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For The People & The Press

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Online News Audience Larger, More Diverse
NEWS AUDIENCES INCREASINGLY POLITICIZED

Pew Research Center Biennial News Consumption Survey

Also Inside ...

- Fox News audience more conservative
- Partisan views of media credibility
- More African Americans go online for news
- Rising interest in international news
- College grads prefer words over pictures

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2004 PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
MEDIA CONSUMPTION AND BELIEVABILITY STUDY
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Online News Audience Larger, More Diverse **NEWS AUDIENCES INCREASINGLY POLITICIZED**

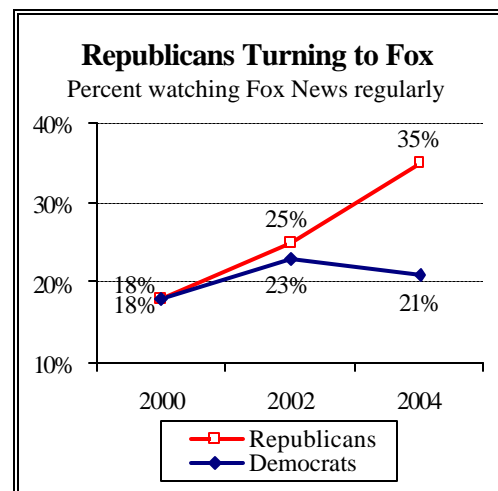
Despite tumultuous events abroad, the public's news habits have been relatively stable over the past two years. Yet modest growth has continued in two important areas – online news and cable news. Regarding the latter, the expanding audience for the Fox News Channel stands out. Since 2000, the number of Americans who regularly watch Fox News has increased by nearly half – from 17% to 25% – while audiences for other cable outlets have been flat at best.

Fox's vitality comes as a consequence of another significant change in the media landscape. Political polarization is increasingly reflected in the public's news viewing habits. Since 2000, the Fox News Channel's gains have been greatest among political conservatives and Republicans. More than half of regular Fox viewers describe themselves as politically conservative (52%), up from 40% four years ago. At the same time, CNN, Fox's principal rival, has a more Democrat-leaning audience than in the past.

<i>Percent who regularly watch...</i>	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
	%	%	%	%
Fox News Channel	25	35	21	22
CNN	22	19	28	22
MSNBC	11	10	12	12
CNBC	10	9	12	9
NBC Nightly News	17	15	18	19
CBS Evening News	16	13	19	17
ABC World News	16	15	20	12
NPR	16	13	19	17
NewsHour	5	4	5	5
O'Reilly Factor	8	16	3	6
Rush Limbaugh	6	14	2	4
Larry King	5	5	6	3
Daily Show	3	3	3	3

The public's evaluations of media credibility also are more divided along ideological and partisan lines. Republicans have become more distrustful of virtually all major media outlets over the past four years, while Democratic evaluations of the news media have been mostly unchanged. As a result, only about half as many Republicans as Democrats rate a variety of well-known news outlets as credible – a list that includes ABC News, CBS News, NBC News, NPR, PBS's NewsHour with Jim Lehrer, the New York Times, Newsweek, Time and U.S. News and World Report.

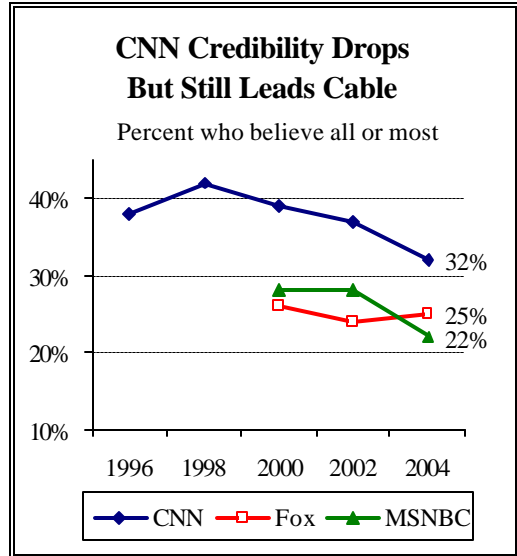
CNN's once dominant credibility ratings have slumped in recent years, mostly among Republicans and independents. By comparison, the Fox News Channel's believability ratings have remained steady – both overall and within partisan groups. Nonetheless, among those able to rate



the networks, more continue to say they can believe all or most of what they hear on CNN than say that about Fox News Channel (32% vs. 25%).

The partisan nature of these ratings is underscored by the fact that, while roughly the same proportion of Republicans and Democrats view Fox News as credible, Fox ranks as the most trusted news source among Republicans but is among the least trusted by Democrats.

The biennial news consumption survey by the Pew Research Center for the People and the Press finds that ideology and partisanship also are at work in other media choices and attitudes. The nationwide poll of 3,000 adults, conducted April 19-May 12, 2004, finds that the audiences for Rush Limbaugh's radio show and Bill O'Reilly's TV program remain overwhelmingly conservative and Republican. By contrast, audiences for some other news sources – notably NPR, the NewsHour, and magazines like the New Yorker, the Atlantic and Harper's – tilt liberal and Democratic, but not nearly to the same degree.



The signs of greater polarization in news choices come against a backdrop of overall stability in the public's preferences. Local TV news continues to be the most popular medium, but regular viewership is still below levels recorded in the mid-1990s. Similarly, reported levels of regular newspaper reading and viewing of network evening news broadcasts have not recovered from their decade-long slump, though they have not declined further.

The traditional news outlets have failed to expand their audiences despite the high level of interest in the war in Iraq, which has led to an uptick in the amount of time Americans spend on the news. Moreover, there has been a sharp rise in the percentage of Americans who say they closely follow international news most of the time, rather

Believe all or most from...	Republicans			Democrats		
	'00	'02	'04	'00	'02	'04
	%	%	%	%	%	%
CBS News	27	17	15	36	33	34
ABC News	25	17	17	37	31	35
NBC News	29	19	16	37	31	29
CNN	33	32	26	48	45	45
Fox News Ch.	26	28	29	27	27	24
MSNBC	24	22	14	36	30	29
NPR	20	16	15	36	24	33
NewsHour	18	24	12	32	28	30
C-SPAN	32	27	23	38	31	36
Wall St. Jrn.	46	35	23	40	29	29
NY Times	-	-	14	-	-	31
Daily paper	21	18	16	31	28	23

Based on those who can rate each organization

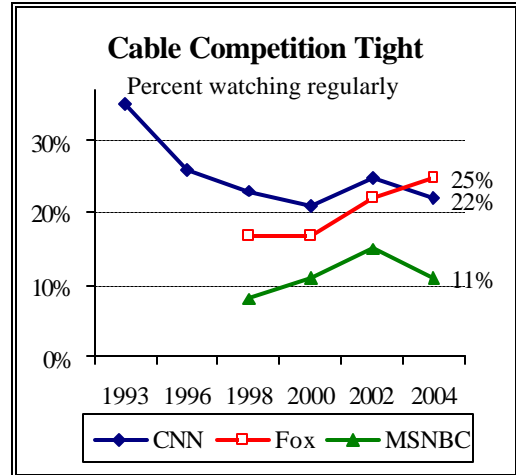
than just when important developments occur. The number tracking overseas news closely most of the time has increased from 37% in 2002 to 52%, which appears to be driven by the broad interest in the conflict in Iraq.

With most other media trends flat, the steady growth in the audience for online news stands out. Internet news, once largely the province of young, white males, now attracts a growing number of minorities. The percentage of African Americans who regularly go online for news has grown by about half over the past four years (16% to 25%).

More generally, the Internet population has broadened to include more older Americans. Nearly two-thirds of Americans in their 50s and early 60s (64%) say they go online, up from 45% in 2000.

The survey finds that many Americans – especially older people – look for in-depth news coverage. Moreover, a majority of college graduates (55%) say they better understand the news when they read or hear it rather than seeing pictures or video. The durability of the serious news consumer is reflected in the steady numbers of Americans who are regular consumers of news from NPR, the NewsHour, C-SPAN, and magazines such as the New Yorker, the Atlantic and Harper’s.

For the most part, these audiences have not increased in size in recent years, but they have not suffered the long-term declines experienced by newspapers and network evening news. In addition, more specialized news outlets – ranging from the Weather Channel to religious radio – also have held their own in the changing news environment.



Big Media Falters, Smaller and Specialized Outlets Hold Firm

<i>Regularly watch read, listen to...</i>	1996	1998	2000	2002	2004
<i>Major news sources</i>	%	%	%	%	%
Local TV news	65	64	56	57	59
Network evening news	42	38	30	32	34
Newspaper yesterday	50	48	47	41	42
Network TV magazines	36	37	31	24	22
Time/Newsweek/US News	15	15	12	13	13
<i>In-depth news sources</i>					
National Public Radio	13	15	15	16	16
NewsHour	4	4	5	5	5
C-SPAN	6	4	4	5	5
New Yorker/Atlantic	-	2	2	2	2
<i>Specialized news</i>					
Weather Channel	-	33	32	32	31
ESPN	-	20	23	19	20
Entertainment TV	-	8	8	9	10
Business magazines	5	5	5	4	4
Religious radio	11	10	-	8	11
Get news online three or more days per week	2*	13	23	25	29

* From June 1995

Other findings:

- Beyond politics, news habits are being subtly shaped by some basic preferences and attitudes toward the news. About half (52%) like to get the news at regular times while nearly as many (46%) are “news grazers,” who check in on the news from time to time. Grazers are younger, less dedicated to the news, and have an eclectic news diet.
- The age gap in newspaper readership continues to widen. Six-in-ten Americans age 65 and older say they read a newspaper on a typical day, compared with just 23% of those under age 30.
- Roughly three-quarters of Americans (76%) say they have a digital video disc (DVD) player, more than quadruple the percentage in the 2000 media survey (16%). But video cassette recorders have not faded into oblivion – 92% of the public has a VCR.
- The public continues to express skepticism toward news outlets and those who run them. More than half (53%) agree with the statement “I often don’t trust what news organizations are saying.” Nearly as many (48%) believe people who decide on news content are “out of touch.”
- Regular readers of literary magazines like the New Yorker and the Atlantic proved to be the most knowledgeable – 59% correctly answered four current events questions, a higher percentage than any other news audience. The readership of these magazines also has the greatest proportion of college graduates. Readers of political magazines such as the Weekly Standard and The New Republic rank second, along with the audience for Larry King Live. King’s audience is not as well-educated as the readership of literary or political magazines, but is considerably older.

Section I: Where Americans Go for News

Americans' news habits have changed little over the past two years. Network and local TV news viewership has been largely stable since 2002. Daily newspaper readership remains at 42% (it was 41% two years ago). And the percentage of Americans who listen to news on the radio on a typical day is virtually unchanged since the last Pew Research Center media consumption survey (40% now, 41% in 2002).

There are, however, a couple of notable exceptions to this pattern of stability. The percentage of Americans who regularly turn to cable news channels has edged up over the past two years. The overall audience for cable TV news exceeds that for network television news by a narrow margin: 38% of Americans say they regularly watch cable news channels, compared with 34% who regularly watch the nightly news on one of the three major broadcast networks. In April 2002, the two audiences were nearly identical in size – 33% for cable news, 32% for network news. So while the nearly decade-long slide in network news viewership may have subsided, the networks now risk being eclipsed by their cable competitors.

	May 1993	April 1996	April 1998	April 2000	April 2002	April 2004
<i>General categories</i>	%	%	%	%	%	%
Local TV news	77	65	64	56	57	59
Cable TV news	–	–	–	–	33	38
Nightly network news	60	42	38	30	32	34
Network TV magazines	52	36	37	31	24	22
Network morning news	–	–	23	20	22	22
<i>Cable Networks</i>						
Fox News Channel	–	–	17	17	22	25
CNN	35	26	23	21	25	22
MSNBC	–	–	8	11	15	11
CNBC	–	–	12	13	13	10
C-SPAN	11	6	4	4	5	5
<i>Evening News Programs</i>						
NBC Nightly News	–	–	–	–	20	17
ABC World News Tonight	–	–	–	–	18	16
CBS Evening News	–	–	–	–	18	16
NewsHour	10	4	4	5	5	5

The other notable change is a rise in online news consumption. About three-in-ten (29%) Americans now report that they regularly go online to get news, up from 25% in 2002 and 23% in 2000. In addition, surveys by the Pew Internet and American Life Project have found the percentage who go online for news on a typical day has increased by half over the past four years (from 12% to 18%). A more inclusive question on this survey found 24% saying they went online for news on the previous day.

Network News Audience Still Aging

Overall, local television news continues to dominate the American media landscape. Fully 59% of Americans say they regularly watch the local news in their area. This is down significantly from the more than three-quarters of American who regularly watched local news in the early 1990s, but is largely unchanged from 2000.

Roughly a third of the public (34%) now regularly watches one of the nightly network news broadcasts on CBS, ABC or NBC. The total audience for these broadcasts shrunk by about half between 1993 and 2000, but has remained fairly steady since then.

Nearly equal proportions of Americans report watching the individual nightly network news programs: 16% regularly watch the CBS Evening News with Dan Rather; 16% watch ABC's World News Tonight with Peter Jennings; and 17% watch the NBC Nightly News with Tom Brokaw. Five percent of Americans regularly tune into the NewsHour on PBS.

As has been the case for some time, network news viewers are an aging group. A majority (56%) of those age 65 and older say they regularly watch nightly network news; less than a third as many Americans under age 30 (18%) regularly watch these news programs. And it is not just the youngest viewers who are tuning out the network news. Only about a quarter of those age 30-49 (26%) are regular viewers. The generation gap for network news viewership, already substantial, has become slightly wider over the past two years.

Generations Divide over Networks and Cable					
<i>Watch regularly...</i>	<i>18-29</i>	<i>30-49</i>	<i>50-64</i>	<i>65+</i>	<i>Diff*</i>
<i>Nightly network news</i>	%	%	%	%	
2004	18	26	43	56	+38
2002	19	23	45	53	+34
<i>Cable TV news</i>					
2004	29	37	40	46	+17
2002	23	31	41	38	+15

* Represents the percentage point gap between the youngest and oldest viewers.

Cable Audience: Younger, More Republican

Cable news appears to be gaining ground on the networks. The increase in viewership of cable news channels since 2002 has been broad-based. While the cable news audience is slightly older than average, age differences in cable viewership are not nearly as large as for network news. Furthermore, cable news has made modest gains among 18-29 year-old viewers over the past two years. Today nearly three-in-ten young people regularly tune into a cable news channel, compared with 23% in 2002.

The cable news audience is slightly more affluent and well-educated than the network news audience. It also is more Republican: 46% of Republicans regularly watch cable news compared with 31% who watch network news.

CNN has been the dominant cable news channel since its inception in 1980. But since 2002 the Fox News Channel has pulled into a statistical heat as its audience has continued to grow. The Fox News Channel is viewed regularly by 25% of the public, up marginally from 22% in 2002 and 17% in 1998 and 2000. By comparison, 22% of Americans regularly watch CNN today, and there is no upward trend in the size of its audience. Roughly one-in-ten Americans watch MSNBC regularly (down from a peak of 15% in 2002), 10% regularly watch CNBC (down from 13% in 2002), and 5% watch C-SPAN.

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

	Feb 1994	April 1996	April 1998	April 2000	April 2002	April 2004
	%	%	%	%	%	%
Newspaper ¹	58	50	48	47	41	42
News magazines	16	15	15	12	13	13
Business magazines	6	5	5	5	4	4
Literary magazines	2	—	2	2	2	2
Political magazines	—	—	—	—	2	2
Radio ¹	47	44	49	43	41	40
Call-in radio shows	16 ²	13	13	14	17	17
National Public Radio	9	13	15	15	16	16
Online news ³	—	2 ⁴	13	23	25	29

¹ figures based on use “yesterday” ² from 11/1994
³ Online news at least 3 days per week ⁴ from 6/1995

Young People Shun Newspapers

The decade-long slide in newspaper readership has leveled off. The percentage of Americans reporting that they read a newspaper “yesterday” fell from 58% in 1994 to 47% in 2000, and 41% in 2002. It now stands at 42%.

Newspaper readership among young people continues to be relatively limited. Among those under age 30, just 23% report having read a newspaper yesterday. This is down slightly from 26% in 2002 and stands in marked contrast to the 60% of older Americans who say they read a newspaper yesterday. Young people are more apt to read a magazine or a book for pleasure on a daily basis than they are to pick up a newspaper.

Readership of news magazines, business

**Newspapers’ Continuing
Generation Gap**

	<i>Read a newspaper yesterday</i>					<i>96-04</i>
	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>Change</u>
	%	%	%	%	%	
18-29	29	28	29	26	23	-6
20-49	49	45	43	37	39	-10
50-64	58	58	53	52	52	-6
65+	70	69	63	59	60	-10
<i>Diff *</i>	<i>-41</i>	<i>-41</i>	<i>-34</i>	<i>-33</i>	<i>-37</i>	

** Represents the percentage point gap between the youngest and oldest age groups.*

magazines, literary magazines, and political magazines is unchanged from 2002: 13% of Americans regularly read news magazines such as Time, U.S. News or Newsweek; 4% read business magazines such as Fortune and Forbes; 2% read literary magazines such as the Atlantic, Harper's or the New Yorker; and 2% read political magazines such as the Weekly Standard or the New Republic.

Stable Radio News Audiences

The percentage of Americans who listen to radio news has remained relatively stable in recent years. Four-in-ten say they listened to news on the radio yesterday. This is virtually unchanged from 2002 (41%) and down only marginally from 2000 (43%).

Talk radio is holding onto its corner of the media market – 17% of the public regularly listens to radio shows that invite listeners to call in to discuss current events, public issues and politics. The talk radio audience remains a distinct group; it is mostly male, middle-aged, well-educated and conservative. Among those who regularly listen to talk radio, 41% are Republican and 28% are Democrats. Furthermore, 45% describe themselves as conservatives, compared with 18% who say they are liberal.

National Public Radio's audience is holding steady as well: 16% of Americans regularly listen to NPR. In contrast to the talk radio audience, the NPR audience is fairly young, well-educated and Democratic. Fully 41% of regular NPR listeners are Democrats, 24% are Republicans.

More Go Online for News

One of the few upward trends in media consumption in recent years has been the percentage of Americans who turn to Internet sources for news. As the public has moved away from traditional news sources – local and network television news, newspapers and, to a lesser extent, radio – online news consumption has increased dramatically. In 1995, just 2% of the public was going online at least three days a week to get news. That number had increased more than sixfold (to 13%) by 1998 and nearly doubled again (to 23%) by 2000. The growth has been slower since then, but still trending upward (currently at 29%).

The online news audience is young, affluent and well-educated. More men than women go online to get news, but the gender gap has narrowed in recent years. The increase in online news use since 2002 has been particularly sharp among racial and ethnic minority groups. In 2002, 15% of African Americans went online regularly for news. Today that figure has risen to 25%. Among Hispanics, 32% now go online regularly for news, up from 22% in 2002.

Where They Go: AOL, Yahoo, Network Sites

When going online for news, Americans for the most part rely on familiar names: 13% say they regularly visit the news pages of AOL, Yahoo or other Internet service providers; 10% say they go to the websites of the major broadcast and cable news networks; and 9% go to the website of their local paper. Fewer people say they go to the sites of national newspapers (6%), while 3% go to online magazines like Slate.com or National Review online.

To put these numbers in perspective, as many people now say they regularly log on to the news pages of one of the major Internet providers as regularly read news magazines like Time or Newsweek (13%), or watch the Sunday morning talk shows (12%). And many more people say they regularly go to these sites than watch such well-known cable programs as the O’Reilly Factor (8% regularly) or Larry King Live (5%).

<i>Visit websites such as...</i>	Reg- ularly %	Some- times %	Hardly ever/ Never %	DK/ Ref. %
AOL or Yahoo news	13	17	70	*=100
Network TV news websites	10	19	71	*=100
Local TV/Paper websites	9	19	72	*=100
National newspapers websites	6	13	80	1=100
Online magazine/opinion sites	3	7	90	*=100

Percentages based on total population. The “hardly ever/never” category includes people who do not use the Internet.

Moreover, as many as 26% of Americans say they regularly visit *one or more* of these online sites – the news pages of the Internet service providers, network or local TV news websites, newspaper sites or online magazines. That approaches the 36% who regularly watch one or more of the network TV news broadcasts, though it lags well behind the overall audience for cable news programs (44%).

Like the online news audience generally, the people who visit specific Internet news sites tend to be young and well-educated. One-in-five college graduates (21%) say they regularly visit the news pages of AOL, Yahoo and other services providers, while 17% regularly go to the network TV websites. By comparison, just 7% of those with no more than a high school education visit the news pages of AOL, Yahoo and similar services and the same number visits the network TV sites.

Round-the-Clock News

In spite of shifting public preferences, the news remains a central part of Americans’ lives. Most people consume news morning, noon and night. Fully 71% say that, on a typical weekday, they start their morning with some type of news. This has been a consistent pattern, as 68% of Americans said the same in 2002 and 67% did so in 1998. The morning news habit is prevalent across most

major demographic groups. Young people are among the least likely to start their day with news, yet 60% say that they typically do. College graduates are among the most likely to do so (79%). Internet users seek out news in the morning at a higher rate than non-Internet users.

Nearly three-quarters of Americans (73%) follow news during the course of the day. This is up significantly from 61% two years ago. For the most part, the increase in daytime news consumption can be seen across the board. Young people are less inclined than their older counterparts to seek out news during the day. And college graduates and Internet news users are among the biggest daytime news consumers.

	Total	Internet users	Not online
<i>Do you typically get news...*</i>	%	%	%
In the morning	71	73	66
During the day	73	76	69
Around dinner hour	60	59	61
Late at night	63	63	63

* Percent who report getting any kind of news at each time of day.

Six-in-ten Americans say they typically read, watch or listen to the news around the dinner hour. This percentage has increased somewhat from 55% in 2002. More women than men get the news at this time of day. Younger people lag behind again, but the educational and online differences in morning and daytime news consumption are not evident at the dinner hour.

Overall, 63% of Americans say they read, watch or listen to the news late in the evening. Getting the news at that time has broad appeal. Looking across the demographic spectrum at men and women, young and old, the college-educated and those with less than a high school diploma, no single group dominates the late news audience.

During these late night hours, many young people are tuning into comedy shows such as David Letterman and Jay Leno. Those under age 30 are among the most likely to watch these types of shows – 17% watch Leno or Letterman regularly, compared with 8% of 30-49 year-olds and 12% of those age 50 and older.

Time Spent with the News

The amount of time Americans spend with the news has fluctuated only marginally in recent years. On average, Americans spend a little over an hour each day (66 minutes) watching, reading or listening to the news. This is up somewhat from 59 minutes in 2002 but still lower than the 73 minutes recorded a decade ago. More time is spent watching television

news than reading a newspaper or listening to the radio. Americans spend an average of 32 minutes watching television news on any given day. This is up modestly from 28 minutes in 2002, but down from a high of 38 minutes in 1994. Six-in-ten say they watched TV news the previous day, and 31% watched for an hour or more.

Americans spend far less time reading a newspaper or listening to news on the radio each day – 17 minutes for each. These figures have remained remarkably stable over the last 10 years. The average amount of time spent reading the news online is seven minutes.

The decrease in time spent with the news from 1994-2004 has been driven almost entirely by the changing behavior of young people. In 1994, 18-24 year-olds were spending on average 51 minutes a day watching TV news, reading newspapers or listening to news on the radio. Those age 65 and older were

spending an average of 90 minutes with the news – a gap of 39 minutes. Today, 18-24 year-olds spend 35 minutes a day with the news. While that represents a modest increase from 2002 (from 31 minutes), those age 65 and older spend around 85 minutes with the news on TV, radio and in newspapers. By this measure, the gap between the oldest and youngest Americans stands at 50 minutes.

