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Americans Lack Background to Follow International News
PUBLIC'S NEWS HABITS LITTLE CHANGED BY SEPT. 11
Pew Research Center Biennial News Consumption Survey

*The findings of this survey will be discussed at:
International News and the Media: The Impact of September 11
Tuesday, June 11, 2002 at 8:30 a.m.
National Press Club*

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Americans Lack Background to Follow International News
PUBLIC'S NEWS HABITS LITTLE CHANGED BY SEPT. 11

The public's news habits have been largely unaffected by the Sept. 11 attacks and subsequent war on terrorism. Reported levels of reading, watching and listening to the news are not markedly different than in the spring of 2000. At best, a slightly larger percentage of the public is expressing general interest in international and national news, but there is no evidence its appetite for international news extends much beyond terrorism and the Middle East.

In the past few months, as many as four-in-ten Americans have paid very close attention to news about the Israeli-Palestinian conflict, which exceeds previous levels of interest in this dispute dating back to the late 1980s. But other international news attracts no greater attention than in the past. Just 6% paid very close attention to the failed coup in Venezuela, and the same small number closely tracked the surprising showing of right-wing presidential candidate Jean-Marie Le Pen in the French election.

	<i>Follows ...</i>		<u>Total</u> %
	<u>Very</u> <u>closely</u>	<u>Somewhat</u> <u>closely</u>	
	%	%	
2002	21	44	65
2000	14	45	59
1998	16	46	62
1996	16	46	62

More Americans say they are generally interested in international news – the number who follow overseas developments very closely has grown from 14% to 21% over the past two years. But a solid majority of the public (61%) continues to track international news only when major developments occur, while far fewer (37%) are consistently engaged by international news coverage. By comparison, solid majorities keep up with national and local news (53%, 56% respectively) most of the time, not just when something important happens.

Moreover, almost all of the increased interest in international news has come among a narrow, highly-educated segment of the public – the same demographic groups that traditionally have dominated the audience for this coverage: affluent Americans, college graduates and older people. Those who are younger, less educated and have lower incomes are not significantly more interested in overseas news coverage than they have been in the past.

The survey offers powerful evidence that broad interest in international news is most inhibited by the public's lack of background information in this area. Overall, roughly two-thirds (65%) of those with moderate or low interest in international news say they sometimes lose interest in these stories because they lack the background information to keep

<i>Those with moderate/low interest in international news:</i>	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
Lack of background	65	34	1=100
Nothing ever changes	51	47	2=100
Events don't affect me	45	54	1=100
Too much war/violence	42	56	2=100

up. The poll finds fewer people explaining their lack of international news interest in terms of the repetitiveness of overseas news, its remoteness, or excessive coverage of wars and violence.

There are no signs in the new polling that the news interests and habits of young adults – those under age 35 – have been transformed by Sept. 11, as some had expected. They continue to register lower levels of news consumption than did previous generations at a comparable stage in the life cycle. And there is little indication that younger Baby Boomers have developed stronger news appetites, despite the extraordinary events of the past year.

However, given the fragmentation of modern news audiences, serious news outlets may benefit from the modest increase in interest in the international news observed in the survey. While only about one-in-six Americans are strongly committed to foreign news, they make up a disproportionate share of the audience for outlets such as the NewsHour, political and literary magazines, and to a lesser degree evening network and cable news (see pg. 22).

The Pew Research Center’s biennial news survey, conducted among 3,002 adults from April 26-May 12, finds that the two major trends shaping news consumption habits in the late 1990s have leveled off. First, the dramatic growth in online news consumption has ebbed, as increases in overall Internet penetration have slowed. The survey shows that 25% of Americans go online for news at least three times a week, compared with 23% in 2000. But the relative impact of online news remains substantial among those under age 30, where online news has a larger following than any other format except local TV news.

Trend in Regular News Consumption

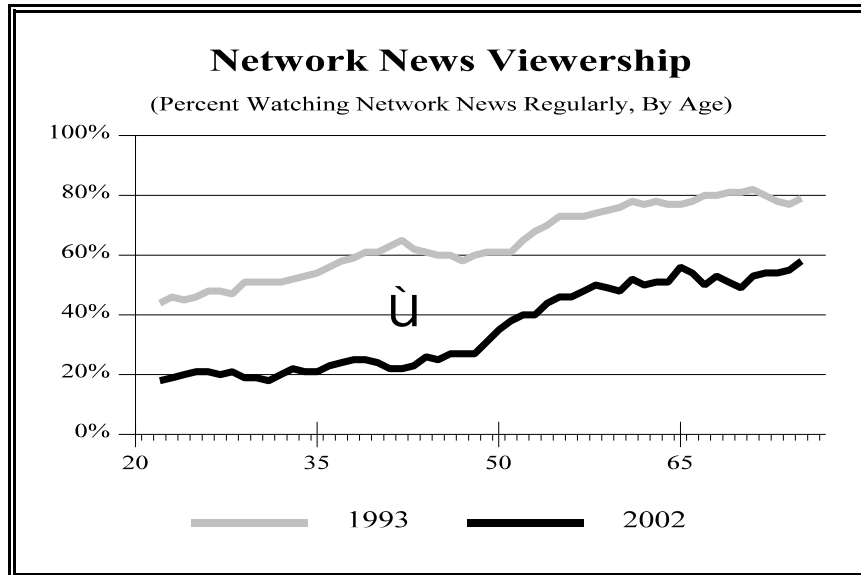
	May 1993	April 1996	April 1998	April 2000	April 2002
	%	%	%	%	%
Local TV news	77	65	64	56	57
Cable TV news	–	–	–	–	33
Nightly network news	60	42	38	30	32
Network TV magazines	52	36	37	31	24
Network morning news	–	–	23	20	22
Radio ¹	47 ²	44	49	43	41
Call-in radio shows	23 ³	13	13	14	17
National Public Radio	15	13	15	15	16
Newspaper ¹	58 ²	50	48	47	41
Online news ⁴	–	2 ⁵	13	23	25

¹ Newspaper and Radio figures based on use “yesterday”
² from 2/1994 ³ from 4/1993
⁴ Online news at least 3 days per week ⁵ from 6/1995

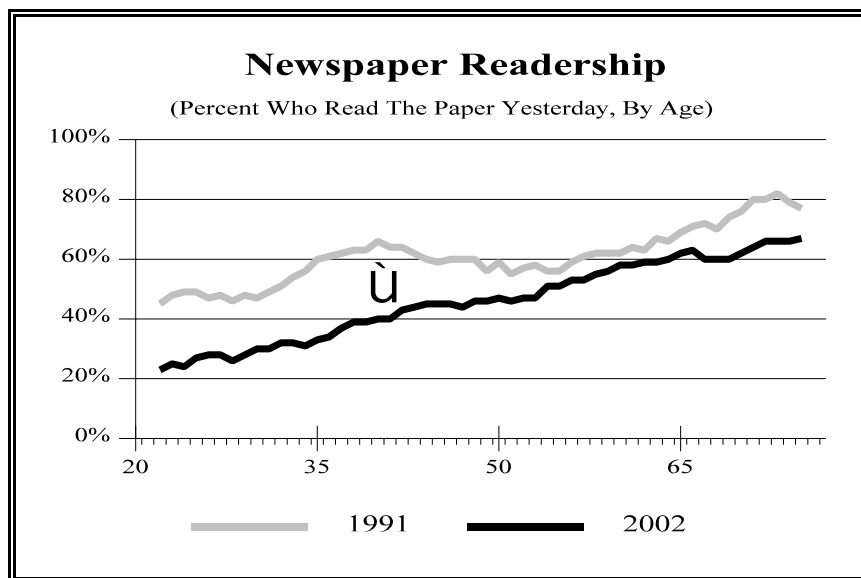
Second, the steady erosion of the regular audience for network evening news over the past decade has abated. Roughly one-third (32%) regularly watch one of the nightly network news broadcasts, compared with 30% in 2000. This is comparable to the overall cable news audience of 33%. Still, with the exception of CNBC, the viewership of major cable channels are up slightly since 2000, and the Fox News Channel’s audience rivals CNN (22% regularly watch Fox, 25% CNN).

In general, while the reach of cable news is relatively broad, its audience is less deep compared to network viewers. Though the same proportion consider themselves regular viewers of network and cable news, when the measure is narrowed to news viewing “yesterday,” network evening news holds a 30% to 25% margin. And the network margin over cable widens even more for people who spent half hour or more on the news, 62% of whom watched network news, 49% cable.

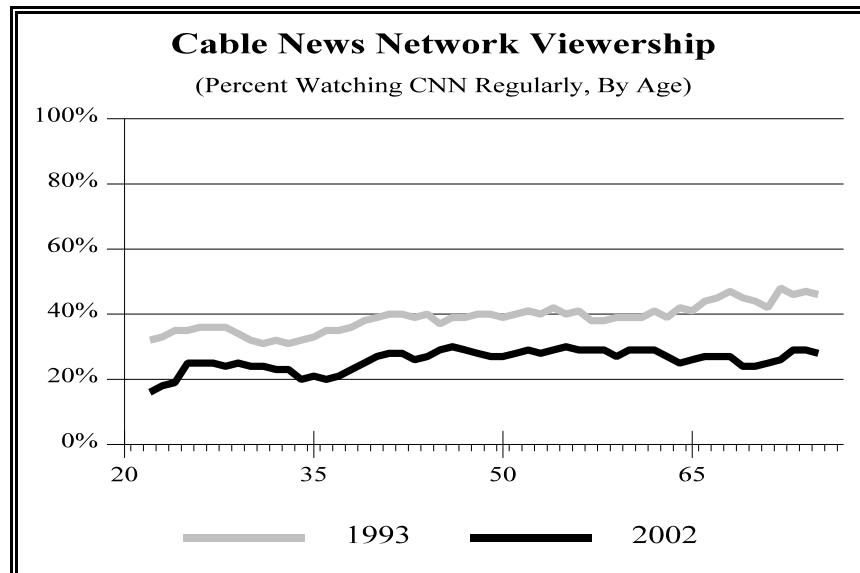
Yet the poll also underscores a fundamental problem facing broadcast news, particularly the network evening news programs. While these programs have lost audience across all age groups over the last 10 years, the young adults of a decade ago have not acquired the network news habit to the same extent as previous generations. As the chart below shows, since 1993 the biggest decline in network news viewership has come in the 35-49 age group.



A similar trend is evident in regular newspaper readership, which continues to inch downward. Just 41% of respondents say they read a paper the previous day, compared with 47% in 2000 and 48% in 1998. Since 1991 (see below), a large portion of this decline has occurred in the 35-49 age category. At the same time, it should be noted that older people have stuck with newspapers to a relatively greater degree than with network news.



By contrast, the age patterns of regular cable news viewership are less skewed. A nine-year analysis of the CNN audience shows the erosion of its audience has been fairly uniform across age groups (see below).



Clearly, these generational trends have not been diminished by the public’s heavy reliance on the news media for information in the days and weeks following Sept. 11, or by the strong interest in terrorism and the Middle East. In fact, the total amount of time people spend following the news on a daily basis has not rebounded from a dip that occurred in the late 1990s. In the current survey, respondents said they spent on average 15 minutes the previous day reading a newspaper, down from 19 minutes per day in 1994. Average daily TV news viewing remained at 28 minutes – the same level as in 2000 – but still significantly below the 38 minutes recorded in 1994. Time spent listening to radio news has not changed in recent years; on average, respondents report listening to radio news 16 minutes a day.

The 24-hour availability of news on cable and the Internet has enabled many Americans to set their own schedules for getting the news. About half (48%) describe themselves as news grazers – people who check in on news from time to time over the course of the day. Roughly the same proportion (49%) get the news more habitually, watching or listening at regular times. Compared to habituals, grazers are considerably younger, less interested in serious news, and use media sources at lower rates – except for cable and online news. Moreover, fewer grazers than habituals say they enjoy keeping up with the news, and this is true even allowing for the differences between the two groups in time spent on the news.

Other Findings

- People are increasingly turning away from newspapers, but they have not given up on reading. Roughly a third said they spent time reading a book the previous day – no change since the mid-1990s. Americans under age 35 are more likely to read a book on a typical day than to read a newspaper.
- The audience for the Fox News Channel is somewhat more conservative than for other TV news outlets, but not dramatically so. Nearly half of Fox viewers identify themselves as conservatives (46%), while 32% are moderates and 18% are liberals. The audience for CNN, Fox’s main rival, is more evenly split between conservatives and moderates (40%, 38%) and includes roughly the same proportion of liberals (16%).
- The audience for Dateline, 20/20 and other network news magazines has declined sharply over the past decade. In the early 1990s, about half of the public said they regularly watched the news magazine programs. Now just a quarter (24%) regularly watch these shows.
- Nearly two-thirds of those who go online (65%) come across news when they go on the Internet for other reasons. A significant minority of wired Americans are getting the news from email alerts – 31% of those who go online for news say they receive such alerts.
- Mothers have trouble finding the time to follow the news. Fully six-in-ten (62%) say they wish they had more time for the news, more than fathers (52%) and women who do not have children at home (48%).
- Senior citizens seem to be adjusting to the crowded media landscape. Two years ago, 41% of those 65 and over said they felt overloaded with information; that number has dropped to 31% in the current survey.
- Americans remain avid consumers of new technology. The number of people with DVD players has nearly tripled since 2000 (16% to 44%), while the proportion who have a Palm Pilot or a similar device has doubled (5% to 11%).
- Nearly half of Americans (48%) were able to identify Yasser Arafat as leader of the Palestinians. Almost as many (41%) knew that Israel was founded in 1948. But only three-in-ten (29%) identified Donald Rumsfeld as secretary of defense. People who were born overseas know more about international affairs than those who were born in this country.

Section I: Watching, Reading and Listening to the News

Nine years ago, a sizable majority of the public routinely sat down with one of three network evening news broadcasts. By the end of the decade, that regular audience had been cut in half, from 60% to 30%. The current survey shows that network news viewership has finally stabilized, although at a relatively modest level – 32% now regularly watch the national nightly network news. The audience for each show is comparable; about one-in-five say they regularly tune in to the national evening news on CBS, ABC or NBC.

The total cable news audience is virtually the same size as the networks', with one-in-three regularly getting their news from cable. Of the major cable news outlets, only CNBC has not seen an increase since 2000. After years of steady declines, CNN's regular audience has rebounded from 21% to 25%, a gain mirrored by Fox News' rise of 17% to 22%. MSNBC's viewership has increased from 11% to 15%.

The trend in local news viewership mirrors that of the networks – in decline from 1993 to 2000, but holding steady over the past two years. Today, 57% regularly watch local news, which marks no change since 2000 (56%) but a significant deterioration since 1993 (77%).

	May 1993	April 1996	April 1998	April 2000	April 2002
<i>General categories</i>	%	%	%	%	%
Local TV news	77	65	64	56	57
Cable TV news	–	–	–	–	33
Nightly network news	60	42	38	30	32
Network TV magazines	52	36	37	31	24
Network morning news	–	–	23	20	22
<i>Cable Networks</i>					
CNN	35	26	23	21	25
Fox News Channel	–	–	17	17	22
MSNBC	–	–	8	11	15
CNBC	–	–	12	13	13
C-SPAN	11	6	4	4	5
<i>Evening News Programs</i>					
NBC Nightly News	–	–	–	–	20
ABC World News Tonight	–	–	–	–	18
CBS Evening News	–	–	–	–	18
NewsHour	10	4	4	5	5

The audience for other types of TV news programming – the networks' morning news programs, the NewsHour with Jim Lehrer, and C-SPAN – has remained fairly steady. But network news magazines, such as 60 minutes, 20/20 and Dateline, are a notable exception. In the past two years alone, the regular audience for these shows has fallen from 31% to 24%. Women in particular have moved away from network news magazines over the past two years (36% in 2000, 26% currently).

Newspapers Down, Internet News Flat

While the network news audience has held steady from 2000 to 2002, newspaper readership has continued to slide. Asked if they had a chance to read a newspaper yesterday, just 41% of Americans said yes, down from 47% in 2000 and 50% as recently as 1997.

Regular readership of the weekly news magazines – such as Time, Newsweek and U.S. News – is unchanged at 13%, but the time people spend reading magazines continues to drop. One-in-five say they spent at least 15 minutes reading magazines yesterday, compared with 33% in 1994.

Trend in Regular News Consumption: Print, Radio and the Internet

	Feb 1994	April 1996	April 1998	April 2000	April 2002
	%	%	%	%	%
Newspaper ¹	58	50	48	47	41
News magazines	16	15	15	12	13
Business magazines	6	5	5	5	4
Literary magazines	2	–	2	2	2
Political magazines	–	–	–	–	2
Radio ¹	47	44	49	43	41
Call-in radio shows	16 ²	13	13	14	17
National Public Radio	9	13	15	15	16
Online news ³	–	2 ⁴	13	23	25

¹ figures based on use “yesterday”

² from 11/1994

³ Online news at least 3 days per week

⁴ from 6/1995

And the use of the Internet for news, which expanded tenfold from 1996 to 2000, has leveled off. Though the number of people who go online continues to grow, the number who go online for news regularly has not. Today, one-in-four Americans goes online for news at least three times a week, up from 23% two years ago.

Fewer Have Daily News Habit

Despite long-term declines in news attentiveness, getting the news is a staple part of the daily routine for most Americans. Asked about their activities for the previous day, fully eight-in-ten say they got at least some news from television, radio or newspapers. Still, that number was even higher a few years ago (90% in 1994).

In this context, more people get the news each day than engage in many other common activities. For example, just under two-thirds (63%) had a family meal together on the previous day, and the same proportion called a friend or relative just to talk. And more people get news in one form or another on a typical day than watch non-news television programming.

News and Daily Life

	Jan 1994	April 1998	April 2000	April 2002
	%	%	%	%
<i>Did yesterday</i>				
Watched TV news	72	59	56	55
Read newspaper	49	48	47	41
Listened to radio news	47	49	43	41
Any news yesterday	90	85	83	80
Went online from home	--	17	23 ⁴	34
Went online from work ¹	--	12	13 ⁴	20
Total online yesterday¹	4³	25	30⁴	43
Online news yesterday	--	--	12 ⁴	16 ⁴
Watched non-news TV	69	64 ²	57	59
Read a magazine	33	29	26	23
Read a book	31	35 ²	35 ⁵	34
Watched movie at home	--	--	--	23
Personal telephone call	63	67	--	63
E-mailed friend/relative	--	--	--	27
Family meal together	64	67	--	63
Prayed	56	--	--	66
Exercised/Ran/Sports	26	36	--	39
Shopped	23	30	--	27

¹ based on weekdays

² from 11/1997

³ from 6/1995

⁴ Pew Internet and American Life Project 4/2000, 1/2002

⁵ from 9/1999

One growing source of competition for people’s time is exercise and athletics. Nearly four-in-ten (39%) say they got some kind of vigorous exercise such as jogging, working out at a gym, or playing a racquet sport on the previous day, up from 26% eight years ago. This increase has occurred among people of all ages, both men and women, and across all educational and income backgrounds.

Reading also is a popular daily activity, despite the drop in newspapers and magazine consumption. One-in-three (34%) say they read a book yesterday, not including school or work-related reading, with most saying they read for an hour or more. Twice as many Americans (18%) spent an hour reading yesterday as spent an hour with a newspaper (8%). And non-fiction outperformed fiction by a slight 19% to 13% margin.

More people also are spending time at their computers, especially at home. The number who went online from home on the previous day doubled from 17% to 34% since 1998. But according to a January 2002 survey by the Pew Internet and American Life Project, only about one-in-six Americans (16%) say they went online for *news* yesterday, up modestly from 12% in 2000. By comparison, more than a quarter (27%) of Americans sent an email to a friend or relative.

The audience for entertainment television has leveled off, after sharp declines in the 1990s. In the current survey, 59% say they watched something on television besides news yesterday. That is comparable to 2000 (57%), though down from 69% in 1994. People also devote less time to non-news programs; 37% say they watched two or more hours of such programming the previous day, compared with 45% eight years ago. This may reflect the new ways Americans are using television for entertainment. Nearly one-in-four (23%) watched a movie at home on video, DVD or pay-per-view on the previous day.

TV News Time Declines

Today, the average American dedicates just under an hour a day to newspaper, television and radio news, which is virtually identical to 2000, but down from previous estimates of 65 minutes in 1998 and 73 minutes in 1994. In part, this reflects an increasing number of people who skip the news entirely. The proportion of Americans who received no news from television, newspapers or radio on the previous day has doubled from 10% to 20% since 1994.

<i>Average number of minutes spent ...*</i>	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>
Watching TV news	38	31	31	28	28
Reading a newspaper	19	19	18	17	15
Listening to news on radio	<u>17</u>	<u>16</u>	<u>16</u>	<u>13</u>	<u>16</u>
Total	<u>73</u>	<u>66</u>	<u>65</u>	<u>58</u>	<u>59</u>

* All averages are estimated, based on time spent watching TV news, reading newspapers, and listening to news on the radio.

