

SOURCES OF CAMPAIGN INFORMATION

	<i>National Network News</i>					<i>Local TV News</i>				
	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	Never <u>Watch</u> %	Don't <u>Watch</u> %	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	Never <u>Watch</u> %	Don't <u>Watch</u> %
Total	35	35	10	17	3=100	42	35	8	12	3=100
Sex										
Male	35	34	11	17	3	44	29	11	13	3
Female	35	37	9	16	3	40	40	6	11	3
Race										
White	35	34	10	18	3	41	34	8	14	3
Non-white	36	40	8	13	3	43	38	9	8	2
Black	40	34	11	12	3	n/a	n/a	n/a	n/a	n/a
Hispanic*	29	50	6	11	4	n/a	n/a	n/a	n/a	n/a
Age										
Under 30	23	41	13	20	3	29	35	10	25	1
30-49	32	40	10	16	2	42	42	8	6	2
50-64	44	29	7	16	4	50	27	6	14	3
65+	49	25	8	14	4	47	30	10	9	4
Education										
College Grad.	35	35	12	16	2	40	36	10	12	2
Some College	29	44	11	15	1	35	43	8	13	1
High School or less	38	32	8	18	4	46	30	8	12	4
Family Income										
\$75,000+	33	39	10	15	3	35	39	9	14	3
\$50,000-\$75,000	36	37	11	16	0	45	38	10	7	0
\$30,000-\$50,000	38	36	8	16	2	45	36	6	10	3
\$20,000-\$30,000	31	34	12	22	1	45	31	5	18	1
<\$20,000	38	32	11	16	3	40	32	10	15	3
Region										
East	42	30	12	14	2	50	30	5	13	2
Midwest	35	37	8	17	3	44	35	9	10	2
South	36	36	9	16	3	40	36	8	14	2
West	29	37	12	18	4	35	37	12	12	4
Party ID										
Republican	30	36	10	21	3	35	36	10	16	3
Democrat	45	34	9	10	2	53	32	7	7	1
Independent	31	36	11	18	4	37	37	10	14	2
Registered Voter										
Yes	36	35	10	16	3	44	34	9	10	3
No	33	35	9	18	5	36	37	7	19	1
Likely Voter										
Yes	40	35	10	13	2	46	35	8	9	2
No	28	36	10	22	4	35	35	9	18	3

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

Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from this source.

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	<i>Cable News Networks such as CNN, MSNBC and the Fox cable news channel</i>					<i>C-SPAN</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>ever</u>	Never <u>Watch</u>	Don't <u>Watch</u>	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>ever</u>	Never <u>Watch</u>	Don't <u>Watch</u>
	%	%	%	%	%	%	%	%	%	%
Total	38	37	6	15	4=100	8	21	13	51	7=100
Sex										
Male	43	35	6	13	3	8	22	16	47	7
Female	34	39	6	17	4	7	21	11	54	7
Race										
White	37	37	7	16	3	7	20	14	52	7
Non-white	44	37	5	11	3	12	26	10	45	7
Black	39	38	8	12	3	13	28	9	45	5
Hispanic*	44	36	5	9	6	8	21	16	48	7
Age										
Under 30	37	41	6	13	3	11	18	14	50	7
30-49	37	40	6	14	3	7	23	14	51	5
50-64	43	32	6	16	3	7	21	12	53	7
65+	37	31	6	20	6	7	20	12	49	12
Education										
College Grad.	43	36	6	13	2	8	24	16	49	3
Some College	39	40	5	14	2	7	23	12	51	7
High School or less	35	37	7	16	5	7	19	13	52	9
Family Income										
\$75,000+	48	36	4	10	2	8	27	17	44	4
\$50,000-\$75,000	39	43	3	15	*	8	18	16	54	4
\$30,000-\$50,000	40	39	5	14	2	9	24	13	49	5
\$20,000-\$30,000	34	33	11	17	5	8	18	8	60	6
<\$20,000	33	39	6	17	5	6	15	13	56	10
Region										
East	41	36	9	12	2	8	24	18	44	6
Midwest	36	37	5	18	4	8	21	10	54	7
South	38	37	7	15	3	7	22	14	50	7
West	38	39	5	14	4	9	16	12	56	7
Party ID										
Republican	42	37	5	14	2	7	18	13	56	6
Democrat	40	38	7	13	2	11	24	12	47	6
Independent	35	38	7	16	4	5	23	16	50	6
Registered Voter										
Yes	40	36	6	15	3	8	22	14	49	7
No	34	39	7	16	4	7	18	12	56	7
Likely Voter										
Yes	41	38	5	13	3	9	25	14	46	6
No	33	37	8	18	4	5	15	13	59	8

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

Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from this source.

