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Event-Driven News Audiences
INTERNET NEWS TAKES OFF
Pew Research Center Biennial News Consumption Survey

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INTERNET NEWS TAKES OFF

The Pew Research Center's biennial news use survey finds that *overall* Americans are reading, watching and listening to the news just as often as they were two years ago. But the type of news Americans follow and the way they follow it are being fundamentally reshaped by technological change and the post-Cold War news climate.

The number of Americans obtaining news on the Internet is growing at an astonishing rate, and watching varied cable news outlets is now just as common as viewing network news programming. Reflecting these profound changes, the percentage of Americans who watch *only* nightly network and local television news has fallen to 15% from 30% in 1993. The fickle mood of today's news consumer is further illustrated by the fact that over half of Americans watch the news with a remote control in hand.

As the public's appetite for national and international news wanes, viewership of nightly network news continues its decline. And viewership of CNN, the principal cable news source, remains in its mid-1990s slump. Strong interest in news closer to home is sustaining audiences for local television news and daily newspapers. The audiences for print and TV news magazines also have held steady since 1996, as has the tabloid television audience.

The Center's polling documents the media's difficulty in attracting young people to the news. It illustrates how differently the generations are responding to the information explosion. Only 33% of Americans ages 18-29 say they enjoy keeping up with the news a lot, but 77% say they like having so many information sources. In contrast, 68% of seniors like following the news, but only 52% like all the television news shows, magazines and computer information services at their disposal today.

	18-29 %	30-49 %	50-64 %	65+ %
Younger Americans: Turned On by Information, Off by News				
Like having so many information sources to chose from	77	70	64	52
Enjoy keeping up with the news a lot	33	48	59	68

The Pew Research Center's survey of 3,002 adults conducted by phone April 24-May 11, 1998, identifies six groups of news consumers whose varied news choices, habits and values reveal the diversity — if not fragmentation — of today's news audiences. The demographic, cultural and behavioral differences among these groups challenge the news media's ability to draw and maintain a mass audience.

A separate survey of 981 adults conducted by phone May 7-13, 1998, found that despite intense public criticism of media coverage of the alleged White House sex scandal, credibility ratings for individual news organizations and personalities did not slip further this year. And, the popularity of the tabloid programs and publications notwithstanding, the public continues to make clear distinctions between them and the mainstream press. The Wall Street Journal and CNN achieved the highest believability ratings; the National Enquirer and Inside Edition by far the lowest of the 20 outlets tested.

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Following is a summary of the principal findings of the two surveys and a description of a news audience typology. A discussion of online news use can be found in Section 1, on page 8. An overview of what Americans are watching, reading and listening to is featured in Section 2, beginning on page 11. Generational patterns of news consumption, along with information about how and when Americans get their news, are discussed in Section 3, American News Habits, beginning on page 18. News media credibility is discussed in Section 4, beginning on page 22. And finally, other public attitudes toward the media are covered in Section 5, beginning on page 25.

Principal Findings

The percentage of Americans getting news from the Internet at least once a week more than tripled in the past two years — going from 11 to 36 million news users. For those who go online, science, health, finance and technology are big news draws.

Online Explodes			
	'95	'96	'98
	%	%	%
Ever goes online	14	21	36
News at least weekly	4	6	20

The survey finds no evidence that going online for news leads to less reading or viewing of more traditional news sources. People who go online for news say that their news habits are unchanged. Analysis of the polling confirms this in finding that their news consumption patterns do not differ significantly from non-users, all other things being equal.

But It's Cable Now

Despite dramatic growth in online news consumption, cable television's impact remains far greater. Fully 40% of Americans now regularly watch one of the cable news networks, compared to 57% who regularly view network news broadcasts including morning, evening and magazine shows.[1] The size of the gross cable news audience swells to 60%, however, when specialty programming such as the Weather Channel and ESPN's Sports Center are factored in.

TV News Audience: Cable Rivals Network	
	% Who Watch Regularly
Network News	**57**
(Nightly, news mags or am shows)	
Cable News	40
(CNN, CNBC, MSNBC or FOX)	
Cable News + Specialty	**60**
(+ ESPN or Weather)	

Cable's advantage lies in its immediacy. Americans say they would turn to cable channels *first* in the event of a big news story, whether it concerned politics, health or sports.[2] And in an era of expanded choices and economic prosperity, big news is what is required to attract big audiences. A substantial minority of Americans (46%) *only* follow national news when something major is

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[1] The large percentages of people who report watching cable news outlets regularly are at odds with the low ratings these channels get for any particular show or time segment. This is because the polling results reflect reports of exposure to the 24-hour offerings of these channels and not to the viewing of particular programs or time segments.

[2] And they do. An independent survey conducted last fall found cable news networks to be the media of choice for tracking news of the 550 point plunge on the U.S. stock market. (Pew Research Center, "Stock Market Down, New Media Up." November 1997.)

happening and an even greater number (63%) react the same way to international news. Only local news attracts a large regular audience that is not event driven — 61% of Americans follow it most of the time.

Softer News Values

While accuracy and timeliness are the news values most important to consumers, a large segment of the news audience wants entertaining and enjoyable news presented by personalities who deliver it in a caring way. Americans who value caring anchors and news that stirs emotions are among the most regular viewers of local news and television magazine shows. Viewers of tabloid television also place a higher premium on news that stirs emotions. And tellingly, a significant percentage of tabloid audiences say they don't believe the very shows they watch.