In general, the decline in the amount of time people spend on the news has been most notable among the young. Those under age 25 spend roughly a half hour a day on the news, down from 51 minutes eight years ago. And the proportion of those in that age group who got no news from newspapers, television or radio on the previous day more than doubled from 14% in 1994 to 37% today. By comparison, people age 65 and older spend an average of 81 minutes on the news, and only 12% got no news on the previous day.

	<i>Average Minutes Yesterday*</i>					<i>94-02 diff.</i>
	<u>Jan 1994</u>	<u>April 1996</u>	<u>April 1998</u>	<u>April 2000</u>	<u>April 2002</u>	
18-24	51	37	47	36	31	-20
25-29	62	53	50	50	48	-14
30-34	65	59	52	45	54	-11
35-49	74	64	62	57	57	-17
50-64	83	79	69	64	71	-12
65+	90	89	96	80	81	-9

* All averages are estimated, based on time spent watching TV news, reading newspapers, and listening to news on the radio.

Since 1994, the greatest decline in time spent with the news has come among the television news audience. Eight years ago, Americans averaged roughly 38 minutes of TV news time – this fell to 28 minutes by 2000 and remains at that level today. The falloff in television news viewership has occurred across all age ranges except the very oldest. Yet even with this decline, TV news still represents roughly half of the time people spend on the news.

Aging TV News Audience

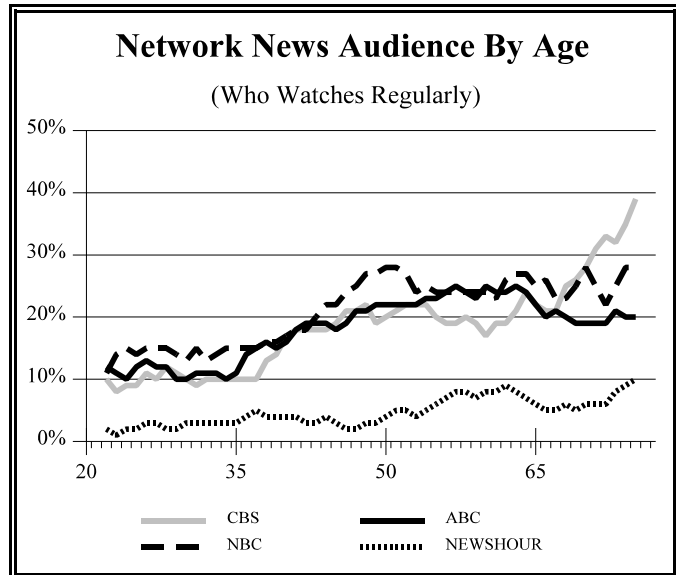
The gap between younger and older Americans is apparent for all types of television news, but is most noticeable when it comes to network news broadcasts.

In terms of what they watched yesterday, people age 65 and older are nearly twice as likely as those under age 30 to have seen any news on television (74% to 39%). This gap exists for all types of news programming. For example, people of retirement age are nearly three times as likely as those under age 30 to have watched the network evening news or morning news programs yesterday.

	<u>18-29</u>	<u>30-49</u>	<u>50-64</u>	<u>65+</u>
<i>Did yesterday</i>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Watched TV news	40	52	62	73
Local TV news	28	41	49	52
Network evening	17	25	38	46
Cable TV news	16	23	30	35
Morning news	11	16	21	27
Read a newspaper	26	37	52	59
Listened to radio news	34	49	42	29
No news yesterday	33	19	15	12
<i>Watch/listen/read regularly</i>				
Local TV news	46	54	64	69
Cable TV news	23	31	42	38
Nightly network news	19	23	45	53
Network TV magazines	15	22	30	33
Network morning news	16	22	23	31
Call-in radio shows	16	19	20	10
National Public Radio	14	18	15	11
Time/Newsweek/US News	12	13	15	13
Online news 3+ times/week	31	30	24	7

This applies to people’s regular viewing habits as well. Fully 53% of senior citizens regularly watch the nightly network news, compared to just 19% of those under age 30. And as Generation X continues to age, there is little evidence that its members are changing their news habits. Just 23% of people age 30-49 regularly watch the nightly network news broadcasts. This is only marginally more than among those under age 30.

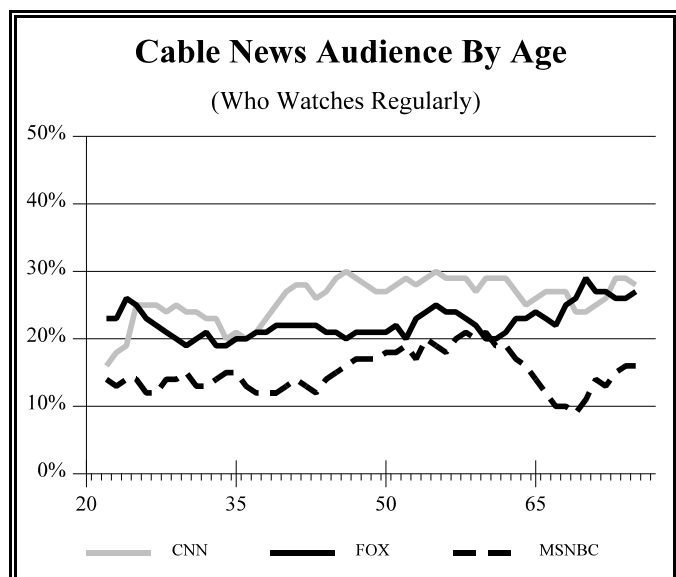
Overall, roughly one-in-five Americans watch any of the three nightly network news programs regularly, but the audience for all three is skewed heavily toward older age groups. Only around 10%-12% of those age 35 and under watch the NBC Nightly News, the ABC World News Tonight and the CBS Evening News regularly. The median age of regular viewers of each program is approximately 50, though the CBS Evening News audience skews a bit older. Three-in-ten (31%) of Dan Rather’s audience is age 65 and over, compared with 24% of Tom Brokaw’s and 20% of Peter Jennings’ audience.



The audience for the NewsHour with Jim Lehrer is significantly smaller than any of the evening news programs – just one-in-twenty consider themselves a regular viewer of the program. But it has a similar age profile to its network counterparts, with significantly higher interest among older people. The median age of NewsHour regulars is 54, and 29% are age 65 and over.

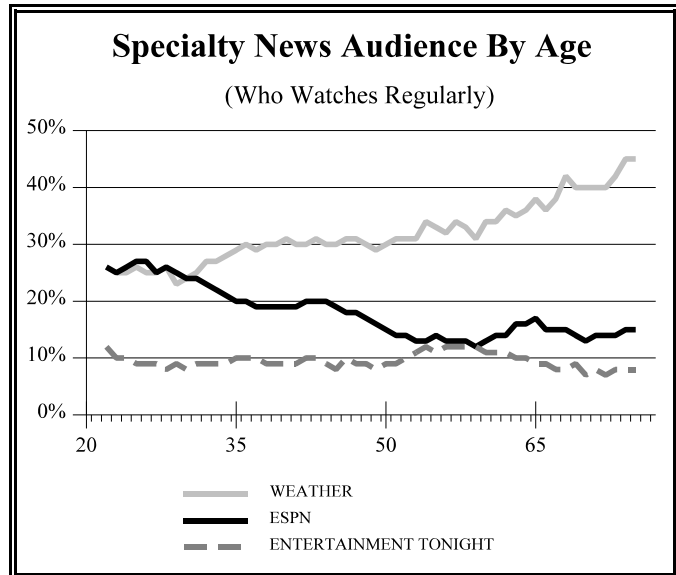
Cable Crosses Generations

By contrast, cable news outlets have a similar appeal across all age groups. CNN’s advantage over the Fox News Channel is clearly among middle-aged respondents. Fully 28% of those age 40 to 65 watch CNN regularly, compared with 21% who are regular viewers of Fox.



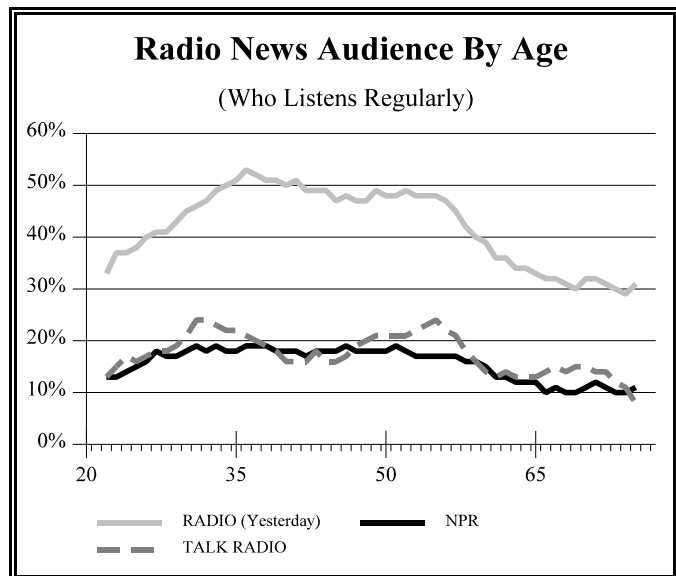
Fox is competitive with CNN among those in the younger and older age groups – 21% of those under age 40 watch Fox regularly and the same number watch CNN regularly. CNN leads Fox among seniors by only 27% to 24%. As a result, the median age of regular Fox viewers is slightly lower than that of CNN regulars (44 vs. 46), and both are significantly lower than the network evening news broadcasts.

Young and old seek out different kinds of news when they turn on the television, as can be seen in the audiences for two popular cable channels – ESPN and the Weather Channel. A quarter (25%) of people under age 25 are regular viewers of ESPN programming, compared with 14% of those age 50 and over. By contrast, the Weather Channel’s audience is significantly older. The median age of a regular Weather Channel viewer is 47, while the median age of ESPN’s audience is 39. Entertainment news programs, such as Entertainment Tonight and Access Hollywood, are watched less regularly, but have similar appeal across all age groups.



Radio News Audience Younger

Younger Americans tend to focus more on radio, magazines, and the Internet for their news. The radio is a particularly important source of news for those who work full-time. Overall, half of those with full-time jobs listened to news on the radio yesterday, and more than a quarter (28%) listened for a half-hour or more. Among those who are not employed, only three-in-ten tuned in to radio news, 18% for 30 minutes or more.

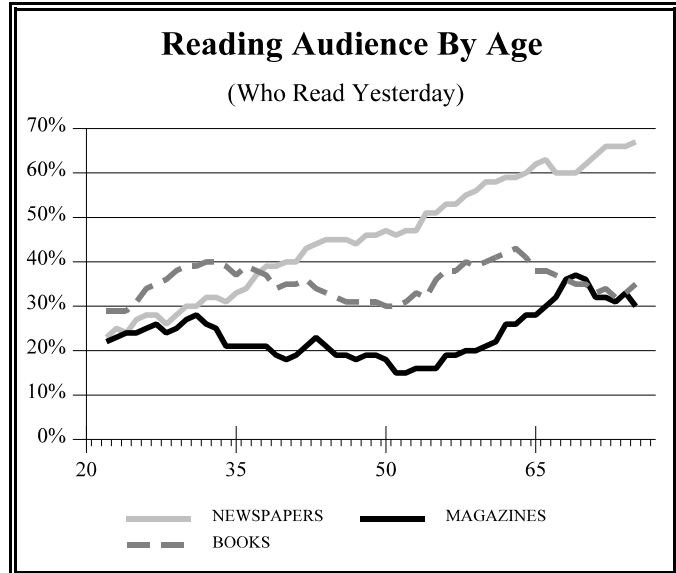


As a result, the audience for radio news is greatest among those of working age, particularly between the ages of 30 and 55, roughly three-quarters of whom work full time. This pattern holds true for both National Public Radio and call-in radio shows. Overall, the median age of regular NPR listeners and regular talk-radio listeners is 42.

Gen X Abandons Newspapers

Only one-quarter (26%) of those under age 30 report having read a newspaper yesterday. That is less than half the number of those age 65 and over who report reading a newspaper the previous day (59%). College graduates and those with annual family incomes of \$50,000 and above are among the most likely to have read a newspaper.

People in their twenties today (born between 1972 and 1981) have never been avid newspaper readers, and there is little evidence they are getting the newspaper habit. Just 22% read a newspaper the previous day in 1996, and 25% say the same today. Equally problematic, there has been a decline in readership among those in their 30s. Today, only 30% of those born between 1962 and 1971 (age 31-40) read the newspaper yesterday. A decade ago, 53% of those in their 30s said they had read the paper on the previous day. And if we track today's thirty-somethings back to 1991, when they were in their twenties, we find that a greater number than (48%) typically read a paper.



Newspapers have seen far less falloff among older generations. Among those in their forties and fifties today (born between 1942 and 1961) readership has decreased, but only modestly. And newspaper readership among those born prior to 1942 has remained relatively steady over the past 11 years, with significant declines only among those over age 70.

Read paper yesterday in ...	----- Generation (Year of Birth) -----					
	Pre-1932	1932-1941	1942-1951	1952-1961	1962-1971	1972-
2002	59	53	48	41	30	25
2000	66	56	53	47	36	30
1998	69	64	53	47	35	27
1996	70	60	54	47	44	22
1994	66	63	57	44	37	-
1991	70	56	56	53	48	-

While younger generations are turning away from newspapers, this does not mean that they are not reading. Younger Americans are just as likely as their elders to read both books and magazines. In fact, Americans under age 35 are more likely to have read a book on any given day than to have picked up a newspaper. Young people read non-fiction slightly more than fiction, and they are just as likely as older people to be regular readers of news magazines, business magazines, and literary magazines.

Most Get News in AM

People get the news at various points throughout the day, but morning is the most popular time for news. Two-thirds of Americans typically start their day with some kind of news. This audience is heavily oriented toward television: 43% of Americans watch television news in the morning, 18% turn on the radio, 14% read a newspaper.

Roughly six-in-ten (61%) typically read, watch or listen to the news during the middle part of the day. The audience here is somewhat fragmented, with 35% saying they mainly get news from television at this time, 17% from newspapers, and 15% from radio. Just over half (55%) say they typically get news around dinnertime, down from 63% in 1998.

During evenings and nighttime, those seeking news overwhelmingly turn to television. Fully 92% of those who say they typically read, watch or listen to news around the dinner hour say they mainly get news at this time from television, and the proportion is about the same (91%) later at night.

Youthful Grazers

With a wider range of news sources to choose from, and increasingly busy schedules, many Americans no longer set aside a regular part of their day for news consumption. In fact, roughly half (48%) say they check in on the news from time to time, while the other half (49%) watch or listen to the news at regular times.

Tuning in Morning, Noon & Night

<i>When Americans get the news ...</i>	<u>Morning</u> %	<u>Day-time</u> %	<u>Dinner-time</u> %	<u>Late evening</u> %
2002	68	61	55	60
1998	67	74	63	61
<i>Where they get it ...</i>				
Television	43	35	50	55
Newspaper	14	17	5	6
Radio	18	15	3	2
Internet	6	7	1	4

Grazing the News

	<u>At regular times</u> %	<u>From time to time</u> %	<u>Neither/DK</u> %
Total	49	48	3=100
18-24	28	70	2=100
25-29	35	63	2=100
30-34	45	54	1=100
35-49	45	52	3=100
50-64	59	38	3=100
65+	68	29	3=100
Men	46	51	3=100
Women	51	46	3=100
White	51	46	3=100
Black	41	57	2=100
Hispanic	39	58	3=100
<i>News Interest</i>			
High	62	36	2=100
Moderate	51	47	2=100
Low	30	66	4=100

This less structured approach is most popular among younger people and those less interested in hard news (local, national, international and business news). Seven-in-ten of those under age 25 say they check the news from time to time, a figure that declines successively among older age groups (to 29% of those age 65 and over). Those who have strong interest in the news are more regular in their news consumption; those with weak interest tend to graze.

Even when they consume a lot of news, grazers have different habits and attitudes from the more regular audience. They focus their attention on only a handful of media sources. Among those who typically get an hour or more of news a day, news grazers are about half as likely to watch network news programs regularly as those who get their news at set times. Grazers also are less likely to be regular viewers of local news, morning news, and TV news magazines. The only television news sources as popular among grazers and non-grazers who consume a lot of news are cable news channels.

Being predominantly young, news grazers are also frequent Internet news consumers. Among grazers who typically get a lot of news in a given day, 34% regularly check the Internet for news, compared with 27% of those who get news at set times. Radio news is also a frequent source for news grazers.

Aside from their consumption patterns, news grazers are notable for their low level of involvement with the news. Even among grazers who typically spend an hour or more on the news, less than half (49%) say they enjoy keeping up with the news. This compares with nearly three-quarters of people who get an hour or more of news on a more regular schedule.

News grazers also tend to follow stories only when something interesting or important is going on. Fully 61% of grazers who typically get a lot of news say they only follow international news when important events are happening, compared with 44% of those who get news on a more regular basis. News grazers express significantly less interest in community, national, and international news. Yet grazers' interest is comparable to non-grazers when it comes to sports, business, religion, science and entertainment news.

In a sort of Catch-22, the fact that news grazers follow the news intermittently has prevented them from developing a base of knowledge that would help them to

Grazers Enjoy News Less		
	<i>High news consumption*</i>	
	Regular	News
	<u>times</u>	<u>grazers</u>
<i>Enjoy news...</i>	<u>%</u>	<u>%</u>
A lot	74	49
Some	23	40
Not much/at all	2	11
Don't know	1	0
	100	100
<i>Follow news only when important</i>		
International	44	61
National	25	44
<i>Often lose interest because don't know enough</i>		
Agree	34	46
Disagree	65	53
Don't know	1	1
	100	100

* Based on respondents who got an hour or more of news yesterday.

more easily follow stories. News grazers – even those who typically get a lot of news – are more likely than those on a set schedule to say they lose interest in stories because they don’t have enough background information (46% vs. 34%).

Ideological Profiles of News Audiences

For all the controversy over Fox News Channel’s supposed ideological leanings, its audience is only slightly more conservative than the national average. Nearly half (46%) of regular viewers of Fox describe themselves as conservatives, while 18% describe themselves as liberal. By comparison, CNN’s regular audience is 40% conservative and 16% liberal.

The ideological gaps are more significant when it comes to particular programming on these and other news sources. In the regular audience for the O’Reilly Factor conservatives outnumber liberals by 56%-5%. The ideological profile of those who regularly listen to Rush Limbaugh and religious programming on the radio is even more heavily conservative.

Largely because the television news audience is dominated by older people (who tend to be more conservative), the profile of nearly every television news source is slightly more conservative than the national average. Fox News and the more business-oriented CNBC have the most conservative audiences, while the audience for the NewsHour with Jim Lehrer is, if anything, slightly more liberal than the national average.

The only news-oriented media that has a decidedly liberal profile is the readership of literary magazines such as the New Yorker, Atlantic Monthly and Harper’s Magazine. Fully 45% of people who regularly read these magazines identify themselves as liberal, two-and-a-half times the national average. Weekly news magazines like Time and Newsweek appeal to readers across the ideological spectrum, while business magazines have a more conservative appeal. Political magazines like the Weekly Standard and the New Republic, not surprisingly, appeal to people at both ends of the ideological spectrum, but are less popular among political moderates.

Audience Ideology Profile				
<i>Regularly watch read, or listen to ...</i>	Conser vative %	Moder ate %	Lib eral %	DK %
Rush Limbaugh	72	18	6	4=100
Religious radio	67	22	6	5=100
O’Reilly Factor	56	36	5	3=100
Political magazines	52	24	23	1=100
Call-in radio shows	46	31	18	5=100
Business magazines	46	32	18	4=100
Fox News Channel	46	32	18	4=100
CNBC	44	33	14	9=100
CNN	40	38	16	6=100
MSNBC	40	38	16	6=100
Morning news	40	38	16	6=100
Local news	38	40	16	6=100
Larry King Live	38	35	19	8=100
Nightly network news	37	41	16	6=100
News magazines	37	40	20	3=100
Network news mags	36	41	17	6=100
Nationwide Total	36	38	18	8=100
NPR	36	38	20	6=100
Newspaper	35	41	18	6=100
NewsHour	35	37	21	7=100
Letterman/Leno	34	41	19	6=100
Oprah/Rosie	32	36	19	13=100
Jerry/Ricki	32	37	26	5=100
Literary magazines	20	25	45	10=100

Section II: After the Internet Boom – Growth Slows

The Internet has established itself as a major source of news and information, but its growth has slowed considerably since the 1990s. Currently, 35% of Americans go online for news at least once a week, up only slightly from 33% in 2000. That is a far cry from the late 1990s, when the weekly online news audience quadrupled over a three-year period (from 5% in 1995 to 20% in 1998).

Perhaps more important, virtually all of the growth is linked to a modest rise in the number of Americans going online – not because online news has become a bigger draw. About six-in-ten (62%) now go online to access the web or send and receive email, up from 54% in 2000. But online news consumption has been flat – 35% of the public goes online for news at least weekly, compared with 33% who did so in 2000.

