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Trends in News Consumption: 1991-2012

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## In Changing News Landscape, Even Television is Vulnerable

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## Trends in News Consumption: 1991-2012

# In Changing News Landscape, Even Television Is Vulnerable

The transformation of the nation's news landscape has already taken a heavy toll on print news sources, particularly print newspapers. But there are now signs that television news – which so far has held onto its audience through the rise of the internet – also is increasingly vulnerable, as it may be losing its hold on the next generation of news consumers.

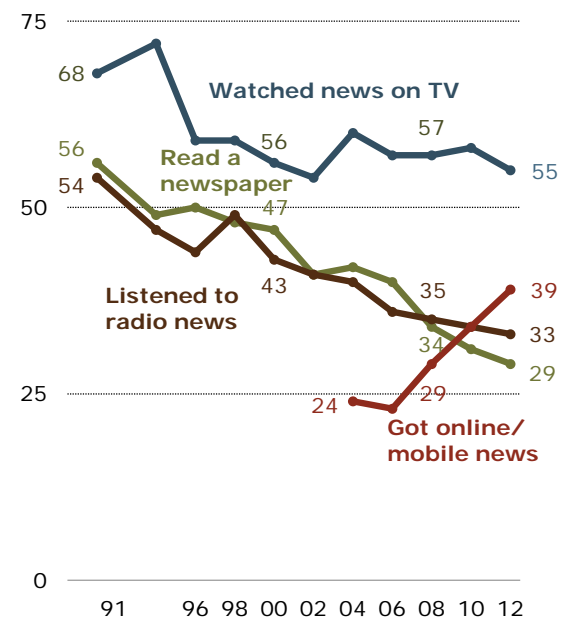
Online and digital news consumption, meanwhile, continues to increase, with many more people now getting news on cell phones, tablets or other mobile platforms. And perhaps the most dramatic change in the news environment has been the rise of social networking sites. The percentage of Americans saying they saw news or news headlines on a social networking site yesterday has doubled – from 9% to 19% – since 2010. Among adults younger than age 30, as many saw news on a social networking site the previous day (33%) as saw any television news (34%), with just 13% having read a newspaper either in print or digital form.

These are among the principal findings of the Pew Research Center's biennial news consumption survey, which has tracked patterns in news use for nearly two decades. The latest survey was conducted May 9-June 3, 2012, among 3,003 adults.

The proportion of Americans who read news on a printed page – in newspapers and magazines – continues to decline, even as online readership has offset some of these losses. Just 23% say they read a print newspaper yesterday, down only slightly since 2010 (26%), but off by about half since 2000 (47%).

### Digital News Surpasses Newspapers, Radio

*Where did you get news yesterday?*



PEW RESEARCH CENTER 2012 News Consumption Survey.

The decline of print on paper spans beyond just newspapers. The proportion reading a magazine in print yesterday has declined over the same period (26% in 2000, 18% today). And as email, text messaging and social networking become dominant forms of communication, the percentage saying they wrote or received a personal letter the previous day also has fallen, from 20% in 2006 to 12% currently. There has been no decrease in recent years in the percentage reading a book on a typical day, but a growing share is now reading through an electronic or audio device.

While print sources have suffered readership losses in recent years, television news viewership has remained more stable.

Currently, 55% say they watched the news or a news program on television yesterday, little changed from recent years. But there are signs this may also change. Only about a third (34%) of those younger than 30 say they watched TV news yesterday; in 2006, nearly half of young people (49%) said they watched TV news the prior day. Among older age groups, the percentages saying they watched TV yesterday has not changed significantly over this period.

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### Just a Third of Young People Watched Any TV News Yesterday

<i>Watched news on television yesterday ...</i>	<b>2006</b>	<b>2012</b>	<b>Change</b>
	%	%	
Total	57	55	-2
18-29	49	34	-15
30-49	53	52	-1
50-64	63	65	+2
65+	69	73	+4

PEW RESEARCH CENTER 2012 News Consumption Survey, Q13.

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The changing demographics of the TV news audience are particularly noticeable in the audiences for local and cable news. The overall share of Americans saying they regularly watch local television news has slipped from 54% in 2006 to 48% today – and in that regard it remains one of the news sources with the broadest reach. But the number of 18-to-29 year-olds regularly watching local news has fallen from 42% in 2006 to 28% today.

### Local TV News Viewing Declines, Particularly among Young People

<i>Regularly watch ...</i>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>06-12 change</b>
	%	%	%	%	
<b>Local news</b>					
Total	54	52	50	48	-6
18-29	42	36	31	28	-14
30-49	51	51	48	46	-5
50-64	60	60	61	57	-3
65+	65	63	64	63	-2
<b>Cable news channels</b>					
Total	34	39	39	34	0
18-29	29	36	29	23	-6
30-49	31	38	39	33	+2
50-64	39	42	42	34	-5
65+	38	44	50	51	+13

PEW RESEARCH CENTER 2012 News Consumption Survey. Q41b,k.

Over this same period, the regular audience for cable news also has aged. In 2006 and 2008, there were only modest age differences in regular cable news viewership. But in the current survey, more than twice as many of those 65 and older as those younger than 30 say they regularly watch cable news (51% vs. 23%).

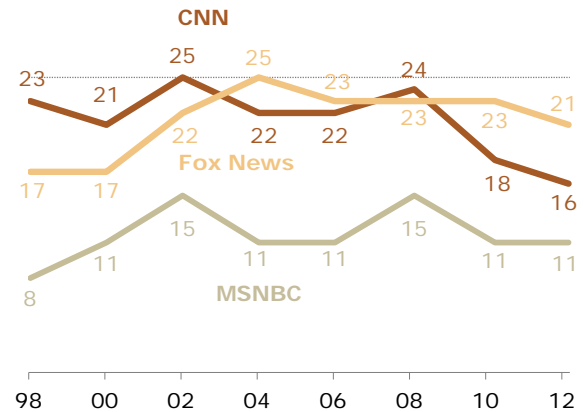
## CNN's Losses Continue

Among individual cable news outlets, CNN's regular audience has declined since 2008. Four years ago, nearly a quarter of Americans (24%) said they regularly watched CNN; that has fallen to 16% in the new survey.

Regular viewership for both Fox News and MSNBC has not changed much in recent years. About one-in-five Americans (21%) say they regularly watch Fox News, while about half as many (11%) say they regularly watch MSNBC.

## CNN Viewership Lower than in 2008; Fox and MSNBC Hold Steady

% who regularly watch...



PEW RESEARCH CENTER 2012 News Consumption Survey. Q41g-i.

## Print on Paper: Going, Going ...

While Americans enjoy reading as much as ever – 51% say they enjoy reading a lot, little changed over the past two decades – a declining proportion gets news or reads other material on paper on a typical day. And there is new evidence in the survey of a shift in reading to electronic platforms.

In the new survey, only 29% say they read a newspaper yesterday, with just 23% reading a print newspaper. Over the past decade, the percentage reading a print newspaper has fallen by 18 points (from 41% to 23%).

Somewhat more (38%) say they *regularly* read a daily newspaper, although this percentage also has declined, from 54% in 2004. Figures for newspaper readership may not include some people who read newspaper content on sites that aggregate news content, such as Google News or Yahoo News.

## Fewer Reading, Writing on Paper

% who did this yesterday ...	2002	2006	2012	02-12 Change
Read a print newspaper	41	38	23	-18
Read a print magazine	23	24	17	-6
Read a book in print	34	38	30	-4
Wrote or received a personal letter	--	20	12	--

PEW RESEARCH CENTER 2012 News Consumption Survey. Q9, Q11, Q28, Q30, Q37f.

Over the past decade, there have been smaller declines in the percentages of Americans reading a magazine or book in print (six points and four points, respectively) than for newspapers.

Just as online newspaper readers make up an ever-greater share of all newspaper readers, so too are more magazine readers and book readers abandoning the printed page for tablets, digital books and other devices. In the current survey, 9% of those who said they read a magazine yesterday, and 20% who read a book, read them in a non-print format.

And substantial percentages of the regular readers of leading newspapers now read them digitally. Currently, 55% of regular New York Times readers say they read the paper mostly on a computer or mobile device, as do 48% of regular USA Today and 44% of Wall Street Journal readers.

By contrast, most readers of such magazines as Harpers, the Atlantic and the New Yorker still read them in print. But even for these magazines, nearly a quarter of regular readers (23%) say they read them mostly on a computer or digital device.

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## Many Read Leading Newspapers Digitally

<i>Based on regular readers of ...</i>	<i>Read mostly in ....</i>			N
	<b>Print</b>	<b>Computer/ Mobile</b>	<b>Other/ DK</b>	
	%	%	%	
New Yorker, Atlantic, Harpers	72	23	4=100	103
Economist, Bloomberg Busweek	55	37	8=100	111
Wall Street Journal	54	44	2=100	142
USA Today	48	48	4=100	127
New York Times	41	55	5=100	174

PEW RESEARCH CENTER 2012 News Consumption Survey. Q90. Based on regular readers. Figures may not add to 100% because of rounding.

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## Online News: More Mobile, More Social

While traditional news platforms have lost audience, online news consumption has been undergoing major changes as well. Nearly one-in-five Americans (17%) say they got news yesterday on a mobile device yesterday, with the vast majority of these people (78%) getting news on their cell phone. Among smartphone owners, nearly a third (31%) got news yesterday on a mobile device.

The second major trend in online news consumption is the rise of news on social networks. Today, 19% of the public says they saw news or news headlines on social networking sites yesterday, up from 9% two years ago. And the percentage regularly getting news or news headlines on these sites has nearly tripled, from 7% to 20%.

In part, this is a byproduct of the explosive growth in social networking. In the current survey, 41% of all adults, including 47% of online adults, say they used Facebook or another social networking site yesterday. (For more on social networking, see surveys conducted by the [Pew Internet & American Life Project](#).)

### More Americans Getting News Digitally and from Social Networks

<i>Where did you get news yesterday?</i>	2010	2012	Change
	%	%	
NET Online/Mobile*	34	39	+5
Online	34	34	0
Cell, tablet, other mobile	--	17	--
Social networking sites like Facebook, Google Plus	9	19	+10
Twitter	2	3	+1
Email	14	16	+2

PEW RESEARCH CENTER 2012 News Consumption Survey.  
\* 2010 survey asked only about news online. 2012 also asked about news on cell phones, tablets and other mobile devices.

### Rise of Social Networks for News among the Young and Not So Young

<i>Saw any news on social networking sites yesterday ...</i>	<i>General public</i>			<i>Social networking users</i>		
	2010	2012	Change	2010	2012	Change
	%	%		%	%	
Total	9	19	+10	19	36	+17
Men	8	17	+9	18	36	+18
Women	9	21	+12	20	35	+15
White	9	20	+11	20	35	+15
Black	6	17	+11	16	38	+22
Hispanic	--	18	--	--	34	--
18-24	12	34	+22	14	41	+27
25-29	13	32	+19	17	43	+26
30-39	19	30	+11	30	43	+13
40-49	8	23	+15	18	36	+18
50-64	5	10	+5	18	25	+7
65+	1	2	+1	12	12	0
College grad+	15	25	+10	25	38	+13
Some college	12	26	+14	20	42	+22
High school or less	8	11	+3	14	26	+12
N	3006	3003		1264	1512	

PEW RESEARCH CENTER 2012 News Consumption Survey. Q82. 2010 asked whether you "got news or news headlines" yesterday on social networking sites. Whites and blacks include only those who are not Hispanic; Hispanics are of any race.



On top of the increase in social network use, the poll finds that news is also more prevalent on social networking sites. The share of users who saw news there yesterday nearly doubled from 19% to 36% between 2010 and 2012.

The increasing use of these sites for news has not just occurred among young people. In fact, those in their 30s are nearly as likely as those 18 to 24 to say they saw news or news headlines on Facebook or another social networking site yesterday (30% vs. 34%). And about a quarter of adults in their 40s (23%) saw news yesterday on social networks, up from just 8% in 2010.

The two trends in online news consumption – growing numbers getting news via mobile devices and the increasing use of social networks – are complementary. Overall, 55% of Americans access the internet on a mobile device, such as a cell phone or tablet; among this group, 30% say they saw news on social networking sites yesterday. That compares with just 9% of Americans who are online but do not access the internet on a mobile device.

## Getting News on Twitter

While news gathering is very common among Twitter users, the overall reach is limited because the audience remains relatively small. About one-in-ten Americans (13%) *ever* use Twitter or read Twitter messages. By comparison, more than half (54%) *ever* use other social networking sites, such as Facebook, Google Plus or LinkedIn.

As a result, far fewer people get news on Twitter than on other social networking sites. Just 11% *ever* see news on Twitter, while 3% got news there yesterday. Nearly half of adults (47%) *ever* get news on Facebook and other social networking sites and 19% got news on one or more of those sites yesterday.

Nonetheless, Twitter users are increasingly getting news on the site and sharing news stories with others. Overall, 83% of Twitter users *ever* see news on Twitter and 26% saw news there yesterday; both percentages are up considerably from two years ago. And most Twitter users (59%) tweet or retweet news headlines on Twitter. About the same percentage of users of Facebook and other social networks (61%) use those sites for sharing news or news headlines.

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### Twitter Not a Major News Source, But More Users See News There

<i>% of public who <u>ever</u> sees news on ...</i>	2010	2012	Change
	%	%	
Social networking sites such as Facebook, Google Plus	29	47	+18
Twitter	6	11	+5
<i>% of Twitter users who ...</i>			
Ever see news on Twitter	58	83	+25
Ever tweet, retweet news	35	59	+24
Follow news orgs., journalists	24	36	+12
Saw news/news headlines on Twitter yesterday	18	26	+8

PEW RESEARCH CENTER 2012 News Consumption Survey. Q74, Q75, Q76, Q77, Q81.

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## SECTION 1: WATCHING, READING AND LISTENING TO THE NEWS

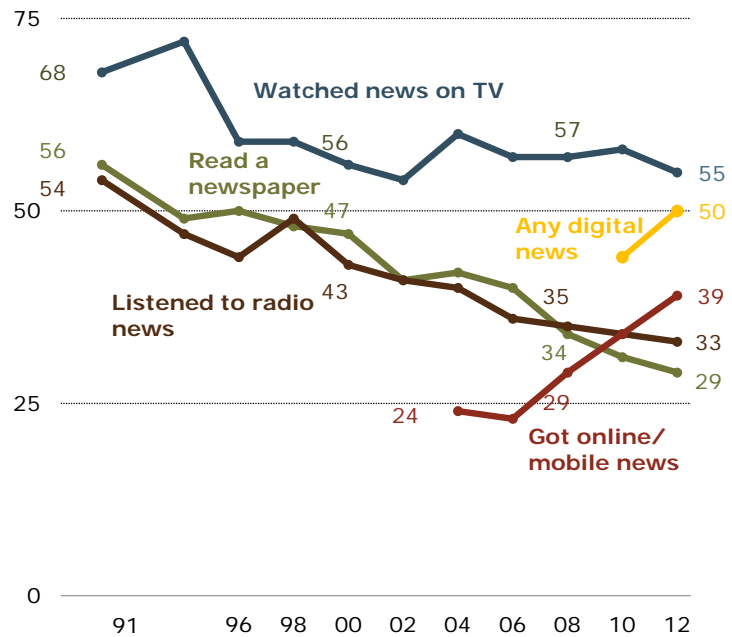
Television continues to be the public's top daily news source. In the current survey, 55% say they watched the news or a news program on television yesterday. That is little changed from recent news consumption surveys. In the 1990s, however, far more Americans said they watched television news yesterday.

The percentages saying they listened to radio news and read a newspaper yesterday have steadily declined over the past two decades. Currently, 33% say they listened to radio news, while 29% say they read a newspaper yesterday.

Nearly four-in-ten (39%) got news online or on a mobile device yesterday, including cell phones and tablets. In 2010, 34% got news online; this did not include those who got news on a mobile device. In 2004, just 24% said they got news online during the previous day.

When other online and digital news sources are added in – including seeing news on a social network or Twitter, getting news from email and listening to podcasts – the percentage getting news digitally yesterday approaches the share watching television news (50% vs. 55%). In 2010, 44% got news from one or more digital platforms yesterday.

Where People Got News Yesterday



PEW RESEARCH CENTER 2012 News Consumption Survey. Q9, Q11, Q13, Q17, Q20 Q21, Q70, Q75, Q82, Q87.

## Traditional and Digital News Platforms

Despite the rapid growth of digital news, more Americans continue to get news from traditional news platforms than from digital platforms. Seven in ten (71%) say they watched television news, read a print newspaper or listened to radio news yesterday. That compares with 50% who got news from one or more digital platforms.

By wide margins, Americans 50 and older continue to rely more on traditional news sources than digital sources. But the differences are more modest among those 25 to 50. And among the youngest Americans – those younger than 25 – substantially more get news digitally than from traditional news sources (60% vs. 43%).

Moreover, since 2010 there has been a sharp decline in the proportion of Americans who got news yesterday only from a traditional news platform – from 40% then to 33% currently.

### Most Americans Still Get News from Traditional News Platforms, Except the Very Young

Where did you get news yesterday?	Total	18-24	25-29	30-39	40-49	50-64	65+
<b>Traditional Platforms</b>	%	%	%	%	%	%	%
Television	55	29	41	47	57	65	73
Radio	33	20	31	40	38	36	27
Print newspaper	23	6	10	12	16	30	48
One or more	71	43	62	69	72	79	86
<b>Digital Platforms</b>							
Digital/Online	39	41	45	47	49	35	23
Email	16	13	18	21	17	15	12
Twitter	3	7	7	4	4	1	*
Social networking	19	34	32	30	23	10	2
Podcast	8	6	7	9	12	8	5
One or more	50	60	61	59	60	43	28

PEW RESEARCH CENTER 2012 News Consumption Survey. Q9, Q11, Q13, Q17, Q20, Q21, Q70, Q75, Q82, Q87.

### But Few Rely Solely on Traditional News Platforms, Except for Older Americans

Where did you get news yesterday?	Total	18-24	25-29	30-39	40-49	50-64	65+
<b>2012</b>	%	%	%	%	%	%	%
Traditional platform <u>only</u>	33	11	20	22	24	42	60
Digital platform <u>only</u>	12	28	19	13	13	6	3
Both	38	32	43	47	47	37	25
No news yesterday	<u>17</u>	<u>29</u>	<u>19</u>	<u>19</u>	<u>15</u>	<u>14</u>	<u>11</u>
	100	100	100	100	100	100	100
<b>2010</b>							
Traditional platform <u>only</u>	40	21	32	27	40	46	62
Digital platform <u>only</u>	8	15	14	12	8	5	1
Both	35	31	31	44	39	38	21
No news yesterday	<u>17</u>	<u>33</u>	<u>22</u>	<u>18</u>	<u>12</u>	<u>12</u>	<u>16</u>
	100	100	100	100	100	100	100
<b>10-12 change in "traditional only"</b>	-7	-10	-12	-5	-16	-4	-2

PEW RESEARCH CENTER 2012 News Consumption Survey. NOTE: People who said they got news from both traditional and digital platforms are counted in both nets. Figures may not add to 100% because of rounding.

[As previous Pew Research news consumption surveys have found](#), a plurality of Americans gets news from both traditional and digital news sources – 38% currently, up from 34% in 2010. And the percentage relying only on digital platforms for news also has increased, from 8% to 12%.

Notably, the falloff in the use of just traditional news sources has not come just among young people. Among those 40 to 49, just 24% say they got news yesterday only from television, print newspapers or radio, down from 40% in 2010. Two years ago, about as many people in this age group said they got news only from traditional platforms yesterday as from both traditional and digital platforms (40% vs. 39%). Today, nearly twice as many of those in their 40s blend digital and traditional sources as get news only from traditional sources (47% vs. 24%).

### Many Young People Go Newsless

In spite of an expanding variety of ways to get news, a sizable minority of young people continues to go newsless on a typical day. Fully 29% of those younger than 25 say they got no news yesterday either from digital news platforms, including cell phones and social networks, or traditional news platforms. That is little changed from 33% in 2010.

Older Americans are less likely to go newsless: 19% of those between 25 and 39, and smaller percentages of older age groups, say they got no news yesterday. These figures have changed little over the years.

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### Young People Continue to Spend Less Time with the News

	-----Average total minutes yesterday-----									
	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012
<b>Total</b>	74	66	65	59	59	72	69	66	70	67
18-29	56	44	48	42	38	45	49	46	45	45
30-39	69	60	53	50	57	70	65	63	68	62
40-49	75	65	65	58	56	73	64	67	74	71
50-64	83	79	69	64	71	82	76	74	81	76
65+	90	88	96	80	81	88	79	84	83	83

PEW RESEARCH CENTER 2012 News Consumption Survey. All averages are estimated based on total time spent watching TV news, reading a print version of the newspaper, listening to news on the radio and getting news online, including online/digital versions of newspapers. Online news added in 2004. In 2004 and earlier, all newspaper reading is assumed to be in print.

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Young people also consistently spend less time with the news than do older Americans, which is in part attributable to the relatively large share that gets no news on a typical day. In the current survey, those younger than 30 spent an average of 45 minutes getting news yesterday. Older age groups spent an hour or more with news, on average, with those 65 and older spending an average of 83 minutes with the news yesterday. Age differences in time spent with the news have changed little since the 1990s.

## People Spend More Time with TV News than Online/Mobile Sources

While the proportion of Americans who get news from any online or mobile source now rivals the share watching television news, people spend far more time with television news than online news.

On average, television news viewers spent 52 minutes watching TV news yesterday;

fully half (51%) watched television news for an hour or more. Online and mobile news consumers spent 40 minutes on average with news online, and just 30% spent an hour or more. About half (49%) of those who got online or mobile news yesterday spent less than 30 minutes getting news from those sources.

In fact, people spent more time on average getting news from radio than getting news online. And while just 30% of online news consumers spent an hour or more getting news from online and mobile sources, 41% of radio news listeners did so.

### TV News Still Has Broadest Reach

	Got news there yesterday %	Time Spent Among Users			
		Hour or more %	30-59 min %	Less than 30 min %	Average (minutes)
Television	55	51	30	19=100	52
Radio	33	41	25	34=100	45
Online/Mobile*	39	30	21	49=100	40
Print newspaper	23	18	33	48=100	36

PEW RESEARCH CENTER 2012 News Consumption Survey. Q10, Q14, Q17, Q23. Figures may not add to 100% because of rounding.  
\* Includes online newspapers.

## News and Daily Life

Far more older Americans get news on a typical day than engage in a variety of other routine activities. Higher percentages of those 50 and older got news yesterday than visited with family or friends, called a friend or relative just to talk, or watched something other than news on television.

But for young people, news faces stiff competition from a number of other daily pursuits, particularly social networking. Among those younger than 25, as many used Facebook or another social networking site yesterday as got news from all sources combined (76% vs. 71%).

More young people go on social networking sites than watch news or entertainment programs on television; just 40% of those younger than 25 watched something other than news on TV yesterday. Even among those 30 to 49, nearly as many used social networking sites (49%) as watched entertainment television (55%).

Gaming also has become an increasingly popular daily activity. In 2006, 17% played games on a computer or video game console yesterday; in the current survey, 33% say they played a game yesterday on one of these formats or on a mobile device. Among those younger than 30, more played a game yesterday than watched TV news.