Time Spent with the News “Yesterday”

<i>Average number of minutes spent ...*</i>	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>
Watching TV news	38	31	31	28	28	32
Reading a newspaper	19	19	18	17	15	17
Listening to news on radio	<u>17</u>	<u>16</u>	<u>16</u>	<u>13</u>	<u>16</u>	<u>17</u>
Total	73	66	65	58	59	66

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

Young Adults’ News Time Down Sharply Over Past Decade

--Average Minutes Yesterday*--

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>94-04</u>
18-24	51	37	47	36	31	35	-16
25-29	62	53	50	50	48	45	-17
30-34	65	59	52	45	54	59	-6
35-49	74	64	62	57	57	66	-8
50-64	83	79	69	64	71	76	-7
65+	90	89	96	80	81	85	-5

* All averages are estimated, based on time spent watching TV news, reading newspapers, and listening to news on the radio. Online news is not included.

When it comes to watching other television programming, reading magazines and reading books for pleasure, young people are on equal footing with their older counterparts. The gap comes on news-related media, which does not seem to engage young consumers.

The overall decrease in time spent with the news over the last 10 years has coincided with the increase in Internet news consumption. Just 15% of those who go online weekly for news say they are using other sources of news less, but there is clearly a link between Internet use and consumption of traditional media, especially television news viewing. Among online users, 58% report having watched TV news the previous day, but just 27% say they spent an hour or more doing so. By contrast, among non-online users, 65% watched TV news yesterday, with 41% watching for an hour or more.

Internet usage is not linked to newspaper readership in the same way. Nearly equal percentages of Internet users and non-Internet users (42% and 41%, respectively) report having read a newspaper yesterday. And there are no significant differences in the time each group spent reading the paper. But unlike TV news, Internet users are *more* likely than those not online to listen to news on the radio: 44% tuned into radio news yesterday, compared to 33% of those who don't go online.

The Media and Daily Life

Relative to life's other daily chores and activities, news consumption takes up a significant amount of time. On a typical day, Americans are

	Total	Internet user	Not online
<i>Yesterday...</i>	%	%	%
Watched TV news	60	58	65
<i>1 hour or more</i>	31	27	41
Read newspaper	42	42	41
<i>1 hour or more</i>	9	8	10
Listened to radio news	40	44	33
<i>1 hour or more</i>	15	16	14

	Jan 1994	April 1998	April 2000	April 2002	April 2004
<i>Did yesterday</i>	%	%	%	%	%
Watched TV news	72	59	56	55	60
Read newspaper	49	48	47	41	42
Listened to radio news	47	49	43	41	40
Any news yesterday¹	90	85	83	80	82
Went online from home	–	17	23 ⁵	34	38
Went online from work ²	–	12	13 ⁵	20	20
Total online yesterday²	4³	25	30⁵	43	47
Online news yesterday	–	–	–	–	24
Watched non-news TV	69	64 ⁴	57	59	63
Read a magazine	33	29	26	23	25
Read a book	31	35 ⁴	35 ⁶	34	35
Watched movie at home	–	–	–	23	24
Personal telephone call	63	67	–	63	66
E-mailed friend/relative	–	–	–	27	28
Family meal together	64	67	–	63	65
Prayed	56	–	–	66	66
Exercised/Ran/Sports	26	36	–	39	38
Shopped	23	30	–	27	28

¹ For trending purposes, this measure includes only TV, Newspaper and Radio news sources

² based on weekdays ³ from 6/1995 ⁴ from 11/1997

⁵ from Pew Internet and American Life Project 4/2000

⁶ from 9/1999

about as likely to watch TV news as they are to turn on the TV for entertainment programming. And the proportion who make personal telephone calls, have family meals together, and pray on a typical day is only slightly higher.

The Internet has also become a part of daily life for many Americans, and it is more than just something people do at work. Nearly as many go online from home on a typical day as read a newspaper or listen to news on the radio. Using the Internet at home is about as common as exercising or reading books. Other activities that compete for Americans' time these days include shopping, emailing friends and family, reading magazines, and watching movies at home.

Politicization of Cable News

In an era of deep-seated political divisions, conservatives and liberals are increasingly choosing sides in their TV news preferences. The cable news audience is more Republican and more strongly conservative than the public at large or the network news audience. Among regular cable news viewers, 43% describe their political views as conservative, compared with 33% of regular network news viewers; 37% of cable viewers are moderate, compared to 41% of network viewers; and 14% are liberal vs. 18% of network viewers.

Looking at specific cable networks, the contrasts are even sharper. As the regular audience for the Fox News Channel has grown over the past six years, it has become much more conservative and more Republican. In 1998, the Fox News audience mirrored the public in terms of both partisanship and ideology. If anything, Fox viewers were slightly more Democratic than the general public. Since then, the percentage of Fox News

	General Public	---Regular viewer of---		
		Nightly Network News	CNN	Fox News Channel
	%	%	%	%
<i>Party ID</i>				
Republican	29	27	25	41
Democrat	35	39	44	29
Independent	26	26	25	22
Other/DK	<u>10</u>	<u>8</u>	<u>6</u>	<u>8</u>
	100	100	100	100
<i>Ideology</i>				
Conservative	36	33	36	52
Moderate	38	41	39	30
Liberal	18	18	20	13
Other/DK	<u>8</u>	<u>8</u>	<u>5</u>	<u>5</u>
	100	100	100	100

<i>Percent who are...</i>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>
	%	%	%	%
Republican	24	29	34	41
Democrat	36	32	35	29
Independent	33	29	22	22
Other/DK	<u>7</u>	<u>10</u>	<u>9</u>	<u>8</u>
	100	100	100	100
Conservative	40	40	46	52
Moderate	34	33	32	29
Liberal	20	21	18	13
Other/DK	<u>6</u>	<u>6</u>	<u>4</u>	<u>6</u>
	100	100	100	100

* Based on regular viewers

Channel viewers who identify as Republicans has increased steadily – from 24% in 1998, to 29% in 2000, 34% in 2002, and 41% in 2004. Over the same time period, the percentage of Fox viewers who describe themselves as conservative has increased from 40% to 52%.

By contrast, the regular audience for CNN is somewhat more Democratic than the general public and almost identical to the public in terms of ideology. The regular nightly network news audience largely mirrors the general public in terms of partisanship and ideology.

Radio is another news source where ideological beliefs come into play. Republicans and conservatives are more likely than Democrats and liberals to listen to news on the radio. Nearly half of those who identify themselves as Republicans (48%) report listening to the radio yesterday. This compares with 38% of Democrats. And 45% of conservatives say they tuned into radio news yesterday, compared to 38% of liberals. The differences are much sharper for talk radio specifically. Fully 24% of Republicans regularly listen to radio shows that invite listeners to call in to discuss current events, public issues and politics. Only about half as many Democrats (13%) regularly listen to these types of shows. Similarly, 21% of conservatives listen to talk radio compared with 16% of liberals. The partisan gap in the talk radio audience has grown in recent years. In 2002, more Republicans than Democrats listened to talk radio programs regularly (21% vs. 16%, respectively). Today Republican attention has increased to 24%, while Democratic interest has dropped to 13%.

O’Reilly Audience More Conservative

Rush Limbaugh’s radio show attracts a disproportionately conservative audience: 77% of Limbaugh’s regular listeners describe themselves as conservative. This is up from 72% in 2002 and compares with 36% of the general public who describe

Audience Ideology Profile				
<i>Of those who regularly watch read, or listen to ...</i>	<i>Percent who are...</i>			
	<u>Conser vative</u>	<u>Moder ate</u>	<u>Lib eral</u>	<u>DK</u>
	%	%	%	%
Rush Limbaugh	77	16	7	0=100
O’Reilly Factor	72	23	4	1=100
Religious radio	53	26	12	9=100
Fox News Channel	52	30	13	5=100
Business magazines	49	35	14	2=100
Call-in radio shows	45	33	18	4=100
Local news	38	41	15	6=100
Morning news	38	39	17	6=100
Daily newspaper	37	41	17	5=100
Network news mags	37	40	17	6=100
Political magazines	37	29	29	5=100
General Public	36	38	18	8=100
CNN	36	39	20	5=100
Larry King Live	35	41	16	8=100
CNBC	35	40	18	7=100
Letterman/Leno	34	41	21	4=100
News magazines	33	43	21	3=100
MSNBC	33	41	22	4=100
Nightly network news	33	41	18	8=100
NPR	31	33	30	6=100
NewsHour	22	44	27	7=100
Literary magazines	19	38	36	7=100

themselves in these terms. On television, the O'Reilly Factor draws a similar audience: 72% of O'Reilly's regular viewers are self-described conservatives. The O'Reilly audience has become much more ideological in recent years. In 2002 far fewer regular O'Reilly viewers (56%) described themselves as conservative and more were moderate (36% vs. 23% now).

National Public Radio's audience has shown the most significant shift to the left. Today, three-in-ten regular NPR listeners describe themselves as liberal – up from 20% in 2002. Still, just as many describe themselves as conservative (31%) or moderate (33%). The only news outlets with a more liberal following are literary magazines such as The Atlantic Monthly, Harpers and The New Yorker.

Regular newspaper readers are not highly ideological. A plurality describes themselves as moderates, and the number of liberals and conservatives mirrors those in the general public. Similarly, weekly news magazines like Time and Newsweek appeal to readers across the ideological spectrum. Business magazines, on the other hand, attract a more conservative audience. Political magazines like the Weekly Standard and the New Republic are more widely read by conservatives and liberals, and are less popular among political moderates.

More Women Watch Network News

While conservatives and liberals seek out different news sources, men and women also have their own distinct preferences. Men are more oriented toward newspapers, radio news, cable television news, and online news. Women are more loyal to the major TV networks, as they are far more likely than men to watch network morning shows like the Today Show and the networks' news magazines, such as 60 Minutes and Dateline. In addition, a higher percentage of women than men now watch a nightly network newscast on CBS, ABC or NBC. There was no gender gap on network news viewership in 2002 and only a slight gap in 2000.

	<u>Men</u>	<u>Women</u>	<u>Diff</u>
<i>Regularly read, watch, listen to...</i>	%	%	
Newspaper*	47	37	-10
Radio news*	45	36	-9
News online+	33	25	-8
Talk radio	21	13	-8
Cable news	41	35	-6
Local TV news	56	61	+5
Nightly network news	30	37	+7
Network news magazines	17	26	+9
Network morning shows	16	28	+12
* Read newspaper / Heard radio news yesterday			
+ Get news online at least 3 days a week			

Needing News for Work

Many Americans do not just keep up with the news because they enjoy it or out of a sense of civic responsibility, but because they need to for their job. Roughly a third of working people (32%) – say that it is important for their job to keep up with the news.

Fully 44% of working college graduates say keeping up with the news is important for their jobs, compared with just 24% of working high school graduates and 17% of those who have not completed high school.

Similarly, people with high incomes also more often say they follow the news because it is important for their work. Among workers with household incomes over \$75,000 annually, 41% say keeping up with the news is important. Fewer than three-in-ten in any lower income category say the same about their jobs.

People who need news for their jobs are far more likely to go online for news, and are heavier consumers of news at virtually all times of day – not just at work. Nearly half (48%) go online for news at least three days a week, and three-in-ten are online for news every day. Getting news in the morning is particularly important for those with jobs that require them to stay current. Fully 83% typically get news in the morning, and 78% say they get news during the day as well.

Yet those who need to keep up with the news for work do not consider this a chore. About two-thirds (65%) say they enjoy keeping up with the news a lot, compared with 43% of those whose jobs do not require them to follow the news.

Is Keeping Up with the News Important for Your Job?			
	<u>Yes</u>	<u>No</u>	<u>DK</u>
	%	%	%
Total	32	68	*=100
Men	31	69	*=100
Women	32	68	*=100
College Grad	44	56	*=100
Some College	31	69	*=100
H.S. Grad	24	75	1=100
Less than H.S.	17	82	1=100
\$75,000+	41	59	0=100
\$50-74,000	29	71	*=100
\$30-49,000	28	72	*=100
\$20-29,000	28	71	1=100
<\$20,000	24	75	1=100

Based on those who are employed full or part-time.

News Important for Job		
	<u>Yes</u>	<u>No</u>
	%	%
<i>Online for news</i>		
Every day	30	18
3-5 days/week	18	12
Weekly or less	28	36
Never/Not online	<u>24</u>	<u>34</u>
	100	100
<i>Enjoy keeping up with the news</i>		
A lot	65	43
Some	30	45
Not much	4	8
Not at all	<u>1</u>	<u>4</u>
	100	100
<i>When do you have the news on?</i>		
In the morning	83	65
During the day	78	70
Dinner hour	61	55
Later in evening	65	60

Based on those who are employed full or part-time.

Section II: The Changing Online News Audience

The nation's online population has grown steadily over the past four years, as has the percentage of the public that regularly gets news from the Internet. Two-thirds of Americans (66%) say they go online to access the Internet or to send and receive email, up from 54% in 2000. During the same period, the number of people who go online for news at least three days a week has grown from 23% in 2000 to 29% today.

As in previous surveys, Americans who go online tend to be young and well-educated. Yet there also are signs that the online population is becoming more diverse. Racial disparities in Internet use have narrowed considerably over the past four years. In 2000, 55% of whites went online compared with just 38% of African Americans. Two years later, the gap narrowed to 10 points, and stands at just five points today: 66% of whites and 61% of blacks say they go online.

Yet sizable age and education differences in Internet use persist. Increasing numbers of young and even middle-aged Americans are going online – a solid majority (64%) of Americans age 50-64 now are logging onto the Internet, up from 45% four years ago. But senior citizens have been slower to adapt; only about quarter (24%) go online, up modestly from 2000 (18%).

	<i>Go online</i>			<i>Regularly go online for news*</i>		
	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>
	%	%	%	%	%	%
All	54	62	66	23	25	29
Men	57	64	68	28	30	33
Women	51	60	64	18	20	25
White	55	63	66	23	26	29
Black	38	53	61	16	15	25
Hispanic	52	60	66	21	22	32
18-29	74	76	82	30	31	36
30-49	62	72	76	26	29	36
50-64	45	59	64	19	24	28
65+	18	21	24	8	7	8
College Graduate	81	88	88	40	44	50
Some College	68	75	80	29	29	35
High School Grad.	41	52	56	13	16	18
Less than H.S.	20	22	27	8	7	8

* Percent of all Americans who go online for news three or more days per week

And while many more high school graduates are going on the Internet than did so four years ago, growth has been much slower among those who have not completed high school. Just 27% of this group goes online, compared with 20% in 2000. Roughly twice as many high school graduates as those without high school diplomas go online (56% vs. 27%), and Internet use is even higher among those who have

attended some college (80%) or who are college graduates (88%).

Minorities Log On For News

As the overall base of Internet users has broadened, so has the population that regularly uses the Internet as a source of news. Over the past two years, especially, racial and ethnic differences in online news consumption have lessened. Two years ago, 26% of whites and 15% of African Americans went online for news at least three days a week; today, the gap is just four percentage points (29% white/25% black).

Nearly a third of Hispanics (32%) go online for news at least three days a week, which is a slightly higher percentage than Americans generally (29%). This represents a ten-point increase from 22% two years ago.

Yet education continues to be the biggest single factor driving online news use, largely due to the continuing gap in Internet access. Fully half of college graduates regularly use the web for news, compared with just 18% of high school graduates and 8% of those who didn't finish high school. When education *and* age are analyzed together, striking patterns emerge; about three-quarters of male college graduates under age 40 (74%) regularly go online for news, compared with just 45% of female college graduates in the same age category. That dwarfs the overall eight-point gender gap in regular Internet news use (33% vs. 25%).

In addition, many more younger male college graduates (those 18-39) than those age 40 and older regularly go online for news (74% vs. 48%). There is no such age difference among women college graduates because of a rapid growth in online news use among female college graduates age 40 and older – 42% regularly log on for news, compared with 29% two years ago.

Education Drives Online News Use			
	<i>Regularly go online for news*</i>		
	<u>2002</u>	<u>2004</u>	<u>Change</u>
	%	%	%
Total	25	29	+4
College Graduates			
Men age 18-39	72	74	+2
Men age 40+	44	48	+4
Women age 18-39	39	45	+6
Women age 40+	29	42	+13
Non-College Graduates			
Men age 18-39	29	33	+4
Men age 40+	16	18	+2
Women age 18-39	20	27	+7
Women age 40+	12	15	+3

* Percent of all Americans who go online for news three or more days per week

There has been little growth in Internet news use among the people with less than a college degree, regardless of age or gender. Among the younger age group (18-39), similar percentages of non-college

men (33%) and women (27%) go online for news at least three days a week. Both men and women over age 40 without a degree are the least likely to go online for news with any regularity (18% men, 15% women). These numbers have increased only slightly in the past two years.

Online News and Daily Life

Despite the growth of the Internet news audience, going online for the news has yet to become part of the daily routine for most Americans, in the same way as watching TV news, reading the newspaper or listening to radio news.

Asked about their news use on a typical day (“yesterday”), just under a quarter of Americans (24%) say they went online for the news. That compares with 60% who watched TV news on the previous day; 42% who say they read a newspaper; and 40% who listened to news on the radio. About the same number of people say they read a magazine the previous day (25%) as went online for news.

Media Use Yesterday	
<i>Did this yesterday...</i>	<i>%</i>
Watched TV news	60
Read a newspaper	42
Listened/radio news	40
Read a book	35
Read a magazine	25
Got news online	24

In addition, people spend far less time in getting the news online on a typical day than they do getting news from traditional sources. About half of Americans (51%) say they spent at least a half-hour watching TV news the previous day; roughly a quarter say they spent at least a half-hour reading the newspaper (26%) and listening to radio news (25%). Just 7% say they spent that much time getting the news online.

In part, these differences reflect the unique role the Internet plays in daily life. While television and radio are sources of entertainment as well as news, the Internet also serves as a means of communication, a research tool and a virtual shopping center. Nearly as many Americans watched a news program on TV yesterday (60%) as watched any other kinds of non-news programming (63%). But when it comes to the Internet, fully 47% say they went online the previous day, but only half as many (24%) got news when they were there. More people say they emailed a friend or relative the previous day (28%) than went online for news.

Inadvertent News Consumers

It has become increasingly common for Internet users to come across news inadvertently while online for other purposes. Fully 73% of Internet users come across the news this way, up from 65% two years ago, and 55% as recently as 1999.

More than eight-in-ten Internet users under age 30 (82%) say they inadvertently come across news online, but this practice also is common among older people who go online. The only age group where it is not widespread is among the relatively small segment of people age 65 and older who go online.

While large majorities in nearly all demographic groups report coming across news on the Internet when not looking for it, there are some differences by race and ethnicity in how frequently this occurs. African Americans (83%) and Hispanics (79%) are more likely than whites (70%) to accidentally get news online when logging on for other purposes.

Search Engines and the News

The Internet provides news to people not actively seeking it, but it also enables those who are interested in a particular topic to research it more deeply. Seven-in-ten of those who go online for news (41% of Americans overall) say they have used search engines like Google or Yahoo to get information on news subjects in which they are interested. Roughly a third of the online news audience (34%) uses a search engine at least weekly.

As might be expected, regular Internet news consumers employ these search engines most frequently. Nearly half of those who go online for news regularly – three days a week or more – (47%) use Google, Yahoo or a similar search engine at least weekly. And 12% of regular online news consumers (at least three days a week) do this every day.

A sizable minority of Internet news consumers (26%) also get news via email updates or directly to their computer screens. This percentage rises to 35% among those who go online for news at least three days a week.

'Bumping Into' the News Online

<i>Come across news online*</i>	Oct <u>1996</u>	Apr <u>1998</u>	Nov <u>1998</u>	Oct <u>1999</u>	Apr <u>2002</u>	Apr <u>2004</u>
Yes	53	54	48	55	65	73
No	45	45	51	44	35	27
Don't know	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>	*	*
	100	100	100	100	100	100

*Percentages based on Internet users.

Internet News Use and Other Media

Most who go online at least weekly for the news (71%) say their use of other news sources has not been affected by the Internet. The percentage who say they use other news sources less often (15%) also has stayed fairly stable in recent years, as has the number who say their consumption of news from other sources has increased as a result of getting news online (9%).

Of those who say the Internet has reduced their consumption of news from other media sources, nearly half (47%) say they are using television less often and 39% are reading the paper less often. In terms of actual behavior, however, the Internet appears to have a significantly greater impact on online users' TV news time than on time spent on news from other sources. Only about a quarter of Internet users (27%) say they spent an hour or more watching TV news on a typical day, compared with 41% of those who do not go online. Both groups are equally likely to have read a newspaper the previous day.

<i>Using traditional sources of news</i>	1995	1998	2000	2002	2004
	%	%	%	%	%
About same	76	76	58	73	71
Less often	12	11	18	12	15
More often	4	8	10	10	9
Some more, less	8	5	14	5	4
Don't Know	<u>0</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>1</u>
	100	100	100	100	100

*Based on those who go online for news at least weekly

Online News Interests

Weather is the number one news interest of the online news audience, but interest in politics and international news is on the increase. About three-quarters (76%) of all of those who ever go online for news say they sometimes get weather information. That is up from 70% two years ago and 66% in 2000. This represents 44% of all Americans who sometimes get weather information online, up from 32% four years ago.

Over the last four years, there also has been a sharp increase in the percentage who log on for political news (up 15 points since 2000) and international news (up nine points). For the most part, these gains have occurred across political and demographic groups. But

<i>Type of news sought online ...</i>	2000	2002	2004	Change '00-'04
	%	%	%	%
Weather	66	70	76	+10
Science & Health	63	60	58	-5
Politics	39	50	54	+15
International	45	55	54	+9
Technology	59	54	53	-6
Business	53	48	46	-7
Entertainment	44	44	46	+2
Local	37	42	45	+8
Sports	42	47	45	+3

*Percentages based on people who ever go online for news

as is the case with overall public interest in politics and international news, there are major differences based on education, gender, income and other factors.

Nearly two-thirds of college graduates who go online for news say they sometimes get political or international news (65% each) compared with only about four-in-ten with a high school education (42% each). In addition, more men than women also go online for political and international news. And beyond those two topics, men have higher levels of interest than women in going online for sports news and business news. A greater percentage of women than men go online for local news and women are just as likely as men to use the web for weather, science and health and entertainment news.

Public's Strong Appetite for Technology

Americans continue to avail themselves of a wide array of technology for business, communication and entertainment. And with increasing speed, some high-tech products – particularly home entertainment items – are becoming commonplace. As recently as four years ago, just 16% of Americans said they had a digital video disc (DVD) player. That percentage nearly tripled by 2002 (to 44%), and has again increased sharply (to 76%).

The use of digital video recorders, TiVo being the most commonly known brand, has expanded quickly from a fraction of the population two years ago (3%) to 13% today. Growth has been slower in older home technology items, like video cassette recorders, which remain practically ubiquitous (92%).

The number of Americans who subscribe to cable TV has slipped a bit over the past decade, due at least in part to the prevalence of satellite TV as an option. Currently, 64% nationwide say they subscribe to cable, and 25% subscribe to a satellite TV network such as the Dish or DirectTV. Satellite service has been adopted by nearly half (47%) of those living in rural parts of the country, where just 38% have cable (down from 47% two years ago). But cable still has three to four times as many subscribers than satellite in cities and suburban areas.

	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>
<i>Do you ...</i>	%	%	%	%	%
Use a computer	58*	61	68	71	73
Have a home computer	36	43	59	65	73
Go online	21	36	54	62	66
Subscribe to cable	69	67	67	66	64
Subscribe to satellite	–	–	–	–	25
<i>Have a ...</i>					
VCR	85**	–	–	–	92
DVD player	–	–	16	44	76
Cell phone	24*	–	53	64	68
Palm Pilot	–	–	5	11	14
DVR/TiVo	–	–	–	3	13

* Figures from June 1995. ** Figure from Feb. 1994.

Digital communication tools such as cell phones and Palm Pilots continue to expand in popularity. Over two-thirds (68%) report owning a cell phone, up only slightly from two years ago (64%). A much smaller proportion of Americans (14%) own a Palm Pilot or other similar product.

Cell Phone Use Growing Among Seniors

The growth of cell phone use since the mid-1990s shows how different age groups adapt to new technologies. Over the past nine years, cell phone ownership has increased dramatically across all age groups, though older Americans have been slower to adapt.