Even among demographic groups in which there has been a significant increase in Internet use – African-Americans, high school graduates, and those aged 30-65 – there has been, at most, modest growth in online news use. For the first time, a majority of African-Americans (53%) go online, a 15-point increase since 2000. But only about a quarter of African-Americans (26%) go online for news at least once a week, virtually no change from 2000 (24%).

	<i>Go Online</i>		<i>Go Online for News*</i>	
	<u>2000</u>	<u>2002</u>	<u>2000</u>	<u>2002</u>
All	54	62	33	35
Men	57	64	39	41
Women	51	60	27	29
White	55	63	33	36
Black	38	53	24	26
18-29	74	76	46	44
30-49	62	72	37	42
50-64	45	59	26	31
65+	18	21	12	9
College Grad.	81	88	54	57
Some College	68	75	41	40
High School Grad.	41	52	22	26
Less than H.S.	20	22	12	11

* At least once a week

Familiar Patterns Persist

Since the rise of the Internet, the online news audience has been younger, male, better-educated and affluent, and this remains the case. Americans under the age of 50 are twice as likely as those 50 and over to go online for news at least once a week (43%-22%). The gender gap for online news has not diminished; 41% of men and 29% of women go online for news at least weekly; in 2000, those numbers were 39% of men and 27% of women.

The education gap in Internet news use is even more pronounced and just as persistent. While 57% of college graduates go online for news at least once a week, just 26% of high school graduates do so. That divide has not narrowed since 2000 (54%-22%).

Online news use has grown slowly even among those who have been most likely to log on for news and information. The number of college graduates who go online at least weekly to get news is largely unchanged since 2000 (57% now, 54% then). Daily online news consumption among college graduates also is flat (29% now, 28% in 2000).

Less Impact on Other Media

The vast majority of Americans who go online for news say the Internet has not had an impact on the way they use other media. More than seven-in-ten (73%) say the Internet is not affecting their use of other media, up from 58% two years ago. Roughly one-in-ten (12%) of those who go online at least once a week for news say they are using other sources less, compared with 18% in 2000.

Interestingly, even heavy consumers of news online are more likely to say that their use of other media has not been affected by Internet news. Just 16% of those who go online for news on a daily basis say they use other media less, compared with 28% who said that two years ago.

This also is seen by looking at the media consumption patterns of the Internet news audience. In general, those who do not go online spend more time watching TV news than those who do; nearly half of those who do not go on the Internet (49%) spend a half-hour or more watching TV news on a typical day, compared with 42% of the online group. But this is not the case with Internet *news* consumers: 46% of those who go online for news weekly and 50% of daily Internet news users typically spend at least a half hour watching TV news. Even taking into account the fact that the Internet news audience is drawn from a relatively young, highly educated, and somewhat wealthier segment of the population, there is little evidence that going online for news leads to lower use of traditional media news sources.

<i>Using traditional sources of news</i>	<i>Get Online News Daily</i>			
	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2002</u>
	%	%	%	%
About same	68	63	50	65
Less often	17	25	28	16
More often	11	8	12	13
Some more, less	4	4	10	5
Don't Know	0	0	0	1
	100	100	100	100

Not Looking for News, But Finding It

The proportion of Americans who go online for news has been stable, but more of those who log on say they come across news when they go on the Internet for other reasons. Nearly two-thirds of the online population (65%) come across news in this manner; in November 2000, 45% said they received news and information about the recently concluded presidential campaign this way.

Just as younger people disproportionately tend to be news grazers, they also are more likely than their elders to inadvertently come across news on the Internet. Among those under age 50 who go online, this practice is commonplace; fewer people over 50 say they come across news while they are online for a purpose other than to get the news. People who go online for news at least weekly also are more likely to come across news inadvertently, compared to those who go online less often (75% vs. 52%).

Accidental News Consumers			
	<i>Ever come across news online?*</i>		
	<u>Yes</u>	<u>No</u>	<u>DK</u>
	<u>%</u>	<u>%</u>	<u>%</u>
All	65	35	*=100
18-29	74	26	*=100
30-49	66	33	1=100
50-64	55	45	*=100
65+	50	49	*=100

* Based on online users

Roughly a third of those who go online for news (31%) say they get news alerts via email. Heavy consumers of Internet news are more apt to report receiving news alerts than less avid consumers of online news. More than four-in-ten (42%) of those who go online daily for news, and 36% of those who log on for news at least once a week, say they get news alerts by email.

More Seek Political, International News

Weather remains the top draw for Internet news consumers. Fully seven-in-ten of those who go online for news say they sometimes get weather information, and weather is one of the few topics drawing roughly equal levels of interest from men and women alike.

While weather is the most popular subject of online news consumers, political and international news have shown the biggest growth. More than half of those who go online for news (55%) say they sometimes get international news, up from 45% two years ago. The number going online for political news has increased by 11 percentage points (from 39% to 50%) since April 2000, during the early stage of that year’s presidential campaign.

Online News Topics			
<i>Type of news sought online ...</i>	<u>2000</u>	<u>2002</u>	<u>Change</u>
	<u>%</u>	<u>%</u>	
Weather	66	70	+4
Science & Health	63	60	-3
International	45	55	+10
Technology	59	54	-5
Politics	39	50	+11
Business & Financial	53	51	-2
Sports	42	47	+5
Entertainment	44	44	0
Local	37	42	+5

The gender gap in online news preferences continues. As in 2000, the biggest gender gap is in sports – 61% of men and 33% of women go online for news about sports. While more men and women log on to the Internet for international news, the gender gap remains as large as it was two years ago (62%-48% now, 51%-38% in 2000). And men remain significantly more interested in business and financial news (59% to 43%).

Increasingly Connected

Communications technology continues to expand its role in the lives of ordinary Americans. Nearly two-thirds of Americans report having a home computer (65%) and about the same proportion own a cell phone. Fully 71% use a computer at home, at work, or elsewhere on at least an occasional basis. And 62% of the public goes online, triple the number who used the Internet six years ago.

But the public’s embrace of technology goes well beyond the cell phone and computer. Fully 44% of Americans report having a DVD player, up from 16% in 2000. One-in-ten (11%) say they have a Palm Pilot or other similar product, up from 5% two years ago. A more recent technological creation, smart-TV products like Tivo or UltimateTV, still has a very limited reach (3%).

Notably, cell phone use is not just a passion for the young. Among those age 18 to 59, roughly seven-in-ten have cell phones. Only among those age 60 and over does cell phone use decline. Yet more than half (53%) of those in their 60s say they have a cell phone, and nearly a quarter (24%) of those 80 and older say the same.

Income remains a crucial factor – while nearly nine-in-ten (86%) of those in households earning \$75,000 or more have cell phones, this drops to just 42% among those earning less than \$20,000 annually. Despite this pattern, blacks and Hispanics are slightly more likely than white respondents to own cell phones (68% vs. 63%).

	<u>1996*</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>
<i>Do you ...</i>	%	%	%	%
Subscribe to cable	69	67	67	66
Use a computer	58	61	68	71
Have a home computer	36	43	59	65
Go online	21	36	54	62
<i>Have a ...</i>				
Cell phone	24	–	53	64
Pager	–	–	24	16
Satellite dish	6	–	18	21
DVD player	–	–	16	44
Palm Pilot	–	–	5	11
Tivo/UltimateTV	–	–	–	3

* Figures for home computer, cell phone, satellite dish are from June 1995.

<i>Age</i>	<i>Percent with cell phone</i>			<i>2-year Change</i>
	<u>1995</u>	<u>2000</u>	<u>2002</u>	
	%	%	%	
18-24	28	53	69	+16
25-29	27	66	74	+8
30-39	26	61	71	+10
40-49	32	59	69	+10
50-59	24	55	70	+15
60-69	17	43	53	+10
70-79	10	28	38	+10
80+	7	21	24	+3

Section III: International News – Modest Interest Beyond an Elite Audience

Traditionally, most Americans take only a passing interest in overseas developments, and the extraordinary events of the past year have done little to change that. Since 2000, there has been only a modest rise in the proportion of Americans who follow international news very closely – from 14% to 21%. In addition, while slightly more say they pay close attention to overseas news most of the time (37% now, 33% in 2000), a solid 61% majority continues to follow international news only when something important happens.

Moreover, much of this increased interest has come among older, well-educated Americans – groups that already showed disproportionately high interest in international news. More than a quarter of those age 50 and over (27%) say they follow international news very closely, up from 18% in 2000. College graduates are showing considerably more interest in overseas developments (33%, up from 21% in 2000).

When age *and* education are factored together, this trend becomes even more apparent. Fully 44% of male college graduates over age 40 pay very close attention to international news, compared with 28% in 2000. Interest among female college graduates in the same age group has nearly tripled (10% to 28%).

This has only widened the age and education gaps in international news: Among men over age 40, the gap between college graduates and those who have not completed college has increased from six percentage points in 2000 to 20 points in the current survey. Among women over age 40, the gap between college graduates and non-graduates nearly doubled (6% to 11%).

The same patterns are evident when respondents are asked whether they follow international news most of the time, or only when something important occurs. Twice as many senior citizens as those under age 30 say they pay close attention to international news most of the time (51%-26%). Two years ago, the difference was 41%-25%. Nearly half of college graduates say they follow overseas news most of the time, compared with 34% of those with a high school education. That gap also was smaller in 2000 (39%-31%).

Age and Education Gaps Widen			
	<i>Follow International News "Very Closely"</i>		
	<u>2000</u>	<u>2002</u>	<u>Change</u>
	<u>%</u>	<u>%</u>	
Total	14	21	+7
Men	20	26	+6
Women	10	16	+6
18-29	10	15	+5
30-49	14	18	+4
50-64	19	28	+9
65+	17	27	+10
College Grad.	21	33	+12
Some College	15	20	+5
H.S. Grad. or less	11	16	+5
<i>Men Age 40+</i>			
College Grad.	28	44	+16
Non-Coll. Grad.	22	24	+2
<i>Women Age 40+</i>			
College Grad.	10	28	+18
Non-Coll Grad.	16	17	+1

Growing Core Audience

Looking more closely at the international news audience, it is possible to identify three distinct groups based on their overall interest in overseas developments. The small but growing *core international news audience* – 16% of the public (up from 10% in 2000) – expresses strong and consistent interest in international news. Nine-in-ten say it is important that the news contain information about events in other countries. This group is affluent and highly educated; 64% have attended college. The core international audience is disproportionately white and male. It also is the oldest of the three groups – nearly half (49%) are over age 50.

The *occasional international news audience* is much larger, comprising about half the public (49%, unchanged since 2000). Nine-in-ten (91%) follow international news only somewhat closely. While most (71%) say it is important that the news contain information about international events, nearly the same number (68%) say they pay attention only when something important occurs. Most of the occasional international news audience is under age 50 and a majority are women. Members of this group have less education and lower incomes than the core group. Still, more than half (54%) have attended college.

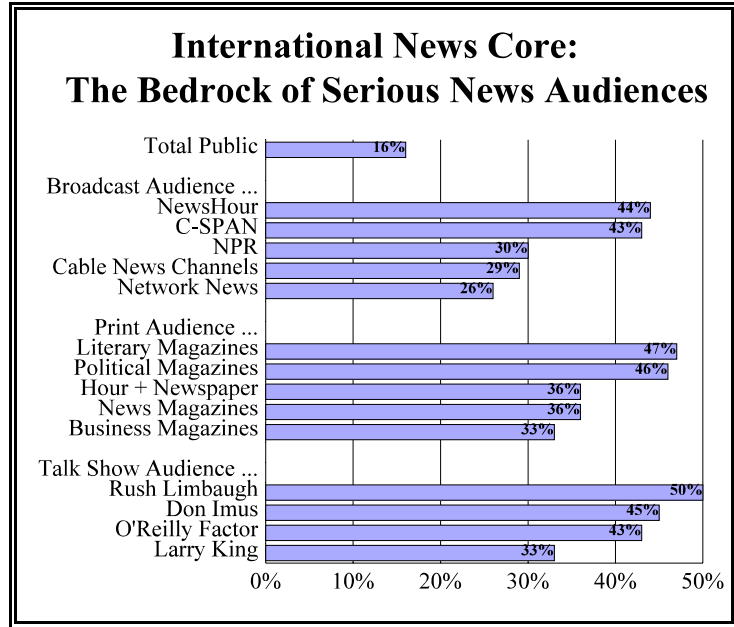
The *disinterested international news audience* – about one-third of the public – pays minimal attention to international developments. Fewer than one-in-five (14%) follow international news closely most of the time. Just 40% say it is important that the news contain information on overseas developments; slightly more (45%) believe it is important that the news be enjoyable and entertaining. Perhaps not surprisingly, members of the disinterested group have far less education and lower annual family incomes than those in the other groups. Six-in-ten are women, while 21% are minorities.

High International Interest, Heavy News Consumption

The core international news audience has an insatiable appetite for all sorts of news. Nearly nine-in-ten (87%) say they enjoy keeping up with the news, and they tap into nearly all news sources – not only network and cable news, but also NPR, C-SPAN and news magazines – at much higher rates than the general public. Indeed, though it comprises 16% of the public, the core international audience makes up a significantly larger proportion of the regular consumers of a wide range of media outlets and programs.

Their news tastes are diverse. Despite its relatively small size, the core international news group makes up half of those who regularly listen to Rush Limbaugh's radio program, 47% of those who regularly read literary magazines like the New Yorker, 43% of those who regularly watch C-SPAN, and the same proportion of regular viewers of the O'Reilly Factor.

What also distinguishes members of the core international news audience are the connections they have to foreign countries. Six-in-ten say they have traveled abroad, compared with 46% of the occasional group and 31% of those disinterested in international news. Fully four-in-ten (42%) were either born elsewhere or have family ties to other countries, more than the other groups and the general public (33%).



Yet in other ways, those who are highly interested in international news resemble the occasional international news audience and the general public. Politically, both the core and occasional groups are fairly evenly split among Democrats and Republicans; by comparison, the disinterested group is more heavily Democratic. The geographical composition of all three groups is similar, though the core group has a slightly higher proportion of Easterners and somewhat fewer Southerners.

Public's Narrow International Interests

The events of Sept. 11 have provided a prism through which Americans view international news. There has been substantial interest in news on terrorism, and this has extended to developments in the Middle East. But the public continues to pay relatively little attention to other overseas stories – no matter how serious.

In the current survey, roughly four-in-ten paid very close attention to the war in Afghanistan (39%) and violence in the Mideast (38%). The Rome summit of U.S. cardinals on the Catholic pedophile scandal and Secretary of State Powell's visit to the Middle East each attracted strong interest from about a quarter of the public (27%, 25% respectively).

But Americans have largely ignored those stories which had no clear American connection (or links with terrorism or the Middle East). Fewer than one-in-ten closely tracked reports on the success of right-wing French politician Jean-Marie Le Pen (6%) and the attempted military overthrow of Venezuelan President Hugo Chavez (6%). This has been the pattern since the terror attacks. In January, just 5% closely followed Argentina's economic and political meltdown. In the same month, interest in the increasing tensions between India and Pakistan drew only somewhat more attention (23%).

	Sept 2001	Dec 2001	Feb 2002	Early April 2002	April 2002
<i>Following very closely ...</i>	%	%	%	%	%
Defending against terrorists attacks	74*	60	--	49	46
Military effort in Afghanistan	--	44	47	45	39
Violence in Mideast	21**	31	--	44	38
Rome meeting on priest scandal	--	--	--	27	27
Powell trip to Mideast	--	--	--	--	25
French election	--	--	--	--	6
Attempted coup in Venezuela	--	--	--	--	6

* Asked September 13-17, 2001, see topline for question wording
 ** Asked August 21-September 5, 2001

Interestingly, the Middle East crisis was clearly the most compelling international news story for the core international news audience. Nearly eight-in-ten (78%) followed the Israeli-Palestinian violence very closely, while 62% paid very close attention to Secretary of State Colin Powell's diplomatic mission to the region. More members of this group tracked developments in the Middle East closely than followed the war in Afghanistan (70%).

The core international news audience displayed considerably less interest in the French election and failed coup in Venezuela (24%, 21%). However, compared with the public, more than five times as many people in this group followed each of these stories very closely. As a result, though the core international news audience represents only 16% of the overall population, they make up the majority of the audience for these kinds of stories.

Nearly Half Can Identify Arafat

Although most Americans pay relatively little attention to international news, they exhibit a fair degree of knowledge when it comes to foreign leaders and issues. More than four-in-ten were able to identify Yasser Arafat as the leader of the Palestinians (48%) and comparable numbers knew that the euro is the new European currency (44%), and that the state of Israel was established in 1948 (41%). In fact, more Americans answered those three questions correctly than identified Donald Rumsfeld as the secretary of defense. Just 29% were able to name Rumsfeld.

Perhaps not surprisingly, the public has shown considerably more awareness of details of the war on terrorism than other subjects, including the names of government leaders. In a survey last November, shortly after the anthrax attacks in the United States, 90% knew that inhalation anthrax is more difficult to treat than skin anthrax. And in the same poll, 58% could indentify Turkey (from a list that included Russia and Pakistan) as a nation that does not possess nuclear weapons.

Among the items on the current survey, the public showed the most awareness of Vice President Dick Cheney, followed by Secretary of State Colin Powell. About six-in-ten (61%) could identify Cheney as vice president, which represents little change since November (67%). Roughly half (48%) knew that Powell is secretary of state.

There are major differences in knowledge based on gender, age and education, with men, older people and the well-educated faring best. In addition, people who were not born in the United States – or whose parents or grandparents were born elsewhere – demonstrate greater knowledge of international issues than those with no foreign ties.

	Knowing About International Affairs		
	Yasser Arafat	Israel's Founding Date	The Euro
	Correctly identified ... %	Correctly identified ... %	Correctly identified ... %
Total	48	41	44
Men	60	51	54
Women	36	32	35
18-29	32	31	37
30-49	48	39	45
50-64	60	55	55
65+	49	44	38
College Grad	71	62	71
Some College	50	46	50
HS Graduate	40	33	34
Less than HS	23	21	17
Born overseas	60	43	61
Foreign ancestry	54	47	53
No foreign ties	43	39	40
Traveled abroad	61	53	61
Not traveled	37	33	32
<i>Int'l news interest</i>			
Core audience	79	73	73
Occasional	53	45	51
Disinterested	25	22	22

Barriers to Following International News

Americans who do not follow international news have a variety of reasons for doing so – the stories often seem too repetitious, remote, or bloody. But by far the biggest factor that people cite for clicking off international news coverage is that they lack the necessary background to keep up with the stories. Fully six-in-ten mention this as a reason for not following overseas developments.

As expected, this is less of an obstacle to the core international news audience. Still, three-in-ten of this group say they sometimes do not have enough background information to follow overseas stories. Among the occasional international news audience, six-in-ten (61%) say this is a factor, as do seven-in-ten of those with little interest in international news.

Education has a major effect on how people view international news. Those with no more than a high school education are the most likely to mention a lack of background as a bar to following international news (65%). But half of college graduates (52%) also cite this as a barrier. Majorities of men, women and people in every age category say a lack of background sometimes keeps them from following international news.

	<u>All</u> %	<i>— Level of Education —</i>		
		<u>College Grad</u> %	<u>Some College</u> %	<u>H.S. Grad or Less</u> %
<i>Percent who said ...</i>				
Lack of background	60	52	57	65
Nothing ever changes	47	33	45	54
Events don't affect me	40	31	37	46
Too much war/violence	38	30	36	43

Other factors are generally seen as less significant barriers to following international news. Nearly half (47%) cite the unchanging nature of international news as a reason not to follow it. African-Americans are more likely than whites to mention this factor (56% vs. 45%). This also is a particular obstacle for the less educated. Many more women than men say the excessive coverage of wars and violence is a reason why they sometimes do not follow international news (45% vs. 30%).

Hard News Preferred to Commentary

Americans generally prefer live reports from global trouble spots to other types of international news stories, including background reports and interviews with world leaders. Yet fewer than half the public say they would be very interested in seeing such reports – the most favored choice.

	<u>All</u> %	<i>— Level of Interest —</i>		
		<u>Core</u> %	<u>ional</u> %	<u>rested</u> %
<i>Very interested in ...</i>				
Live news reports	41	71	44	21
Background reports	31	67	32	13
Interviews with world leaders	26	60	25	11
Human interest stories	20	37	20	11
Expert opinions	16	37	15	6

The somewhat tepid interest in all of these options underscores why international news is such a tough sell to most Americans. While 60% of the public cite a lack of background knowledge as an obstacle to following international news, only about three-in-ten say they would be very interested in seeing or reading background reports explaining world events.

All of these approaches to covering foreign news find far more favor in the core international news audience. Those who are engaged by international news also make clear distinctions in the type of international coverage they prefer. Seven-in-ten (71%) express strong interest in live reports, while nearly as many (67%) say they would be very interested in background reports on global events. Interviews with world leaders also attract strong interest (60%), compared with “human interest” stories (37%) and commentary by experts (37%).

