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Investors Now Go Online for Quotes, Advice
INTERNET SAPPING BROADCAST NEWS AUDIENCE

Pew Research Center Biennial News Consumption Survey

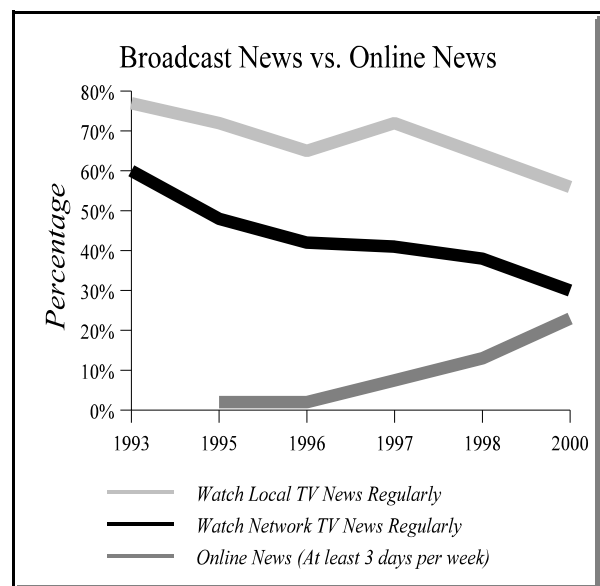
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Investors Now Go Online for Quotes, Advice **INTERNET SAPPING BROADCAST NEWS AUDIENCE**

Traditional news outlets are feeling the impact of two distinct and powerful trends. Internet news has not only arrived, it is attracting key segments of the national audience. At the same time, growing numbers of Americans are losing the news habit. Fewer people say they enjoy following the news, and fully half pay attention to national news only when something important is happening. And more Americans than ever say they watch the news with a remote control in hand, ready to dispatch uninteresting stories. To some extent, these trends are affecting all traditional media, but broadcast news outlets — both national and local — have been the most adversely affected.

These are the principal findings of the Pew Research Center's biennial survey of the national news audience, which documents the rapid emergence of the Internet as a news source, as well as a significant decline in regular viewership of broadcast television news. Fully one-in-three Americans now go online for news at least once a week, compared to 20% in 1998. And 15% say they receive *daily* reports from the Internet, up from 6% two years ago. At the same time, regular viewership of network news has fallen from 38% to 30% over this period, while local news viewership has fallen from 64% to 56%.



Among younger and better-educated people, the Internet is making even bigger inroads. Many more college graduates under the age of 50 go on the Internet *every day* than regularly watch one of the nightly network news broadcasts. And generally, the survey finds that people who are interested in the news and go online tend to watch less network TV news. The survey also finds modest declines in the viewership of television news magazines and the morning news shows, but these slips appear unrelated to Internet news competition.

The digital tide is having less of a direct negative impact on cable TV news, radio and print outlets. The Pew Research Center survey finds no evidence that Internet use is driving down regular use of cable news channels, daily newspapers, or radio news. However, all news outlets are being affected by the public's slowly declining appetite for the news.

Less than half of the public (45%) now says it enjoys keeping up with the news a great deal and just 48% say they follow national news closely most of the time. Both of these percentages represent a modest decline from two years ago, when 50% said they enjoyed keeping up with the news and 52% reported following national news closely most of the time. But the percentage of Americans saying they enjoy keeping up with the news has fallen steadily since the mid-1990s.

The generational divide on these questions is striking. Just one-in-three young adults (31%) enjoy keeping up with the news. In contrast, well more than half (57%) of those age 50 and over enjoy following the news. While younger people don't like the news so much, they do like having a wide variety of information sources from which to choose. Older Americans, who have a greater affinity for the news, often feel overwhelmed by the increasingly crowded media landscape.

As a consequence, Internet news is attracting many younger people who have only a marginal interest in the news as well as serious news consumers. In fact, Internet news has a *relatively* larger place in the lives of those with access who don't enjoy the news than among those who do. The Internet, with its headline news format and capacity for quick updates, is clearly attractive to this type of consumer. On the other hand, the Internet's capability for providing more depth on a given subject also appeals to those with large news appetites, such as affluent college graduates.

In that regard, the growth of Internet news has had a dramatic impact on the way Americans, particularly those with access to technology, get information on business and financial matters. For active investors — those who have traded stocks within the past six months — the Internet has largely supplanted traditional media as the leading source for stock quotes and investment advice. The Internet's capacity for personally-designed news and information is clearly a factor here. Nearly six-in-ten (58%) active traders who log on to the Internet for such information have customized online stock portfolios.

Logging On for News, Advice			
	General <u>Public</u>	All <u>Investors</u>	Active <u>Traders</u>
<i>Main Source for ...</i>	%	%	%
Stock Market Updates			
Newspapers	24	26	21
Television	37	30	24
Radio	4	4	1
Magazines	2	3	2
Internet	21	28	45
Other	7	8	7
Don't Know	<u>5</u>	<u>1</u>	<u>*</u>
	100	100	100
Investment Advice			
Newspapers	23	24	18
Television	26	21	19
Radio	3	3	2
Magazines	6	7	7
Internet	18	22	35
Broker/Financial Advisor (Vol.)	9	13	12
Other	8	7	5
Don't Know	<u>7</u>	<u>3</u>	<u>2</u>
	100	100	100
<i>(Percent of public 100% 49% 15%)</i>			

So far, this quiet revolution in financial news has had less of an impact on the general public and less active investors, who still tend to go to the traditional media for stock quotes and advice. But underscoring the general popularity of the Internet for financial news, 16% of all Americans volunteered that they would turn *first* to the Internet for news if the market were to crash 1,000 points; cable news was mentioned second most frequently, at 14%.

As Americans grow more reliant on the Internet for news, they also have come to find online news outlets more credible. Despite the controversy over news-gathering techniques employed by some Internet sites, those who go online generally give Internet news operations high marks for believability. In fact, the online sites of such well-known news organizations as ABC News get better ratings from Internet users than the ratings accorded the traditional broadcast or print outlets.

But having a familiar name clearly helps. Internet-only news sources such as Yahoo, Netscape and America Online’s News Channel get lower ratings than other, better-known news organizations on the Internet. Still, the believability ratings for these organizations are comparable to those of network television news and other traditional sources. Internet news organizations that specialize in providing original content, such as the online magazines Slate and Salon, were less well-known and got lower ratings from Internet news users.

Other Findings

C Americans have an ever-expanding appetite for new technology. More than half now own a cell phone, up from 24% just five years ago. One out of five Americans (18%) have a satellite dish, and 5% own a Palm Pilot.

C As large numbers of younger Americans turn to the Internet for news, the audience for traditional media is aging. Nearly half of those under age 30 (46%) go online for news at least once a week, compared to just 20% of those age 50 and up. These older Americans are far more likely to say they watched TV news (67%) or read a paper (58%) yesterday.

	Total	<30	30-49	50+
	%	%	%	%
Goes Online	54	74	62	33
Online at least once a week for news	33	46	37	20
Online daily for news	15	17	18	10
Watched TV news yesterday	55	44	51	67
Read newspaper yesterday	46	29	43	58

* Based on total sample.

C More people are finding innovative ways to use technology in their personal

lives. A sizable minority (15%) of active investors get stock quotes and market updates via some form of wireless device, such as a cell phone or pager.

- C With the viewership of network news declining, and cable news audiences remaining flat, network's lead over cable has narrowed to 11 percentage points (51%-40%) from 17 points (57%-40%) in 1998. When speciality channels, such as all-sports ESPN are included, the cable audience is 61%.
- C CNBC, primarily a business network, now draws better than one-in-ten Americans (13%) on a regular basis. But CNBC is the top choice of those active investors who identify television as the main source of stock updates.
- C More than half of Americans (53%) say they wish they had more time to follow the news. Time pressures are a particularly big factor for working women; nearly two-thirds (65%) want more time to follow the news.
- C The remote control has become an indispensable tool for most television news viewers, especially young people. Three-quarters of those under age 30 say they watch the news with the remote in hand; 54% of those over age 50 agree.
- C Men and women have different news interests, and this is reflected in the news they pursue online. Technology is a top draw for men, while women most often seek news on science and health. But overall, weather information is the leading online news topic.

This survey was conducted April 20 - May 13, 2000 among a nationwide sample of 3,142 adults. The margin of error for the main survey is plus or minus 2.5 percentage points. Information on additional survey components can be found in the Methodology on page 69.

Section I: The Changing Media Landscape

The revolution in communications technology is clearly changing the way Americans live, and it has created a highly competitive environment for those who provide news and information to the public. Nearly seven-in-ten Americans (68%) now use a computer on at least an occasional basis, up from 61% in 1998 and 58% in 1996. Almost as many have a computer in their home — 59%, up from 43% in 1998 and 36% in 1995.

The number of Americans who go online has increased at an even greater rate, more than twice as many people now go online to access the Internet or send and receive email as did just four years ago (54% vs. 21% in 1996).

In addition to computers and the Internet, a large majority of the public has access to a seemingly unlimited number of television outlets through cable TV and satellite dishes. Fully eight-in-ten (79%) Americans have either cable or a satellite dish (5% have *both*). The numbers for cable have remained relatively stable in recent years, while the percentage of those owning a dish has tripled since 1995.

	1996*	1998	2000
<i>Do you. ...</i>	%	%	%
Subscribe to Cable	69	67	67
Use a computer	58	61	68
Have a home computer	36	43	59
Go online	21	36	54
<i>Have a ...</i>			
Cell phone	24	--	53
Pager	--	--	24
Satellite dish	6	--	18
DVD player	--	--	16
Palm Pilot	--	--	5

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

More than half of Americans (53%) now have a cell phone, up from 24% in 1995. Men, women and people of all races are equally likely to use a cell phone. Older Americans do lag behind, however. Roughly one-quarter of the public has a pager. As many as 16% have a DVD player and 5% own a Palm Pilot.

As these new technologies have taken hold, providing many new avenues for obtaining news and information, the overall media landscape has been drastically altered. As a result, new patterns of news consumption are emerging and the core audiences for traditional news outlets are steadily diminishing.

While newspaper and magazine readership has fallen off moderately in recent years, the impact of the *new* media environment on television news has been more noticeable. Only 55% of Americans now report having watched the news or a news program on television “yesterday.” This is down from 59% in 1998 and 1996, and from a high of 74% as recently as 1994. In addition,

Americans are spending *less time* watching television news these days. In 1994, 37% of the public reported spending at least one hour watching the news on TV “yesterday.” That number has fallen steadily over time. In 1996, 29% said they had spent an hour or more watching TV news, it was 28% in 1998, and today the number stands at 23%.

The falloff in TV news consumption has taken place primarily among the broadcast network news outlets. The percentage of Americans regularly watching the network evening news has fallen precipitously in the last two years. Viewership of network news magazines, such as 20/20 and Dateline, as well as the morning shows has fallen off too, though less dramatically. As a result, the cumulative network news audience has shrunk significantly in recent years.

Over this same period of time, cable news consumption has remained virtually flat. The cable news audience, encompassing CNN and some of the newer all-news cable networks, amounts to 40% of the population. This number is unchanged from 1998. When specialty cable channels, such as the Weather Channel and ESPN are taken into account, the cable news audience swells to 61%, basically unchanged from 1998.

Rival News Audiences: Less Network Dominance*		
	April <u>1998</u> %	April <u>2000</u> %
<i>Broadcast Network News</i> (Nightly, news mags or am shows)	57	51
<i>Cable News</i> (CNN, CNBC, MSNBC, or Fox)	40	40
<i>Cable News + Specialty</i> (+ ESPN or Weather)	60	61
<i>Online News</i> (weekly)	20	33

* Based on *regular* viewership.

Fragmented Audiences

In this age of hybrid news audiences, when many Americans regularly watch the broadcast networks *and* cable, there is a segment of the population — one-in-four — which regularly watches the networks but not cable news. The counterpart to this group is a smaller audience — 14% of the public — which regularly watches cable news but not broadcast networks. Another 26% fall into a third group, which regularly watches both the broadcast networks and cable news channels.

These three groups are vastly different in terms of demographic characteristics, behavior and attitudes. And they illustrate the challenge which the broadcast networks face today in trying to attract a large, mainstream audience.

The exclusively broadcast audience is largely female and is older than the population at large. The primary news interests of this group are health, crime and community news. The cable-only group is younger than average and dominated by men. The primary news interests for these cable loyalists are sports, crime, and science and technology. The hybrid group is a mix of men and women, but like the broadcast sector, it is considerably older than the public at large.

While both the broadcast group and the hybrid group are extremely loyal television news viewers, the exclusively cable group watches TV news much less frequently. Only 54% report having watched TV news yesterday, compared to 71% of broadcast loyalists and 74% of those who watch both broadcast and cable. On the other hand, the cable group is almost twice as likely as their broadcast counterparts to go to the Internet for news: 32% vs. 19%, respectively, get news online at least three days a week. The cable-only group has different attitudes about the news as well. Only 44% say they enjoy keeping up with the news a lot, vs. 51% of the broadcast-only group and fully 70% of those who watch broadcast and cable.

Broadcast, Cable and Hybrid Audiences ... Vastly Different			
	<i>Regularly watch ...</i>		
	<u>Broadcast</u>	<u>Cable Not</u>	<u>Broadcast</u>
	<u>Not Cable</u>	<u>Broadcast</u>	<u>& Cable</u>
	%	%	%
<i>(Percent of public</i>	25	14	26)
Men	38	62	45
Women	<u>62</u>	<u>38</u>	<u>55</u>
	100	100	100
Under age 50	54	70	53
Age 50+	45	29	45
Undesignated	<u>1</u>	<u>1</u>	<u>2</u>
	100	100	100
<i>TV news</i>			
Watched yesterday	71	54	74
Spent 1 hour +	33	22	39
Online news at least 3 days/week	19	32	23
Enjoy news a lot	51	44	70

Just Half Watch Evening News

Americans are increasingly less inclined to tune into the nightly network news broadcasts for their daily dose of news. And for the first time since 1987, the percentage of Americans who report watching a nightly network news program does not reach majority status.

Just 50% now say they tune into the nightly broadcasts anchored by Peter Jennings, Tom Brokaw or Dan Rather, compared with 59% in 1998, 65% in 1995 and 71% in 1987. The percentage who say they *regularly* watch the network news has fallen eight points in just the last two years — from 38% to 30%. Moreover, the regular audience has been cut in half since May 1993.

Audiences for other network TV offerings have also declined in recent years. Roughly three-in-ten Americans (31%) now regularly watch news magazine shows such as 20/20 and Dateline — down from 37% in 1998. The audience for the three network morning shows has also fallen, though slightly, over the past two years.

TV's Generation Gap

The rise of the Internet as a news source is only one of several difficult challenges confronting broadcast news organizations. Not only have the audiences for rival cable news outlets remained more stable, those audiences are younger than the viewers of network news offerings.

Only 17% of those under age 30 watch the nightly network news on a regular basis, compared to 50% of those age 65 and older. The same pattern exists with local TV news. News magazine shows such as 60 Minutes, 20/20 and Dateline, as well as the network morning shows, also draw in a disproportionate number of older viewers. In addition, these programs hold much more appeal for women than men. Among the most loyal group of viewers for these shows are women over the age of 50. The generation gap so apparent for the network and local TV news is less dramatic for CNN and virtually nonexistent for the newer all-news cable channels, MSNBC and the Fox News Channel.

CNN's audience, while smaller than it had been in the mid-1990s, is largely unchanged from 1998. Today 21% of Americans regularly watch CNN, vs. 23% in 1998. Even more Americans watch at least one of the newer all-news cable channels. Fully three-in-ten say they watch at least *one* of these channels — either CNBC (13%), MSNBC (11%), or the Fox News Cable Channel (17%) — on a regular basis. Not surprisingly, business news enthusiasts are among the most loyal of CNBC's viewers: nearly one-third of those who follow business news very closely tune in regularly.

In addition, large proportions of Americans tune into specialty cable news channels, such as the Weather Channel and ESPN. Fully 32% of the public are Weather Channel regulars this year, virtually unchanged from 1998 (33%). Sports news on ESPN attracts about one-quarter of the public

Generation Matters: More for Broadcast than Cable				
	----- AGE -----			
	18-29	30-49	50-64	65+
<i>Watch each regularly ...</i>	%	%	%	%
Network news	17	24	40	50
Local news	45	54	62	68
News magazines	22	29	34	42
AM shows	13	20	23	25
CNN	16	22	23	23
MSNBC	10	11	12	12
Fox News	17	18	18	20

Cable's Speciality Audiences	
<i>Watch each regularly</i>	<u>%</u>
History/Discovery	37
Weather Channel	32
ESPN	23
CNBC	13
C-SPAN	4
Univision	3

on a regular basis (23%). Among men under age 30, the number swells to 46%. The audience for C-SPAN's live coverage of Congress is much smaller; C-SPAN is viewed regularly by 4% of the public and by one-in-ten of those who are very interested in political news. Republicans and Democrats watch the public affairs network at nearly equal rates.

Documentaries on cable channels such as the History Channel or the Discovery Channel are extremely popular with the public. Fully 37% say they regularly watch these shows. Men dominate this cable venue: 43% watch documentaries regularly vs. 31% of women.

Local News Down, Public Broadcasting Stable

While local TV news remains more popular than the networks, there has been a steady decline in the local audience in recent years as well. Today 56% of Americans watch local TV news regularly, down from 64% in 1998, 72% in 1995 and 77% in 1993.

And like their national counterparts, local broadcast news outlets are facing competition from cable. *Local* all-news cable channels have become quite popular: Fully 29% regularly watch local cable news, another 23% tune in at least sometimes.

The audience for public radio and television has remained constant in recent years. As was the case in 1998, 15% of Americans say they listen to National Public Radio regularly, while another 17% listen occasionally. NPR's audience is disproportionately affluent and well-educated. On public television, the NewsHour with Jim Lehrer draws 5% of the public on a regular basis; another 12% sometimes watch.

Univision and other Spanish-speaking TV outlets are staples for Hispanic-Americans. Fully one-quarter of the Hispanics interviewed as part of this survey (all English-speaking) watch Spanish TV regularly. Another 25% tune in at least sometimes.

Graying Newspaper Readers

Newspaper readership, which declined in the 1980s and early 1990s, has leveled off in recent years. While the percentage of Americans saying they read a daily newspaper regularly is down slightly this year from 1998 (63% vs. 68%), the percent saying they read a newspaper yesterday is virtually unchanged (46% now vs. 48% in 1998).

But the generation gap in newspaper readership remains wide. Only 29% of those under age 30 report having read a newspaper yesterday. This compares with 63% of those age 65 and older. College graduates and those with family incomes in excess of \$50,000 are among the most likely to read a newspaper.