But in recent years, as cell phone use has become widespread among younger people, overall growth has slowed. By contrast, the growth in cell phone use among those in their 60s – and especially those in their 70s – has been robust. Today, half of those age 70-79 say they have cell phones, compared with just 38% two years ago. That is the largest increase for any age group over that period.

Age	<i>Percent with cell phone</i>				<i>2-year</i>
	<u>1995</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>Change</u>
18-24	28	53	69	66	-3
25-29	27	66	74	71	-3
30-39	26	61	71	76	+5
40-49	32	59	69	76	+7
50-59	24	55	70	73	+3
60-69	17	43	53	60	+7
70-79	10	28	38	50	+12
80+	7	21	24	32	+8

Section III: International News Audience Broader, Not Deeper

Over the past two years, there has been a dramatic rise in the number of Americans who say they closely follow international news most of the time, not just when important events occur. For the first time since the Pew Research Center began asking six years ago, nearly as many Americans say they track international news closely most of the time (52%), as say that about national news (55%) and local news (55%).

Clearly, the continuing violence in Iraq is a major factor behind the increasing interest in overseas news. Indeed, the shift has been especially large among several demographic groups that typically have generally shown low levels of interest in overseas news not directly involving Americans – including women, minorities and less-educated Americans. These same groups have paid far closer attention to the war in Iraq than most other international news stories.

In that regard, the small but growing group that expresses serious interest in news on international affairs – those who follow this type of news very closely – has *not* become much more demographically diverse. Since 2000, the percentage of Americans who follow news about international affairs very closely has grown from 14% to 24% – the largest increase recorded for any category of news. But this core audience for news on international affairs continues to be dominated by well-educated males. In 2000, about twice as many college graduates as people with a high school education said they paid very close attention to news on international affairs; that remains the case in the current survey.

Wider Audience for International News

Two years ago, just 37% of Americans said they followed international news most of the time, compared with 61% who said they paid attention only when major developments occurred. The balance of opinion has shifted, and now a 52% majority tracks international news most of the time.

More Interest in Overseas News			
<i>Follow international news "most of the time"</i>			
	<u>2002</u>	<u>2004</u>	<u>Change</u>
	%	%	
Total	37	52	+15
Men	42	52	+10
Women	32	51	+19
White	37	52	+15
Black	33	57	+24
Hispanic	32	45	+13
18-29	26	40	+14
30-49	33	49	+16
50-64	43	62	+19
65+	51	59	+8
College Grad.	47	57	+10
Some College	36	52	+16
H.S. Graduate	33	51	+18
Less than H.S.	28	44	+16
Republican	39	56	+17
Democrat	38	51	+13
Independent	37	51	+14

This shift has come across the demographic and political spectrum, but has been particularly notable among African Americans, women, and those with a high school education or less. Nearly six-in-ten African Americans (57%) say they pay attention to foreign news most of the time, up from 33% in 2002. The gender gap in international news interest has all but disappeared: narrow majorities of men (52%) and women (51%) now say they regularly follow overseas developments. And while education remains a major factor in foreign news interest – and news interest generally – differences on this score also have narrowed. About six-in-ten college graduates (57%) say they follow overseas news most of the time compared with 49% of those with a high school education or less; two years ago, the gap was about twice as large (47% college graduate/32% high school or less).

While growing numbers of Republicans, independents and Democrats say they routinely follow international news, the biggest increase has come among Republicans (up 17% since 2002). Somewhat more Republicans than Democrats and independents say they follow international news most of the time (56% vs. 51% for Democrats and independents).

More Follow Foreign News ‘Very Closely’

Between 2000 and 2002, the number of Americans who expressed strong interest in international affairs grew by half (from 14% to 21%). That number has increased again, to 24%, in the current survey.

But much of the increase has come among groups that already were highly interested in news about international matters. In most cases, the education, age and gender differences that were evident in 2000 have not narrowed significantly.

However, one notable development has been the sharp increase in the number of female college graduates age 40 and older who say they follow news about international affairs very closely. This percentage has nearly quadrupled since 2000 – from 10% to 37%. The gender gap among college graduates age 40 and older has narrowed considerably; from 18 points in 2000 to five

International Attention Rises, But Education Gap Persists				
	<i>Follow international news “very closely”</i>			<i>‘00-‘04 Change</i>
	<u>2000</u>	<u>2002</u>	<u>2004</u>	
	<i>%</i>	<i>%</i>	<i>%</i>	
Total	14	21	24	+10
Men	20	26	28	+8
Women	10	16	19	+9
White	14	21	24	+10
Black	15	19	20	+5
18-29	10	15	16	+6
30-49	14	18	22	+8
50-64	19	28	28	+9
65+	17	27	30	+13
College Grad.	21	33	36	+15
Some College	15	20	23	+8
H.S. Graduate	12	18	18	+6
Less than H.S.	10	10	17	+7
<i>Men Age 40+</i>				
College Grad.	28	44	42	+14
Non-Coll. Grad.	22	24	28	+6
<i>Women Age 40+</i>				
College Grad.	10	28	37	+27
Non-Coll Grad.	16	17	19	+3

points in the current survey.

Foreign News Interest: Iraq Dominates

Beginning in the fall of 2002, the situation in Iraq has dominated the Pew Research Center’s monthly news index. Since then, the high price of gasoline is the only non-Iraq story to lead the monthly index (in April 2004).

Public attention to the Iraq war peaked in May 2003 (at 63%), but has remained at a high level since then. In the current survey, which covered a period of intense fighting in Iraq and the revelations of abuse at Abu Ghraib prison, 54% said they were following developments there very closely.

Since the beginning of 2003, the public has paid only modest attention to foreign news stories, with some notable exceptions. The spread of the SARS epidemic in Asia, with its potential ramifications for the health of Americans, drew widespread attention last May (39% very closely). Nuclear proliferation (North Korea’s nuclear program) has consistently drawn fairly high public interest, as has the Mideast crisis and stories involving overseas terrorism or al Qaeda.

But international stories that are perceived to have little direct impact on American lives and security attract scant interest from the public. This is normally even the case for developments in nearby countries like Haiti and Venezuela. In 1994, there was substantial interest in the U.S. invasion of Haiti to restore President Jean-Bertrand Aristide to power (38% very closely).

Aristide’s ouster at the hands of anti-government rebels this spring – and the dispatch of a relatively small number of U.S. forces to Haiti – drew much less attention (15% very closely in March). In January of 2003, fewer than one-in-ten Americans tracked developments in Venezuela very closely.

Iraq Stands Alone	
	Following <u>very closely</u> %
News about the situation in Iraq* (5-03)	63
<i>Current interest (4/19-5/12-04)</i>	<i>54</i>
Spread of SARS from Asia* (5-03)	39
North Korea’s nuclear program* (3-03)	34
Madrid train bombings (3-04)	34
Israel-Palestinian conflict* (9-03)	31
Capture of al Qaeda leader (3-03)	31
Bush summit in Mideast (6-03)	20
Earthquake in Iran (1-04)	16
Unrest and violence in Haiti (3-04)	15
Libya ends weapons program (1-04)	14
Political instability in Venezuela (1-03)	5

* Date shows peak news interest when question was asked more than once.

Section IV: Attitudes Toward the News

Most Americans pay only a moderate amount of attention to what is traditionally referred to as hard news – coverage of international affairs, politics and events in Washington, local government, and business and finance. A smaller group of news consumers – less than a third of the public (31%) – consistently focuses on these types of stories. At the other end of the spectrum, about one-in-ten Americans (13%) do not follow these subjects at all, preferring other kinds of news or no news at all.

Over the past eight years, the hard news audience has ranged in size from a low of 24% in 2000 to its current level of 31%, with the increase over the past four years driven largely by the rise in interest in international news. While a minority overall, these hard news enthusiasts make up a majority of the audience for a number of news programs, and express distinctly different attitudes and preferences about what they want in the news.

The attentive audience for political, international and financial news tends to be better educated and middle-aged. Whites and blacks express comparable levels of interest (32% for whites, 35% for blacks), but Hispanics are less apt to follow hard news closely (23%). Republicans pay somewhat more attention (at 38%) than do Democrats or independents (30% each).

Young people – those age 18-24 – are considerably more likely than those in other age groups to be disengaged from hard news, with 25% saying they do not follow any of the four types of news. More people in this age group pay no attention to hard news than express strong interest (25% vs. 16%). By comparison, far fewer people in their late 20s (age 25-29) are disengaged from hard news (14%). The highest level of attention is seen among those aged 50-64, where 42% are highly attentive.

The Hard News Audience			
	<i>Attention to Hard News*</i>		
	<u>High</u>	<u>Moderate</u>	<u>Low</u>
	%	%	%
2004	31	56	13=100
2002	30	57	13=100
2000	24	63	13=100
1998	29	60	11=100
1996	27	60	13=100
Men	37	51	12=100
Women	27	60	13=100
White	32	56	12=100
Black	35	50	15=100
Hispanic	23	59	18=100
College Grad.	43	53	4=100
Some college	33	57	10=100
High School	28	57	15=100
Less than HS	16	58	26=100
18-24	16	59	25=100
25-29	19	67	14=100
30-34	27	61	12=100
35-49	33	56	11=100
50-64	42	50	8=100
65+	35	53	12=100
Republican	38	55	7=100
Democrat	30	60	10=100
Independent	30	54	16=100

*High=follows intl., national, local, and business news very/somewhat closely.
Low=follows none.

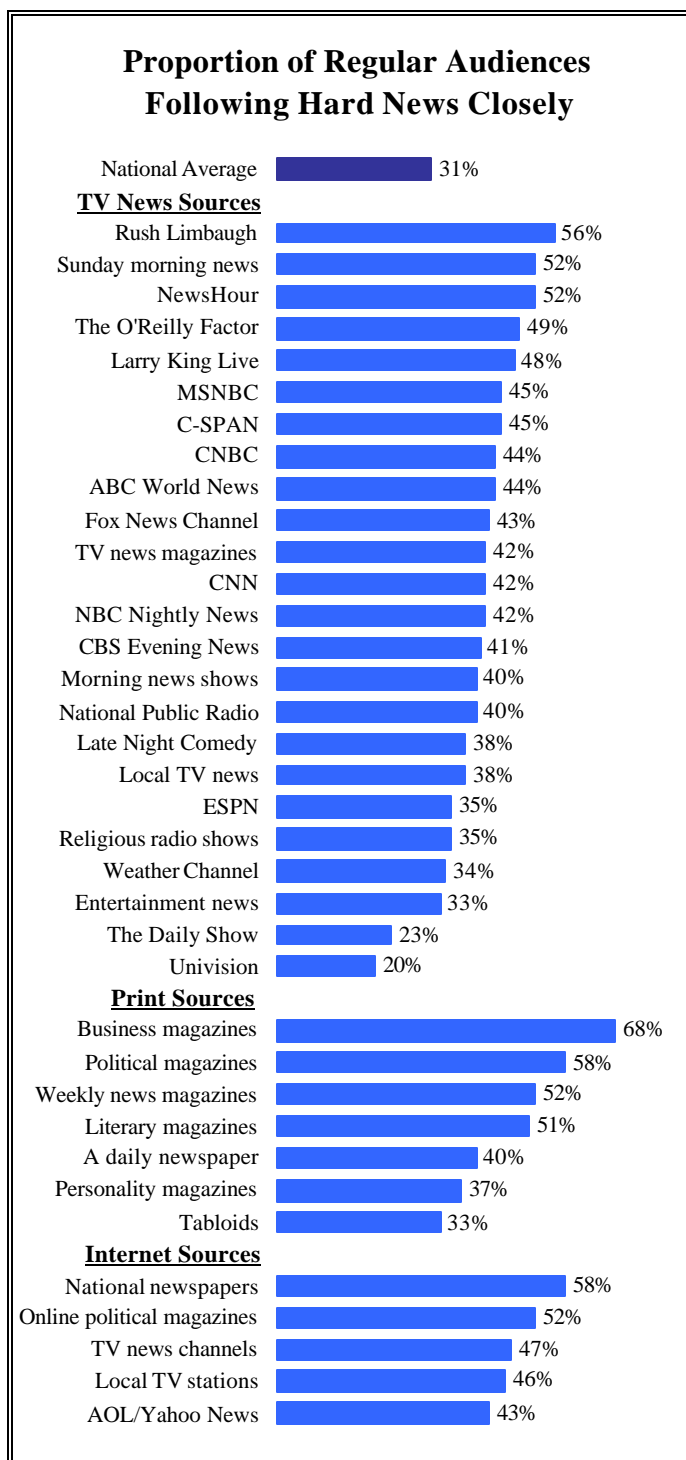
Where Hard News Consumers Go

Most news organizations attract a wide range of news consumers, including the hard news core and those who are less interested in such news. But some stand out for their high proportion of hard news viewers and readers. Among the regular audiences for broadcast programs, Rush Limbaugh's radio show (56% attentive), the Sunday morning interview programs (52%), the NewsHour (52%), the O'Reilly Factor (49%), and Larry King Live (48%) have especially large numbers of hard news consumers.

In the print media, the regular audience for business magazines stands out for its high proportion of the hard news consumers (68%). But so too do the readers of political magazines such as the New Republic and the National Review (58% attentive), the weekly news magazines such as Time and Newsweek (52%), and literary magazines such as the New Yorker, the Atlantic Monthly, and Harper's (51%).

And the regular audiences for news from Internet sources also are disproportionately made up of those interested in hard news. Nearly six-in-ten (58%) of those who log on to the websites of national newspapers are hard news consumers. Among those who regularly read

online political magazines such as Slate.com and the National Review.com, 52% fall into this category. So



do large proportions of the audiences for network TV news websites (47% highly attentive), local TV websites (46%), and the news pages of Internet hosts such as AOL and Yahoo (43%).

How People Like Their News

Beyond the types of news that interest people, the choices made by news audiences are driven by two general kinds of preferences. One is how they like to get the news, including choices with regard to schedule and format. The other is what people want in news content, including choices among levels of detail, ideological viewpoints, debate and argument, humor, and human interest.

Americans’ busy lifestyles, combined with on-demand news sources, means that people fit news into their schedules in different ways. About half (52%) say they mostly get their news at regular times of the day, while nearly as many (46%) say they are more the kind of person who checks in on the news from time to time. These attitudes have been stable since 2002.

Older Americans express a preference for getting the news at regular times, a function both of the news habits they grew up with and a more settled lifestyle. By nearly two-to-one (65%-33%), those age 65 and older say they watch or listen to the news at regular times. By contrast, the youngest respondents in the survey – those 18 to 24 – show exactly the opposite pattern, with 68% saying they generally check in on the news from time to time (just 29% watch or listen at regular times). Getting news on a more regular schedule is also characteristic of college-educated people.

Most Americans watching TV news keep the remote control handy, flipping to other channels when they are not interested in the topic of the moment. Overall, 62% of the public says they watch the news this way, a habit that has neither grown nor dissipated over the past six years. Even among those who get the news on a regular schedule – as opposed to those who check in from time to time – 54% say that the channel changer is often at hand. Among the news grazers, a solid majority (72%) say they watch the news with their remotes at the ready.

Overall, fewer than one-in-four Americans (23%) are steady news watchers, saying they watch

The Check-In News Audience			
	<i>Get most news...</i>		
	At regular times	From time to time	DK
	%	%	%
Total	52	46	2=100
18-24	29	68	3=100
25-29	41	58	1=100
30-34	43	57	0=100
35-49	53	46	1=100
50-64	62	37	1=100
65+	65	33	2=100
College grad.	58	40	2=100
Some college	49	51	*=100
H.S. or less	51	47	2=100
<i>Interest in hard news</i>			
High	65	33	2=100
Moderate	51	48	1=100
Low	23	73	4=100

on a regular schedule and don't flip channels. At the other end of the spectrum are 33% who truly graze the news – checking in from time to time when convenient, and ready to change the channel whenever they don't find the subject interesting.

Appointment News vs. Grazing

People who get the news at regular times of the day make up the bulk of the audience for local and network TV news broadcasts. Three-quarters (74%) watch the local television news regularly, and nearly half (47%) regularly watch the network evening news programs.

People who “check in” on the news are far less likely to watch broadcast and cable news, particularly the network evening news (only 18% watch regularly). There are similar gaps with respect to morning news programs, Sunday talk shows, and network news magazines such as 60 Minutes and 20/20; each of these sources is watched far more often by people for whom news is part of a daily schedule. And 63% of this group reads a daily newspaper regularly, compared with 45% of those whose news consumption is unscheduled.

News Grazers Watch Less, Read Less			
	<i>Get most news...</i>		
	At regular times	From time to time	
	<u>times</u>	<u>time</u>	<u>Diff.</u>
<i>Regularly watch*</i>			
	%	%	
Local TV news	74	42	+32
Network evening news	47	18	+29
Network news magazines	30	13	+17
Cable TV news	45	29	+16
Morning network shows	30	15	+15
Sunday talk shows	17	6	+11
National Public Radio	18	15	+3
<i>Regularly read*</i>			
Daily newspaper	63	45	+18
Community newspapers	44	28	+16
News magazines	15	10	+5
Network TV websites	11	9	+2
News pages of ISPs	13	13	0

*Percent saying they regularly get news from each source.

Radio and the Internet stand apart, however, as relatively important sources for those who pick up news from time to time. News grazers listen to NPR at about the same rate as those who get their news at regular times (15% vs. 18%). Grazers also log onto major news websites in roughly the same numbers as those who get news on a schedule.

Images vs. Words

When asked to choose which way of getting the news provides the best understanding of major news events, most Americans (55%) express a preference for seeing pictures or video footage showing what happened; 40% say they learn more from reading or hearing the facts about what happened.

College graduates express a preference for words over pictures (by 55% to 40%), while those with no college experience say they get a better understanding from seeing pictures (by 64%-32%). The youngest survey respondents (18-24) prefer pictures by a two-to-one margin, but from ages 25 and up, there is no association between age and preference for pictures. Among the best educated respondents (those with a college degree or more), young people are just as apt to prefer reading and hearing the news as older people are.

People who prefer reading and hearing are more likely to be found among the regular audience for most print media, for NPR, and for news-oriented websites. But for the most part, those who say they better understand the news through pictures are not disproportionately likely to frequent television news sources; with very few exceptions, these media draw about equally well from people who like reading and hearing about the news.

	Seeing pictures or video %	Reading or hearing %	DK %
Total	55	40	5=100
College grad.	40	55	5=100
Some college	53	42	5=100
High school	62	33	5=100
Less than H.S.	68	28	4=100
18-24	65	32	3=100
25-29	54	42	4=100
30-34	58	38	4=100
35-49	53	43	4=100
50-64	53	42	5=100
65+	53	40	7=100
<i>Interest in hard news</i>			
High	49	46	5=100
Moderate	55	41	4=100
Low	70	24	6=100

Many Want More Than the Headlines

Four-in-ten Americans say that for major news stories, they usually want in-depth analysis of the news in addition to the headlines and basic facts. A similar proportion (37%) say they prefer the headlines plus some reporting on the facts, but not in-depth analysis. Far fewer people (18%) say they prefer just the headlines.

The preferences of hard news consumers are not markedly different from those who only express moderate interest in hard news. Half of hard news consumers say they like in-depth analysis, while 36% prefer to get the headlines and some coverage of the facts. This represents only a bit more emphasis on analysis than among the majority who are only moderately interested in hard news (39% of whom also prefer in-depth

Preferred coverage	<i>-Hard News Interest*-</i>			
	Total %	High %	Mod %	Low %
Just headlines	18	11	19	31
Headlines plus some reporting on the facts	37	36	38	33
In-depth analysis	40	50	39	24
Don't know	<u>5</u>	<u>3</u>	<u>4</u>	<u>12</u>
	100	100	100	100

* High=follows intl., national, local, and business news very/somewhat closely. Low=follows none.

coverage). Only those who are disengaged from hard news altogether show a clear preference for simpler news presentations.

There are a handful of news outlets that attract a disproportionate share of the in-depth audience. Fully 63% of regular NewsHour viewers say they want the news provided with in-depth analysis from experts, far above both the national average and the audiences for all other television news programs. The Internet, particularly the websites of major national newspapers like the New York Times and Wall Street Journal, also draws significant interest from those who desire in-depth coverage.

News Styles: From Serious to Lighthearted

Americans like many different styles of presenting the news, and their preferences range from the serious to the lighthearted. A solid majority (55%) likes debates between people with different points of view, and 46% like in-depth interviews with leaders and policymakers. But comparable numbers like news presented by reporters and anchors with pleasant personalities (53%) and from news sources that are entertaining (48%) or funny (46%).

<i>Like or dislike it when a news source...</i>	<u>Like</u>		<u>Dislike</u>		<u>Doesn't matter</u>		<u>DK</u>	
	%	%	%	%	%	%	%	%
Presents debates between people	55	6	38	1=100				
Reporters with pleasant personalities	53	3	43	1=100				
Includes ordinary Americans' views	49	7	43	1=100				
News enjoyable and entertaining	48	6	45	1=100				
Has in-depth interviews	46	9	44	1=100				
Is sometimes funny	46	6	47	1=100				
Shares your point of view	36	5	58	1=100				
Stirs your emotions	29	12	56	3=100				

About half of the public (49%) likes news sources that present the views of ordinary Americans. Fewer (36%) express a positive opinion of news sources sharing their point of view on politics and issues; a majority (58%) says this does not matter to them. Just 29% of Americans want to be moved emotionally by the news, while 12% dislike news aimed at stirring the emotions.

Regardless of their views of various styles of presenting the news, the vast majority of Americans (87%) say they “want the news to contain information that is helpful in my daily life.” Nearly half of Americans (47%) completely agree with that statement, while 40% mostly agree. Just 11% reject the idea that news should have information that is helpful in daily life.

More Signs of Cynicism

The public is increasingly cynical toward the news media, as reflected in the slumping credibility ratings for many outlets. More generally, a majority of Americans (53%) agree with the statement “I often don’t trust what news organizations are saying.” And while 43% disagree with that statement, just 9% *completely* disagree with it.

Feelings of mistrust of news organizations are fairly widespread. About six-in-ten Republicans (58%) say they often do not trust what news organizations are saying, but nearly half of Democrats share that opinion (47%). Older men, those age 50 and older, are particularly cynical toward the news media: 62% say they often do not trust news organizations. Younger women are decidedly less negative, with 35% of women under age 30 expressing mistrust for news outlets.

A relatively large percentage of the public (48%) also expresses the opinion that “people who decide what to put on TV news or in the newspapers are out of touch with people like me.” This view is prevalent among older Americans, who comprise the bulk of the audience for network evening news and several other news sources. A majority (55%) of those age 50 and older believe news organizations are out of touch, compared with 44% of those under age 50.

Somewhat fewer Americans (44%) say they are often depressed by the news, while a majority (54%) disagrees. There is a wide gender gap in these attitudes, as a majority of women (53%) say they find the news often depressing. By comparison, only about a third of men (34%) acknowledge getting depressed by the news.

Barriers to Following the News

Americans’ increasingly crowded schedules are often cited as a major reason why some people do not keep up with the news, but a lack of background information is actually a bigger factor. About four-in-ten (42%) say they often do not have enough background information to follow stories, while somewhat fewer (36%) say they are often “too busy” to keep up.

Half of those with a high school education cite a lack of necessary background information as a

	<u>Agree</u> %	<u>Dis-</u> <u>agree</u> %	<u>DK</u> %
I don’t trust the news	53	43	4=100
Editors are out of touch	48	48	4=100
The news depresses me	44	54	2=100
I lack background to keep up	42	56	2=100
I’m too busy to keep up	36	62	2=100

barrier to following the news; fewer than three-in-ten college graduates agree (27%). However, young people are not significantly more likely than older Americans to cite a lack of background as a reason for not keeping up with the news.

Age is a major factor in the question of whether people are too busy to follow the news, but education influences these attitudes as well. Half of those under age 25 say they are often too busy to follow the news, while just 28% of those 65 and older cite time constraints as a reason for not keeping up. Less educated Americans also more often cite a lack of time as a reason for not following the news.