Familiarity Breeds Skepticism

The public continues to give the media glowing marks for coverage of the terror attacks and subsequent war. Fully 77% rate that coverage as excellent or good, the same as last December. By comparison, about two-thirds say the same about coverage of international, national and local news.

The public’s ratings of international news coverage is on par with its evaluation of other coverage. But those who track overseas news most closely – the core international news audience – also give foreign coverage somewhat lower ratings than those who express less interest in overseas developments.

Overall, more than six-in-ten Americans (63%) say the press does an excellent or good job in covering international news. The core international news audience is more divided – 55% say the media does a good or excellent job, while 43% rate its performance as fair or poor. More of those in the occasional international news audience (66%) and the disinterested group (61%) rate the media’s performance in covering international developments as good or excellent.

	<u>Excellent</u> %	<u>Good</u> %	<u>Fair</u> %	<u>Poor</u> %	<u>DK</u> %
Terror attacks/war	29	48	17	4	2=100
National news	15	50	27	5	3=100
Local news	15	49	30	4	2=100
International news	14	49	28	5	4=100

The public also is mostly satisfied with the amount of international news that the media provides. Seven-in-ten say news organizations provide the right amount of international coverage. The number who say the media devotes too little coverage to overseas news has declined sharply – from 29% to 15% – since early September, before the media expanded its coverage of international news after the terrorist attacks.

Nearly three-in-ten (28%) of the core international news audience believe that the media provides too little coverage of overseas events, compared with 15% of the occasional audience and 9% of the disinterested group. Among those with little or no interest in international news, a significant minority (21%) say the media provides too much international news.

Section IV: Attitudes Toward the News

When the public evaluates what it wants in the news, two qualities – timeliness and accuracy – stand far above the rest. About nine-in-ten say it is important that the news be timely, while the same proportion believes it is important that the news be accurate. These measures are unchanged since the 1998 media survey.

Majorities also place a premium on news that contains information that is helpful in daily life (68%) and convenient (58%). Other, softer values are less highly rated. While nearly half (47%) say it is important that news personalities be likable, just three-in-ten (31%) place a high value on news that stirs their emotions.

<i>How important is it that the news ...</i>	<i>— Level of Importance —</i>			
	<u>High</u> %	<u>Moderate</u> %	<u>Low</u> %	<u>DK</u> %
Is timely and up to date	89	5	5	1=100
Is accurate	88	5	5	2=100
Contains helpful information	68	19	12	1=100
Covers foreign events	63	23	13	1=100
Fits easily into daily schedule	58	22	18	2=100
Has news personalities you like	47	25	25	3=100
Is enjoyable and entertaining	42	26	30	2=100
Stirs your emotions	31	32	34	3=100

Men and women overwhelmingly agree it is important that the news be accurate and timely, but there are differences over other news values. In particular, more women than men say it is important that the news be convenient (62% vs. 53%) and that news personalities be likable (51%-41%).

The gender gap over the importance of appealing news personalities shows up clearly in the audiences for various types of news programs. For instance, women dominate the regular viewership for morning news shows, and the women in that audience are much more likely than men to place higher premium on likable news personalities (62% vs. 48%). The gap is roughly as large in network and local news, though somewhat smaller for the regular cable talk show audience.

<i>Regular viewer of ...</i>	<i>Percent saying it is important news personalities be likable</i>		
	<u>All</u> %	<u>Men</u> %	<u>Women</u> %
Morning news	57	48	62
Network news	54	48	60
Local news	52	44	58
Cable news	50	46	55
Cable talk shows	54	51	57

Education also is a major factor in news values. Half of those with a high school education or less (48%) say it is important that the news be enjoyable and entertaining; just 31% of college graduates agree. More than a third of those with a high school education or less (36%) place a premium on news that stirs the emotions, compared with 22% of college graduates.

Older Less Overloaded

Roughly half of Americans (48%) say they enjoy keeping up with the news a lot, a slight increase from 45% in 2000. Still, the trend on this measure has declined since the mid-1990s; in 1995, a 54% majority said they enjoyed keeping up with the news a lot.

As in the past, older, better-educated Americans are much more likely than younger people and those with less schooling to say they enjoy following the news. Indeed, this gap is as large as ever – twice as many senior citizens as those under age 30 say they enjoy keeping up with the news a great deal (63% vs. 32%).

Not only do older Americans enjoy the news more, they are feeling more comfortable with the vast array of available news sources. In 2000, four-in-ten (41%) of those age 65 and over said they felt information overload. That number has dropped to 31%, while the proportion of senior citizens who like the wide variety of information sources has grown from 46% to 52%.

	All	18-29	30-49	50-64	65+
<i>Overloaded with information ...</i>	%	%	%	%	%
Now	26	21	23	32	31
April, 2000	30	21	27	35	41
<i>Enjoy keeping up with the news a lot ...</i>					
Now	48	32	45	60	63
April, 2000	45	31	42	55	58

Clearly, the proliferation of new technologies is not a problem for those who regularly go on the Internet. Better than three-quarters of those who go online for news weekly (76%) and 80% of daily consumers of Internet news enjoy the wide range of news sources. By comparison, just 58% of those who do not go online agree, while a much higher proportion of the non-online group (31%) feels overloaded.

Half Want More Time for News

Americans overwhelmingly believe that the news is as important as ever, although many continue to have difficulty making time for it. Just 17% say the news is not as important as it once was, a decline from 25% in 2000. Eight-in-ten (81%) believe that the news is as important as ever.

Older people and high school graduates increasingly disagree with the idea that the news has become less important. In 2000, a third of those over age 50 (32%) said the news had become less important; now just 18% agree with that statement.

But finding time to keep up with the news remains a problem for many Americans. Fully half (52%) say they wish they had more time to follow the news, about the same as in 2000 (53%). Men and women are about equally likely to say they want more time for the news, but mothers stand out in their desire to have more time for the news.

More than six-in-ten (62%) mothers with children at home say they wish they had more time to follow the news, compared with 48% of women who do not have children at home. Working mothers are only somewhat more likely to express this view than mothers who stay at home (65% vs. 60%). Fewer fathers, on the other hand, say they wish they had more time for the news, and there are no differences on this question between fathers and non-fathers.

	<i>I wish I had more time for news ...</i>		
	<u>Agree</u> %	<u>Disagree</u> %	<u>DK/Ref</u> %
All	52	46	2=100
Mothers	62	38	*=100
Non-Mothers	48	49	3=100
Fathers	52	46	2=100
Non-Fathers	51	47	2=100

Tuning Out – Until Something Happens

As in the past, many Americans say they do not follow the news on a regular basis and instead become engaged only when something important occurs. This is most apparent in the audience for international news, where a solid majority (61%) pays close attention only to major developments. But a sizable minority of the audience for national (45%) and local news (41%) also pays attention only when important news breaks.

This trend has remained fairly constant over the years, although since 2000 there has been a modest uptick in the number who consistently follow national and international news. About half of the public (53%) follows national news most of the time, up from 48% in 2000 but virtually unchanged from 1998 (52%).

College graduates are much more likely than those with less education to consistently follow national (63%) and international news (47%). Educational differences are reversed in the case of local news; more high school graduates than college graduates consistently follow local news (59% vs. 52%).

Young people continue to be largely event-driven, regardless of the type of news. More than seven-in-ten (72%) of those under age 30 follow international news only when something important occurs. Majorities of those under 30 also only follow national and local news when something important happens (58%, 55% respectively).

More Interest in International, Washington News

Community news, crime, health news and sports continue to attract the most interest from the public. Three-in-ten say they very closely follow community and crime news, while roughly a quarter closely tracks health news and sports.

While these patterns have remained fairly stable, since 2000 there has been somewhat increased public interest in international news (up seven percent), community news (five percent) and news about political figures and events in Washington, DC (four percent).

<i>Type of news followed "very closely" ...</i>	<u>2000</u> %	<u>2002</u> %
Community	26	31
Crime	30	30
Health news	29	26
Sports	27	25
Local government	20	22
Washington news	17	21
International affairs	14	21
Religion	21	19
Science and technology	18	17
Business and finance	14	15
Entertainment	15	14
Consumer news	12	12
Culture and arts	10	9

Since the mid-1990s, interest in crime news has declined significantly. In the 1996 survey, about four-in-ten said they paid very close attention to crime news, while 30% do so currently. Over the same period, interest in health news has fallen from 34% to 26%.

Differing News Tastes

Americans' news interests are shaped in large part by their age, race, gender and education. Sports is the leading news topic for people under age 30, primarily because of the high level of interest shown by young men. Overall, one-third of those under 30 follow sports very closely, but that figure represents 51% of young men and just 12% of young women. Similarly, entertainment news is highly popular among young people, with 23% following it very closely.

People over age 50 follow health news more closely than their younger counterparts. A third of those age 50 and over pay close attention to health news, compared with 21% of those under age 50. Senior citizens are disproportionately interested in news on religion. A third of those 65 and over follow religion very closely, compared with 16% of those age 30-49 and 12% of those under 30.

Crime attracts strong interest from across the demographic spectrum, but particularly among minorities. Half of African-Americans (51%) and 42% of Hispanics pay very close attention to crime news, compared with 28% of whites.

For college graduates, international affairs is the top news subject, with one-third following international news very closely. Most of the increased public interest in international news has come among college graduates over age 40.

<i>Top news interests</i>	
<u>College Graduates</u>	<u>High School or less</u>
(1) International	Crime
(2) Washington	Community
(3) Community	Health
(4) Local govt.	Sports

Public Backs Free Airtime Proposal

The public has a generally positive reaction to proposals that would require broadcasters to provide free TV airtime to political candidates. But this positive reaction is not rooted in knowledge about the issue, nor is it linked to Americans' ratings of the job that TV and radio stations now do in informing the public about political candidates.

When rating how well TV and radio stations inform the public about political candidates and campaigns, half the public gives broadcast media high marks (excellent or good), while nearly half say the stations are doing a poor job or only fair. Yet there is little ambiguity in the public's support for proposals that would require broadcasters to provide free television airtime to political candidates before elections. By a margin of more than three-to-one, Americans say such a requirement is a good idea (73% favor, 20% oppose) and support for such a proposal is nearly uniform across political party lines. To a somewhat lesser extent, Americans say such a proposal would improve political campaigns (66% to 25%). Democrats are particularly likely to say it would help: 74% agree, compared with 65% and 63% of Republicans and Independents, respectively.

Free Airtime for Candidates?	
<i>Require broadcasters to give candidates free airtime?</i>	
	<i>%</i>
Favor	73
Oppose	20
Don't know	7
	100
<i>How well broadcasters inform about political candidates</i>	
Excellent	9
Good	41
Only Fair	37
Poor	11
Don't know	2
	100
<i>Who owns the air waves?</i>	
Stations	25
Public {correct}	31
Don't know	44
	100

Advocates for free broadcast time for qualifying political candidates cite the fact that broadcasters do not own the airwaves and obtain government licenses at no cost. But knowledge about this issue does not seem to influence the public's support for free airtime. Only one-third of the public (31%) is aware that the public owns the airwaves, and only about one-in-ten (11%) know that the stations get the licenses for free. Those who know that these licenses are obtained for free are no more likely to support the free airtime requirement than are those who think the broadcasters pay for the licenses. Likewise, there is virtually no difference in support among those who think the stations own the airwaves and those who know that the public does.

THE FATE OF INTERNATIONAL NEWS

	<i>Follow International Affairs "Very Closely"</i>			<i>Follow International News "Most of the Time"</i>		
	<u>April 2000</u>	<u>April 2002</u>	<u>Change</u>	<u>April 2000</u>	<u>April 2002</u>	<u>Change</u>
	<u>%</u>	<u>%</u>		<u>%</u>	<u>%</u>	
<i>TOTAL</i>	14	21	+7	33	37	+4
<i>SEX</i>						
Male	20	26	+6	37	42	+5
Female	10	16	+6	28	32	+4
<i>AGE</i>						
Under 30	10	15	+5	25	26	+1
30-49	14	18	+4	30	33	+3
50-64	19	28	+9	40	43	+3
65+	17	27	+10	41	51	+10
<i>SEX AND AGE</i>						
Men under 30	13	21	+8	27	30	+3
Women under 30	7	10	+3	23	22	-1
Men under 30-49	19	24	+5	35	40	+5
Women under 30-49	8	12	+4	25	26	+1
Men 50+	25	33	+8	48	51	+3
Women 50+	13	22	+9	34	43	+9
<i>RACE</i>						
White	14	21	+7	32	37	+5
Non-white	16	19	+3	34	33	-1
Black	15	19	+4	36	33	-3
Hispanic*	15	16	+1	40	32	-8
<i>EDUCATION</i>						
College Grad.	21	33	+12	39	47	+8
Some College	15	20	+5	31	36	+5
High School Grad.	12	18	+6	31	34	+3
<H.S. Grad.	10	10	0	29	28	-1
<i>FAMILY INCOME</i>						
\$75,000+	17	28	+11	35	44	+9
\$50,000-\$74,999	14	24	+10	30	38	+8
\$30,000-\$49,999	14	20	+6	31	34	+3
\$20,000-\$29,999	14	18	+4	33	38	+5
<\$20,000	12	15	+3	35	33	-2

* The designation Hispanic is unrelated to the white-black categorization.

Question: 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... International affairs?

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"?

Continued ...

	<i>Follow International Affairs</i> "Very Closely"			<i>Follow International News</i> "Most of the Time"		
	<u>April 2000</u>	<u>April 2002</u>	<u>Change</u>	<u>April 2000</u>	<u>April 2002</u>	<u>Change</u>
	%	%		%	%	
<i>TOTAL</i>	14	21	+7	33	37	+4
<i>REGION</i>						
East	17	24	+7	34	39	+5
Midwest	11	20	+9	31	38	+7
South	15	19	+4	33	35	+2
West	16	22	+6	32	37	+5
<i>COMMUNITY SIZE</i>						
Large City	16	23	+7	38	39	+1
Suburb	15	22	+7	33	38	+5
Small City/Town	15	19	+4	31	33	+2
Rural Area	13	22	+9	31	39	+8
<i>PARTY ID</i>						
Republican	17	22	+5	30	39	+9
Democrat	14	23	+9	37	38	+1
Independent	13	20	+7	32	37	+5
<i>PARTY AND IDEOLOGY</i>						
Conservative Republican	18	25	+7	33	42	+9
Moderate/Liberal Republican	14	18	+4	25	35	+10
Conservative/Moderate Democrat	14	21	+7	37	39	+2
Liberal Democrat	16	27	+11	39	38	-1
<i>CABLE TV</i>						
Subscriber	15	21	+6	34	37	+3
Non-Subscriber	14	19	+5	31	36	+5
<i>INTERNET USE</i>						
Online User	15	23	+8	31	37	+6
Not an Internet User	14	17	+3	35	37	+2
<i>LIFE CYCLE</i>						
Under 30:						
Single w/out Children	9	17	+8	25	28	+3
Married	11	14	+3	23	25	+2
30-49						
Single w/out Children	16	23	+7	34	34	0
Married w/out Children	11	19	+8	30	37	+7
Married with Children	15	16	+1	28	32	+4
50-64:						
Married	20	28	+8	42	45	+3
Not Married	17	28	+11	36	40	+4
65+:						
Married	18	30	+12	44	56	+12
Not Married	17	24	+7	39	46	+7
Working Mothers	6	10	+4	22	24	+2
Single Parent	11	15	+4	31	27	-4

MEDIA USE "YESTERDAY"

	<i>Read a Newspaper Yesterday</i>			<i>Watched TV News Yesterday</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
<i>TOTAL</i>	41	59	*=100	55	45	*=100
<i>SEX</i>						
Male	45	55	*	57	43	*
Female	38	62	*	53	46	1
<i>AGE</i>						
18-29	26	74	*	40	60	*
30-49	37	63	*	52	48	*
50-64	52	48	*	62	37	1
65+	59	41	*	73	25	2
<i>AGE/SEX</i>						
Men Under 30	28	71	1	42	58	0
Women Under 30	24	76	0	37	62	1
Men 30-49	42	57	1	54	46	0
Women 30-49	33	67	*	49	51	*
Men 50+	60	40	*	71	28	1
Women 50+	51	49	*	64	35	1
<i>RACE</i>						
White	43	57	*	54	45	1
Non-White	34	66	*	57	43	0
Black	37	63	*	61	39	0
Hispanic^	33	67	0	51	49	0
<i>EDUCATION</i>						
College Grad.+	52	48	*	58	42	*
Some College	43	57	*	57	43	*
High School Grad.	41	59	*	55	45	*
< High School Grad.	24	76	*	47	52	1
<i>FAMILY INCOME</i>						
\$75,000+	51	48	1	53	47	*
\$50,000-\$74,999	48	52	*	56	44	*
\$30,000-\$49,999	39	61	*	59	41	*
\$20,000-\$29,999	38	62	0	53	46	1
<\$20,000	29	71	*	51	48	1

QUESTION: Did you get a chance to read a daily newspaper yesterday, or not?
 Did you watch the news or a news program on television yesterday, or not?

^ The designation Hispanic is unrelated to the white-black categorization.

CONTINUED ...

	<i>Read a Newspaper Yesterday</i>			<i>Watched TV News Yesterday</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> % *=100	<u>Yes</u> %	<u>No</u> %	<u>DK</u> % *=100
<i>TOTAL</i>	41	59		55	45	
<i>REGION</i>						
East	46	54	*	56	43	1
Midwest	44	56	*	57	43	*
South	39	61	*	55	44	1
West	39	61	*	50	50	*
<i>PARTY ID</i>						
Republican	41	59	*	56	43	1
Democrat	46	54	*	59	41	*
Independent	40	60	*	50	49	1
<i>CABLE TV</i>						
Subscriber	44	56	*	57	42	1
Non-Subscriber	31	68	1	46	54	*
<i>INTERNET USE</i>						
Online User	43	57	*	54	46	*
Not an Internet User	39	61	*	56	43	1
<i>LIFE CYCLE</i>						
Under 30:						
Single w/out Children	27	73	*	37	63	0
Married	26	74	0	46	53	1
30-49:						
Single w/out Children	39	61	0	48	52	*
Married w/out Children	39	61	0	52	48	0
Married With Children	38	61	1	51	49	*
50-64:						
Married	58	42	*	65	34	1
Not Married	40	60	0	56	44	*
65+:						
Married	67	32	1	86	13	1
Not Married	52	48	0	63	35	2
Working Mothers		32	68	0	50	50
0						
Single Parent	27	73	0	52	48	*

MEDIA USE "YESTERDAY"

	<i>Read a Magazine Yesterday</i>			<i>Listened to Radio News Yesterday</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
<i>TOTAL</i>	23	77	*=100	41	58	1=100
<i>SEX</i>						
Male	22	78	*	46	54	*
Female	24	76	*	37	62	1
<i>AGE</i>						
18-29	25	75	*	34	65	1
30-49	21	79	*	49	50	1
50-64	18	82	0	42	57	1
65+	31	69	0	29	70	1
<i>AGE/SEX</i>						
Men Under 30	26	73	1	34	66	0
Women Under 30	23	77	0	33	65	2
Men 30-49	18	82	0	57	43	*
Women 30-49	24	75	1	42	57	1
Men 50+	25	75	0	40	59	1
Women 50+	23	77	0	33	66	1
<i>RACE</i>						
White	24	76	*	41	58	1
Non-White	20	79	1	39	60	1
Black	20	80	0	35	63	2
Hispanic	24	75	1	40	59	1
<i>EDUCATION</i>						
College Grad.+	27	73	*	53	47	*
Some College	28	72	0	45	54	1
High School Grad.	20	80	*	35	64	1
< High School Grad.	15	85	*	28	70	2
<i>FAMILY INCOME</i>						
\$75,000+	31	68	1	52	47	1
\$50,000-\$74,999	26	74	*	47	53	*
\$30,000-\$49,999	19	81	0	43	56	1
\$20,000-\$29,999	22	77	1	36	63	1
<\$20,000	18	82	0	31	69	*

QUESTION: Thinking about yesterday, did you spend any time reading magazines?

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?

CONTINUED ...