The weekly news magazines, such as Time and Newsweek, have lost some ground in recent years. Today, 12% regularly read this type of magazine, compared to 15% in 1996 and 24% in 1993. Young people are actually as likely as older Americans to read weekly news magazines. Roughly half (46%) of those under age 30 read a weekly news magazine at least sometimes, compared with 37% of those age 65 and older.

Readership of business magazines such as Fortune and Forbes, as well as literary magazines such as The New Yorker and The Atlantic Monthly has remained relatively stable in recent years.

Court Shows Popular

“Real life” dramas have strong followings. Nearly one-in-five Americans watch TV shows such as Cops or America’s Most Wanted. These shows are most popular among those who never attended college and those with family incomes under \$30,000. These same demographic groups are among the more loyal viewers of courtroom shows such as Judge Judy and Divorce Court. Overall, 12% of Americans watch these court shows regularly.

	May 1993	April 1996	April 1998	April 2000
<i>Regularly watch, listen or read...</i>	%	%	%	%
Local TV news	77	65	64	56
Nightly network news	60	42	38	30
TV news magazines	52	36	37	31
Network morning shows	--	--	23	20
CNN	35	26	23	21
Fox News Cable	--	--	17	17
CNBC	--	--	12	13
MSNBC	--	--	8	11
C-SPAN	11	6	4	4
National Public Radio	15	13	15	15
NewsHour	10	4	4	5
Newspaper+	58*	50	48	46
News magazines	24	15	15	12
Business magazines	6*	5	5	5

+ Newspaper figures based on "yesterday."
* February 1994.

Among daytime TV talk shows, programs like those hosted by Oprah Winfrey and Rosie O'Donnell are somewhat more popular than daytime "tell-all" shows hosted by Ricki Lake or Jerry Springer. Roughly one-third of the public (31%) watches shows like Winfrey's at least sometimes, while 19% watch Springer and company. The audience for O'Donnell and Winfrey is largely dominated by women. Women of all ages tune into these shows, but they hold little appeal for men of any age.

The tell-all shows, on the other hand, attract both men and women and draw disproportionately from young viewers. Both daytime formats attract viewers with less education and lower-than-average incomes.

Section II: Internet News: More Log On, Tune Out

The same demographic groups which are moving away from the nightly network news in the greatest numbers are some of the very same groups which are moving toward online news use at the highest rates — more affluent, more well-educated Americans.

Indeed, as the number of people regularly getting news online has grown, so has the share of Internet news consumers who say they are using *other* news sources — like television — less often. Nearly one-in-five (18%) of those who get news online at least once a week say they now use other sources less often, up from 11% two years ago. Those who now use other sources less typically say the Internet is replacing television or newspapers in their lives.

What's more, several measures show that the decline in the television news audience over the past two years has been greater among Internet users — including users who regularly go online for news — than among non-users. Two years ago, there was no difference in the number of Internet users and non-users who watched television news on a typical day — 59% in each group. Today, just 53% of Internet users watch television news on a typical day, while the number among non-users remains the same, at 59%.

Internet users are also spending less *time* watching TV news. The number of Internet users who spend a half-hour or more watching television news on a typical day dropped from 48% of viewers two years ago to 40% today. Time spent watching TV news also dropped by 8 percentage points among users who regularly get news online. But among non-users, there has been almost no decline in the time spent watching TV news on a typical day — 49% spent a half-hour or more in 1998, compared to 47% today.

**The Shrinking Network News Audience,
The Growing Online News Audience
1998 vs. 2000**

	<i>Nightly Network News</i> ⁺			<i>Online News</i> [*]		
	<u>1998</u>	<u>2000</u>	<u>Change</u>	<u>1998</u>	<u>2000</u>	<u>Change</u>
	%	%		%	%	
Total	38	30	-8	13	23	+10
Men	34	29	-5	17	28	+11
Women	40	31	-9	9	18	+9
College Grad.	40	28	-12	24	40	+16
Some College	39	30	-9	16	29	+13
High School Grad.	39	32	-7	7	13	+6
Less than H.S.	29	30	+1	6	8	+2
\$75,000 +	41	28	-13	26	41	+15
\$50,000-74,999	38	28	-10	19	33	+14
\$30,000-49,999	36	29	-7	15	21	+6
\$20,000-29,999	37	28	-9	7	16	+9
< \$20,000	38	31	-7	4	9	+5

+ Percent who regularly watch.

* Based on those who get news online at least three days a week.

Similarly, just one-in-four Internet users (26%) say they regularly watch a *nightly network news* broadcast, down from 35% two years ago. This compares with 35% of non-users who regularly watch the network news, down just 4 percentage points in two years. More detailed analyses show that Internet users are significantly less likely than non-users to watch the network news, even when controlling for demographic factors like sex, age, and education that are associated with both news viewership and Internet access. Taking these demographic factors and personal interest in the news into account, Internet users watch the network news at lower rates than non-users.¹

	Get News		
	Internet User	Non-User	Online Weekly
<i>Percent who ...</i>	No %	Yes %	Weekly %
Watched TV News yesterday	59	53	54
Half-hour or less	11	12	12
Over half-hour	47	40	41
Didn't watch TV News	40	47	46
<i>Regular viewers of...</i>			
Nightly network news	35	26	28
Local nightly news	61	51	54
Network morning shows	22	18	18
Network news magazines	34	28	30

Internet users are also slightly less likely than non-users to watch other network broadcast news programming, including morning shows like *Today* and *Good Morning America* and evening news magazines like *60 Minutes*, *20/20*, or *Dateline*. For example, 28% of Internet users say they regularly watch network news magazines, compared to just over one-third (34%) of non-users. While the differences between Internet users and non-users when it comes to these broadcast news programs are relatively small, they stand in contrast to other types of news sources — such as newspapers, radio, and many cable outlets — which Internet users are as likely, or more likely, to use.

Daily tracking of the public's online activities also reveals the Internet's growing status as a primary news source for many Americans. A separate daily tracking poll found that one-in-five Internet users (22%) get news online on a typical day, and most of these users go to Internet sites specifically to learn what is in the news.² Among those who get news online on a typical day, 55% said they went to an Internet news site to read the news, while 43% said they happened to see news while they were doing something else online.

¹ Based on multiple regression analysis.

² Based on a daily tracking survey conducted throughout the month of March by the Pew Internet & American Life Project.

Narrowing Gender Gap

The Internet is becoming a news source in its own right, with one-in-three Americans (33%) now regularly getting news online, up from just 20% two years ago. This represents a solid majority of all Internet users — 61% — who go online for news at least once a week, including 27% of users who get news online every day.

Although men are still somewhat more likely than women to get news online, the gender gap is closing. Today, the population of regular Internet news consumers is comprised of 57% men and 43% women, a slight narrowing from the 61%-39% split in April 1998. What's more, some 22% of those who get news online at least once a week are over age 50, compared to just 16% two years ago.

Americans who regularly get news online are more interested than non-Internet users in news about science and technology, business and finance, and sports. For example, 27% of those who get news online at least once a week say they follow news about science and technology very closely, compared to just 14% of those who don't go online. More than twice as many Internet news consumers (22%) as non-users (10%) pay very close attention to business and finance news.

Notably, these topics are among the leading types of news that Internet users seek out when they go online. Fully 63% of those who get news online use the Internet to get updates on science and health, and nearly as many (59%) get technology news online. Half (53%) get business news online. These topics rank below only the weather, which remains the most popular type of online news — two-thirds (66%) of Internet news consumers say they get weather news and updates online.

Indeed, the popularity of the Internet as a source of weather updates is underscored by growth in the number of women getting weather online. Even as more women have started getting news online on a regular basis, the share of those women who get weather updates on the Internet has jumped substantially, as well. Two years ago, just 41% of women who got news online used the Internet for weather news, compared to 55% of men. Today, the numbers among Internet news consumers are nearly comparable, with 64% of women and 68% of men getting weather news online.

	Online News Topics		
	<i>Internet News Consumers*</i>		
<i>Goes online for...</i>	<u>All</u>	<u>Men</u>	<u>Women</u>
	%	%	%
Weather news	66	68	64
Science/health news	63	60	67
Technology news	59	72	45
Business news	53	62	43
World news	45	51	38
Entertainment news	44	40	47
Sports	42	57	27
Political news	39	44	34
Local news	37	35	39

* Based on Internet users who go online for news.

Other types of stories rate somewhat below these major topics — weather, science, health, and business — in popularity among those who get news online. Roughly four-in-ten online news consumers say they check the Internet for international news (45%) and sports news (42%). About as many (44%) get entertainment news online. Just over one-third get political news (39%) or local news (37%) online.

Heavy Users Constantly Connected

Those who are *daily* Internet news consumers — and are among the most heavily-connected Americans — underscore a number of the trends that are contributing to the Internet’s popularity as a new source. Those who get news online every day are disproportionately well-educated, younger men: 61% of daily Internet news consumers are men, 75% are under 50, and nearly half (47%) have a college education. Half (52%) have family incomes of \$50,000 or more.

For these people, technology is clearly a plus. Three out of four (77%) not only go online on a daily basis, but also have a cell phone, pager, or Palm Pilot. Just as many (77%) say they like having access to all the information that comes through television, newspapers and computers, with just 19% saying they feel overloaded. This compares with a much narrower 52%-36% split among non-users.

Daily Users, Heavily Connected	
	<u>Get News Online Daily</u>
<i>Percent who have ...</i>	<i>%</i>
Cell phone	74
Pager	30
Palm Pilot	14
Online trading account	14

Daily online news consumers are also heavily-engaged in the stock market and pay especially close attention to business news. Indeed, fully 42% of them personally trade stocks — compared to 21% of all Americans — and one-in-four (26%) made a trade within the last month. Half (52%) say they follow business and financial news closely most of the time, regardless of whether something important is happening, compared to just one-third of all adults (33%). Not surprisingly, an overwhelming majority (74%) get financial news online.

Section III: Financial News: Traders Turn to the Internet

While the crowded landscape has fragmented audiences, it has given the most sophisticated and technology-savvy news consumers an array of options that would have been inconceivable just a few years ago. Americans who are active stock traders and investors are perfectly positioned to take advantage of these choices.

Active traders — those who have bought or sold stock within the last six months — make up only 15% of the population. But reflecting the extent to which high-income Americans now participate in the market, active traders comprise nearly half (45%) of all of those with family incomes of \$100,000 or more. Fully nine-in-ten (89%) of those making at least \$100,000 are investors, though not as actively engaged.³ (For a full profile of active traders, see table p. 67.)

Not surprisingly, active traders have a strong interest in financial news. Fully eight-in-ten (81%) get stock market updates at least once a week and nearly half (45%) get this information on a daily basis. By contrast, 59% of all investors get weekly market updates and 25% check in daily. Among the public, 42% get weekly updates and just 16% get stock information every day.

But what may be most striking about active investors is their extraordinary access to and familiarity with the technological tools of the new information environment. A few years ago, active investors in search of news on the stock market would have been limited to a handful of newspapers and television programs; today, by far their leading source for such information is the Internet.

Nearly half (45%) of active traders turn *first* to the Internet for stock updates and quotes, with television (24%) running a distant second. By contrast, all investors and the public are more inclined to rely on traditional media — television and newspapers — for stock updates. The preferences of all investors are divided among television (30%), the Internet (28%) and newspapers (26%), while television is clearly the public's main source for such news (at 37%).

Active traders are also more likely to go online for investment advice. More than one-third (35%) say they go online for information on how and where to invest, compared to 19% who turn to television and 18% who use newspapers. An additional 12% volunteered that they rely on a stock broker or a financial adviser for this type of information.

Customized Financial News

Active traders not only go online for financial news in greater numbers than all investors or

³ For this section *All Investors* are defined as people who own stocks or shares in a mutual fund. *Active Traders* are defined as people who have traded stocks within the past 6 months.

the general public, they also are more likely to possess other communications tools such as cell phones and pagers. While more than eight-in-ten (82%) active investors own a home computer, 70% have a cell phone and 29% have a pager.

With access to a broad range of information technology, active traders are able to tailor their financial news to suit their personal needs and interests. For instance, nearly six-in-ten (58%) active traders who go online for stock updates have a customized online web page that provides prices and other information on their stock portfolio. Roughly one-third (34%) of all investors who go online for market updates (and 25% of all Internet users who go online for this purpose) have such customized portfolios. Moreover, 15% of active traders sometimes use cell phones, pagers or other wireless devices for stock quotes and market updates. Just 9% of all investors and 7% of the public use these technologies to do so.

Designer Financial News			
	<u>General</u>	<u>All</u>	<u>Active</u>
	<u>Public</u>	<u>Investors</u>	<u>Traders</u>
	%	%	%
<i>Do you ...</i>			
Have a customized page online with stock prices*	25	34	58
Get financial news from wireless device**	7	9	15

* Based on Internet users who get regular stock updates
 ** Based on those who get regular stock updates; includes cell phones, pagers and other devices.

Access to technology — and the wide range of information sources — helps to give active investors considerable autonomy in making investment decisions. Nearly two-thirds of this group (66%) say they are *extremely* involved making those decisions; fully nine-in-ten (94%) are at least *somewhat* involved.

All investors and the public are also personally involved in formulating investment strategies — but to a lesser degree than active traders. Just under half of investors (49%) and the public (48%) say they are extremely involved in making investment-related decisions, while 17% of investors and 23% of the public say they are uninvolved or are minimally involved in making investment decisions.

CNBC Rated Highly

Active traders also turn to different television outlets and newspapers for stock quotes and investment advice, compared to all investors or the public. Cable dwarfs broadcast news in the preferences of those active traders who name television as their main source for market updates.

Again among those active traders who rely on TV for updates, nearly eight-in-ten (77%) say they turn most often to *cable* outlets, against 14% who most frequently tune in to local or network broadcast news. CNBC is the top choice of active investors who identify television as their main source (at 36%). The percentage of active investors who name CNBC is more than double the percentages of those who tune into local (7%) and network news (7%) *combined*.

Generally, investors and members of the public who identify television as their main source for market information turn most often to CNN or its cable partner CNNfn (30% of all investors and 28% of the public). But one-in-five (21%) investors and more than a quarter of the public (26%) say they still turn to local television news for stock updates.

Active traders also are more likely than all investors and the public to tune into cable outlets when they are seeking investment *advice*. Among those who would go first to television for this type of information, CNBC is named most often (at 31%), with CNN/CNNfn second at 27%. All investors divide their preferences between CNN/CNNfn (27%) and local news (25%); the public does so as well, with 27% citing local news and 25% naming CNN/CNNfn.

Among those who choose newspapers as their primary source for stock market news, majorities of active traders (53%), all investors (74%) and the public (71%) turn first to their local papers for stock updates. But fully one-quarter of active investors rely on the Wall Street Journal, significantly more than all investors (12%) or the public (15%).

Beyond Financial News

Active traders are heavy consumers of news on many different subjects — not just financial news and advice — and they get information from a variety of sources. Despite their strong preference for surfing the web for business-related news, the vast majority of active investors have *not* abandoned traditional media.

Active traders regularly tune into the nightly network news programs at a slightly higher rate (37%) than either all investors (33%) or the general public (30%). Nearly six-in-ten active traders (59%) regularly tune into local news programs, about the same as all investors (58%) and the public (56%).

Nearly three-quarters (73%) of active traders are regular newspaper readers, about the same as all investors (69%) and somewhat more than the public (62%). Nearly six-in-ten active investors (58%) say they read a newspaper *yesterday*, compared with 53% of all investors and 46% of the public.

Beyond financial news, active traders are most interested in following news on science and technology, as well as sports. Nearly one-third (32%) follow news on science and technology very closely, while 22% of all investors and 18% of the public say the same. Active traders also have relatively high interest in international news (23% following it very closely). But stories on crime and religion have less appeal to active investors than they do to the public.

Internet Takes a Modest Toll

For a minority of active traders, however, the availability of news on the Internet has cut into their consumption of news from other media — especially newspapers. While most (58%) say there has been no change in their overall news consumption since they started getting news online, about one-in-five are going to other news sources less often. Nearly half (46%) of active traders who have cut their use of traditional media since going online say they are reading newspapers less often, while 40% watch television news less.

Still, the vast majority of active traders are fairly content with the news offerings of the traditional media. More than three-quarters (78%) say they are satisfied with TV news programming, about the same as all investors and the general public. An overwhelming majority (92%) of active traders say they get at least some enjoyment out of keeping up with the news, compared to 91% of all investors and 85% of the public. Four-in-five (80%) active investors disagree with the idea that the news is less important than it once was.

Perhaps most important, while many active investors opt for customized, online *financial* information, they have little interest in tailoring *all* news in that manner. Nearly seven-in-ten (68%) active investors prefer to get general information about important events — about the same percentage as all investors (71%) and the public (67%) — while 26% would rather have news mostly about their interests.

	General Public	All Investors	Active Traders
<i>Follow very closely ...</i>	%	%	%
Business & Finance	14	21	40
Science & Technology	18	22	32
Sports	27	28	32
Health	29	30	28
Local government	20	24	27
Community events	26	25	26
Crime	30	27	25
Politics in Washington	17	21	25
International affairs	15	17	23
Consumer news	12	15	20
Religion	21	18	16
Entertainment	15	13	13
Culture & arts	10	11	13

Section IV: Attitudes Toward the News

The decline in the number of Americans who say they enjoy the news is a continuation of a long-term trend. In 1995, a majority (54%) said they enjoyed keeping up with the news a lot. That number fell to 50% in 1998 and 45% this year.

While Americans remain generally satisfied with the quality of television news and overall TV programming, the trend here is negative as well. About one-third (32%) say they are *very* satisfied with the choice of TV news fare, down from 35% in 1998 and 43% in 1994. The number who say they are *fairly* satisfied fell from 50% in 1998 to 48% today.

And when they do tune into the news, increasing numbers of today's adults are fickle consumers. More than six-in-ten (62%) now watch television news with their remote controls in hand. With channel surfing on the rise, it is no surprise that overall news consumption remains largely event-driven. Slightly less than half of the public (48%) actually follows national news on a regular basis; fully 50% tune in only for significant or interesting events.

Still, Americans continue to place a high value on the importance of the news. Nearly three-quarters (73%) think that news today is as important as ever. A strong majority (62%) appreciates having so many news and information choices available, and over half (53%) wish they could devote more time to the news.

Older and Overloaded

Most Americans enjoy the variety of options brought on by the ever-expanding number of TV news shows, magazines, newspapers and online information services. This is especially true for younger Americans, 70% of whom laud the new technologies. But older adults — the most avid news consumers — are most likely to feel burdened by the expansion and proliferation of news sources.