Are News Media All the Same?

Most Americans look at the media landscape and discern important distinctions among sources, but a sizable minority (45%) views the news media “as pretty much the same to me.”

Those at both ends of the political spectrum perceive meaningful differences among news organizations, and trust some more than others. Seven-in-ten conservative Republicans (71%) say there are a few news sources they trust more than others, and nearly as many (66%) liberal Democrats share that view.

Independents and moderates, by contrast, are more divided in their outlook. Roughly half of independents (51%), and conservative and moderate Democrats (49%), regard news organizations as fairly similar. Most moderate and liberal Republicans (56%) say there are a few news sources they trust more than others, but many (43%) do not differentiate among news organizations.

Two-thirds (66%) of those with a strong interest in hard news perceive clear distinctions among

Drawing Distinctions Among News Sources			
	Trust some more than others	News media are all the same	DK
	%	%	%
Total	54	45	1=100
College grad	69	30	1=100
Some college	57	42	1=100
High school	45	53	2=100
Less than H.S.	41	55	4=100
Conserv. Repub.	71	28	1=100
Mod/Lib Repub	56	43	1=100
Independent	48	51	1=100
Cons/Mod Dem.	50	49	1=100
Liberal Democrat	66	33	1=100
<i>Interest in hard news</i>			
High	66	33	1=100
Moderate	53	46	1=100
Low	29	67	4=100

news outlets, but only about half (53%) of those with a moderate interest in hard news agree. And those with no interest in hard news overwhelmingly view news organizations as “pretty much the same.”

By their nature, the news outlets that appeal to narrower, hard news-oriented audiences are drawing viewers who see important differences between the credibility of news organizations. By large margins, people who watch the O’Reilly Factor and the NewsHour say they trust certain sources more than others, as do those who regularly listen to Rush Limbaugh and read online news sources and weekly news magazines. By comparison, regular viewers of the major network news programs and readers of daily newspapers are less discriminating, though even here most say they trust some sources more than others.

Appealing to Selective Audiences

Audiences most likely to say the news media are all the same

- Network evening news
- Local TV news
- Morning TV news
- Network news magazines
- Religious radio shows
- Local weekly papers
- Daily newspapers

Audiences most likely to say they trust some sources more than others

- O’Reilly Factor
- Rush Limbaugh
- Online news sources
- NewsHour
- News and business magazines
- Fox News Channel

Most Ambivalent Toward News With a View

Most Americans (58%) do not care if the news reflects their own viewpoint on politics and issues. But the minority of Americans that like the news to reflect their own views (36%) are highly selective in their choices of news outlets.

More members of both parties than independents – and more Republicans than Democrats – say they like the news to share their point of view. Roughly four-in-ten conservatives (43%) likes news that reflects their own opinions, compared with a third of moderates and liberals.

More generally, people who pay close attention to hard news express a preference for news that suits their point of view. Among those who follow international, national, local government, and business news, 43% say they like news with their point of view. Among those who follow none of these

News That Shares Your Point of View

	Like		Doesn't matter	
	DK	Dislike	DK	DK
	%	%	%	%
Total	36	5	58	1=100
Republican	45	5	48	2=100
Democrat	36	4	59	1=100
Independent	29	5	65	1=100
Conservative	43	6	50	1=100
Moderate	33	5	61	1=100
Liberal	33	3	63	1=100
<i>Knowledge</i>				
High	42	3	53	2=100
Medium	35	5	59	1=100
Low	18	7	71	4=100
<i>Interest in hard news</i>				
High	43	4	51	2=100
Moderate	37	5	57	1=100
Low	13	7	78	2=100

topics closely, just 13% say the same.

News With a View – Left and Right

There are several key differences in some of the news consumption habits of liberals and conservatives who like the news to reflect their political views, although they turn to some major news outlets (network evening news, among others) in about the same numbers.

Among specific programs, the O’Reilly Factor, religious radio shows and Rush Limbaugh’s show are important news sources for conservatives – especially those who like the news to reflect their views. And Comedy Central’s Daily Show, viewed regularly by only 3% of Americans overall, is a staple for 14% of liberals who like news that reflects their point of view.

Beyond the ideological appeal of these programs, the survey also finds that the Fox News Channel and National Public Radio draw people with strong ideological views who prefer news sources that reflect those views. Liberals who like their point of view reflected in the news are twice as likely as the national average (33% vs. 16%) to regularly listen to NPR. Similarly, 41% of conservatives who like news that shares their point of view regularly watch Fox News Channel, compared with 25% of the public.

<i>Percent regularly watch/read/listen to</i>	<u>Conservatives</u> %	<u>Liberals</u> %
Local TV news	66	54
Daily newspaper	61	56
Network evening news	34	36
Fox News Channel	41	29
CNN	24	30
Morning news	26	28
Network news magazines	23	24
National Public Radio	13	33
News pages of ISPs	12	22
Weekly news magazines	12	16
Network TV websites	10	16
Religious radio shows	20	7
O’Reilly Factor	21	2
Rush Limbaugh	20	5
Daily Show with Jon Stewart	2	14

Based on those who say they “like” a news source to share their point of view on politics and issues.

Weather News Top Draw

While there has been an increase in the number of Americans who follow hard news – especially international news – interest in most news topics has remained stable in recent years. Far more Americans (53%) say they track weather news very closely than express strong interest in any other subject.

About a third of those surveyed (32%) say they follow crime news very closely, about the same as in 2002 and 2000. There continues to be a wide racial disparity in public interest in crime news; 55% of African Americans track crime news very closely compared with 28% of whites. African Americans also

express more interest than whites in community news, which draws close attention from 28% of the public. Four-in-ten blacks say they follow news about people and events in their own community, compared with about a quarter of whites (26%).

Health news is followed more closely by older people; 34% of people over age 50 pay very close attention to health news compared with just 20% of people under age 30. And a third of women say they follow health news very closely compared with 18% of men.

Common Concerns – Weather, Health

Clearly, education is a very important factor in the public’s news interests. College graduates make up a disproportionate percentage of the hard news audience and, in particular, the growing audience for international news.

However, while people with a high school education display much more interest in weather news than do college graduates (58% vs. 45%), the weather tops the list of news subjects for both groups. Similarly, health news is among the leading interests of high school-educated people and college graduates.

Otherwise, their leading news interests are quite different. Community news, crime and sports news rate among the subjects that most interest people with a high school education; international affairs, Washington news and science and technology are among the leading topics for college graduates.

Stewart Verdict Widely Known

About eight-in-ten Americans (79%) were able to recall that Martha Stewart was found guilty in her recent trial. There also is broad awareness of the name of the terrorist group that carried out the Sept. 11 attacks. In an open-ended format, 71% volunteered al Qaeda or cited Osama bin Laden.

<i>Type of news followed “very closely”</i>	<u>2000</u>	<u>2002</u>	<u>2004</u>
	%	%	%
Weather	–	–	53
Crime	30	30	32
Community	26	31	28
Health news	29	26	26
Sports	27	25	25
Washington news	17	21	24
International affairs	14	21	24
Local government	20	22	22
Religion	21	19	20
Science and technology	18	17	16
Entertainment	15	14	15
Business and finance	14	15	14
Consumer news	12	12	13
Culture and arts	10	9	10

<i>Top news interests</i>		
	<u>College Graduates</u>	<u>High School or less</u>
(1)	Weather	Weather
(2)	International	Crime
(3)	Washington	Community
(4)	Health	Health
(5)	Science & Tech	Sports

By comparison, 56% know that the Republicans currently maintain a majority in the House of Representatives. And about the same number (55%) are able to correctly estimate the current number of U.S. military deaths in Iraq as between 500 and 1,000 (the survey was in the field from April 19 to May 12, 2004). Those who were wrong on this last question were more likely to underestimate the number of casualties (28% said they thought it was under 500) than overestimate (10% though it was 1,000 or more).

While older Americans generally score better than younger people in the knowledge questions, education is an even bigger factor. For example, three-quarters of college graduates (76%) knew that the GOP has a majority in the House, compared with just 44% of those with no more than a high school education.

News Sources and Knowledge

The most knowledgeable audiences for specific news outlets tend to be those where the typical reader, viewer or listener is well-educated, older, or both. For example, roughly six-in-ten (59%) regular readers of literary magazines like the New Yorker and Atlantic answered all four current events questions correctly, highest among regular news audiences. The readership of these magazines also has the greatest proportion of college graduates.

Similarly, the readership for political magazines like the New Republic and Weekly Standard is relatively knowledgeable and well-educated; fully half correctly answered all four questions. By contrast, regular viewers of Larry King Live scored about as well as those who read political magazines (49% all four correct), although just 24% completed college. However, the audience for King's program includes a much greater proportion of those age 50 and older than the audience for any other source (72%).

Those who say they regularly watch the Daily

Knowledgeable Audiences			
	College	Age	Know
<i>Profile of regular</i>	<u>grads</u>	<u>50+</u>	<u>all four</u>
<i>readers/viewers/listeners</i>	%	%	%
New Yorker/Atlantic	57	43	59
Weekly Stand./New Rep.	48	36	50
Larry King Live	24	72	49
O'Reilly Factor	34	52	47
Daily Show	38	17	47
NewsHour	48	56	46
Talk Radio	34	51	45
Sunday AM talk	31	59	44
Read News Mags	43	43	42
Rush Limbaugh	38	50	37
C-SPAN	27	52	37
CNN	27	44	36
NPR	42	38	36
MSNBC	28	46	34
Daily Newspaper	31	46	34
Nightly Network News	28	57	33
TV News Mags	25	54	31
CNBC	31	44	31
NATIONAL AVG.	26	39	30
Fox News Channel	21	45	29
Local TV News	24	44	28
Late Night TV	21	41	28
Morning News Shows	27	46	28
Religious Radio	20	48	20

Show with Jon Stewart are much younger than average – just 17% are 50 and older. But they are relatively well-educated – 38% are college graduates – and are fairly knowledgeable about current events (47% all four correct). Regular viewers of the Daily Show are about as knowledgeable as the regular audiences for the O’Reilly Factor (47%), the NewsHour (46%), talk radio (45%) and Sunday morning political talk shows (44%).

The audiences for cable networks and broadcast TV news outlets, which tend to be broader and more similar demographically to the nation as a whole, are somewhat less knowledgeable than some of these more specialized audiences. Comparable numbers of regular viewers of CNN (36%), MSNBC (34%) and the nightly network news programs (33%) correctly answered all four current events questions. Viewers of the Fox News Channel score almost precisely at the national average (29% answer all four correctly, compared to 30% nationwide), despite having fewer college graduates as regular viewers.

V: Media Credibility Declines

Credibility ratings for the major broadcast and cable television outlets have fallen somewhat in recent years, due in large part to increased cynicism toward the media on the part of Republicans and conservatives. CNN no longer enjoys the top spot as the most credible TV news source; it is now in a statistical tie with CBS's 60 Minutes.

From 1996 to 2002, CNN was viewed as the most believable broadcast or cable outlet, but its ratings have fallen gradually over time. Today 32% of those able to rate CNN say they can believe all or most of what they see on the cable network. This is down from 37% in 2002, 39% in 2000, and a high of 42% in 1998. Ratings for 60 Minutes have remained relatively stable over that period, and today 33% of those who can rate it find the TV news magazine highly credible.

Just as CNN's credibility ratings have fallen, ratings for the major broadcast networks have declined as well. NBC News, ABC News and CBS News are rated about equally in terms of believability by the public. Among those able to rate NBC News, 24% find the network highly credible, down from a high of 30% in 1998. ABC News has followed a similar pattern: 24% view it as highly believable, compared with 31% in 1996. And CBS News has moved from 32% who saw it as believable in 1996 to 24% today.

Ratings for the Fox News Channel

	Believe all or most		Believe almost nothing		Can't Rate
	<u>4</u> %	<u>3</u> %	<u>2</u> %	<u>1</u> %	
60 Minutes	33	36	21	10=100	10
CNN	32	40	19	9=100	10
C-SPAN	27	38	25	10=100	27
Fox News Channel	25	38	27	10=100	14
Local TV News	25	38	27	10=100	5
NBC News	24	41	26	9=100	6
ABC News	24	40	26	10=100	9
CBS News	24	39	26	11=100	10
NewsHour	23	36	27	14=100	43
NPR	23	33	29	15=100	24
MSNBC	22	42	26	10=100	16

* Percentages based on those who could rate each.

	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>
<i>Believe all or most of what organization says</i>	%	%	%	%	%
60 Minutes	–	35	34	34	33
CNN	38	42	39	37	32
C-SPAN	30	32	33	30	27
Fox News Channel	–	–	26	24	25
Local TV News	–	34	33	27	25
NBC News	29	30	29	25	24
ABC News	31	30	30	24	24
CBS News	32	28	29	26	24
NewsHour	–	29	24	26	23
NPR	–	19	25	23	23
MSNBC	–	–	28	28	22

* Percentages based on those who could rate each.

have remained relatively stable in recent years: 25% now say they can believe all or most of what they see on Fox, which is virtually the same as the cable network's rating in 2000 (26%). At the same time, ratings for the cable network MSNBC have fallen somewhat – 22% now view MSNBC as highly credible vs. 28% in 2000. The public has become more familiar with each of these cable news channels in recent years. In 2002, 21% of the public said they did not know enough about the Fox News Channel to give it a rating, compared with 14% today. Similarly, 23% were unable to rate MSNBC in 2002, and now 16% fall into that category.

C-SPAN's visibility also has increased. In 2002, 39% said they could not rate C-SPAN in terms of believability; that has dropped to 27%. Roughly a quarter of those able to rate C-SPAN (27%) say it is highly believable, compared with 30% two years ago.

Credibility ratings for the NewsHour with Jim Lehrer have dropped marginally in recent years. Among those able to rate the show, 23% see it as highly credible. This is down somewhat from 29% in 1998 and 26% in 2002. NPR is viewed as highly credible by an equal proportion of those able to give a rating (23%). This figure is unchanged from 2002.

Wall Street Journal Declines

A similar pattern of waning credibility can be seen for print news outlets. The changes have not been dramatic, but there have been modest shifts downward across a broad range of print sources. Two news organization share the top spot in terms of print news credibility. The weekly news magazine U.S. News & World Report and the Wall Street Journal are viewed as highly credible by 24% of those who are able to rate them.

In previous polls, the Wall Street Journal stood well above the rest of the pack, but that is no longer the case. Ratings for the Journal have plummeted in recent years. In 1998 and 2000, 41% of those able to rate it said they could believe all or most of what they read in the Wall Street Journal.

	Believe all or most		Believe almost nothing		Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Rate</u>
	%	%	%	%	%
U.S. News	24	42	26	8=100	23
Wall St. Journal	24	42	23	11=100	26
Time	22	41	25	12=100	19
New York Times	21	41	24	14=100	25
Newsweek	19	44	26	11=100	23
USA Today	19	41	29	11=100	23
Your daily paper	19	36	32	13=100	8
Associated Press	18	40	32	10=100	18
People	7	20	41	32=100	22
National Enquirer	5	7	11	77=100	20

* Percentages based on those who could rate each.

That number fell to 33% in 2002 and now stands at 24%.

Most of the other print sources tested in the poll receive similar ratings for believability. Time Magazine is viewed as highly believable by 22% of people familiar enough to rate it, and the New York Times gets a 21% rating. Newsweek and USA Today get a high rating from 19%; that is also the rating respondents give to their own daily paper. The Associated Press is viewed as highly credible by 18% of Americans who can rate it.

Ratings for Time, Newsweek and USA Today have fallen somewhat in recent years. Ratings for local daily newspapers have fallen more sharply. In 1998, roughly three-in-ten (29%) of those able to rate their local newspaper said they could believe all or most of what it said. That has declined to 19% in the current survey.

	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>
<i>Believe all of most of what organization says</i>	%	%	%	%	%
U.S. News	–	–	–	26	24
Wall St. Journal	36	41	41	33	24
Time	–	27	29	23	22
New York Times	–	–	–	–	21
Newsweek	–	24	24	20	19
USA Today	24	23	23	19	19
Your daily paper	25	29	25	21	19
Associated Press	16	18	21	17	18
People	–	10	10	9	7
National Enquirer	–	3	4	3	5

* Percentages based on those who could rate each.

Entertainment and tabloid news sources receive the lowest ratings overall. Just 7% of those who can rate it say they can believe all or most of what they read in People Magazine, and even fewer (5%) find the National Enquirer highly believable.

Partisan Divisions Drive Credibility Slump

The falloff in credibility for these news sources is linked to a growing partisan tilt in the ratings. Republicans have traditionally viewed the overall media more skeptically than Democrats and this has long translated into lower credibility ratings from Republicans for most news sources.

But Republicans have become even more negative about the media's believability, widening the partisan gaps and driving down the overall ratings of several major news organizations. In 1998, 44% of Democrats and 39% of Republicans gave CNN very high ratings for believability. By 2002, the partisan gap had widened significantly: 45% of Democrats and 32% of Republicans gave CNN the highest rating. In the current survey, CNN's rating among Democrats remains at 45%, while falling further among Republicans (to 26%).

More surprising is the sharp decline among members of both parties – but especially Republicans – in ratings for the Wall Street Journal. In 1998, Republicans were more trusting than Democrats of the Wall Street Journal by a margin of 48% to 42%. That was still the case in 2002 when 35% of Republicans and 29% of Democrats gave the Journal a very high rating for believability. Today, Democrats are actually more trusting of the Journal – 29% give it a high rating vs. 23% of Republicans.

Ratings for the NewsHour and the Associated Press also have changed dramatically among Republicans. As recently as two years ago, fairly comparable percentages of Democrats (28%) and Republicans (24%) gave high credibility ratings to the PBS news program. Today, about the same proportion of Democrats (29%) give the NewsHour high marks for believability, compared with only 12% of Republicans.

Even C-SPAN, the non-profit, public affairs network has seen its ratings become more politicized. In 1998, Republicans were slightly more likely than Democrats to view C-SPAN as highly believable. By 2000, the balance of opinion had shifted, though Republicans and Democrats still had fairly similar views about C-SPAN. Today significantly more Democrats than Republicans give C-SPAN high marks for believability (36% vs. 23%, respectively).

Credibility ratings for the major news networks have not changed as dramatically in recent years, largely because they have long been divided along partisan lines. In the case of NBC News, the partisan gap is as large as it was in 1998 (13 points), and partisan differences in evaluations of ABC News have grown only marginally. But ratings for CBS News have become more partisan: currently, 34% of Democrats and just 15% of Republicans view CBS News as highly credible. The network’s rating among Democrats is about the same as it was six years ago (33% in 1998), while its credibility among Republicans has fallen eight points (from 23%).

Partisanship and Credibility*			
	<u>Rep</u>	<u>Dem</u>	<u>Gap</u>
	%	%	
<i>Believe all or most of what the organization says</i>			
Broadcast & cable outlets:			
CNN	26	45	+19
CBS News	15	34	+19
NPR	15	33	+18
NewsHour	12	29	+17
60 Minutes	25	42	+17
ABC News	17	34	+17
MSNBC	14	29	+15
C-SPAN	22	36	+14
NBC News	16	30	+14
Local TV news	21	29	+8
Fox News Channel	29	24	-5
Print Outlets:			
Associated Press	12	29	+17
New York Times	14	31	+17
Time	15	30	+15
Newsweek	12	26	+14
USA Today	14	25	+11
Daily newspaper	16	23	+7
Wall St. Journal	23	29	+6
* Percentages based on those who could rate each.			

Opinions of the believability of Time and Newsweek also have become more partisan. In 1998, 34% of Democrats vs. 23% of Republicans gave Time a high believability rating. Today, 30% of Democrats and 15% of Republicans view Time as highly believable. A similar pattern can be seen for Newsweek.

Fox Leads Among Reps, CNN Among Dems

As a consequence of the increasing partisanship, the most trusted news sources for Democrats, Republicans and independents vary widely. Three news organizations, CNN, 60 Minutes and C-SPAN make the list of the most trusted sources for all three groups.

The Republicans’ most trusted source is the Fox News Channel, which does not appear in the top six for either Democrats or independents. Similarly, the Wall Street Journal and local television news are among the most trusted sources for Republicans, but are not among the Democrats’ top picks.

Democrats find ABC News, CBS News and NPR highly believable. Neither Republicans nor independents place these sources in their top tier of credible news sources. For independents, U.S. News & World Report, NBC News and the NewsHour are among the most trusted news sources. But none of these news organizations make the Republicans’ or Democrats’ lists of most believable sources.

Most Believable News Sources*		
<u>Republicans</u>	<u>Democrats</u>	<u>Independents</u>
Fox News (29)	CNN (45)	60 Minutes (29)
CNN (26)	60 Minutes (42)	CNN (28)
60 Minutes (25)	C-SPAN (36)	C-SPAN (26)
Wall St. Journal (23)	ABC News (34)	U.S. News (26)
C-SPAN (22)	CBS News (34)	NBC News (24)
Local TV news (21)	NPR (33)	NewsHour (24)

* Percent who believe all or most of what the organization reports, based on those able to rate the organization.

TABLES

FOLLOW INTERNATIONAL NEWS

	-----April 2002-----			-----April 2004-----			<i>Change in Most of the time</i>	(N)
	Only when something <u>important</u>	Most of <u>the time</u>	<u>DK/Ref</u>	Only when something <u>important</u>	Most of <u>the time</u>	<u>DK/Ref</u>		
	%	%	%	%	%	%		
TOTAL	61	37	2=100	47	52	1=100	+15	(3000)
SEX								
Male	56	42	2	46	52	2	+10	(1350)
Female	66	32	2	48	51	1	+19	(1650)
AGE								
18-29	72	26	2	58	40	2	+14	(519)
30-49	65	33	2	50	49	1	+16	(1127)
50-64	55	43	2	37	62	1	+19	(728)
65+	45	51	4	39	59	2	+8	(581)
AGE/SEX								
Men Under 30	69	30	1	57	41	2	+11	(271)
Women Under 30	76	23	2	60	39	1	+14	(248)
Men 30-49	58	40	2	48	51	1	+11	(486)
Women 30-49	72	25	3	51	48	1	+23	(641)
Men 50+	46	51	3	37	61	2	+10	(576)
Women 50+	54	43	3	39	60	1	+17	(733)
RACE								
White	61	37	2	47	52	1	+15	(2474)
Non-white	65	33	2	49	50	1	+17	(473)
Black	64	33	3	43	57	0	+24	(295)
Hispanic*	67	32	1	52	45	3	+13	(207)
EDUCATION								
College Grad.	52	47	1	42	57	1	+10	(1008)
Some College	63	36	1	47	52	1	+16	(751)
High School Grad.	64	33	3	48	51	1	+18	(954)
< High School Grad.	66	28	6	53	44	4	+16	(269)
FAMILY INCOME								
\$75,000+	54	45	1	41	59	*	+14	(697)
\$50,000-\$74,999	61	38	1	45	55	0	+17	(441)
\$30,000-\$49,999	65	34	1	51	48	1	+14	(639)
\$20,000-\$29,999	58	38	4	46	52	2	+14	(323)
<\$20,000	63	33	4	51	47	2	+14	(448)

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

Question: Which one of the following two statements best describes you: I follow INTERNATIONAL news closely ONLY when something important or interesting is happening OR I follow INTERNATIONAL news most of the time?

CONTINUED ...