	<i>Read a Magazine Yesterday</i>			<i>Listened to Radio News Yesterday</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
<i>TOTAL</i>	23	77	*=100	41	58	1=100
<i>REGION</i>						
East	24	76	0	42	57	1
Midwest	23	77	*	42	57	1
South	18	82	*	39	60	1
West	30	70	0	41	59	*
<i>PARTY ID</i>						
Republican	18	82	*	44	55	1
Democrat	25	75	0	39	60	1
Independent	24	76	0	43	56	1
<i>CABLE TV</i>						
Subscriber	24	76	*	41	58	1
Non-Subscriber	21	79	0	38	60	2
<i>INTERNET USE</i>						
Online User	25	74	1	46	53	1
Not an Internet User	19	81	0	32	67	1
<i>LIFE CYCLE</i>						
Under 30:						
Single w/out Children	27	73	0	30	69	1
Married	26	74	0	42	58	0
30-49:						
Single w/out Children	24	76	0	49	50	1
Married w/out Children	17	83	0	45	54	1
Married With Children	20	79	1	52	48	*
50-64:						
Married	18	82	0	44	55	1
Not Married	18	82	0	40	60	*
65+:						
Married	34	66	0	35	64	1
Not Married	29	71	0	25	74	1
Working Mothers		25	74	1	45	55
*						
Single Parent	19	80	1	41	58	1

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Nightly Network News</i>					<i>Cable News Channels</i>					(N)
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	
<i>TOTAL</i>	32	29	15	24	*=100	33	35	11	21	*=100	(1551)
<i>SEX</i>											
Male	32	31	16	21	*	36	32	12	20	0	(657)
Female	32	27	13	27	1	30	37	11	22	*	(894)
<i>AGE</i>											
18-29	19	29	22	30	*	23	39	16	22	0	(290)
30-49	23	33	17	27	*	31	36	12	21	0	(589)
50-64	45	25	9	21	*	41	34	9	16	0	(357)
65+	53	23	7	15	2	38	27	8	25	2	(290)
<i>AGE/SEX</i>											
Men Under 30	20	33	23	23	1	30	32	16	22	0	(150)
Women Under 30	17	25	20	38	*	15	47	16	22	0	(140)
Men 30-49	24	36	18	22	*	31	35	15	19	0	(254)
Women 30-49	23	30	16	31	0	31	37	9	23	0	(335)
Men 50+	49	23	9	18	1	46	29	7	18	0	(250)
Women 50+	48	24	8	19	1	35	32	10	22	1	(397)
<i>RACE</i>											
White	33	28	15	24	*	33	34	12	21	*	(1266)
Non-White	26	34	15	24	1	33	36	10	21	0	(259)
Black	30	35	14	20	1	35	37	10	18	0	(152)
Hispanic	23	36	11	30	0	33	35	11	21	0	(97)
<i>EDUCATION</i>											
College Grad.+	34	28	17	20	1	37	35	13	15	*	(502)
Some College	34	29	15	22	*	33	34	13	20	*	(354)
High School Grad.	30	29	14	27	*	31	37	9	23	*	(521)
< High School Grad.	30	30	13	27	*	30	30	11	28	1	(164)
<i>FAMILY INCOME</i>											
\$75,000+	29	29	20	22	0	44	29	14	13	0	(265)
\$50,000-\$74,999	33	29	14	24	*	32	39	16	13	0	(246)
\$30,000-\$49,999	31	29	14	26	*	34	36	12	18	0	(336)
\$20,000-\$29,999	32	33	14	21	0	30	37	9	24	0	(193)
<\$20,000	28	28	13	30	1	26	30	8	36	*	(237)

QUESTION: 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 ... (the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live; cable news channels such as CNN, MSNBC, or the FOX News CABLE Channel).

CONTINUED ...

	<i>Nightly Network News</i>					<i>Cable News Channels</i>					(N)
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly</u> <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly</u> <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %	
<i>TOTAL</i>	32	29	15	24	*=100	33	35	11	21	*=100	(1551)
<i>REGION</i>											
East	30	26	12	31	1	33	37	10	20	0	(278)
Midwest	32	26	17	25	*	31	32	12	25	*	(409)
South	34	33	13	20	*	37	35	11	17	*	(560)
West	28	29	17	26	*	28	35	12	25	*	(304)
<i>PARTY ID</i>											
Republican	35	28	13	24	*	39	31	10	20	*	(481)
Democrat	34	30	17	19	*	33	39	11	17	*	(485)
Independent	28	29	15	27	1	29	34	12	25	*	(409)
<i>CABLE TV</i>											
Subscriber	33	29	15	23	*	38	40	12	10	*	(1252)
Non-Subscriber	28	26	16	29	1	12	15	7	65	1	(252)
<i>INTERNET USE</i>											
Online User	30	29	17	24	*	33	37	14	16	0	(985)
Not an Internet User	35	29	11	24	1	33	30	7	29	1	(566)
<i>LIFE CYCLE</i>											
Under 30:											
Single w/out Children	16	29	27	27	1	24	37	18	21	0	(181)
Married	20	36	12	32	0	24	41	13	22	0	(67)
30-49:											
Single w/out Children	20	30	21	29	0	30	28	17	25	0	(133)
Married w/out Children	20	36	17	27	0	32	33	10	25	0	(92)
Married With Children	27	34	14	25	*	32	41	10	17	0	(276)
50-64:											
Married	49	25	6	20	0	42	34	7	17	0	(232)
Not Married	38	24	13	24	1	40	34	12	14	0	(125)
65+:											
Married	62	21	4	12	1	46	30	5	17	2	(130)
Not Married	45	25	11	17	2	31	25	11	32	1	(160)
Working Mothers	23	28	15	34	0	26	41	9	24	0	(170)
Single Parent	23	29	16	32	0	28	37	12	23	0	(134)

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Local News In Viewing Area</i>					<i>News Magazine Shows</i>					(N)
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	
<i>TOTAL</i>	57	24	8	11	*=100	24	42	16	18	*=100	(3002)
<i>SEX</i>											
Male	56	25	8	11	*	22	40	18	20	0	(1291)
Female	58	22	8	12	*	26	44	13	17	*	(1711)
<i>AGE</i>											
18-29	46	28	12	14	0	15	40	18	27	*	(573)
30-49	54	26	8	12	0	22	42	17	19	0	(1118)
50-64	64	20	6	9	1	30	46	13	11	0	(662)
65+	69	14	7	9	1	32	37	13	17	1	(599)
<i>AGE/SEX</i>											
Men Under 30	45	32	10	13	0	12	38	21	29	0	(295)
Women Under 30	48	25	13	14	0	19	43	14	24	*	(278)
Men 30-49	54	27	8	11	0	22	41	18	19	0	(485)
Women 30-49	54	25	8	13	0	22	43	16	19	0	(633)
Men 50+	65	18	7	9	1	28	40	17	15	0	(502)
Women 50+	67	17	6	9	1	34	43	9	13	1	(759)
<i>RACE</i>											
White	57	24	8	11	*	24	42	16	18	*	(2470)
Non-White	60	22	7	11	*	28	42	12	18	*	(480)
Black	62	21	7	10	0	30	42	10	18	0	(275)
Hispanic	55	21	10	14	*	24	37	16	23	0	(176)
<i>EDUCATION</i>											
College Grad.+	56	24	9	11	*	25	40	20	15	*	(975)
Some College	58	25	9	8	*	26	43	15	16	0	(691)
High School Grad.	58	23	7	12	*	25	41	14	20	*	(1038)
< High School Grad.	53	23	7	16	1	19	42	13	25	1	(281)
<i>FAMILY INCOME</i>											
\$75,000+	55	26	9	10	0	26	39	20	15	0	(544)
\$50,000-\$74,999	59	22	11	8	0	26	44	14	16	0	(467)
\$30,000-\$49,999	57	26	6	10	1	23	45	16	16	*	(644)
\$20,000-\$29,999	58	22	10	10	0	23	38	16	23	0	(365)
<\$20,000	54	19	9	18	*	20	40	14	26	*	(443)

QUESTION: 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 ... (Watch the local news about your viewing area which usually comes on before the national news in the evening and again later at night; news magazines shows such as 60 Minutes, 20/20, or Dateline).

CONTINUED ...

	<i>Local News in Viewing Area</i>					<i>News Magazine Shows</i>					(N)
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	
<i>TOTAL</i>	57	24	8	11	*=100	24	42	16	18	*=100	(3002)
<i>REGION</i>											
East	50	26	10	14	*	25	41	16	18	0	(557)
Midwest	60	23	8	9	*	23	43	15	19	*	(773)
South	62	22	7	10	*	27	42	14	17	*	(1098)
West	52	24	10	14	*	20	41	18	21	*	(574)
<i>PARTY ID</i>											
Republican	58	24	8	10	*	22	43	18	17	*	(941)
Democrat	62	21	7	10	*	29	43	14	14	*	(969)
Independent	55	26	8	11	*	22	40	17	21	*	(791)
<i>CABLE TV</i>											
Subscriber	58	24	8	10	*	25	42	16	17	*	(2422)
Non-Subscriber	52	22	9	17	*	21	40	14	24	1	(488)
<i>INTERNET USE</i>											
Online User	56	25	9	10	*	23	43	17	17	*	(1918)
Not an Internet User	58	21	6	14	1	26	40	13	21	*	(1084)
<i>LIFE CYCLE</i>											
Under 30:											
Single w/out Children	43	32	11	14	0	12	44	19	25	*	(367)
Married	59	25	8	8	0	25	34	19	22	0	(130)
30-49:											
Single w/out Children	48	27	10	15	0	21	37	22	20	0	(252)
Married w/out Children	53	28	8	11	0	25	39	17	19	0	(172)
Married With Children	58	26	7	9	0	22	45	16	17	0	(518)
50-64:											
Married	65	21	5	8	1	29	47	13	11	0	(434)
Not Married	63	18	8	11	0	31	45	12	12	0	(228)
65+:											
Married	76	12	7	5	*	36	38	13	13	*	(279)
Not Married	63	16	7	13	1	30	37	12	20	1	(320)
Working Mothers	53	23	9	15	0	26	44	10	20	0	(311)
Single Parent	51	22	10	17	0	21	42	10	27	0	(271)

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>C-SPAN</i>					<i>NewsHour with Jim Lehrer</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	5	18	18	57	2=100	5	13	15	66	1=100
<i>SEX</i>										
Male	5	20	20	53	2	6	14	17	62	1
Female	4	17	16	61	2	3	14	13	69	1
<i>AGE</i>										
18-29	4	14	18	63	1	2	10	12	74	2
30-49	4	19	19	57	1	3	12	16	68	1
50-64	6	24	18	51	1	7	18	15	59	1
65+	6	16	16	58	4	8	15	14	60	3
<i>AGE/SEX</i>										
Men Under 30	5	16	20	58	1	3	9	13	73	2
Women Under 30	2	11	17	69	1	1	12	12	74	1
Men 30-49	4	20	21	54	1	5	13	19	63	*
Women 30-49	4	19	17	60	*	2	11	13	73	1
Men 50+	8	21	20	48	3	9	17	17	55	2
Women 50+	5	19	15	59	2	6	16	13	63	2
<i>RACE</i>										
White	4	18	19	58	1	4	13	14	68	1
Non-White	7	21	18	52	2	6	17	15	60	2
Black	10	23	18	46	3	6	18	18	56	2
Hispanic	4	14	22	58	2	6	13	15	66	0
<i>EDUCATION</i>										
College Grad.+	6	22	23	48	1	6	18	20	56	*
Some College	5	21	18	55	1	4	15	15	65	1
High School Grad.	4	18	16	61	1	4	10	12	73	1
< High School Grad.	4	11	13	68	4	5	11	12	69	3
<i>FAMILY INCOME</i>										
\$75,000+	5	22	25	48	*	5	17	19	59	*
\$50,000-\$74,999	3	23	20	53	1	3	14	16	66	1
\$30,000-\$49,999	5	20	19	55	1	3	12	14	70	1
\$20,000-\$29,999	4	19	17	58	2	5	11	15	68	1
<\$20,000	6	13	14	65	2	7	13	9	69	2

QUESTION: 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 ... (C-SPAN; the NewsHour with Jim Lehrer).

CONTINUED ...

	<i>C-SPAN</i>					<i>NewsHour with Jim Lehrer</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
<i>TOTAL</i>	5	18	18	57	2=100	5	13	15	66	1=100
<i>REGION</i>										
East	5	21	20	53	1	5	15	16	64	*
Midwest	4	18	17	59	2	4	11	15	68	2
South	5	19	19	55	2	4	14	14	66	2
West	4	16	17	62	1	6	14	15	64	1
<i>PARTY ID</i>										
Republican	4	21	20	54	1	4	14	15	66	1
Democrat	5	19	20	55	1	5	15	17	62	1
Independent	5	16	18	59	2	5	13	13	68	1
<i>CABLE TV</i>										
Subscriber	6	21	20	52	1	4	14	15	66	1
Non-Subscriber	2	7	9	79	3	6	14	12	66	2
<i>INTERNET USE</i>										
Online User	5	20	21	53	1	4	15	16	64	1
Not an Internet User	4	15	14	64	3	6	12	13	67	2
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	3	14	18	65	*	2	11	14	71	2
Married	4	14	18	62	2	2	9	9	79	1
30-49:										
Single w/out Children	4	16	18	60	2	4	13	12	71	*
Married w/out Children	6	21	12	61	*	3	15	21	61	0
Married With Children	3	20	22	55	*	4	11	18	66	1
50-64:										
Married	5	27	18	49	1	4	20	14	62	*
Not Married	7	17	19	55	2	11	14	18	55	2
65+:										
Married	7	21	16	53	3	7	19	16	56	2
Not Married	6	10	16	63	5	9	13	13	62	3
Working Mothers	4	20	19	57	*	1	8	11	79	1
Single Parent	5	19	17	57	2	4	9	10	76	1

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Late Night TV</i>					<i>Entertainment News</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	12	22	18	48	*=100	9	24	19	48	*=100
<i>SEX</i>										
Male	13	24	19	44	0	8	20	20	52	*
Female	10	21	17	52	*	11	28	17	44	*
<i>AGE</i>										
18-29	18	29	17	36	0	11	32	18	39	*
30-49	10	24	19	47	0	9	26	20	45	0
50-64	10	18	19	53	0	11	19	19	51	*
65+	11	12	17	60	*	8	13	17	62	*
<i>AGE/SEX</i>										
Men Under 30	21	34	17	28	0	10	25	20	43	1
Women Under 30	14	24	18	44	0	11	39	15	35	0
Men 30-49	9	25	21	45	0	7	22	21	50	0
Women 30-49	9	23	18	50	0	11	31	18	40	0
Men 50+	11	15	20	54	0	7	14	20	59	*
Women 50+	10	16	16	58	*	12	18	17	52	1
<i>RACE</i>										
White	12	22	18	48	*	8	22	20	50	*
Non-White	12	23	18	47	0	16	30	15	38	1
Black	9	22	20	49	0	19	30	13	38	0
Hispanic	15	22	17	46	0	13	32	19	35	1
<i>EDUCATION</i>										
College Grad.+	12	25	23	40	0	7	22	24	47	0
Some College	11	27	20	42	0	8	29	20	43	*
High School Grad.	11	18	16	55	0	13	23	16	48	0
< High School Grad.	14	17	12	57	*	9	18	15	57	1
<i>FAMILY INCOME</i>										
\$75,000+	14	26	21	39	0	9	23	22	46	0
\$50,000-\$74,999	12	23	20	45	0	8	23	24	45	0
\$30,000-\$49,999	10	21	20	49	0	9	29	18	44	0
\$20,000-\$29,999	9	23	18	50	0	9	25	15	51	0
<\$20,000	11	19	16	54	0	14	19	16	51	*

QUESTION: 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 ... (Late night TV shows such as David Letterman and Jay Leno; TV shows such as Entertainment Tonight or Access Hollywood).

CONTINUED ...

	<i>Late Night TV</i>					<i>Entertainment News</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
<i>TOTAL</i>	12	22	18	48	*=100	9	24	19	48	*=100
<i>REGION</i>										
East	10	21	18	51	0	10	25	18	47	0
Midwest	14	20	19	47	0	8	23	20	49	0
South	11	23	18	48	*	11	25	17	47	*
West	11	23	17	49	0	9	22	20	48	1
<i>PARTY ID</i>										
Republican	12	20	20	48	0	8	20	21	51	0
Democrat	13	23	17	47	*	13	26	17	44	*
Independent	10	24	19	47	0	8	24	19	49	*
<i>CABLE TV</i>										
Subscriber	11	23	18	48	0	10	25	19	46	*
Non-Subscriber	12	19	19	50	*	8	20	16	56	*
<i>INTERNET USE</i>										
Online User	12	25	21	42	0	9	26	22	43	0
Not an Internet User	11	16	14	59	*	11	20	14	55	*
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	19	31	18	32	0	11	34	17	38	0
Married	16	31	17	36	0	10	27	22	41	0
30-49:										
Single w/out Children	9	25	17	49	0	9	29	21	41	0
Married w/out Children	8	23	24	45	0	8	26	19	47	0
Married With Children	10	23	21	46	0	7	23	22	48	0
50-64:										
Married	9	19	18	54	0	8	19	18	54	1
Not Married	11	17	21	51	0	16	18	23	43	0
65+:										
Married	8	13	17	62	0	5	14	17	63	1
Not Married	14	12	16	58	*	11	12	17	60	*
Working Mothers	9	21	17	53	0	12	29	17	41	1
Single Parent	12	22	15	51	0	13	31	13	42	1

LISTENERSHIP OF SELECTED RADIO PROGRAMMING

	<i>National Public Radio</i>					<i>Political Talk Radio Shows</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	16	16	15	52	1=100	17	20	22	41	*=100
<i>SEX</i>										
Male	18	17	16	48	1	23	20	23	34	0
Female	13	17	14	55	1	11	20	22	47	*
<i>AGE</i>										
18-29	14	15	13	58	*	16	24	25	35	0
30-49	18	18	15	48	1	19	22	24	35	0
50-64	15	16	17	51	1	20	15	24	41	0
65+	11	17	15	55	2	10	15	17	58	*
<i>AGE/SEX</i>										
Men Under 30	16	16	13	55	0	23	20	27	30	0
Women Under 30	13	14	14	59	*	9	28	22	41	0
Men 30-49	23	16	17	44	*	26	26	20	28	0
Women 30-49	14	19	13	53	1	12	19	26	43	0
Men 50+	15	17	17	49	2	19	14	24	43	0
Women 50+	12	15	15	56	2	12	17	17	54	*
<i>RACE</i>										
White	16	16	15	52	1	17	19	24	40	*
Non-White	16	19	14	50	*	18	28	15	39	0
Black	19	17	17	47	0	21	28	14	37	0
Hispanic	17	12	18	52	1	15	18	26	41	0
<i>EDUCATION</i>										
College Grad.+	23	21	17	38	1	23	20	26	31	0
Some College	16	16	14	53	1	17	22	26	35	*
High School Grad.	12	15	14	58	1	15	18	21	46	0
< High School Grad.	13	14	14	58	1	14	20	16	50	0
<i>FAMILY INCOME</i>										
\$75,000+	24	17	16	43	0	24	22	27	27	0
\$50,000-\$74,999	16	18	16	49	1	21	16	28	35	0
\$30,000-\$49,999	13	17	14	55	1	16	23	22	39	0
\$20,000-\$29,999	16	14	15	54	1	11	20	26	43	*
<\$20,000	12	15	13	60	*	13	17	17	53	0

QUESTION: 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 ... (National Public Radio).
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?

CONTINUED ...

	<i>National Public Radio</i>					<i>Political Talk Radio Shows</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
<i>TOTAL</i>	16	16	15	52	1=100	17	20	22	41	*=100
<i>REGION</i>										
East	18	18	14	49	1	19	20	21	40	0
Midwest	14	15	15	55	1	14	23	24	39	0
South	17	17	15	50	1	18	20	21	41	*
West	13	16	15	55	1	17	17	25	41	0
<i>PARTY ID</i>										
Republican	14	18	17	50	1	21	21	26	32	0
Democrat	17	18	14	50	1	16	21	21	42	*
Independent	18	15	14	52	1	16	20	24	40	0
<i>CABLE TV</i>										
Subscriber	14	17	16	52	1	18	20	22	40	*
Non-Subscriber	21	16	10	52	1	13	19	28	40	0
<i>INTERNET USE</i>										
Online User	18	18	16	47	1	21	21	25	33	0
Not an Internet User	12	14	14	59	1	11	18	18	53	*
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	13	17	12	58	0	18	23	28	31	0
Married	19	14	12	54	1	14	28	20	38	0
30-49:										
Single w/out Children	18	17	17	47	1	18	22	21	39	0
Married w/out Children	21	13	16	48	2	15	24	35	26	0
Married With Children	20	19	14	47	*	23	21	20	36	0
50-64:										
Married	15	17	18	49	1	23	15	26	36	0
Not Married	15	14	15	54	2	13	15	18	54	0
65+:										
Married	14	23	10	52	1	11	19	18	52	0
Not Married	8	13	19	58	2	10	13	15	62	*
Working Mothers	13	18	12	56	1	10	19	24	47	0
Single Parent	12	17	15	55	1	14	22	23	41	0

VIEWERSHIP OF SELECTED PROGRAMMING & PUBLICATIONS

	<i>Morning Shows</i>					<i>Literary Magazines</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	22	19	14	45	*=100	2	7	11	80	*=100
<i>SEX</i>										
Male	16	18	16	50	*	3	7	12	78	*
Female	28	21	12	39	*	2	7	9	82	0
<i>AGE</i>										
18-29	16	20	14	50	*	1	6	11	82	0
30-49	22	20	14	44	*	2	7	10	81	*
50-64	23	20	13	44	*	2	9	13	76	0
65+	31	15	12	41	1	2	4	9	85	*
<i>AGE/SEX</i>										
Men Under 30	12	17	14	57	0	2	7	10	81	0
Women Under 30	20	23	15	42	*	1	5	10	84	0
Men 30-49	15	17	17	51	*	2	6	12	80	*
Women 30-49	28	22	12	38	*	2	7	9	82	0
Men 50+	20	18	17	45	*	3	8	13	76	*
Women 50+	31	19	9	40	1	2	7	9	82	0
<i>RACE</i>										
White	22	18	14	46	*	2	6	11	81	*
Non-White	22	24	12	42	*	1	9	13	77	*
Black	26	26	12	36	*	1	9	11	79	0
Hispanic	17	21	17	45	*	4	8	10	78	0
<i>EDUCATION</i>										
College Grad.+	23	19	15	43	*	5	11	17	67	*
Some College	22	20	14	44	*	1	9	11	79	0
High School Grad.	21	21	13	45	*	*	4	8	88	*
< High School Grad.	25	15	11	49	*	2	4	6	88	0
<i>FAMILY INCOME</i>										
\$75,000+	20	19	15	46	*	5	10	12	73	0
\$50,000-\$74,999	22	19	15	43	1	2	6	13	79	0
\$30,000-\$49,999	21	20	16	43	*	1	8	11	80	*
\$20,000-\$29,999	24	20	11	45	0	2	6	9	83	0
<\$20,000	26	17	12	45	0	*	5	9	86	0

QUESTION: 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 ... (the Today Show, Good Morning America or the Early show; read magazines such as The Atlantic, Harpers or The New Yorker).