Four-in-ten senior citizens (41%) say that all the TV shows, magazines, newspapers, and computer information services make them feel overloaded. Just 21% of adults under age 30, 27% of those ages 30-49 and 35% of the 50-64 age group agree. Americans with less education are also more apt than those with more education to feel overwhelmed by the number of news sources currently available.

New Technologies: Burden or Benefit?				
	<u>18-29</u>	<u>30-49</u>	<u>50-64</u>	<u>65+</u>
	%	%	%	%
<i>Overloaded with information ...</i>				
April, 2000	21	27	35	41
April, 1998	19	26	31	40
<i>Enjoy keeping up with the news a lot ...</i>				
April, 2000	31	42	55	58
April, 1998	33	48	59	68

Online news consumers are especially enthusiastic about the plethora of news choices. Three-quarters (76%) of those who turn to the Internet for news at least once a week appreciate having a variety of options. Only slightly more than half (52%) of those who don't go online agree.

Age, Education Matter

Beyond the overall decline in the number of Americans who like following the news, there are major differences on this issue based on age and education. As has been true in previous years, older and better-educated Americans enjoy following the news a lot more than do younger adults and those with less schooling.

Only 31% of those age 18-29 like keeping up with the news a great deal. Nearly twice as many (57%) of those age 50 and over agree. Among those without any college experience, just 41% enjoy following the news, compared to 54% of college graduates.

Not surprisingly, those who most enjoy following the news tend to be the heaviest news consumers. This holds true for all types of media. News enthusiasts watch television news more regularly, read newspapers more often, and follow all types of news — international, national and local — at higher rates. They are also more avid consumers of news online. Among Internet regulars, 53% log on for news at least three days a week.

The Internet: Not Just for News Junkies			
	<i>Enjoy keeping up with news ...</i>		
	<u>A Lot</u>	<u>Some</u>	<u>Not</u>
<i>Regular consumer of...</i>	<i>%</i>	<i>%</i>	<i>%</i>
Network News	47	22	7
Local TV News	71	49	15
Cable News	67	47	16
Internet News			
at least 3 days/week*	53	34	26
Daily Newspaper	75	56	33
Magazines like Time, U.S. News, Newsweek	18	9	3

* Based on online users.

But the Internet is also attracting those who *don't* enjoy the news. Fully one-quarter (26%) of online users who say they don't like following the news still turn to the Internet for news at least three days a week. In fact, these lukewarm news consumers are more likely to log onto the Internet for news than watch network, local and cable television news.

Clearly, time constraints have made it more difficult for Americans to pay attention to the news. Over half (53%) of the public says they wish they had more time to follow the news. Women — especially working mothers — express this desire to a greater degree than do men. Fully 58% of women want more time to follow the news; 48% of men agree. Almost two-thirds (65%) of working mothers want more time to focus on the news.

Most Remain Satisfied with TV

Despite the declining audience for television news, a higher percentage of Americans express satisfaction with the quality of news programs than general television fare. While eight-in-ten are at least fairly satisfied with television news, 58% say the same about all television content.

Young people show a decided lack of enthusiasm for the news, but they tend to be more satisfied with general television programming than do older Americans. Seven-in-ten of those under age 30 say they are satisfied with TV programming; 57% and 52%, respectively, of adults ages 30-49 and 50 and older agree. Parents in the 30-49 age group appear especially frustrated with TV offerings. Only about half (51%) say they are satisfied. Perhaps not surprisingly, cable TV subscribers are more satisfied with the choices available on TV than are those who don't have cable in their homes.

When it comes to TV news, the satisfaction is more widespread. Majorities of all major demographic, religious and political groups say they are satisfied with TV news choices. Nonetheless, satisfaction levels have fallen somewhat in recent years. And today, among Internet users, those who are dissatisfied with TV news choices turn to online sources for news slightly more often than do those who are satisfied with TV choices, 33% vs. 26%, respectively.

Business Coverage Rated Highly

Americans give favorable reviews to the media's coverage of various types of news. Among those who follow each type of news, over 75% say they are at least fairly satisfied with coverage of business and finance issues, health news and events and people in their communities. Coverage of political events and issues in Washington is less highly rated: 62% say they are satisfied with this coverage.

	<i>How Satisfied?</i>			
	<u>Very</u>	<u>Fairly</u>	<u>Not</u>	<u>DK</u>
<i>Coverage of...</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
Business & Finance	29	57	12	2=100
Health News	22	58	19	1=100
Community News	22	55	22	1=100
National Politics	15	47	37	1=100

* Based on those who follow each type of news very or somewhat closely.

Women express somewhat more satisfaction with the media's coverage of Washington politics than do men: 65% vs. 58%, respectively, among those who follow this type of news closely. Less well-educated adults are also more satisfied with national political coverage: 65% of those with no college training are satisfied, compared to 58% of those with college degrees. Regular talk-radio listeners are among the least satisfied. Just 46% express satisfaction, compared to 62% of the population at large.

Hispanics and blacks who follow community news closely are slightly less satisfied with the

news media’s coverage in this area than are whites, although large numbers are relatively content. Seven-in-ten blacks and 69% of Hispanics say they are satisfied with this coverage, compared to 79% of whites.

Although solid majorities of all major groups express satisfaction with the media’s coverage of health news, community news and news about business and finance, Americans are divided on in their opinions as to whether executives and editors in the news media are out of touch. Just over half (53%) of the public believe that newspaper and TV news executives are out of touch with people like them; 44% disagree. Older Americans, adults with less education, and white evangelical Protestants are among the most likely to complain about the news media's connection to the public.

Roaming on the Rise

The public’s propensity for flipping channels has risen six percentage points since 1998 when 56% of the public reported watching TV news with remotes at the ready, compared to 62% today. Young people are especially attached to their clickers — about three-quarters (76%) of those under age 30 watch with remotes in hand, compared to 63% of 30-49 year-olds and 54% of the over 50 crowd.

Daily online news consumers are somewhat more prone to flipping than are regular network news watchers: 67% of Internet news consumers say they click to another channel whenever their interest fades, compared to 62% of the rest of the public. People who don’t enjoy following the news are also more likely to watch TV news with remote controls at the ready. About two-thirds (68%) of adults who don’t get much pleasure from following the news click around; 56% of those who say they enjoy following the news a lot do so.

Engage Me — Quickly!		
	<u>April</u> <u>1998</u>	<u>April</u> <u>2000</u>
	<u>%</u>	<u>%</u>
<i>I often watch news with my remote in hand ...</i>		
Completely agree	29	36
Mostly agree	27	26
Mostly disagree	21	17
Completely disagree	21	18
Don’t know	<u>2</u>	<u>3</u>
	100	100

Event-driven Audiences

Fully 64% of Americans say that they only follow international events closely when something important or interesting is happening; just 33% pay close attention most of the time.

This inattentiveness to international news was evident in 1998, but now more Americans appear to be turning away from national news as well. Half the public now says that they follow national events only when something important is happening, a slight jump from the 46% who said so in 1998. Although college-educated Americans are still the most attentive news followers, attention even among this group is falling off at a fairly rapid pace. Now, 41% of those with college degrees pay attention to national news only when important events are happening; in 1998 just 31% were this inattentive.

Event-driven news consumers are also disproportionately young. Fully 63% of adults under age 30 follow national news closely only when something important or interesting is happening; in 1998, 54% were event-driven news consumers.

Taken together, a sizable group of Americans (43%) follow both national and international news *only* when something important is happening. There is a very clear generational pattern on this measure. More than half (52%) of those under 30 fall into this group, compared to 45% of those aged 30-49 and only 34% of those over age 50.

These event-driven news consumers are much less likely than those who follow the news consistently to say they enjoy keeping up with the news (26% enjoy this a lot, vs. 70% of those who follow the news most of the time). They're also more likely to feel overloaded by the myriad of news offerings, and they're less satisfied with the choice of news programs on available on TV.

Only about a quarter of the public (27%) follows national and international news most of the time, whether or not something important or interesting is happening. More men than women fall into this category. This group is older and more well-educated than average. In addition, those who get news online on a daily basis are more likely than most to follow this pattern of news consumption (34% vs. 27% among the general public).

	April 1998	April 2000	Change
<i>Only follow important events*</i>	%	%	
Total	46	50	+4
Men	46	47	+1
Women	46	52	+6
18-29	54	63	+9
30-49	45	51	+6
50-64	39	43	+4
65+	44	38	-6
College Grad+	31	41	+10
Some College	45	47	+2
H.S. Grad	53	53	0
< H.S. Grad	53	58	+5

* Only follow national news closely when something important or interesting is happening.

Just My Facts, Please

While most of the public wants news that contains general information about important events, a substantial 28% say they prefer news that focuses on their own concerns and interests. This group is disproportionately young and male: Fully 39% of men under age 30 say they want news that addresses their interests. About one-third (32%) of all men but just 24% of all women express this view.

Less well-educated Americans express a greater preference for news that caters to their personal interests, rather than more generalized news. Among those whose education ended with high school, 30% want news that addresses their personal concerns. Only 21% of college-educated adults pick the specialized over the general.

Americans who want specialized news consume less mainstream news than do those who favor more generalized news reporting. They watch TV news less frequently, are less apt to read a daily newspaper, and are less likely to be regular viewers of local news programs. Compared to those who prefer generalized reporting, this group is less constant in their attention to international, national and local news, tuning in only for important events.

Indeed, the only way in which those with particularized news interests do *not* differ substantially from the rest of adults is in their Internet news consumption. Both groups go online for news at equal rates.

Preferring the Personal, Ignoring the Rest

More important to get news about ...

	<u>General Information</u>	<u>Personal Interests</u>
<i>Regular consumer of...</i>	%	%
Network News	33	25
Local TV News	59	48
Cable News	54	47
Internet News at least 3 days/week*	42	42
Daily Newspaper	66	56
Magazines like Time, U.S. News, Newsweek	14	8

* Based on online users.

Where Americans Go for Breaking News

Given the public’s diverging news tastes and habits, it is perhaps not surprising that Americans would scatter among different media outlets even during times of crisis. The Pew Research Center survey included a series of open-ended questions which asked people where they would go to find out about certain hypothetical breaking news events.

Under one scenario, respondents were asked where they would go for news if there had been a major terrorist attack on a large U.S. city. In this case, most Americans would turn on their television sets, but they wouldn't tune in to the broadcast networks. By a better than two-to-one margin, they would turn to cable TV outlets, primarily CNN.

As many Americans would go to the Internet for more information on a terrorist attack as would choose network TV. Fully 10% would go online to learn more about such an event. A similar proportion would turn on the radio. Very few (5%) say they would wait for the morning newspaper.

Even more Americans would go online for news and information if they heard that the stock market had fallen 1,000 points. In this case, the Internet outpaces even cable TV. A sizable percentage (32%) say they wouldn't be interested in getting more information about such a stock market dive. However, among those who would seek out news right away, fully a quarter (24%) say they would go online. One-in-five would turn to cable TV, and a mere 3% would turn to the networks. Fifteen percent would rely on newspapers and magazines.

	Where Would You Go for News?	
	<i>Where would you go if you heard ...</i>	
	<u>Terrorists had attacked the U.S.</u>	<u>The stock market fell 1,000 points*</u>
	%	%
Television	66	44
Network	9	3
Cable	24	20
Other/unspecified	35	21
Internet	10	24
Radio	10	4
Print sources	5	15
Other/Don't know	11	19
Wouldn't want more information	6	--

* Based on those who would want more news.

The Public's News Interests

Crime, health, and sports are the three types of news followed most closely by the American public. Fully three-in-ten Americans follow crime stories very closely. Health and sports news weigh in behind crime at 29% and 27%, respectively. Community news and religion round out the top five news interests (26% and 21%).

There are significant gender differences underlying the public's appetite for news. The top three news interests of women are health, crime and community, while men are mostly interested in sports, crime and science and technology.

Men also follow international affairs and business and financial news at higher rates than women. Fully one-in-five men follow both these types of news very closely, compared to 10% of women who follow international affairs and 8% who follow business and financial news.

News about political figures and events in Washington continues to rank low on the public's list of news interests. People who identify themselves as independents are the least interested in news about political figures and events in Washington. Only 10% say they follow this kind of news very closely, compared to 20% of Democrats and 21% of Republicans.

	<u>All</u>	<u>Women</u>	<u>Men</u>
<i>Follow very closely ...</i>	%	%	%
Crime	30	32	27
Health	29	35	21
Sports	27	14	41
Community	26	29	23
Religion	21	24	19
Local Govt	20	19	22
Science & Tech	18	12	26
Washington News	17	14	20
Entertainment	14	15	15
International Affairs	14	10	20
Business & Finance	14	8	20
Consumer News	12	11	13
Culture & Arts	10	10	9

Blacks Closely Track Community News

There are some notable differences in news consumption habits among blacks, whites and Hispanics. While fewer African-Americans than whites read a daily newspaper, blacks watch television news at slightly higher rates than whites. Nearly half of whites (47%) report having read a daily newspaper yesterday, compared to 37% of blacks and 32% of Hispanics. On the other hand, nearly six-in-ten blacks report having watched TV news yesterday, compared to 56% of whites.

	<u>Blacks</u>	<u>Whites</u>	<u>Hispanics</u>
<i>Yesterday, did you ...</i>	%	%	%
Read a newspaper	37	47	32
Watch TV news	59	56	56

While local community news is popular among more than half of the American public, blacks have a particularly strong interest in this subject. Almost seven-in-ten blacks (67%) say they follow local community news closely most of the time whether or not something important is happening. This compares with 57% of whites and Hispanics. In addition, blacks watch local broadcast and cable news channels at significantly higher rates than whites or Hispanics.

More blacks than whites say they enjoy keeping up with the news a lot (56% to 44%). However, blacks are less satisfied with the media's coverage of people and events in their community, an area of prime interest to them. Almost three-in-ten African-Americans (29%) say they are dissatisfied with the coverage, while only two-in-ten whites (20%) agree.

Crime and health are the top two news interests of blacks, Hispanics and whites alike, but there are clear differences after that. Blacks follow most types of news at a higher rate than whites and Hispanics. For example, almost twice as many blacks as whites follow crime news very closely (51% to 27%). And more than four-in-ten blacks (42%) follow religious news, compared to only 19% of whites and 20% of Hispanics.

	<u>Blacks</u>	<u>Whites</u>	<u>Hispanics</u>
<i>Follow very closely ...</i>	%	%	%
Crime	51	27	32
Health	45	27	29
Religion	42	19	20
Community	39	24	21
Sports	34	26	27
Entertainment	26	14	28
Local government	24	26	16

Blacks still lag behind whites and Hispanics in going online, but they are starting to access the Internet at slightly higher rates. The digital divide is still evident: 38% of blacks go online, compared to 56% of whites and 52% of Hispanics. Almost one-quarter of blacks (24%) now get news online at least weekly, compared to 33% of whites.

Section V. Media Credibility

While television news viewership has fallen off in recent years, credibility ratings for the major TV news outlets have remained relatively stable. As was the case in 1998 and 1996, CNN is rated the most *believable* TV news source. Roughly four-in-ten Americans who are able to rate it (39%) say they can believe all or most of what they see and hear on CNN.

The three major broadcast networks are rated about equally in terms of believability: Roughly three-in-ten say they believe most of what they see on ABC, NBC and CBS. Ratings for the networks are basically unchanged from 1998 and 1996. The network news magazines are rated slightly better than the networks themselves. One-third (34%) give 60 Minutes a high rating for believability, and 32% give the same high rating to NBC's Dateline. The ratings of local TV are similar to the networks, with 33% saying they can believe all or most of what they see on their local newscasts.

Fewer Americans are able to rate the newer all news cable channels, MSNBC and the Fox News Channel. Nonetheless, among those able to rate them, they rank just slightly below the broadcast networks. Less than three-in-ten (28%) give MSNBC high marks for believability; 26% give the Fox News Channel a high rating. C-SPAN received high believability ratings from 33% of those able to rate it.

Broadcast & Cable*					
	Believe			Cannot	Can't
	<u>4</u>	<u>3</u>	<u>2</u>	Believe	
	%	%	%	%	<u>Rate</u>
	%	%	%	%	%
CNN	39	39	16	6=100	16
May, 1998	42	41	13	4	13
April, 1996	38	42	16	4	11
60 Minutes	34	41	18	7	8
May, 1998	35	39	21	5	7
C-SPAN	33	39	18	10	38
May, 1998	32	42	19	7	38
April, 1996	30	37	19	16	36
Local TV News	33	41	20	6	6
May, 1998	34	41	19	6	4
Dateline NBC	32	38	23	7	18
May, 1998	27	45	22	6	15
ABC News	30	41	23	6	12
May, 1998	30	46	20	4	7
April, 1996	31	46	18	5	4
CBS News	29	42	22	7	10
May, 1998	28	46	22	4	6
April, 1996	32	44	18	6	5
NBC News	29	41	22	8	9
May, 1998	30	45	21	4	6
April, 1996	29	47	19	5	3
MSNBC	28	42	22	8	31
Fox News					
Cable Channel	26	37	25	12	25
NPR	25	34	29	12	37
May, 1998	19	48	24	9	29
NewsHour	24	35	26	15	48
May, 1998	29	39	23	9	47
All Things					
Considered	21	37	28	14	30
May, 1998	19	43	33	5	27
June, 1985	25	50	22	3	59

* Percentages based on those who could rate each.

Similarly, public broadcasting outlets are less well-known than the large commercial networks, but their credibility ratings are comparable among those who can rate them. Ratings for National Public Radio have improved somewhat since 1998. One-quarter give NPR the highest rating for believability, compared to 19% two years ago. Roughly one-in-five (21%) rate NPR's All Things Considered as highly believable. The NewsHour with Jim Lehrer is rated highly by roughly one-quarter of the public — 24% say they can believe all or most of what they hear on this show.

Wall Street Journal Stands Out

Compared to television news outlets, print sources are generally seen as less believable, with one exception. The Wall Street Journal is viewed as the most highly credible news source among all the traditional outlets included in the poll. Among those able to rate, fully 41% say they can believe all or most of what they read in the Wall Street Journal.

Time Magazine comes in a distant second on the list of print sources included in the poll. Three-in-ten (29%) give Time a high rating for believability. Newsweek gets a high rating from 24%.

One-in-four Americans give their local daily newspaper high marks for believability. This is down somewhat from 29% in 1998. USA Today is highly rated by 23%, unchanged from two years ago.

Ratings for the Associated Press have risen moderately in recent years. Today 21% of those able to rate the wire service give it high marks for believability, up from 18% in 1998 and 16% in 1996.

