	14.9
2004	29.5	33.1	30.0	4.0	.4	3.0=100	11.8	13.6
2003	29.8	31.4	31.2	4.7	.5	2.5=100	12.1	13.0
2002	30.3	31.2	30.1	5.1	.7	2.7=100	12.6	11.6
2001	29.2	33.6	28.9	5.1	.5	2.7=100	11.7	11.4
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6=100	11.7	9.4
2001 Pre-Sept 11	28.2	34.6	29.5	5.0	.5	2.1=100	11.7	12.5
2000	27.5	32.5	29.5	5.9	.5	4.0=100	11.6	11.6
1999	26.6	33.5	33.7	3.9	.5	1.9=100	13.0	14.5
1998	27.5	33.2	31.9	4.6	.4	2.4=100	11.8	13.5
1997	28.2	33.3	31.9	4.0	.4	2.3=100	12.3	13.8
1996	29.2	32.7	33.0	5.2=100			12.7	15.6
1995	31.4	29.7	33.4	5.4=100			14.4	12.9
1994	29.8	31.8	33.8	4.6=100			14.3	12.6
1993	27.4	33.8	34.0	4.8=100			11.8	14.7
1992	27.7	32.7	35.7	3.9=100			13.8	15.8
1991	30.9	31.4	33.2	4.5=100			14.6	10.8
1990	31.0	33.1	29.1	6.8=100			12.4	11.3
1989	33	33	34=100					
1987	26	35	39=100					

**ASK ALL:**

EMPLOY Are you now employed full-time, part-time or not employed?

53	Full-time
12	Part-time
34	Not employed
<u>1</u>	Don't know/Refused (VOL.)
100	

**ASK IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2) [N=2231]:**

Q.100 On a typical day, about how long does it take you to get to work? [DO NOT READ]

9	Work at home/no time
29	Less than 15 minutes
33	15 to less than 30 minutes
19	30 minutes to less than 1 hour
8	1 hour or more
<u>2</u>	Don't Know/Refused
100	

**ASK IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2) AND COMMUTE (Q.100=2, 3, 4, 5, 9) [N=2009]:**

Q.101 How do you usually get to work? [ACCEPT MULTIPLE RESPONSES]

**PRECODE CATEGORIES**

4	Walk
85	Drive yourself
5	Carpool/share ride
5	Take mass transit (train, bus, subway, etc.)
2	Some other way (SPECIFY_____)
*	Don't know/Refused

**ASK IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2) AND COMMUTE (Q.100=2, 3, 4, 5, 9) [N=2009]:**

Q.102 Do you typically get any news during your commute to work?

56	Yes
43	No
<u>1</u>	Don't know/Refused (VOL.)
100	

**ASK IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2) [N=2231]:**

Q.103 Is it important for your job that you keep up with the news, or not?

		<u>April 2006</u>	<u>April 2004</u>
30	Yes	35	31
70	No	64	68
*	Don't Know/Refused (VOL.)	<u>1</u>	<u>1</u>
100		100	100

**ASK IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2) [N=2231]:**

Q.104 Do you regularly go online from work, or not?

44	Yes
56	No
*	Don't know/Refused (VOL.)
100	

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**MAY 2008 POLITICAL/BELIEVABILITY SURVEY**  
**FINAL TOPLINE**  
 May 21-25, 2008  
 N=1505

**B.1/B.2 ASK EACH RESPONDENT A RANDOM EIGHT (8) OF THE FOLLOWING ITEMS IN B.1 AND A RANDOM SEVEN (7) OF THE FOLLOWING ITEMS IN B.2 (EXCLUDING ANY ITEMS RECEIVED IN B.1):**

B.1 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")**<sup>1</sup>

	Believe	3	2	Cannot Believe	(VOL.) Never Heard of	(VOL.) Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>		
a. USA Today						
Late May, 2008	13	35	26	8	2	16=100 (N=1002)
June, 2006	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

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<sup>9</sup> B.1 and B.2 were asked at different points in the survey. B.2 asked "Please rate how much you think you can BELIEVE each that I name on a scale of 4 to 1, using the same scale we used earlier..."