CONTINUED ...

	<i>Morning Shows</i>					<i>Literary Magazines</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	22	19	14	45	*=100	2	7	11	80	*=100
<i>REGION</i>										
East	23	19	13	45	0	5	10	14	71	0
Midwest	24	19	14	43	*	1	5	9	85	0
South	24	21	13	42	*	1	6	11	82	*
West	16	17	15	52	*	2	8	9	81	*
<i>PARTY ID</i>										
Republican	22	16	15	47	*	1	6	10	83	0
Democrat	26	21	14	39	*	2	8	13	77	*
Independent	21	20	12	46	1	3	7	11	79	*
<i>CABLE TV</i>										
Subscriber	22	20	14	44	*	2	7	11	80	*
Non-Subscriber	20	17	13	50	*	2	6	10	82	*
<i>INTERNET USE</i>										
Online User	21	20	15	44	*	2	9	12	77	*
Not an Internet User	24	17	12	47	*	1	4	8	87	*
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	14	20	16	50	*	2	7	12	79	0
Married	23	18	12	47	0	*	5	7	88	0
30-49:										
Single w/out Children	14	19	17	50	0	2	6	13	79	0
Married w/out Children	21	19	14	46	*	4	7	10	79	0
Married With Children	24	21	15	40	*	2	6	9	83	*
50-64:										
Married	23	20	13	44	*	2	9	14	75	0
Not Married	23	21	13	43	*	3	9	11	77	0
65+:										
Married	32	13	13	42	*	3	4	12	81	0
Not Married	30	18	11	40	1	1	5	7	87	*
Working Mothers	24	19	12	45	0	2	6	10	82	0
Single Parent	22	19	11	48	0	*	8	9	83	0

READERSHIP OF SELECTED PUBLICATIONS

	<i>News Magazines</i>					<i>Business Magazines</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	13	35	18	34	*=100	4	16	14	66	*=100
<i>SEX</i>										
Male	15	38	18	29	*	6	21	16	57	*
Female	11	33	18	38	*	2	11	12	75	*
<i>AGE</i>										
18-29	11	35	19	35	0	4	15	13	68	0
30-49	13	39	18	30	0	4	19	16	61	0
50-64	15	35	18	32	0	5	16	13	66	*
65+	13	28	16	43	*	3	9	9	79	*
<i>AGE/SEX</i>										
Men Under 30	15	38	15	32	0	6	20	12	62	0
Women Under 30	8	31	23	38	0	2	11	13	74	0
Men 30-49	12	43	18	27	0	5	24	19	52	0
Women 30-49	13	36	18	33	0	2	14	14	70	0
Men 50+	17	34	19	30	*	6	18	15	61	*
Women 50+	11	30	17	42	*	2	9	8	81	*
<i>RACE</i>										
White	13	34	19	34	*	3	14	14	69	*
Non-White	12	42	14	32	0	6	23	15	56	0
Black	12	38	15	35	0	6	24	13	57	0
Hispanic	18	37	17	28	0	7	14	17	62	0
<i>EDUCATION</i>										
College Grad.+	21	40	20	19	*	8	24	19	49	*
Some College	15	39	20	26	0	4	17	16	63	0
High School Grad.	9	34	17	40	0	2	12	10	76	0
< High School Grad.	6	26	13	55	*	2	10	9	79	0
<i>FAMILY INCOME</i>										
\$75,000+	23	38	19	20	0	8	25	20	47	0
\$50,000-\$74,999	13	42	19	26	0	4	18	18	60	*
\$30,000-\$49,999	12	39	19	30	0	2	16	14	68	0
\$20,000-\$29,999	11	32	16	41	0	2	12	10	76	0
<\$20,000	8	29	18	45	*	2	10	9	79	0

QUESTION: 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 ... (News magazines such as Time, U.S. News, or Newsweek; Business magazines such as Fortune and Forbes).

CONTINUED ...

	<i>News Magazines</i>					<i>Business Magazines</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly</u> <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly</u> <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %
<i>TOTAL</i>	13	35	18	34	*=100	4	16	14	66	*=100
<i>REGION</i>										
East	17	37	17	29	0	4	16	15	65	0
Midwest	13	35	18	34	0	2	15	13	70	0
South	11	35	17	37	*	4	17	12	67	*
West	13	37	20	30	0	5	15	16	64	0
<i>PARTY ID</i>										
Republican	14	37	20	29	*	4	18	16	62	*
Democrat	13	38	16	33	0	3	15	13	69	0
Independent	13	33	20	34	*	4	16	14	66	*
<i>CABLE TV</i>										
Subscriber	13	37	18	32	*	4	17	14	65	*
Non-Subscriber	12	30	16	42	*	3	12	13	72	0
<i>INTERNET USE</i>										
Online User	16	40	18	26	0	5	20	16	59	*
Not an Internet User	8	29	17	46	*	2	10	9	79	*
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	13	38	21	28	0	3	16	15	66	0
Married	8	31	16	45	0	6	17	9	68	0
30-49:										
Single w/out Children	13	35	22	30	0	4	18	19	59	0
Married /out Children	14	37	17	32	0	4	18	16	62	0
Married With Children	13	42	18	27	0	4	19	17	60	0
50-64:										
Married	16	37	18	29	0	4	16	15	65	*
Not Married	13	32	20	35	0	5	17	10	68	0
65+:										
Married	15	33	19	33	0	5	14	11	70	0
Not Married	11	24	14	50	1	1	6	7	86	*
Working Mothers	14	37	19	30	0	1	13	14	72	0
Single Parent	9	37	14	40	0	3	18	10	69	0

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Larry King Live</i>					<i>The O'Reilly Factor</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	5	22	15	58	*=100	6	14	10	70	*=100
<i>SEX</i>										
Male	4	23	17	56	0	7	15	12	66	*
Female	5	21	15	59	*	5	13	8	74	*
<i>AGE</i>										
18-29	2	16	14	68	0	5	11	8	76	0
30-49	3	23	17	57	0	5	15	12	68	*
50-64	6	28	14	52	0	7	17	9	67	0
65+	9	24	15	51	1	9	11	8	71	1
<i>AGE/SEX</i>										
Men Under 30	3	21	11	65	0	6	10	11	73	0
Women Under 30	1	9	18	72	0	3	11	5	81	0
Men 30-49	3	24	19	54	0	5	18	14	63	*
Women 30-49	3	21	16	60	0	4	13	10	73	0
Men 50+	5	24	18	53	0	9	15	11	64	1
Women 50+	9	27	12	51	1	7	14	7	72	*
<i>RACE</i>										
White	5	22	16	57	*	7	14	9	70	*
Non-White	4	24	12	59	1	4	14	11	71	0
Black	4	25	16	54	1	4	11	14	71	0
Hispanic	5	18	13	64	0	1	12	9	78	0
<i>EDUCATION</i>										
College Grad.+	5	27	20	48	0	9	19	10	62	*
Some College	4	22	15	59	0	7	14	11	68	*
High School Grad.	4	21	14	61	*	5	12	9	74	*
< High School Grad.	6	18	11	64	1	4	9	10	77	*
<i>FAMILY INCOME</i>										
\$75,000+	4	25	22	49	0	8	20	11	61	0
\$50,000-\$74,999	4	22	18	56	0	7	18	8	67	0
\$30,000-\$49,999	5	26	17	52	0	7	12	14	67	0
\$20,000-\$29,999	5	21	10	64	0	4	11	8	77	*
<\$20,000	4	15	11	70	*	4	10	10	75	1

QUESTION: 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 ... (Larry King Live; O'Reilly Factor with Bill O'Reilly).

CONTINUED ...

	<i>Larry King Live</i>					<i>The O'Reilly Factor</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	5	22	15	58	*=100	6	14	10	70	*=100
<i>REGION</i>										
East	4	28	11	57	0	6	15	10	69	0
Midwest	2	19	18	60	1	6	13	8	73	*
South	7	22	15	56	0	6	14	11	69	*
West	5	20	16	59	0	7	14	10	69	0
<i>PARTY ID</i>										
Republican	5	22	16	57	*	12	19	10	59	*
Democrat	5	27	15	53	0	3	11	11	75	*
Independent	3	20	17	60	*	4	13	9	74	0
<i>CABLE TV</i>										
Subscriber	5	26	17	52	*	7	16	11	66	*
Non-Subscriber	1	8	9	81	1	1	4	8	87	*
<i>INTERNET USE</i>										
Online User	4	23	18	55	0	7	15	11	67	*
Not an Internet User	5	21	12	62	*	5	11	8	75	1
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	2	15	15	68	0	5	9	9	77	0
Married	3	19	12	66	0	5	15	7	73	0
30-49:										
Single w/out Children	3	24	14	59	0	5	15	10	69	1
Married w/out Children	3	17	12	68	0	5	15	14	66	0
Married With Children	3	23	21	53	0	5	16	12	67	0
50-64:										
Married	6	28	13	53	0	9	20	6	65	0
Not Married	5	27	16	52	0	3	13	15	69	0
65+:										
Married	10	22	22	45	1	11	14	10	63	2
Not Married	9	24	10	56	1	8	8	6	77	1
Working Mothers	1	19	18	62	0	2	16	6	76	0
Single Parent	3	20	15	62	0	3	14	11	72	0

AUDIENCE INTEREST PROFILE

Based on "Regular" Viewers, Listeners, Readers

% Who Follow Each "Very Closely"	Total %	Daily News-paper %	Nightly Network News %	Cable News Channels %	Local TV News %	TV News Mags. %	TV Morning Shows %	CNN %	FOX News Channel %	CNBC %	MS-NBC %	C-SPAN %	News-Hour %	NPR %	Talk radio %	(Read) News Mags. %	Tell-all TV %	Day-time Talk %	Late Night TV %
News about political figures and events in Washington	21	25	30	32	24	30	26	37	32	30	31	53	42	32	38	40	11	23	27
Sports	25	29	28	34	27	26	22	33	33	34	33	36	30	21	32	32	27	23	38
Business & finance	15	17	19	21	17	22	17	28	21	32	28	36	38	23	24	30	9	12	19
International affairs	21	26	34	34	24	29	24	39	31	32	30	52	51	34	32	44	11	18	22
Local government	22	29	33	31	29	32	28	33	28	29	33	38	37	31	35	38	18	27	25
Religion	19	21	23	21	22	25	23	28	27	26	27	26	35	23	29	24	21	27	18
People/events in your own community	31	37	42	38	39	43	41	40	37	45	43	30	43	35	37	40	41	44	37
Entertainment	13	14	13	15	15	17	15	18	22	20	19	12	18	13	18	13	27	25	30
Consumer news	12	15	15	14	15	19	16	20	18	19	21	21	23	16	20	19	14	19	14
Science & technology	17	19	19	20	18	19	16	27	23	30	26	26	30	27	22	27	15	13	20
Health News	26	30	32	32	31	40	35	36	34	43	40	41	46	32	26	39	36	40	28
Crime	30	35	43	38	38	45	39	37	43	36	37	44	41	38	37	41	61	38	34
Culture & the arts	9	11	10	11	10	13	11	14	13	14	18	18	23	18	15	17	11	15	12

SHARED AUDIENCES

Based on "Regular" Viewers, Listeners, Readers

	<u>Total</u> %	<u>Daily</u> <u>News-</u> <u>paper</u> %	<u>Nightly</u> <u>Network</u> <u>News</u> %	<u>Cable</u> <u>News</u> <u>Channels</u> %	<u>Local</u> <u>TV</u> <u>News</u> %	<u>TV</u> <u>News</u> <u>Mags.</u> %	<u>TV</u> <u>Morning</u> <u>Shows</u> %	<u>CNN</u> %	<u>FOX</u> <u>News</u> <u>Channel</u> %	<u>CNBC</u> %	<u>MS-</u> <u>NBC</u> %	<u>C-SPAN</u> %	<u>News-</u> <u>Hour</u> %	<u>NPR</u> %	<u>Talk</u> <u>radio</u> %	<u>(Read)</u> <u>News</u> <u>Mags.</u> %	<u>Tell-</u> <u>all</u> <u>TV</u> %	<u>Day-</u> <u>time</u> <u>Talk</u> %	<u>Late</u> <u>Night</u> <u>TV</u> %
Daily Newspaper	63	100	74	71	71	74	71	76	68	71	72	80	81	70	69	83	53	63	66
Nightly Network News	32	38	100	44	47	55	54	n/a	n/a	n/a	n/a	62	48	33	n/a	48	28	50	40
Cable News Channels	33	37	46	100	40	50	42	n/a	n/a	n/a	n/a	75	48	34	n/a	50	35	40	46
Local TV News	57	64	83	69	100	80	79	72	65	75	72	72	68	55	56	68	59	73	76
TV News Magazines	24	28	40	35	34	100	40	42	31	44	43	43	49	29	31	40	30	44	38
TV Morning Shows	22	25	36	27	30	36	100	25	26	31	29	37	37	24	23	29	32	50	34
CNN	25	30	n/a	n/a	31	41	28	100	41	59	56	65	48	33	32	42	27	29	33
Fox News Channel	22	24	n/a	n/a	25	27	26	36	100	36	41	48	31	25	34	29	38	29	31
CNBC	13	15	n/a	n/a	17	23	18	31	22	100	42	44	28	22	14	20	22	18	17
MSNBC	15	17	n/a	n/a	19	26	19	33	28	48	100	45	36	18	17	29	20	20	24
C-SPAN	5	6	8	10	6	8	8	13	11	17	15	100	17	7	8	11	5	6	6
NewsHour	5	6	7	6	6	9	8	9	7	10	12	17	100	11	7	12	10	6	9
NPR	16	17	16	16	15	19	17	21	19	26	20	25	36	100	29	26	18	13	15
Talk Radio	17	18	n/a	n/a	17	21	17	22	26	18	20	26	25	30	100	29	16	18	18
(Read) News magazines	13	17	19	19	16	21	17	22	18	20	26	30	33	21	23	100	9	16	20
Tell-all TV	5	4	4	4	5	6	7	6	9	9	7	5	10	5	5	3	100	18	8
Daytime Talk TV	7	6	9	7	8	12	14	8	9	10	9	9	8	5	7	8	24	100	12
Late Night TV	12	12	14	15	15	18	18	16	17	16	19	16	21	11	13	18	18	21	100

ABOUT THIS SURVEY

Results for the *Biennial Media Consumption* survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 3,002 adults, 18 years of age or older, during the period April 26 - May 12, 2002. Based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2 percentage points. For results based on either Form A (N=1,551) or Form B (N=1,451), the sampling error is plus or minus 3 percentage points.

Results for the *Believability* survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 736 adults, 18 years of age or older, during the period May 8-16, 2002. Based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 4 percentage points.

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

SURVEY METHODOLOGY IN DETAIL

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

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

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

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

Non-response in telephone interview surveys produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 2001). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone. The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters.

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

April 26 - May 12, 2002

(T) = Total sample [N=3,002]

(A) = Form A [N=1,551]

(B) = Form B [N=1,451]

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

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>
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

On a different subject...

Q.2 (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, 2002	63	37	*=100
April, 2000	63	37	*=100
November, 1998	70	30	0=100
April, 1998	68	32	*=100
April, 1996	71	28	1=100
June, 1995	69	34	*=100
March, 1995	71	29	*=100
October, 1994	73	27	*=100
July, 1994	74	26	*=100
February, 1994	70	30	0=100
January, 1994	71	29	*=100
June, 1992	75	25	*=100
July, 1991	73	27	*=100
May, 1991	70	30	*=100
January, 1991	72	27	1=100
November, 1990	74	26	0=100
October, 1990	72	28	0=100
July, 1990	71	29	0=100
May, 1990	71	29	0=100

Q.3 (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, 2002	78	22	*=100
April, 2000	75	25	*=100
April, 1998	80	20	*=100
April, 1996	81	19	0=100
June, 1995	78	22	*=100
March, 1995	82	18	*=100
October, 1994	81	19	*=100
July, 1994	81	19	*=100
February, 1994	84	16	0=100
January, 1994	85	15	*=100
June, 1992	85	15	*=100
July, 1991	84	16	*=100
May, 1991	84	16	*=100
January, 1991	88	12	*=100
November, 1990	80	20	*=100
October, 1990	81	19	0=100
July, 1990	81	19	0=100
May, 1990	80	20	0=100

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

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
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 A ONLY:

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

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

ASK FORM B ONLY:

Q.6 (B) We're interested in how often people watch the TV NETWORK EVENING NEWS programs – by this we mean ABC World News Tonight with Peter Jennings, CBS Evening News with Dan Rather, NBC Nightly News with Tom Brokaw, and the PBS NewsHour with Jim Lehrer. Do you happen to watch TV EVENING NEWS PROGRAMS REGULARLY, or not?

- 53 Yes
 - 47 No
 - * Don't know/Refused
- 100

ASK ALL:

Q.7 (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? [INSERT ITEM, ROTATE]

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/Ref</u>
a. The U.S. military effort in Afghanistan	39	39	13	8	1=100
Early April, 2002	45	37	12	5	1=100
February, 2002	47	39	8	5	1=100
January, 2002	51	35	9	4	1=100
December, 2001	44	38	12	5	1=100
Mid-November, 2001	49	36	11	3	1=100
Early November, 2001	45	36	12	6	1=100
Mid-October, 2001	51	35	10	3	1=100
January, 1991 ¹	67	28	4	1	0=100
b. Defending against terrorist attacks in the U.S.	46	36	10	7	1=100
Early April, 2002	49	35	10	5	1=100
December, 2001 ²	60	29	7	3	1=100
Mid-November, 2001	66	25	6	2	1=100
Early November, 2001	63	26	6	3	2=100
Mid-October, 2001	78	16	4	1	1=100
Early October, 2001 ³	73	22	4	1	*=100
Mid-September, 2001	74	22	3	1	*=100
c. Continued violence in the Middle East between the Palestinians and the Israelis	38	37	14	10	1=100
Early April, 2002	44	33	13	9	1=100
December, 2001	31	40	19	9	1=100
Early September, 2001	21	33	25	20	1=100
April, 2001 ⁴	22	34	24	19	1=100
Mid-October, 2000	30	38	18	13	1=100
Early October, 2000	21	30	27	21	1=100
January, 1997	12	23	29	35	1=100
October, 1996	17	34	26	23	*=100
May, 1988	18	37	34	9	2=100

¹ In January 1991 the question was worded: "How closely have you been following news about the War in the Gulf?"

² From Mid-October 2001 to December 2001 the story was listed as "Terrorism attacks on the United States."

³ In Early October 2001 and Mid-September 2001 the story was listed as "News about the terrorist attacks on the World Trade Center in New York and the Pentagon in Washington?"

⁴ In April 2001 the story was listed as "Continued violence in the Middle East." In Mid-October 2000 the story was listed as "Continued violence in the Middle East between the Palestinians and the Israelis." In Early October 2000 the story was listed as "Renewed violence in the Middle East between the Palestinians and the Israelis." In January 1997 the story was listed as "Renewed tensions between Israelis and Palestinians over Hebron." In October 1996 the story was listed as "Renewed violence between Israelis & Palestinians on the West Bank and in Jerusalem." In May 1988 the story was listed as "The conflict in the Middle East between the Palestinians and the Israelis in the occupied territories."

Q.7 (T) CONTINUED ...