Print Media*					
	Believe		Cannot Believe		Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Rate</u>
	%	%	%	%	%
Wall Street Jn'l	41	37	14	8=100	34
May, 1998	41	40	13	6	27
April, 1996	36	38	17	9	23
Time	29	41	22	8	26
May, 1998	27	47	21	5	20
Your daily paper	25	40	26	9	7
May, 1998	29	38	25	8	6
April, 1996	25	39	37	8	5
Newsweek	24	43	24	9	27
May, 1998	24	50	20	6	20
USA Today	23	41	27	9	25
May, 1998	23	44	27	6	21
April, 1996	24	41	24	11	17
Associated Press	21	42	28	9	23
May, 1998	18	44	30	8	19
April, 1996	16	47	26	10	15
People	10	24	40	26	24
May, 1998	10	27	43	20	21
National Enquirer	4	4	10	82	18
May, 1998	3	4	13	80	13

* Percentages based on those who could rate each.

Entertainment and tabloid outlets such as People and the National Enquirer receive the lowest ratings overall. Only 10% of those able to rate People say they can believe all or most of what they read in the magazine. Even fewer (4%) give high ratings to the Enquirer.

Online Sites Beat Parent Organizations

This year, for the first time, the Center asked online users to rate the believability of several popular Internet news sites.⁴ Interestingly, ratings for the online sites of the major national news organizations are substantially higher than ratings for the news organizations themselves.

For example, among online users who could rate, fully 54% give CNN.com a high believability rating, while only 40% give the same rating to CNN. With ABC News, 44% of online users rate the network’s website highly believable, compared with 29% who give the same rating to the organization itself.

A similar pattern can be seen for NBC News vs. MSNBC.com, CBS News vs. CBSNews.com, USA Today vs. USAToday.com., and the Fox News Channel vs. FoxNews.com. In each case, online users give the website a higher rating than the parent news organization. The New York Times' website is rated highly by 42% of online users, but the newspaper itself was not rated on credibility.

	Believe		Cannot Believe	
	<u>4</u> %	<u>3</u> %	<u>2</u> %	<u>1</u> %
CNN	40	42	14	4=100
CNN.com	54	33	7	6
ABC News	29	46	20	5
ABCNews.com	44	40	10	6
NBC News	27	45	22	6
MSNBC	29	44	20	7
MSNBC.com	40	38	18	4
CBS News	27	45	22	6
CBSNews.com	41	44	10	5
USA Today	21	46	27	6
USAToday.com	37	42	16	5
Fox News Channel	21	41	28	10
FoxNews.com	34	37	25	4

* Based on online users who could rate each.

Believability ratings for Internet-only sites vary widely. The two best-known sites receive the highest ratings: Roughly three-in-ten online users say they can believe all or most of what they read on Yahoo (29%) and Netscape (30%). AOL’s News Channel gets a high rating from 23% of the online users able to rate it.

⁴ Based on a separate survey of 308 Internet users conducted June 1-6, 2000.

Less well-known are the popular search engines Lycos.com, Go Network and About.com. Among those able to rate them, just under one-in-five give Lycos and Go Network high believability ratings. About.com received high marks from 13% of online users.

The poll includes two technology-oriented news sites — CNET.com and ZDNet.com. Each received high believability ratings from roughly one-quarter of users familiar with them.

Two online magazines, Salon and Slate, received the lowest marks overall. Fewer than one-in-five online users were able to rate these sites. Salon received high ratings for credibility from 12% of those who rated it, while Slate got high marks from only 4%.

Believability of Online News Sites*

	Believe <u>4</u> %	Not Believe <u>3</u> %	Can't <u>2</u> %	Rate <u>1</u> %	Can't <u>Rate</u> %
CNN.com	54	33	7	6=100	29
ABCNews.com	44	40	10	6	33
New York Times.com	42	35	14	9	44
CBSNews.com	41	44	10	5	32
MSNBC.com	40	38	18	4	31
USAToday.com	37	42	16	5	36
FoxNews.com	34	37	25	4	42
Netscape	30	39	24	7	44
Yahoo	29	45	22	4	26
ZDNet.com	28	19	28	25	75
AOL News Channel	23	47	19	11	45
CNET.com	23	38	26	13	65
Lycos.com	19	42	27	12	61
Go Network	18	34	29	19	74
About.com+	13	31	31	25	78
Salon+	12	10	34	44	84
Slate+	4	11	40	45	86

* Based on online users who could rate each
+ Note: small sample size.

MEDIA USE "YESTERDAY"

	<i>Read a Newspaper Yesterday</i>			<i>Watched TV News Yesterday</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
<i>TOTAL</i>	46	54	*=100	55	44	1=100
<i>SEX</i>						
Male	49	51	*	54	46	*
Female	42	58	*	57	42	1
<i>AGE</i>						
18-29	29	71	*	44	56	*
30-49	43	57	*	51	49	*
50-64	53	46	1	60	39	1
65+	63	37	*	76	23	1
<i>AGE/SEX</i>						
Men Under 30	34	66	*	42	58	-
Women Under 30	24	76	-	46	53	1
Men 30-49	48	52	-	51	49	*
Women 30-49	39	61	*	51	49	*
Men 50+	62	38	*	66	34	*
Women 50+	54	45	1	68	31	1
<i>RACE</i>						
White	47	53	*	56	44	*
Non-White	38	62	*	56	43	1
Black	37	63	*	59	39	2
Hispanic [^]	33	67	-	56	44	*
<i>EDUCATION</i>						
College Grad.+	54	46	*	52	48	*
Some College	46	54	*	59	41	*
High School Grad.	45	55	*	56	43	1
< High School Grad.	34	66	-	55	45	-
<i>FAMILY INCOME</i>						
\$75,000+	57	43	*	54	46	*
\$50,000-\$74,999	51	49	*	54	46	*
\$30,000-\$49,999	42	58	*	55	45	*
\$20,000-\$29,999	38	62	-	54	45	1
<\$20,000	35	64	1	57	42	1

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

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

CONTINUED ...

	<i>Read a Newspaper Yesterday</i>			<i>Watched TV News Yesterday</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
<i>TOTAL</i>	46	54	*=100	55	44	*=100
<i>REGION</i>						
East	51	49	*	54	45	1
Midwest	46	54	*	54	46	*
South	45	55	*	58	41	1
West	41	59	*	54	46	*
<i>PARTY ID</i>						
Republican	49	51	*	59	41	*
Democrat	47	53	*	58	41	1
Independent	43	57	-	52	48	*
<i>CABLE TV</i>						
Subscriber	50	50	*	57	43	*
Non-Subscriber	37	63	*	53	46	1
<i>COMPUTER USER</i>						
Computer User	45	55	*	53	46	1
On-Line User	46	54	*	53	47	*
Not an Internet User	45	55	*	59	40	1
<i>LIFE CYCLE</i>						
Under 30:						
Single w/out Children	33	67	*	40	60	-
Married	21	79	-	53	46	1
30-49:						
Single w/out Children	45	55	-	50	50	*
Married w/out Children	44	56	-	55	44	1
Married With Children	45	55	*	51	49	*
50-64:						
Married	55	44	1	61	39	*
Not Married	50	50	*	60	39	1
65+:						
Married	73	27	-	79	20	1
Not Married	56	44	*	74	25	1
Working Mothers	37	63	-	51	48	1
Single Parent	35	65	*	49	50	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> %
<i>TOTAL</i>	26	74	*=100	43	56	1=100
<i>SEX</i>						
Male	27	73	*	48	51	1
Female	26	74	*	39	60	1
<i>AGE</i>						
18-29	29	71	*	37	63	*
30-49	26	74	-	50	49	1
50-64	25	74	1	42	57	1
65+	26	74	-	36	64	*
<i>AGE/SEX</i>						
Men Under 30	29	71	-	38	61	1
Women Under 30	28	71	1	35	65	-
Men 30-49	26	74	*	54	45	1
Women 30-49	26	74	-	47	52	1
Men 50+	26	74	-	48	52	*
Women 50+	26	74	*	34	65	1
<i>RACE</i>						
White	26	74	*	45	54	1
Non-White	27	73	*	36	64	*
Black	26	74	*	36	64	*
Hispanic	28	72	-	41	59	-
<i>EDUCATION</i>						
College Grad.+	36	64	*	56	44	*
Some College	30	70	*	47	53	*
High School Grad.	22	78	-	40	59	1
< High School Grad.	17	83	-	27	72	1
<i>FAMILY INCOME</i>						
\$75,000+	34	66	-	56	44	*
\$50,000-\$74,999	29	71	-	53	47	*
\$30,000-\$49,999	29	71	*	42	57	1
\$20,000-\$29,999	22	78	-	41	58	1
<\$20,000	24	76	-	34	66	*

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

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

CONTINUED ...

	<i>Read a Magazine Yesterday</i>			<i>Listened to Radio News Yesterday</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
<i>TOTAL</i>	26	74	*=100	43	56	1=100
<i>REGION</i>						
East	27	73	-	47	52	1
Midwest	24	76	-	47	52	1
South	25	75	*	40	60	*
West	31	69	-	42	58	*
<i>PARTY ID</i>						
Republican	29	71	*	48	52	*
Democrat	26	74	*	42	58	*
Independent	26	74	-	43	56	1
<i>CABLE TV</i>						
Subscriber	26	74	*	43	56	1
Non-Subscriber	28	72	-	43	56	1
<i>COMPUTER USER</i>						
Computer User	29	71	*	48	51	1
On-Line User	31	69	*	51	49	*
Not an Internet User	20	80	-	34	65	1
<i>LIFE CYCLE</i>						
Under 30:						
Single w/out Children	27	73	*	39	61	*
Married	32	68	-	33	67	-
30-49:						
Single w/out Children	27	73	-	53	46	1
Married w/out Children	19	81	-	48	51	1
Married With Children	28	72	-	52	47	1
50-64:						
Married	24	76	*	46	53	1
Not Married	27	73	*	37	63	*
65+:						
Married	29	71	-	44	56	*
Not Married	25	75	-	31	69	*
Working Mothers	27	73	-	52	47	1
Single Parent	25	75	-	41	59	*

VIEWERSHIP OF SELECTED PROGRAMS

	<i>Nightly Network News</i>					<i>Local News In Viewing Area</i>					<i>'N'</i>
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	
<i>TOTAL</i>	30	28	16	25	1=100	56	24	9	11	*=100	(3142)
<i>SEX</i>											
Male	29	27	18	26	*	54	25	10	11	*	(1454)
Female	31	29	15	24	1	57	24	9	10	*	(1688)
<i>AGE</i>											
18-29	17	33	17	33	*	45	32	11	12	*	(651)
30-49	24	31	19	26	*	54	25	9	12	*	(1265)
50-64	40	22	16	21	1	62	22	9	7	*	(952)
65+	50	20	12	17	1	68	17	5	9	1	(494)
<i>AGE/SEX</i>											
Men Under 30	17	28	19	36	*	41	33	12	14	*	(340)
Women Under 30	17	37	16	30	*	48	32	10	10	-	(311)
Men 30-49	25	31	19	25	*	53	25	9	13	-	(634)
Women 30-49	22	32	18	27	1	54	25	10	11	*	(631)
Men 50+	42	20	17	20	1	65	20	8	7	*	(458)
Women 50+	47	22	12	18	1	65	19	7	9	*	(704)
<i>RACE</i>											
White	30	27	17	25	1	55	25	9	11	*	(2610)
Non-White	31	31	15	23	*	59	22	8	11	*	(479)
Black	36	31	12	21	*	64	21	5	10	*	(284)
Hispanic	28	28	15	28	1	52	27	9	12	*	(206)
<i>EDUCATION</i>											
College Grad.+	28	27	21	24	*	50	27	12	11	*	(984)
Some College	30	28	16	26	*	54	26	9	11	*	(792)
High School Grad.	32	29	15	24	*	60	22	8	10	*	(1027)
< High School Grad.	30	27	12	30	1	57	22	8	12	1	(330)
<i>FAMILY INCOME</i>											
\$75,000+	28	25	19	27	1	54	27	11	8	*	(529)
\$50,000-\$74,999	28	26	21	25	-	53	26	9	12	*	(469)
\$30,000-\$49,999	29	30	17	24	-	59	22	9	10	-	(737)
\$20,000-\$29,999	28	28	18	26	*	53	27	10	11	-	(381)
<\$20,000	31	29	13	26	1	55	26	6	13	*	(452)

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 the local news shows about the area where you live; the local news in your viewing area? This usually comes on before the national news and then later at night at 10 or 11).

CONTINUED ...

	<i>Nightly Network News</i>					<i>Local News In Viewing Area</i>					<i>'N'</i>
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	
<i>TOTAL</i>	30	28	16	25	1=100	56	24	9	11	*=100	(3142)
<i>REGION</i>											
East	34	25	14	26	1	52	26	10	12	*	(596)
Midwest	27	30	19	24	*	57	23	9	11	*	(752)
South	34	27	16	22	1	61	22	8	9	*	(1139)
West	23	29	18	30	*	49	29	11	11	*	(655)
<i>PARTY ID</i>											
Republican	29	29	17	25	*	57	26	8	9	*	(929)
Democrat	36	29	15	19	1	63	22	7	8	*	(968)
Independent	26	26	17	30	1	50	25	11	14	*	(960)
<i>CABLE TV</i>											
Subscriber	31	28	17	24	*	57	25	9	9	*	(2108)
Non-Subscriber	28	27	16	28	1	54	22	9	15	*	(1034)
<i>COMPUTER USER</i>											
Computer User	26	30	18	26	*	53	26	10	11	*	(2238)
On-Line User	26	30	18	26	*	52	27	10	11	*	(1803)
Not an Internet User	35	26	14	24	1	61	21	8	10	*	(1339)
<i>LIFE CYCLE</i>											
Under 30:											
Single w/out Children	17	32	18	33	*	41	35	11	13	*	(407)
Married	15	36	16	32	1	47	29	11	13	-	(166)
30-49:											
Single w/out Children	25	29	18	28	*	46	29	10	15	*	(320)
Married w/out Children	23	32	19	26	-	55	26	8	11	-	(210)
Married With Children	23	33	19	25	*	58	22	10	10	-	(546)
50-64:											
Married	39	21	18	21	1	64	21	9	6	*	(412)
Not Married	42	24	13	21	-	59	23	9	9	*	(261)
65+:											
Married	52	16	13	18	1	71	16	4	8	1	(213)
Not Married	50	23	10	16	1	66	17	7	10	*	(274)
Working Mothers	20	32	17	30	1	56	24	10	10	-	(340)
Single Parent	26	29	15	29	1	56	23	8	13	*	(290)

VIEWERSHIP OF SELECTED NETWORKS

	<i>Cable News Network (CNN)</i>					<i>C-SPAN</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never	<u>DK</u>	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	21	34	16	29	*=100	4	17	22	56	1=100
<i>SEX</i>										
Male	23	33	17	26	1	5	19	23	52	1
Female	19	36	14	31	*	3	16	20	59	2
<i>AGE</i>										
18-29	16	35	17	32	-	3	16	20	60	1
30-49	22	35	16	27	*	3	17	23	56	1
50-64	23	35	14	27	1	5	19	22	52	2
65+	23	33	13	31	*	5	18	20	54	3
<i>AGE/SEX</i>										
Men Under 30	16	33	20	31	-	3	17	19	61	-
Women Under 30	15	38	15	32	-	2	15	22	60	1
Men 30-49	25	34	17	24	*	5	18	24	52	1
Women 30-49	19	36	15	30	*	2	16	22	59	1
Men 50+	25	34	16	24	1	6	22	25	45	2
Women 50+	22	35	11	32	*	5	16	18	59	2
<i>RACE</i>										
White	21	34	16	29	*	4	16	22	57	1
Non-White	23	38	13	26	*	4	21	22	51	2
Black	23	40	13	24	-	5	23	23	47	2
Hispanic	22	30	15	32	1	3	19	18	57	3
<i>EDUCATION</i>										
College Grad.+	25	38	16	21	*	5	21	25	49	*
Some College	23	36	14	27	*	4	19	22	54	1
High School Grad.	20	33	15	32	*	3	16	21	58	2
< High School Grad.	17	32	16	35	-	3	12	18	64	3
<i>FAMILY INCOME</i>										
\$75,000+	25	41	15	19	*	4	23	25	47	1
\$50,000-\$74,999	25	35	20	20	-	3	19	27	50	1
\$30,000-\$49,999	19	36	15	30	*	5	18	22	54	1
\$20,000-\$29,999	16	33	17	34	*	2	12	26	58	2
<\$20,000	20	28	14	38	-	4	14	15	65	2

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

CONTINUED ...

	<i>Cable News Network (CNN)</i>					<i>C-SPAN</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>DK</u>	DK <u>%</u>	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>DK</u>	DK <u>%</u>
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	21	34	16	29	*=100	4	17	22	56	1=100
<i>REGION</i>										
East	21	40	13	25	1	2	21	26	50	1
Midwest	18	33	16	33	*	3	15	19	61	2
South	26	32	15	27	*	5	17	22	54	2
West	18	34	18	30	*	4	17	21	57	1
<i>PARTY ID</i>										
Republican	21	37	17	25	*	5	19	23	52	1
Democrat	24	36	14	26	*	3	18	22	55	2
Independent	19	32	16	33	*	3	15	21	60	1
<i>CABLE TV</i>										
Subscriber	26	41	16	17	*	5	21	24	49	1
Non-Subscriber	11	21	15	52	1	2	11	16	70	1
<i>COMPUTER USER</i>										
Computer User	22	36	16	26	*	4	18	23	54	1
On-Line User	22	38	16	24	*	4	19	24	52	1
Not an Internet User	20	31	15	34	*	3	15	19	60	3
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	16	36	17	31	-	3	17	18	61	1
Married	14	35	17	34	-	2	14	23	60	1
30-49:										
Single w/out Children	24	35	18	23	*	4	16	22	57	1
Married w/out Children	27	33	14	26	-	4	17	23	54	2
Married w/Children	21	36	17	26	*	2	19	23	55	1
50-64:										
Married	24	38	13	24	1	5	19	24	50	2
Not Married	21	31	15	33	*	4	19	19	56	2
65+:										
Married	23	37	13	26	1	6	20	24	47	3
Not Married	24	29	13	34	*	5	17	17	58	3
Working Mothers	19	34	14	33	-	2	16	24	57	1
Single Parent	15	36	15	34	-	2	14	24	58	2

VIEWERSHIP OF SELECTED NETWORKS

	<i>CNBC</i>					<i>MSNBC</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	13	29	18	37	3=100	11	27	17	42	3=100
<i>SEX</i>										
Male	14	29	18	37	2	11	26	20	41	2
Female	11	29	18	38	4	11	29	14	42	4
<i>AGE</i>										
18-29	9	33	18	39	1	10	30	15	43	2
30-49	13	29	18	38	2	11	28	18	41	2
50-64	13	30	17	37	3	12	26	17	41	4
65+	17	25	19	34	5	12	23	18	41	6
<i>AGE/SEX</i>										
Men Under 30	10	31	17	42	*	9	27	14	48	2
Women Under 30	7	35	19	37	2	10	33	16	39	2
Men 30-49	15	30	18	36	1	12	28	20	39	1
Women 30-49	10	28	18	41	3	10	29	15	43	3
Men 50+	15	28	20	34	3	12	24	23	38	3
Women 50+	15	27	16	37	5	12	26	13	44	5
<i>RACE</i>										
White	12	28	19	38	3	11	27	17	42	3
Non-White	15	35	14	33	3	12	33	13	39	3
Black	15	38	14	30	3	13	36	12	36	3
Hispanic	14	34	15	33	4	15	31	13	38	3
<i>EDUCATION</i>										
College Grad.+	14	30	19	35	2	12	31	20	36	1
Some College	12	30	20	36	2	11	27	19	40	3
High School Grad.	12	30	16	39	3	12	27	15	44	2
< High School Grad.	14	25	18	40	3	9	25	12	48	6
<i>FAMILY INCOME</i>										
\$75,000+	15	33	20	30	2	14	34	17	33	2
\$50,000-\$74,999	16	28	22	33	1	13	28	23	35	1
\$30,000-\$49,999	11	29	19	39	2	10	28	18	41	3
\$20,000-\$29,999	8	30	16	42	4	11	26	16	45	2
<\$20,000	12	26	15	44	3	10	25	13	49	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 ... (CNBC; MSNBC).