SOURCES OF CAMPAIGN INFORMATION

	<i>Your Daily Newspaper</i>					<i>News Magazines such as Time, U.S. News, and Newsweek</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly ever</u> %	<u>Never</u> %	<u>Don't read</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly ever</u> %	<u>Never</u> %	<u>Don't read</u> %
Total	31	30	16	20	3=100	10	21	18	45	6=100
Sex										
Male	33	28	16	20	3	10	21	21	43	5
Female	29	31	16	20	4	9	21	16	48	6
Race										
White	32	28	16	21	3	9	20	19	46	6
Non-white	30	34	15	17	4	13	25	16	40	6
Black	33	34	17	14	2	12	26	17	40	5
Hispanic*	24	30	18	23	5	9	24	20	44	3
Age										
Under 30	23	33	16	23	5	9	26	18	44	3
30-49	27	33	17	21	2	9	21	21	45	4
50-64	37	28	13	21	1	10	20	16	48	6
65+	45	20	16	15	4	12	18	15	43	12
Education										
College Grad.	39	29	13	16	3	16	27	21	33	3
Some College	25	34	17	21	3	7	24	18	45	6
High School or less	29	29	17	22	3	7	17	17	52	7
Family Income										
\$75,000+	41	29	12	16	2	16	25	23	34	2
\$50,000-\$75,000	32	33	17	15	3	12	27	22	35	4
\$30,000-\$50,000	32	31	14	21	2	10	20	19	45	6
\$20,000-\$30,000	27	29	20	22	2	6	19	15	54	6
<\$20,000	24	32	18	22	4	6	18	13	56	7
Region										
East	41	28	12	17	2	11	24	19	42	4
Midwest	32	29	19	17	3	9	23	18	43	7
South	28	31	16	21	4	9	20	19	46	6
West	27	29	15	26	3	11	18	17	50	4
Party ID										
Republican	29	29	16	23	3	7	23	20	45	5
Democrat	37	30	14	16	3	13	20	20	40	7
Independent	30	31	16	21	2	8	21	18	48	5
Registered Voter										
Yes	35	29	16	17	3	10	22	18	44	6
No	20	32	15	28	5	8	19	20	48	5
Likely Voter										
Yes	36	30	15	16	3	12	22	18	43	5
No	24	29	18	25	4	6	20	19	49	6

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

Question: How often, if ever, do you learn something about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (ITEM) — regularly, sometimes, hardly ever, or never?

SOURCES OF CAMPAIGN INFORMATION

	<i>The Internet</i>					<i>Websites of News Organizations such as CNN.com, New York Times.com or local newspaper's and TV stations' websites</i>				
	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	Never <u>Never</u> %	Don't <u>read</u> %	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	Never <u>Never</u> %	DK <u>DK</u> %
Total	13	20	10	50	7=100	11	17	10	55	7=100
Sex										
Male	17	21	12	44	6	14	18	12	48	8
Female	10	19	9	56	6	9	16	8	61	6
Race										
White	13	18	11	51	7	9	16	9	58	8
Non-white	14	25	11	45	5	18	23	10	44	5
Black	11	30	10	46	4	16	25	11	43	5
Hispanic*	12	20	10	52	6	8	28	8	53	3
Age										
Under 30	20	24	12	39	5	15	16	15	49	5
30-49	16	24	9	48	3	13	21	8	54	4
50-64	11	16	14	54	5	10	17	9	58	6
65+	3	8	7	64	18	5	10	7	58	20
Education										
College Grad.	22	29	15	32	2	20	19	13	44	4
Some College	15	21	13	48	3	11	16	10	58	5
High School or less	8	14	7	61	10	7	16	7	59	11
Family Income										
\$75,000+	23	27	11	36	3	19	21	13	43	4
\$50,000-\$75,000	18	25	16	38	3	14	16	14	51	5
\$30,000-\$50,000	13	22	10	52	3	12	21	9	53	5
\$20,000-\$30,000	8	10	11	64	7	7	13	6	64	10
<\$20,000	9	14	4	61	12	6	15	4	64	11
Region										
East	14	20	11	49	6	14	15	9	57	5
Midwest	10	22	10	52	6	8	15	13	56	8
South	14	18	10	51	7	11	20	9	52	8
West	16	21	10	48	5	12	17	7	57	7
Party ID										
Republican	12	18	12	52	6	8	16	10	59	7
Democrat	12	20	11	51	6	13	19	10	51	7
Independent	17	22	10	44	7	13	18	10	53	6
Registered Voter										
Yes	14	20	11	49	6	12	17	9	55	7
No	11	19	10	52	8	8	18	11	55	8
Likely Voter										
Yes	14	22	11	48	5	14	19	9	51	7
No	12	17	9	54	8	6	15	10	61	8

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*Public television news shows such as The
NewsHour with Jim Lehrer...*