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
d. The Secretary of State's recent visit to the Middle East	25	32	20	22	1=100
e. The attempted overthrow of the president of Venezuela	6	13	27	53	1=100
f. The Pope and American cardinals meeting in Rome about sexual abuse by Catholic priests	27	33	21	18	1=100
Early April, 2002 ⁵	27	34	25	13	1=100
December, 1993	18	32	31	18	1=100

ASKED APRIL 24-MAY 12 [N=1975]

g. The recent success of a right-wing candidate in the French presidential elections	6	13	23	57	1=100
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INTERVIEWER NOTE: FOR QUESTIONS 8 thru 14 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY."

Q.8 (T) Now, on another subject... Did you get a chance to read a daily newspaper yesterday, or not?

FORM A ONLY:

IF "YES" IN Q.8, ASK:

Q.9 (A) About how much time did you spend reading a daily newspaper yesterday? (**DO NOT READ**)

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

ASK ALL:

Q.10 (T) Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?

FORM A ONLY:

IF "YES" IN Q.10, ASK:

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

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

⁵

In Early April 2002 and December 1993 the question was worded: "Reports of sexual abuses by Catholic priests."

ASK ALL:

Q.12(T) Apart from news, did you watch anything else on television yesterday, or not?

FORM A ONLY:

IF "YES" IN Q.12, ASK:

Q.13(A) About how much time did you spend watching TV yesterday, not including the news?

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

ASK ALL:

Q.14 (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 April 2000	Sept 1999	Nov 1998	April 1998	Nov 1997	April 1996	June 1995	March 1995	Feb 1994	Jan 1994	March 1991	Gallup 1965
41	Yes, listened	43	44	41	49	44	44	42	47	47	47	44	58
	10 Less than 15 min.	14	12	13	16	12	12	13	16	14	15	n/a	n/a
	7 15-29 min.	9	8	8	9	9	11	9	12	11	10	n/a	n/a
	10 30-59 min.	9	10	8	10	9	10	9	9	9	10	n/a	n/a
	14 1 hour or more	11	14	12	14	14	11	11	10	13	12	n/a	n/a
58	Didn't Listen	56	56	57	51	55	55	56	52	52	52	56	42
$\frac{1}{100}$	Don't know	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{2}{100}$	$\frac{*}{100}$	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{2}{100}$	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{0}{100}$

⁶

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

ASK 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...”]

Q.15 (A) Did you spend any time reading magazines?

IF “YES” IN Q.15, ASK:

Q.16 (A) About how much time did you spend reading magazines yesterday? **[DO NOT READ]**

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

ASK FORM A ONLY:

Q.17(A) Not including school or work related books, did you spend anytime reading a book yesterday? **(IF YES: Was it a work of fiction or non-fiction?)**

IF “YES” IN Q.17, ASK:

Q.18(A) About how much time did you spend reading books yesterday? **(DO NOT READ)**

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

ASK FORM A ONLY:

Q.19 (A) As I read from a list tell me if you did this yesterday or not. Yesterday did you... [INSERT ITEM, ROTATE]? (Yesterday, did you... [NEXT ITEM]?) [DO NOT ASK ITEM c IF DAY OF WEEK IS SUNDAY OR MONDAY]

	<u>Yes</u>	<u>No</u>	<u>Doesn't Apply</u>	<u>DK/ NA</u>		
a.	Get some kind of vigorous exercise such as jogging, working out at a gym, or playing a racquet sport	39	60	--	1=100	
	April, 1998	36	64	--	0=100	
	June, 1997	37	63	--	*=100	
	February, 1994	26	74	--	*=100	
b.	Go online from home	34	63	--	3=100	
	April, 1998	17	82	--	1=100	
c.	Go online from work	20	75	5	*=100	(N=1053)
	April, 1998	12	85	3	*=100	
	WENT ONLINE YESTERDAY (NET)⁷	43	57	--	*=100	(N=1053)
	April, 1998	25	75	--	0=100	
	June, 1995	4	96	--	*=100	
d.	Have a family meal together	63	36	--	1=100	
	April, 1998	67	32	--	1=100	
	February, 1994	64	36	--	*=100	
e.	Go shopping for something other than food or medicine	27	73	--	*=100	
	June, 1997	30	70	--	*=100	
	February, 1994	23	77	--	*=100	
f.	Pray	66	34	--	*=100	
	February, 1994	56	44	--	*=100	
g.	Watch a movie at home on video, DVD or pay-per-view	23	77	--	*=100	
h.	Call a friend or relative just to talk	63	37	--	*=100	
	November, 1998	52	48	--	*=100	
	April, 1998	67	33	--	*=100	
	June, 1997	65	35	--	*=100	
	June, 1995	56	44	--	*=100	
	February, 1994	63	37	--	*=100	
i.	Send an e-mail to a friend or relative	27	72	--	1=100	

⁷

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

ASK ALL:

Q.20 (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 ITEMS a. THRU u.]

ASK FORM A ONLY:		<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	32	29	15	24	*=100
	April, 2000	30	28	16	25	1=100
	August, 1999	40	33	16	11	*=100
	April, 1998	38	29	15	18	*=100
	February, 1997	41	31	14	14	*=100
	April, 1996	42	29	15	14	*=100
	March, 1995	48	28	14	10	*=100
	May, 1993	60	28	5	6	1=100
	February, 1993	58	23	10	9	*=100
b.	Watch cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel	33	35	11	21	*=100
NO ITEM c.						
ASK FORM B ONLY:						
d.	Watch the CBS Evening News with Dan Rather	18	29	18	35	*=100
e.	Watch the ABC World News Tonight with Peter Jennings	18	30	19	33	*=100
f.	Watch the NBC Nightly News with Tom Brokaw	20	29	18	33	*=100
g.	Watch Cable News Network (CNN)	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
h.	Watch the Fox News CABLE Channel	22	26	15	37	*=100
	April, 2000	17	28	17	37	1=100
	April, 1998	17	30	14	38	1=100
i.	Watch MSNBC	15	30	16	37	2=100
	April, 2000	11	27	17	42	3=100
	April, 1998	8	23	15	51	3=100

Q.20 (T) CONTINUED ...

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
ASK FORM B ONLY:						
j.	Watch CNBC	13	30	17	38	2=100
	April, 2000	13	29	18	37	3=100
	April, 1998	12	27	17	42	2=100
ASK ALL:						
k.	Watch the local news about your viewing area which usually comes on before the national news in the evening and again later at night	57	24	8	11	*=100
	April, 2000 ⁸	56	24	9	11	*=100
	April, 1998	64	22	6	8	*=100
	February, 1997	72	16	7	5	0=100
	April, 1996	65	23	7	5	*=100
	March, 1995	72	18	6	4	*=100
	May, 1993	77	16	5	4	*=100
	February, 1993	76	16	5	3	*=100
l.	Watch C-SPAN	5	18	18	57	2=100
	April, 2000	4	17	22	56	1=100
	April, 1998	4	19	18	58	1=100
	April, 1996	6	21	18	53	2=100
	March, 1995	8	17	20	53	2=100
	July, 1994	9	26	12	52	1=100
	February, 1994	7	20	15	56	2=100
	May, 1993	11	25	13	48	3=100
	February, 1993	7	18	14	45	16=100
	June, 1992	6	19	18	54	3=100
m.	Listen to National Public Radio (NPR)	16	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 ⁹	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

8

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

9

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

Q.20 (T) CONTINUED ...

	Regularly	Sometimes	Hardly Ever	Never	Don't Know
n. Watch news magazine shows such as 60 Minutes, 20/20 or Dateline	24	42	16	18	*=100
April, 2000	31	41	15	13	*=100
August, 1999	35	40	16	9	*=100
April, 1998	37	41	12	10	*=100
April, 1996 ¹⁰	36	38	15	11	*=100
July, 1994	43	43	8	6	*=100
February, 1994	45	36	11	8	0=100
May, 1993	52	37	6	5	*=100
February, 1993	49	32	11	8	*=100
June, 1992	46	40	8	6	*=100
July, 1990	46	38	8	8	*=100
June, 1990	50	36	6	8	*=100
May, 1990	45	37	8	10	*=100
April, 1990	47	37	7	9	*=100
March, 1990	41	42	7	10	*=100
February, 1990	39	41	10	10	0=100
January, 1990	43	40	8	9	*=100
o. Watch the NewsHour with Jim Lehrer	5	13	15	66	1=100
April, 2000	5	12	15	66	2=100
April, 1998	4	14	14	67	1=100
April, 1996 ¹¹	4	10	11	73	2=100
July, 1994	7	23	11	58	1=100
February, 1994	6	16	11	66	1=100
May, 1993	10	24	14	51	1=100
June, 1992	6	19	17	56	2=100
July, 1990	7	16	11	66	*=100
June, 1990	7	16	12	64	1=100
May, 1990	8	15	11	65	1=100
April, 1990	6	16	11	66	1=100
March, 1990	5	19	12	63	1=100
February, 1990	5	15	11	69	0=100
January, 1990	6	15	12	67	*=100
p. Watch the Weather Channel	32	28	15	25	*=100
April, 2000	32	28	15	25	*=100
April, 1998	33	27	13	27	*=100
q. Watch Sports News on ESPN	19	19	12	50	*=100
April, 2000	23	18	13	46	*=100
April, 1998 ¹²	20	20	15	45	*=100
r. Watch late night TV shows such as David Letterman and Jay Leno	12	22	18	48	*=100

¹⁰ In 1996 and earlier, the question was asked "Watch news magazine shows such as 60 Minutes or 20/20."

¹¹ 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.

¹² In 1998, the question was asked "Watch ESPN Sports News."

Q.20 (T) CONTINUED ...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
s. Watch TV shows such as Entertainment Tonight or Access Hollywood	9	24	19	48	*=100
April, 2000	8	26	22	44	*=100
April, 1998 ¹³	8	27	24	41	*=100
February, 1997	9	29	23	39	*=100
June, 1992	11	30	24	35	*=100
April, 1990	14	30	17	39	*=100
March, 1990	15	31	15	39	*=100
February, 1990	11	31	16	42	0=100
January, 1990	11	34	16	39	0=100
t. Watch the Today Show, Good Morning America or The Early Show	22	19	14	45	*=100
April, 2000	20	18	15	47	*=100
April, 1998 ¹⁴	23	19	17	41	*=100
u. Watch Univision or some other Spanish-language television network	4	5	6	85	*=100
April, 2000	3	4	7	86	*=100

Now thinking about different types of daytime television shows, how often do you ... **[INSERT ITEM; ROTATE]**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
v. Watch daytime talk shows such as Ricki Lake or Jerry Springer?	5	10	12	73	*=100
April, 2000	7	12	14	67	*=100
April, 1998 ¹⁵	13	15	14	58	*=100
June, 1997	8	13	20	59	*=100
April, 1996	10	14	17	59	*=100
w. Watch daytime talk shows such as Rosie O'Donnell or Oprah Winfrey	7	17	17	59	*=100
April, 2000	10	21	18	51	*=100

ASK FORM A ONLY:

Q.21(A) Now I'd like to ask you about some other television and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **[READ AND ROTATE]**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a. Watch Larry King Live	5	22	15	58	*=100
April, 1998	4	20	15	61	*=100
b. Listen to Dr. Laura Schlesinger's radio show	2	6	7	84	1=100
April, 1998	3	9	8	80	*=100
c. Listen to Don Imus' radio show	2	4	5	88	1=100
April, 1998	1	3	6	89	1=100

¹³ In 1998 and earlier, the question was asked "Watch Entertainment Tonight."

¹⁴ In 1998, the question was asked "Watch the Today Show, Good Morning America or CBS This Morning."

¹⁵ In 1996, 1997 and 1998 the question was asked "Watch the daytime talk shows Ricki Lake, Jerry Springer or Jenny Jones."

Q.21 (A) CONTINUED ...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
d. Listen to Rush Limbaugh's radio show	4	10	9	77	*=100
April, 1998	5	11	11	73	*=100
June, 1997	5	11	12	71	1=100
April, 1996	7	11	11	70	1=100
July, 1994	6	20	13	61	*=100
e. Listen to religious radio shows such as "Focus on the Family"	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
f. Watch "The O'Reilly Factor" with Bill O'Reilly	6	14	10	70	*=100
g. Watch "The Daily Show" with Jon Stewart	2	10	8	79	1=100

ASK ALL:

Q.22 (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	13	35	18	34	*=100
April, 2000	12	34	19	35	*=100
April, 1998	15	36	17	32	*=100
April, 1996	15	35	20	30	*=100
July, 1994	18	41	18	23	*=100
February, 1994	16	31	23	30	*=100
May, 1993	24	39	14	23	*=100
June, 1992	20	39	18	23	*=100
July, 1990	18	34	18	30	*=100
June, 1990	21	39	16	24	*=100
May, 1990	17	34	19	30	*=100
April, 1990	20	35	16	29	*=100
March, 1990	16	35	19	30	*=100
February, 1990	17	36	18	29	0=100
January, 1990	18	34	17	31	0=100
b. Business magazines such as Fortune and Forbes	4	16	14	66	*=100
April, 2000	5	15	15	65	*=100
April, 1998	5	16	15	64	*=100
April, 1996	5	17	16	62	*=100
July, 1994	5	21	21	53	0=100
February, 1994	6	15	17	62	*=100
June, 1992	5	17	21	57	*=100
July, 1990	5	15	14	66	*=100
June, 1990	6	16	16	62	*=100
May, 1990	4	14	15	67	*=100
April, 1990	5	15	14	66	*=100
March, 1990	5	14	14	67	0=100
February, 1990	4	12	14	70	*=100
January, 1990	5	13	14	68	0=100

Q.22 (T) CONTINUED ...

	Regularly	Sometimes	Hardly Ever	Never	Don't Know
c. The National Enquirer, The Sun or The Star	3	9	10	78	*=100
April, 2000	3	9	12	76	*=100
April, 1998	3	12	9	76	*=100
February, 1997	5	6	12	77	0=100
April, 1996	5	11	12	72	*=100
July, 1994	5	13	16	66	*=100
June, 1992	5	13	14	68	*=100
March, 1990	5	15	13	67	*=100
February, 1990	7	13	13	67	*=100
January, 1990	7	12	13	68	0=100
d. Personality magazines such as People	6	26	18	50	*=100
April, 2000	6	27	18	49	*=100
April, 1998	8	29	18	45	0=100
February, 1994 ¹⁶	9	22	22	47	*=100
May, 1993	12	25	19	44	*=100
June, 1992	8	28	25	39	*=100
July, 1990	9	25	18	48	*=100
June, 1990	10	28	19	43	*=100
May, 1990	7	24	19	50	*=100
April, 1990	9	25	20	46	*=100
March, 1990	8	25	20	47	*=100
February, 1990	8	24	19	49	*=100
January, 1990	9	23	19	49	0=100
e. Magazines such as The Atlantic, Harpers or The New Yorker	2	7	11	80	*=100
April, 2000	2	7	11	80	*=100
April, 1998	2	8	11	79	0=100
February, 1994	2	6	14	78	*=100
June, 1992	2	9	16	73	*=100
July, 1990	2	8	11	79	*=100
June, 1990	2	8	13	77	*=100
May, 1990	2	7	12	79	*=100
April, 1990	2	6	12	80	*=100
March, 1990	2	7	13	78	0=100
February, 1990	2	7	10	81	*=100
January, 1990	2	7	11	80	0=100
f. Political magazines such as The Weekly Standard or The New Republic	2	6	9	83	*=100

¹⁶

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

Q.23(T) Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

IF "YES," ASK:

Q.24 (T) Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	<i>Computer User</i>			Based on Total Respondents: <i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
April, 2002	71	29	*=100	62	38	0=100
February, 2002	71	29	*=100	62	38	0=100
January, 2002	73	27	0=100	62	38	0=100
Mid-November, 2001	73	27	0=100	62	38	0=100
Mid-September, 2001	72	28	*=100	62	38	*=100
June, 2001	72	28	*=100	62	38	0=100
May, 2001	75	25	*=100	64	36	0=100
April, 2001	72	28	*=100	62	38	0=100
February, 2001	72	28	0=100	60	40	*=100
January, 2001	71	29	*=100	61	39	0=100
July, 2000	68	31	1=100	55	45	*=100
June, 2000	68	31	1=100	56	44	*=100
April, 2000	68	32	*=100	54	46	*=100
March, 2000 ¹⁷	72	28	0=100	61	39	0=100
February, 2000	67	33	*=100	52	48	0=100
January, 2000	68	32	*=100	52	48	*=100
December, 1999	67	33	*=100	53	47	0=100
October, 1999	67	33	*=100	50	50	0=100
Late September, 1999	68	32	*=100	52	48	*=100
September, 1999	70	30	*=100	53	47	0=100
August, 1999	67	33	*=100	52	48	0=100
July, 1999	68	32	*=100	49	51	0=100
June, 1999	64	35	1=100	50	50	*=100
May, 1999	66	33	1=100	48	52	0=100
April, 1999	71	29	*=100	51	49	*=100
March, 1999	68	32	*=100	49	51	*=100
February, 1999	68	32	*=100	49	51	*=100
January, 1999	69	31	*=100	47	53	*=100
Early December, 1998	64	36	*=100	42	58	0=100
November, 1998	--	--	--	37	63	*=100
Early September, 1998	64	36	*=100	42	58	*=100
Late August, 1998	66	34	0=100	43	57	*=100
Early August, 1998	66	34	*=100	41	59	*=100
April, 1998	61	39	*=100	36	64	0=100
January, 1998	65	35	*=100	37	63	0=100
November, 1997	66	34	*=100	36	63	1=100
June, 1997	60	40	0=100	--	--	--
Early September, 1996	56	44	*=100	--	--	--
July, 1996	56	44	*=100	23	77	0=100
April, 1996	58	42	*=100	21	79	*=100
March, 1996	61	39	*=100	22	78	0=100
February, 1996	60	40	0=100	21	79	*=100
January, 1996	59	41	0=100	21	79	0=100
June, 1995 ¹⁸	--	--	--	14	86	*=100

¹⁷ In March 2000, "or anywhere else" was added to the question wording.

¹⁸ 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?

IF "GOES ONLINE" IN Q.24, ASK: [N=1918]

Q.25 (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?

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

ASK Q.26-Q.34 OF FORM B ONLY:

Q.26(B) On another subject... Thinking about a typical weekday, do you normally start your morning with some type of news, or not?

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

IF "YES" IN Q.26, ASK:

Q.27(B) If you don't have an opportunity to start your day with the news, do you miss it a lot, or doesn't it make that much of a difference to you?

		----- April 1998 -----	
Morning News		Morning News Audience	
Total	Audience	Total	Audience
35	51	33	48
30	45	33	49
2	3	1	2
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
68	100	68	100
(N=1008)			

Q.28(B) Is your morning news mainly from television, the newspaper, radio or the Internet? [ACCEPT MULTIPLE RESPONSES]

		----- April 1998 -----	
Morning News		Morning News Audience	
Total	Audience	Total	Audience
43	63	41	60
14	21	19	28
18	26	22	33
6	9	2	3
*	*	*	*
(N=1008)			

Q.29(B) On weekdays, do you typically read, watch, or listen to the news during the course of the day, or not?

		<u>April 1998¹⁹</u>
61	Yes	74
39	No	26
*	Don't know/Refused	*
		<u>100</u>

IF “YES” Q.29, ASK:

Q.30(B) At that time, do you mainly get news from television, the newspaper, radio or the Internet? [ACCEPT MULTIPLE RESPONSES]

			<i>----- April 1998 -----</i>	
			Daytime	
<u>Total</u>	<u>Daytime News Audience</u>		<u>Total</u>	<u>Daytime News Audience</u>
35	58	Television	41	58
17	28	Newspaper	25	35
15	24	Radio	22	31
7	12	Internet	4	5
*	1	Don't know/Refused	*	*

(N=889)

Q.31(B) On weekdays, do you typically read, watch or listen to the news around the dinner hour, or not?

		<u>April 1998²⁰</u>
55	Yes	63
45	No	37
*	Don't know/Refused	*
		<u>100</u>

IF “YES” Q.31, ASK:

Q.32(B) At that time, do you mainly get news from television, the newspaper, radio or the Internet? [ACCEPT MULTIPLE RESPONSES]

			<i>----- April 1998 -----</i>	
			Dinner Hour	
<u>Total</u>	<u>Dinner Hour News Audience</u>		<u>Total</u>	<u>Dinner Hour News Audience</u>
50	92	Television	54	90
5	9	Newspaper	7	11
3	5	Radio	4	7
1	2	Internet	1	2
*	*	Don't know/Refused	*	*

(N=830)

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

²⁰ In 1998 the question began, “And on a typical weekday, do you normally...”

Q.33(B) On weekdays, do you typically read, watch or listen to the news late in the evening, or not?