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### News Faces Tough Competition for Young People's Attention

	Total	18-24	25-29	30-49	50-64	65+
	%	%	%	%	%	%
Got any news yesterday ...	83	71	81	83	86	89
<i>Other activities yesterday ...</i>						
Visited with family or friends	68	74	72	66	69	63
Called friend or relative just to talk	63	64	75	62	64	56
Emailed/texted friend or relative	61	86	87	71	48	27
Watched non-news TV	57	40	42	55	64	71
Got vigorous exercise	43	58	54	44	36	30
Used Facebook/other social networking site	41	76	61	49	24	14
Read a book	36	36	34	35	35	38
Played game: video, computer, mobile	33	48	45	35	27	22
Read a magazine	19	12	12	19	20	29
Wrote/received letter	12	15	13	11	12	15

PEW RESEARCH CENTER 2012 News Consumption Survey. Q15, Q16, Q28, Q31, Q37.

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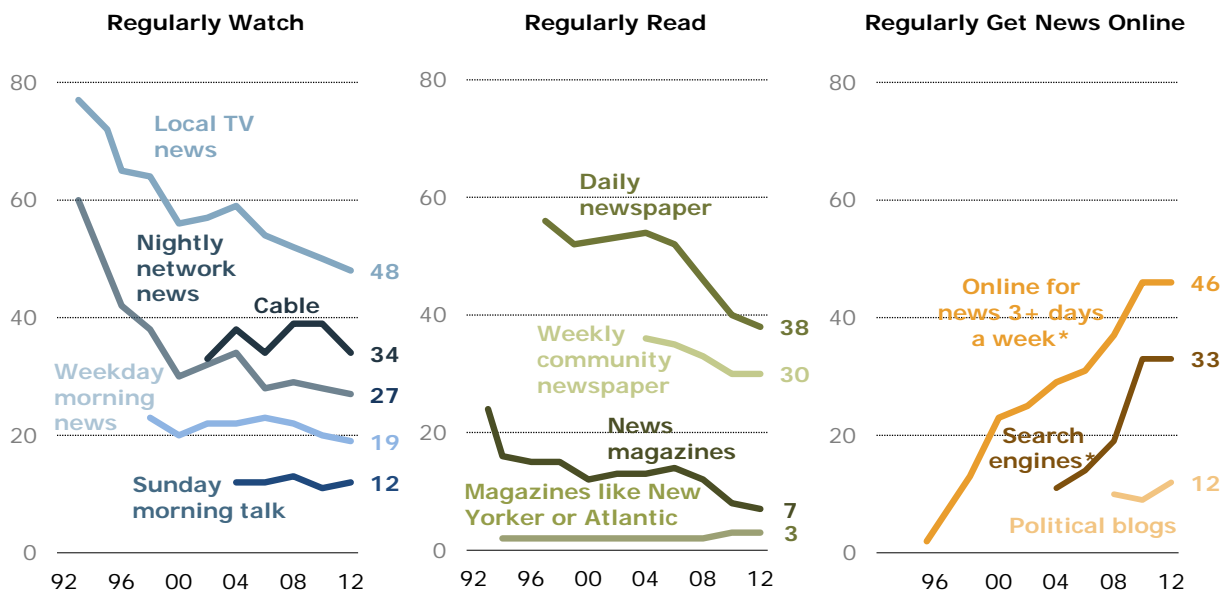
## Daily and Regular News Consumption

The long-term trends in regular news consumption are generally similar to trends in where people got news yesterday. Among television news sources, the percentage saying they regularly watch local TV news has dipped below 50% for the first time (48%). And the percentage watching cable news channels has fallen five points since 2010 and 2008, from 39% to 34% currently.

The regular audience for nightly network news, which declined markedly through the 1990s, has changed little in recent years. Currently, 27% say they regularly watch the nightly network news on CBS, ABC or NBC. This percentage has not varied by more than a point or two since 2006.

As in previous news consumption surveys, more say they regularly read a newspaper than say they read a newspaper yesterday. Nearly four-in-ten (38%) say they regularly read a daily newspaper, which is largely unchanged since 2010 (40%) but down eight points from 2008.

### Trends in Regular News Sources



PEW RESEARCH CENTER. 2012 News Consumption Survey Q41a, b, k, o, p. Q43a, b, d e. Q61, Q63, Q64. \* Search engine use and general news online three or more days a week. All other trends based on those who "regularly" get news from source.



The proportion of Americans who get news online at least three days a week has leveled off, after a period of dramatic growth. Currently, 46% say they get news online or on a mobile phone or device at least three days a week, unchanged from 2010 (when the question only asked about getting news online). About a third (32%) of the public gets news online every day.

## Profiles of Regular News Audiences

As the [2010 news consumption survey](#) found, there are substantial demographic and political differences among regular news audiences. In general, most audiences for individual news outlets are older than the public generally, but there are exceptions. Among 24 news outlets asked about on the survey, news comedy programs – the Daily Show and Colbert Report – attract the largest percentages of young people.

About four-in-ten regular viewers of The Colbert Report (43%) and the Daily Show (39%) are younger than 30. Among the general public, 23% are younger than 30. In contrast, audiences for cable talk shows skew much older than the public: 42% of regular Sean Hannity viewers are 65 and older, as are 40% of regular Bill O'Reilly viewers. Among the public, just 17% are 65 and older.

Business publications draw a heavily male audience: 73% of those who regularly read magazines such as the Economist and Bloomberg Businessweek are men, as are 71% of regular Wall Street Journal readers. Women comprise relatively large shares of the regular viewers of daytime talk shows, such as The View or Ellen DeGeneres (73%), and morning news shows (62%).

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## Demographics of News Audiences

<i>% of regular news audiences who are ...</i>			
<b>Under 30</b>	<b>65 and older</b>	<b>Men</b>	<b>Women</b>
<i>% of audience</i>	<i>% of audience</i>	<i>% of audience</i>	<i>% of audience</i>
43 Colbert Report	42 Sean Hannity	73 Economist	73 Daytime talk shows
39 Daily Show	40 Bill O'Reilly	71 Wall Street Journal	62 Morning news shows
32 New York Times	28 Hardball	59 Rush Limbaugh	60 MSNBC
23 % of public	17 % of public	49 % of public	51 % of public

PEW RESEARCH CENTER 2012 News Consumption Survey.

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The cable talk shows and news comedy programs continue to attract highly ideological audiences. Fully 78% of regular Sean Hannity viewers, and about seven-in-ten Rush Limbaugh listeners (71%) and Bill O'Reilly viewers (69%), are conservatives. Slightly more than a third of all Americans (35%) describe their political views as conservative.

Rachel Maddow is the only program whose audience is more than half liberal: 57% of regular Maddow viewers are liberals. Among regular Hardball watchers, 48% call themselves liberal. Additionally, about four-in-ten Daily Show (43%) and Colbert viewers (40%) are liberals. Among the public, just 22% say they are liberals.

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### Profiles of News Audiences: Partisanship and Ideology

*% of regular news audiences who are ...*

<b>Conservatives</b>	<b>Liberals</b>	<b>Republicans</b>	<b>Democrats</b>
<i>% of audience</i>	<i>% of audience</i>	<i>% of audience</i>	<i>% of audience</i>
78 Sean Hannity	57 Rachel Maddow	65 Sean Hannity	74 Rachel Maddow
71 Rush Limbaugh	48 Hardball	63 Rush Limbaugh	65 Hardball
69 Bill O' Reilly	43 Daily Show	52 Bill O' Reilly	58 MSNBC
35 % of public	22 % of public	24 % of public	32 % of public

PEW RESEARCH CENTER 2012 News Consumption Survey.

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## SECTION 2: ONLINE AND DIGITAL NEWS

The percentage of Americans getting news from online and digital sources continues to grow, and that trend has been sustained in the last two years by an increase in the use of mobile devices.

The share saying they got news online yesterday is unchanged since 2010, at 34%. However, when those who get news from cell phones, tablets and other mobile devices are added, that figure grows to 39%. (The 2010 survey asked only about news online.)

The explosive growth of social networking sites has been another contributor to the online search for news, with the percentage saying they saw news or news headlines on social networking sites the previous day increasing from 9% in 2010 to 19%.

Many of the same trends also are evident in where people *regularly* get news. The percentage of Americans who regularly go online for news – those who get news online three days a week or more – has not increased. In the new survey, 46% say they get news online at least three days a week, which is unchanged since 2010.

However, the percentage who regularly get news on a cell phone, tablet or other mobile device has nearly doubled since 2010, from 9% to 15%, and the number regularly seeing news on social network sites has almost tripled, from 7% to 20%.

### More Americans Getting News Digitally and from Social Networks

	2010	2012	Change
<b><i>Got news <u>yesterday</u></i></b>	%	%	
NET Online/Mobile*	34	39	+5
Online	34	34	0
Cell, tablet, other mobile	--	17	--
Social networking	9	19	+10
Email	14	16	+2
Twitter	2	3	+1
<b><i>Regularly get news...</i></b>			
Online	46	46	0
Search engines	34	33	-1
Social networking	7	20	+13
Mobile device	9	15	+6
Email	12	13	+1
Blogs	9	12	+3
Podcasts	3	5	+2
Twitter	2	3	+1

PEW RESEARCH CENTER 2012 News Consumption Survey.  
\* 2010 survey asked only about news online. 2012 also asked about news on cell phones, tablets and other mobile devices.

In the shifting online landscape, the use of mobile devices and social networking sites have replaced a traditional tool — search engines — as the driver of growth in finding news online. Search engines like Google, Bing or Yahoo continue to be the largest single tool in finding news online, but the substantial growth in their use between 2008 and 2010 has leveled off.

Other online platforms have had less impact than social networking sites. Just more than one-in-ten (12%) regularly get news from reading blogs, a figure that has changed little since 2008. About the same percentage (13%) regularly gets news by email. Just 5% say they regularly get news by listening to podcasts. And just 3% of the general public regularly follows news on Twitter.

## Regular Online News Consumption

About half (46%) of the public says they get news online three days a week or more, with about a third (32%) going online for news every day. Neither figure has changed much since 2010; in 2008, 37% said they went online for news at least three days a week and 25% got news online daily.

There continue to be sizable age and educational differences in online news use. Nearly two-thirds of college graduates (65%) regularly get news online, compared with just 28% of those with no more than a high school education.

Only about one-in-five (22%) of those 65 and older get online news regularly, by far the lowest percentage of any age group.

## Less Educated Americans Far Less Likely to Go Online for News

<i>Get news online or on a mobile device at least three days a week ...</i>	<b>General public</b>	<b>Among internet users</b>
	%	%
Total	46	53
Men	49	57
Women	42	50
White	47	54
Black	44	55
Hispanic	36	44
18-24	49	50
25-29	57	59
30-39	57	60
40-49	54	58
50-64	41	52
65+	22	36
College grad+	65	67
Some college	53	58
High school or less	28	37

PEW RESEARCH CENTER 2012 News Consumption Survey. Q61. Whites and blacks include only those who are not Hispanic; Hispanics are of any race.

## Online News Sources

There has been little change since 2010 in the websites people go to most for news and information. Yahoo, mentioned by 26% of online news users, is the top destination, as it was two years ago, while 17% name Google or Google News, 14% CNN, 13% local news sources and 11% MSN.

About one-in-ten online news users (9%) cite Fox as their top news destination. Nearly one-in-five Republicans (18%) name Fox as their top online news source, compared with 4% of Democrats and 8% of independents. By contrast, there are only slight partisan differences among those who mention MSNBC as the online source they use most often for news and information.

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## Where Do People Get News Online?

<i>Online news sources used most often ...</i>	<i>%</i>
Yahoo/Yahoo News	26
Google/Google News	17
CNN	14
Local news sources	13
MSN	11
Fox	9
MSNBC	6
New York Times	5
AOL	5
Huffington Post	4
Facebook	3
ABC/ABC News	3
Wall Street Journal	3
BBC	2
USA Today	2
Internet service providers	2
ESPN	2
Washington Post	2
The Drudge Report	2

PEW RESEARCH CENTER 2012 News Consumption Survey. Q62. Open-ended question based on those who get online/digital news. Figures add to more than 100% because of multiple responses.

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## News Online, Mobile, Social Networks

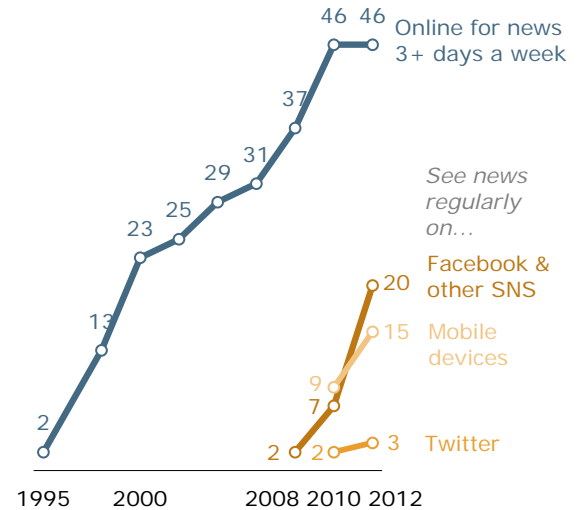
In the current survey, 46% say they get news at least three days a week online or on a cell phone or mobile device; that is unchanged from 2010, when the question only asked about getting news online.

However, an increasing percentage says they get news on a cell phone, tablet or other mobile device. Currently, 15% say they regularly get news on one or more of these devices, up from 9% in 2010. In part, this is being driven by the increased internet availability on mobile devices. Two years ago, only about a third of the public (31%) said they accessed the internet on their cell phones. But today, more than half (55%) say they access the internet on a cell phone, tablet or another mobile device.

The percentage regularly getting news from a social networking site, such as Facebook, Google Plus or LinkedIn, also has increased dramatically – from just 2% in 2008, to 7% in 2010 and 20% currently.

These trends are complementary: Those who have smartphones – about half of the public (48%) – are far more likely to regularly see news or news headlines on social networking sites than those who do not (29% vs. 11%). Similarly, those who have iPads, Kindle Fires and other tablet computers (21% of the public) also are much more likely to get news from social networks than are those who do not own these devices.

### Mobile, Social Networking Expand Reach as News Sources



PEW RESEARCH CENTER 2012 News Consumption Survey. Q61, Q67, Q75, Q82.

## More Get News from Mobile Devices

An increasing proportion of Americans say they regularly get news on a cell phone, tablet or other mobile device. But this growth has been driven mostly by the greater availability of mobile internet access. Mobile internet users themselves are no more likely to regularly get news on these devices than they were two years ago.

Among the public, 15% regularly get news on a cell phone or another mobile handheld device, up from 9% two years ago. About three-in-ten (28%) mobile internet users say they regularly get news from one of these devices, which is virtually unchanged from 2010 (27%).

People younger than 50 are far more likely than older Americans to regularly get news on a mobile device. This primarily reflects the huge disparity in mobile internet access among younger and older Americans: 75% of those younger than 50 say they access the internet on cell phone, tablet or other mobile device. That compares with just 30% of those 50 and older. (For more on increased mobile internet use, see [“A Majority of Adult Cell Owners \[55%\] Now Go Online Using their Cell Phones.”](#) June 26, 2012, Pew Internet & American Life Project.)

### Mobile News Consumption Increases

% who regularly get news on a cell phone, tablet, other mobile device ...	General public		Mobile internet users*	
	2010	2012	2010	2012
	%	%	%	%
Total	9	15	27	28
Men	12	18	33	33
Women	6	13	20	23
18-24	13	19	23	24
25-29	14	28	25	34
30-39	14	26	28	33
40-49	11	20	31	31
50-64	6	8	30	21
65+	1	4	--	20
College grad+	15	23	35	36
Some college	10	17	26	28
High school or less	4	9	17	20

PEW RESEARCH CENTER 2012 News Consumption Survey, Q67.

\* 2012 based on those who access internet on cell phone, tablet or other device; 2010 based on those who use a cell phone to access the internet.

## Mobile News Apps Also Increase

As news consumption on cell phones and other mobile devices has increased, so has the use of news apps, which allow people to access news and news headlines on their mobile devices. In the current survey, a quarter of all Americans, including 45% of mobile internet users, say they have ever downloaded a news app to their cell phone, tablet, or another mobile device. In 2010, 16% of the public, and only 20% of mobile internet users, said they had ever downloaded a news app.

Those who have downloaded news apps tend to be young, well-educated and wealthy. More than four-in-ten (43%) of those with family incomes of \$100,000 a year have ever downloaded a mobile news app; that compares with just 19% of those with incomes of \$30,000 a year or less. Even among mobile internet users, there are sizable income differences: Fully 60% of mobile internet users with incomes of at least \$100,000 have downloaded a news app, compared with 40% of those with incomes of \$30,000 or less.

Not surprisingly, those who have downloaded news apps are far more likely than other Americans to get news from digital sources. Fully 70% say they got news online or digitally yesterday. Yet they are not any less likely than others to get news from traditional sources.

More than half (54%) of those who have downloaded news apps say they watched

television news yesterday and 39% listened to radio news. Among all adults, 55% watched TV news and 33% listened to radio news. Comparable percentages of the public (29%) and those who have downloaded mobile news apps (30%) say they read a newspaper yesterday, but news app users are more likely to read the paper digitally and less likely to read a print version.

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### Many News App Users Still Get News from Traditional Sources

*Among mobile internet users who have ...*

	All adults	Downloaded news app	Have not
<i>News yesterday...</i>	%	%	%
Online/digital	38	70	36
Watched TV news	55	54	48
Listened to radio news	33	39	33
Read newspaper	29	30	22
Print paper	20	12	16
Online/digital	6	13	5
Both (vol.)	3	6	2

PEW RESEARCH CENTER 2012 News Consumption Survey. Q68.

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## News on Social Networking Sites

The use of social networking sites such as Facebook, Google Plus or LinkedIn to get news and headlines owes in part to the substantial increase in use of social media in general by Americans. About four-in-ten (41%) of all adults say they had used a social networking site on the previous day, up from 30% in 2010, according to the Pew Internet & American Life Project.

Yet those who go on social networking sites also are far more likely to see news on these sites. Overall, the percentage of all Americans who regularly get news from social network sites has roughly tripled – from 7% to 20% – since 2010. And the proportion of social networkers who regularly get news there has more than doubled, from 16% to 36%.

Young people, who use social network sites at much higher rates than do older adults, increasingly use Facebook and other social network sites to get news. About a third or more of those ages 18 to 39 regularly see news or news headlines on social networking sites. Two years ago, fewer than one-in-five in younger age groups said they regularly got news on social networking sites.

### Social Network Sites Increasingly a News Source

<i>Regularly see news/news headlines on social networking sites ...</i>	General public		SNS users	
	2010	2012	2010	2012
Total	7	20	16	36
Men	6	17	13	35
Women	8	22	18	37
White	7	19	16	34
Black	6	20	16	46
Hispanic	8	22	15	41
18-24	11	31	13	38
25-29	12	36	16	48
30-39	15	33	23	46
40-49	7	22	15	36
50-64	4	10	14	24
65+	*	2	--	12
College grad+	12	24	20	36
Some college	10	27	18	44
High school or less	4	12	12	28

PEW RESEARCH CENTER 2012 News Consumption Survey. Q81. Whites and blacks include only those who are not Hispanic. Hispanics are of any race.

## Twitter for News

Far more Americans go on social networking sites than Twitter. Just 13% of adults say they ever use Twitter or read Twitter messages. And Twitter users are less likely to get news from the site than are social network users.

Among the public, Twitter barely registers as a news source. Just 3% say they regularly get news on Twitter, while 4% sometimes get news there. Nonetheless, the percentage of Twitter users who get news on the site is growing. In the new survey, 27% say they get news regularly on Twitter while another 28% say they sometimes do this. In 2010, only 17% said they regularly got news on Twitter, while 15% said they sometimes got news on Twitter.

As is the case with social networks users, more Twitter users follow news on the site than use it to share news. About one-in-ten Twitter users (9%) regularly tweet or re-tweet news headlines; a similar percentage of social network users (10%) shares news on social network sites.

Twitter users appear to be more closely connected to professional journalists and news organizations than their social networking counterparts when it comes to relying on them for online news. More than a third (36%) of those with Twitter accounts use them to follow news organizations or journalists. On social networking sites, 19% of users say they got information there from news organizations or journalists.

For the most part, those who see political news on Twitter and social network sites prefer sources with no particular point of view. About

### Few Americans Regularly Get News on Twitter

	General public		Twitter users	
	2010	2012	2010	2012
<i>See news on Twitter ...</i>	%	%	%	%
Regularly	2	3	17	27
Sometimes	1	4	15	28
Hardly ever	3	4	27	27
Never	4	2	42	17
Don't know	0	*	0	*
Don't use Twitter/ Not an internet user	<u>91</u>	<u>87</u>	<u>==</u>	<u>==</u>
	100	100	100	100

PEW RESEARCH CENTER 2012 News Consumption Survey. Q74. Figures may not add to 100% because of rounding.

### Twitter, Social Network Users Want News with No Point of View

<i>Thinking about political news you see on Twitter/social networking sites, do you prefer ...</i>	Twitter users	SNS users
	%	%
Sources that share your political point of view	26	25
Sources that don't have a particular point of view	52	56
Don't know	4	6
Never see news on Twitter/SNS sites	<u>18</u>	<u>14</u>
	100	100

PEW RESEARCH CENTER 2012 News Consumption Survey. Q78, Q85. Based on those who use Twitter, social networks. Figures may not add to 100% because of rounding.

half of those who get news on Twitter (52%), and 56% of those who get news on social networks, say they prefer news sources that do not have a particular point of view. Just 26% of Twitter news users and 25% of those who get news from social networks would rather that these sources share their political point of view.

In this regard, the views of Twitter and social network users are similar to those of the general public. Most Americans (64%) say they would prefer to get news from sources that do not have a particular point of view, while 26% prefer news from sources that share their political view. (For the views of regular news audiences on this question, see Section 4: Demographics and Political Views of News Audiences.)

## Getting News from Email

There has been no growth in the past two years in the percentage of Americans that gets or shares news by email. Currently, 13% say they regularly get news by email, while 14% say they sometimes do this. In 2010, 27% said they also regularly (12%) or sometimes (15%) got new or news headlines by email.

Only 4% say they regularly use email to send news or news headlines; 11% say they sometimes do this. This also is little changed from 2010, when 3% regularly sent news stories by email and 11% said they sometimes did this.

About one-in-ten Americans (12%) say they get news directly from news organizations by email. This figure also has shown little change since 2010 (10%).

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### Sharing News the Old-Fashioned Way: By Email

	2010	2012
<i>% of public that <u>gets</u> news by email ...</i>	%	%
Regularly	12	13
Sometimes	15	14
Hardly ever/Never	56	58
Don't know/ Not an internet user	<u>18</u>	<u>14</u>
	100	100
<i>% that <u>sends</u> news/news headlines by email</i>		
Regularly	3	4
Sometimes	11	11
Hardly ever/Never	68	72
Don't know/ Not an internet user	<u>18</u>	<u>14</u>
	100	100

PEW RESEARCH CENTER 2012 News Consumption Survey. Q69, Q72. Figures may not add to 100% because of rounding.

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## Searching for News Online

After a sharp increase from 2004 to 2010, the use of search engines like Google, Yahoo or Bing to find news has leveled off. After growing from 11% to 33% between 2004 and 2010, the number of adults who use search engines such as Google, Bing or Yahoo to search for news three or more days a week has steadied at 33%.

The same leveling-off of search engines also has occurred among regular online news users. Just over four-in-ten (42%) say they used search engines to find news three times a week or more. Prior to that, the number of online news users who frequently turned to search engines had jumped from 19% in 2004 to 44% in 2010.

There are few demographic differences when it comes to search engine use. As with other online news activity, older Americans and those with high school educations or less use search engines somewhat less than do younger people and college graduates.

## Reading Political Blogs

Slightly more than one-in-ten (12%) of all Americans regularly read blogs about politics or current events and another 21% say they read them sometimes. Just less than half (45%) never read blogs or do not use the internet. The numbers of those who read blogs regularly are little changed since 2008.