CONTINUED ...

	<i>CNBC</i>					<i>MSNBC</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
<i>TOTAL</i>	13	29	18	37	3=100	11	27	17	42	3=100
<i>REGION</i>										
East	15	32	15	35	3	12	31	16	38	3
Midwest	12	26	20	39	3	10	24	19	44	3
South	14	30	18	35	3	12	29	17	40	2
West	10	28	18	42	2	10	26	16	45	3
<i>PARTY ID</i>										
Republican	14	30	19	35	2	12	29	18	39	2
Democrat	14	33	17	34	2	12	30	16	40	2
Independent	11	27	17	43	2	10	26	17	44	3
<i>CABLE TV</i>										
Subscriber	14	34	18	31	3	13	31	18	35	3
Non-Subscriber	9	21	17	50	3	8	20	14	55	3
<i>COMPUTER USER</i>										
Computer User	12	31	19	36	2	11	29	18	40	2
On-Line User	13	31	19	35	2	12	30	18	38	2
Not an Internet User	13	27	17	40	3	10	25	15	46	4
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	9	35	17	38	1	9	33	14	43	1
Married	8	29	20	42	1	12	26	15	46	1
30-49:										
Single w/out Children	13	31	18	37	1	11	30	16	41	2
Married w/out Children	12	30	18	39	1	11	30	18	41	*
Married With Children	12	30	18	39	1	10	28	19	42	1
50-64:										
Married	13	29	21	34	3	11	28	20	39	2
Not Married	13	30	12	41	4	15	23	12	45	5
65+:										
Married	17	24	21	32	6	11	25	20	39	5
Not Married	18	25	18	35	4	13	22	16	43	6
Working Mothers	11	27	16	43	3	10	27	12	48	3
Single Parent	13	25	20	39	3	10	28	17	40	5

VIEWERSHIP OF SELECTED NETWORKS

	<i>Fox News CABLE Channel</i>					<i>LOCAL All News Cable Channels</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never	<u>DK</u>	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	17	28	17	37	1=100	29	23	14	33	1=100
<i>SEX</i>										
Male	18	27	18	36	1	26	23	15	35	1
Female	18	28	16	37	1	32	23	14	30	1
<i>AGE</i>										
18-29	17	29	15	38	1	27	28	15	30	*
30-49	18	25	17	39	1	26	24	15	35	*
50-64	18	33	16	32	1	30	21	16	32	1
65+	20	26	18	35	1	40	19	10	30	1
<i>AGE/SEX</i>										
Men Under 30	16	30	14	40	*	23	27	14	35	1
Women Under 30	18	29	17	35	1	32	28	15	25	-
Men 30-49	19	24	17	40	*	24	24	15	37	*
Women 30-49	16	27	17	39	1	27	25	15	32	1
Men 50+	18	31	20	30	1	31	20	16	32	1
Women 50+	20	29	14	36	1	38	20	11	30	1
<i>RACE</i>										
White	16	27	18	38	1	27	22	15	35	1
Non-White	26	33	12	28	1	39	28	11	21	1
Black	31	34	11	23	1	44	28	10	18	*
Hispanic	20	31	15	34	-	30	32	8	29	1
<i>EDUCATION</i>										
College Grad.+	11	26	22	40	1	20	20	20	39	1
Some College	17	28	18	36	1	26	24	15	35	*
High School Grad.	20	28	15	36	1	33	24	12	30	1
< High School Grad.	24	29	12	35	*	39	26	9	25	1
<i>FAMILY INCOME</i>										
\$75,000+	15	28	21	35	1	24	25	18	32	1
\$50,000-\$74,999	15	32	18	34	1	23	25	19	33	*
\$30,000-\$49,999	19	27	16	37	1	29	22	13	36	*
\$20,000-\$29,999	21	26	15	37	1	28	24	17	31	-
<\$20,000	19	27	13	40	1	37	23	9	30	1

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 ... (Fox News CABLE Channel; LOCAL all news cable channels, which feature news about the area where you live).

CONTINUED ...

	<i>Fox News CABLE Channel</i>					<i>LOCAL All News Cable Channels</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>Never</u>	DK <u>DK</u>	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>Never</u>	DK <u>DK</u>
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	17	28	17	37	1=100	29	23	14	33	1=100
<i>REGION</i>										
East	16	30	19	35	*	25	27	17	30	1
Midwest	17	26	16	40	1	28	20	14	37	1
South	20	28	16	35	1	35	22	13	30	*
West	17	27	17	38	1	24	26	16	33	1
<i>PARTY ID</i>										
Republican	18	29	17	35	1	26	26	15	33	*
Democrat	18	29	17	36	*	34	23	14	29	*
Independent	17	26	17	39	1	28	21	16	34	1
<i>CABLE TV</i>										
Subscriber	20	31	20	28	1	32	27	17	23	1
Non-Subscriber	14	21	10	54	1	23	16	8	52	1
<i>COMPUTER USER</i>										
Computer User	16	28	18	37	1	25	24	16	34	1
On-Line User	16	28	17	38	1	23	25	17	35	*
Not an Internet User	20	28	16	35	1	37	21	12	29	1
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	17	29	15	39	*	24	29	16	30	1
Married	18	26	16	40	*	24	27	12	37	-
30-49:										
Single w/out Children	17	23	16	44	*	27	22	13	37	1
Married w/out Children	16	27	18	39	*	26	25	16	33	*
Married With Children	18	26	17	39	*	24	25	17	34	*
50-64:										
Married	17	34	17	31	1	29	22	17	31	1
Not Married	19	31	15	34	1	32	20	14	32	2
65+:										
Married	19	31	18	29	3	40	18	10	31	1
Not Married	21	22	18	39	-	40	19	10	29	2
Working Mothers	19	27	18	35	1	32	23	14	31	*
Single Parent	21	29	17	32	1	35	24	11	30	-

VIEWERSHIP OF SELECTED PROGRAMS

	<i>NewsHour with Jim Lehrer</i>					<i>ESPN Sports News</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	5	12	15	66	2=100	23	18	13	46	*=100
<i>SEX</i>										
Male	5	15	16	62	2	34	20	14	32	*
Female	4	10	14	70	2	13	15	13	59	*
<i>AGE</i>										
18-29	3	9	10	77	1	30	16	11	43	-
30-49	3	12	15	68	2	23	18	13	46	*
50-64	8	14	16	59	3	18	19	16	47	*
65+	7	15	17	59	2	19	18	14	48	1
<i>AGE/SEX</i>										
Men Under 30	3	9	10	78	*	45	15	11	29	-
Women Under 30	2	10	10	77	1	14	17	12	57	-
Men 30-49	4	16	18	60	2	34	21	12	33	*
Women 30-49	2	8	13	75	2	12	14	14	60	*
Men 50+	7	17	19	55	2	27	23	17	33	*
Women 50+	7	13	15	62	3	12	15	13	59	1
<i>RACE</i>										
White	4	12	15	68	1	22	17	13	48	*
Non-White	7	14	15	61	3	30	19	13	38	*
Black	7	13	15	62	3	34	18	13	35	*
Hispanic	5	19	18	56	2	27	18	14	41	-
<i>EDUCATION</i>										
College Grad.+	6	18	19	56	1	20	18	16	46	*
Some College	4	12	16	67	1	24	17	12	46	1
High School Grad.	4	9	13	72	2	24	18	12	46	*
< High School Grad.	5	13	10	68	4	22	16	14	48	-
<i>FAMILY INCOME</i>										
\$75,000+	5	15	18	61	1	27	17	18	37	1
\$50,000-\$74,999	3	13	17	67	*	27	20	12	41	-
\$30,000-\$49,999	5	12	15	66	2	24	18	12	46	*
\$20,000-\$29,999	4	9	14	72	1	24	15	12	49	-
<\$20,000	6	13	13	66	2	21	14	12	53	*

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 NewsHour with Jim Lehrer; ESPN Sports News)

CONTINUED ...

	<i>NewsHour with Jim Lehrer</i>					<i>ESPN Sports News</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
<i>TOTAL</i>	5	12	15	66	2=100	23	18	13	46	*=100
<i>REGION</i>										
East	5	12	15	66	2	25	17	12	46	*
Midwest	3	12	14	69	2	20	16	14	50	*
South	5	13	14	65	3	25	18	14	43	*
West	5	13	16	65	1	21	18	13	47	1
<i>PARTY ID</i>										
Republican	4	13	16	66	1	24	22	13	41	*
Democrat	5	13	16	64	2	24	18	13	44	1
Independent	5	11	14	68	2	21	14	14	51	*
<i>CABLE TV</i>										
Subscriber	4	13	16	65	2	27	19	15	39	*
Non-Subscriber	6	12	12	68	2	15	14	10	60	1
<i>COMPUTER USER</i>										
Computer User	4	13	15	67	1	23	19	14	44	*
On-Line User	4	13	16	66	1	25	18	13	44	*
Not an Internet User	6	12	13	66	3	20	17	13	49	1
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	2	10	11	76	1	33	18	12	37	-
Married	2	7	10	80	1	22	14	10	54	-
30-49:										
Single w/out Children	5	11	16	65	3	22	19	44	45	*
Married w/out Children	4	16	13	67	*	23	19	9	49	-
Married With Children	2	12	16	69	1	24	17	13	46	*
50-64:										
Married	7	13	18	60	2	21	19	17	43	*
Not Married	9	16	13	59	3	14	18	15	52	1
65+:										
Married	9	17	16	56	2	22	20	15	43	*
Not Married	5	14	18	61	2	17	17	13	53	*
Working Mothers	3	8	12	76	1	14	13	12	61	*
Single Parent	4	11	14	69	2	23	17	11	49	*

VIEWERSHIP OF SELECTED PROGRAMS

	<i>Daytime Talk Shows</i>					<i>Daytime "Tell-All" TV</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	10	21	18	51	*=100	7	12	14	67	*=100
<i>SEX</i>										
Male	5	14	15	66	*	8	12	13	67	*
Female	16	27	20	37	*	7	11	14	68	*
<i>AGE</i>										
18-29	10	24	18	48	-	15	18	17	50	*
30-49	10	19	19	52	*	6	12	14	68	*
50-64	10	23	16	51	*	6	9	13	72	*
65+	12	20	15	53	-	3	7	9	81	*
<i>AGE/SEX</i>										
Men Under 30	4	15	13	68	-	15	20	13	52	-
Women Under 30	17	32	24	27	-	15	17	21	47	*
Men 30-49	5	13	17	65	-	5	11	16	68	-
Women 30-49	14	25	21	40	*	6	13	13	68	*
Men 50+	5	14	15	66	*	6	9	10	75	*
Women 50+	16	28	16	40	*	4	7	12	77	*
<i>RACE</i>										
White	9	20	17	54	*	5	10	13	72	*
Non-White	16	27	21	36	-	22	22	17	39	*
Black	19	30	19	32	-	25	23	19	33	-
Hispanic	13	24	20	43	-	13	26	16	44	1
<i>EDUCATION</i>										
College Grad.+	5	15	21	59	*	2	5	12	81	*
Some College	9	21	17	53	*	5	10	15	70	*
High School Grad.	12	23	18	47	*	9	13	15	63	*
< High School Grad.	16	26	13	45	-	16	23	10	51	*
<i>FAMILY INCOME</i>										
\$75,000+	5	20	18	57	*	4	7	12	77	*
\$50,000-\$74,999	8	18	19	55	-	5	8	16	71	-
\$30,000-\$49,999	9	20	18	53	*	6	13	15	66	-
20,000-\$29,999	11	23	18	48	-	11	17	14	58	-
<\$20,000	18	24	18	40	-	12	19	14	55	*

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 ... (daytime talk shows such as Rosie O'Donnell or Oprah Winfrey; daytime talk shows such as Ricki Lake or Jerry Springer).

CONTINUED ...

	<i>Daytime Talk Shows</i>					<i>Daytime "Tell-All" TV</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>Never</u>	DK <u>DK</u>	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>Never</u>	DK <u>DK</u>
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	10	21	18	51	*=100	7	12	14	67	*=100
<i>REGION</i>										
East	11	19	16	54	*	5	11	14	70	*
Midwest	9	21	18	52	*	6	12	13	69	*
South	11	22	17	50	*	9	14	15	62	*
West	9	21	20	50	-	8	9	13	70	*
<i>PARTY ID</i>										
Republican	9	18	19	54	-	5	8	14	73	-
Democrat	13	24	19	44	*	9	13	14	64	*
Independent	10	19	16	55	*	9	14	13	64	*
<i>CABLE TV</i>										
Subscriber	11	21	18	50	*	7	12	14	67	*
Non-Subscriber	10	20	17	53	*	8	11	12	68	1
<i>COMPUTER USER</i>										
Computer User	8	21	19	52	*	6	11	14	69	*
On-Line User	8	21	19	52	*	5	9	15	71	*
Not an Internet User	13	21	16	50	*	10	15	12	63	*
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	11	20	18	51	-	14	18	17	51	*
Married	9	26	17	48	-	9	16	18	57	-
30-49:										
Single w/out Children	9	16	19	56	*	8	10	15	67	*
Married w/out Children	8	18	17	57	-	4	14	14	68	-
Married With Children	10	19	20	51	-	3	10	14	73	-
50-64:										
Married	7	21	16	55	1	4	7	11	77	1
Not Married	14	27	16	43	-	9	11	15	65	-
65+:										
Married	8	15	17	60	-	3	5	8	84	-
Not Married	16	23	14	47	-	3	9	9	78	1
Working Mothers	11	27	22	40	-	8	12	15	65	*
Single Parent	13	27	21	39	-	17	19	14	50	*

VIEWERSHIP OF SELECTED PROGRAMS

	<i>Crime/Police Shows</i>					<i>Courtroom Shows</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	18	27	20	35	*=100	12	21	15	52	*=100
<i>SEX</i>										
Male	17	29	22	32	*	10	19	15	56	*
Female	18	26	19	37	*	14	23	15	48	*
<i>AGE</i>										
18-29	18	35	19	28	-	10	25	15	50	-
30-49	20	25	22	33	*	10	18	15	57	*
50-64	15	29	18	38	*	14	21	14	51	*
65+	15	20	22	43	*	16	22	15	47	*
<i>AGE/SEX</i>										
Men Under 30	19	34	22	25	-	9	23	14	54	-
Women Under 30	18	35	15	32	-	11	26	16	47	-
Men 30-49	22	28	20	30	*	9	16	16	59	-
Women 30-49	18	23	24	35	*	12	20	14	54	*
Men 50+	11	27	24	38	-	11	19	15	55	*
Women 50+	18	23	16	42	1	18	24	14	44	*
<i>RACE</i>										
White	16	27	20	37	*	9	20	15	56	*
Non-White	28	30	22	20	-	27	27	15	31	*
Black	30	34	21	15	-	34	30	13	23	-
Hispanic	24	34	18	24	-	12	29	14	45	-
<i>EDUCATION</i>										
College Grad.+	7	16	22	55	*	4	13	15	68	*
Some College	13	25	27	35	*	8	18	17	57	*
High School Grad.	24	31	19	26	*	15	24	15	46	-
< High School Grad.	28	37	12	23	-	22	31	12	35	-
<i>FAMILY INCOME</i>										
\$75,000+	13	18	26	43	*	6	15	14	65	*
\$50,000-\$74,999	10	29	23	38	-	4	18	17	61	-
30,000-\$49,999	18	29	23	30	-	12	21	16	51	-
\$20,000-\$29,999	24	24	17	34	1	14	25	15	46	*
<\$20,000	25	33	15	27	*	20	27	12	41	-

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 ... (Cops or America's Most Wanted; Shows such as Judge Judy or Divorce Court).

CONTINUED ...