National Public Radio

	<i>Public television news shows such as The NewsHour with Jim Lehrer...</i>					<i>National Public Radio</i>				
	Regu- larly %	Some- times %	Hardly ever %	Never %	Don't Watch %	Regu- larly %	Some- times %	Hardly ever %	Never %	Don't Listen %
Total	11	22	13	47	7=100	14	21	12	48	5=100
Sex										
Male	13	23	15	41	8	16	21	12	45	6
Female	9	21	12	52	6	11	22	12	50	5
Race										
White	11	21	12	49	7	13	22	12	47	6
Non-white	11	26	16	40	7	14	19	13	49	5
Black	14	27	17	36	6	12	21	12	49	6
Hispanic*	7	25	18	44	6	12	20	12	52	4
Age										
Under 30	7	18	12	57	6	10	26	13	47	4
30-49	10	23	14	48	5	15	22	11	49	3
50-64	14	22	15	44	5	15	18	13	48	6
65+	15	22	12	36	15	12	17	13	45	13
Education										
College Grad.	15	26	16	40	3	24	21	15	38	2
Some College	7	24	14	48	7	10	23	11	51	5
High School or less	10	19	12	50	9	10	20	11	51	8
Family Income										
\$75,000+	13	29	14	40	4	20	23	11	42	4
\$50,000-\$75,000	11	19	16	52	2	13	27	15	44	1
\$30,000-\$50,000	10	20	13	53	4	13	20	13	50	4
\$20,000-\$30,000	14	19	11	50	6	9	22	11	54	4
<\$20,000	9	20	16	45	10	12	18	13	49	8
Region										
East	14	24	14	43	5	17	23	10	46	4
Midwest	10	24	13	46	7	11	19	16	48	6
South	11	20	13	49	7	14	21	11	49	5
West	9	19	14	50	8	14	21	13	46	6
Party ID										
Republican	9	19	15	52	5	10	20	13	53	4
Democrat	15	23	14	42	6	15	22	12	46	5
Independent	8	24	13	47	8	16	22	12	43	7
Registered Voter										
Yes	11	23	14	45	7	14	21	13	47	5
No	9	19	11	54	7	13	21	11	49	6
Likely Voter										
Yes	13	25	14	42	6	15	23	12	46	4
No	7	18	13	54	8	11	18	13	51	7

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SOURCES OF CAMPAIGN INFORMATION

	<i>Comedy Shows such as Sat. Night Live and The Daily Show</i>					<i>Late Night TV shows such as David Letterman and Jay Leno</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>ever</u>	Never <u>watch</u>	Don't <u>watch</u>	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>ever</u>	Never <u>watch</u>	Don't <u>watch</u>
	%	%	%	%	%	%	%	%	%	%
Total	8	18	12	55	7=100	9	19	20	46	6=100
Sex										
Male	10	19	15	49	7	10	18	23	43	6
Female	7	17	9	60	7	8	19	18	49	6
Race										
White	7	16	12	58	7	8	18	21	47	6
Non-white	11	28	11	42	8	13	23	18	38	8
Black	7	29	10	45	9	14	19	17	43	7
Hispanic*	16	24	13	41	6	12	30	17	36	5
Age										
Under 30	21	29	12	34	4	13	31	17	33	6
30-49	6	21	13	55	5	7	20	24	46	3
50-64	5	9	11	70	5	7	8	21	58	6
65+	2	9	12	60	17	9	14	16	47	14
Education										
College Grad.	5	20	16	56	3	7	18	25	48	2
Some College	8	23	11	54	4	7	19	23	46	5
High School or less	10	15	11	54	10	11	19	16	46	8
Family Income										
\$75,000+	6	21	13	56	4	9	17	19	50	5
\$50,000-\$75,000	8	17	15	56	4	6	18	28	44	4
\$30,000-\$50,000	10	20	10	53	7	7	20	22	48	3
\$20,000-\$30,000	7	17	12	55	9	8	15	24	46	7
<\$20,000	8	20	12	53	7	12	23	17	41	7
Region										
East	8	20	11	55	6	9	17	22	45	7
Midwest	9	20	14	50	7	8	22	22	42	6
South	8	16	12	56	8	9	18	18	48	7
West	8	19	12	56	5	8	17	20	51	4
Party ID										
Republican	5	15	11	65	4	8	15	23	50	4
Democrat	10	19	12	51	8	10	21	19	43	4
Independent	10	21	14	49	6	8	22	20	45	5
Registered Voter										
Yes	7	17	12	57	7	8	18	20	48	6
No	11	23	11	48	7	10	22	21	41	6
Likely Voter										
Yes	10	21	14	49	6	10	22	20	42	6
No	5	15	10	63	7	6	14	21	52	7

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