There is little partisan difference when it comes to blog-reading: 14% of Republicans, 13% of Democrats and 10% of independents say they read blogs about politics and current events.

Among age groups, regular blog reading is lowest among those 18 to 24 (6%) and highest among those 40 to 49 (17%). There is little difference in blog reading among the age groups in between. Looked at by education level, 15% of college graduates and those who have had some college regularly read blogs, a number that falls to 7% for those with high school or less.

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### No Partisan Gap among Blog Readers

<i>% who regularly read blogs about politics, current events ...</i>	<i>%</i>
Total	12
18-24	6
25-29	10
30-39	13
40-49	17
50-64	12
65+	10
College grad+	15
Some college	15
High school or less	7
Republican	14
Democrat	13
Independent	10

PEW RESEARCH CENTER 2012 News Consumption Survey. Q64.

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## SECTION 3: NEWS ATTITUDES AND HABITS

Most Americans continue to say they enjoy following the news. But the percentage saying they enjoy it “a lot,” while little changed since 2010, is significantly lower today than it was four years ago.

Currently, 43% say they enjoy following the news a lot. That compares with 45% two years ago and 52% in 2008, 2006 and 2004.

Since 2008, there have been steep declines in the percentages of young people and liberal Democrats who say they enjoy following the news a lot.

Currently, just 24% of those younger than 30 say they enjoy following the news a lot, down 14 points from 2008. There has been less change among older age groups, who continue to be more likely to say they enjoy following the news a lot.

Far fewer liberal Democrats get a great deal of enjoyment from following the news than did so four years ago, during the previous presidential campaign. Just 45% of liberal Democrats say they enjoy following the news a lot; that is unchanged since 2010, but down sharply from 67% in 2008.

Half of conservative Republicans say they enjoy keeping up with the news a lot. That is down from 57% in 2010 and 56% in 2008. There has also been a decline in enjoyment of the news among independents, from 45% in 2008 and 43% in 2010, to 38% now.

### Since 2008, Fewer Enjoy Following the News “A Lot”

<i>Enjoy keeping up w/ news...</i>	2000	2002	2004	2006	2008	2010	2012
	%	%	%	%	%	%	%
A lot	45	48	52	52	52	45	43
Some	40	36	37	34	32	36	37
Not much/Not at all	15	15	10	13	15	18	20
Don't know	*	1	1	1	1	1	*
	100	100	100	100	100	100	100

PEW RESEARCH CENTER 2012 News Consumption Survey. Q52. Figures may not add to 100% because of rounding.

### Young People, Liberals Enjoy News Less than Four Years Ago

<i>Enjoy keeping up w/ news “a lot”...</i>	2008	2010	2012	08-12 Change
Total	52	45	43	-9
18-29	38	27	24	-14
30-49	49	43	42	-7
50-64	59	53	49	-10
65+	64	60	58	-6
Conserv Rep	56	57	50	-6
Mod/Lib Rep	47	39	55	+8
Independent	45	43	38	-7
Cons/Mod Dem	58	46	48	-10
Liberal Dem	67	45	45	-22

PEW RESEARCH CENTER 2012 News Consumption Survey. Q52. Figures may not add to 100% because of rounding.

As previous news consumption surveys have found, people who enjoy following the news tend to get more news from a variety of sources. Fully 71% of those who enjoy following the news a lot watched television news yesterday, compared with just 41% of those who get less enjoyment from keeping up. And newspaper reading is much higher among those who enjoy keeping up with the news a lot than among those who do not (44% vs. 17%).

People who enjoy following the news a lot also are more likely than those who enjoy it less to get news online (45% vs. 31%). But the difference is smaller in getting news from cell phones and other mobile devices. And those who get only some or little enjoyment from following the news are about as likely as those who enjoy it a lot to get news from social networks (20% vs. 24%).

About a quarter (26%) of those who get only some or little enjoyment from following the news did not get any news yesterday. That compares with just 5% of those who enjoy following the news a lot.

### Most "Graze" for News

The availability of online and digital news has increased the ability of Americans to get news when they want. In 2010, those who check in on news from time to time, as opposed to getting it at regular times, became a clear majority. That remains the case today: 57% describe themselves as the type of person who checks in on the news from time to time compared to 37% who get news at regular times.

### Those Who Enjoy Following News More Get More News

	Enjoy keeping up w/ news ...		
	A lot	Less	Lot-Less diff
<i>News yesterday ...</i>	%	%	
Watched TV news	71	41	+30
Read newspaper	44	17	+27
Listened to radio	40	24	+16
News online	45	31	+14
Mobile news*	23	15	+8
Social networks	24	20	+4
<b>No news</b>	<b>5</b>	<b>26</b>	<b>-21</b>

PEW RESEARCH CENTER 2012 News Consumption Survey. Q52.

\*Got news from cell phone, tablet, other mobile device.

These news habits vary by age group. Nearly eight-in ten (79%) of those 18 to 29 graze the news during the day. Among those 30 to 49, 64% say their preference is to check in for news from time to time, a proportion that drops to 44% for those 50 to 64 and 33% for those 65 and older.

People who get news from TV or newspapers are more likely than those who get news from digital news platforms to get news at regular times. Nearly six-in-ten (57%) of those who read a newspaper yesterday and 49% of those who watched TV news say they get news at regular times. That compares with only about a third (35%) of those who got news online or digitally yesterday and 31% of those who saw news or news headlines on social networks.

## Older Americans Still Get News on a Schedule; Young People “Graze”

	<i>Get news more ...</i>		
	<b>From time to time</b>	<b>At regular times</b>	<b>DK</b>
	%	%	%
Total	57	37	6=100
18-29	79	17	4=100
30-49	64	30	6=100
50-64	44	50	6=100
65+	33	59	7=100
<i>News yesterday ...</i>			
Watched TV news	45	49	6=100
Read newspaper	38	57	6=100
Listened to radio	55	39	6=100
Online/digital news	59	35	6=100
Social networks	65	31	6=100

PEW RESEARCH CENTER 2012 News Consumption Survey. Q99. Figures may not add to 100% because of rounding.

## Weather News Remains Top Draw

Despite major changes in the way Americans get news, the topics that interest people have changed very little over time. Weather continues to be the most popular news topic: 52% say they follow weather news very closely. No other type of news comes close.

About a quarter say they very closely track news about crime (28%), people and events in their community (26%) and sports (26%).

Other topics, including news about political figures and events in Washington (17%) and news about international affairs (14%) are less popular.

There are age differences in interest in news about number of subjects, particularly political figures and events in Washington: Just 5% of those younger than 30 follow this news very closely, the lowest of any age group. And only 43% of young people follow Washington news very or fairly closely; 57% say they follow it not too closely or not at all closely. Majorities in older age groups follow Washington news at least fairly closely.

### More Follow the Weather than Other Types of News

<i>Follow each type of news "very closely"...</i>	2004	2006	2008	2012
	%	%	%	%
Weather	53	50	48	52
Crime	32	29	28	28
Community	28	26	22	26
Sports	35	23	20	26
Health	26	24	20	23
Local government	22	20	20	21
Politics/Washington news	24	17	21	17
Science/Technology	16	15	13	16
Business/Finance	14	14	16	15
International affairs	24	17	16	14
Entertainment	15	12	10	11

PEW RESEARCH CENTER 2012 News Consumption Survey, Q100.

### Young People Express Very Little Interest in Washington News

<i>Follow each type of news "very closely"...</i>	Total	18-29	30-49	50-64	65+	Old-Young diff
	%	%	%	%	%	
Politics/Washington news	17	5	16	21	27	+22
Local government	21	12	15	27	34	+22
Health	23	14	22	25	32	+18
Weather	52	43	50	61	57	+14
Crime	28	20	27	34	34	+14
International affairs	14	10	10	16	22	+12
Business/Finance	15	9	15	17	17	+8
Community	26	20	29	29	25	+5
Sports	26	27	27	28	24	-3
Science/Technology	16	14	21	15	13	-1
Entertainment	11	18	11	11	6	-12

PEW RESEARCH CENTER 2012 News Consumption Survey, Q100.



## Interest in Local, National, International News

Majorities say they follow local (57%) and national news (54%) most of the time, whether or not something important is happening. But that is not the case when it comes to international news. Only about four-in-ten (39%) follow overseas news most of the time, compared with 56% who follow it only when something important is happening.

These views have changed little in recent years. But in 2004, 52% said they followed international news most of the time, whether or not something important was happening. That fell to 39% in 2006 and remained at that level in 2008 and in the current survey.

A Pew Research Center report in June found that news interest in individual foreign news stories to that point in 2012 had been lower than in 2011, when the Japanese earthquake and tsunami, the “Arab spring” and the killing of Osama bin Laden occurred. (See [“Interest in Foreign News Declines,”](#) June 6, 2012.)

Notably, there are large educational differences in the numbers following national news most of the time, but not international news. College graduates (69%) are far more likely than those with some college experience (53%) or those with a high school education or less (44%) to say they follow national news most of the time, regardless of whether something important is happening. But comparable percentages of all three groups say they follow international news most of the time (43% of college graduates, 40% of those with some college, 37% of those with no more than a high school education).

### Majorities Follow Local, National News Most of the Time

	Type of news ...		
	Local	Nat- ional	Inter- national
<i>Follow news closely...</i>	%	%	%
Most of the time	57	54	39
Only when something important is happening	39	44	56
Don't know	<u>4</u>	<u>3</u>	<u>5</u>
	100	100	100

PEW RESEARCH CENTER 2012 News Consumption Survey. Q101-103. Figures may not add to 100% because of rounding.

### Interest in International News Rose in 2004, Declined Subsequently

<i>Follow international news closely ...</i>	2000	2002	2004	2006	2008	2012
	%	%	%	%	%	%
Most of the time	33	37	52	39	39	39
Only when something important is happening	64	61	47	58	56	56
Don't know	<u>3</u>	<u>2</u>	<u>1</u>	<u>3</u>	<u>5</u>	<u>5</u>
	100	100	100	100	100	100

PEW RESEARCH CENTER 2012 News Consumption Survey. Q101. Figures may not add to 100% because of rounding.

**Most Want News with No Point of View**

Nearly two-thirds (64%) of the public say they prefer getting political news from sources that don't have a particular point of view, compared with 26% who would rather get news from sources that share their political perspective. This is on par with opinions since 2006.

There continue to be sizable educational differences in opinions about political news with a point of view: 75% of college graduates, and 69% of those with some college experience say they prefer political news with no point of view. That compares with 53% of those with no more than a high school education.

Majorities across the political spectrum say they would rather get news with no particular point of view. Conservative Republicans are significantly more likely to express this view than they were in 2010 (58% now, 48% then).

There have been more modest changes in the views of other political groups.

**Political News Without a Point of View Preferred Across Party Lines**

	<i>Prefer political news from...</i>		
	<b>My point of view</b>	<b>No point of view</b>	<b>DK</b>
	%	%	%
2012	26	64	10=100
2010	25	62	13=100
2008	23	66	11=100
2006	23	68	9=100
<i>2012 among ...</i>			
College grad+	18	75	7=100
Some college	23	69	8=100
HS or less	33	53	14=100
Conservative Rep	36	58	6=100
Mod/Lib Rep	20	73	7=100
Independent	20	71	9=100
Cons/Mod Dem	33	58	9=100
Liberal Dem	29	62	8=100

PEW RESEARCH CENTER 2012 News Consumption Survey. Q55. Figures may not add to 100% because of rounding.

Most Americans also continue to reject the idea that the news media are all pretty much the same. More than half (55%) say there are few news sources they trust more than others; 42% say the news media are pretty much the same.

As in previous surveys, conservative Republicans and liberal Democrats are more likely than moderates and independents to say that there are a few news sources they trust more than others. About seven-in-ten conservative Republicans (73%) and liberal Democrats (70%) express this view, compared with about half of independents (52%), moderate and liberal Republicans (51%) and conservative and moderate Democrats (49%).

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### Both Liberals, Conservatives Trust a Few Sources More than Others

<i>Which comes closer to your view?</i>	<b>News media all similar</b>	<b>Trust a few sources more</b>	<b>DK</b>
	%	%	%
2012	42	55	3=100
2010	39	57	5=100
2008	43	53	4=100
2006	45	52	3=100
<i>2012 among ...</i>			
College grad +	27	71	2=100
Some college	39	59	2=100
HS or less	55	41	4=100
Conservative Rep	25	73	2=100
Mod/Lib Rep	47	51	3=100
Independent	45	52	3=100
Cons/Mod Dem	48	49	3=100
Liberal Dem	29	70	2=100

PEW RESEARCH CENTER 2012 News Consumption Survey. Q54. Figures may not add to 100% because of rounding.

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## SECTION 4: DEMOGRAPHICS AND POLITICAL VIEWS OF NEWS AUDIENCES

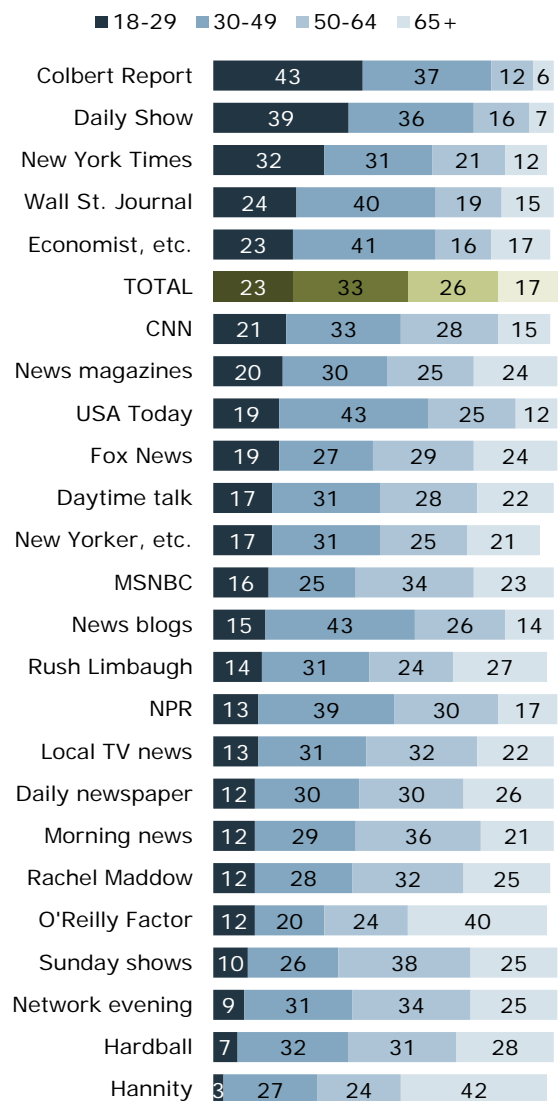
In general, the regular audiences for most television and print news outlets tend to be older than the public as a whole. Yet there are some notable exceptions. As was the case two years ago, The Colbert Report and The Daily Show have the youngest audiences of the 24 news sources tested: 43% of Colbert's regular audience is younger than 30, as is 39% of the Daily Show's regular viewers. Just 23% of the public is 18-to-29.

Regular readers of the New York Times also tend to be younger than average. Nearly a third (32%) of regular Times readers – are younger than 30.

In contrast, political talk shows, particularly conservative talk programs, have older audiences. Large majorities of the regular viewers of Sean Hannity (66%) and The O'Reilly Factor (64%) are 50 and older. Just 43% of all Americans are 50 and older. And while just 17% of the public is 65 and older, 42% of regular Hannity viewers and 40% of regular O'Reilly viewers are in that age category.

Liberal talk show audiences also skew older, but not as dramatically. Still, among regular Hardball watchers, 59% are 50 or older, and 28% are at least 65. Among regular Rachel Maddow viewers, 57% are 50 or older and 25% are at least 65.

### Audience Profiles: Young and Old News Audiences



PEW RESEARCH CENTER 2012 News Consumption Survey. Figures may not add to 100% because of rounding. Based on regular readers/viewers/listeners of each news source.

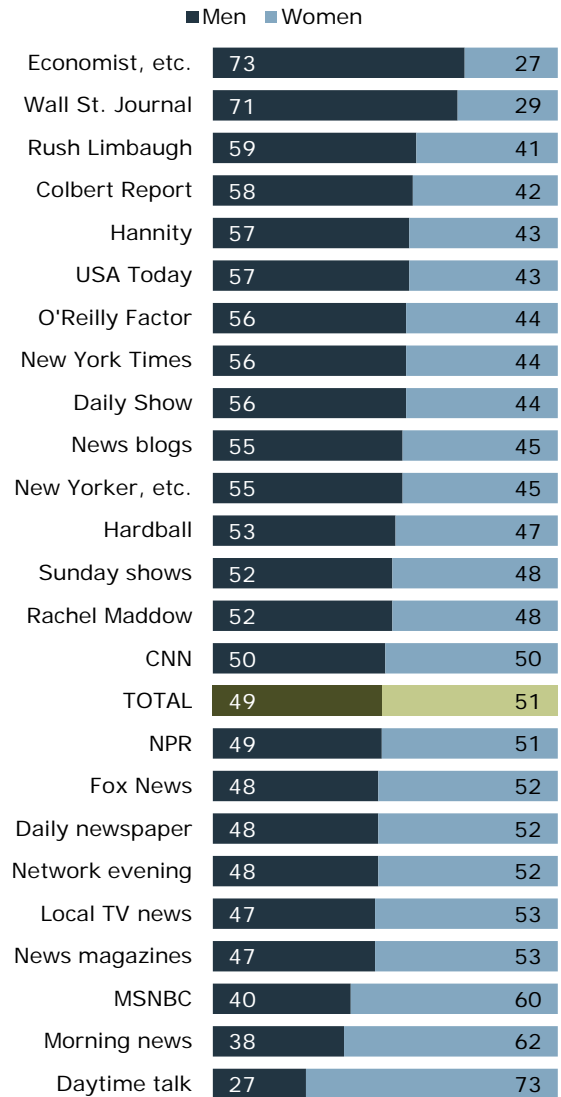
Men dominate the regular audiences of the financial publications included in the survey: 73% of the regular readers of the Economist and Bloomberg Businessweek are men as are 71% of regular Wall Street Journal readers.

Men also comprise smaller majorities of the regular audiences for several other news outlets, including Rush Limbaugh listeners (59%), viewers of Colbert (58%) and the Daily Show (56%), as well as regular viewers of Hannity (57%) and O'Reilly (56%).

In contrast, women make up nearly three-quarters (73%) of the regular audience for daytime talk shows, such as The View or the Ellen DeGeneres Show.

The regular viewers of MSNBC also are mostly women (62%). By comparison, the regular audiences for both CNN and Fox News are more evenly divided between women and men.

## Economist, WSJ Readers Are Overwhelmingly Male



PEW RESEARCH CENTER 2012 News Consumption Survey. Figures may not add to 100% because of rounding. Based on regular readers/viewers/listeners of each news source.

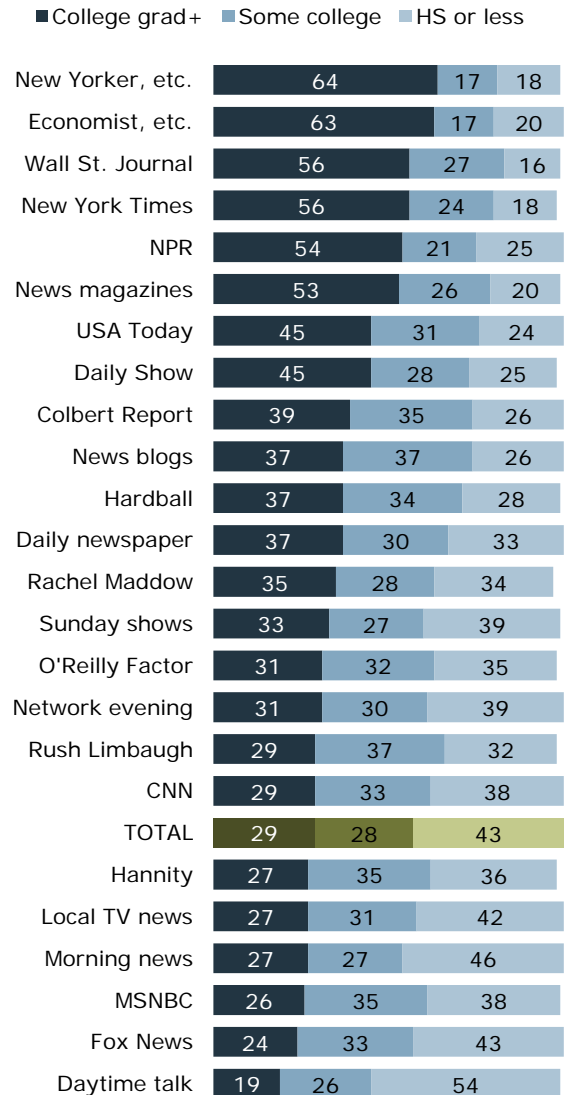
Many regular news audiences have more education than the general public. And in general, regular readers of newspapers and magazines are more educated than the audiences of television shows or networks.

Nearly two-thirds (64%) of the regular readers of magazines such as the *New Yorker*, the *Atlantic* and *Harpers* are college graduates, as are 63% of readers of the *Economist* and *Bloomberg Businessweek*. More than half of the regular readers of the *Wall Street Journal* (56%), *New York Times* (56%) and news magazines (53%) also are college graduates. NPR's audience also is relatively well educated (54% are college graduates). Just 29% of all Americans are college graduates.

By comparison, 29% of CNN's regular audience, 26% of MSNBC's audience and 24% of Fox News's regular audience completed college.

Regular viewers of daytime talk shows are less educated than the public as a whole. Among this group, just 19% have four year degrees, 26% have attended some college and 54% have a high school diploma or less education.

## Highly Educated: Regular New Yorker, Economist Readers



PEW RESEARCH CENTER 2012 News Consumption Survey. Figures may not add to 100% because of rounding; don't know not shown. Based on regular readers/viewers/listeners of each news source.

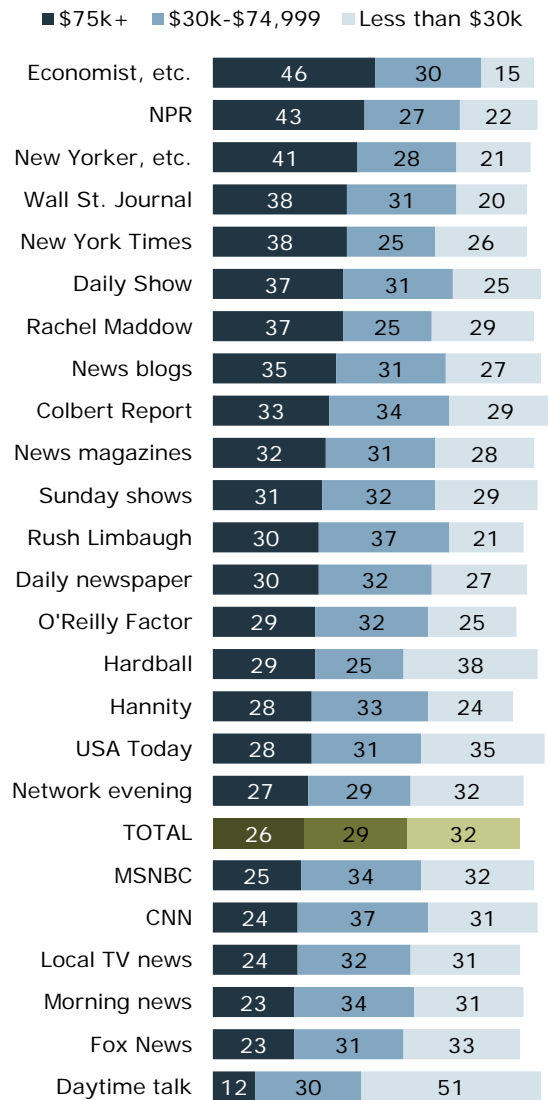
There is a similar pattern when it comes to the family incomes of regular news audiences. At least four-in-ten regular readers of magazines such as the Economist (46%) or the New Yorker (41%), as well as regular NPR listeners (43%), have family incomes of \$75,000 or more. Among the public, just 26% have family incomes of \$75,000 or more.