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

IF "YES" Q.33, ASK:

Q.34(B) At that time, do you mainly get news from television, the newspaper, radio or the Internet? [ACCEPT MULTIPLE RESPONSES]

			<i>----- April 1998 -----</i>	
Late Evening News			Total	Late Evening News Audience
<u>Total</u>	<u>Audience</u>		<u>Total</u>	<u>News Audience</u>
55	91	Television	55	94
6	10	Newspaper	5	9
2	3	Radio	2	3
4	6	Internet	1	2
*	*	Don't know/Refused	0	0
(N=874)				

ASK ALL:

IF WATCHED TELEVISION NEWS YESTERDAY (Q.10=1) ASK: [N=1703]

INTERVIEWER NOTE: FOR QUESTION 35 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY."

Q.35(T) Earlier, you said that you watched some news on television yesterday. Thinking back, did you happen to watch [READ AND ROTATE] yesterday or not? (Did you happen to watch [NEXT ITEM] yesterday or not?)

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
a. A network evening news program on CBS, ABC, NBC or PBS	54	43	3=100
b. A local news program with news about your viewing area	76	23	1=100
c. A cable news channel such as CNN, MSNBC or the Fox News CABLE Channel	46	53	1=100
d. A morning news program such as the Today Show, Good Morning America or the Early Show	32	67	1=100

ASK FORM A ONLY:

e. A cable news talk show such as the O'Reilly Factor or Larry King Live	15	84	1=100 (N=873)
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ASK FORM B ONLY:

f. A news magazine show such as 60 Minutes, 20/20 or Dateline	20	78	2=100 (N=830)
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²¹

In 1998 the question began "On a typical weekday, do you normally..."

ASK ALL:

On another subject...

Q.36(T) How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

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

ASK FORM B ONLY:

Q.37(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, 2002	17	20	22	41	*=100
April, 2000	14	23	23	40	*=100
August, 1999	18	23	24	35	*=100
Early September, 1998	23	25	23	29	*=100
April, 1998	13	22	24	41	*=100
October, 1997	18	28	25	29	*=100
August, 1997	17	24	28	31	*=100
Early September, 1996	15	25	22	37	1=100
July, 1996	16	24	27	33	*=100
June, 1996	17	25	26	31	1=100
April, 1996	13	23	25	39	*=100
March, 1996	18	28	24	30	*=100
October, 1995	18	33	25	24	*=100
June, 1995	15	19	27	39	*=100
April, 1995	19	30	24	27	*=100
November, 1994	16	31	26	26	1=100
July, 1994	17	29	24	30	*=100
December, 1993	23	22	25	30	0=100
April, 1993	23	32	23	22	*=100

Q.38(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>April 2000</u>	<u>Nov 1998</u>	<u>April 1998</u>	<u>June 1995</u>
26 Overloaded	30	28	28	23
66 Like it	62	62	67	64
6 Other (VOL)	5	6	2	11
<u>2</u> Don't know/Refused	<u>3</u>	<u>4</u>	<u>3</u>	<u>2</u>
100	100	100	100	100

ASK ALL:

Q.39 (T) Next I would like to ask you about some things that have been in the news. Not everyone will have heard about them...**[ROTATE Q.39a THRU Q.39d]**

ASK 1/3 OF RESPONDENTS: [N=1010]

a.F1 Can you tell me the name of the current vice president of the United States?

	Mid- Nov <u>2001</u>	-- GORE -- July <u>1994</u>	Feb <u>1994</u>
61 Correct, Richard Cheney/Dick Cheney/Cheney (<i>correct answer</i>)	67	65	70
4 Incorrect, any other person	7	3	6
<u>35</u> Don't know/Refused	<u>26</u>	<u>32</u>	<u>24</u>
100	100	100	100

ASK 1/3 OF RESPONDENTS: [N=1002]

b.F2 Can you tell me the name of the current Secretary of State?

48 Correct, Colin Powell/Powell (*correct answer*)
6 Incorrect, any other person
46 Don't know/Refused
100

ASK 1/3 OF RESPONDENTS: [N=990]

c.F3 Can you tell me the name of the current Secretary of Defense?

29 Correct, Donald Rumsfeld/Don Rumsfeld/Rumsfeld (*correct answer*)
19 Incorrect, any other person
52 Don't know
100

ASK ALL RESPONDENTS:

d. Recently, many European countries have adopted a new currency. Do you happen to know the name of this new European money?

44 Correct, the Euro (*correct answer*)
3 Incorrect, any other
53 Don't know
100

e. Do you happen to know who Yasser Arafat is? **[INTERVIEWER: IF "YES" ASK: Can you tell me who he is.] [OPEN END, RECORD VERBATIM RESPONSE]**

48 Correct, Leader of the PLO/Palestinians (*correct answer*)
30 Other answer
22 No answer/Don't know
100

f. Do you happen to know when the state of Israel was established? Was it **[READ, IN ORDER]**

12 Around 1852
41 Around 1948 **[OR]** (*correct answer*)
9 Around 1960
38 Don't know/Refused
100

ASK FORM A ONLY:

Now, on a different subject...

IF RESPONDENT REGULARLY READS DAILY NEWSPAPER (Q.2=1), ASK: [N=1001]

Q.40 (A) How much would you miss reading the newspaper, if newspapers were no longer available? **[READ CATEGORIES]**

	April 1998	June 1995	Feb 1994
57 A Lot	60	58	67
26 Some	25	27	21
10 Not much	10	10	8
7 Not at all	4	4	4
* Don't know/Refused	1	1	*
100	100	100	100

IF RESPONDENT REGULARLY WATCHES NETWORK EVENING NEWS (Q.5=1), ASK: [N=838]

Q.41 (A) How much would you miss watching the network evening news, if it were no longer on the air? **[READ CATEGORIES]**

62 A Lot
25 Some
7 Not much --OR--
5 Not at all
1 Don't know/Refused
100

ASK ALL:

Q.42(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]**

	Very Closely	Somewhat Closely	Not Very Closely	Not at all Closely	Don't Know
a. News about political figures and events in Washington	21	45	19	15	*=100
April, 2000	17	43	23	17	*=100
April, 1998	19	46	22	13	*=100
April, 1996	16	43	28	13	*=100
b. Sports	25	28	18	29	*=100
April, 2000	27	25	19	29	*=100
April, 1998	27	28	18	27	*=100
April, 1996	26	28	21	25	*=100
c. Business and finance	15	35	25	25	*=100
April, 2000	14	36	27	23	*=100
April, 1998	17	36	24	23	*=100
April, 1996	13	37	31	19	*=100
d. International affairs	21	44	18	17	*=100
April, 2000	14	45	24	17	*=100
April, 1998	16	46	23	15	*=100
April, 1996	16	46	26	12	*=100
e. Local government	22	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

Q.42 (T) CONTINUED ...

		Very Closely	Somewhat Closely	Not Very Closely	Not at all Closely	Don't Know
f.	Religion	19	36	22	22	1=100
	April, 2000	21	32	24	23	*=100
	April, 1998	18	33	25	24	*=100
	April, 1996	17	31	29	23	*=100
g.	People and events in your own community	31	44	14	11	*=100
	April, 2000	26	47	17	10	*=100
	April, 1998	34	45	14	7	*=100
	April, 1996	35	44	14	7	*=100
h.	Entertainment	14	42	25	19	*=100
	April, 2000	15	41	28	16	*=100
	April, 1998	16	43	27	14	*=100
	April, 1996	15	42	29	14	*=100
i.	Consumer news	12	41	25	22	*=100
	April, 2000	12	45	24	18	1=100
	April, 1998	15	46	22	17	*=100
	April, 1996	14	45	26	15	*=100
j.	Science and technology	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
k.	Health news	26	45	16	13	*=100
	April, 2000	29	45	15	11	*=100
	April, 1998	34	46	12	8	*=100
	April, 1996	34	44	14	7	1=100
l.	Crime	30	46	14	9	1=100
	April, 2000	30	45	16	9	*=100
	April, 1998	36	44	13	7	*=100
	April, 1996	41	43	10	6	*=100
m.	Culture and the arts	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

ROTATE QUESTIONS 43 thru 45:

Q.43 (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>2000</u>	April <u>1998</u>
61 Follow INTERNATIONAL news closely ONLY when something important or interesting is happening	64	63
37 Follow INTERNATIONAL news closely MOST of the time	33	34
<u>2</u> Don't know/Refused	<u>3</u>	<u>3</u>
<u>100</u>	<u>100</u>	<u>100</u>

ASK FORM A ONLY:

Q.44 (A) 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"?

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

ASK FORM B ONLY:

Q.45 (B) 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"?

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

NO QUESTION 46

ASK ALL:

On another subject...

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

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

IF YES IN Q.47, ASK:

Q.48 (T) Do you currently subscribe to Cable TV?

BASED ON TOTAL RESPONDENTS:

	<u>April 2000</u>	<u>April 1998</u>	<u>April 1996</u>	<u>Feb 1994</u>
66 Yes	67	67	69	64
26 No	24	24	23	25
<u>8</u> Don't know/Refused/No cable access	<u>9</u>	<u>9</u>	<u>8</u>	<u>11</u>
<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

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

14 Yes
86 No
<u>*</u> Don't know/Refused
<u>100</u>

Q.50 (T) Roughly speaking, how many television channels do you receive in your home? [OPEN, IF “Don’t know” PROBE ONCE WITH “Just your best guess.”]

2 No TV
 8 5 or fewer channels
 9 6-12 channels
 7 13-25 channels
 15 26-50 channels
 36 51-100 channels
 18 101 or more channels
 5 Don’t know
 100

Q.51 (T) And, just your best guess, how many of those channels do you and your family actually watch? [OPEN, IF “Don’t know” PROBE ONCE WITH “Just your best guess.”]

2 No TV
 30 5 or fewer channels
 33 6-12 channels
 19 13-25 channels
 10 26-50 channels
 3 51-100 channels
 1 101 or more channels
 2 Don’t know
 100

Q.52 (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 Agree	Mostly Agree	Mostly Disagree	Completely Disagree	(VOL) Don't Watch the news	DK/ Ref
a. News is not as important today as it once was	7	10	27	54	n/a	2=100
April, 2000	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	31	28	17	20	2	2=100
April, 2000	36	26	17	18	2	1=100
April, 1998	29	27	21	21	1	1=100
c. I wish I had more time to follow the news	22	30	28	18	n/a	2=100
April, 2000	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	14	29	36	15	n/a	6=100
April, 2000	18	35	34	10	n/a	3=100
e. I find that I’m often not interested in a news story because I don’t have enough background information about it	13	30	36	18	n/a	3=100

Q.53 (T) 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?

IF RESPONDENT DOES NOT GET NEWS AT REGULAR TIMES (Q.53=2), ASK:

Q.54(T) When you're checking in on the news, what source do you typically use MOST? [READ]

- 49 Watch/listen at regular times
 - 48 Checks in from time to time
 - 7 Network TV news
 - 13 Cable TV news
 - 18 Local TV news
 - 4 Radio – **OR** –
 - 5 The Internet
 - 1 Other [VOL – **DO NOT READ**]
 - * Don't know/Refused
 - 2 Neither [VOL]
 - 1 Don't know/Refused
- 100

ASK ALL:

Q.55(T) We're interested in what's important to you when you watch, listen to, or read different news sources. Using a 5 point scale, where "5" means extremely important and "1" means not at all important, how important is it to you that the news... [READ AND ROTATE ITEMS a-h] And how important is it that the news... [NEXT ITEM]

		Extremely Important			Not at all Important		Don't Know
		5	4	3	2	1	
a.	Stirs your emotions April, 1998	16	15	32	15	19	3=100 1=100
b.	Contains information that is helpful in your daily life April, 1998	44	24	19	7	5	1=100 1=100
c.	Is enjoyable and entertaining April, 1998	23	19	26	15	15	2=100 1=100
d.	Fits easily into your daily schedule April, 1998	35	23	22	8	10	2=100 1=100
e.	Is accurate April, 1998	80	8	5	2	3	2=100 *=100
f.	Is timely and up-to-date April, 1998	74	15	5	2	3	1=100 1=100
g.	Has news personalities you like ²² April, 1998	25	22	25	11	14	3=100 1=100
h.	Contains information about international events	37	26	23	7	6	1=100

22

In 1998 the item was worded: "Has news personalities who present the news in a caring way."

IF GOES ONLINE FOR NEWS ONCE A WEEK OR MORE (Q.25=1,2,3), ASK [N=1087]:

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

Q.56 (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?

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

IF "MORE OFTEN IN Q.56, ASK [N=112]:

Q.57(T) Which sources are you using MORE often? **[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.]**

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

IF "LESS OFTEN" OR "SOME MORE, SOME LESS" IN Q.56, ASK [N=186]:

Q.58(T) Which sources are you using LESS often? **[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.]**

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

IF GOES ONLINE FOR NEWS (Q.25=1-5), ASK [N=1728]:

Q.59 (T) Do you sometimes get [INSERT ITEM] online, or not? **[ROTATE ITEMS; READ FULL STEM FOR EACH ITEM]**

BASED ON THOSE WHO GO ONLINE FOR NEWS:

	<u>Yes</u>	<u>No</u>	<u>DK</u>
a. Political news	50	50	*=100
April, 2000	39	61	*=100
November, 1998	43	57	*=100
April, 1998	40	60	0=100
October, 1996	46	54	*=100
b. Sports news	47	53	*=100
April, 2000	42	58	*=100
November, 1998	47	53	0=100
April, 1998	39	61	0=100
October, 1996	46	54	0=100

Q.59 (T) CONTINUED ...

	<u>Yes</u>	<u>No</u>	<u>DK</u>
c. International news	55	45	*=100
April, 2000	45	55	*=100
November, 1998	47	53	0=100
April, 1998	41	59	0=100
October, 1996	45	55	0=100
d. News about science and health	60	40	*=100
April, 2000	63	37	*=100
April, 1998	64	36	0=100
October, 1996	58	42	0=100
e. News about technology	54	46	*=100
April, 2000	59	41	0=100
November, 1998	59	41	0=100
April, 1998	60	40	0=100
October, 1996	64	36	*=100
f. Weather	70	30	0=100
April, 2000	66	34	0=100
November, 1998	64	36	0=100
April, 1998	48	52	0=100
October, 1996	47	53	0=100
g. Entertainment news	44	56	*=100
April, 2000	44	56	*=100
November, 1998	58	42	*=100
April, 1998	45	55	0=100
October, 1996	50	50	*=100
h. Local news	42	58	0=100
April, 2000	37	63	0=100
November, 1998	42	58	0=100
April, 1998	28	72	0=100
October, 1996	27	73	0=100

ASK FORM A ONLY:

i. Business news	48	52	0=100 (N=902)
April, 2000	53	47	*=100
November, 1998	58	42	0=100
October, 1996	53	47	*=100

ASK FORM B ONLY:

j. Business and financial news	51	49	*=100 (N=826)
--------------------------------	----	----	---------------

IF GOES ONLINE FOR NEWS (Q.25=1-5), ASK [N=1728]:

Q.60 (T) Do you receive news alerts in your e-mail?

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

IF INTERNET USER (Q.24=1), ASK: [N=1918]

Q.61 (T) 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?

	Nov 2000 ²³	Oct 1999 ²⁴	Nov 1998	April 1998	Oct 1996
65 Yes	45	55	48	54	53
35 No	53	44	51	45	45
* Don't know/Refused	2	1	1	1	2
<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

ASK ALL:

On a different subject...

Q.62 (A) In general, how would you rate the job the press has done in covering [READ AND ROTATE]? Would you say the press does an excellent job, a good job, only a fair job, or a poor job? (And how would you rate the job the press has done in covering [NEXT ITEM]?)

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>
ASK FORM A ONLY:					
a. International news	14	49	28	5	4=100
b. National news	15	50	27	5	3=100
ASK FORM B ONLY:					
c. The terrorist attacks and the war against terrorism	29	48	17	4	2=100
December, 2001	32	45	15	5	3=100
Mid-November, 2001	30	47	16	5	2=100
Mid-October, 2001	32	42	17	6	3=100
Early October, 2001 ²⁵	48	37	10	3	2=100
Mid-September, 2001	56	33	6	3	2=100
January, 1991	36	42	15	5	2=100
d. Local news	15	49	30	4	2=100

Q.63 (T) Do you think the news media gives too much attention to foreign news, not enough attention to foreign news, or about the right amount of attention?

	Early Sept 2001	Sept 1997
13 Too much	12	16
15 Not enough	29	17
68 Right amount	55	62
4 Don't know/Refused	4	5
<u>100</u>	<u>100</u>	<u>100</u>

²³ In 2000 the question asked about "news and information about the 2000 elections."

²⁴ In 1999 and 1998 the question was worded: "When you go online do you ever encounter or come across news and information on current events, public issues or politics when you may have been going online for a purpose other than to get the news?" In 1996 this question was asked: "are you ever exposed to news..."

²⁵ In Early October 2001 and Mid-September 2001 the question was worded: "In general, how would you rate the job the press has done in covering the terrorist attacks on the World Trade Center and the Pentagon?" In January 1991 the question was worded "covering the War in the Gulf."

NO QUESTION 64-67

ASK FORM A ONLY:

Q.68 (A) I'm going to read a list of reasons why some people don't follow international news closely. For each one, tell me if it is a reason why YOU sometimes don't follow international news. First, **[READ AND ROTATE]**. Is this a reason why you sometimes don't follow international news, or not?

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
a. Events in other parts of the world often don't affect me	40	59	1=100
b. There is too much reporting of wars and violence	38	60	2=100
c. I sometimes don't have enough background information to follow international news stories	60	39	1=100
d. It seems like the same news all the time, nothing ever really changes	47	52	1=100

ASK FORM B ONLY:

Q.69 (B) How interested are you in international news that includes **[READ AND ROTATE]**? Would you say you are very interested, somewhat interested, not too interested, or not at all interested? (How about **[NEXT ITEM]**...)

	<u>Very</u>	<u>Somewhat</u>	<u>Not too</u>	<u>Not at all</u>	<u>DK/Ref</u>
a. Experts giving their opinions about world events	16	44	22	17	1=100
b. Live news reports from world trouble spots	41	42	9	7	1=100
c. Background reports explaining world events	31	48	12	8	1=100
d. Stories about ordinary people caught up in world events	20	53	17	9	1=100
e. Interviews with world leaders	26	44	17	12	1=100

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

Q.70 (T) Do you have any type of personal computer, including laptops, in your home?

	April 2000 ²⁶	Nov 1998 ²⁷	June 1995	Feb 1994
65 Yes	59	43	36	31
35 No	41	57	64	69
* Don't know/Refused	*	*	*	0
<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Q.71 (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	64	36	*=100
April, 2000	53	47	*=100
June, 1995 ²⁸	24	76	*=100
b. A pager	16	84	*=100
April, 2000	24	76	*=100
c. A satellite dish	21	79	*=100
April, 2000	18	82	*=100
June, 1995 ²⁹	6	94	*=100
February, 1994	4	96	*=100
d. A DVD player	44	56	*=100
April, 2000	16	83	1=100
e. A palm pilot or other similar product	11	87	2=100
April, 2000 ³⁰	5	91	4=100
f. A smart TV product like Tivo or UltimateTV	3	96	1=100

26 In 2000 the question included, "...These do not include game machines such as Nintendo or Sega."

27 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."

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

29 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."]"

30 In 2000 the item was worded: "A palm pilot."

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
2002 BELIEVABILITY SURVEY
FINAL TOPLINE
May 8 - 16, 2002
N=736

- C.1 In general, how well do you think television and radio stations do in informing the public about political candidates and campaigns? Would you say they do an excellent job, a good job, only a fair job, or a poor job?
- | | |
|-----|--------------------|
| 9 | Excellent |
| 41 | Good |
| 37 | Only fair |
| 11 | Poor |
| 2 | Don't know/Refused |
| 100 | |
- C.2 As you may know, there have been proposals in recent years to require broadcasters to provide free television airtime before elections for the candidates to discuss the issues. Would you favor or oppose such a proposal?
- | | |
|-----|--------------------|
| 73 | Favor |
| 20 | Oppose |
| 7 | Don't know/Refused |
| 100 | |
- C.3 Do you think such a proposal would make political campaigns much better or don't you think so?
- | | |
|-----|-----------------------------|
| 66 | Yes, would make better |
| 25 | No, don't think so |
| 9 | Not sure/Don't know/Refused |
| 100 | |
- C.4 Now I'd like to ask you a few questions about the nation's airwaves, which broadcasters use to transmit television and radio signals. Do you happen to know if television and radio stations own the airwaves, or are they owned by the public?
- | | |
|-----|---|
| 25 | Stations own the airwaves |
| 31 | Public owns the airwaves <i>{correct}</i> |
| 44 | Don't know/refused |
| 100 | |
- C.5 Television and radio stations are required to obtain licenses from the federal government to broadcast over the airwaves. Do you think television and radio stations pay the government each year for these licenses, or do the stations get them for free?
- | | |
|-----|---|
| 70 | Stations pay for licenses |
| 11 | Stations get them for free <i>{correct}</i> |
| 19 | Don't know/refused |
| 100 | |