	<i>Crime/Police Shows</i>					<i>Courtroom Shows</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>Never</u>	DK <u>DK</u>	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>Never</u>	DK <u>DK</u>
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	18	27	20	35	*=100	12	21	15	52	*=100
<i>REGION</i>										
East	21	21	22	36	*	12	18	16	54	*
Midwest	15	28	21	36	*	14	19	14	53	*
South	18	33	18	31	*	13	24	14	49	*
West	17	22	23	38	-	7	21	16	56	*
<i>PARTY ID</i>										
Republican	14	27	23	36	*	9	19	18	54	-
Democrat	18	29	20	33	*	15	22	14	49	*
Independent	18	26	20	36	*	11	20	14	55	*
<i>CABLE TV</i>										
Subscriber	18	27	21	34	*	11	21	16	52	*
Non-Subscriber	18	28	19	35	*	13	21	13	53	*
<i>COMPUTER USER</i>										
Computer User	16	27	21	36	*	9	19	16	56	*
On-Line User	13	25	23	39	*	7	18	16	59	*
Not an Internet User	24	29	18	29	*	17	25	14	44	*
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	15	32	20	33	-	9	22	15	54	-
Married	14	38	19	29	-	9	29	14	48	-
30-49:										
Single w/out Children	20	23	21	36	*	10	19	15	56	*
Married w/out Children	19	28	22	30	1	12	18	13	57	-
Married With Children	17	24	23	36	-	7	16	17	60	-
50-64:										
Married	13	30	18	39	*	10	20	14	56	*
Not Married	19	28	17	36	-	19	24	13	44	-
65+:										
Married	8	16	29	47	-	11	21	20	48	*
Not Married	19	23	16	41	1	19	23	12	46	*
Working Mothers	18	32	20	30	-	12	23	13	52	-
Single Parent	30	32	18	20	-	18	24	14	44	-

VIEWERSHIP OF SELECTED PROGRAMS

	<i>Morning Shows</i>					<i>News Magazine Shows</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	20	18	15	47	*=100	31	41	15	13	*=100
<i>SEX</i>										
Male	15	15	15	55	*	25	40	19	16	*
Female	25	20	15	40	*	36	41	12	11	*
<i>AGE</i>										
18-29	13	16	18	53	-	22	45	16	17	-
30-49	20	16	15	49	*	29	41	17	13	*
50-64	23	19	15	43	*	34	39	15	12	*
65+	26	21	15	38	*	42	36	11	11	*
<i>AGE/SEX</i>										
Men Under 30	8	13	16	63	-	14	45	21	20	-
Women Under 30	17	20	20	43	-	30	44	12	14	-
Men 30-49	16	14	14	56	-	25	41	19	15	-
Women 30-49	24	19	15	42	*	33	42	15	10	*
Men 50+	18	18	16	48	-	33	36	17	14	-
Women 50+	29	21	14	36	*	42	38	10	10	*
<i>RACE</i>										
White	20	17	15	48	*	30	41	16	13	*
Non-White	23	21	19	37	-	34	41	10	15	-
Black	25	25	20	30	-	39	40	8	13	-
Hispanic	21	17	16	46	-	28	42	15	15	-
<i>EDUCATION</i>										
College Grad.+	18	16	18	48	*	28	42	18	12	*
Some College	20	16	16	48	*	28	42	17	13	*
High School Grad.	21	19	15	45	*	36	38	13	13	*
< High School Grad.	20	19	11	50	-	26	43	14	17	-
<i>FAMILY INCOME</i>										
\$75,000+	18	17	16	49	*	31	41	17	11	*
\$50,000-\$74,999	16	16	19	49	-	28	44	18	10	-
\$30,000-\$49,999	20	17	16	47	-	31	41	14	14	-
\$20,000-\$29,999	18	20	13	49	-	31	40	17	12	-
<\$20,000	25	19	14	42	*	30	41	12	17	*

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... (The Today Show, Good Morning America or The Early Show; News magazine shows such as 60 minutes, 20/20 or Dateline).

CONTINUED ...

	<i>Morning Shows</i>					<i>News Magazine Shows</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>DK</u>		Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>DK</u>	
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	20	18	15	47	*=100	31	41	15	13	*=100
<i>REGION</i>										
East	18	19	16	47	*	30	41	15	14	*
Midwest	20	16	16	48	*	30	42	17	11	*
South	23	19	15	43	*	34	41	13	12	*
West	17	15	16	52	-	26	40	17	17	-
<i>PARTY ID</i>										
Republican	19	19	15	47	-	29	42	16	13	*
Democrat	24	18	16	42	*	37	40	13	10	*
Independent	18	16	15	51	*	27	41	17	15	*
<i>CABLE TV</i>										
Subscriber	20	18	16	46	*	31	42	15	12	*
Non-Subscriber	21	17	13	49	*	30	39	16	15	*
<i>COMPUTER USER</i>										
Computer User	19	16	17	48	*	29	42	17	12	*
On-Line User	18	16	18	48	*	28	42	17	13	*
Not an Internet User	22	19	13	46	*	34	39	13	14	*
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	11	13	18	58	-	21	41	19	19	-
Married	17	21	16	46	-	23	50	11	16	-
30-49:										
Single w/out Children	17	12	17	54	*	28	39	20	13	*
Married w/out Children	18	16	16	50	-	28	43	15	14	-
Married With Children	23	18	13	46	-	28	43	17	12	-
50-64:										
Married	21	18	17	44	*	35	38	16	11	*
Not Married	26	20	11	43	-	33	41	14	12	-
65+:										
Married	23	17	14	46	-	43	33	9	15	-
Not Married	28	24	15	33	*	42	37	12	9	*
Working Mothers	21	22	15	42	*	35	40	13	12	-
Single Parent	17	21	16	46	*	33	41	13	13	-

VIEWERSHIP OF SELECTED NETWORKS/PROGRAMS

	<i>The Weather Channel</i>					<i>Entertainment News</i>				
	Regu- larly	Some- times	Hardly Ever	Never	DK	Regu- larly	Some- times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	32	28	15	25	*=100	8	26	22	44	*=100
<i>SEX</i>										
Male	33	27	16	24	*	8	22	21	49	*
Female	31	29	13	27	*	9	30	23	38	*
<i>AGE</i>										
18-29	25	31	15	29	-	12	31	22	35	-
30-49	31	29	15	25	*	8	29	23	40	-
50-64	34	29	14	23	*	9	22	18	50	1
65+	43	22	13	22	*	6	17	22	55	-
<i>AGE/SEX</i>										
Men Under 30	25	30	16	29	-	10	26	20	44	-
Women Under 30	25	32	14	29	-	14	35	24	27	-
Men 30-49	34	27	16	23	-	8	25	21	46	-
Women 30-49	28	30	14	28	*	8	34	25	33	-
Men 50+	37	26	16	21	*	6	17	20	57	-
Women 50+	38	26	12	23	1	9	22	20	48	1
<i>RACE</i>										
White	31	28	15	26	*	6	25	22	47	*
Non-White	39	27	14	20	-	21	34	20	25	*
Black	42	28	12	18	-	22	37	16	25	-
Hispanic	33	23	15	29	-	18	36	23	23	-
<i>EDUCATION</i>										
College Grad.+	25	27	20	28	*	4	21	25	50	*
Some College	26	29	16	29	*	10	27	22	41	-
High School Grad.	36	30	11	23	*	9	28	22	41	-
< High School Grad.	43	25	11	21	-	10	29	17	43	1
<i>FAMILY INCOME</i>										
\$75,000+	28	27	20	25	*	9	23	21	47	-
\$50,000-\$74,999	31	30	15	24	-	7	27	21	45	-
\$30,000-\$49,999	32	29	13	26	-	8	27	22	43	-
\$20,000-\$29,999	34	27	16	23	-	8	29	24	39	*
<\$20,000	35	26	11	28	*	14	31	20	35	*

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 Weather Channel; TV shows such as Entertainment Tonight or Access Hollywood).

CONTINUED ...

	<i>The Weather Channel</i>					<i>Entertainment News</i>				
	Regu- larly	Some- times	Hardly Ever	Never	DK	Regu- larly	Some- times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	32	28	15	25	*=100	8	26	22	44	*=100
<i>REGION</i>										
East	37	30	12	21	*	11	24	17	48	*
Midwest	34	27	15	24	*	6	27	22	45	-
South	37	31	13	19	*	9	24	24	43	*
West	17	23	19	41	*	8	30	22	40	*
<i>PARTY ID</i>										
Republican	32	30	14	24	-	7	25	23	45	-
Democrat	33	30	13	24	*	12	28	23	37	*
Independent	30	25	18	27	*	7	27	20	46	*
<i>CABLE TV</i>										
Subscriber	35	32	16	17	-	8	27	23	42	*
Non-Subscriber	25	21	11	42	1	9	25	20	46	*
<i>COMPUTER USER</i>										
Computer User	28	29	16	27	*	7	28	22	43	*
On-Line User	27	30	16	27	*	7	26	24	43	-
Not an Internet User	38	26	13	23	*	10	26	20	44	*
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	22	33	15	30	-	12	32	21	35	-
Married	30	26	16	28	-	8	24	26	42	-
30-49:										
Single w/out Children	33	24	15	28	*	6	33	23	38	-
Married w/out Children	38	22	17	23	-	6	24	26	44	-
Married With Children	29	33	14	24	-	8	29	23	40	-
50-64:										
Married	33	30	16	21	*	8	22	16	54	*
Not Married	35	27	12	25	1	10	23	22	45	*
65+:										
Married	35	25	18	22	*	4	13	27	56	-
Not Married	49	20	9	22	-	7	21	17	55	-
Working Mothers	29	30	13	28	*	11	32	23	34	-
Single Parent	28	31	13	27	1	14	31	22	33	-

VIEWERSHIP OF SELECTED NETWORKS/PROGRAMS

	<i>Cable Documentary Shows</i>					<i>Spanish Language TV</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never	<u>DK</u>	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	37	37	10	16	*=100	3	4	7	86	*=100
<i>SEX</i>										
Male	43	35	9	13	*	3	6	7	84	*
Female	31	40	10	19	*	2	4	6	88	*
<i>AGE</i>										
18-29	35	41	10	14	-	4	7	9	80	-
30-49	41	36	9	14	*	3	4	6	87	*
50-64	42	33	10	15	*	2	4	6	87	1
65+	26	39	10	25	*	1	2	5	91	1
<i>AGE/SEX</i>										
Men Under 30	39	39	11	11	-	3	6	9	82	-
Women Under 30	31	44	10	15	-	5	8	8	79	-
Men 30-49	46	34	8	12	*	3	6	6	85	-
Women 30-49	36	40	9	15	*	2	3	6	89	*
Men 50+	44	32	10	14	*	3	4	6	86	1
Women 50+	28	38	10	24	*	1	2	5	92	*
<i>RACE</i>										
White	37	37	10	16	*	2	3	6	89	*
Non-White	36	40	9	15	-	5	10	12	73	-
Black	34	41	9	16	-	4	9	15	72	-
Hispanic	37	43	7	13	-	25	25	10	40	-
<i>EDUCATION</i>										
College Grad.+	38	37	10	15	*	1	4	6	89	*
Some College	41	36	9	14	*	2	5	6	87	*
High School Grad.	37	37	10	16	*	2	3	7	87	1
< High School Grad.	31	42	6	21	-	6	8	7	79	-
<i>FAMILY INCOME</i>										
\$75,000+	41	39	11	9	*	1	3	6	90	*
\$50,000-\$74,999	43	35	10	12	-	1	3	7	89	-
\$30,000-\$49,999	39	37	8	16	-	4	5	6	85	*
\$20,000-\$29,999	38	39	9	14	-	3	5	8	84	-
<\$20,000	30	36	10	23	1	4	7	7	82	*

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 ... (Documentaries on channels such as the History Channel or the Discovery Channel; Univision or some other Spanish-speaking television network).

CONTINUED ...

	<i>Cable Documentary Shows</i>					<i>Spanish Language TV</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>DK</u>		Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>DK</u>	
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	37	37	10	16	*=100	3	4	7	86	*=100
<i>REGION</i>										
East	39	35	10	16	*	3	4	4	88	1
Midwest	35	35	9	21	*	1	3	6	90	*
South	37	39	10	14	*	3	4	8	85	*
West	37	38	10	15	*	4	7	8	81	-
<i>PARTY ID</i>										
Republican	40	37	9	14	*	1	4	5	90	*
Democrat	35	38	10	17	*	3	5	7	85	*
Independent	38	36	10	16	*	3	4	6	87	*
<i>CABLE TV</i>										
Subscriber	42	39	10	9	*	2	5	7	86	*
Non-Subscriber	28	33	9	30	*	4	4	6	86	*
<i>COMPUTER USER</i>										
Computer User	40	38	9	13	*	2	5	7	86	*
On-Line User	41	37	10	12	*	2	4	7	87	*
Not an Internet User	33	37	10	20	*	3	5	6	85	1
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	35	38	14	13	-	4	6	10	80	-
Married	38	40	6	16	-	4	4	5	87	-
30-49:										
Single w/out Children	41	32	10	16	1	2	5	8	85	*
Married w/out Children	44	40	8	8	-	2	5	5	88	-
Married With Children	40	40	7	13	-	3	4	6	87	-
50-64:										
Married	43	35	7	15	*	3	3	5	88	1
Not Married	40	30	13	17	*	3	4	7	86	-
65+:										
Married	28	40	10	22	*	*	2	4	93	1
Not Married	24	39	10	27	*	1	2	7	90	*
Working Mothers	35	41	9	15	*	3	5	5	87	*
Single Parent	35	40	10	15	*	3	9	7	81	*

READERSHIP OF SELECTED PUBLICATIONS

	<i>News Magazines</i>					<i>Business Magazines</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	12	34	19	35	*=100	5	15	15	65	*=100
<i>SEX</i>										
Male	13	37	19	31	*	7	20	17	56	*
Female	12	32	18	38	-	3	11	13	73	-
<i>AGE</i>										
18-29	12	34	21	33	-	5	13	14	68	-
30-49	12	39	18	31	-	5	17	17	61	-
50-64	15	33	18	34	*	5	16	15	64	*
65+	11	26	14	49	-	3	11	13	73	-
<i>AGE/SEX</i>										
Men Under 30	11	35	21	33	-	6	14	16	64	-
Women Under 30	13	33	21	33	-	3	11	14	72	-
Men 30-49	11	42	18	29	-	8	21	18	53	-
Women 30-49	13	36	19	32	-	3	14	15	68	-
Men 50+	16	34	18	32	*	7	21	18	54	*
Women 50+	11	27	16	46	-	2	8	11	79	-
<i>RACE</i>										
White	12	34	19	35	*	4	15	14	67	*
Non-White	14	38	15	33	-	7	17	21	55	-
Black	13	40	14	33	-	6	19	22	53	-
Hispanic	8	35	17	40	-	6	14	18	62	-
<i>EDUCATION</i>										
College Grad.+	22	40	20	18	-	9	21	20	50	-
Some College	14	37	20	29	-	5	19	17	59	-
High School Grad.	8	33	19	40	*	3	11	15	71	*
< High School Grad.	4	26	12	58	-	1	9	7	83	-
<i>FAMILY INCOME</i>										
\$75,000+	19	42	17	22	-	12	23	18	47	-
\$50,000-\$74,999	12	40	21	27	-	6	17	16	61	-
\$30,000-\$49,999	14	35	18	33	*	4	16	16	64	*
\$20,000-\$29,999	12	29	20	39	-	1	12	15	72	-
<\$20,000	6	35	16	43	-	2	8	13	77	-

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, US News, or Newsweek; business magazines such as Fortune or Forbes).

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> %
<i>TOTAL</i>	12	34	19	35	*=100	5	15	15	65	*=100
<i>REGION</i>										
East	15	39	16	29	1	4	18	14	64	*
Midwest	12	32	17	39	-	5	14	15	66	-
South	11	34	20	35	-	5	14	17	64	-
West	12	33	19	36	-	5	15	16	64	-
<i>PARTY ID</i>										
Republican	13	35	22	30	-	7	17	16	60	-
Democrat	14	37	15	34	-	4	14	15	67	-
Independent	11	33	19	37	-	5	16	15	64	-
<i>CABLE TV</i>										
Subscriber	13	35	18	34	*	5	16	16	63	*
Non-Subscriber	11	33	19	37	*	4	14	14	68	*
<i>COMPUTER USER</i>										
Computer User	15	38	20	27	*	6	18	18	58	*
On-Line User	16	39	21	24	-	7	19	19	55	-
Not an Internet User	8	29	15	48	*	2	11	11	76	*
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	14	37	19	30	-	5	13	14	68	-
Married	11	29	22	38	-	3	13	15	69	-
30-49:										
Single w/out Children	14	40	17	29	-	5	19	19	57	-
Married /out Children	14	39	15	32	-	6	19	17	58	-
Married With Children	9	41	21	29	-	7	16	16	62	-
50-64:										
Married	15	36	19	30	*	6	18	15	61	*
Not Married	15	28	18	39	-	4	15	14	67	-
65+:										
Married	12	25	15	48	-	3	12	17	68	-
Not Married	11	26	13	50	-	2	10	10	78	-
Working Mothers	11	34	20	35	-	3	13	14	70	-
Single Parent	12	32	19	37	-	2	15	16	67	-

READERSHIP OF SELECTED PUBLICATIONS

	<i>Tabloid Newspapers</i>					<i>Personality Magazines</i>				
	Regu- larly	Some- times	Hardly Ever	Never	DK	Regu- larly	Some- times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	3	9	12	76	*=100	6	27	18	49	*=100
<i>SEX</i>										
Male	2	8	11	79	*	3	21	17	59	*
Female	4	10	12	74	*	9	33	19	39	-
<i>AGE</i>										
18-29	2	11	12	75	-	9	35	16	40	-
30-49	3	8	12	77	*	6	29	21	44	-
50-64	3	10	12	75	*	6	24	18	52	*
65+	4	8	11	77	-	4	17	15	64	-
<i>AGE/SEX</i>										
Men Under 30	1	11	11	77	-	5	26	15	54	*
Women Under 30	2	11	14	73	-	14	43	16	27	-
Men 30-49	2	9	10	79	-	3	23	19	55	-
Women 30-49	3	8	13	76	*	8	35	23	34	-
Men 50+	2	6	12	80	*	3	13	17	67	*
Women 50+	5	11	12	72	-	7	27	17	49	-
<i>RACE</i>										
White	2	8	11	79	*	5	26	19	50	*
Non-Whites	5	19	16	60	-	11	34	15	40	-
Black	5	24	17	54	-	11	37	13	39	-
Hispanic	5	19	16	60	-	8	33	18	41	-
<i>EDUCATION</i>										
College Grad.+	1	4	8	87	-	6	23	23	48	-
Some College	2	7	11	80	-	8	30	20	42	-
High School Grad.	4	11	14	71	*	5	31	16	48	*
< High School Grad.	4	17	15	64	-	5	22	14	59	-
<i>FAMILY INCOME</i>										
\$75,000+	2	5	11	82	*	8	26	22	44	-
\$50,000-\$74,999	2	7	10	81	-	5	28	21	46	-
\$30,000-\$49,999	3	10	11	76	*	6	29	18	47	*
\$20,000-\$29,999	2	11	13	74	-	5	30	18	47	-
<\$20,000	4	15	16	65	-	7	29	15	49	-

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 ... (The National Enquirer, The Sun or The Star; Personality magazines such as People).

CONTINUED ...