Other high earners include readers of the Wall Street Journal and New York Times—38% of each group has a family income of at least \$75,000—and Daily Show and Maddow viewers (37% each).

The income distribution of many audiences comes close to matching that of the general public, including audiences of show such as the O'Reilly Factor and Hardball, USA Today and network evening news. The income profiles of all three major cable news network audiences also closely track the general public.

Daytime talk show watchers stand out as the least well off regular audience. About half (51%) have family incomes of less than \$30,000, while three-in-ten have \$30,000-\$74,999 incomes. Just 12% have incomes of \$75,000 or more.

## Income Profile of News Audiences

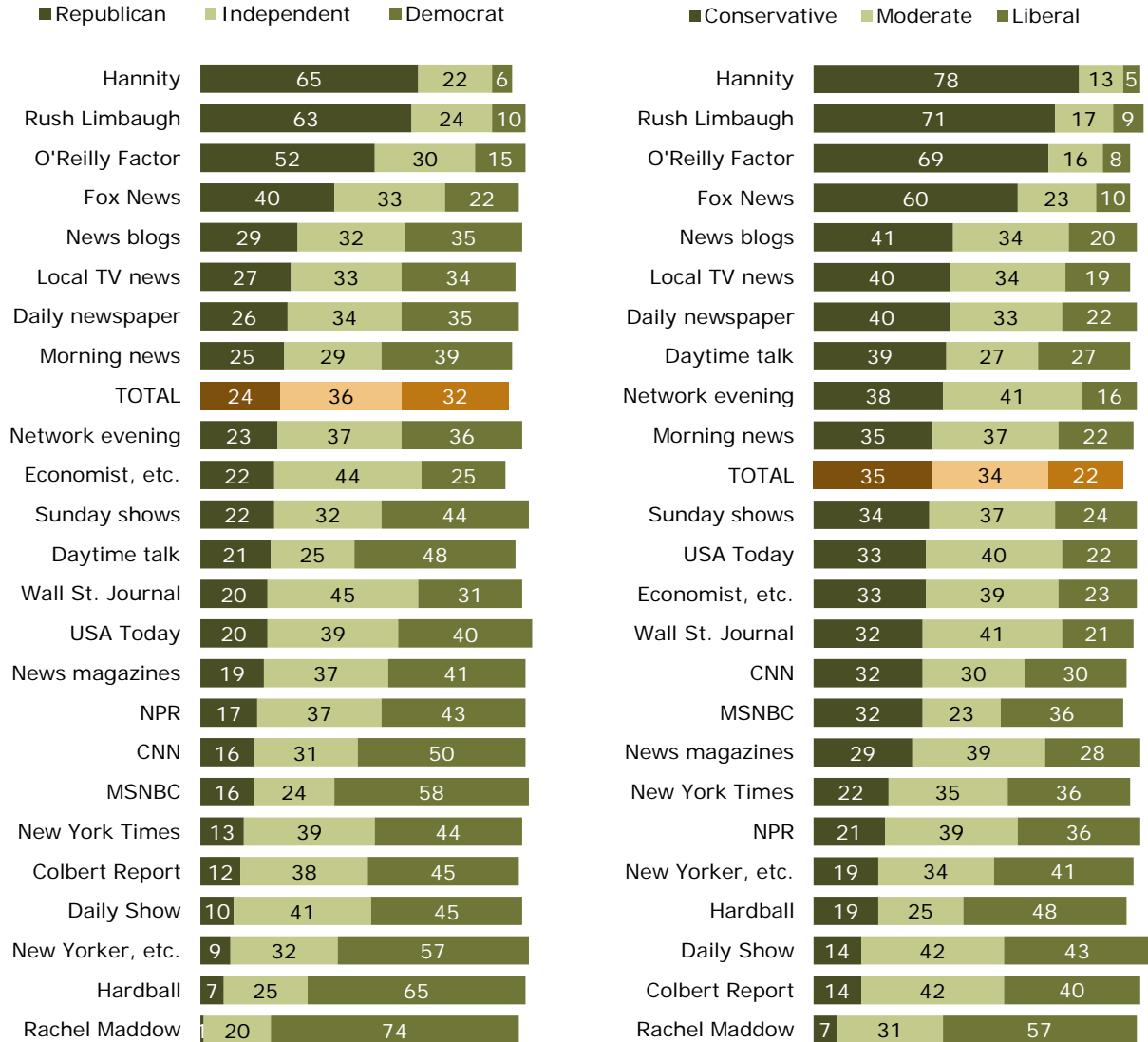


PEW RESEARCH CENTER 2012 News Consumption Survey. Figures may not add to 100% because of rounding; don't know not shown. Based on regular readers/viewers/listeners of each news source.



## News Audiences' Political Views

### Partisanship and Ideology of News Audiences



PEW RESEARCH CENTER 2012 News Consumption Survey. Figures may not add to 100% because of rounding; don't know not shown. Based on regular readers/viewers/listeners of each news source.

Since 2010, there has been little change in the ideological views or partisan leanings of news audiences. The regular audiences for Sean Hannity, Rush Limbaugh and Bill O'Reilly continue to be dominated by conservatives: About seven-in-ten or more of each of these audiences describe their political views as conservative, compared with 35% of the general public. And while Republicans comprise just 24% of the public, they make up half or more of the regular audiences of these three news outlets.

On the other hand, the regular viewers of Rachel Maddow are mostly liberal (57%); this is the only news audience tested in which liberals make up a majority. Just 22% of Americans are liberals. Liberals also make up 48% of regular viewers of Hardball, 43% of Daily Show viewers and 40% of Colbert viewers.

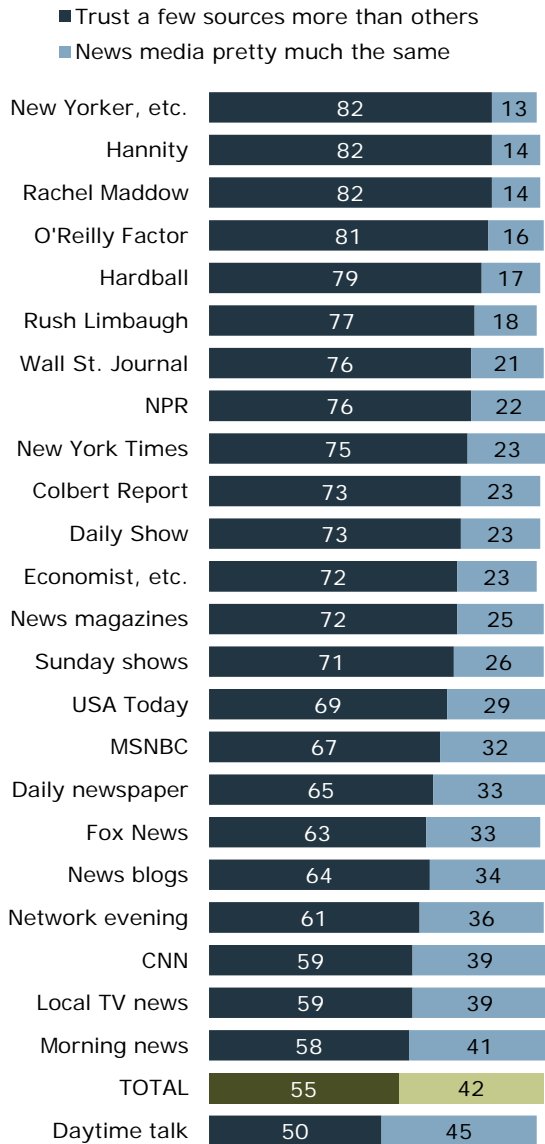
Majorities of the Maddow (74%) and Hardball audiences (65%) are Democrats, as are more than half of regular MSNBC viewers (58%) and regular readers of the New Yorker and similar magazines (57%). Among the public, just 32% are Democrats.

Yet the regular audiences for a number of news sources differ only modestly from the public ideologically or politically. Many of the most popular news sources—network evening news, daily newspapers and morning news, for example—have audiences whose partisan and ideological breakdowns are fairly similar to the public's. This also is the case for the regular audiences for Sunday morning news shows, business magazines, and both USA Today and the Wall Street Journal.

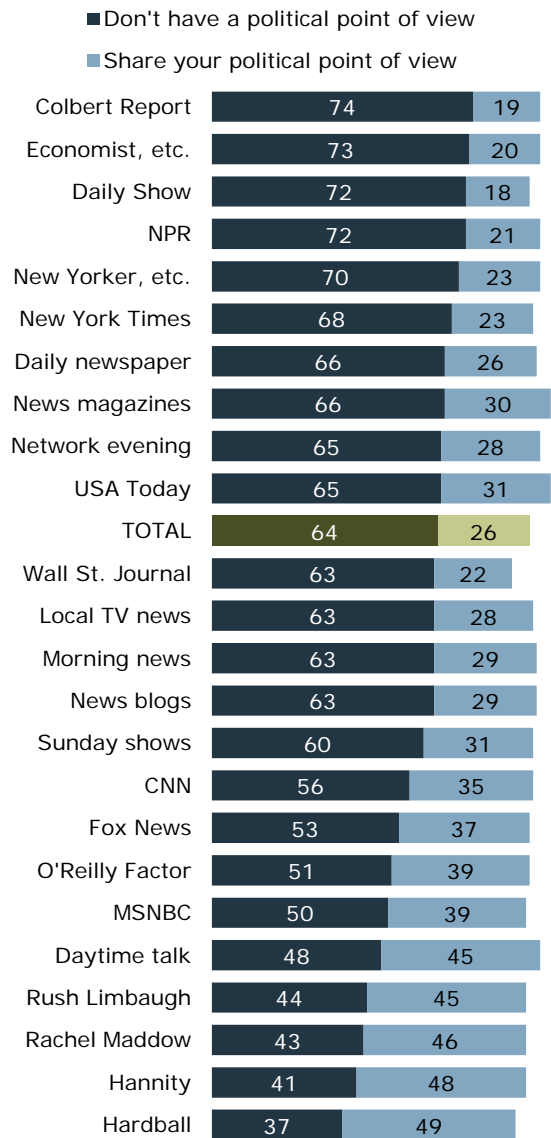
## Attitudes about the News

### Most Audiences Prefer News With No Political Point of View

% of regular audiences who ...



% who prefer news sources that ...



PEW RESEARCH CENTER 2012 News Consumption Survey Q54-55. Figures may not add to 100% because of rounding; don't know not shown. Based on regular readers/viewers/listeners of each news source.

A majority of Americans (55%) say they trust a few news sources more than others; fewer (42%) say the news media “are pretty much the same.” These opinions have changed very little since 2004. For the most part, regular news audiences are more likely than the public to say they trust a few news sources more than others.

Fully eight-in-ten readers of magazines such as the New Yorker, Atlantic and Harpers, and Hannity, Maddow and O’Reilly viewers say there are a few sources they trust more than others. By contrast, just half of regular viewers of daytime talk shows trust some news sources more than others; nearly as many (45%) say the media are pretty much the same.

A majority of the public (64%) also continues to prefer to get political news from sources that have no particular political point of view; just 26% prefer news from sources that share *their* political views. Majorities of most news audiences say they want news with no political point of view, including seven-in-ten or more Colbert and Daily Show viewers, Economist readers, NPR listeners and readers of the New Yorker and similar magazines.

However, only about four-in-ten viewers of Hardball (37%), Hannity (41%), Maddow (43%) and listeners of Limbaugh (44%) say they prefer to get news from sources that don’t have a particular political point of view.

## Political Knowledge

The public was asked four questions to measure knowledge of political news and current events. The questions concern which party controls the House of Representatives, the current unemployment rate, the nation that Angela Merkel leads and which presidential candidate favors taxing higher-income Americans. Overall, just 14% of the public got all four questions right. Slightly more people (17%) got all four wrong. Most news audiences, however, scored substantially better than the public.

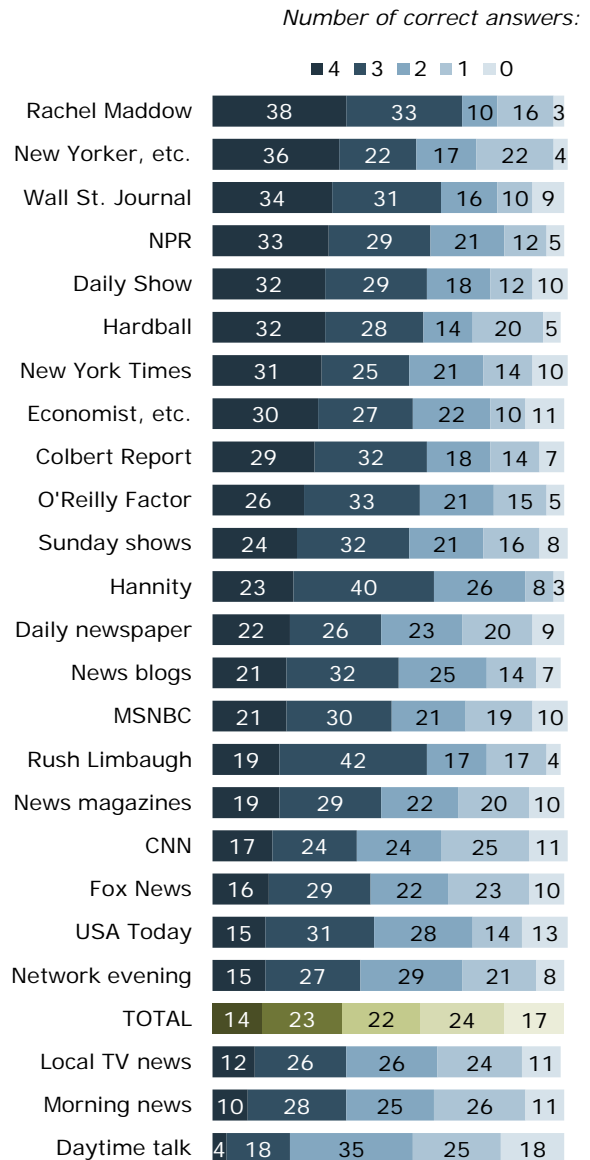
Almost four-in-ten of Rachel Maddow's audience (38%) answered the four questions correctly, as did 36% of readers of magazines such as the New Yorker and 34% of Wall Street Journal readers. Audiences for several other news outlets, including NPR (33% all four correct), the Daily Show (32%), Hardball (32%) and the New York Times (31%) fared nearly as well.

The daytime talk show audience fared poorly on the knowledge questions, with just 4% answering all four correctly. Among this group, 18% answered none of the questions correctly.

Slightly more than half the public (54%) knew that the Republican Party controls the House of Representatives. The percentage is down substantially from 2010, when 70% knew the Democrats controlled the House. This decline is reflected across most news audiences.

About half the public (52%) also knew that the national unemployment rate is about 8%. Almost all regular audiences were at least as

### News Audiences' Knowledge of Current Events



PEW RESEARCH CENTER 2012 News Consumption Survey Q95-98. Figures may not add to 100% because of rounding. Based on regular readers/viewers/listeners of each news source.

likely as the general public to get this question right.

Just 22% of the public identified Germany as the country that Angela Merkel leads. Many audiences fared somewhat better on this question than the public as a whole, but most regular readers, viewers and listeners did not know this or offered no response.

Two-thirds of the public knew that Barack Obama—not Mitt Romney—is more supportive of increasing taxes on higher-income people. Majorities of all news audiences answered this question correctly.

## About the Media Consumption Survey Data

The media consumption report draws on a series of large national surveys conducted since 1994. The project was initiated by the Times Mirror Center for the People & the Press in 1994 and continued by the Pew Research Center for the People & the Press since 1996. Over this period, 10 surveys have been conducted, yielding more than 30,000 interviews. All media consumption surveys have been conducted by telephone. Since 2006, cell phone interviewing has been included.

From 1994-2010, interviews were conducted in English only; Spanish language interviewing was added in 2012. Most questions in 2012 were asked of all respondents, but questions about regular media consumption were not asked of those interviewed in Spanish who said they did not consume any media in English.

Year	Field Dates	Sample Size	Margin of Error
1994	January 4-February 17, 1994	3,667	2
1996	April 19-25, 1996	1,751	3
1998	April 24-May 11, 1998	3,002	2.5
2000	April 20-May 13, 2000	3,142	2.5
2002	April 19-May 12, 2002	3,002	2
2004	April 19-May 12, 2004	3,000	2
2006	April 27-May 22, 2006	3,204	2
2008	April 30-June 1, 2008	3,615	2
2010	June 8-28, 2010	3,006	2.5
2012	May 9-June 3, 2012	3,003	2.1

Results for the 2012 media consumption survey are based on telephone interviews conducted May 9-June 3, 2012, among a national sample of 3,003 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (1,801 respondents were interviewed on a landline telephone, and 1,202 were interviewed on a cell phone, including 591 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the 2012 survey:

Group	Unweighted sample size	Plus or minus ...
Total sample	3,003	2.1 percentage points
18-29	465	5.3 percentage points
30-49	769	4.1 percentage points
50-64	875	3.9 percentage points
65+	832	4.0 percentage points
Republicans	823	4.0 percentage points
Democrats	961	3.7 percentage points
Independents	1,006	3.6 percentage points
Internet users	2,565	2.3 percentage points
Mobile internet users	1,454	3.0 percentage points
Social network users	1,512	2.9 percentage points
Twitter users	324	6.3 percentage points

Sample sizes and sampling error for other subgroups are available upon request. 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.

Figures in this report may not add to 100% because of rounding. Whites and blacks are non-Hispanic; Hispanics may be of any race.

## Survey Methodology in Detail

### Sample Design

A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Landline and cell phone numbers were sampled to yield a ratio of approximately three completed landline interviews to two cell phone interviews.

The design of the landline sample ensures representation of both listed and unlisted numbers (including those not yet listed) by using random digit dialing. This method uses random generation of the last two digits of telephone numbers selected on the basis of the area code, telephone exchange, and bank number. A bank is defined as 100 contiguous telephone numbers, for example 800-555-1200 to 800-555-1299. The telephone exchanges are selected to be proportionally stratified by county and by telephone exchange within the 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 banks of telephone numbers containing three or more listed residential numbers are selected.

The cell phone sample is drawn through systematic sampling from dedicated wireless banks of 100 contiguous numbers and shared service banks with no directory-listed landline numbers (to ensure that the cell phone sample does not include banks that are also included in the landline sample). The sample is designed to be representative both geographically and by large and small wireless carriers.

Both the landline and cell samples are released for interviewing in replicates, which are small random samples of each larger sample. Using replicates to control the release of telephone numbers ensures that the complete call procedures are followed for all numbers dialed. The use of replicates also improves the overall representativeness of the survey by helping to ensure that the regional distribution of numbers called is appropriate.

### Respondent Selection

Respondents in the landline sample were selected by randomly asking for the youngest male or female, 18 years of age or older who is now at home (for half of the households interviewers ask to speak with the youngest male first and for the other half the youngest female). If there is no eligible person of the requested gender at home, interviewers ask to speak with the youngest adult of the opposite gender, who is now at home. This method of selecting respondents within each household improves participation among young people who are often more difficult to interview than older people because of their lifestyles, but this method is not a random sampling of members of the household.

Unlike a landline phone, a cell phone is assumed in Pew Research polls to be a personal device. Interviewers ask if the person who answers the cell phone is 18 years of age or older to determine if the person is eligible to complete the survey; interviewers also confirm that the person is not driving and is in a safe place. For those in the cell sample, no effort is made to give other household members a chance to be interviewed. Although some people share cell phones, it is still uncertain whether the benefits of sampling among the users of a shared cell phone outweigh the disadvantages.



## Interviewing

Interviewing was conducted at Princeton Data Source under the direction of Princeton Survey Research Associates International. Interviews were conducted in English and Spanish. As many as seven attempts were made to complete an interview at every sampled landline and cell phone number. Calls were staggered over times of day and days of the week (including at least one daytime call) to maximize the chances of making contact with a potential respondent. Interviewing was also spread as evenly as possible across the field period. An effort was made to recontact most interview breakoffs and refusals to attempt to convert them to completed interviews. People reached on cell phones were offered \$5 compensation for the minutes used to complete the survey on their cell phone.

Response rates for Pew Research polls typically range from 5% to 15%; these response rates are comparable to those for other major opinion polls. The response rate is the percentage of known or assumed residential households for which a completed interview was obtained. The response rate we report is the American Association for Public Opinion Research's Response Rate 3 (RR3) as outlined in their [Standard Definitions](#). Fortunately, low response rates are not necessarily an indication of nonresponse bias. In addition to the response rate, we sometimes report the contact rate, cooperation rate, or completion rate for a survey. The contact rate is the proportion of working numbers where a request for an interview was made. The cooperation rate is the proportion of contacted numbers where someone gave initial consent to be interviewed. The completion rate is the proportion of initially cooperating and eligible households where someone completed the interview.

## Weighting

First, people with landlines are weighted by household size to account for the fact that people in larger households have a lower probability of being selected. In addition, the combined landline and cell phone sample is weighted to adjust for the overlap of the landline and cell frames (since people with both a landline and cell phone have a greater probability of being included in the sample), including the size of the completed sample from each frame and the estimated ratio of the size of the landline frame to the cell phone frame.

The sample is then weighted to population parameters using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity, region, population density and telephone status and usage. The population parameters for age, education, race/ethnicity, and region are from the Current Population Survey's March 2011 Annual Social and Economic Supplement and the parameter for population density is from the Decennial Census. The parameter for telephone status and relative usage (of landline phone to cell phone for those with both) is based on extrapolations from the 2011 National Health Interview Survey. The specific weighting parameters are: gender by age, gender by education, age by education, race/ethnicity (including Hispanic origin and nativity), region, density and telephone status and usage; non-Hispanic whites are also balanced on age, education and region. The weighting procedure simultaneously balances the distributions of all weighting parameters at once. The final weights are trimmed to prevent individual cases from having too much influence on the final results.

Weighting cannot eliminate every source of nonresponse bias. Nonetheless, properly-conducted public opinion polls have a good record in achieving unbiased samples. In particular, election polling - where a comparison of the polls with the actual election results provides an opportunity to validate the survey results - has been very accurate over the years.

## Sampling Error

Sampling error results from collecting data from some, rather than all, members of the population. The 2012 survey of 3,003 adults had a margin of error of plus or minus 2.1 percentage points with a 95%

confidence interval. This means that in 95 out of every 100 samples of the same size and type, the results we obtain would vary by no more than plus or minus 2.1 percentage points from the result we would get if we could interview every member of the population. Thus, the chances are very high (95 out of 100) that any sample we draw will be within 2.1 points of the true population value. The margins of error reported and statistical tests of significance are adjusted to account for the survey's design effect, a measure of how much efficiency is lost in the sample design and weighting procedures when compared with a simple random sample.

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**BIENNIAL MEDIA CONSUMPTION SURVEY 2012**  
**FINAL TOPLINE**  
**May 9-June 3, 2012**  
**N=3,003**

**QUESTIONS 1 AND 2 PREVIOUSLY RELEASED**

**ASK ALL:**

Q.3 Do you happen to read any daily newspaper or newspapers regularly, or not?