	-----April 2002-----			-----April 2004-----			<i>Change in Most of the time</i>	(N)
	Only when something <u>important</u>	Most of <u>the time</u>	<u>DK/Ref</u>	Only when something <u>important</u>	Most of <u>the time</u>	<u>DK/Ref</u>		
	%	%	%	%	%	%		
TOTAL	61	37	2=100	47	52	1=100	+15	(3000)
REGION								
East	59	39	2	49	49	2	+10	(529)
Midwest	60	38	2	45	53	2	+15	(768)
South	63	34	3	46	53	1	+19	(1078)
West	61	37	2	48	51	1	+14	(625)
PARTY ID								
Republican	59	39	2	43	56	1	+17	(943)
Democrat	61	38	1	47	52	1	+14	(1021)
Independent	60	37	3	48	51	1	+14	(758)
CABLE TV								
Subscriber	62	36	2	46	53	1	+17	(2509)
Non-subscriber	60	36	4	53	46	2	+10	(411)
ONLINE USE								
Internet User	62	37	1	47	52	1	+15	(2049)
Non an Internet User	59	37	4	46	52	2	+15	(951)
LIFE CYCLE								
Under 30:								
Single w/out children	70	28	2	58	40	2	+12	(283)
Married	73	25	2	55	45	*	+20	(153)
30-49:								
Single w/out Children	63	34	3	54	45	1	+11	(251)
Married w/out Children	60	37	3	51	47	2	+10	(177)
Married with Children	66	32	2	47	52	1	+20	(540)
50-64:								
Married	53	45	2	37	63	*	+18	(485)
Not Married	58	40	2	39	60	1	+20	(243)
65+:								
Married	42	56	2	37	62	1	+6	(275)
Not Married	48	46	6	41	56	3	+10	(306)
Working Mother	74	24	2	47	52	1	+28	(310)
Single Mother	71	27	2	54	45	1	+18	(269)

MEDIA USE "YESTERDAY"

	<i>Read a Newspaper Yesterday</i>			<i>Watched TV News Yesterday</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
TOTAL	42	58	*=100	60	40	*=100
SEX						
Male	47	53	*	60	40	*
Female	37	63	*	60	40	*
AGE						
18-29	23	77	0	44	55	1
30-49	39	61	*	58	42	*
50-64	52	48	*	67	33	*
65+	60	40	*	74	25	1
AGE/SEX						
Men Under 30	27	73	0	41	59	0
Women Under 30	20	80	0	48	51	1
Men 30-49	45	55	*	59	41	0
Women 30-49	33	67	*	57	43	*
Men 50+	61	39	*	72	28	*
Women 50+	50	50	*	69	31	*
RACE						
White	44	56	*	60	40	*
Non-White	36	64	*	60	40	0
Black	35	65	*	65	35	0
Hispanic*	32	68	0	57	43	0
EDUCATION						
College Grad.+	56	44	*	61	39	0
Some College	41	59	*	57	43	*
High School Grad.	38	62	*	62	38	1
< High School Grad.	30	70	0	58	42	0
FAMILY INCOME						
\$75,000+	55	45	0	60	40	0
\$50,000-\$74,999	53	47	0	58	41	1
\$30,000-\$49,999	37	63	*	60	40	0
\$20,000-\$29,999	33	67	0	61	39	*
<\$20,000	27	73	0	60	40	*

QUESTION: Did you get a chance to read a daily newspaper yesterday, or not?

Did you watch the news or a news program on television yesterday, or not?

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

CONTINUED ...

	<i>Read a Newspaper Yesterday</i>			<i>Watched TV News Yesterday</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
TOTAL	42	58	*=100	60	40	*=100
REGION						
East	45	55	0	59	41	*
Midwest	45	55	*	61	39	*
South	40	60	*	60	40	*
West	40	60	*	60	39	1
PARTY ID						
Republican	45	55	*	60	39	1
Democrat	46	54	*	64	36	*
Independent	39	61	*	57	43	*
CABLE TV						
Subscriber	45	55	*	62	38	*
Non-Subscriber	31	69	*	50	50	*
ONLINE USE						
Internet User	43	57	*	59	41	*
Not an Internet User	40	60	*	63	37	*
LIFE CYCLE						
Under 30:						
Single w/out Children	26	74	0	39	61	0
Married	18	82	0	49	50	1
30-49:						
Single w/out Children	38	62	0	60	40	0
Married w/out Children	44	56	*	58	42	0
Married With Children	40	60	*	57	43	*
50-64:						
Married	61	39	*	68	32	*
Not Married	36	64	0	66	33	1
65+:						
Married	73	27	*	78	22	0
Not Married	49	51	*	71	28	1
Working Mothers	34	66	0	55	44	1
Single Parent	28	72	0	55	44	1

MEDIA USE "YESTERDAY"

	<i>Read a Magazine Yesterday</i>			<i>Listened to Radio News Yesterday</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
TOTAL	25	75	*=100	40	59	1=100
SEX						
Male	23	77	*	45	55	*
Female	26	74	*	37	63	*
AGE						
18-29	26	74	*	28	71	1
30-49	24	76	0	47	53	*
50-64	23	77	0	47	53	*
65+	27	73	*	33	67	*
AGE/SEX						
Men Under 30	26	74	*	32	67	1
Women Under 30	25	74	1	24	75	1
Men 30-49	22	78	0	48	52	*
Women 30-49	26	74	0	45	55	*
Men 50+	24	76	*	48	52	*
Women 50+	25	75	0	35	65	*
RACE						
White	25	75	*	41	58	1
Non-White	24	76	0	36	63	1
Black	24	76	0	33	66	1
Hispanic *	23	77	0	34	66	0
EDUCATION						
College Grad.+	33	67	*	51	49	*
Some College	24	76	*	43	57	*
High School Grad.	22	78	0	36	63	1
< High School Grad.	17	83	0	27	72	1
FAMILY INCOME						
\$75,000+	29	71	*	51	48	1
\$50,000-\$74,999	26	74	0	49	51	*
\$30,000-\$49,999	23	77	0	41	58	1
\$20,000-\$29,999	25	75	*	36	64	*
<\$20,000	19	81	*	27	72	1

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

About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday?

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

CONTINUED ...

	<i>Read a Magazine Yesterday</i>			<i>Listened to Radio News Yesterday</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
TOTAL	25	75	*=100	40	59	1=100
REGION						
East	24	76	0	46	53	1
Midwest	23	77	*	44	55	1
South	23	77	0	36	63	1
West	29	71	*	38	62	*
PARTY ID						
Republican	25	75	0	48	52	*
Democrat	24	76	*	38	61	1
Independent	25	75	0	38	62	*
CABLE TV						
Subscriber	26	74	*	40	59	1
Non-Subscriber	20	80	*	42	58	*
ONLINE USE						
Internet User	26	74	*	44	55	1
Not an Internet User	21	79	*	33	66	1
LIFE CYCLE						
Under 30:						
Single w/out Children	27	73	*	30	69	1
Married	23	77	0	33	67	0
30-49:						
Single w/out Children	23	77	0	40	59	1
Married w/out Children	28	72	0	48	52	0
Married With Children	23	77	0	50	50	*
50-64:						
Married	24	76	0	50	50	*
Not Married	20	80	0	41	58	1
65+:						
Married	30	70	0	39	61	0
Not Married	25	75	*	28	71	1
Working Mothers	23	77	0	40	60	0
Single Parent	26	74	0	35	65	*

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Nightly Network News</i>					<i>Cable News Channels</i>					<i>(N)</i>
	<u>Regu-</u>	<u>Some-</u>	<u>Hardly</u>	<u>Never</u>	<u>DK</u>	<u>Regu-</u>	<u>Some-</u>	<u>Hardly</u>	<u>Never</u>	<u>DK</u>	
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u> </u>	<u> </u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u> </u>	<u> </u>	
	%	%	%	%	%	%	%	%	%	%	
TOTAL	34	28	16	22	*=100	38	33	10	19	*=100	(1493)
SEX											
Male	30	28	17	24	1	41	32	9	18	*	(660)
Female	37	28	14	21	0	35	33	12	20	*	(833)
AGE											
18-29	18	35	17	30	0	29	37	12	22	0	(250)
30-49	26	30	20	24	*	37	33	12	18	0	(577)
50-64	42	23	15	19	1	40	31	9	19	1	(359)
65+	57	22	6	16	*	46	28	6	19	1	(287)
AGE/SEX											
Men Under 30	16	33	20	31	0	31	40	9	20	0	(122)
Women Under 30	20	36	15	29	0	27	36	14	23	0	(128)
Men 30-49	22	30	21	26	1	38	31	12	19	0	(251)
Women 30-49	30	30	19	21	0	35	35	13	18	0	(326)
Men 50+	46	21	13	19	1	49	27	6	17	1	(278)
Women 50+	51	23	10	16	0	38	31	9	21	1	(368)
RACE											
White	34	27	16	23	*	38	31	11	20	*	(1230)
Non-White	31	33	17	19	0	38	36	8	18	*	(232)
Black	30	32	15	23	0	38	39	7	17	0	(145)
Hispanic *	24	35	13	28	0	26	42	9	23	0	(95)
EDUCATION											
College Grad.+	35	24	20	21	*	43	29	12	16	0	(506)
Some College	29	28	21	22	0	35	35	12	18	*	(358)
High School Grad.	37	30	11	21	1	32	35	10	22	1	(492)
< High School Grad.	32	30	10	27	1	43	29	6	21	1	(131)
FAMILY INCOME											
\$75,000+	36	23	19	22	0	44	31	13	12	0	(350)
\$50,000-\$74,999	31	31	15	22	1	42	35	9	13	1	(215)
\$30,000-\$49,999	33	26	15	26	*	35	33	10	22	0	(320)
\$20,000-\$29,999	33	31	15	20	1	38	29	9	24	0	(167)
<\$20,000	33	30	15	21	1	31	33	9	26	1	(226)

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... (the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live; cable news channels such as CNN, MSNBC, or the FOX News CABLE Channel).

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

CONTINUED ...

	<i>Nightly Network News</i>					<i>Cable News Channels</i>					<i>(N)</i>
	<i>Regu-</i>	<i>Some-</i>	<i>Hardly</i>			<i>Regu-</i>	<i>Some-</i>	<i>Hardly</i>			
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	
	%	%	%	%	%	%	%	%	%	%	
TOTAL	34	28	16	22	*=100	38	33	10	19	*=100	(1493)
REGION											
East	38	33	10	19	*	37	39	10	14	*	(257)
Midwest	34	27	15	23	1	36	27	12	25	0	(381)
South	35	25	17	23	*	41	31	11	16	1	(549)
West	27	30	19	24	*	33	35	9	22	1	(306)
PARTY ID											
Republican	31	25	17	26	1	46	27	11	16	*	(466)
Democrat	36	29	19	16	0	36	36	10	17	1	(509)
Independent	35	28	13	23	1	36	32	11	21	0	(380)
CABLE TV											
Subscriber	35	27	16	22	*	43	35	11	11	*	(1254)
Non-Subscriber	28	31	16	25	*	8	21	9	61	1	(204)
ONLINE USE											
Internet User	30	28	18	24	*	36	34	13	17	*	(1023)
Not an Internet User	41	29	11	19	*	40	30	6	23	1	(470)
LIFE CYCLE											
Under 30:											
Single w/out Children	17	34	22	27	0	32	39	11	18	0	(139)
Married	20	30	17	33	0	23	38	14	25	0	(68)
30-49:											
Single w/out Children	26	33	21	20	0	35	30	20	15	0	(121)
Married w/out Children	37	24	24	15	0	40	31	13	16	0	(90)
Married With Children	24	31	18	27	0	35	36	10	19	0	(279)
50-64:											
Married	44	24	14	17	1	45	32	8	14	1	(232)
Not Married	39	21	18	22	0	32	28	11	27	2	(127)
65+:											
Married	62	20	4	13	1	50	31	6	13	0	(137)
Not Married	52	23	7	18	0	43	26	5	24	2	(150)
Working Mothers	33	28	19	20	0	35	33	15	17	0	(156)
Single Parent	23	33	15	28	1	35	32	10	23	0	(148)

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Local News In Viewing Area</i>					<i>News Magazine Shows</i>					<i>(N)</i>
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	<u>Never</u>	<u>DK</u>	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	<u>Never</u>	<u>DK</u>	
	%	%	%	%	%	%	%	%	%	%	
TOTAL	59	23	8	10	*=100	22	42	16	20	*=100	(3000)
SEX											
Male	56	24	9	11	*	17	40	19	24	*	(1350)
Female	61	23	7	9	*	26	44	13	17	*	(1650)
AGE											
18-29	46	30	10	14	*	12	43	18	27	*	(519)
30-49	58	24	7	11	0	19	44	18	19	*	(1127)
50-64	64	21	8	7	*	28	40	15	17	0	(728)
65+	70	16	4	9	*	34	39	9	18	*	(581)
AGE/SEX											
Men Under 30	43	28	13	16	*	8	40	22	30	*	(271)
Women Under 30	48	31	8	13	0	16	46	14	24	0	(248)
Men 30-49	56	25	7	11	0	16	42	19	23	*	(486)
Women 30-49	60	23	7	10	0	22	46	16	16	0	(641)
Men 50+	63	20	8	9	0	25	38	16	22	*	(576)
Women 50+	69	18	6	7	*	36	41	10	13	*	(733)
RACE											
White	58	24	8	10	*	22	42	16	20	*	(2474)
Non-White	59	22	7	11	1	24	41	14	20	1	(473)
Black	72	19	2	6	1	30	40	13	16	1	(295)
Hispanic *	51	29	8	12	0	15	46	12	27	0	(207)
EDUCATION											
College Grad.+	54	24	12	10	0	21	43	19	17	0	(1008)
Some College	58	27	7	8	0	22	44	19	15	*	(751)
High School Grad.	62	22	6	10	*	23	43	12	22	0	(954)
< High School Grad.	58	22	6	14	*	21	36	13	30	*	(269)
FAMILY INCOME											
\$75,000+	58	22	9	11	0	23	44	17	16	*	(697)
\$50,000-\$74,999	58	24	9	9	0	17	46	20	17	0	(441)
\$30,000-\$49,999	60	25	5	10	0	22	41	15	22	*	(639)
\$20,000-\$29,999	62	18	7	13	0	23	42	14	21	0	(323)
<\$20,000	57	25	7	11	0	24	40	12	23	1	(448)

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... (Watch the local news about your viewing area which usually comes on before the national news in the evening and again later at night; news magazines shows such as 60 Minutes, 20/20, or Dateline).

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

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	<i>Local News in Viewing Area</i>					<i>News Magazine Shows</i>					<i>(N)</i>
	<u>Regu-</u> <u>larly</u> %	<u>Some-</u> <u>times</u> %	<u>Hardly</u> <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu-</u> <u>larly</u> %	<u>Some-</u> <u>times</u> %	<u>Hardly</u> <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %	
TOTAL	59	23	8	10	*=100	22	42	16	20	*=100	(3000)
REGION											
East	57	23	9	11	*	22	41	16	21	*	(529)
Midwest	63	22	7	8	*	21	42	17	20	*	(768)
South	62	21	6	11	*	25	43	13	19	0	(1078)
West	49	29	10	12	0	19	42	18	21	*	(625)
PARTY ID											
Republican	60	23	7	10	*	21	42	19	18	0	(943)
Democrat	64	21	7	8	*	26	43	14	17	*	(1021)
Independent	53	26	9	12	*	20	43	14	23	*	(758)
CABLE TV											
Subscriber	60	23	7	10	*	23	42	16	19	*	(2509)
Non-Subscriber	50	27	8	15	*	18	44	14	25	0	(411)
ONLINE USE											
Internet User	57	25	8	10	*	20	44	18	18	*	(951)
Not an Internet User	62	21	7	10	*	27	39	11	23	*	(2049)
LIFE CYCLE											
Under 30:											
Single w/out Children	35	37	12	16	*	10	42	21	27	*	(283)
Married	61	22	6	11	0	13	48	16	23	0	(153)
30-49:											
Single w/out Children	52	27	9	12	0	23	40	17	19	*	(251)
Married w/out Children	62	23	6	9	0	21	46	16	18	0	(177)
Married With Children	59	24	7	10	0	15	47	20	18	0	(546)
50-64:											
Married	64	21	9	6	0	28	41	17	14	0	(485)
Not Married	62	21	6	10	1	30	38	11	21	0	(243)
65+:											
Married	74	12	3	11	0	34	39	10	17	0	(275)
Not Married	67	20	5	8	*	33	39	8	19	1	(306)
Working Mothers	59	22	9	10	0	21	47	16	16	0	(310)
Single Parent	56	24	7	13	0	19	40	15	26	0	(269)

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>C-SPAN</i>					<i>NewsHour with Jim Lehrer</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	<u>Never</u>	<u>DK</u>	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
TOTAL	5	18	17	59	1=100	5	15	14	65	1=100
SEX										
Male	6	20	20	53	1	5	16	16	62	1
Female	4	17	15	63	1	4	14	12	68	2
AGE										
18-29	5	15	17	63	1	2	11	13	73	1
30-49	4	18	17	61	*	4	13	13	69	1
50-64	6	21	19	53	1	6	18	17	59	*
65+	8	18	15	55	4	8	21	13	55	3
AGE/SEX										
Men Under 30	6	17	19	58	*	2	14	14	69	1
Women Under 30	3	13	15	68	1	2	8	12	77	1
Men 30-49	4	21	21	54	*	5	13	16	66	*
Women 30-49	4	16	13	66	1	3	12	11	72	2
Men 50+	8	21	19	50	2	8	20	17	54	1
Women 50+	5	18	16	58	3	6	19	14	59	2
RACE										
White	5	17	18	59	1	4	15	14	66	1
Non-White	7	22	13	56	2	6	17	15	60	2
Black	8	23	11	56	2	5	16	14	63	3
Hispanic *	4	18	15	62	1	3	14	15	67	1
EDUCATION										
College Grad.+	5	22	22	50	1	9	17	17	56	1
Some College	4	22	20	53	1	3	16	17	63	1
High School Grad.	4	15	15	65	1	3	12	12	72	1
< High School Grad.	6	13	10	68	3	4	15	8	69	4
FAMILY INCOME										
\$75,000+	5	22	22	50	1	6	15	15	63	1
\$50,000-\$74,999	6	17	19	57	1	5	13	17	64	1
\$30,000-\$49,999	5	18	19	57	1	5	15	13	66	1
\$20,000-\$29,999	4	20	12	62	2	2	16	14	67	1
<\$20,000	6	15	12	65	2	4	16	12	65	3

QUESTION: Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... (C-SPAN; the NewsHour with Jim Lehrer).

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

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	<i>C-SPAN</i>					<i>NewsHour with Jim Lehrer</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	<u>Never</u>	<u>DK</u>	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
TOTAL	5	18	17	59	1=100	5	15	14	65	1=100
REGION										
East	6	18	17	58	1	6	16	14	63	1
Midwest	5	18	14	62	1	4	14	13	68	1
South	5	18	19	56	2	3	14	14	67	2
West	4	18	17	59	2	7	15	15	62	1
PARTY ID										
Republican	4	17	20	58	1	4	14	14	68	*
Democrat	6	19	18	55	2	5	15	15	63	2
Independent	6	18	16	59	1	5	16	14	63	2
CABLE TV										
Subscriber	6	20	19	54	1	4	15	15	65	1
Non-Subscriber	3	11	8	77	1	8	15	11	65	1
ONLINE USE										
Internet User	5	19	19	56	1	5	14	15	66	1
Not an Internet User	6	16	13	62	3	5	17	11	65	2
LIFE CYCLE										
Under 30:										
Single w/out Children	5	15	16	64	*	3	10	14	72	1
Married	4	13	22	60	1	0	10	17	71	2
30-49:										
Single w/out Children	4	19	15	62	*	7	13	12	67	1
Married w/out Children	3	23	16	58	0	5	16	11	69	0
Married With Children	3	17	21	58	1	3	13	14	69	1
50-64:										
Married	6	23	19	51	1	6	19	18	57	*
Not Married	6	17	18	58	1	5	16	16	62	1
65+:										
Married	9	20	17	51	3	9	18	14	58	1
Not Married	7	16	13	59	5	8	24	11	53	4
Working Mothers										
Single Parent	3	17	17	63	*	2	10	13	74	1
Single Parent	4	16	13	66	1	3	9	12	74	2

LISTENERSHIP OF SELECTED RADIO PROGRAMMING

	<i>National Public Radio</i>					<i>Political Talk Radio Shows</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	16	19	15	49	1=100	17	23	22	38	*=100
SEX										
Male	18	20	16	45	1	21	23	23	33	*
Female	15	18	14	52	1	13	23	21	43	*
AGE										
18-29	11	22	13	54	*	12	25	23	40	0
30-49	19	19	15	46	1	20	24	23	33	*
50-64	19	18	17	45	1	20	22	22	36	0
65+	12	18	15	53	2	12	16	18	53	1
AGE/SEX										
Men Under 30	13	22	16	49	*	14	24	26	36	0
Women Under 30	9	21	10	60	0	10	25	21	44	0
Men 30-49	20	19	16	44	1	25	24	23	28	0
Women 30-49	18	18	15	49	*	16	24	22	38	*
Men 50+	17	18	18	45	2	21	20	21	37	1
Women 50+	15	17	15	52	1	12	20	20	48	*
RACE										
White	16	19	15	50	1	17	22	22	39	*
Non-White	19	20	16	44	1	17	27	21	35	*
Black	21	20	15	43	1	18	29	21	32	*
Hispanic *	18	17	15	49	1	15	22	23	40	0
EDUCATION										
College Grad.+	26	20	19	34	1	22	24	26	27	1
Some College	13	21	15	50	1	18	23	22	37	*
High School Grad.	13	17	14	55	1	15	23	20	42	*
< High School Grad.	11	17	13	57	2	10	17	20	52	1
FAMILY INCOME										
\$75,000+	21	20	16	43	1	23	26	25	26	*
\$50,000-\$74,999	16	21	19	44	*	21	24	22	33	*
\$30,000-\$49,999	15	18	18	48	1	17	23	23	37	*
\$20,000-\$29,999	14	19	12	54	1	14	19	22	45	*
<\$20,000	13	18	12	56	1	11	21	19	49	*

QUESTION: Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ...
National Public Radio.
How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics—regularly, sometimes, rarely, or never?

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

CONTINUED ...

	<i>National Public Radio</i>					<i>Political Talk Radio Shows</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	16	19	15	49	1=100	17	23	22	38	*=100
REGION										
East	19	18	14	48	1	17	24	22	38	*
Midwest	14	20	16	49	1	17	23	24	36	*
South	16	19	16	48	1	16	22	21	41	*
West	16	20	13	50	1	19	23	21	37	0
PARTY ID										
Republican	13	18	18	50	1	24	23	21	32	*
Democrat	19	19	15	46	1	13	22	23	42	0
Independent	17	20	13	49	1	16	23	23	38	*
CABLE TV										
Subscriber	15	19	15	50	1	17	23	22	38	*
Non-Subscriber	22	17	16	44	1	18	23	22	37	0
ONLINE USE										
Internet User	19	19	16	46	*	19	24	24	33	*
Not an Internet User	12	18	13	55	2	13	20	18	49	*
LIFE CYCLE										
Under 30:										
Single w/out Children	11	22	15	52	*	12	20	27	41	0
Married	16	24	13	47	0	13	32	18	37	0
30-49:										
Single w/out Children	23	19	12	45	1	18	20	23	39	0
Married w/out Children	21	21	14	43	1	19	24	23	34	0
Married With Children	17	17	18	48	*	22	25	25	28	*
50-64:										
Married	17	18	20	44	1	22	23	21	34	0
Not Married	21	17	14	47	1	15	20	25	40	0
65+:										
Married	12	20	18	48	2	15	15	19	50	1
Not Married	12	16	12	58	2	10	17	18	54	1
Working Mothers	18	19	10	53	0	14	27	23	36	0
Single Parent	15	19	12	55	*	16	26	19	39	0

VIEWERSHIP OF SELECTED PROGRAMMING & PUBLICATIONS

	<i>Morning Shows</i>					<i>Literary Magazines</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	<u>Never</u>	<u>DK</u>	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
TOTAL	22	21	14	43	*=100	2	8	11	79	*=100
SEX										
Male	16	18	16	50	*	2	8	11	79	*
Female	28	24	12	36	*	3	8	10	79	*
AGE										
18-29	16	22	14	48	0	2	9	9	80	*
30-49	22	20	15	43	*	2	7	10	81	0
50-64	26	20	14	40	*	3	10	13	74	0
65+	26	22	11	40	1	2	5	9	83	1
AGE/SEX										
Men Under 30	11	19	13	57	0	2	10	10	78	*
Women Under 30	22	24	14	40	0	2	8	9	81	0
Men 30-49	12	17	19	52	0	2	7	9	82	0
Women 30-49	30	24	11	35	*	3	7	10	80	0
Men 50+	22	18	14	45	*	3	8	12	77	*
Women 50+	30	23	11	35	1	3	8	11	78	*
RACE										
White	23	20	13	44	*	2	7	10	81	*
Non-White	21	23	16	40	*	3	10	14	73	0
Black	26	23	14	36	1	3	10	15	72	0
Hispanic *	22	24	11	43	*	2	8	12	78	0
EDUCATION										
College Grad.+	23	19	16	42	0	5	12	16	67	0
Some College	21	20	18	41	*	1	8	11	80	*
High School Grad.	23	22	11	44	*	1	5	8	86	*
<High School Grad.	23	22	11	43	1	2	7	6	85	*
FAMILY INCOME										
\$75,000+	23	19	15	43	*	4	11	12	73	*
\$50,000-\$74,999	21	20	16	43	*	2	7	11	79	1
\$30,000-\$49,999	23	20	14	43	0	1	7	11	81	0
\$20,000-\$29,999	22	23	12	43	0	1	5	10	84	0
<\$20,000	22	25	13	40	*	1	8	8	83	*

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... Watch the Today Show, Good Morning America or the Early show; read magazines such as The Atlantic, Harpers or The New Yorker.