	<i>Tabloid Newspapers</i>					<i>Personality Magazines</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>DK</u>		Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>Ever</u>	Never <u>DK</u>	
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	3	9	12	76	*=100	6	27	18	49	*=100
<i>REGION</i>										
East	4	9	12	75	*	6	26	19	49	*
Midwest	3	9	12	76	-	6	27	19	48	-
South	3	10	12	75	*	6	29	17	48	-
West	2	9	10	79	-	6	26	20	47	-
<i>PARTY ID</i>										
Republican	2	7	10	81	-	6	26	19	49	-
Democrat	4	13	12	71	-	7	32	18	43	-
Independent	2	8	12	78	*	6	25	18	51	-
<i>CABLE TV</i>										
Subscriber	3	9	11	77	*	6	29	18	47	*
Non-Subscriber	3	10	12	75	*	6	25	19	50	*
<i>COMPUTER USER</i>										
Computer User	2	8	11	79	*	7	30	20	43	*
On-Line User	2	7	10	81	*	7	31	20	42	-
Not an Internet User	4	12	13	71	*	5	23	16	56	*
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	2	10	11	77	-	9	36	15	40	-
Married	2	8	9	81	-	7	33	15	45	-
30-49:										
Single w/out Children	3	9	13	75	-	7	30	19	44	-
Married w/out Children	2	8	12	78	-	4	28	19	49	-
Married With Children	2	7	9	82	-	5	29	22	44	-
50-64:										
Married	2	9	11	77	1	6	23	18	53	*
Not Married	4	11	14	71	-	6	26	18	50	-
65+:										
Married	2	6	11	81	-	3	11	17	69	-
Not Married	6	10	11	73	-	5	21	14	60	-
Working Mothers	2	10	16	72	-	9	35	21	35	-
Single Parent	4	13	19	64	*	9	30	20	41	-

READERSHIP OF LITERARY MAGAZINES

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>Don't Know</u>
	%	%	%	%	%
<i>TOTAL</i>	2	7	11	80	*=100
<i>SEX</i>					
Male	2	7	12	79	*
Female	2	7	11	80	-
<i>AGE</i>					
18-29	1	5	12	81	-
30-49	3	7	11	79	*
50-64	3	8	13	76	*
65+	3	8	9	80	-
<i>AGE/SEX</i>					
Men Under 30	*	4	12	84	-
Women Under 30	2	7	13	78	-
Men 30-49	4	6	11	79	*
Women 30-49	2	7	11	80	-
Men 50+	2	8	13	77	*
Women 50+	2	8	11	79	-
<i>RACE</i>					
White	2	7	11	80	*
Non-White	2	7	16	75	-
Black	3	7	16	74	-
Hispanic	3	7	18	72	-
<i>EDUCATION</i>					
College Grad.+	5	13	16	66	-
Some College	2	6	11	81	*
High School Grad.	1	4	9	86	*
< High School Grad.	2	6	9	83	-
<i>FAMILY INCOME</i>					
\$75,000+	5	11	15	69	-
\$50,000-\$74,999	2	7	10	81	-
\$30,000-\$49,999	2	7	11	80	*
\$20,000-\$29,999	2	5	10	83	*
<\$20,000	1	7	11	81	-

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 ... (Magazines such as The Atlantic Monthly, Harpers, or The New Yorker).

CONTINUED ...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>Don't Know</u>
	%	%	%	%	%
<i>TOTAL</i>	2	7	11	80	*=100
<i>REGION</i>					
East	2	11	11	76	1
Midwest	1	5	9	85	-
South	2	7	11	80	-
West	3	6	14	77	-
<i>PARTY ID</i>					
Republican	1	6	12	81	-
Democrat	3	8	12	77	*
Independent	2	7	12	79	-
<i>CABLE TV</i>					
Subscriber	2	7	12	79	*
Non-Subscriber	2	7	11	80	*
<i>COMPUTER USER</i>					
Computer User	3	8	12	77	*
On-Line User	3	9	13	75	*
Not an Internet User	2	5	9	84	*
<i>LIFE CYCLE</i>					
Under 30:					
Single w/out Children	1	7	12	80	-
Married	1	4	10	85	-
30-49:					
Single w/out Children	3	9	14	74	-
Married w/out Children	3	8	13	76	-
Married With Children	2	5	9	84	*
50-64:					
Married	3	8	13	76	*
Not Married	2	9	14	76	-
65+:					
Married	2	7	11	80	-
Not Married	3	8	8	81	-
Working Mothers	2	7	9	82	-
Single Parent	2	7	13	78	-

LISTENERSHIP OF RADIO SHOWS

	<i>National Public Radio</i>					<i>Political Talk Radio Shows</i>				
	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
<i>TOTAL</i>	15	17	16	51	1=100	14	23	23	40	*=100
<i>SEX</i>										
Male	17	17	17	48	1	18	24	21	37	*
Female	14	17	15	53	1	11	21	25	43	-
<i>AGE</i>										
18-29	12	15	15	58	-	11	27	26	36	-
30-49	17	17	16	49	1	17	23	22	38	-
50-64	15	20	17	47	1	16	21	23	40	-
65+	16	16	16	51	1	12	18	21	49	-
<i>AGE/SEX</i>										
Men Under 30	11	14	15	60	-	11	22	30	37	-
Women Under 30	12	16	16	56	-	12	31	22	35	-
Men 30-49	19	17	17	46	1	20	28	16	36	-
Women 30-49	16	17	15	52	*	12	19	28	41	-
Men 50+	18	19	19	43	1	21	21	22	37	-
Women 50+	13	18	14	54	*	8	19	23	50	-
<i>RACE</i>										
White	16	16	16	51	1	14	22	24	40	-
Non-Whites	13	23	15	49	*	14	26	19	41	-
Black	15	23	15	47	*	18	27	19	36	-
Hispanic	13	23	18	46	-	14	31	16	39	-
<i>EDUCATION</i>										
College Grad.+	23	20	18	39	*	21	25	26	28	-
Some College	14	16	16	53	1	15	24	22	39	-
High School Grad.	12	16	16	55	1	12	21	24	43	-
< High School Grad.	13	16	14	56	1	8	21	16	55	-
<i>FAMILY INCOME</i>										
\$75,000+	21	20	16	43	*	19	21	30	30	-
\$50,000-\$74,999	16	16	17	51	*	20	26	22	32	-
\$30,000-\$49,999	18	16	15	50	1	17	23	22	38	-
\$20,000-\$29,999	11	17	15	56	1	9	26	21	44	-
<\$20,000	15	16	15	53	1	8	27	18	47	-

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

CONTINUED ...

	<i>National Public Radio</i>					<i>Political Talk Radio Shows</i>				
	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>
	%	%	%	%	%	%	%	%	%	%
<i>TOTAL</i>	15	17	16	51	1=100	14	23	23	40	*=100
<i>REGION</i>										
East	15	17	16	51	1	12	25	23	40	*
Midwest	15	16	16	52	1	12	24	23	41	-
South	15	18	15	51	1	15	21	22	42	-
West	16	17	17	49	1	18	20	24	38	-
<i>PARTY ID</i>										
Republican	12	17	19	51	1	20	23	26	31	-
Democrat	18	17	15	49	1	11	24	20	45	-
Independent	16	17	15	52	*	13	23	23	40	-
<i>CABLE TV</i>										
Subscriber	14	16	18	51	1	14	22	23	41	-
Non-Subscriber	18	19	12	50	1	14	23	23	40	*
<i>COMPUTER USER</i>										
Computer User	16	18	16	49	1	17	25	25	33	-
On-Line User	17	17	17	49	*	18	24	26	32	-
Not an Internet User	13	17	15	54	1	10	20	20	50	*
<i>LIFE CYCLE</i>										
Under 30:										
Single w/out Children	10	16	18	56	-	11	27	27	35	-
Married	11	14	14	61	-	13	23	24	40	-
30-49:										
Single w/out Children	19	15	18	46	2	16	29	22	33	-
Married w/out Children	19	14	15	52	-	16	19	13	52	-
Married With Children	17	18	16	48	1	17	24	25	34	-
50-64:										
Married	15	21	17	46	1	20	17	23	40	-
Not Married	14	18	16	49	3	10	27	24	39	-
65+:										
Married	18	16	18	47	1	14	16	27	43	-
Not Married	14	16	15	55	*	10	19	16	55	-
Working Mothers	17	16	12	55	*	10	19	28	43	-
Single Parent	16	19	11	54	*	14	23	23	40	-

AUDIENCE INTEREST PROFILE
Based on "Regular" Viewers, Listeners, Readers

% Who Follow Each "Very Closely"	Total %	Daily Newspaper %	Nightly Network News %	Local TV News %	TV News Mags. %	TV Morning Shows %	CNN %	FOX News Channel %	CNBC %	MS-NBC %	C-SPAN %	News-Hour %	NPR %	Talk radio %	(Read) News Mags. %	Tell-all TV %	Day-time Talk %	Local Cable TV News %
News about political figures and events in Washington	17	21	28	20	24	23	27	26	31	33	49	40	22	34	29	21	19	23
Sports	27	32	28	29	26	23	37	33	34	36	42	33	26	28	32	39	28	31
Business & finance	14	18	20	15	15	14	24	18	34	30	26	21	20	23	24	12	11	15
International affairs	15	17	23	16	19	18	24	22	28	27	39	40	24	24	30	17	12	17
Local government	20	25	30	27	29	28	31	29	32	30	39	43	26	29	32	27	28	29
Religion	21	22	25	24	26	26	25	28	24	26	32	37	25	25	21	27	32	28
People/events in your own community	26	31	35	35	35	38	34	38	34	33	33	42	32	27	32	41	43	41
Entertainment	15	17	17	17	18	18	19	22	20	19	22	24	17	17	17	42	28	21
Science & technology	18	21	21	19	22	20	28	24	30	29	47	35	28	29	31	25	16	17
Health	29	33	41	35	40	42	36	35	46	41	46	47	35	28	41	36	45	38
Crime	30	32	39	39	41	37	40	47	41	40	41	48	28	34	33	58	44	43
Consumer news	12	15	18	15	18	17	20	18	22	21	24	26	17	16	22	17	18	15
Culture & the arts	10	12	12	10	12	12	14	11	16	13	22	22	18	14	22	14	11	10

SHARED AUDIENCES

Based on "Regular" Viewers, Listeners, Readers

	Daily News- paper %	Nightly Network News %	Local TV News %	TV News Mags. %	TV Morning Shows %	CNN %	FOX News Channel %	CNBC %	MS- NBC %	C-SPAN %	News- Hour %	NPR %	Talk radio %	(Read) News Mags. %	Tell- all TV %	Day- time Talk %	Local Cable TV News %
Daily Newspaper	100	76	70	71	69	76	68	75	71	71	77	67	71	79	59	64	69
Nightly Network News	36	100	45	52	53	44	39	49	50	47	54	33	32	44	31	45	43
Local TV News	62	83	100	77	80	66	69	67	68	62	70	54	55	61	66	75	82
TV News Magazines	35	53	42	100	50	46	42	48	51	43	56	34	36	44	37	52	45
TV Morning Shows	22	35	29	32	100	25	25	31	33	24	25	18	21	22	27	43	28
CNN	26	31	25	32	26	100	35	49	46	67	42	27	23	36	21	21	34
Fox News Channel	19	23	22	24	23	29	100	36	38	46	28	20	29	22	37	28	30
CNBC	15	21	15	20	20	29	25	100	49	46	21	16	12	19	13	18	19
MSNBC	13	19	14	19	18	24	24	44	100	35	16	13	14	18	13	11	17
C-SPAN	4	6	4	5	5	12	10	14	12	100	14	8	7	9	5	3	6
Newshour	6	8	6	9	6	9	8	8	7	17	100	11	10	11	7	6	6
NPR	16	17	15	17	14	20	17	19	18	34	37	100	29	27	12	11	17
Talk Radio	8	8	7	8	8	8	12	7	9	14	15	13	100	9	5	6	7
(Read) News magazines	16	18	14	18	13	21	15	19	20	29	29	22	15	100	12	12	12
Tell-all TV	7	8	9	9	10	7	15	8	9	10	12	6	6	7	100	25	12
Daytime Talk TV	11	15	14	18	22	10	16	15	10	7	14	7	9	10	35	100	15
Local Cable TV News	32	42	43	43	41	47	50	43	43	47	37	32	28	28	48	43	100

PROFILE OF THE PUBLIC, ALL INVESTORS & ACTIVE TRADERS

	<u>General Population</u> %	<u>All Investors+</u> %	<u>Active Traders++</u> %
<i>SEX</i>			
Male	48	52	64
Female	<u>52</u>	<u>48</u>	<u>36</u>
	100	100	100
<i>AGE</i>			
18-29	22	14	14
30-49	41	47	44
50-64	20	23	23
65+	16	14	16
<i>AGE/SEX</i>			
Men Under 30	11	7	10
Women Under 30	11	7	4
Men 30-49	20	25	28
Women 30-49	20	22	16
Men 50+	16	19	25
Women 50+	20	18	14
<i>RACE</i>			
White	83	88	89
Non-White	15	11	9
Black	11	6	3
Hispanic [^]	7	4	5
<i>EDUCATION</i>			
College Grad.+	24	37	47
Some College	24	27	27
High School Grad.	37	31	22
<High School Grad.	15	5	3
<i>FAMILY INCOME</i>			
\$75,000+	15	26	37
\$50,000-\$74,999	14	19	18
\$30,000-\$49,999	24	25	18
\$20,000-\$29,999	13	8	5
<\$20,000	16	5	4
	(N=3142)	(N=1662)	(N=528)

Reading this Table: This table shows the percentage of each of these three groups — *General Population*, *All Investors*, and *Active Traders* — that are Men, Women, etc. For example, the first column shows that approximately 48% of the General Population are men, while the second column shows that 52% of All Investors are men and the third column shows that 64% of Active Traders are men.

+ *All Investors* are defined as people who own stocks or shares in a mutual fund.

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

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

Continued ...

	<u>General Population</u> %	<u>All Investors+</u> %	<u>Active Traders++</u> %
<i>REGION</i>			
East	20	21	20
Midwest	24	24	22
South	35	32	31
West	21	23	27
<i>PARTY ID</i>			
Republican	28	35	44
Democrat	31	29	26
Independent	31	28	26
<i>CABLE TV</i>			
Subscriber	67	71	73
Non-Subscriber	33	29	27
<i>COMPUTER USER</i>			
Computer User	68	81	86
On-Line User	54	68	78
Not an Internet User	46	32	22
<i>LIFE CYCLE</i>			
Under 30:			
Single w/out Children	13	8	10
Married	5	4	4
30-49:			
Single w/out Children	10	11	12
Married w/out Children	7	9	7
Married With Children	18	23	22
50-64:			
Married	12	16	16
Not Married	8	7	8
65+:			
Married	7	8	10
Not Married	9	6	6
Working Mothers 11	11	8	
Single Parent	10	7	5
<i>RELIGION AFFILIATION</i>			
Total White Protestant	44	45	44
White Protestant Evangelical	21	19	16
White Prot. Non-Evangelical	23	26	28
White Catholic	18	22	22
<i>COMMUNITY SIZE</i>			
Large City	20	20	23
Suburb	22	27	32
Small City/Town	35	32	30
Rural Area	22	20	15

ABOUT THE SURVEYS

Results for the main survey on Media Consumption are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 3,142 adults, 18 years of age or older, during the period April 20-May 13, 2000. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.5 percentage points. For results based on either Form A (N=1,593) or Form B (N=1,549), the sampling error is plus or minus 3 percentage points.

Results for the Believability Study are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among two separate nationwide samples of adults, 18 years of age or older. The questions about believability of traditional print and broadcast news sources were asked of 911 adults, during the period May 5-16, 2000. For results based on this sample, the sampling error is plus or minus 4 percentage points. The questions about believability of online news sources were asked of 308 Internet users, during the period June 1-6, 2000. For results based on this sample, the sampling error is plus or minus 6 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 five attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making a contact with a potential respondent. All interview breakoffs and refusals were re-contacted at least once in order to attempt to convert them to completed interviews. In each contacted household, interviewers asked to speak with the "youngest male 18 or older who is at home." If there is no eligible man at home, interviewers asked to speak with "the oldest woman 18 or older who is at home." This systematic respondent selection technique has been shown empirically to produce samples that closely mirror the population in terms of age and gender.

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

The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 1999). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone.

The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters.

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

April 20 - May 13, 2000

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

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

(B) = [N=1,549]

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

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

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

ASK FORM A ONLY:

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

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

ASK FORM B ONLY:

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

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

ASK ALL:

On a different subject...

4 (T) Do you happen to read any daily newspaper or newspapers regularly, or not?

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

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

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

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

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

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

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

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

	<u>Very</u>	<u>Fairly</u>	<u>Not too</u>	<u>Not at all</u>	<u>DK</u>
	<u>Closely</u>	<u>Closely</u>	<u>Closely</u>	<u>Closely</u>	<u>(VOL.)</u>
a. News about candidates for the 2000 presidential election	18	33	26	23	*=100
April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
December, 1999	16	36	24	23	1=100
October, 1999	17	32	28	22	1=100
September, 1999	15	31	33	20	1=100
July, 1999	15	38	24	22	1=100
June, 1999	11	25	29	34	1=100
April, 1996 ⁵	23	35	25	17	*=100
April, 1992	32	44	16	8	*=100
May, 1988	22	46	23	6	3=100

⁵

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

Q.8 CONTINUED ...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK (VOL.)</u>
b. Recent major ups and downs in the U.S. stock market	18	28	23	31	*=100
April, 2000	19	29	20	32	*=100
March, 2000	23	29	21	26	1=100
March, 1999	18	29	22	31	*=100
January, 1999	24	28	19	28	1=100
Early September, 1998	32	31	20	17	*=100
Mid-August, 1998	17	23	21	39	*=100
January, 1998	21	25	23	31	*=100
November, 1997 ⁶	25	36	18	20	1=100
September, 1997	14	22	23	40	1=100
April, 1997	17	21	22	40	*=100
February, 1996	12	20	25	42	1=100

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

c. The debate over whether 6-year-old Elian Gonzalez should be returned to his father	32	34	20	14	*=100
April, 2000	33	38	16	11	2=100
February, 2000 ⁷	37	41	15	6	1=100
January, 2000	39	38	14	8	1=100

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

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

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

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

f. The government's recommendation that the computer software company Microsoft should be broken up into two separate companies, because it engaged in unfair business practices	16	33	26	25	*=100
--	----	----	----	----	-------

⁶ In November 1997, April 1997 and February 1996, the story was listed as "Recent major ups and downs in the stock market."

⁷ In February 2000 and January 2000, the story was listed as "The debate over whether a 6-year-old boy rescued at sea should be returned to his father in Cuba."

INTERVIEWER NOTE: FOR QUESTIONS 9 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."