	<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>		<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>
May 9-Jun 3, 2012	49	50	*	October, 1994	73	27	*
Jun 8-28, 2010	49	51	*	July, 1994	74	26	*
May, 2008	54	46	*	February, 1994	70	30	0
April, 2006	59	41	*	January, 1994	71	29	*
April, 2004	60	40	*	June, 1992	75	25	*
April, 2002	63	37	*	July, 1991	73	27	*
April, 2000	63	37	*	May, 1991	70	30	*
November, 1998	70	30	0	January, 1991	72	27	1
April, 1998	68	32	*	November, 1990	74	26	0
April, 1996	71	28	1	October, 1990	72	28	0
June, 1995	69	34	*	July, 1990	71	29	0
March, 1995	71	29	*	May, 1990	71	29	0

**ASK ALL:**

Q.4 Do you happen to watch any TV news programs regularly, or not?

	<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>		<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>
May 9-Jun 3, 2012	71	29	*	July, 1994	81	19	*
Jun 8-28, 2010	72	27	*	February, 1994	84	16	0
May, 2008	75	25	*	January, 1994	85	15	*
April, 2006	77	23	*	June, 1992	85	15	*
April, 2004	79	21	*	July, 1991	84	16	*
April, 2002	78	22	*	May, 1991	84	16	*
April, 2000	75	25	*	January, 1991	88	12	*
April, 1998	80	20	*	November, 1990	80	20	*
April, 1996	81	19	0	October, 1990	81	19	0
June, 1995	78	22	*	July, 1990	81	19	0
March, 1995	82	18	*	May, 1990	80	20	0
October, 1994	81	19	*				

**ASK ALL:**

Q.5 Do you listen to news on the radio regularly, or not?

	<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>		<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>
May 9-Jun 3, 2012	42	58	*	October, 1994	51	49	*
Jun 8-28, 2010	43	56	*	July, 1994	52	48	0
May, 2008	46	54	*	February, 1994	53	47	0
April, 2006	49	51	*	January, 1994	52	48	*
April, 2004	49	51	*	June, 1992	54	46	*
April, 2002	48	52	*	May, 1991	53	47	*
April, 2000	46	54	*	January, 1991	55	45	*
April, 1998	52	48	*	November, 1990	55	45	*
April, 1996	51	49	*	October, 1990	54	46	0
June, 1995	50	50	*	May, 1990	56	44	*
March, 1995	54	46	*				

**ASK ALL:**

Q.6 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, **[INSERT ITEM; RANDOMIZE] [IF NECESSARY "Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?"]**.

		Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
a.	The current situation and events in Afghanistan May 9-Jun 3, 2012	21	32	28	18	2
b.	News about candidates for the 2012 presidential election May 9-Jun 3, 2012	28	30	22	18	1
c.	Reports about the condition of the U.S. economy May 9-Jun 3, 2012	36	35	17	10	1

**NO QUESTIONS 7 OR 8**

**[INTERVIEWER NOTE: FOR QUESTIONS 9 THROUGH 25 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY."]**

**ASK ALL:**

Q.9 Now thinking about yesterday... Did you get a chance to read a daily newspaper yesterday, or not?

**ASK IF READ NEWSPAPER YESTERDAY (Q.9=1):**

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

	Total <u>Read the paper</u>	<i>Amount of time read the newspaper</i>					<u>Didn't read paper</u>	(VOL.) <u>DK/Ref</u>
		<u>&lt;15 min.</u>	<u>15-29</u>	<u>30-59</u>	<u>1 hour+</u>	<u>DK</u>		
May 9-Jun 3, 2012	29	4	9	10	6	*	71	*
Jun 8-28, 2010	31	4	8	12	7	*	69	*
May, 2008	34	5	9	13	7	*	66	*
April, 2006 <sup>1</sup>	40	5	10	15	9	1	60	*
April, 2004	42	5	11	17	9	*	58	*
November, 2002	39	--	--	--	--	--	61	*
April, 2002	41	7	10	15	8	1	59	*
April, 2000	47	9	14	16	8	*	53	*
Late September, 1999	47	9	12	16	10	*	53	*
November, 1998	47	8	11	16	11	1	53	*
April, 1998	48	8	14	17	9	*	52	*
November, 1997	50	8	14	17	10	1	50	0
April, 1996	50	7	15	18	10	*	50	*
June, 1995	52	7	15	18	11	1	48	*
March, 1995	45	9	14	16	6	0	55	*
February, 1994	58	7	15	21	14	1	42	0
January, 1994	49	7	15	17	10	*	50	1
March, 1991	56	n/a	n/a	n/a	n/a	n/a	44	*
Gallup, 1965	71	n/a	n/a	n/a	n/a	n/a	29	0

<sup>1</sup> In April 2006, Q.10 was form split with different interviewer options. The results presented here include both forms.

**ASK IF READ NEWSPAPER YESTERDAY (Q.9=1):**

Q.11 Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online on a computer, tablet, cell phone or other device?<sup>2</sup>

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

Q.12 Would you say you spent MORE time reading the paper version or MORE time reading an online or digital version of the newspaper yesterday?<sup>3</sup>

**BASED ON THOSE WHO READ A NEWSPAPER YESTERDAY [N=1,079]:**

May 9-Jun 3 2012		Jun 8-28 2010	May 2008	Apr 2006
70	Paper version	73	79	86
21	Online/digital newspaper	16	12	6
9	Both (VOL.)	11	9	8
4	More paper version	4	4	5
4	More online/digital version	6	4	2
*	About equal (VOL.)	1	1	1
*	Don't know/Refused (VOL.)	0	0	0
*	Don't know/Refused (VOL.)	*	*	*

**ASK ALL:**

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

**ASK IF WATCHED A NEWS PROGRAM ON TV (Q.13=1):**

Q.14 About how much time did you spend watching the news or any news programs on TV yesterday?  
[DO NOT READ]

	Total Watched TV News	-- Amount of time watched TV News --					Didn't watch	(VOL.) DK/Ref
		<15 min.	15-29	30-59	1 hour+	DK		
May 9-Jun 3, 2012	55	4	6	17	28	*	45	*
Jun 8-28, 2010	58	3	5	17	33	1	41	*
May, 2008	57	3	6	18	30	*	43	*
April, 2006	57	3	5	19	29	1	42	1
April, 2004	60	3	6	20	31	*	40	*
November, 2002	61	--	--	--	--	--	39	*
April, 2002	54	3	6	19	26	*	46	*
April, 2000	56	4	8	20	23	1	44	*
Late September, 1999	62	6	7	21	28	*	37	1
November, 1998	65	5	8	21	30	1	35	*
April, 1998	59	3	7	21	28	*	41	*
November, 1997	68	4	11	23	30	*	31	1
April, 1996	59	3	6	21	29	*	40	1
June, 1995	64	3	8	24	28	1	35	1
March, 1995	61	4	9	21	27	*	38	1
February, 1994	74	3	8	25	37	1	26	0
January, 1994	72	3	8	25	36	*	27	1
March, 1991	68	n/a	n/a	n/a	n/a	n/a	32	*
Gallup, 1965	55	n/a	n/a	n/a	n/a	n/a	45	0

<sup>2</sup> In April 2006 and May 2008, Q.11 read: "Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online through the internet?" In June 2010, the question read: "Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online on a computer or handheld device?"

<sup>3</sup> In April 2006 and May 2008, Q.12 read: "Would you say you spent MORE time reading the paper version or more time reading the online version yesterday?" In June 2010, it read: "Would you say you spent MORE time reading the paper version or MORE time reading the newspaper online yesterday?"

**ASK FORM 2 ONLY [N=1,507]:**

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

**ASK IF WATCHED ANYTHING ELSE YESTERDAY (Q.15F2=1):**Q.16F2 About how much time did you spend watching TV yesterday, not including the news? **[DO NOT READ]**

	Watched non-news TV	----- Amount of time watched non-news TV -----							Did not watch	DK/ Ref	(VOL.)
		<30 <i>min.</i>	30-<60 <i>min.</i>	~ 1 <i>hour</i>	+1-<2 <i>hours</i>	2-<3 <i>hours</i>	3-<4 <i>hours</i>	4+ <i>hours</i>			
May 9-Jun 3, 2012	57	1	5	9	5	16	9	12	1	43	*
Jun 8-28, 2010	61	1	3	11	6	17	9	13	1	38	*
May, 2008	58	1	3	13	7	16	7	10	1	42	*
April, 2006	63	1	4	12	6	19	10	10	1	36	1
April, 2004	63	1	5	12	6	19	8	11	1	36	1
April, 2002	58	2	3	11	5	17	8	12	*	41	1
April, 2000 <sup>4</sup>	57	3	5	10	8	15	7	8	*	42	1
Late September, 1999	63	1	6	13	6	18	9	10	*	37	0
November, 1997	64	2	5	15	7	16	11	8	*	36	*
June, 1995	59	1	4	10	6	16	10	11	1	40	1
February, 1994	69	2	3	11	7	19	12	14	1	31	0

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

	Total (NET) Listened	Amount of time listened to radio news				Didn't listen	(VOL.) DK/Ref
		<15 min.	15-29	30-59	1 hour+		
May 9-Jun 3, 2012	33	6	5	8	13	67	*
Jun 8-28, 2010 <sup>5</sup>	34	6	6	9	13	66	1
May, 2008	35	8	7	8	12	64	1
April, 2006	36	7	7	9	13	63	1
April, 2004	40	8	7	10	15	59	1
April, 2002	41	10	7	10	14	58	1
April, 2000	43	14	9	9	11	56	1
Late September, 1999	44	12	8	10	14	56	*
November, 1998	41	13	8	8	12	57	2
April, 1998	49	16	9	10	14	51	*
November, 1997	44	12	9	9	14	55	1
April, 1996	44	12	11	10	11	55	1
June, 1995	42	13	9	9	11	56	2
March, 1995	47	16	12	9	10	52	1
February, 1994	47	14	11	9	13	52	1
January, 1994	47	15	10	10	12	52	1
June, 1992	47	15	11	10	11	52	1
March, 1991 <sup>6</sup>	54	23	9	18	14	46	*
March, 1990	52	22	11	10	9	47	1
February, 1990	55	24	11	9	11	44	1
January, 1990	51	21	12	9	9	48	1
Gallup, 1965	58	n/a	n/a	n/a	n/a	42	0

<sup>4</sup> April 2000 is from a survey conducted for the Pew Internet & American Life Project (March 1 - May 1, 2000; N=6,036).<sup>5</sup> In 2010 and earlier, the final phrase of the question was: "or didn't you happen to listen to the news on the radio yesterday?" In May 2008 and earlier, the question wording did not include "a radio news program."<sup>6</sup> For March 1991, results based on Form 1.

**ASK IF GOT RADIO NEWS YESTERDAY (Q.17=1-4):**

Q.18 Did you listen to radio news yesterday on a traditional AM or FM radio, on satellite radio, on a computer, or on a handheld device, such as a cell phone or MP3 player? **[ACCEPT MULTIPLE RESPONSES, BUT DO NOT PROBE FOR MORE THAN ONE]**

**BASED ON THOSE WHO GOT RADIO NEWS YESTERDAY [N=1,019]:**

May 9-Jun 3		Jun 8-18
<u>2012</u>		<u>2010</u>
87	Traditional AM/FM radio	89
6	Satellite radio	8
4	Computer	4
4	Handheld device (MP3/Cell phone)	1
2	Other <b>(VOL.)</b>	1
1	Don't know/Refused <b>(VOL.)</b>	*

*Figures add to more than 100% because of multiple responses.*

**NO QUESTION 19****ASK ALL:**

Q.20 Did you get any news ONLINE yesterday, or not?

May 9-Jun 3	
<u>2012</u>	
34	Yes
66	No
*	Don't know/Refused <b>(VOL.)</b>

**ASK ALL:**

Q.21 Did you get any news on a cell phone, tablet or other mobile handheld device yesterday, or not?

May 9-Jun 3	
<u>2012</u>	
17	Yes
83	No
*	Don't know/Refused <b>(VOL.)</b>

**ASK IF MOBILE DEVICE (Q.21=1):**

Q.21a Was that on a cell phone, tablet, or something else? **[ACCEPT MULTIPLE RESPONSES]**

<b>May 9-Jun 3, 2012</b>		
<i>Based on</i>	<i>Based on</i>	
<u>total</u>	<u>filter</u>	
4	23	Tablet
13	78	Cell phone
1	6	Something else <b>(VOL.)</b>
*	*	Don't know/Refused <b>(VOL.)</b>
83	--	<i>Did not get mobile news yesterday</i>
[3,003]	[450]	

*Figures add to more than 100% because of multiple responses.*

**ASK ALL:**

Q.20 Did you get any news ONLINE yesterday, or not?

**ASK ALL:**

Q.21 Did you get any news on a cell phone, tablet or other mobile handheld device yesterday, or not?

**NET TOTAL GOT NEWS ONLINE YESTERDAY; BASED ON TOTAL:**

	<u>Yes</u>
May 9-Jun 3, 2012 (Q.11=2,3 or Q.20=1 or Q.21=1)	39
Jun 8-28, 2010 (Q.11=2,3 or Q.18=1)	34
May, 2008 (Q.11=2,3 or Q.18=1) <sup>7</sup>	29
April, 2006 (Q.11=2,3 or Q.18=1)	23
April, 2004 (Q.18 asked of total sample)	24

**ASK IF GOT ONLINE OR MOBILE NEWS YESTERDAY (Q.20=1 OR Q.21=1) AND ONLINE OR MOBILE NEWSPAPER YESTERDAY (Q.11=2,3):**

Q.22 Was the news you got online or on a mobile device yesterday ONLY from the newspapers you mentioned earlier or did you also get news from OTHER sources?

**May 9-Jun 3, 2012**

Based on:

<u>Total</u>	<u>Filter</u>	
2	26	Only from newspapers
6	72	Also got news from other sources
*	2	Don't know/Refused (VOL.)
92	--	Did not get online/mobile newspaper yesterday
[3003]	[271]	

**ASK IF GOT ONLINE OR MOBILE NEWS YESTERDAY (Q.20=1 OR Q.21=1):**

Q.23 **[IF Q.22=2 READ:** Aside from the time you spent reading newspapers...] About how much time did you spend yesterday getting news... **[IF Q.20=1 AND Q.21=1:** online on a computer, tablet, cell phone or other mobile device?] **[IF Q.20=1 AND Q.21=2,9:** online?] **[IF Q.20=2,9 AND Q.21=1]** on a tablet, cell phone or other mobile device? **[DO NOT READ; IF RESPONDENT VOLUNTEERS "NONE" OR "ZERO", PUNCH 1]**

**DOES NOT INCLUDE TIME WITH NEWSPAPERS ONLINE OR THROUGH A MOBILE DEVICE; BASED ON TOTAL:**

May 9-Jun 3

2012

39	Got online/mobile news yesterday
12	Less than 15 minutes
8	15 to less than 30 minutes
8	30 minutes to less than one hour
9	One hour or more
1	Don't know/Refused (VOL.)
61	Did not get online/mobile news yesterday/Don't know/Refused

**NO QUESTION 24**

<sup>7</sup>

In May 2008 and April 2006 Q.18 and Q.18a question wording asked about news "ONLINE through the internet."



**ASK IF GOT ONLINE OR MOBILE NEWS YESTERDAY (Q.20=1 OR Q.21=1):**

Q.25 Many national and local television news programs are available online and on mobile devices. Did you watch any television news programs on a computer, tablet, cell phone or other device yesterday, or not? **[IF RESPONDENT VOLUNTEERS THAT HE OR SHE WATCHED A CLIP OR SEGMENT OF A SHOW ONLY, ENTER 1 (YES) AND ENTER 2 (CLIP/SEGMENT) FOR Q26**

**ASK IF WATCHED TV NEWS PROGRAM ONLINE OR ON A MOBILE DEVICE YESTERDAY (Q.25=1)**

Q.26 Was that all or most of an entire TV news program, or just a clip or segment of a TV news program?

**May 9-Jun 3, 2012**

<i>Based on total</i>	<i>Based on who got online/mobile news yesterday</i>	
8	21	Yes
2	4	All or most of a program
6	16	Just a clip or segment of a program
*	*	Both/Some of each (VOL.)
*	*	Don't know/Refused (VOL.)
30	79	No
*	*	Don't know/Refused (VOL.)
62	--	Did not get mobile news yesterday
[3003]	[1173]	

**NO QUESTION 27****ASK ALL:**

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

Q.28 Did you spend any time reading magazines?

**ASK IF READ MAGAZINE YESTERDAY (Q.28=1):**

Q.29 About how much time did you spend reading magazines yesterday? **[DO NOT READ]**

	Read <u>a magazine</u>	-- Amount of time reading magazines--					Didn't read	(VOL.) DK/Ref
		<u>&lt;15 min.</u>	<u>15-29</u>	<u>30-59</u>	<u>1 hour+</u>	<u>DK</u>		
May 9-Jun 3, 2012	19	4	5	6	4	*	80	*
Jun 8-28, 2012	19						80	*
May, 2008	23						77	*
April, 2006	24						76	*
April, 2004 <sup>8</sup>	25	2	7	9	7	*	75	*
April, 2002	23	3	5	9	6	*	77	*
April, 2000	26	4	6	8	8	*	74	*
Late September, 1999	28	4	8	9	7	*	72	*
April, 1998	29	4	7	10	8	*	71	*
November, 1997	32	6	8	9	9	*	68	*
June, 1995	31	4	8	11	8	*	69	*
February, 1994	33	5	9	10	9	*	67	0

**ASK IF READ MAGAZINE YESTERDAY (Q.28=1):**

Q.30 Yesterday, did you read a print magazine, or did you read a magazine on a computer, tablet, cell phone or other device?

**May 9-Jun 3, 2012**

<i>Based on total</i>	<i>Based on filter</i>	
17	89	Print magazine
1	6	Computer, tablet, cell phone or other device
1	3	Both print and electronic (VOL.)
*	2	Don't know/Refused (VOL.)
81	--	Did not read a magazine/Don't know if read a magazine yesterday
[3003]	[673]	

<sup>8</sup> Based on Form 1 only.

**ASK ALL:**

Q.31 Not including school or work related books, did you spend any time reading a book yesterday? **[IF YES ASK: Was it a fiction or non-fiction book?] [IF RESPONDENT VOLUNTEERS THAT HE/SHE READ THE BIBLE, THE KORAN OR ANOTHER HOLY BOOK, FOLLOW WITH: "I know you have told me what book you read, but could you tell me if you consider it to be fiction or nonfiction?"]<sup>9</sup>**

May 9-Jun 3		Jun 8-28	Apr	Apr	Apr	Late Sep	Nov	Jun	Feb
<u>2012</u>		<u>2010</u>	<u>2006</u>	<u>2004</u>	<u>2002</u>	<u>1999</u>	<u>1997</u>	<u>1995</u>	<u>1994</u>
36	Yes	35	38	35	34	35	35	30	31
17	<i>Fiction</i>	16	15	15	13	16	16	14	14
16	<i>Non-fiction</i>	16	20	18	19	16	17	14	17
2	<i>Both</i>	1	1	1	1	2	1	1	*
1	<i>Don't know</i>	1	2	1	1	1	1	1	0
64	No	65	62	65	66	65	65	70	69
*	Don't know/Refused	*	*	*	0	0	*	*	*

**ASK IF READ BOOK YESTERDAY (Q.31=1,2,3,5):**

Q.32 About how much time did you spend reading books yesterday? **[DO NOT READ]**

May 9-Jun 3		Jun 8-28	Apr	Apr	Late Sep	Nov	Jun	Feb
<u>2012</u>		<u>2010</u>	<u>2004</u>	<u>2002</u>	<u>1999</u>	<u>1997</u>	<u>1995</u>	<u>1994</u>
36	Yes, read a book yesterday	35	35	34	35	35	30	31
2	<i>Less than 15 minutes</i>	1	1	1	3	2	1	2
4	<i>15 to less than 30 minutes</i>	4	4	5	6	5	4	3
9	<i>30 minutes to less than one hour</i>	10	10	10	9	10	8	9
21	<i>One hour or more</i>	20	20	18	17	17	17	17
*	<i>Don't know/Refused (VOL.)</i>	*	0	*	*	1	0	0
64	No	65	65	66	65	65	70	69
*	Don't know/Refused (VOL.)	*	*	0	0	*	*	*

**ASK IF READ BOOK YESTERDAY (Q.31=1,2,3,5):**

Q.33 There are different ways people read books. Yesterday, did you read a printed book, an electronic or digital book, or listen to an audio book? **[ACCEPT MULTIPLE RESPONSES, BUT DO NOT PROBE FOR MORE THAN ONE]**

**BASED ON THOSE WHO READ A BOOK YESTERDAY [N=1167]:**

May 9-Jun 3		Jun 8-28
<u>2012</u>		<u>2010</u>
82	Printed book	95
17	Electronic or digital book	4
3	Audio book	4
1	Don't know/Refused (VOL.)	*

*Figures add to more than 100% because of multiple responses.*

**ASK ALL:**

Q.34 How much do you enjoy reading... A lot, some, not much, or not at all?

May 9-Jun 3		Apr	Apr	Jun	Feb
<u>2012</u>		<u>2006</u>	<u>2004</u>	<u>1995</u>	<u>1994</u>
51	A lot	53	53	53	53
29	Some	31	31	32	32
12	Not much	11	10	10	10
8	Not at all	5	5	4	4
1	Don't know/Refused (VOL.)	0	1	1	1

<sup>9</sup> Interviewer instruction regarding holy books was added to questions 23 and 24 in June 2010.

**ASK IF INTERVIEW IS CONDUCTED IN SPANISH (LANG=2):**

Q.35 Thinking about what you watch on TV, listen to on the radio and read in newspapers... Overall, how much, if any, is in English? **[READ IN ORDER:]**

**BASED ON RESPONDENTS INTERVIEWED IN SPANISH [N=122]:**

May 9-Jun 3

2012

17	A lot
50	A little
32	None at all
0	Don't know/Refused <b>(VOL.)</b>

**ASK IF INTERVIEW IS CONDUCTED IN ENGLISH (LANG=1):**

Q.36 Thinking about what you watch on TV, listen to on the radio and read in newspapers... Overall, how much, if any, is in a language other than English? A lot, a little or none at all?

**BASED ON RESPONDENTS INTERVIEWED IN ENGLISH [N=2881]:**

May 9-Jun 3

2012

6	A lot
15	A little
78	None at all
1	Don't know/Refused <b>(VOL.)</b>

**ASK IF INTERVIEW IS CONDUCTED IN ENGLISH (LANG=1):**

Q.36 Thinking about what you watch on TV, listen to on the radio and read in newspapers... Overall, how much, if any, is in a language other than English? A lot, a little or none at all?

**ASK IF GET A LOT OR A LITTLE MEDIA IN A LANGUAGE OTHER THAN ENGLISH (Q.36=1,2):**

Q.36a Is any of that in Spanish, or not?

**BASED ON RESPONDENTS INTERVIEWED IN ENGLISH [N=2881]:**

May 9-Jun 3

2012

22	Get a lot/a little media in language other than English
12	Yes, any in Spanish
10	No, none in Spanish
*	Don't know/Refused <b>(VOL.)</b>
78	None at all in language other than English
1	Don't know/Refused <b>(VOL.)</b>

**ASK FORM 2 ONLY [N=1507]:**

Q.37 As I read from a list tell me if you did this yesterday or not. Yesterday did you... **[INSERT ITEM, RANDOMIZE?]** (Yesterday, did you... **[NEXT ITEM?]**)

	<u>Yes</u>	<u>No</u>	(VOL.) Does not <u>apply</u>	(VOL.) <u>DK/Ref</u>
a.F2 Get some kind of vigorous exercise such as running, playing a sport or working out at a gym				
May 9-June 3, 2012	43	57	*	1
April, 2006 <sup>10</sup>	44	55	1	*
April, 2004	38	61	1	*
April, 2002	39	60	--	1
April, 1998	36	64	--	0
June, 1997 <sup>11</sup>	37	63	--	*
February, 1994	26	74	--	*

<sup>10</sup> In April 2006 and earlier, the question referred to "exercise such as jogging, working out at a gym, or playing a racquet sport."