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

CONTINUED ...

	<i>Morning Shows</i>					<i>Literary Magazines</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	22	21	14	43	*=100	2	8	11	79	*=100
REGION										
East	22	20	14	44	0	3	12	14	71	*
Midwest	21	21	12	46	*	1	5	7	87	0
South	26	22	14	38	*	2	7	10	80	1
West	18	19	15	48	0	4	8	12	76	*
PARTY ID										
Republican	22	19	14	45	*	1	6	9	84	0
Democrat	25	22	14	39	*	3	9	12	76	*
Independent	19	21	14	46	0	3	9	10	78	0
CABLE TV										
Subscriber	23	20	14	43	*	2	8	11	79	*
Non-Subscriber	16	24	15	44	1	3	8	10	78	1
ONLINE USE										
Internet User	21	21	15	43	*	3	8	13	76	*
Not an Internet User	24	21	11	43	1	2	7	6	85	*
LIFE CYCLE										
Under 30:										
Single w/out Children	12	20	15	53	0	2	12	10	76	*
Married	22	25	13	40	0	0	4	8	88	0
30-49:										
Single w/out Children	20	18	17	45	0	3	9	11	77	0
Married w/out Children	26	17	13	44	0	2	6	11	81	0
Married With Children	21	22	15	42	0	2	8	8	82	0
50-64:										
Married	25	20	14	41	*	3	10	13	74	0
Not Married	28	22	12	38	0	1	11	15	73	0
65+:										
Married	25	21	13	41	*	2	5	11	82	*
Not Married	27	22	10	40	1	3	5	7	84	1
Working Mothers	28	23	11	38	0	2	5	8	85	0
Single Parent	22	22	11	44	1	3	4	12	81	0

READERSHIP OF SELECTED PUBLICATIONS

	<i>News Magazines</i>					<i>Business Magazines</i>				
	<u>Regu-</u> <u>larly</u>	<u>Some-</u> <u>times</u>	<u>Hardly</u> <u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>Regu-</u> <u>larly</u>	<u>Some-</u> <u>times</u>	<u>Hardly</u> <u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
TOTAL	13	34	18	35	*=100	4	16	14	66	*=100
SEX										
Male	13	34	19	34	*	6	19	16	59	*
Female	12	34	16	38	*	2	14	12	72	0
AGE										
18-29	12	39	15	34	*	3	14	14	69	*
30-49	12	35	19	34	*	5	19	14	62	0
50-64	12	36	18	34	*	5	18	15	62	*
65+	17	24	17	42	*	3	11	12	73	1
AGE/SEX										
Men Under 30	13	38	16	32	1	6	17	16	61	*
Women Under 30	10	39	14	37	0	1	10	11	78	0
Men 30-49	12	34	21	33	0	7	20	17	56	0
Women 30-49	11	36	18	35	*	3	18	12	67	0
Men 50+	14	32	20	34	*	6	19	15	59	1
Women 50+	14	29	16	41	*	3	12	12	73	0
RACE										
White	12	34	18	36	*	4	15	13	68	*
Non-White	14	37	17	32	0	6	21	16	57	*
Black	15	35	15	35	0	6	23	14	56	1
Hispanic*	10	41	14	35	0	4	19	14	63	0
EDUCATION										
College Grad.+	21	37	23	19	0	8	24	19	49	*
Some College	15	37	18	30	*	6	19	17	58	*
High School Grad.	9	32	15	44	*	2	11	11	76	0
< High School Grad.	3	29	13	54	1	1	9	8	81	1
FAMILY INCOME										
\$75,000+	18	39	20	23	*	9	26	16	49	*
\$50,000-\$74,999	14	38	22	26	*	5	18	18	59	0
\$30,000-\$49,999	12	33	19	36	*	3	15	13	69	*
\$20,000-\$29,999	10	38	12	40	0	2	10	12	76	0
<\$20,000	7	30	14	49	0	1	12	12	75	*

QUESTION: Now I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never ... (News magazines such as Time, U.S. News, or Newsweek; Business magazines such as Fortune and Forbes).

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

CONTINUED ...

	<i>News Magazines</i>					<i>Business Magazines</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	13	34	18	35	*=100	4	16	14	66	*=100
REGION										
East	14	32	19	35	0	5	14	15	66	0
Midwest	12	34	17	37	*	3	16	14	67	*
South	12	33	18	37	*	4	17	13	66	*
West	13	38	17	32	0	5	18	14	63	*
PARTY ID										
Republican	13	33	21	33	*	6	17	13	64	*
Democrat	15	34	17	34	*	4	14	15	67	*
Independent	11	37	17	35	0	4	19	14	63	0
CABLE TV										
Subscriber	13	34	18	35	*	4	17	14	65	*
Non-Subscriber	10	35	18	37	*	4	13	15	68	0
ONLINE USE										
Internet User	14	37	20	29	*	5	20	16	59	*
Not an Internet User	9	29	14	48	*	2	10	10	78	*
LIFE CYCLE										
Under 30:										
Single w/out Children	13	39	14	33	1	4	17	13	66	*
Married	10	39	17	34	0	3	10	16	71	0
30-49:										
Single w/out Children	15	33	17	35	0	7	17	15	61	0
Married /out Children	12	38	22	28	0	6	18	17	59	0
Married With Children	11	36	21	32	*	4	20	14	62	0
50-64:										
Married	12	38	19	31	*	5	18	16	61	0
Not Married	10	33	16	41	0	4	18	13	65	0
65+:										
Married	19	23	20	38	*	5	15	13	66	1
Not Married	15	25	15	45	*	1	8	11	78	1
Working Mothers	9	43	15	33	0	1	20	10	69	0
Single Parent	10	35	13	42	0	3	15	10	72	0

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Larry King Live</i>					<i>The O'Reilly Factor</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
TOTAL	5	22	17	56	*=100	8	18	11	63	*=100
SEX										
Male	4	20	20	56	*	8	21	11	60	0
Female	5	24	15	56	*	7	17	10	65	1
AGE										
18-29	2	15	18	65	0	5	16	11	68	0
30-49	2	22	18	58	0	7	17	10	66	*
50-64	6	23	18	53	0	10	24	13	53	0
65+	11	29	13	47	*	11	18	7	63	1
AGE/SEX										
Men Under 30	2	15	21	62	0	6	18	11	65	0
Women Under 30	1	16	16	67	0	4	14	12	70	0
Men 30-49	2	20	19	59	0	8	17	12	63	0
Women 30-49	3	25	16	56	0	6	17	9	68	*
Men 50+	7	22	20	50	*	10	26	10	54	0
Women 50+	9	29	12	50	0	10	18	11	60	1
RACE										
White	4	22	18	56	*	9	19	11	61	*
Non-White	6	24	14	56	0	3	18	11	67	1
Black	5	24	13	58	0	2	16	11	70	1
Hispanic *	1	23	17	58	1	3	19	8	70	0
EDUCATION										
College Grad.+	4	24	20	52	*	10	20	13	57	0
Some College	4	19	19	58	0	6	21	15	58	*
High School Grad.	6	22	14	58	0	7	16	8	69	0
< High School Grad.	4	24	16	55	1	8	16	7	68	1
FAMILY INCOME										
\$75,000+	4	20	25	51	0	8	25	15	52	0
\$50,000-\$74,999	4	26	16	54	0	13	21	7	59	0
\$30,000-\$49,999	3	22	18	57	0	9	19	10	62	*
\$20,000-\$29,999	4	21	10	65	0	7	17	7	69	0
<\$20,000	6	19	16	58	1	5	11	10	74	1

QUESTION: Now, I'd like to ask you about some other television and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... Larry King Live; The O'Reilly Factor with Bill O'Reilly.

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

CONTINUED ...

	<i>Larry King Live</i>					<i>The O'Reilly Factor</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
TOTAL	5	22	17	56	*=100	8	18	11	63	*=100
REGION										
East	4	31	16	49	0	8	20	13	58	1
Midwest	5	18	16	61	*	8	17	9	66	*
South	6	21	17	56	0	7	19	10	64	*
West	3	21	20	56	*	8	18	12	62	0
PARTY ID										
Republican	5	21	16	58	0	16	24	9	51	0
Democrat	6	23	18	53	*	3	15	12	69	1
Independent	3	25	17	55	0	6	18	12	64	0
CABLE TV										
Subscriber	5	25	18	52	*	9	20	11	60	*
Non-Subscriber	1	10	13	76	0	3	11	8	78	0
ONLINE USE										
Internet User	3	23	19	55	0	8	20	11	61	*
Not an Internet User	7	21	14	58	*	8	16	9	66	1
LIFE CYCLE										
Under 30:										
Single w/out Children	3	14	19	64	0	5	15	14	66	0
Married	0	17	18	65	0	6	17	9	68	0
30-49:										
Single w/out Children	3	28	23	46	0	8	14	11	67	0
Married w/out Children	5	25	22	48	0	7	17	12	64	0
Married With Children	1	20	16	63	0	8	19	11	62	*
50-64:										
Married	6	26	18	50	0	12	27	14	47	0
Not Married	7	19	18	56	0	6	19	11	64	0
65+:										
Married	7	33	16	44	1	14	22	8	56	0
Not Married	15	25	10	50	0	9	14	7	68	2
Working Mothers	2	25	17	56	0	6	19	10	65	0
Single Parent	3	19	15	64	0	3	16	8	73	0

AUDIENCE INTEREST PROFILE

Based on "Regular" Viewers, Listeners, Readers

% Who Follow Each "Very Closely"	Total	Daily News-paper*	Nightly Network News	Cable News Channels	Local TV News	TV News Mags.	TV Morning Shows	CNN	FOX News Channel	CNBC	MS-NBC	C-SPAN	News-Hour	NPR	Talk radio	(Read) News Mags.	Late Night TV	Internet News**
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
News about political figures and events in Washington	24	32	36	42	28	36	31	39	35	35	39	55	46	37	44	43	29	36
Sports	25	29	20	28	27	25	25	31	29	30	31	29	26	20	31	29	35	30
Business & finance	14	19	18	19	16	17	15	21	22	29	23	24	22	20	25	26	16	21
International affairs	24	30	33	37	25	34	29	37	31	34	37	46	49	37	39	42	32	35
Local government	22	30	33	30	29	36	32	30	28	28	36	43	33	24	29	39	28	24
Religion	20	22	25	25	23	28	25	24	27	22	25	33	21	22	25	23	20	16
People/events in your own community	28	36	38	34	35	39	39	32	32	43	37	43	31	28	31	36	34	27
Entertainment	15	15	14	15	16	21	19	24	20	28	23	20	16	13	14	16	28	16
Consumer news	13	17	20	19	16	20	19	16	13	22	21	22	27	17	20	22	17	16
Science & technology	16	19	18	20	16	18	17	21	18	26	26	26	33	27	26	29	23	25
Health News	26	31	38	34	32	39	38	34	31	41	36	42	33	28	32	40	32	25
Crime	32	37	41	41	39	44	45	40	44	42	36	44	35	30	36	38	44	32
Culture & the arts	10	13	10	10	10	14	12	15	10	20	18	20	25	20	13	21	17	14

* - Based on Read a daily newspaper regularly

** - Based on Go online at least 3 days per week.

ABOUT THE SURVEYS

Results for the 2004 Biennial Media Consumption survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 3,000 adults, 18 years of age or older, during the period April 19-May 12, 2004. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2 percentage points. For results based on either Form 1 (N=1,493) or Form 2 (N=1,507), the sampling error is plus or minus 3 percentage points.

Results for the Believability survey, in which respondents are asked to rank how much they believe various news organizations on a scale from 4 to 1, are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,001 adults, during the period May 3-9, 2004. For results based on this sample, the sampling error is plus or minus 3.5 percentage points.

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

SURVEY METHODOLOGY IN DETAIL

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

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

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

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

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

The demographic weighting parameters are derived from a special analysis of the most recently available Annual Social & Economic Supplement data from the Census Bureau (March 2003). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone. The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters.

QUESTIONNAIRES

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
BIENNIAL MEDIA CONSUMPTION SURVEY
FINAL TOPLINE
April 19 - May 12, 2004
Total N=3000
Form 1 N=1493
Form 2 N=1507

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

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

On a different subject...

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

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

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

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

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

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

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

		<u>April 2002¹</u>	<u>April 2000</u>	<u>April 1998</u>	<u>April 1996</u>	<u>March 1995</u>	<u>May 1990</u>	<u>Aug 1989</u>	<u>May 1987</u>
52	Yes	53	50	59	59	65	67	67	71
47	No	47	50	41	41	35	32	33	28
<u>1</u>	Don't know/Refused	*	*	*	*	*	<u>1</u>	*	<u>1</u>
100		100	100	100	100	100	100	100	100

Q.6 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely? [INSERT ITEM, ROTATE]

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/Ref</u>
a. News about the current situation in Iraq	54	33	8	5	*=100
Mid-March, 2004	47	36	12	4	1=100
Early February, 2004	47	38	10	4	1=100
Mid-January, 2004	48	39	9	4	*=100
December, 2003	44	38	11	6	1=100
November, 2003	52	33	9	5	1=100
October, 2003	38	40	14	7	1=100
September, 2003	50	33	10	6	1=100
Mid-August, 2003	45	39	10	5	1=100
Early July, 2003	37	41	13	8	1=100
June, 2003	46	35	13	6	*=100

¹ In 2002, "PBS NewsHour with Jim Lehrer" was added to the question wording.

Q.6 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/Ref
May, 2003	63	29	6	2	*=100
April 11-16, 2003 ²	47	40	10	2	1=100
April 2-7, 2003	54	34	9	2	1=100
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003 ³	62	27	6	4	1=100
February, 2003	62	25	8	4	1=100
January, 2003	55	29	10	4	2=100
December, 2002	51	32	10	6	1=100
Late October, 2002	53	33	8	5	1=100
Early October, 2002	60	28	6	5	1=100
Early September, 2002	48	29	15	6	2=100
b. News about candidates for the 2004 presidential election	31	33	19	16	1=100
Mid-March, 2004	35	34	18	13	*=100
Late February, 2004	24	40	23	12	1=100
Early February, 2004 ⁴	29	37	20	13	1=100
Mid-January, 2004	16	30	27	26	1=100
Early January, 2004	14	32	30	23	1=100
December, 2003	16	26	27	30	1=100
November, 2003	11	26	34	28	1=100
October, 2003	12	27	28	32	1=100
September, 2003	17	25	30	27	1=100
Mid-August, 2003	12	27	27	33	1=100
May, 2003	8	19	31	41	1=100
January, 2003	14	28	29	28	1=100
April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
April, 1996	23	35	25	17	*=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100
May, 1992	32	44	16	8	*=100
March, 1992	35	40	16	9	*=100
January, 1992	11	25	36	27	1=100
May, 1988	22	46	23	6	3=100
November, 1987	15	28	35	21	1=100

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

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

⁴ From May 2003 to Early February 2004 and in March 1992, the story was listed as “The race for the Democratic nomination.” In January 2003, the story was listed as “Recent announcements by prominent Democrats about plans to run for president in 2004.” In 2000, the story was listed as “News about candidates for the 2000 presidential election.” In 1996, the story was listed as “News about the Republican presidential candidates.” In January 1992 and 1987, the story was listed as “News about the Democratic candidates for the Presidential nomination.” In 1988, the story was listed as “News about the presidential campaign in 1988.”

Q.6 CONTINUED...

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
c. The Sept 11 Commission's hearings on the 2001 terrorist attacks	26	36	21	16	1=100
Early April, 2004	29	34	20	16	1=100
d. The high price of gasoline these days	46	30	15	8	1=100
Early April, 2004	58	23	10	8	1=100
Mid-March, 2004	47	27	14	10	2=100
September, 2003	45	27	15	11	1=100
March, 2003	52	27	11	9	1=100
February, 2003	53	25	12	9	1=100
June, 2001	56	31	7	5	1=100
May, 2001	61	26	6	6	1=100
Early October, 2000	56	25	12	6	1=100
June, 2000 ⁵	61	25	9	5	*=100
March, 2000	58	28	10	4	*=100
October, 1990	62	26	8	4	*=100
September, 1990	56	28	11	5	*=100
August, 1990	57	27	10	5	1=100
e. The issue of gay and lesbian marriage	20	27	25	27	1=100
Mid-March, 2004	29	33	20	17	1=100
Early February, 2004 ⁶	26	32	22	19	1=100
Mid-August, 2003	19	30	22	28	1=100

[INTERVIEWER NOTE: FOR QUESTIONS 7 thru 13 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY."]

Q.7 Now, on another subject... Did you get a chance to read a daily newspaper yesterday, or not?

FORM 1 ONLY:

IF "YES" (Q.7=1) ASK:

Q.8F1 About how much time did you spend reading a daily newspaper yesterday? **[DO NOT READ]**

Total	Form 1		Late												Gallup 1965	
			Nov 2002	Apr 2002	Apr 2000	Sept 1999	Nov 1998	Nov 1998	Apr 1997	Nov 1996	Apr 1996	Jun 1995	Mar 1995	Feb 1994		Jan 1994
42	42	Read the paper	39	41	47	47	47	48	50	50	52	45	58	49	56	71
	5	Less than 15 min.	--	7	9	9	8	8	8	7	7	9	7	7	n/a	n/a
	11	15-29 min.	--	10	14	12	11	14	14	15	15	14	15	15	n/a	n/a
	17	30-59 min.	--	15	16	16	16	17	17	18	18	16	21	17	n/a	n/a
	9	1 hour or more	--	8	8	10	11	9	10	10	11	6	14	10	n/a	n/a
	*	Don't know	--	1	*	*	1	*	1	*	1	0	1	*	n/a	n/a
58	58	Didn't read paper	61	59	53	53	53	52	50	50	48	55	42	50	44	29
*	*	Don't know	*	*	*	*	*	0	*	*	*	*	0	1	*	0
100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100

⁵ In August 1990 through June 2000 the question was worded "Recent increases in the price of gasoline."

⁶ In Early February 2004 and 2003 the story was listed as "The debate about allowing gays and lesbians to marry."

ASK ALL:

Q.9 Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?

FORM 1 ONLY:

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

Q.10F1 About how much time did you spend watching the news or any news programs on TV yesterday? **[DO NOT READ]**

<u>Total</u>	<u>Form 1</u>		Late												<u>Gallup</u> <u>1965</u>	
			<u>Nov</u> <u>2002</u>	<u>Apr</u> <u>2002</u>	<u>Apr</u> <u>2000</u>	<u>Sept</u> <u>1999</u>	<u>Nov</u> <u>1998</u>	<u>Apr</u> <u>1998</u>	<u>Nov</u> <u>1997</u>	<u>Apr</u> <u>1996</u>	<u>Jun</u> <u>1995</u>	<u>Mar</u> <u>1995</u>	<u>Feb</u> <u>1994</u>	<u>Jan</u> <u>1994</u>		<u>Mar</u> <u>1991</u>
60	60	Watched TV News	61	54	56	62	65	59	68	59	64	61	74	72	68	55
	3	Less than 15 min.	--	3	4	6	5	3	4	3	3	4	3	3	n/a	n/a
	6	15-29 min.	--	6	8	7	8	7	11	6	8	9	8	8	n/a	n/a
	20	30-59 min.	--	19	20	21	21	21	23	21	24	21	25	25	n/a	n/a
	31	1 hour or more	--	26	23	28	30	28	30	29	28	27	37	36	n/a	n/a
	*	Don't know	--	*	1	*	1	*	*	*	1	*	1	*	n/a	n/a
40	40	Did not watch	39	46	44	37	35	41	31	40	35	38	26	27	32	45
*	*	Don't know	*	*	*	1	*	*	1	1	1	1	0	1	*	0
100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100

ASK ALL:

Q.11 Apart from news, did you watch anything else on television yesterday, or not?

FORM 1 ONLY:

IF "YES" (Q.11=1) ASK:

Q.12F1 About how much time did you spend watching TV yesterday, not including the news? **[DO NOT READ]**

<u>Total</u>	<u>Form 1</u>		Late					
			<u>April</u> <u>2002</u>	<u>April</u> <u>2000⁷</u>	<u>Sept</u> <u>1999</u>	<u>Nov</u> <u>1997</u>	<u>June</u> <u>1995</u>	<u>Feb</u> <u>1994</u>
63	63	Yes	58	57	63	64	59	69
	1	A half hour or less	2	3	1	2	1	2
	5	Thirty minutes or less than one hour	3	5	6	5	4	3
	12	About an hour or more	11	10	13	15	10	11
	6	More than one hour but less than two hours	5	8	6	7	6	7
	19	Two hours to less than three hours	17	15	18	16	16	19
	8	Three hours to less than four hours	8	7	9	11	10	12
	11	Four hours or more	12	8	10	8	11	14
	1	Don't know/Refused	*	*	*	*	1	1
36	36	Did not watch	41	42	37	36	40	31
1	1	Don't know	1	1	0	*	1	0
100	100		100	100	100	100	100	100

⁷

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

ASK ALL:

Q.13 About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday? **[DO NOT READ]**

	Late																<i>Gallup</i>
	Apr '02	Apr '00	Sep '99	Nov '98	Apr '98	Nov '97	Apr '96	Jun '95	Mar '95	Feb '94	Jan '94	Jun '92	Mar '91 ⁸	Mar '90	Feb '90	Jan '90	'65
40 Yes, listened	41	43	44	41	49	44	44	42	47	47	47	47	54	52	55	51	58
8 < 15 min.	10	14	12	13	16	12	12	13	16	14	15	15	23	22	24	21	n/a
7 15-29 min.	7	9	8	8	9	9	11	9	12	11	10	11	9	11	11	12	n/a
10 30-59 min.	10	9	10	8	10	9	10	9	9	9	10	10	8	10	9	9	n/a
15 1 hour +	14	11	14	12	14	14	11	11	10	13	12	11	14	9	11	9	n/a
59 Didn't Listen	58	56	56	57	51	55	55	56	52	52	52	52	46	47	44	48	42
<u>1</u> Don't know	<u>1</u>	<u>1</u>	<u>*</u>	<u>2</u>	<u>*</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>*</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>0</u>
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

⁸

Form 1 wording's results are presented.

[INTERVIEWER: IF THE DAY OF THE WEEK IS SUNDAY, BEGIN THIS SERIES WITH “Now, thinking about yesterday...” OTHERWISE BEGIN WITH “Again, thinking about yesterday...”]

Q.14 Did you spend any time reading magazines?