**B.1/B.2 CONTINUED...**

	Believe			Cannot	(VOL.)	(VOL.)
	<u>4</u>	<u>3</u>	<u>2</u>	Believe	Never	Can't
				<u>1</u>	Heard	Rate
					<u>of</u>	
b. ABC News						
Late May, 2008	22	37	25	9	1	6=100 (N=1044)
June, 2006	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						
Late May, 2008	20	34	17	8	2	19=100 (N=1039)
June, 2006	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						
Late May, 2008	21	39	23	8	1	8=100 (N=997)
June, 2006	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
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						
Late May, 2008	14	37	27	8	3	11=100 (N=1001)
June, 2006	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

**B.1/B.2 CONTINUED...**

					(VOL.)	(VOL.)
	Believe			Cannot	Never	
	<u>4</u>	<u>3</u>	<u>2</u>	Believe	Heard	Can't
				<u>1</u>	<u>of</u>	<u>Rate</u>
f. CNN						
Late May, 2008	28	36	18	9	1	8=100 (N=1020)
June, 2006	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						
Late May, 2008	23	40	21	11	*	5=100 (N=1021)
June, 2006	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						
Late May, 2008	20	36	26	10	1	7=100 (N=1015)
June, 2006	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						
Late May, 2008	18	30	16	7	8	21=100 (N=1058)
June, 2006	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
j. Time Magazine						
Late May, 2008	18	36	19	9	1	17=100 (N=1026)
June, 2006	17	31	22	11	1	18=100
May, 2004	18	33	20	10	*	19=100
May, 2002	18	35	16	7	1	23=100



**B.1/B.2 CONTINUED...**

	Believe			Cannot Believe	(VOL.) Never Heard	(VOL.) Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>of</u>	<u>Rate</u>
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
<b>k. People Magazine</b>						
Late May, 2008	6	17	32	27	2	16=100 (N=1011)
June, 2006	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
<b>l. Newsweek</b>						
Late May, 2008	13	37	23	8	2	17=100 (N=1018)
June, 2006	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
<b>m. The National Enquirer</b>						
Late May, 2008	4	8	11	61	3	13=100 (N=1047)
June, 2006	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
<b>n. The NewsHour with Jim Lehrer</b>						
Late May, 2008	14	22	19	8	15	22=100 (N=1052)
June, 2006	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 <sup>2</sup>	18	17	6	2	29	28=100
<b>o. Your local TV news</b>						
Late May, 2008	27	40	21	8	*	4=100 (N=1002)
June, 2006	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

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10 In 1985 this item was worded "The MacNeil-Lehrer NewsHour."

**B.1/B.2 CONTINUED...**

	Believe <u>4</u>	<u>3</u>	<u>2</u>	Cannot Believe <u>1</u>	(VOL.) Never Heard of	(VOL.) Can't Rate
<b>NO ITEM p.</b>						
q. 60 Minutes						
Late May, 2008	27	36	21	7	1	8=100 (N=1044)
June, 2006	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						
Late May, 2008	21	34	22	10	2	11=100 (N=1018)
June, 2006	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						
Late May, 2008	19	23	18	10	12	18=100 (N=1025)
June, 2006	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
<b>NO ITEM t.</b>						
u. The Fox News CABLE Channel						
Late May, 2008	21	32	21	15	2	9=100 (N=1015)
June, 2006	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						
Late May, 2008	16	37	19	8	4	16=100 (N=1030)
June, 2006	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						
Late May, 2008	14	32	19	14	2	19=100 (N=1071)
June, 2006	15	26	19	14	2	24=100
May, 2004	16	31	18	10	2	23=100
x. BBC, the British Broadcasting Corporation						
Late May, 2008	14	24	16	11	12	23=100 (N=1019)

**ASK ALL:**

B.3 Do you ever go online to access the internet or to send and receive email?

65 Yes  
 35 No  
 \* Don't know/Refused (VOL.)  
 100

**IF 'ONLINE' (B.3=1), ASK:**

B.4 As I name a few ONLINE news sources, please rate how much you think you can BELIEVE each site on the same scale of 4 to 1. How would you rate the believability of **(READ ITEM. RANDOMIZE LIST WITH ITEMS a-c FOLLOWED BY RANDOMIZED ITEMS d-g)** on this scale of 4 to 1? **(INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE.")**<sup>3</sup>

**BASED ON ONLINE USERS [N=956]:**

	Believe <u>4</u>	<u>3</u>	<u>2</u>	Cannot Believe <u>1</u>	(VOL.) Never Heard of	(VOL.) Can't Rate
a. AOL News						
Late May, 2008	5	26	26	10	3	30=100
May, 2000	13	26	10	6	22	23=100
b. Yahoo News						
Late May, 2008	9	36	26	7	2	20=100
May, 2000	21	33	17	3	8	18=100
c. Google News						
Late May, 2008	9	35	22	8	3	23=100
d. Salon						
Late May, 2008	2	6	13	9	49	21=100
May, 2000	2	1	6	7	65	19=100
e. Slate						
Late May, 2008	2	9	14	8	46	21=100
May, 2000	1	1	6	6	68	18=100
f. Drudge Report						
Late May, 2008	3	15	16	10	33	23=100
g. Huffington Post						
Late May, 2008	2	12	15	12	36	23=100

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11 In 2000 the question asked about "AOL News channel" and "Yahoo."