<sup>11</sup> In June 1997 and earlier, the "Does not apply" and "Don't know/Refused" categories were combined. That category's responses are displayed under "DK/Ref" here. This applies to all Q.37 items with June 1997 data.

**Q.37F2 CONTINUED...**

		<u>Yes</u>	<u>No</u>	<u>Does not apply</u>	<b>(VOL.)</b> <u>DK/ Ref</u>
b.F2	Play a game on a computer, mobile device or video game console				
	May 9-June 3, 2012	33	66	*	*
	April, 2006 <sup>12</sup>	17	81	2	*
	April, 2004	17	81	2	0
c.F2	Call a friend or relative just to talk				
	May 9-June 3, 2012	63	36	0	*
	April, 2004	66	34	0	*
	April, 2002	63	37	--	*
	November, 1998	52	48	--	*
	April, 1998	67	33	--	*
	June, 1997	65	35	--	*
	June, 1995	56	44	--	*
	February, 1994	63	37	--	*
d.F2	Send an email or text message to a friend or relative				
	May 9-June 3, 2012	61	38	*	*
	April 2004 <sup>13</sup>	28	70	2	*
	April, 2002	27	72	--	1
e.F2	Visit with family or friends				
	May 9-June 3, 2012	68	32	*	*
	June, 1997	74	26	--	*
	June, 1995	69	31	--	*
	February 1994	57	43	--	*
f.F2	Write or receive a personal letter				
	May 9-June 3, 2012	12	88	0	*
	October, 2006 <sup>14</sup>	20	80	--	*
g.F2	Use Facebook or another social networking site				
	May 9-June 3, 2012	41	58	1	*

**NO QUESTIONS 38-39****THOUGHT, REG, REGIST, REGICERT AND QUESTIONS 40, 40a-c PREVIOUSLY RELEASED**

<sup>12</sup> In April 2004 and earlier, the question referred to "a game on your computer or a video game console."

<sup>13</sup> In April 2004 and earlier, the question referred only to email.

<sup>14</sup> In October, 2006, the question asked about "the past 24 hours." There was no "does not apply" category.

**ASK IF ENGLISH INTERVIEW (LANG=1) OR (SPANISH-LANGUAGE INTERVIEW (LANG=2) AND RESPONDENT GETS A LOT OR A LITTLE ENGLISH-LANGUAGE MEDIA (Q.35=1,2)):**

Q.41 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 ... **[INSERT FIRST ITEM; RANDOMIZE. OBSERVE FORM SPLITS]**, regularly, sometimes, hardly ever or never? How about **[INSERT NEXT ITEM; RANDOMIZE]**. **[READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]**

**BASED ON INTERVIEWS CONDUCTED IN ENGLISH AND SPANISH-LANGUAGE INTERVIEWS AMONG THOSE WHO GET A LOT OR A LITTLE MEDIA IN ENGLISH [N=2962]:**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<b>(VOL.)</b> <u>DK/Ref</u>	
<b>ASK FORM 1 ONLY [N=1471]:</b>						
a.F1	Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live					
	May 9-Jun 3, 2012	27	26	16	30	1
	Jun 8-28, 2010	28	27	16	29	1
	May, 2008 <sup>15</sup>	29	25	14	31	1
	April, 2006	28	26	14	31	1
	April, 2004	34	28	16	22	*
	April, 2002	32	29	15	24	*
	April, 2000	30	28	16	25	1
	August, 1999	40	33	16	11	*
	April, 1998	38	29	15	18	*
	February, 1997	41	31	14	14	*
	April, 1996	42	29	15	14	*
	March, 1995	48	28	14	10	*
	May, 1993	60	28	5	6	1
	February, 1993	58	23	10	9	*
b.F1	Watch cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel					
	May 9-Jun 3, 2012	34	30	14	21	1
	Jun 8-28, 2010	39	31	12	18	*
	May, 2008	39	28	12	20	1
	April, 2006	34	31	13	22	*
	April, 2004	38	33	10	19	*
	April, 2002	33	35	11	21	*
<b>NO ITEM c.</b>						
<b>ASK FORM 2 ONLY [N=1491]:</b>						
d.F2	Watch the CBS Evening News with Scott Pelley <sup>16</sup>					
	May 9-Jun 3, 2012	7	22	14	56	1
	Jun 8-28, 2010	8	21	16	54	*
	May, 2008	8	20	14	58	*
	April, 2006	13	23	18	45	1
	April, 2004	16	30	16	38	*
	April, 2002	18	29	18	35	*

<sup>15</sup> Results for Q.41 from May 2008 combine two versions of the questions. Half of respondents received the wording seen here, while the other half received wording that explicitly included visiting a news organization or program's website. Answers to these questions were similar and have been combined.

<sup>16</sup> For Jun 8-28, 2010, the item asked about Katie Couric. In April 2006 the item asked about Bob Schieffer. In April 2004 and April 2002 the item asked about Dan Rather.

## Q.41 CONTINUED...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>(VOL.) DK/Ref</u>
e.F2	Watch the ABC World News with Diane Sawyer <sup>17</sup>					
	May 9-Jun 3, 2012	12	29	15	44	*
	Jun 8-28, 2010	14	25	15	46	*
	May, 2008	14	24	16	46	*
	April, 2006	14	22	18	45	1
	April, 2004	16	31	16	36	1
	April, 2002	18	30	19	33	*
f.F2	Watch the NBC Nightly News with Brian Williams <sup>18</sup>					
	May 9-Jun 3, 2012	13	26	13	48	1
	Jun 8-28, 2010	12	21	17	49	*
	May, 2008	13	24	14	48	1
	April, 2006	15	26	16	42	1
	April, 2004	17	31	17	35	*
	April, 2002	20	29	18	33	*
g.F2	Watch CNN <sup>19</sup>					
	May9-Jun 3, 2012	16	34	17	32	1
	Jun 8-28, 2010	18	32	17	32	*
	May, 2008	24	33	14	28	1
	April, 2006	22	32	12	33	1
	April, 2004	22	33	12	32	1
	April, 2002	25	31	12	32	*
	April, 2000	21	34	16	29	*
	April, 1998	23	34	13	30	*
	February, 1997	28	30	14	28	0
	April, 1996	26	33	14	27	*
	March, 1995	30	28	13	28	1
	July, 1994	33	36	7	24	*
	February, 1994	31	32	8	29	*
	May, 1993	35	34	7	24	*
	June, 1992	30	32	10	27	1
	July, 1990	27	28	8	36	1
	June, 1990	30	27	6	37	*
	May, 1990	27	25	7	40	1
	April, 1990	26	29	7	37	1
	March, 1990	22	28	8	41	1
	February, 1990	23	29	8	40	0
	January, 1990	26	25	7	41	1
h.F2	Watch the Fox News CABLE Channel					
	May 9-Jun 3, 2012	21	27	13	39	*
	Jun 8-28, 2010	23	26	14	37	*
	May, 2008	23	27	14	35	1
	April, 2006	23	28	14	35	*
	April, 2004	25	29	11	34	1
	April, 2002	22	26	15	37	*
	April, 2000	17	28	17	37	1
	April, 1998	17	30	14	38	1
i.F2	Watch MSNBC					
	May 9-Jun 3, 2012	11	28	19	41	2
	Jun 8-28, 2010	11	28	19	41	1
	May, 2008	15	31	14	39	1
	April, 2006	11	29	20	39	1
	April, 2004	11	31	16	39	3
	April, 2002	15	30	16	37	2

<sup>17</sup> In May 2008 the item asked about Charles Gibson. In April 2006 the item asked about Elizabeth Vargas and Bob Woodruff. In April 2004 and April 2002 the item asked about Peter Jennings.

<sup>18</sup> In April 2004 and April 2002 the item asked about Tom Brokaw.

<sup>19</sup> In April 2006 and earlier, the item asked about Cable News Network (CNN).

## Q.41 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>(VOL.) DK/Ref</u>
April, 2000	11	27	17	42	3
April, 1998	8	23	15	51	3

## NO ITEM j.

## ASK ALL:

k.	Watch the local news about your viewing area which usually comes on before or after the national news in the evening and again later at night					
	May 9-Jun 3, 2012	48	25	11	15	1
	Jun 8-28, 2010	50	26	11	12	*
	May, 2008	52	25	9	14	*
	April, 2006	54	23	10	13	*
	April, 2004	59	23	8	10	*
	April, 2002	57	24	8	11	*
	April, 2000 <sup>20</sup>	56	24	9	11	*
	April, 1998	64	22	6	8	*
	February, 1997	72	16	7	5	0
	April, 1996	65	23	7	5	*
	March, 1995	72	18	6	4	*
	May, 1993	77	16	5	4	*
	February, 1993	76	16	5	3	*
I.	Watch C-SPAN					
	May 9-Jun 3, 2012	3	16	19	62	1
	Jun 8-28, 2010	4	17	19	60	1
	May, 2008	5	16	17	61	1
	April, 2006	4	16	17	61	2
	April, 2004	5	18	17	59	1
	April, 2002	5	18	18	57	2
	April, 2000	4	17	22	56	1
	April, 1998	4	19	18	58	1
	April, 1996	6	21	18	53	2
	March, 1995	8	17	20	53	2
	July, 1994	9	26	12	52	1
	February, 1994	7	20	15	56	2
	May, 1993	11	25	13	48	3
	February, 1993	7	18	14	45	16
	June, 1992	6	19	18	54	3
m.	Listen to NPR, National Public Radio <sup>21</sup>					
	May 9-Jun 3, 2012	12	17	13	57	1
	Jun 8-28, 2010	11	13	14	61	1
	May, 2008	10	14	13	62	1
	April, 2006	17	19	13	50	1
	April, 2004	16	19	15	49	1
	April, 2002	16	16	15	52	1
	April, 2000	15	17	16	51	1
	April, 1998	15	17	18	49	1
	April, 1996	13	18	16	52	1
	March, 1995	15	17	21	46	1
	July, 1994	9	18	11	62	*
	February, 1994	9	13	12	65	1
	May, 1993	15	20	15	49	1
	June, 1992	7	16	17	59	1

<sup>20</sup> In April 2000 and earlier, the item was worded "Watch the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11."

<sup>21</sup> From February 1994 through April 2006, the item was worded "National Public Radio (NPR)." In May 1993 and earlier, the item was worded "Programs on National Public Radio, such as Morning Edition or All Things Considered." Current wording, "NPR, National Public Radio" has been used since May 2008, and results from these recent surveys are not strictly comparable with earlier results, which are shown for reference only.

## Q.41 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>(VOL.) DK/Ref</u>
July, 1990	9	13	8	70	*
June, 1990	9	10	11	69	1
May, 1990	7	11	10	72	*
April, 1990	7	12	9	71	1
March, 1990	7	9	10	74	*
February, 1990	8	10	8	74	*
January, 1990	5	10	7	78	*
n. Watch the PBS NewsHour <sup>22</sup>					
May 9-Jun 3, 2012	7	20	15	57	1
Jun 8-28, 2010	7	18	16	59	1
May, 2008	5	14	12	68	1
April, 2006	5	16	14	63	2
April, 2004	5	15	14	65	1
April, 2002	5	13	15	66	1
April, 2000	5	12	15	66	2
April, 1998	4	14	14	67	1
April, 1996	4	10	11	73	2
July, 1994	7	23	11	58	1
February, 1994	6	16	11	66	1
May, 1993	10	24	14	51	1
June, 1992	6	19	17	56	2
July, 1990	7	16	11	66	*
June, 1990	7	16	12	64	1
May, 1990	8	15	11	65	1
April, 1990	6	16	11	66	1
March, 1990	5	19	12	63	1
February, 1990	5	15	11	69	0
January, 1990	6	15	12	67	*
o. Watch the Today Show, Good Morning America or CBS This Morning <sup>23</sup>					
May 9-Jun 3, 2012	19	25	15	40	1
Jun 8-28, 2010	20	22	16	42	*
May, 2008	22	22	14	42	*
April, 2006	23	20	15	42	*
April, 2004	22	21	14	43	*
April, 2002	22	19	14	45	*
April, 2000	20	18	15	47	*
April, 1998	23	19	17	41	*
p. Watch Sunday morning news shows such as Meet the Press, This Week or Face the Nation <sup>24</sup>					
May 9-Jun 3, 2012	12	19	15	53	1
Jun 8-28, 2010	11	20	16	52	*
May, 2008	13	19	15	53	*
April, 2006	12	19	14	55	*
April, 2004	12	20	15	53	*
May, 1993	18	32	15	35	*
June, 1992	15	25	21	39	*
July, 1990	13	24	14	49	*

<sup>22</sup> The current wording for this item has been used since June 8-28, 2010. It is not compatible with earlier wording. (From April 1998 through May 2008, the item was worded "The NewsHour with Jim Lehrer." In April 1996 the item was worded "Jim Lehrer NewsHour." In July 1994 and earlier, the item was worded "MacNeil-Lehrer NewsHour.") Older figures are included in the topline for reference only.

<sup>23</sup> From April 2000 through Jun 8-28, 2010, this item referred to "the Today Show, Good Morning America or The Early Show." In April 1998, the item referred to "the Today Show, Good Morning America or CBS This Morning."

<sup>24</sup> In May 1993 and earlier, the question asked "...such as Meet the Press, Face the Nation or This Week with David Brinkley."



## Q.41 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>(VOL.) DK/Ref</u>
q. Watch daytime talk shows, such as The View or The Ellen DeGeneres Show					
May 9-Jun 3, 2012	7	17	15	61	1
<b>TRENDS FOR COMPARISON</b>					
April, 2002: Watch daytime talk shows such as Rosie O'Donnell or Oprah Winfrey	7	17	17	59	*
April, 2000	10	21	18	51	*
May, 1993: Watch television talk shows such as Oprah, Donohue or Geraldo <sup>25</sup>	24	30	19	27	*
February, 1993	22	27	23	28	*

**ASK IF ENGLISH INTERVIEW (LANG=1) OR (SPANISH-LANGUAGE INTERVIEW (LANG=2) AND RESPONDENT GETS A LOT OR A LITTLE ENGLISH-LANGUAGE MEDIA (Q.35=1,2)):**

Q.42 Now I'd like to ask you about some other television and radio programs. (First) how often do you... [INSERT FIRST ITEM; RANDOMIZE], regularly, sometimes, hardly ever or never? How about [INSERT NEXT ITEM; RANDOMIZE]. [READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]

**BASED ON INTERVIEWS CONDUCTED IN ENGLISH AND SPANISH-LANGUAGE INTERVIEWS AMONG THOSE WHO GET A LOT OR A LITTLE MEDIA IN ENGLISH [N=2962]:**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>(VOL.) DK/Ref</u>
a. Watch the Sean Hannity show <sup>26</sup>					
May 9-Jun 3, 2012	5	10	8	76	1
Jun 8-28, 2010	6	11	9	73	1
May, 2008	7	11	7	74	1
b. Watch the Daily Show with Jon Stewart					
May 9-Jun 3, 2012	6	20	14	59	1
Jun 8-28, 2010	7	20	12	60	1
May, 2008	5	18	14	62	1
April, 2006	6	15	11	68	*
April, 2004	3	12	10	75	*
April, 2002	2	10	8	79	1
c. Listen to Rush Limbaugh's radio show					
May 9-Jun 3, 2012	5	11	9	74	1
Jun 8-28, 2010	5	13	10	72	*
May, 2008	5	9	9	76	1
April, 2006	5	10	9	76	*
April, 2004	6	10	10	74	*
April, 2002	4	10	9	77	*
April, 1998	5	11	11	73	*
June, 1997	5	11	12	71	1
April, 1996	7	11	11	70	1
July, 1994	6	20	13	61	*
d. Watch Hardball with Chris Matthews					
May 9-Jun 3, 2012	4	14	11	70	1
Jun 8-28, 2010	4	15	14	67	*
May, 2008	4	15	12	68	1
e. Watch the O'Reilly Factor with Bill O'Reilly					
May 9-Jun 3, 2012	8	19	12	60	1
Jun 8-28, 2010	10	20	13	57	*
May, 2008	10	19	12	59	*

<sup>25</sup> In 1993, this item offered a "have not heard of" option that has been collapsed here with "DK/Ref."

<sup>26</sup> In May 2008, the item asked about "Hannity and Colmes."

## Q.42 CONTINUED...

	Regularly	Sometimes	Hardly ever	Never	(VOL.) DK/Ref
April, 2006	9	18	11	61	1
April, 2004	8	18	11	63	*
April, 2002	6	14	10	70	*
f. Watch the Colbert Report with Stephen Colbert					
May 9-Jun 3, 2012	5	17	13	63	1
Jun 8-28, 2010	6	18	14	62	*
May, 2008	5	14	10	70	1
g. Watch the Rachel Maddow show					
May 9-Jun 3, 2012	4	7	8	80	1
Jun 8-28, 2010	3	7	8	81	1

**ASK IF ENGLISH INTERVIEW (LANG=1) OR (SPANISH-LANGUAGE INTERVIEW (LANG=2) AND RESPONDENT GETS A LOT OR A LITTLE ENGLISH-LANGUAGE MEDIA (Q.35=1,2)):**

Q.43 Now I'd like to know how often you read certain types of print or online publications. (First,) How often do you read... **[INSERT FIRST ITEM; RANDOMIZE ITEMS a-c FOLLOWED BY ITEMS d-e IN ORDER]**, regularly, sometimes, hardly ever, or never? How about... **[INSERT NEXT ITEM; RANDOMIZE]**. **[READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]**

**BASED ON INTERVIEWS CONDUCTED IN ENGLISH AND SPANISH-LANGUAGE INTERVIEWS AMONG THOSE WHO GET A LOT OR A LITTLE MEDIA IN ENGLISH [N=2962]:**

	Regularly	Sometimes	Hardly ever	Never	(VOL.) DK/Ref
a. News magazines such as Time or Newsweek					
May 9-Jun 3, 2012	7	30	22	41	*
Jun 8-28, 2010 <sup>27</sup>	8	27	24	40	*
May, 2008 <sup>28</sup>	12	32	17	39	*
April, 2006	14	33	17	36	*
April, 2004	13	34	18	35	*
April, 2002	13	35	18	34	*
April, 2000	12	34	19	35	*
April, 1998	15	36	17	32	*
April, 1996	15	35	20	30	*
July, 1994	18	41	18	23	*
February, 1994	16	31	23	30	*
May, 1993	24	39	14	23	*
June, 1992	20	39	18	23	*
July, 1990	18	34	18	30	*
June, 1990	21	39	16	24	*
May, 1990	17	34	19	30	*
April, 1990	20	35	16	29	*
March, 1990	16	35	19	30	*
February, 1990	17	36	18	29	0
January, 1990	18	34	17	31	0
b. Magazines such as The Atlantic, Harper's or The New Yorker					
May 9-Jun 3, 2012	3	9	12	75	*
Jun 8-28, 2010	3	8	15	74	*
May, 2008	2	9	11	78	*
April, 2006	2	9	10	79	*
April, 2004	2	8	11	79	*
April, 2002	2	7	11	80	*

<sup>27</sup> For June 8-28, 2010, and earlier, the item asked about "news magazines such as Time, U.S. News or Newsweek."

<sup>28</sup> Results for Q.30 from May 2008 combine two versions of the questions. Half of respondents received the wording seen here, while the other half received wording that did not explicitly mention "in print or online. Answers to these questions were similar and have been combined.

## Q.43 CONTINUED...

	Regularly	Sometimes	Hardly ever	Never	(VOL.) DK/Ref
April, 2000	2	7	11	80	*
April, 1998	2	8	11	79	0
February, 1994	2	6	14	78	*
June, 1992	2	9	16	73	*
July, 1990	2	8	11	79	*
June, 1990	2	8	13	77	*
May, 1990	2	7	12	79	*
April, 1990	2	6	12	80	*
March, 1990	2	7	13	78	0
February, 1990	2	7	10	81	*
January, 1990	2	7	11	80	0
c. Magazines such as The Economist or Bloomberg Businessweek					
May 9-Jun 3, 2012	3	12	12	72	*
d. A daily newspaper					
May 9-Jun 3, 2012	38	27	11	23	*
Jun 8-28, 2010	40	27	11	21	*
May, 2008	46	26	9	19	*
April, 2006	52	25	8	15	*
April, 2004	54	25	8	13	*
August, 1999	52	28	13	7	*
February, 1997	56	24	9	11	*
May, 1993	66	19	7	8	*
February, 1992	71	19	5	4	1
e. Local weekly community newspapers					
May 9-Jun 3, 2012	30	28	12	29	1
Jun 8-28, 2010	30	28	14	27	1
May, 2008	33	27	11	28	1
April, 2006	35	27	10	28	*
April, 2004	36	26	11	26	1

**ASK IF ENGLISH INTERVIEW (LANG=1) OR (SPANISH-LANGUAGE INTERVIEW (LANG=2) AND RESPONDENT GETS A LOT OR A LITTLE ENGLISH-LANGUAGE MEDIA (Q.35=1,2)):**

Q.44 And thinking about some specific newspapers, how often do you read... [INSERT FIRST ITEM; RANDOMIZE]? How about... [INSERT NEXT ITEM; RANDOMIZE] [READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]?

**BASED ON INTERVIEWS CONDUCTED IN ENGLISH AND SPANISH-LANGUAGE INTERVIEWS AMONG THOSE WHO GET ANY MEDIA IN ENGLISH [N=2962]:**

	Regularly	Sometimes	Hardly ever	Never	(VOL.) DK/Ref
a. The New York Times					
May 9-Jun 3, 2012	6	15	14	65	1
Jun 8-28, 2010	5	13	14	68	*
b. The Wall Street Journal					
May 9-Jun 3, 2012	4	15	15	65	*
Jun 8-28, 2010	4	13	16	67	*
c. USA Today					
May 9-Jun 3, 2012	4	23	19	54	1
Jun 8-28, 2010	4	24	19	53	*

**NO QUESTIONS 45-50**

**ASK (IF ENGLISH-LANGUAGE INTERVIEW (LANG=1) AND GETS A LOT OR A LITTLE SPANISH-LANGUAGE MEDIA (Q.36a =1)) OR IF SPANISH INTERVIEW (LANG=2):**

Q.51 I'd like to know how often you watch, listen or read news in Spanish. First, how often do you ...  
**[INSERT FIRST ITEM; RANDOMIZE]**, regularly, sometimes, hardly ever or never? How about  
**[INSERT NEXT ITEM; RANDOMIZE]**. **[READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]**

**BASED ON INTERVIEWS CONDUCTED IN SPANISH AND ON ENGLISH-LANGUAGE INTERVIEWS AMONG THOSE WHO GET A LOT OR A LITTLE MEDIA IN SPANISH [N=403]:**

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<b>(VOL.)</b> <u>DK/Ref</u>
a.	Watch news programs on Univision May 9-Jun 3, 2012	30	24	10	35	1
b.	Watch news programs on Telemundo May 9-Jun 3, 2012	27	28	9	35	1
c.	Read Spanish-language newspapers May 9-Jun 3, 2012	13	25	17	45	*
d.	Watch Spanish-language cable news networks such as CNN en Español May 9-Jun 3, 2012	16	21	17	44	1
e.	Listen to radio news in Spanish May 9-Jun 3, 2012	15	22	16	47	1

**ASK FORM 1 ONLY [N=1496]:**

Just in general...