FORM 1 ONLY:

IF “YES” (Q.14=1) ASK:

Q.15F1 About how much time did you spend reading magazines yesterday? **[DO NOT READ]**

<u>Total</u>	<u>Form 1</u>		Late						
			April 2002	April 2000	Sept 1999	April 1998	Nov 1997	June 1995	Feb 1994
25	25	Yes	23	26	28	29	32	31	33
		2 Less than 15 minutes	3	4	4	4	6	4	5
		7 15 to less 30 minutes	5	6	8	7	8	8	9
		9 30 minutes to less than one hour	9	8	9	10	9	11	10
		7 One hour or more	6	8	7	8	9	8	9
		* Don't know/Refused	*	*	*	*	*	*	*
75	75	No	77	74	72	71	68	69	67
*	*	Don't know	*	*	*	*	*	*	0
<u>100</u>	<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

FORM 1 ONLY:

Q.16F1 Not including school or work related books, did you spend any time reading a book yesterday? **[IF YES**

ASK: Was it a work of fiction or non-fiction?]

IF “YES” (Q.16=1,2,3,5) ASK:

Q.17F1 About how much time did you spend reading books yesterday? **[DO NOT READ]**

		Late				
		April 2002	Sept 1999	Nov 1997	June 1995	Feb 1994
35	Yes	34	35	35	30	31
	SUBJECT					
	15 Fiction	13	16	16	14	14
	18 Non-fiction	19	16	17	14	17
	1 Both	1	2	1	1	*
	1 Don't know	1	1	1	1	0
	TIME					
	1 Less than 15 minutes	1	3	2	1	2
	4 15 to less than 30 minutes	5	6	5	4	3
	10 30 minutes to less than one hour	10	9	10	8	9
	20 One hour or more	18	17	17	17	17
	0 Don't know	*	*	1	0	0
65	No	66	65	65	70	69
*	Don't know/Refused	0	0	*	*	*
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

ASK ALL:

Q.18 Did you get any news ONLINE through the Internet yesterday, or not?

FORM 1 ONLY:

IF "YES" (Q.18=1) ASK:

Q.19F1 About how much time did you spend reading news online yesterday? **[DO NOT READ]**

<u>Total</u>	<u>Form 1</u>	
24	23	Yes
	2	Less than five minutes
	3	Five to less than ten minutes
	4	Ten to less than 15 minutes
	4	15 to less than 20 minutes
	3	20 to less than 30 minutes
	5	30 minutes to less than one hour
	2	One hour or more
	*	Don't know/Refused
76	77	No
*	*	Don't know/Refused
<u>100</u>	<u>100</u>	

ASK FORM 1 ONLY:

Q.20F1 As I read from a list tell me if you did this yesterday or not. Yesterday did you... **[INSERT ITEM, ROTATE]?** (Yesterday, did you... **[NEXT ITEM]?**) **[DO NOT ASK ITEM c IF DAY OF WEEK IS SUNDAY OR MONDAY]**

		<u>Yes</u>	<u>No</u>	<u>Doesn't Apply</u>	<u>DK/NA</u>	
a.F1	Get some kind of vigorous exercise such as jogging, working out at a gym, or playing a racquet sport	38	61	1	*=100	
	April, 2002	39	60	--	1=100	
	April, 1998	36	64	--	0=100	
	June, 1997	37	63	--	*=100	
	February, 1994	26	74	--	*=100	
b.F1	Go online from home	38	59	3	*=100	
	April, 2002	34	63	--	3=100	
	April, 1998	17	82	--	1=100	
c.F1	Go online from work	20	75	5	*=100	(N=1194)
	April, 2002	20	75	5	*=100	
	April, 1998	12	85	3	*=100	
	WENT ONLINE YESTERDAY (NET)⁹	47	53=100			
	April, 2002	43	57=100			
	April, 1998	25	75=100			
	June, 1995	4	96=100			

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

Q.20F1 CONTINUED...

		<u>Yes</u>	<u>No</u>	<u>Doesn't Apply</u>	<u>DK/ NA</u>
d.F1	Have a family meal together	65	33	2	0=100
	April, 2002	63	36	--	1=100
	April, 1998	67	32	--	1=100
	February, 1994	64	36	--	*=100
e.F1	Go shopping for something other than food or medicine	28	72	0	*=100
	April, 2002	27	73	--	*=100
	June, 1997	30	70	--	*=100
	February, 1994	23	77	--	*=100
f.F1	Pray	66	34	0	*=100
	April, 2002	66	34	--	*=100
	February, 1994	56	44	--	*=100
g.F1	Watch a movie at home on video, DVD or pay-per-view	24	76	*	*=100
	April, 2002	23	77	--	*=100
h.F1	Call a friend or relative just to talk	66	34	0	*=100
	April, 2002	63	37	--	*=100
	November, 1998	52	48	--	*=100
	April, 1998	67	33	--	*=100
	June, 1997	65	35	--	*=100
	June, 1995	56	44	--	*=100
	February, 1994	63	37	--	*=100
i.F1	Send an e-mail to a friend or relative	28	70	2	*=100
	April, 2002	27	72	--	1=100
j.F1	Play a game on your computer or a video game console	17	81	2	0=100

ASK ALL:

Q.21 How much do you enjoy reading... A lot, some, not much, or not at all?

		<u>June 1995</u>	<u>Feb 1994</u>
53	A lot	53	53
31	Some	32	32
10	Not much	10	10
5	Not at all	4	4
<u>1</u>	Don't know/Refused (VOL)	<u>1</u>	<u>1</u>
100		100	100

Q.22 Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ...
[READ AND ROTATE ITEMS a. THRU v.]

ASK FORM 1 ONLY:	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
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	34	28	16	22	*=100
April, 2002	32	29	15	24	*=100
April, 2000	30	28	16	25	1=100
August, 1999	40	33	16	11	*=100
April, 1998	38	29	15	18	*=100
February, 1997	41	31	14	14	*=100
April, 1996	42	29	15	14	*=100
March, 1995	48	28	14	10	*=100
May, 1993	60	28	5	6	1=100
February, 1993	58	23	10	9	*=100
b.F1 Watch cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel	38	33	10	19	*=100
April, 2002	33	35	11	21	*=100

NO ITEM c.

ASK FORM 2 ONLY:

d.F2 Watch the CBS Evening News with Dan Rather	16	30	16	38	*=100
April, 2002	18	29	18	35	*=100
e.F2 Watch the ABC World News Tonight with Peter Jennings	16	31	16	36	1=100
April, 2002	18	30	19	33	*=100
f.F2 Watch the NBC Nightly News with Tom Brokaw	17	31	17	35	*=100
April, 2002	20	29	18	33	*=100
g.F2 Watch Cable News Network (CNN)	22	33	12	32	1=100
April, 2002	25	31	12	32	*=100
April, 2000	21	34	16	29	*=100
April, 1998	23	34	13	30	*=100
February, 1997	28	30	14	28	0=100
April, 1996	26	33	14	27	*=100
March, 1995	30	28	13	28	1=100
July, 1994	33	36	7	24	*=100
February, 1994	31	32	8	29	*=100
May, 1993	35	34	7	24	*=100
June, 1992	30	32	10	27	1=100
July, 1990	27	28	8	36	1=100
June, 1990	30	27	6	37	*=100
May, 1990	27	25	7	40	1=100
April, 1990	26	29	7	37	1=100
March, 1990	22	28	8	41	1=100

Q.22 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
February, 1990	23	29	8	40	0=100
January, 1990	26	25	7	41	1=100
h.F2 Watch the Fox News CABLE Channel	25	29	11	34	1=100
April, 2002	22	26	15	37	*=100
April, 2000	17	28	17	37	1=100
April, 1998	17	30	14	38	1=100
i.F2 Watch MSNBC	11	31	16	39	3=100
April, 2002	15	30	16	37	2=100
April, 2000	11	27	17	42	3=100
April, 1998	8	23	15	51	3=100
j.F2 Watch CNBC	10	31	17	40	2=100
April, 2002	13	30	17	38	2=100
April, 2000	13	29	18	37	3=100
April, 1998	12	27	17	42	2=100
ASK ALL:					
k. Watch the local news about your viewing area which usually comes on before the national news in the evening and again later at night	59	23	8	10	*=100
April, 2002	57	24	8	11	*=100
April, 2000 ¹⁰	56	24	9	11	*=100
April, 1998	64	22	6	8	*=100
February, 1997	72	16	7	5	0=100
April, 1996	65	23	7	5	*=100
March, 1995	72	18	6	4	*=100
May, 1993	77	16	5	4	*=100
February, 1993	76	16	5	3	*=100
l. Watch C-SPAN	5	18	17	59	1=100
April, 2002	5	18	18	57	2=100
April, 2000	4	17	22	56	1=100
April, 1998	4	19	18	58	1=100
April, 1996	6	21	18	53	2=100
March, 1995	8	17	20	53	2=100
July, 1994	9	26	12	52	1=100
February, 1994	7	20	15	56	2=100
May, 1993	11	25	13	48	3=100
February, 1993	7	18	14	45	16=100
June, 1992	6	19	18	54	3=100
m. Listen to National Public Radio (NPR)	16	19	15	49	1=100
April, 2002	16	16	15	52	1=100
April, 2000	15	17	16	51	1=100
April, 1998	15	17	18	49	1=100
April, 1996	13	18	16	52	1=100

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

Q.22 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
March, 1995	15	17	21	46	1=100
July, 1994	9	18	11	62	*=100
February, 1994	9	13	12	65	1=100
May, 1993 ¹¹	15	20	15	49	1=100
June, 1992	7	16	17	59	1=100
July, 1990	9	13	8	70	*=100
June, 1990	9	10	11	69	1=100
May, 1990	7	11	10	72	*=100
April, 1990	7	12	9	71	1=100
March, 1990	7	9	10	74	*=100
February, 1990	8	10	8	74	*=100
January, 1990	5	10	7	78	*=100
n. Watch news magazine shows such as 60 Minutes, 20/20 or Dateline	22	42	16	20	*=100
April, 2002	24	42	16	18	*=100
April, 2000	31	41	15	13	*=100
August, 1999	35	40	16	9	*=100
April, 1998	37	41	12	10	*=100
April, 1996 ¹²	36	38	15	11	*=100
July, 1994	43	43	8	6	*=100
February, 1994	45	36	11	8	0=100
May, 1993	52	37	6	5	*=100
February, 1993	49	32	11	8	*=100
June, 1992	46	40	8	6	*=100
July, 1990	46	38	8	8	*=100
June, 1990	50	36	6	8	*=100
May, 1990	45	37	8	10	*=100
April, 1990	47	37	7	9	*=100
March, 1990	41	42	7	10	*=100
February, 1990	39	41	10	10	0=100
January, 1990	43	40	8	9	*=100
o. Watch the NewsHour with Jim Lehrer	5	15	14	65	1=100
April, 2002	5	13	15	66	1=100
April, 2000	5	12	15	66	2=100
April, 1998	4	14	14	67	1=100
April, 1996 ¹³	4	10	11	73	2=100
July, 1994	7	23	11	58	1=100
February, 1994	6	16	11	66	1=100
May, 1993	10	24	14	51	1=100
June, 1992	6	19	17	56	2=100
July, 1990	7	16	11	66	*=100

¹¹ In 1993 and earlier, the question was asked: "Programs on National Public Radio, such as Morning Edition or All Things Considered."

¹² In 1996 and earlier, the question was asked "Watch news magazine shows such as 60 Minutes or 20/20."

¹³ In 1996, the question was asked "Jim Lehrer NewsHour." Prior to that, the question was asked "MacNeil-Lehrer NewsHour." The change in the program name may have contributed to the decline in viewership.

Q.22 CONTINUED...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
	June, 1990	7	16	12	64	1=100
	May, 1990	8	15	11	65	1=100
	April, 1990	6	16	11	66	1=100
	March, 1990	5	19	12	63	1=100
	February, 1990	5	15	11	69	0=100
	January, 1990	6	15	12	67	*=100
p.	Watch the Weather Channel	31	30	15	24	*=100
	April, 2002	32	28	15	25	*=100
	April, 2000	32	28	15	25	*=100
	April, 1998	33	27	13	27	*=100
q.	Watch Sports News on ESPN	20	20	11	49	*=100
	April, 2002	19	19	12	50	*=100
	April, 2000	23	18	13	46	*=100
	April, 1998 ¹⁴	20	20	15	45	*=100
r.	Watch late night TV shows such as David Letterman and Jay Leno	12	23	19	46	*=100
	April, 2002	12	22	18	48	*=100
s.	Watch TV shows such as Entertainment Tonight or Access Hollywood	10	26	18	46	*=100
	April, 2002	9	24	19	48	*=100
	April, 2000	8	26	22	44	*=100
	April, 1998 ¹⁵	8	27	24	41	*=100
	February, 1997	9	29	23	39	*=100
	June, 1992	11	30	24	35	*=100
	April, 1990	14	30	17	39	*=100
	March, 1990	15	31	15	39	*=100
	February, 1990	11	31	16	42	0=100
	January, 1990	11	34	16	39	0=100
t.	Watch the Today Show, Good Morning America or The Early Show	22	21	14	43	*=100
	April, 2002	22	19	14	45	*=100
	April, 2000	20	18	15	47	*=100
	April, 1998 ¹⁶	23	19	17	41	*=100
u.	Watch Univision or some other Spanish- language television network	3	6	6	85	*=100
	April, 2002	4	5	6	85	*=100
	April, 2000	3	4	7	86	*=100

¹⁴ In 1998, the question was asked "Watch ESPN Sports News."

¹⁵ In 1998 and earlier, the question was asked "Watch Entertainment Tonight."

¹⁶ In 1998, the question was asked "Watch the Today Show, Good Morning America or CBS This Morning."

Q.22 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
v. Watch Sunday morning news shows such as Meet the Press, This Week or Face the Nation	12	20	15	53	*=100
May, 1993 ¹⁷	18	32	15	35	*=100
June, 1992	15	25	21	39	*=100
July, 1990	13	24	14	49	*=100
June, 1990	15	26	12	47	*=100
May, 1990	13	21	16	50	*=100
April, 1990	14	22	12	52	*=100
March, 1990	10	24	16	50	*=100
February, 1990	12	22	13	53	*=100
January, 1990	11	24	14	51	*=100

ASK FORM 1 ONLY:

Q.23F1 Now I'd like to ask you about some other television and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **[READ AND ROTATE]**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a.F1 Watch Larry King Live	5	22	17	56	*=100
April, 2002	5	22	15	58	*=100
April, 1998	4	20	15	61	*=100
b.F1 Listen to Don Imus' radio show	1	4	6	88	1=100
April, 2002	2	4	5	88	1=100
April, 1998	1	3	6	89	1=100
c.F1 Listen to Rush Limbaugh's radio show	6	10	10	74	*=100
April, 2002	4	10	9	77	*=100
April, 1998	5	11	11	73	*=100
June, 1997	5	11	12	71	1=100
April, 1996	7	11	11	70	1=100
July, 1994	6	20	13	61	*=100
d.F1 Listen to religious radio shows such as "Focus on the Family"	11	15	10	64	*=100
April, 2002	8	16	9	67	*=100
April, 1998	10	16	11	63	*=100
June, 1997	11	17	15	57	*=100
April, 1996	11	14	13	62	*=100
e.F1 Watch "The O'Reilly Factor" with Bill O'Reilly	8	18	11	63	*=100
April, 2002	6	14	10	70	*=100
f.F1 Watch "The Daily Show" with Jon Stewart	3	12	10	75	*=100
April, 2002	2	10	8	79	1=100

¹⁷

In 1993 and earlier, item was listed as "...such as Meet the Press, Face the Nation or This Week with David Brinkley."

ASK ALL:

Q.24 Now I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never. (First,) how often do you read... **[READ AND RANDOMIZE ITEMS a THRU f FOLLOWED BY ITEMS g AND h IN ORDER, FOLLOWED BY RANDOMIZED ITEMS i THRU m]** How about...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a. News magazines such as Time, U.S. News, or Newsweek	13	34	18	35	*=100
April, 2002	13	35	18	34	*=100
April, 2000	12	34	19	35	*=100
April, 1998	15	36	17	32	*=100
April, 1996	15	35	20	30	*=100
July, 1994	18	41	18	23	*=100
February, 1994	16	31	23	30	*=100
May, 1993	24	39	14	23	*=100
June, 1992	20	39	18	23	*=100
July, 1990	18	34	18	30	*=100
June, 1990	21	39	16	24	*=100
May, 1990	17	34	19	30	*=100
April, 1990	20	35	16	29	*=100
March, 1990	16	35	19	30	*=100
February, 1990	17	36	18	29	0=100
January, 1990	18	34	17	31	0=100
b. Business magazines such as Fortune and Forbes	4	16	14	66	*=100
April, 2002	4	16	14	66	*=100
April, 2000	5	15	15	65	*=100
April, 1998	5	16	15	64	*=100
April, 1996	5	17	16	62	*=100
July, 1994	5	21	21	53	0=100
February, 1994	6	15	17	62	*=100
June, 1992	5	17	21	57	*=100
July, 1990	5	15	14	66	*=100
June, 1990	6	16	16	62	*=100
May, 1990	4	14	15	67	*=100
April, 1990	5	15	14	66	*=100
March, 1990	5	14	14	67	0=100
February, 1990	4	12	14	70	*=100
January, 1990	5	13	14	68	0=100
c. The National Enquirer, The Sun or The Star	3	11	9	77	*=100
April, 2002	3	9	10	78	*=100
April, 2000	3	9	12	76	*=100
April, 1998	3	12	9	76	*=100
February, 1997	5	6	12	77	0=100
April, 1996	5	11	12	72	*=100
July, 1994	5	13	16	66	*=100
June, 1992	5	13	14	68	*=100
March, 1990	5	15	13	67	*=100
February, 1990	7	13	13	67	*=100
January, 1990	7	12	13	68	0=100

Q.24 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
d. Personality magazines such as People	7	25	17	51	*=100
April, 2002	6	26	18	50	*=100
April, 2000	6	27	18	49	*=100
April, 1998	8	29	18	45	0=100
February, 1994 ¹⁸	9	22	22	47	*=100
May, 1993	12	25	19	44	*=100
June, 1992	8	28	25	39	*=100
July, 1990	9	25	18	48	*=100
June, 1990	10	28	19	43	*=100
May, 1990	7	24	19	50	*=100
April, 1990	9	25	20	46	*=100
March, 1990	8	25	20	47	*=100
February, 1990	8	24	19	49	*=100
January, 1990	9	23	19	49	0=100
e. Magazines such as The Atlantic, Harpers or The New Yorker	2	8	11	79	*=100
April, 2002	2	7	11	80	*=100
April, 2000	2	7	11	80	*=100
April, 1998	2	8	11	79	0=100
February, 1994	2	6	14	78	*=100
June, 1992	2	9	16	73	*=100
July, 1990	2	8	11	79	*=100
June, 1990	2	8	13	77	*=100
May, 1990	2	7	12	79	*=100
April, 1990	2	6	12	80	*=100
March, 1990	2	7	13	78	0=100
February, 1990	2	7	10	81	*=100
January, 1990	2	7	11	80	0=100
f. Political magazines such as The Weekly Standard or The New Republic	2	7	9	82	*=100
April, 2002	2	6	9	83	*=100
g. A daily newspaper	54	25	8	13	*=100
August, 1999	52	28	13	7	*=100
February, 1997	56	24	9	11	*=100
May, 1993	66	19	7	8	*=100
February, 1992	71	19	5	4	1=100
h. Local weekly community newspapers	36	26	11	26	1=100
i. The news pages of Internet service providers such as AOL News or Yahoo News	13	17	8	62	*=100
j. Network TV news websites such as CNN.com, ABCnews.com, or MSNBC.com	10	19	10	61	*=100

¹⁸ In 1994 and earlier, the question also included "US" magazine.

Q.24 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
k. The websites of major national newspapers such as the USA Today.com, New York Times.com, or the Wall Street Journal online	6	13	9	71	1=100
l. The websites of your local newspaper or TV stations	9	19	11	61	*=100
m. Other kinds of online news magazine and opinion sites such as Slate.com or the National Review online	3	7	6	84	*=100

Q.25 On another subject... Thinking about a typical weekday, do you normally start your morning with some type of news, or not?

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

Q.26 On weekdays, do you typically read, watch, or listen to the news DURING THE COURSE OF THE DAY, or not?

	<u>April 2002</u>	<u>April 1998¹⁹</u>
73 Yes	61	74
27 No	39	26
* Don't know/Refused	*	*
<u>100</u>	<u>100</u>	<u>100</u>

Q.27 On weekdays, do you typically read, watch or listen to the news AROUND THE DINNER HOUR, or not?

	<u>April 2002</u>	<u>April 1998²⁰</u>
60 Yes	55	63
40 No	45	37
* Don't know/Refused	*	*
<u>100</u>	<u>100</u>	<u>100</u>

Q.28 On weekdays, do you typically read, watch or listen to the news LATE IN THE EVENING, or not?

	<u>April 2002</u>	<u>April 1998²¹</u>
63 Yes	60	61
37 No	40	39
* Don't know/Refused	*	*
<u>100</u>	<u>100</u>	<u>100</u>

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

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

²¹ In 1998 the question began "On a typical weekday, do you normally..."

NO QUESTIONS 29 THRU 33

ASK ALL:

Just in general...

Q.34 How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

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

Q.35 How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics – regularly, sometimes, rarely or never?

	<u>Regularly</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>DK/Ref</u>
April, 2004	17	23	22	38	*=100
April, 2002	17	20	22	41	*=100
April, 2000	14	23	23	40	*=100
August, 1999	18	23	24	35	*=100
Early September, 1998	23	25	23	29	*=100
April, 1998	13	22	24	41	*=100
October, 1997	18	28	25	29	*=100
August, 1997	17	24	28	31	*=100
Early September, 1996	15	25	22	37	1=100
July, 1996	16	24	27	33	*=100
June, 1996	17	25	26	31	1=100
April, 1996	13	23	25	39	*=100
March, 1996	18	28	24	30	*=100
October, 1995	18	33	25	24	*=100
June, 1995	15	19	27	39	*=100
April, 1995	19	30	24	27	*=100
November, 1994	16	31	26	26	1=100
July, 1994	17	29	24	30	*=100
December, 1993	23	22	25	30	0=100
April, 1993	23	32	23	22	*=100

Q.36 Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available?

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

- Q.37 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?
- Q.38 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	<i>Computer User</i>			Based on Total Respondents: <i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
April, 2004	73	27	0=100	66	34	*=100
March, 2004 ²²	75	25	*=100	68	32	*=100
August, 2003	77	23	*=100	67	33	*=100
Mid-July, 2003	75	25	*=100	65	35	*=100
January, 2003	76	24	0=100	67	33	*=100
December, 2002	76	24	*=100	67	33	*=100
Early October, 2002	75	25	*=100	63	37	*=100
August, 2002	78	22	*=100	69	31	*=100
June, 2002	74	26	*=100	66	34	*=100
May, 2002	75	25	*=100	66	34	*=100
April, 2002	71	29	*=100	62	38	0=100
February, 2002	71	29	*=100	62	38	0=100
January, 2002	73	27	0=100	62	38	0=100
Mid-November, 2001	73	27	0=100	62	38	0=100
Mid-September, 2001	72	28	*=100	62	38	*=100
June, 2001	72	28	*=100	62	38	0=100
May, 2001	75	25	*=100	64	36	0=100
April, 2001	72	28	*=100	62	38	0=100
February, 2001	72	28	0=100	60	40	*=100
January, 2001	71	29	*=100	61	39	0=100
July, 2000	68	31	1=100	55	45	*=100
June, 2000	68	31	1=100	56	44	*=100
April, 2000	68	32	*=100	54	46	*=100
March, 2000 ²³	72	28	0=100	61	39	0=100
February, 2000	67	33	*=100	52	48	0=100
January, 2000	68	32	*=100	52	48	*=100
December, 1999	67	33	*=100	53	47	0=100
October, 1999	67	33	*=100	50	50	0=100
Late September, 1999	68	32	*=100	52	48	*=100
September, 1999	70	30	*=100	53	47	0=100
August, 1999	67	33	*=100	52	48	0=100
July, 1999	68	32	*=100	49	51	0=100
June, 1999	64	35	1=100	50	50	*=100
May, 1999	66	33	1=100	48	52	0=100
April, 1999	71	29	*=100	51	49	*=100
March, 1999	68	32	*=100	49	51	*=100
February, 1999	68	32	*=100	49	51	*=100
January, 1999	69	31	*=100	47	53	*=100
Early December, 1998	64	36	*=100	42	58	0=100
November, 1998	--	--	--	37	63	*=100

²² Beginning in 2004, the online use question is asked of all respondents (in previous years it was asked only of those who identified themselves as computer users). This modification was made to adjust to changes in technology and means of access to the Internet, and increases the percent who are classified as Internet users by 1-2 percentage points.