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

FORM A ONLY:

IF "YES" IN QUESTION 9, ASK:

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

(T)	(A)		Late										Gallup 1965
			Sept 1999	Nov 1998	April 1998	Nov 1997	April 1996	June 1995	March 1995	Feb 1994	Jan 1994	March 1991	
46	47	Read the paper	47	47	48	50	50	52	45	58	49	56	71
		9 Less than 15 min.	9	8	8	8	7	7	9	7	7	n/a	n/a
		14 15-29 min.	12	11	14	14	15	15	14	15	15	n/a	n/a
		16 30-59 min.	16	16	17	17	18	18	16	21	17	n/a	n/a
		8 1 hour or more	10	11	9	10	10	11	6	14	10	n/a	n/a
		* Don't know	*	1	*	1	*	1	0	1	*	n/a	n/a
54	53	Didn't read paper	53	53	52	50	50	48	55	42	50	44	29
*	*	Don't know	*	*	*	0	*	*	*	0	1	*	0
<u>100</u>	<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

ASK ALL:

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

FORM A ONLY:

IF "YES" IN QUESTION 11, ASK:

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

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

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

IF "YES", ASK:

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

Pew		Nov	June	Feb
<u>Internet</u> ⁸		<u>1997</u>	<u>1995</u>	<u>1994</u>
57	Yes	64	59	69
3	A half hour or less	2	1	2
5	Thirty minutes or less than one hour	5	4	3
10	About an hour or more	15	10	11
8	More than one hour but less than two hours	7	6	7
15	Two hours to less than three hours	16	16	19
7	Three hours to less than four hours	11	10	12
8	Four hours or more	8	11	14
*	Don't know/Refused	*	1	1
42	Did not watch	36	40	31
<u>1</u>	Don't know	<u>*</u>	<u>1</u>	<u>0</u>
100		100	100	100

ASK ALL:

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

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

⁸

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

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

BASED ON ONLINE USERS [N=1,690]

Pew Internet ⁹		Sept 1999	Nov 1998	Nov 1997	Oct 1996	June 1995
60	Yes (NET)	60	43	44	38	32
n/a	Yes, home (INTERVIEWER: home business/work at home would go here)	37	32	27	26	19
n/a	Yes, work	21	12	20	15	15
n/a	Yes, school	4	2	6	3	2
n/a	Yes, other locations	5	1	1	1	2
40	No, didn't go online	40	56	55	62	67
*	Don't know/Refused	0	1	1	*	1
100		100	100	100	100	100

FORM A ONLY:

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

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

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

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

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

⁹

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

ASK ALL:

16 (T) Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **(READ AND ROTATE; ITEM d SHOULD ALWAYS DIRECTLY FOLLOW ITEM c; ITEMS u, v AND w SHOULD ALWAYS COME LAST WITH THE SPECIAL INTRO.)** How often do you...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a. Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live	30	28	16	25	1=100
August, 1999	40	33	16	11	*=100
April, 1998	38	29	15	18	*=100
February, 1997	41	31	14	14	*=100
April, 1996	42	29	15	14	*=100
March, 1995	48	28	14	10	*=100
May, 1993	60	28	5	6	1=100
February, 1993	58	23	10	9	*=100
b. Watch the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11	56	24	9	11	*=100
April, 1998	64	22	6	8	*=100
February, 1997	72	16	7	5	0=100
April, 1996	65	23	7	5	*=100
March, 1995	72	18	6	4	*=100
May, 1993	77	16	5	4	*=100
February, 1993	76	16	5	3	*=100
c. Watch Cable News Network (CNN)	21	34	16	29	*=100
April, 1998	23	34	13	30	*=100
February, 1997	28	30	14	28	0=100
April, 1996	26	33	14	27	*=100
March, 1995	30	28	13	28	1=100
July, 1994	33	36	7	24	*=100
February, 1994	31	32	8	29	*=100
May, 1993	35	34	7	24	*=100
June, 1992	30	32	10	27	1=100
July, 1990	27	28	8	36	1=100
June, 1990	30	27	6	37	*=100
May, 1990	27	25	7	40	1=100
April, 1990	26	29	7	37	1=100
March, 1990	22	28	8	41	1=100
February, 1990	23	29	8	40	0=100
January, 1990	26	25	7	41	1=100
d. Watch LOCAL all news cable channels, which feature news about the area where you live	29	23	14	33	1=100

Q.16 CONTINUED ...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
e.	Watch C-SPAN	4	17	22	56	1=100
	April, 1998	4	19	18	58	1=100
	April, 1996	6	21	18	53	2=100
	March, 1995	8	17	20	53	2=100
	July, 1994	9	26	12	52	1=100
	February, 1994	7	20	15	56	2=100
	May, 1993	11	25	13	48	3=100
	February, 1993	7	18	14	45	16=100
	June, 1992	6	19	18	54	3=100
f.	Listen to National Public Radio (NPR)	15	17	16	51	1=100
	April, 1998	15	17	18	49	1=100
	April, 1996	13	18	16	52	1=100
	March, 1995	15	17	21	46	1=100
	July, 1994	9	18	11	62	*=100
	February, 1994	9	13	12	65	1=100
	May, 1993 ¹⁰	15	20	15	49	1=100
	June, 1992	7	16	17	59	1=100
	July, 1990	9	13	8	70	*=100
	June, 1990	9	10	11	69	1=100
	May, 1990	7	11	10	72	*=100
	April, 1990	7	12	9	71	1=100
	March, 1990	7	9	10	74	*=100
	February, 1990	8	10	8	74	*=100
	January, 1990	5	10	7	78	*=100
g.	Watch news magazine shows such as 60 Minutes, 20/20 or Dateline	31	41	15	13	*=100
	August, 1999	35	40	16	9	*=100
	April, 1998	37	41	12	10	*=100
	April, 1996 ¹¹	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

¹⁰ In previous months the question was asked "Programs on National Public Radio, such as Morning Edition or All Things Considered."

¹¹ In April 1996 and earlier, the question was asked "Watch news magazine shows such as 60 Minutes or 20/20."

Q.16 CONTINUED ...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
h.	Watch the NewsHour with Jim Lehrer	5	12	15	66	2=100
	April, 1998	4	14	14	67	1=100
	April, 1996 ¹²	4	10	11	73	2=100
	July, 1994	7	23	11	58	1=100
	February, 1994	6	16	11	66	1=100
	May, 1993	10	24	14	51	1=100
	June, 1992	6	19	17	56	2=100
	July, 1990	7	16	11	66	*=100
	June, 1990	7	16	12	64	1=100
	May, 1990	8	15	11	65	1=100
	April, 1990	6	16	11	66	1=100
	March, 1990	5	19	12	63	1=100
	February, 1990	5	15	11	69	0=100
	January, 1990	6	15	12	67	*=100

ASK FORM A ONLY:

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

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

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

¹² 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.

¹³ In 1998, the question was asked "Watch ESPN Sports News."

Q.16 CONTINUED ...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
ASK FORM A ONLY:						
q. (A)	Watch Entertainment Tonight	9	27	23	41	*=100
	April, 1998	8	27	24	41	*=100
	February, 1997	9	29	23	39	*=100
	June, 1992	11	30	24	35	*=100
	April, 1990	14	30	17	39	*=100
	March, 1990	15	31	15	39	*=100
	February, 1990	11	31	16	42	0=100
	January, 1990	11	34	16	39	0=100

ASK FORM B ONLY:

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

s.	Watch the Today Show, Good Morning America or The Early Show	20	18	15	47	*=100
	April, 1998 ¹⁴	23	19	17	41	*=100
t.	Watch Univision or some other Spanish-speaking television network	3	4	7	86	*=100

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

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

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

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

ASK ALL:

17 (T) Now I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never. (First,) how often do you read... **(READ AND ROTATE)** How about...

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

Q.17 CONTINUED ...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
d.	Personality magazines such as People	6	27	18	49	*=100
	April, 1998	8	29	18	45	0=100
	February, 1994 ¹⁶	9	22	22	47	*=100
	May, 1993	12	25	19	44	*=100
	June, 1992	8	28	25	39	*=100
	July, 1990	9	25	18	48	*=100
	June, 1990	10	28	19	43	*=100
	May, 1990	7	24	19	50	*=100
	April, 1990	9	25	20	46	*=100
	March, 1990	8	25	20	47	*=100
	February, 1990	8	24	19	49	*=100
	January, 1990	9	23	19	49	0=100
e.	Magazines such as The Atlantic Monthly, Harpers or The New Yorker	2	7	11	80	*=100
	April, 1998	2	8	11	79	0=100
	February, 1994	2	6	14	78	*=100
	June, 1992	2	9	16	73	*=100
	July, 1990	2	8	11	79	*=100
	June, 1990	2	8	13	77	*=100
	May, 1990	2	7	12	79	*=100
	April, 1990	2	6	12	80	*=100
	March, 1990	2	7	13	78	0=100
	February, 1990	2	7	10	81	*=100
	January, 1990	2	7	11	80	0=100

FORM B ONLY:

On another subject...

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

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

¹⁶

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

19 (B) How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics — regularly, sometimes, rarely or never?

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

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

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

ASK ALL:

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

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

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

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

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

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

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

FORM A ONLY:

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

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

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

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

ASK ALL:

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

		<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not at all Closely</u>	<u>Don't Know</u>
a.	News about political figures and events in Washington	17	43	23	17	*=100
	April, 1998	19	46	22	13	*=100
	April, 1996	16	43	28	13	*=100
b.	Sports	27	25	19	29	*=100
	April, 1998	27	28	18	27	*=100
	April, 1996	26	28	21	25	*=100
c.	Business and finance	14	36	27	23	*=100
	April, 1998	17	36	24	23	*=100
	April, 1996	13	37	31	19	*=100
d.	International affairs	14	45	24	17	*=100
	April, 1998	16	46	23	15	*=100
	April, 1996	16	46	26	12	*=100
e.	Local government	20	43	21	16	*=100
	April, 1998	23	44	20	13	*=100
	April, 1996	24	43	21	12	*=100
f.	Religion	21	32	24	23	*=100
	April, 1998	18	33	25	24	*=100
	April, 1996	17	31	29	23	*=100
g.	People and events in your own community	26	47	17	10	*=100
	April, 1998	34	45	14	7	*=100
	April, 1996	35	44	14	7	*=100
h.	Entertainment	15	41	28	16	*=100
	April, 1998	16	43	27	14	*=100
	April, 1996	15	42	29	14	*=100
i.	Consumer news	12	45	24	18	1=100
	April, 1998	15	46	22	17	*=100
	April, 1996	14	45	26	15	*=100
j.	Science and technology	18	45	20	17	*=100
	April, 1998	22	41	19	18	*=100
	April, 1996	20	42	24	14	*=100
k.	Health	29	45	15	11	*=100
	April, 1998	34	46	12	8	*=100
	April, 1996	34	44	14	7	1=100

Q.26 CONTINUED ...

		Very <u>Closely</u>	Somewhat <u>Closely</u>	Not Very <u>Closely</u>	Not at all <u>Closely</u>	Don't <u>Know</u>
1.	Crime	30	45	16	9	*=100
	April, 1998	36	44	13	7	*=100
	April, 1996	41	43	10	6	*=100
m.	Culture and the arts	10	32	28	29	1=100
	April, 1998	12	33	29	26	*=100
	April, 1996	9	34	32	25	*=100

ROTATE Q.27a THRU Q.27k

Overall...

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

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

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

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

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

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

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

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

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

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

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

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

ASK ALL:

ROTATE Q.28 thru Q.30:

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

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

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

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

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

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

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

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

On another subject...

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

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

IF YES:

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

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

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

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

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

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

36 (T) Now I'm going to read a series of statements about the news. For each statement, please tell me if you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it. The first one is... (READ AND ROTATE)

	Completely Agree	Mostly Agree	Mostly Disagree	Completely Disagree	(VOL) Don't Watch the news	DK/Ref.
a. News is not as important today as it once was	9	16	31	42	n/a	2=100
April, 1998	7	16	29	46	n/a	2=100
b. I find that I often watch the news with my remote control in hand, flipping to other channels when I'm not interested in the topic	36	26	17	18	2	1=100
April, 1998	29	27	21	21	1	1=100
c. I wish I had more time to follow the news	20	33	28	18	n/a	1=100
d. People who decide what to put on TV news or in the newspapers are out of touch with people like me	18	35	34	10	n/a	3=100

37 (T) Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?¹⁷

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

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

Q.37 CONTINUED ...

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

IF YES:

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

BASED ON TOTAL RESPONDENTS:

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

Q.38 CONTINUED ...

	<u>Goes Online</u>	<u>Doesn't Go Online</u>	<u>DK/Refused</u>
March, 1996	22	78	0=100
February, 1996	21	79	*=100
January, 1996	21	79	0=100
June, 1995 ¹⁸	14	86	*=100

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

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

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

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

40 (T) Since you started getting news online, are you using other sources of news MORE often, LESS often, or about the same as you used to?

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

18

The 1995 figure combines responses from two separate questions:

(1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?)

(2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

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

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

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

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

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

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

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

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

BASED ON THOSE WHO GO ONLINE FOR NEWS:

		<u>Yes</u>	<u>No</u>	<u>DK</u>
a.	Political news	39	61	*=100
	November, 1998	43	57	*=100
	April, 1998	40	60	0=100
	October, 1996	46	54	*=100
b.	Sports news	42	58	*=100
	November, 1998	47	53	0=100
	April, 1998	39	61	0=100
	October, 1996	46	54	0=100
c.	International news	45	55	*=100
	November, 1998	47	53	0=100
	April, 1998	41	59	0=100
	October, 1996	45	55	0=100
d.	News about science and health	63	37	*=100
	April, 1998	64	36	0=100
	October, 1996	58	42	0=100
e.	News about technology	59	41	0=100
	November, 1998	59	41	0=100
	April, 1998	60	40	0=100
	October, 1996	64	36	*=100

Q.43 CONTINUED ...

		<u>Yes</u>	<u>No</u>	<u>DK</u>
f.	Weather	66	34	0=100
	November, 1998	64	36	0=100
	April, 1998	48	52	0=100
	October, 1996	47	53	0=100
g.	Entertainment news	44	56	*=100
	November, 1998	58	42	*=100
	April, 1998	45	55	0=100
	October, 1996	50	50	*=100
h.	Local news	37	63	0=100
	November, 1998	42	58	0=100
	April, 1998	28	72	0=100
	October, 1996	27	73	0=100
i.	Business news	53	47	*=100
	November, 1998	58	42	0=100
	October, 1996	53	47	*=100

ASK ALL:

On another subject...

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

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

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

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

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

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

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

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

ASK ALL:

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

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

+ *All Investors* are defined as people who own stocks or shares in a mutual fund.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ASK ALL:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ASK ALL:

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

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

		<u>Nov 1998</u> ¹⁹	<u>June 1995</u>	<u>Feb 1994</u>
59	Yes	43	36	31
41	No	57	64	69
*	Don't know/Refused	*	*	0
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>

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

		<u>Yes</u>	<u>No</u>	<u>DK/Ref.</u>
a.	A cell phone	53	47	*=100
	June, 1995 ²⁰	24	76	*=100
b.	A pager	24	76	*=100
c.	A satellite dish	18	82	*=100
	June, 1995 ²¹	6	94	*=100
	February, 1994	4	96	*=100
d.	A DVD player	16	83	1=100
e.	A palm pilot	5	91	4=100

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

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

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

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
MAY 2000 BELIEVABILITY STUDY
-- FINAL TOPLINE --

P.1 ASKED MAY 5 - 16, 2000 [N=911]:

Q.P1 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. ROTATE 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	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	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	27	24	9	6	4	30=100
May, 1998	30	30	9	4	2	25=100
April, 1996	28	29	13	7	3	20=100
February, 1993	30	32	14	6	2	16=100
August, 1989	30	26	9	3	6	26=100
June, 1985	25	23	6	2	1	43=100
d. The daily newspaper you are most familiar with	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	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

Q.P1 CONTINUED ...

	Believe	Believe	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>
f. CNN	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	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	26	37	20	7	*	10=100
May, 1998	26	43	21	4	*	6=100
April, 1996	30	42	17	6	*	5=100
February, 1993	31	44	16	5	*	4=100
August, 1989	29	45	16	4	1	5=100
June, 1985	33	51	11	1	*	4=100
i. C-SPAN	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	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	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	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	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	18	13	8	18	30=100
May, 1998	15	21	12	5	19	28=100
June, 1985 ²²	18	17	6	2	29	28=100
o. Your local TV news	30	39	19	6	*	6=100
May, 1998	32	38	19	6	*	4=100
June, 1985	34	47	13	1	*	5=100

Q.P1 CONTINUED ...

	Believe			Cannot Believe	Never Heard of	Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>of</u>	<u>Rate</u>
p. Dateline NBC	26	31	19	6	2	16=100
May, 1998	23	39	19	5	2	13=100
q. 60 Minutes	31	37	17	7	*	8=100
May, 1998	32	37	20	4	*	7=100
r. MSNBC	19	29	15	6	8	23=100
[FORM 1 N=460]						
s.F1 National Public Radio	16	21	18	8	13	24=100
May, 1998	13	34	17	7	7	22=100
[FORM 2 N=451]						
t.F2 "All Things Considered" on						
National Public Radio	14	26	20	10	10	20=100
May, 1998	14	31	24	4	11	16=100
June, 1985	10	21	9	1	32	27=100
u. The Fox News CABLE Channel	19	28	19	9	3	22=100

P.2 ASKED JUNE 1 - 6, 2000:

Q.P2 Now I am going to read a list of ONLINE news sources. Please rate how much you think you can BELIEVE each site I name on a scale of 4 to 1. On this four point scale, "4" means you can believe all or most of what you see on the site. "1" means you believe almost nothing of what you see. How would you rate the believability of (READ ITEM. ROTATE LIST) on this scale of 4 to 1? (INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE.")

BASED ON ONLINE USERS [N=308]:

	Believe			Cannot Believe	Never Heard of	Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>of</u>	<u>Rate</u>
a. AOL News Channel	13	26	10	6	22	23=100
b. ABCNews.com	29	27	7	4	11	22=100
c. CNN.com	39	23	5	4	10	19=100
d. MSNBC.com	28	26	12	3	11	20=100
e. CBSNews.com	28	30	7	3	11	21=100
f. FoxNews.com	20	21	14	3	16	26=100
g. Salon	2	1	6	7	65	19=100
h. Slate	1	1	6	6	68	18=100
i. About.com	3	7	7	5	55	23=100

Q.P2 CONTINUED ...

	Believe			Cannot Believe	Never Heard	Can't Rate
j. Yahoo	$\frac{4}{21}$	$\frac{3}{33}$	$\frac{2}{17}$	$\frac{1}{3}$	$\frac{0}{8}$	18=100
k. Netscape	17	22	13	4	20	24=100
l. Lycos.com	7	17	10	5	38	23=100
m. Go Network	5	9	7	5	49	25=100
n. CNET.com	8	13	9	5	41	24=100
o. ZDNet.com	7	5	7	6	56	19=100
p. USAToday.com	24	27	10	3	12	24=100
q. New York Times.com	24	19	8	5	16	28=100