Q.52F1 How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

	<u>A lot</u>	<u>Some</u>	<u>Not much</u>	<u>Not at all</u>	<b>(VOL.)</b> <u>DK/Ref</u>
May 9-Jun 3, 2012	43	37	14	6	*
Jun 8-28, 2010	45	36	12	6	1
May, 2008	52	32	10	5	1
April, 2006	52	34	9	4	1
April, 2004	52	37	7	3	1
May, 2002	52	37	7	3	1
April, 2002	48	36	11	4	1
April, 2000	45	40	12	3	*
April, 1998	50	37	11	2	*
June, 1995	54	34	8	3	1
February, 1994	53	35	9	2	1

**NO QUESTION 53**

**ASK ALL:**

Q.54 Which comes closer to describing your view of the news media **[READ AND RANDOMIZE]**?

May 9-Jun 3 <u>2012</u>		Jun 8-28 <u>2010</u>	May <u>2008</u>	Apr <u>2006</u>	Apr <u>2004</u>
42	All the news media are pretty much the same to me [OR]	39	43	45	45
55	There are a few news sources I trust more than others	57	53	52	54
3	Don't know/Refused <b>(VOL.)</b>	5	4	3	1

**ASK ALL:**

Q.55 Thinking about the different kinds of political news available to you, what do you prefer ... **[READ AND RANDOMIZE]**

May 9-Jun 3 <u>2012</u>		Jun 8-28 <u>2010</u>	May <u>2008</u>	Dec <u>2007</u>	Early Apr <u>2006</u>	Jan <u>2004</u>
26	Getting news from sources that share YOUR political point of view [OR]	25	23	23	23	25
64	Getting news from sources that DON'T have a particular political point of view	62	66	67	68	67
10	Don't know/Refused <b>(VOL.)</b>	13	11	10	9	8

**NO QUESTIONS 56-59****ASK ALL:**

On another subject...

Q.60 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have **[INSERT ITEM; READ IN ORDER]**, or not? **[INTERVIEWER NOTE: PLEASE BE SURE TO DISTINGUISH BETWEEN IPAD AND IPOD IN RESPONDENTS' ANSWERS.]**

		<u>Yes</u>	<u>No</u>	<b>(VOL.)</b> <u>DK/Ref</u>
a.	A desktop or laptop computer May 9-Jun 3, 2012	79	20	*
b.	A cell phone that is a smartphone, such as an iPhone, Android, Blackberry or Windows phone May 9-Jun 3, 2012	48	51	1
c.	A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader May 9-Jun 3, 2012	19	81	*
d.	A tablet computer, such as an iPad, Samsung Galaxy, Motorola Xoom or Kindle Fire May 9-Jun 3, 2012	21	79	*
e.	An iPod or MP3 player May 9-Jun 3, 2012	45	54	*

**ASK ALL:**

INT1 Do you use the internet, at least occasionally?

**ASK IF DOES NOT USE THE INTERNET (INT1=2,9):**

INT2 Do you send or receive email, at least occasionally?

May 9-June 3

2012

85 Yes

15 No/Don't know/Refused

**ASK ALL:**

INT3 Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

May 9-June 3

2012

55 Yes

45 No

\* Don't know/Refused **(VOL.)**

**ASK ALL:**

INT1 Do you use the internet, at least occasionally?

**ASK IF DOES NOT USE THE INTERNET (INT1=2,9):**

INT2 Do you send or receive email, at least occasionally?

**ASK ALL:**

INT3 Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

May 9-June 3

201286 NET: Internet user (Yes to INT1, INT2 or INT3)  
14 No/Don't know/Refused to all**ASK IF INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):**

Q.61 How frequently do you get NEWS online or on a mobile device... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

**May 9-Jun 3, 2012**

Based on		-----RESULTS BASED ON INTERNET USERS-----								
Based on	internet		Jun 8-28	May	Apr	Apr	Apr	Apr	Apr	Jun
<u>total</u>	<u>users</u>		<u>2010</u> <sup>29</sup>	<u>2008</u>	<u>2006</u>	<u>2004</u>	<u>2002</u>	<u>2000</u>	<u>1998</u>	<u>1995</u>
32	37	Every day	39	37	27	27	25	27	18	6
14	16	3-5 days per week	17	18	20	18	16	15	17	9
11	13	1-2 days per week	13	16	17	15	16	19	20	15
6	7	Once every few weeks	8	8	12	12	13	12	15	13
16	19	Less often	15	13	16	17	21	18	21	28
6	7	No/Never (VOL.)	7	8	8	11	9	9	9	29
*	*	Don't know/Refused (VOL.)	*	*	*	*	*	*	*	*
14	--	Not an internet user								
[3003]	[2565]									

<sup>29</sup>

For June 8-28, 2010 and earlier, the question did not include the phrase "or on a mobile device." In May 2008 and earlier, the question wording was "How frequently do you go online go get NEWS..."

**ASK IF EVER GETS NEWS ONLINE (Q.61=1-5) [N=2348]:**

Q.62 What are some of the online sources you use for news and information? Just name a few of the sources that you go to the MOST often. **[OPEN END; CODE UP TO THREE RESPONSES; PROBE FOR ADDITIONAL: "Anything else?"]**

May 9-Jun 3 <u>2012</u>		Jun 8-28 <u>2010</u> <sup>30</sup>	
26	Yahoo/Yahoo News	28	Yahoo
17	Google/Google news	16	CNN
14	CNN	15	Google
13	Local sources	14	MSN
11	MSN	11	Local
9	Fox	8	Fox
6	MSNBC	7	AOL
5	New York Times	7	MSNBC
5	AOL	6	New York Times
4	Huffington Post	4	All ISP
3	Facebook	2	BBC
3	ABC/ABC News	2	Drudge Report
3	Wall Street Journal	2	ABC
2	BBC	2	USA Today
2	USA Today	2	Wall Street Journal
2	Internet service providers (ISPs)	2	NBC
2	ESPN	1	Washington Post
2	Washington Post	1	Huffington Post
2	The Drudge Report	1	Facebook
1	Univision	1	NPR
1	Weather-related sources	1	Bing
1	NPR	1	ESPN
1	CBS/CBS News	1	CBS
1	AP/Reuters		
1	YouTube		
1	NBC/NBC News		
1	Los Angeles Times		
1	Bing		
1	Bloomberg		
14	Other	18	Other
15	Don't know/Refused	12	Don't know/Refused

*Figures add to more than 100% because of multiple responses.*

<sup>30</sup>

For June 8-28, 2010 and earlier, the question asked about "websites," not "online sources."

## Q.62 TRENDS FOR COMPARISON...

**ASK IF EVER GET NEWS ONLINE:**

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

May 2008 <sup>31</sup>		April 2006	
28	Yahoo	31	MSN/NBC
19	MSN/Microsoft	23	Yahoo
17	CNN	23	CNN
11	Google	9	Google
10	MSNBC/NBC	8	AOL
8	AOL	8	Fox
7	Fox	5	New York Times
4	New York Times	5	USA Today
4	Local news website	4	ESPN/Sports-related
2	BBC	4	ABC
2	ESPN/sports-related	3	Drudge Report
2	ABC	3	Cable homepage
2	Drudge Report	2	BBC
2	CNBC	2	Washington Post
2	Wall Street Journal	1	CBS
2	USA Today	1	Los Angeles Times
2	Washington Post	1	Wall Street Journal
2	ISP		
1	CBS		
		1	Don't like/Misunderstood
25	Other website	39	Other websites
10	Misunderstood/DK/Refused	7	Don't know/Refused

Figures add to more than 100% because of multiple responses.

**ASK IF EVER GETS NEWS ONLINE (Q.61=1-5):**

Q.63 Have you ever used search engines such as Google, Yahoo or Bing to search for news on a particular subject you are interested in? [IF YES] How often do you do this, every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

**May 9-Jun 3, 2012**

Based on:

Total	Internet		Online news users		BASED ON ONLINE NEWS USERS			
	users	users			Jun 8-28 2010	May 2008	Apr 2006	Apr 2004
17	19	21		Yes, Every day	23	13	10	7
16	19	21		Yes, 3-5 days per week	21	18	14	12
15	18	19		Yes, 1-2 days per week	19	22	20	15
11	13	14		Yes, Once every few weeks	14	18	21	18
9	11	11		Yes, Less often	10	12	15	18
11	12	13		No, Never done this	12	17	20	30
*	*	*		Don't know/Refused (VOL.)	*	*	*	*
6	8	--		Not an online news user				
14	--	--		Not an internet user				
[3003]	[2565]	[2348]						

<sup>31</sup>

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



**ASK IF FORM 2 AND INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):**

Q.63F2 When you are online, do you ever come across news even when you are online for purposes other than getting news?

**May 9-Jun 3, 2012**

Based on:

Internet		-----BASED ON INTERNET USERS-----						
<u>Total</u>	<u>users</u>	Jun 8-28 <u>2010</u>	May <u>2008</u> <sup>32</sup>	Apr <u>2006</u>	Apr <u>2004</u>	Apr <u>2002</u>	Apr <u>1998</u>	Oct <u>1996</u>
64	74	76	73	76	73	65	54	53
21	24	23	26	24	27	35	45	45
1	1	1	1	*	*	*	1	2
14	--	<i>Not an internet user</i>						
[1507]	[1295]							

**ASK IF INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):**

Q.64 How often, if ever, do you read blogs about politics or current events? **[READ]**

**May 9-Jun 3, 2012**

Based on:

Internet			Jun 8-28, 2010		May 2008 <sup>33</sup>	
<u>Total</u>	<u>users</u>		<u>Total</u>	<u>users</u>	<u>Total</u>	<u>users</u>
12	13	Regularly	9	11	10	14
21	24	Sometimes	19	24	13	20
22	26	Hardly ever	22	27	19	28
31	36	Never	31	38	25	37
*	*	Don't know/Refused (VOL.)	*	*	*	*
14	--	<i>Not an internet user</i>	18	--	33	--
[3003]	[2565]					

**NO QUESTIONS 65-66****ASK IF MOBILE INTERNET USER (INT3=1):**

Q.67 How often, if ever, do you get news or news headlines on a cell phone, tablet or other mobile handheld device? **[READ]**

**May 9-Jun 3, 2012**

Based on:

<u>Total</u>	<u>Internet users</u>	<u>Mobile internet users</u>	
15	18	28	Regularly
13	15	23	Sometimes
11	13	20	Hardly ever [OR]
16	18	29	Never
*	*	*	Don't know/Refused (VOL.)
45	36	--	<i>Not mobile internet user</i>
[3003]	[2565]	[1454]	

<sup>32</sup> From April 2002 to May 2008 the question asked: "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?" In April 1998 it asked "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 October 1996 it asked "When you go on-line are you ever EXPOSED to news and information on current events, public issues or politics when you may have been going on-line for a purpose other than to get the news?"

<sup>33</sup> Asked as part of a list of online news activities.

**Q.67 TRENDS FOR COMPARISON...****ASK IF INTERNET/E-MAIL ON CELL PHONE:**

How often, if ever, do you get news or news headlines on a cell phone **[READ]**?

**Jun 8-28, 2010**

Based on:

	<u>Total</u>	<u>Cell phone owners</u>	<u>Use internet on cell</u>
Regularly	8	10	24
Sometimes	6	8	18
Hardly ever [OR]	7	8	20
Never	13	16	38
Don't know/Refused (VOL.)	*	*	*
Cell phone owner who uses internet, but not on phone	39	47	--
Cell phone owner who does not use internet	9	11	--
Not a cell phone owner	17	--	--

**ASK IF HAS TABLET COMPUTER:**

Now, thinking about your iPad or tablet computer, how often, if ever, do you get news or news headlines on your tablet computer **[READ]**?

**Jun 8-28, 2010**

Based on:

	<u>Total</u>	<u>Tablet owners</u>
Regularly	1	33
Sometimes	1	26
Hardly ever [OR]	1	20
Never	1	19
Don't know/Refused (VOL.)	*	1
Do not have a tablet computer	96	--

**ASK IF MOBILE INTERNET USER (INT3=1):**

Q.68 Have you ever downloaded an application or "app" that allows you to access news or news headlines on a cell phone, tablet or other mobile handheld device, or not?

**May 9-Jun 3, 2012**

Based on:

<i>Mobile internet</i>		
<u>Total</u>	<u>users</u>	
25	45	Yes
30	55	No
*	*	Don't know/Refused (VOL.)
45	--	Not a mobile internet user
[3003]	[1454]	

**TREND FOR COMPARISON:****ASK ALL CELL PHONE OWNERS:**

Have you ever downloaded an application or "app" that allows you to access news or news headlines on a cell phone, or not?

**June 8-28, 2010**

Based on:

	<u>Total</u>	<u>owners</u>
Yes	16	20
No	66	80
Don't know/Refused (VOL.)	*	*
Not a cell phone owner	17	--

**ASK IF INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):**Q.69 How often, if ever, do you get news or news headlines by email? **[READ]****May 9-Jun 3, 2012***Based on:*

Internet

<u>Total</u>	<u>users</u>
13	15
14	17
18	21
40	46
*	1
14	--

[3003] [2565]

Regularly  
Sometimes  
Hardly ever  
Never  
Don't know/Refused **(VOL.)**  
*Not an internet user*

**Jun 8-28, 2010***Based on:*

Internet

<u>Total</u>	<u>users</u>
12	14
15	18
20	24
36	43
*	*
18	--

**ASK IF GETS NEWS BY EMAIL (Q.69=1-3):**

Q.70 Did you get any news or news headlines by email YESTERDAY, or not?

**May 9-Jun 3, 2012***Based on:*

Internet

<u>Total</u>	<u>users</u>
16	18
28	32
2	3
40	47
14	--

[3003] [2565]

Yes, got news yesterday  
No, did not get news yesterday  
Don't know/Refused **(VOL.)**  
*Do not get news by email*  
*Not an internet user*

**Jun 8-28, 2010***Based on:*

Internet

<u>Total</u>	<u>users</u>
14	17
31	37
2	2
36	44
18	--

**ASK IF GETS NEWS BY EMAIL (Q.69=1-3):**

Q.71 Do you get news or news headlines by email directly from any news organizations or journalists, or not?

**May 9-Jun 3, 2012***Based on:*

Internet

<u>Total</u>	<u>users</u>
12	14
33	39
*	1
40	47
14	--

[3003] [2565]

Yes, get news directly from news organizations or journalists  
No, do not get news directly from news orgs. or journalists  
Don't know/Refused **(VOL.)**  
*Do not get news by email*  
*Not an internet user*

**Jun 8-28, 2010***Based on:*

Internet

<u>Total</u>	<u>users</u>
10	12
36	43
1	1
36	44
18	--

**ASK IF INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):**Q.72 How often, if ever, do you send news or news headlines by email? **[READ]****May 9-Jun 3, 2012***Based on:*

Internet

<u>Total</u>	<u>users</u>
4	4
11	12
20	23
52	60
*	*
14	--

[3003] [2565]

Regularly  
Sometimes  
Hardly ever  
Never  
Don't know/Refused **(VOL.)**  
*Not an internet user*

**Jun 8-28, 2010***Based on:*

Internet

<u>Total</u>	<u>users</u>
3	4
11	13
19	23
49	60
*	*
18	--

**ASK IF INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):**

Q.73 Do you ever use Twitter or read Twitter messages, or not?

**May 9-Jun 3, 2012**

Based on:

Internet

<u>Total</u>	<u>users</u>	
13	15	Yes
73	85	No
*	*	Don't know/Refused (VOL.)
14	--	Not an internet user
[3003]	[2565]	

**ASK IF USES TWITTER (Q.73=1):**

Q.74 How often, if ever, do you see news or news headlines on Twitter? [READ]

**May 9-Jun 3, 2012**

Based on:

Internet Twitter

<u>Total</u>	<u>users</u>	<u>users</u>	
3	4	27	Regularly
4	4	28	Sometimes
4	4	27	Hardly ever
2	3	17	Never
*	*	*	Don't know/Refused (VOL.)
73	85	--	Do not use Twitter
14	--	--	Not an internet user
[3003]	[2565]	[324]	

**Jun 8-28, 2010<sup>34</sup>**

Based on:

Internet Twitter

<u>Total</u>	<u>users</u>	<u>users</u>
2	2	17
1	2	15
3	5	27
4	5	42
0	0	0
73	89	--
18	--	--

**ASK IF GETS NEWS FROM TWITTER (Q.74=1-3):**

Q.75 Did you see any news or news headlines on Twitter YESTERDAY, or not?

**May 9-Jun 3, 2012**

Based on:

Internet Twitter

<u>Total</u>	<u>users</u>	<u>users</u>	
3	4	26	Yes, saw news yesterday on Twitter
7	8	56	No, did not see news yesterday on Twitter
*	*	1	Don't know/Refused (VOL.)
2	3	18	Never see news on Twitter
73	85	--	Do not use Twitter
14	--	--	Not an internet user
[3003]	[2565]	[324]	

**Jun 8-28, 2010<sup>35</sup>**

Based on:

Internet Twitter

<u>Total</u>	<u>users</u>	<u>users</u>
2	2	18
4	5	41
*	*	*
4	5	42
83	89	--
19	--	--

**ASK IF USES TWITTER (Q.73=1):**

Q.76 How often, if ever, do you tweet or re-tweet news or news headlines through Twitter? [READ]

**May 9-Jun 3, 2012**

Based on:

Internet Twitter

<u>Total</u>	<u>users</u>	<u>users</u>	
1	1	9	Regularly
2	2	16	Sometimes
4	5	34	Hardly ever [OR]
5	6	41	Never
*	*	*	Don't know/Refused (VOL.)
73	85	--	Do not use Twitter
14	--	--	Not an internet user
[3003]	[2565]	[324]	

**Jun 8-28, 2010<sup>36</sup>**

Based on:

Internet Twitter

<u>Total</u>	<u>users</u>	<u>users</u>
1	1	6
1	1	9
2	2	20
6	7	65
0	0	0
73	89	--
18	--	--

<sup>34</sup> For Jun 8-28, 2010, the question asked how often you "get news or news headlines through Twitter."<sup>35</sup> For Jun 8-28, 2010, the question asked whether you got news or news headlines yesterday.<sup>36</sup> For Jun 8-28, 2010, the question asked how often you "send news or news headlines through Twitter."

**ASK IF GETS NEWS FROM TWITTER (Q.74=1-3):**

Q.77 Do you follow any news organizations or journalists on Twitter, or not?

<b>May 9-Jun 3, 2012</b>				<b>Jun 8-28, 2010<sup>37</sup></b>			
<i>Based on:</i>				<i>Based on:</i>			
		Internet	Twitter			Internet	Twitter
<u>Total</u>	<u>users</u>	<u>users</u>		<u>Total</u>	<u>users</u>	<u>users</u>	
5	5	36	Yes	2	3	24	
6	7	47	No	3	4	34	
*	*	*	Don't know/Refused (VOL.)	*	*	*	
2	3	18	Never see news on Twitter	4	5	42	
73	85	--	Do not use Twitter	73	89	--	
14	--	--	Not an internet user	18	--	--	
[3003]	[2565]	[324]					

**ASK IF GETS NEWS FROM TWITTER (Q.74=1-3):**

Q.78 Thinking about the political news you see on Twitter, do you prefer ... [READ AND RANDOMIZE]

<b>May 9-Jun 3, 2012</b>			
<i>Based on:</i>			
		Internet	Twitter
<u>Total</u>	<u>users</u>	<u>users</u>	
3	4	26	Sources that share YOUR political point of view
7	8	52	Sources that DON'T have a particular point of view
1	1	4	Don't know/Refused (VOL.)
2	3	18	Never see news on Twitter
73	85	--	Do not use Twitter
14	--	--	Not an internet user
[3003]	[2565]	[324]	

**NO QUESTION 79****ASK IF INTERNET USER (INT1=1 OR INT2=1 or INT3=1):**

Q.80 Do you ever use social networking sites, such as Facebook, Google Plus or LinkedIn, or not?

<b>May 9-Jun 3, 2012</b>			
<i>Based on:</i>			
		Internet	
<u>Total</u>	<u>users</u>		
54	63		Yes
31	37		No
*	*		Don't know/Refused (VOL.)
14	--		Not an internet user
[3003]	[2565]		

<sup>37</sup>

For Jun 8-28, 2010, the question read: "Do you use Twitter to follow any news organizations or journalists, or not?"

**ASK IF USE SOCIAL NETWORKING (Q.80=1):**

Q.81 How often, if ever, do you see news or news headlines on social networking sites? [READ]

May 9-Jun 3, 2012				Jun 8-28, 2010 <sup>38</sup>			TREND FOR COMPARISON: May 2008 <sup>39</sup>
Based on:				Based on:			Based on:
Internet		SNS		Internet	Have SNS		Have SNS
Total	users	users		Total	users	profile	profile
20	23	36	Regularly	7	9	16	10
15	18	29	Sometimes	12	14	26	20
12	14	22	Hardly ever	10	12	22	27
7	8	13	Never	16	20	36	43
*	*	*	Don't know/Refused (VOL.)	*	*	*	*
31	37	--	Do not use social networking	37	45	--	--
14	--	--	Not an internet user	18	--	--	--
[3003]	[2565]	[1512]					

**ASK IF GETS NEWS FROM SOCIAL NETWORKING SITES (Q.81=1-3):**

Q.82 Did you see any news or news headlines on social networking sites YESTERDAY, or not?

May 9-Jun 3, 2012				Jun 8-28, 2010 <sup>40</sup>		
Based on:				Based on:		
Internet		SNS		Internet	Have SNS	
Total	users	users		Total	users	profile
19	23	36	Yes, saw news yesterday on SNS	9	11	19
27	31	49	No, did not see news yesterday on SNS	20	24	43
1	1	2	Don't know/Refused (VOL.)	1	1	1
7	9	14	Never see news on SNS	17	20	37
31	37	--	Do not use SNS	37	45	--
14	--	--	Not an internet user	18	--	--
[3003]	[2565]	[1512]				

**ASK IF USE SOCIAL NETWORKING SITES (Q.80=1):**

Q.83 How often, if ever, do you share news or news headlines on social networking sites? [READ]

May 9-Jun 3, 2012				Jun 8-28, 2010 <sup>41</sup>			TREND FOR COMPARISON: May 2008 <sup>42</sup>
Based on:				Based on:			Based on:
Internet		SNS		Internet	Have SNS		Have SNS
Total	users	users		Total	users	profile	profile
5	6	10	Regularly	2	2	4	6
13	15	24	Sometimes	8	9	17	18
15	17	27	Hardly ever	9	11	20	19
21	25	39	Never	27	33	59	57
*	*	*	Don't know/Refused (VOL.)	*	*	*	*
31	37	--	Do not use social networking	37	45	--	--
14	--	--	Not an internet user	18	--	--	--
[3003]	[2565]	[1512]					

<sup>38</sup> For Jun 8-28, 2010, the question asked how often you "get news or news headlines through social networking sites."<sup>39</sup> In May 2008, the question was worded: "How often do you get information about local, national or international news through social networking pages?" Also, the question was asked of those who said yes to this question: "Do you have a profile on MySpace, Facebook or another social networking site, or not?"<sup>40</sup> For Jun 8-28, 2010, the question asked whether you got news or news headlines yesterday through SNS sites.<sup>41</sup> For Jun 8-28, 2010, the question asked how often you "post news or news headlines on social networking sites."<sup>42</sup> In May 2008, the question was worded: "How often do you share information about local, national or international news on your social networking page?" Also, the question was asked only of those who said yes to this question: Do you have a profile on MySpace, Facebook or another social networking site, or not?"

**ASK IF GETS NEWS FROM SOCIAL NETWORKING SITES (Q.81=1-3):**

Q.84 Do you get news or news headlines on social networking sites directly from any news organizations or journalists, or not?