²³ In March 2000, "or anywhere else" was added to the question wording.

Q.37/38 CONTINUED...

	<i>Computer User</i>			Based on Total Respondents: <i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
Early September, 1998	64	36	*=100	42	58	*=100
Late August, 1998	66	34	0=100	43	57	*=100
Early August, 1998	66	34	*=100	41	59	*=100
April, 1998	61	39	*=100	36	64	0=100
January, 1998	65	35	*=100	37	63	0=100
November, 1997	66	34	*=100	36	63	1=100
June, 1997	60	40	0=100	29	71	0=100
Early September, 1996	56	44	*=100	22	78	0=100
July, 1996	56	44	*=100	23	77	0=100
April, 1996	58	42	*=100	21	79	*=100
March, 1996	61	39	*=100	22	78	0=100
February, 1996	60	40	0=100	21	79	*=100
January, 1996	59	41	0=100	21	79	0=100
June, 1995 ²⁴	--	--	--	14	86	*=100

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

Q.39 How frequently do you go online to get NEWS... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

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

NO QUESTION 40

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... [ROTATE Q.41 THRU Q.44]

Q.41 Do you happen to know which political party has a majority in the U.S. House of Representatives?

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

²⁴ The 1995 figure combines responses from two separate questions: (1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?) (2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

Q.42 Do you know the name of the terrorist organization that is responsible for the September 11th attacks on the United States? **[DO NOT READ]**

- 66 Al Qaeda (*Correct*)
 - 5 Mentions of Osama bin Laden
 - 5 Other name or reference
 - 24 No, Don't know
- 100

Q.43 In the recent trial involving Martha Stewart, can you recall whether **[READ AND RANDOMIZE]**?

- 79 She was found guilty (*Correct*)
 - 1 She was found innocent **[OR]**
 - 4 There was a mistrial
 - 16 No, Don't know (**VOL. DO NOT READ**)
- 100

Q.44 Since the start of military action in Iraq last March, about how many U.S. soldiers have been killed? To the best of your knowledge, has it been under 500, 500 to 1000, 1000 to 2000, or more than 2000?
[INTERVIEWER: IF RESPONDENT GIVES A SPECIFIC NUMBER, ENTER IN THE APPROPRIATE RANGE WITHOUT PROMPTING. IF RESPONDENT SAYS "500", "1,000" OR "2,000", PROMPT "Would you say it is a little over or a little under ____?"]

- 28 Under 500
 - 55 500 to 1,000 (*Correct*)
 - 6 1,000 to 2,000
 - 4 More than 2,000
 - 7 Don't know/Refused
- 100

Q.45 Now, I'm going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, or on radio...very closely, somewhat closely, not very closely, or not at all closely? First, **[READ AND ROTATE]**

	<u>Very</u> <u>Closely</u>	<u>Somewhat</u> <u>Closely</u>	<u>Not Very</u> <u>Closely</u>	<u>Not at all</u> <u>Closely</u>	<u>Don't</u> <u>Know</u>
a. News about political figures and events in Washington	24	45	17	14	*=100
April, 2002	21	45	19	15	*=100
April, 2000	17	43	23	17	*=100
April, 1998	19	46	22	13	*=100
April, 1996	16	43	28	13	*=100
b. Sports	25	27	17	31	*=100
April, 2002	25	28	18	29	*=100
April, 2000	27	25	19	29	*=100
April, 1998	27	28	18	27	*=100
April, 1996	26	28	21	25	*=100

Q.45 CONTINUED ...

	<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not at all Closely</u>	<u>Don't Know</u>
c. Business and finance	14	37	24	25	*=100
April, 2002	15	35	25	25	*=100
April, 2000	14	36	27	23	*=100
April, 1998	17	36	24	23	*=100
April, 1996	13	37	31	19	*=100
d. International affairs	24	44	16	16	*=100
April, 2002	21	44	18	17	*=100
April, 2000	14	45	24	17	*=100
April, 1998	16	46	23	15	*=100
April, 1996	16	46	26	12	*=100
e. Local government	22	42	20	16	*=100
April, 2002	22	43	19	16	*=100
April, 2000	20	43	21	16	*=100
April, 1998	23	44	20	13	*=100
April, 1996	24	43	21	12	*=100
f. Religion	20	35	22	23	*=100
April, 2002	19	36	22	22	1=100
April, 2000	21	32	24	23	*=100
April, 1998	18	33	25	24	*=100
April, 1996	17	31	29	23	*=100
g. People and events in your own community	28	45	16	11	*=100
April, 2002	31	44	14	11	*=100
April, 2000	26	47	17	10	*=100
April, 1998	34	45	14	7	*=100
April, 1996	35	44	14	7	*=100
h. Entertainment	15	42	25	18	*=100
April, 2002	14	42	25	19	*=100
April, 2000	15	41	28	16	*=100
April, 1998	16	43	27	14	*=100
April, 1996	15	42	29	14	*=100
i. Consumer news	13	46	21	19	1=100
April, 2002	12	41	25	22	*=100
April, 2000	12	45	24	18	1=100
April, 1998	15	46	22	17	*=100
April, 1996	14	45	26	15	*=100
j. Science and technology	16	42	21	21	*=100
April, 2002	17	40	21	22	*=100
April, 2000	18	45	20	17	*=100
April, 1998	22	41	19	18	*=100
April, 1996	20	42	24	14	*=100

Q.45 CONTINUED ...

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

ROTATE SUBJECT OF QUESTIONS 46a THRU 46c, KEEPING QUESTION WORDING IN ORDER:²⁵

Q.46a Which of the following two statements best describes you: "I follow INTERNATIONAL news closely ONLY when something important is happening" OR "I follow INTERNATIONAL news closely most of the time, whether or not something important is happening"?

		April <u>2002</u>	April <u>2000</u>	April <u>1998</u>
47	Follow INTERNATIONAL news closely ONLY when something important is happening	61	64	63
52	Follow INTERNATIONAL news closely MOST of the time	37	33	34
<u>1</u>	Don't know/Refused	<u>2</u>	<u>3</u>	<u>3</u>
100		100	100	100

Q.46b I'd like to ask the same question, but about NATIONAL news...Which best describes you: "I follow NATIONAL news closely ONLY when something important is happening" OR "I follow NATIONAL news closely most of the time, whether or not something important is happening"?

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

²⁵ In April 2002 and earlier the Q.46a-Q.46c series included the words "... something important or interesting is happening." Also in previous years, the questions were rotated and did not include the transitions presented here.

Q.46c And just once more about LOCAL COMMUNITY news...Which best describes you: "I follow LOCAL COMMUNITY news closely ONLY when something important is happening" OR "I follow LOCAL COMMUNITY news closely most of the time, whether or not something important is happening"?

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

On another subject...

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

		April <u>2002</u>	April <u>2000</u>	April <u>1998</u>	April <u>1996</u>	Feb <u>1994</u>
91	Yes	92	91	91	92	89
8	No	8	9	9	8	10
<u>1</u>	Don't know/Refused	*	*	*	*	<u>1</u>
100		100	100	100	100	100

ASK IF YES (1 IN Q.47):

Q.48 Do you currently subscribe to Cable TV?

BASED ON TOTAL RESPONDENTS:		April <u>2002</u>	April <u>2000</u>	April <u>1998</u>	April <u>1996</u>	Feb <u>1994</u>
64	Yes	66	67	67	69	64
27	No	26	24	24	23	25
<u>9</u>	Don't know/Refused/No cable access	<u>8</u>	<u>9</u>	<u>9</u>	<u>8</u>	<u>11</u>
100		100	100	100	100	100

ASK ALL:

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

25	Yes
74	No
<u>1</u>	Don't know/Refused
100	

TREND FOR COMPARISON:

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

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
A satellite dish			
April, 2002	21	79	*=100
April, 2000	18	82	*=100
June, 1995 ²⁶	6	94	*=100
February, 1994	4	96	*=100

²⁶

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

Q.50 Now I'm going to read a series of statements about the news. For each statement, please tell me if you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it. The first one is... **[READ AND ROTATE]**

		(VOL)					
		Completely	Mostly	Mostly	Completely	Don't	
		<u>Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Disagree</u>	Watch	DK/
						the news	Ref
a.	I find that I often watch the news with my remote control in hand, flipping to other channels when I'm not interested in the topic	32	30	17	18	2	1=100
	April, 2002	31	28	17	20	2	2=100
	April, 2000	36	26	17	18	2	1=100
	April, 1998	29	27	21	21	1	1=100
b.	People who decide what to put on TV news or in the newspapers are out of touch with people like me	17	31	35	13	n/a	4=100
	April, 2002	14	29	36	15	n/a	6=100
	April, 2000	18	35	34	10	n/a	3=100
c.	I often don't have enough background information to follow news stories	10	32	38	18	n/a	2=100
d.	I am often too busy to keep up with the news	12	24	35	27	n/a	2=100
e.	Watching and reading the news often depresses me	15	29	31	23	n/a	2=100
f.	I often don't trust what news organizations are saying	15	38	34	9	n/a	4=100
g.	I want the news to contain information that is helpful in my daily life	47	40	8	3	n/a	2=100

Q.51 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?

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

Q.52 For major news stories, what do you usually want in the news? Are you mostly interested in the HEADLINES, do you want the headlines PLUS some further reporting on what happened, or do you want in-depth analysis of the news by experts?

18 The headlines
37 Headlines plus some reporting on what happened
40 In-depth analysis of the news by experts
<u>5</u> Don't know/Refused
100

Q.53 Which comes closer to describing your view of the news media **[READ AND ROTATE]**

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

Q.54 There are a lot of different ways the news is presented these days. Do you generally LIKE it or DISLIKE it when a news source **[INSERT ITEM, RANDOMIZE]**, or doesn't it matter to you?

		<u>Like</u>	<u>Dislike</u>	<u>Doesn't Matter</u>	<u>Don't Know/Refused</u>
a.	Is sometimes funny	46	6	47	1=100
b.	Includes ordinary Americans giving their views	49	7	43	1=100
c.	Has in depth interviews with political leaders and policymakers	46	9	44	1=100
d.	Shares your point of view on politics and issues	36	5	58	1=100
e.	Presents debates between people with differing points of view	55	6	38	1=100
f.	Stirs your emotions	29	12	56	3=100
g.	Makes the news enjoyable and entertaining	48	6	45	1=100
h.	Has reporters and anchors with pleasant personalities	53	3	43	1=100

Q.55 What do you find gives you the best understanding of major news events? **[READ AND ROTATE]**

- 40 Reading or hearing the facts about what happened
OR
55 Seeing pictures and video showing what happened
5 **[DO NOT READ] Don't know/Refused [VOL.]**
100

Q.56 Here are a couple of news stories from the past year. Did you happen to follow news about **[INSERT ITEM, ROTATE]** very closely, fairly closely, not too closely, or not at all closely as it was developing?²⁷

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/Ref</u>
a.	The murder of Laci Peterson	20	37	24	17	2=100
	July, 2003	22	34	26	17	1=100
	May, 2003	31	31	21	16	1=100

²⁷ Trends were asked with different introduction (standard News Interest Index intro). In 2003 the story was listed as "The murder of Laci Peterson, the pregnant California woman whose husband has been charged in her death."

Q.56 CONTINUED...

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
b. Basketball star Kobe Bryant being accused of sexual assault	16	37	29	17	1=100
October, 2003	14	28	29	28	1=100
August, 2003	17	30	28	24	1=100

NO QUESTIONS 57 THRU 69

IF GOES ONLINE FOR NEWS ONCE A WEEK OR MORE (Q.39 = 1,2,3) ASK [N=1222]:

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

Q.70 Since you started getting news online, are you using other sources of news MORE often, LESS often, or about the same as you used to?

	April 2002	April 2000	Oct 1999	Nov 1998	April 1998	June 1995
9 Yes, more often	10	10	9	16	8	4
15 Yes, less often	12	18	17	11	11	12
4 Yes, some more, others less	5	14	6	10	5	8
71 No, about the same	73	58	68	63	76	76
<u>1</u> Don't know/Refused	*	*	*	*	*	<u>0</u>
100	100	100	100	100	100	100

IF "MORE OFTEN (Q.70=1) ASK [N=111]:

Q.71 Which sources are you using MORE often? [DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.]

	April 2002	April 2000	April 1998	June 1995
28 Newspapers	31	24	36	60
30 Television	31	38	47	58
6 Magazines	4	5	7	23
16 Radio	14	9	10	26
39 Other	33	30	22	13
3 Don't know/Refused	4	9	0	0

IF "LESS OFTEN" OR "SOME MORE, SOME LESS" (Q.70=2,3) ASK [N=239]:

Q.72 Which sources are you using LESS often? [DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.]

	April 2002	April 2000	April 1998	June 1995
39 Newspapers	42	35	43	43
47 Television	36	41	52	37
8 Magazines	16	11	13	14
13 Radio	18	15	17	28
5 Other	9	8	2	10
5 Don't know/Refused	4	9	4	3

IF GOES ONLINE FOR NEWS (Q. 39=1-5) ASK [N=1806]:

Q.73 Do you sometimes get [INSERT ITEM] online, or not? [ROTATE ITEMS; READ FULL STEM FOR EACH ITEM]

BASED ON THOSE WHO GO ONLINE FOR NEWS:

	<u>Yes</u>	<u>No</u>	<u>DK</u>
a. Political news	54	46	*=100
April, 2002	50	50	*=100
April, 2000	39	61	*=100
November, 1998	43	57	*=100
April, 1998	40	60	0=100
October, 1996	46	54	*=100
b. Sports news	45	55	*=100
April, 2002	47	53	*=100
April, 2000	42	58	*=100
November, 1998	47	53	0=100
April, 1998	39	61	0=100
October, 1996	46	54	0=100
c. International news	54	46	*=100
April, 2002	55	45	*=100
April, 2000	45	55	*=100
November, 1998	47	53	0=100
April, 1998	41	59	0=100
October, 1996	45	55	0=100
d. News about science and health	58	42	*=100
April, 2002	60	40	*=100
April, 2000	63	37	*=100
April, 1998	64	36	0=100
October, 1996	58	42	0=100
e. News about technology	53	47	*=100
April, 2002	54	46	*=100
April, 2000	59	41	0=100
November, 1998	59	41	0=100
April, 1998	60	40	0=100
October, 1996	64	36	*=100
f. Weather	76	24	0=100
April, 2002	70	30	0=100
April, 2000	66	34	0=100
November, 1998	64	36	0=100
April, 1998	48	52	0=100
October, 1996	47	53	0=100
g. Entertainment news	46	54	*=100
April, 2002	44	56	*=100
April, 2000	44	56	*=100
November, 1998	58	42	*=100
April, 1998	45	55	0=100
October, 1996	50	50	*=100

Q.73 CONTINUED...	<u>Yes</u>	<u>No</u>	<u>DK</u>
h. Local news	45	55	*=100
April, 2002	42	58	0=100
April, 2000	37	63	0=100
November, 1998	42	58	0=100
April, 1998	28	72	0=100
October, 1996	27	73	0=100

ASK FORM 1 ONLY:

i.F1 Business news	46	54	*=100 (N=904)
April, 2002	48	52	0=100
April, 2000	53	47	*=100
November, 1998	58	42	0=100
October, 1996	53	47	*=100

ASK FORM 2 ONLY:

j.F2 Business and financial news	49	50	1=100 (N=902)
April, 2002	51	49	*=100

IF GOES ONLINE FOR NEWS (Q.39 = 1-5) ASK [N=1806]:

Q.74 Do you use any news services that send you news updates either in your e-mail or directly to your computer screen?

26	Yes
74	No
<u>*</u>	Don't know
100	

IF GOES ONLINE FOR NEWS (Q.39 = 1-5) ASK [N=1806]:

Q.75 Have you ever used search engines such as Google or Yahoo to search for news stories on a particular subject you are interested in? **[IF YES]** How often do you do this, every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

7	Yes, Every day
12	Yes, 3-5 days per week
15	Yes, 1-2 days per week
18	Yes, Once every few weeks
18	Yes, Less often
30	No, Never done this
<u>*</u>	Don't know/Refused [VOL.]
100	

IF INTERNET USER (Q.38=1) ASK [N=2049]:

Q.76 When you go online do you ever come across news when you may have been going online for a purpose other than to get the news?

		April <u>2002</u>	Nov <u>2000</u> ²⁸	Oct <u>1999</u> ²⁹	Nov <u>1998</u>	April <u>1998</u>	Oct <u>1996</u>
73	Yes	65	45	55	48	54	53
27	No	35	53	44	51	45	45
<u>*</u>	Don't know/Refused	<u>*</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>
100		100	100	100	100	100	100

ASK ALL:

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

Q.77 Do you have any type of personal computer, including laptops, in your home?

		April <u>2002</u>	April <u>2000</u> ³⁰	Nov <u>1998</u> ³¹	June <u>1995</u>	Feb <u>1994</u>
73	Yes	65	59	43	36	31
27	No	35	41	57	64	69
<u>0</u>	Don't know/Refused	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>0</u>
100		100	100	100	100	100

Q.78 Do you happen to have **[INSERT ITEM, IN ORDER]**, or not? How about...

		<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
a.	A cell phone	68	32	*=100
	April, 2002	64	36	*=100
	April, 2000	53	47	*=100
	June, 1995 ³²	24	76	*=100
b.	A Palm Pilot, Blackberry or other similar product	14	83	3=100
	April, 2002 ³³	11	87	2=100
	April, 2000	5	91	4=100
c.	A DVD player	76	24	*=100
	April, 2002	44	56	*=100
	April, 2000	16	83	1=100

²⁸ In 2000 the question asked about "news and information about the 2000 elections."

²⁹ In 1999 and 1998 the question was worded: "When you go online do you ever encounter or come across news and information on current events, public issues or politics when you may have been going online for a purpose other than to get the news?" In 1996 this question was asked: "are you ever exposed to news..."

³⁰ In 2000 the question included, "...These do not include game machines such as Nintendo or Sega."

³¹ In 1998 and earlier, the question was worded: "Do you have any type of personal computer, including laptops -- such as an IBM PC or a Macintosh in your home? These do not include game machines such as Nintendo or Sega."

³² In 1995, the question was worded: "Do you have a car phone or cellular telephone?"

³³ In 2002 the item was worded: "A palm pilot or other similar product." In 2000 the item was worded: "A palm pilot."

Q.78 CONTINUED...		<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
d.	A VCR	92	8	*=100
	February, 1994	85	15	*=100
e.	A digital video recorder like Tivo that automatically records TV programs you select	13	86	1=100
	April, 2002 ³⁴	3	96	1=100

NO Q.79

IF EMPLOYED FULL-TIME OR PART-TIME, ASK [N=1926]:

Q.80 Is it important for your job that you keep up with the news, or not?

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

³⁴

In 2002 the item was listed as: "A smart TV product like Tivo or UltimateTV."

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
MAY 2004 POLITICAL/BELIEVABILITY
FINAL TOPLINE
May 3 - 9, 2004
N=1001

Q.23 Now, I'm going to read a list. Please rate how much you think you can BELIEVE each organization I name on a scale of 4 to 1. On this four point scale, "4" means you can believe all or most of what the organization says. "1" means you believe almost nothing of what they say. How would you rate the believability of (READ ITEM. RANDOMIZE LIST) on this scale of 4 to 1? (INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")

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

Q.23 CONTINUED ...

	Believe			Cannot	Never	Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	Believe	Heard of	
d. The daily newspaper you are most familiar with	17	33	30	12	*	8=100
May, 2002	20	39	25	9	0	7=100
May, 2000	23	38	24	8	*	7=100
May, 1998	27	36	24	7	*	6=100
April, 1996	24	37	26	8	*	5=100
February, 1993	22	41	25	8	*	4=100
August, 1989	26	41	24	7	*	2=100
June, 1985	28	52	13	2	*	5=100
e. The Associated Press	15	33	26	8	2	16=100
May, 2002	14	35	22	7	4	18=100
May, 2000	16	32	22	7	5	18=100
May, 1998	15	36	24	6	4	15=100
April, 1996	14	40	22	9	3	12=100
February, 1993	16	39	23	7	3	12=100
August, 1989	21	43	18	4	6	9=100
June, 1985	21	40	11	2	2	24=100
f. CNN	29	36	17	8	1	9=100
May, 2002	32	34	15	6	1	12=100
May, 2000	33	32	14	5	1	15=100
May, 1998	37	35	11	4	1	12=100
April, 1996	34	37	14	4	1	10=100
February, 1993	41	35	10	4	2	8=100
August, 1989	33	31	11	2	8	16=100
June, 1985	20	24	7	1	10	38=100
g. NBC News	22	39	24	9	*	6=100
May, 2002	23	43	19	6	*	9=100
May, 2000	26	37	21	7	*	9=100
May, 1998	28	42	20	4	*	6=100
April, 1996	28	46	18	5	*	3=100
February, 1993	31	42	18	6	*	3=100
August, 1989	32	47	14	2	*	5=100
June, 1985	31	51	12	1	*	5=100
h. CBS News	22	35	24	9	1	9=100
May, 2002	23	41	19	6	*	11=100
May, 2000	26	37	20	7	*	10=100
May, 1998	26	43	21	4	*	6=100
April, 1996	30	42	17	6	*	5=100
February, 1993	31	44	16	5	*	4=100
August, 1989	29	45	16	4	1	5=100
June, 1985	33	51	11	1	*	4=100

Q.23 CONTINUED ...

	Believe			Cannot Believe	Never Heard	Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>of</u>	<u>Rate</u>
i. C-SPAN	20	28	18	7	4	23=100
May, 2002	18	26	12	5	8	31=100
May, 2000	21	24	11	6	10	28=100
May, 1998	20	26	12	4	12	26=100
April, 1996	19	24	12	9	10	26=100
j. Time Magazine	18	33	20	10	*	19=100
May, 2002	18	35	16	7	1	23=100
May, 2000	22	30	16	6	2	24=100
May, 1998	21	38	17	4	1	19=100
June, 1985	27	38	10	2	*	23=100
k. People Magazine	6	15	32	25	1	21=100
May, 2002	7	20	31	15	1	26=100
May, 2000	8	18	30	20	2	22=100
May, 1998	8	21	34	16	1	20=100
June, 1985	8	22	28	12	1	29=100
l. Newsweek	14	34	20	9	1	22=100
May, 2002	14	37	16	5	2	26=100
May, 2000	17	32	17	7	2	25=100
May, 1998	19	40	16	5	1	19=100
June, 1985	23	40	9	2	*	26=100
m. The National Enquirer	4	6	9	61	2	18=100
May, 2002	3	5	11	60	1	20=100
May, 2000	3	3	8	68	2	16=100
May, 1998	3	4	11	69	1	12=100
June, 1985	4	7	11	54	1	23=100
n. The NewsHour with Jim Lehrer	13	20	16	8	8	35=100
May, 2002	13	20	13	5	18	31=100
May, 2000	13	18	13	8	18	30=100
May, 1998	15	21	12	5	19	28=100
June, 1985 ³⁵	18	17	6	2	29	28=100
o. Your local TV news	23	36	27	9	*	5=100
May, 2002	26	39	22	7	*	6=100
May, 2000	30	39	19	6	*	6=100
May, 1998	32	38	19	6	*	4=100
June, 1985	34	47	13	1	*	5=100

NO ITEM p.

³⁵

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

Q.23 CONTINUED ...

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

NO ITEM t.

u. The Fox News CABLE Channel	21	33	23	9	1	13=100
May, 2002	19	34	20	6	2	19=100
May, 2000	19	28	19	9	3	22=100
v. U.S. News & World Report	19	32	20	6	2	21=100
May, 2002	18	33	14	5	4	26=100
w. The New York Times	16	31	18	10	2	23=100