**May 9-Jun 3, 2012**

Based on:

	Internet	SNS	
<u>Total</u>	<u>users</u>	<u>users</u>	
10	12	19	Yes
36	42	66	No
*	1	1	Don't know/Refused <b>(VOL.)</b>
7	9	14	Never see news on SNS
31	37	--	Do not use SNS
14	--	--	Not an internet user
[3003]	[2565]	[1512]	

**Jun 8-28, 2010<sup>43</sup>**

Based on:

	Internet	Have SNS
<u>Total</u>	<u>users</u>	<u>profile</u>
7	9	16
21	26	47
*	*	*
17	20	37
37	45	--
18	--	--

**ASK IF GETS NEWS FROM SOCIAL NETWORKING SITES (Q.81=1-3):**

Q.85 Thinking about the political news you see on social networking sites, do you prefer ... **[READ AND RANDOMIZE]**

**May 9-Jun 3, 2012**

Based on:

	Internet	SNS	
<u>Total</u>	<u>users</u>	<u>users</u>	
13	16	25	Sources that share YOUR political point of view
30	35	56	Sources that DON'T have a particular point of view
3	4	6	Don't know/Refused <b>(VOL.)</b>
7	9	14	Never see news on SNS
31	37	--	Do not use SNS
14	--	--	Not an internet user
[3003]	[2565]	[1512]	

**ASK IF INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):**

Q.86 How often, if ever, do you watch or listen to news podcasts on a computer, tablet, cell phone or MP3 player? **[READ]**

**May 9-Jun 3, 2012**

Based on:

	Internet	Mobile internet	
<u>Total</u>	<u>users</u>	<u>users</u>	
5	6	8	Regularly
13	16	19	Sometimes
18	21	22	Hardly ever [OR]
48	57	51	Never
*	*	*	Don't know/Refused <b>(VOL.)</b>
14	--	--	Not an internet user
[3003]	[2565]	[1454]	

<sup>43</sup> For Jun 8-28, 2010, the question read: "Do you use social networking sites to follow any news organizations or journalists as a fan or friend, or not?"

**Q.86 TREND FOR COMPARISON...****ASK IF INTERNET USER:**Q.70 How often, if ever, do you watch or listen to news podcasts **[READ]**?**Jun 8-28, 2010**

Based on:

Internet users

	<u>Total</u>	<u>w/MP3 players</u>
Regularly	3	6
Sometimes	6	13
Hardly ever	7	16
Never	29	64
Don't know/Refused <b>(VOL.)</b>	*	1
Not an internet user and/or do not have an MP3 player	54	--

**ASK IF WATCH/LISTEN TO PODCASTS (Q.86=1-3):**

Q.87 Did you watch or listen to a news podcast YESTERDAY, or not?

**May 9-Jun 3, 2012**

Based on:

	Internet	Mobile	
<u>Total</u>	<u>users</u>	<u>users</u>	
8	9	11	Yes
29	34	38	No
*	*	*	Don't know/Refused <b>(VOL.)</b>
49	57	51	Not a podcast watcher/listener
14	--	--	Not an internet user
[3003]	[2565]	[1454]	

**TREND FOR COMPARISON:****ASK IF WATCH/LISTEN TO PODCASTS:**

Did you watch or listen to a podcast YESTERDAY, or not?

**Jun 8-28, 2010**

Based on:

Internet users

	<u>Total</u>	<u>w/MP3 players</u>
Yes, watched/listened yesterday	4	9
No, did not watch/listen yesterday	12	26
Don't know/Refused <b>(VOL.)</b>	*	*
Do not watch/listen to podcasts	30	65
Not an internet user and/or do not have an MP3 player	54	--

**NO QUESTIONS 88-89****ASK IF REGULARLY READ NATIONAL NEWSPAPERS OR MAGAZINES (Q.44a-c=1 OR Q.43b-c=1):**Q.90 Thinking about a few of the sources you read regularly, do you read **[INSERT ITEM; RANDOMIZE]** **[RANDOMIZE: mostly in print OR mostly on a computer or mobile device BUT KEEP IN SAME ORDER FOR ALL ITEMS ASKED]**?

	Mostly in <u>print</u>	Mostly on a computer or <u>mobile device</u>	<b>(VOL.)</b> <u>Both</u> <u>equally</u>	<b>(VOL.)</b> <u>DK/Ref</u>
<b>IF Q.44a=1, ASK [N=174]:</b>				
a. The New York Times				
May 9-Jun 3, 2012	41	55	3	2
<b>IF Q.44b=1, ASK [N=142]:</b>				
b. The Wall Street Journal				
May 9-Jun 3, 2012	54	44	1	1



**Q.90 CONTINUED...**

	Mostly in <u>print</u>	Mostly on a <u>computer or mobile device</u>	(VOL.) <u>Both equally</u>	(VOL.) <u>DK/Ref</u>
<b>IF Q.44c=1, ASK [N=127]:</b>				
c. USA Today May 9-Jun 3, 2012	48	48	2	2
<b>IF Q.43b=1, ASK [N=103]:</b>				
d. Magazines such as the Atlantic, Harpers and the New Yorker May 9-Jun 3, 2012	72	23	2	2
<b>IF Q.43c=1, ASK [N=111]:</b>				
e. Magazines such as the Economist and Bloomberg Businessweek May 9-Jun 3, 2012	55	37	2	6

**ASK IF LISTEN TO NPR REGULARLY (Q.41m=1) [N=398]:**

Q.91 Do you listen to NPR [RANDOMIZE WITH COMPUTER/MOBILE IN SAME ORDER AS Q.90:  
mostly on the radio OR mostly on a computer or mobile device]?

May 9-Jun 3

2012

81	Mostly on the radio
11	Mostly on a computer or mobile device
5	Both radio and computer/mobile equally (VOL.)
2	Don't know/Refused (VOL.)

**NO QUESTIONS 92-94****RANDOMIZE Q.95 THROUGH Q.98****ASK ALL:**

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

Q.95 Do you happen to know which political party has a majority in the U.S. House of Representatives?  
[READ AND RANDOMIZE]

	<u>Democrats</u>	<u>Republicans</u>	(VOL.) <u>DK/Ref</u>
May 9-Jun 3, 2012	22	<b>54</b>	24
Jun 8-28, 2010	<b>70</b>	12	19
Oct 1-4, 2009	<b>75</b>	13	12
Jun 18-21, 2009	<b>76</b>	12	12
Mar 26-29, 2009	<b>86</b>	12	2
Dec 4-7, 2008	<b>82</b>	11	7
Feb 28-Mar 2, 2008	<b>70</b>	26	4
Aug 16-19, 2007	<b>78</b>	19	3
February, 2007	<b>76</b>	10	14
<b>TREND FOR COMPARISON:<sup>44</sup></b>			
May, 2008	<b>53</b>	15	32
Late October, 2006	4	<b>58</b>	38
April, 2006	6	<b>64</b>	30
April, 2004	8	<b>56</b>	36
June, 2001	34	<b>31</b>	35
August, 1999	8	<b>55</b>	37
December, 1998	11	<b>56</b>	33
June, 1997	6	<b>50</b>	44
April, 1996	8	<b>70</b>	22
June, 1995	5	<b>73</b>	22
July, 1994	<b>60</b>	18	22

<sup>44</sup> In May 2008, and from May 1992 through Late October 2006 this was asked as an open-ended question, without offering response options for Democrats and Republicans. In May 1989 the question was worded "As a result of the election last year which party now has the most members in the U.S. House of Representatives in Washington?"

**Q95 CONTINUED...**

	<u>Democrats</u>	<u>Republicans</u>	<u>(VOL.)</u> <u>DK/Ref</u>
February, 1994	<b>58</b>	42	n/a
September, 1992	<b>46</b>	9	45
June, 1992	<b>44</b>	12	44
May, 1992	<b>49</b>	12	39
May, 1989	<b>68</b>	16	16

Correct answers in bold.

**RANDOMIZE Q.95 THROUGH Q.98****ASK ALL:**

Q.96 Do you happen to know if the national unemployment rate as reported by the government is currently closer to **[READ IN ORDER]**?

	<u>5%</u>	<u>8%</u>	<u>15%</u>	<u>21%</u>	<u>(VOL.)</u> <u>DK/Ref</u>
May 9-Jun 3, 2012	5	<b>52</b>	14	8	21
Mar 17-20, 2011	<u>5%</u> 3	<u>9%</u> <b>57</b>	<u>15%</u> 14	<u>21%</u> 11	<u>(VOL.)</u> <u>DK/Ref</u> 14
Nov 11-14, 2010	<u>5%</u> 3	<u>10%</u> <b>53</b>	<u>15%</u> 16	<u>20%</u> 11	<u>(VOL.)</u> <u>DK/Ref</u> 17
Jul 1-5, 2010	3	<b>54</b>	16	10	18
Jan 14-17, 2010	2	<b>55</b>	15	15	12
Oct 1-4, 2009	4	<b>53</b>	15	18	10
Mar 26-29, 2009	<u>4%</u> 3	<u>8%</u> <b>53</b>	<u>12%</u> 24	<u>16%</u> 18	<u>(VOL.)</u> <u>DK/Ref</u> 2

**RANDOMIZE Q.95 THROUGH Q.98****ASK ALL:**

Q.97 Is Angela Merkel the leader of **[READ AND RANDOMIZE]**...

May 9-Jun 3

2012

<b>22</b>	<b>Germany</b>
4	France
5	The International Monetary Fund
4	NATO
65	Don't know/Refused <b>(VOL.)</b>

**RANDOMIZE Q.95 THROUGH Q.98****ASK ALL:**

Q.98 Which person – **[RANDOMIZE]** Mitt Romney or Barack Obama – is more supportive of increasing taxes on higher income people?

May 9-Jun 3

2012

<b>67</b>	<b>Barack Obama</b>
13	Mitt Romney
20	Don't know/Refused <b>(VOL.)</b>

**ASK FORM 2 ONLY [N=1507]:**

Q.99F2 Are you more the kind of person who gets the news at regular times, or are you more the kind of person who checks in on the news from time to time?

May 9-Jun 3 <u>2012</u>		Jun 8-28 <u>2010</u>	May <u>2008</u>	Apr <u>2006</u> <sup>45</sup>	Apr <u>2004</u>	Apr <u>2002</u>
37	Gets news at regular times	38	45	50	52	49
57	Checks in from time to time	57	51	48	46	48
5	Neither <b>(VOL.)</b>	4	2	1	1	2
1	Don't know/Refused <b>(VOL.)</b>	1	2	1	1	1

**ASK FORM 1 ONLY:**

Q.100 Now, I'm going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, radio or the internet...? First, **[READ AND RANDOMIZE]** do you follow this very closely, somewhat closely, not very closely, not at all closely? **[ONLY AS NECESSARY: REPEAT FULL SET OF ANSWER CHOICES]**How about...<sup>46</sup>

		Very <u>closely</u>	Somewhat <u>closely</u>	Not very <u>closely</u>	Not at all <u>closely</u>	<b>(VOL.)</b> <u>DK/Ref</u>
<b>BASED ON FORM 1 [N=1496]:</b>						
a.F1	News about political figures and events in Washington					
	May 9-Jun 3, 2012	17	41	22	19	1
	May, 2008	21	45	19	14	1
	April, 2006	17	45	21	16	1
	April, 2004	24	45	17	14	*
	April, 2002	21	45	19	15	*
	April, 2000	17	43	23	17	*
	April, 1998	19	46	22	13	*
	April, 1996	16	43	28	13	*
b.F1	Business and finance					
	May 9-Jun 3, 2012	15	36	23	25	1
	May, 2008	16	35	23	25	1
	April, 2006	14	34	25	27	*
	April, 2004	14	37	24	25	*
	April, 2002	15	35	25	25	*
	April, 2000	14	36	27	23	*
	April, 1998	17	36	24	23	*
	April, 1996	13	37	31	19	*
c.F1	International affairs					
	May 9-Jun 3, 2012	14	41	23	21	1
	May, 2008	16	42	22	19	1
	April, 2006	17	45	19	19	*
	April, 2004	24	44	16	16	*
	April, 2002	21	44	18	17	*
	April, 2000	14	45	24	17	*
	April, 1998	16	46	23	15	*
	April, 1996	16	46	26	12	*
<b>BASED ON FORM 1A [N=779]:</b>						
d.F1a	Sports					
	May 9-Jun 3, 2012	26	24	18	31	1
	May, 2008	20	24	18	38	*
	April, 2006	23	25	19	33	*
	April, 2004	35	27	17	31	*
	April, 2002	25	28	18	29	*
	April, 2000	27	25	19	29	*
	April, 1998	27	28	18	27	*
	April, 1996	26	2	21	25	*

<sup>45</sup> In April 2006 and earlier, the question wording was: "Are you more the kind of person who watches or listens to the news at regular times, or are you more the kind of person who checks in on the news from time to time?"

<sup>46</sup> In April 2006, "the internet" was added to the question wording.

**Q.100 CONTINUED...**

		<u>Very closely</u>	<u>Somewhat closely</u>	<u>Not very closely</u>	<u>Not at all closely</u>	<b>(VOL.) DK/Ref</b>
e.F1a	People and events in your own community					
	May 9-Jun 3, 2012	26	44	16	14	1
	May, 2008	22	44	20	13	1
	April, 2006	26	45	15	13	1
	April, 2004	28	45	16	11	*
	April, 2002	31	44	14	11	*
	April, 2000	26	47	17	10	*
	April, 1998	34	45	14	7	*
	April, 1996	35	44	14	7	*
f.F1a	Science and technology					
	May 9-Jun 3, 2012	16	41	19	22	1
	May, 2008	13	37	26	23	1
	April, 2006	15	40	22	23	*
	April, 2004	16	42	21	21	*
	April, 2002	17	40	21	22	*
	April, 2000	18	45	20	17	*
	April, 1998	22	41	19	18	*
	April, 1996	20	42	24	14	*
f.F1a	Crime					
	May 9-Jun 3, 2012	28	37	19	15	1
	May, 2008	28	40	20	11	1
	April, 2006	29	42	15	12	1
	April, 2004	32	45	14	8	1
	April, 2002	30	46	14	9	1
	April, 2000	30	45	16	9	*
	April, 1998	36	44	13	7	*
	April, 1996	41	43	10	6	*
<b>BASED ON FORM 1B [N=717]:</b>						
h.F1b	Local government					
	May 9-Jun 3, 2012	21	38	20	20	*
	May, 2008	20	43	20	17	*
	April, 2006	20	45	18	17	*
	April, 2004	22	42	20	16	*
	April, 2002	22	43	19	16	*
	April, 2000	20	43	21	16	*
	April, 1998	23	44	20	13	*
	April, 1996	24	43	21	12	*
i.F1b	Entertainment					
	May 9-Jun 3, 2012	11	32	34	21	1
	May, 2008	10	38	27	24	1
	April, 2006	12	38	28	22	*
	April, 2004	15	42	25	18	*
	April, 2002	14	42	25	19	*
	April, 2000	15	41	28	16	*
	April, 1998	16	43	27	14	*
	April, 1996	15	42	29	14	*
j.F1b	The weather					
	May 9-Jun 3, 2012	52	31	10	7	1
	May, 2008	48	33	10	8	1
	April, 2006	50	35	9	6	*
	April, 2004	53	34	8	5	*
k.F1b	Health news					
	May 9-Jun 3, 2012	23	42	18	16	1
	May, 2008	20	40	21	19	*
	April, 2006	24	47	15	14	*

## Q.100 CONTINUED...

	Very closely	Somewhat closely	Not very closely	Not at all closely	(VOL.) DK/Ref
April, 2004	26	46	14	13	1
April, 2002	26	45	16	13	*
April, 2000	29	45	15	11	*
April, 1998	34	46	12	8	*
April, 1996	34	44	14	7	1

## ASK ALL FORM 1 [N=1496]:

## RANDOMIZE SUBJECT OF QUESTIONS 101 THROUGH 103, KEEPING QUESTION WORDING IN ORDER:

Q.101 Which of the following two statements best describes you: "I follow INTERNATIONAL news closely ONLY when something important is happening" OR "I follow INTERNATIONAL news closely most of the time, whether or not something important is happening"?<sup>47</sup>

May 9-Jun 3 2012		Apr 2008	Apr 2006	Apr 2004	Apr 2002	Apr 2000	Apr 1998
56	Only when something important is happening	56	58	47	61	64	63
39	Most of the time, whether or not something important is happening	39	39	52	37	33	34
5	Don't know/Refused (VOL.)	5	3	1	2	3	3

## ASK ALL FORM 1 [N=1496]:

## RANDOMIZE SUBJECT OF QUESTIONS 101 THROUGH 103, KEEPING QUESTION WORDING IN ORDER:

Q.102 I'd like to ask the same question, but about NATIONAL news...Which best describes you: "I follow NATIONAL news closely ONLY when something important is happening" OR "I follow NATIONAL news closely most of the time, whether or not something important is happening"?

May 9-Jun 3 2012		Apr 2008	Apr 2006	Apr 2004	Apr 2002	Apr 2000	Apr 1998
44	Only when something important is happening	41	43	43	45	50	46
54	Most of the time, whether or not something important is happening	55	55	55	53	48	52
3	Don't know/Refused (VOL.)	4	2	2	2	2	2

## ASK ALL FORM 1 [N=1496]:

## RANDOMIZE SUBJECT OF QUESTIONS 101 THROUGH 103, KEEPING QUESTION WORDING IN ORDER:

Q.103 And just once more about LOCAL COMMUNITY news...Which best describes you: "I follow LOCAL COMMUNITY news closely ONLY when something important is happening" OR "I follow LOCAL COMMUNITY news closely most of the time, whether or not something important is happening"?

May 9-Jun 3 2012		Apr 2008	Apr 2006	Apr 2004	Apr 2002	Apr 2000	Apr 1998
39	Only when something important is happening	40	41	43	41	40	38
57	Most of the time, whether or not something important is happening	57	57	55	56	58	61
4	Don't know/Refused (VOL.)	3	2	2	3	2	1

<sup>47</sup> In April 2002 and earlier, the Q.101-Q.103 series included the words "something important or interesting is happening." Also, in April 2002 and earlier, the questions were rotated and did not include the transitions presented here.

**ASK ALL:**

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

**ASK IF INDEP/NO PREF/OTHER/DK/REF (PARTY=3,4,5,9):**

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

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No preference	(VOL.) Other party	(VOL.) DK/Ref	Lean Rep	Lean Dem
May 9-Jun 3, 2012	24	32	36	4	*	4	13	14
Apr 4-15, 2012	24	31	39	3	*	2	15	15
Mar 7-11, 2012	24	34	36	3	1	2	16	17
Feb 8-12, 2012	26	32	36	4	1	2	13	17
Jan 11-16, 2012	22	31	42	3	*	2	17	16
Jan 4-8, 2012	26	31	35	4	*	4	14	14
Dec 7-11, 2011	23	33	38	3	*	2	12	17
Nov 9-14, 2011	24	33	38	3	1	2	16	15
Sep 22-Oct 4, 2011	23	33	38	2	1	3	18	16
Aug 17-21, 2011	24	30	40	3	*	3	17	18
Jul 20-24, 2011	24	32	38	4	*	2	16	14
Jun 15-19, 2011	26	34	32	4	*	4	13	13
May 25-30, 2011	24	33	38	3	*	2	15	17
<b>Yearly Totals</b>								
2011	24.3	32.3	37.4	3.1	.4	2.5	15.7	15.6
2010	25.2	32.7	35.2	3.6	.4	2.8	14.5	14.1
2009	23.9	34.4	35.1	3.4	.4	2.8	13.1	15.7
2008	25.7	36.0	31.5	3.6	.3	3.0	10.6	15.2
2007	25.3	32.9	34.1	4.3	.4	2.9	10.9	17.0
2006	27.8	33.1	30.9	4.4	.3	3.4	10.5	15.1
2005	29.3	32.8	30.2	4.5	.3	2.8	10.3	14.9
2004	30.0	33.5	29.5	3.8	.4	3.0	11.7	13.4
2003	30.3	31.5	30.5	4.8	.5	2.5	12.0	12.6
2002	30.4	31.4	29.8	5.0	.7	2.7	12.4	11.6
2001	29.0	33.2	29.5	5.2	.6	2.6	11.9	11.6
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4
2001 Pre-Sept 11	27.3	34.4	30.9	5.1	.6	1.7	12.1	13.5
2000	28.0	33.4	29.1	5.5	.5	3.6	11.6	11.7
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5
1998	27.9	33.7	31.1	4.6	.4	2.3	11.6	13.1
1997	28.0	33.4	32.0	4.0	.4	2.3	12.2	14.1
1996	28.9	33.9	31.8	3.0	.4	2.0	12.1	14.9
1995	31.6	30.0	33.7	2.4	.6	1.3	15.1	13.5
1994	30.1	31.5	33.5	1.3	--	3.6	13.7	12.2
1993	27.4	33.6	34.2	4.4	1.5	2.9	11.5	14.9
1992	27.6	33.7	34.7	1.5	0	2.5	12.6	16.5
1991	30.9	31.4	33.2	0	1.4	3.0	14.7	10.8
1990	30.9	33.2	29.3	1.2	1.9	3.4	12.4	11.3
1989	33	33	34	--	--	--	--	--
1987	26	35	39	--	--	--	--	--

**ASK ALL:**

TEAPARTY2 From what you know, do you agree or disagree with the Tea Party movement, or don't you have an opinion either way?

	<u>Agree</u>	<u>Disagree</u>	<u>No opinion either way</u>	<b>(VOL.)</b> <u>Haven't heard of</u>	<b>(VOL.)</b> <u>Refused</u>	<i>Not heard of/ DK</i>
May 9-Jun 3, 2012	16	25	54	2	3	--
Apr 4-15, 2012	20	26	50	3	2	--
Mar 7-11, 2012	19	29	48	2	2	--
Feb 8-12, 2012	18	25	53	2	2	--
Jan 11-16, 2012	20	24	52	2	2	--
Jan 4-8, 2012	18	25	52	2	3	--
Dec 7-11, 2011	19	27	50	2	2	--
Nov 9-14, 2011	20	27	51	1	1	--
Sep 22-Oct 4, 2011	19	27	51	2	1	--
Aug 17-21, 2011	20	27	50	1	1	--
Jul 20-24, 2011	20	24	53	1	1	--
Jun 15-19, 2011	20	26	50	3	2	--
May 25-30, 2011	18	23	54	2	2	--
Mar 30-Apr 3, 2011	22	29	47	1	1	--
Mar 8-14, 2011	19	25	54	1	1	--
Feb 22-Mar 1, 2011	20	25	52	2	2	--
Feb 2-7, 2011 <sup>48</sup>	22	22	53	2	2	--
Jan 5-9, 2011	24	22	50	2	1	--
Dec 1-5, 2010	22	26	49	2	2	--
Nov 4-7, 2010	27	22	49	1	1	--
Oct 27-30, 2010 (RVs)	29	25	32	--	1	13
Oct 13-18, 2010 (RVs)	28	24	30	--	1	16
Aug 25-Sep 6, 2010 (RVs)	29	26	32	--	1	13
Jul 21-Aug 5, 2010	22	18	37	--	1	21
Jun 16-20, 2010	24	18	30	--	*	27
May 20-23, 2010	25	18	31	--	1	25
Mar 11-21, 2010	24	14	29	--	1	31

<sup>48</sup> In the February 2-7, 2011 survey and before, question read "...do you strongly agree, agree, disagree or strongly disagree with the Tea Party movement..." In October 2010 and earlier, question was asked only of those who had heard or read a lot or a little about the Tea Party. In May 2010 through October 2010, it was described as: "the Tea Party movement that has been involved in campaigns and protests in the U.S. over the past year." In March 2010 it was described as "the Tea Party protests that have taken place in the U.S. over the past year."