A News Typology

News consumers are highly diverse in beliefs and behaviors. The Pew Research Center survey identifies six audience groups that differ materially in their news use, interests and attitudes.[3] Yet there is no dominant audience bloc among these about equally sized groups.

Today's *Mainstream News* audience (20%) has middle-of-the-road preferences. They are newspaper readers and regular cable news viewers who also watch local news and network programming regularly. The *Basically Broadcast* audience (17%) relies primarily on local TV news, network news shows and newspapers, passing on cable news sources.

MAINSTREAM NEWS AUDIENCE: 20% OF PUBLIC

CHARACTERISTICS:	Big consumers of broadcast, cable and local news; little high or low-brow news. Above average newspaper readership.
THE NUMBERS:	83% regularly watch local TV news; 51% nightly network news; 36% CNN; 54% read newspaper yesterday; 3% regularly read People; less than 1% listen to NPR.
DISTINGUISHING NEWS INTERESTS:	Sports fans; high interest in crime news.
NEWS HABITS:	Follow local and national news most of the time, but not international news.
ATTITUDES:	93% enjoy keeping up with news.
WHO ARE THEY:	53% male; otherwise average Americans.

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[3]   The typology groups were identified through a cluster analysis. For a description of the procedure see the methodology section.

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BASICALLY BROADCAST AUDIENCE:  17% OF PUBLIC
CHARACTERISTICS:        High consumption of local TV news and network news magazines; low cable use.

THE NUMBERS:            83% regularly watch local TV news; 49% network news magazines; 4% CNN;
                        Just 40% subscribe to cable; 46% read a newspaper yesterday.

DISTINGUISHING
NEWS INTERESTS:         Top news interests are health, community and crime.

NEWS HABITS:            Dinner hour TV viewers; less likely than average to watch with a clicker in hand;
                        seven-in-ten follow local news most of the time.

ATTITUDES:              Like television magazine show explanations of news.

WHO ARE THEY:           63% female; average income.
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The *Very Occasional* audience (18%) only follows the news when something major is happening. At the other extreme is the *Constant* audience (13%), that watches, reads and listens to just about everything — seemingly indiscriminately. This audience group watches Hard Copy or Inside Edition and listens to National Public Radio (NPR) in about equal numbers.

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VERY OCCASIONAL NEWS AUDIENCE:  18% OF PUBLIC
CHARACTERISTICS:        At the bottom of practically every news consumption category.  Little newspaper
                        readership.

THE NUMBERS:            27% watched news on TV yesterday; 36% read a newspaper; 46% listened to radio
                        news; 17% go online for news at least once a week.

DISTINGUISHING
NEWS INTERESTS:         Very few.

NEWS HABITS:            Most don't even follow local news regularly.

ATTITUDES:              Hard to please: say they enjoy keeping up, but relatively dissatisfied with television
                        news choices.

WHO ARE THEY:           58% male; young; low income.
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CONSTANT AUDIENCE: 13% OF PUBLIC
CHARACTERISTICS:          High consumers of everything; sources range from NPR to tabloid TV.

THE NUMBERS:              82% regularly watch local TV news; 62% nightly network news; 45% CNN;
                          55% read a newspaper yesterday; 33% regularly watch tabloid TV; 30% regularly
                          listen to NPR.

DISTINGUISHING
NEWS INTERESTS:           Above average interest in nearly all areas, especially crime, health and politics.

NEWS HABITS:              Get their news all day long; watch with clickers in hand.

ATTITUDES:                Not particularly well-informed, given news diet.  Like emotional and entertaining news
                          delivered by caring anchors.

WHO ARE THEY:             54% female; lean Democratic; more racially diverse.
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In contrast, the *Serious News* audience (12%) is more selective. They are relatively heavy users of NPR, The NewsHour with Jim Lehrer, The Wall Street Journal, The New York Times and high-brow news and business magazines, but they are relatively light users of local and network evening news. Finally, the *Tabloid* audience (14%) also rejects broadcast news and favors the National Enquirer, tabloid TV and the tell-all talk shows over The New Yorker or The Atlantic Monthly.

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SERIOUS NEWS AUDIENCE: 12% OF PUBLIC
CHARACTERISTICS:          Higher than average use of NPR, high-brow magazines and daily newspaper; relatively
                          low local news consumption.

THE NUMBERS:              45% regularly listen to NPR; 32% regularly watch CNN; 16% The NewsHour;
                          27% read The Wall Street Journal; 22% news magazines; 55% watch local TV news
                          regularly; 34% go online for news once a week or more.

DISTINGUISHING
NEWS INTERESTS:           Relatively high interest in politics, international affairs and science/technology.

NEWS HABITS:              Morning news consumers.  Most regularly attentive to national and international news.

ATTITUDES:                Would miss morning paper; little value placed on emotional, entertaining news and
                          caring anchors.

WHO ARE THEY:             55% male; well-educated; well-informed; lean to GOP.
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TABLOID NEWS AUDIENCE:  14% OF PUBLIC
CHARACTERISTICS:        High consumption of tabloid news and tell-all talk TV; little nightly network news and
                        CNN.  Relatively little newspaper reading.

THE NUMBERS:            17% regularly read personality magazines; 32% regularly watch tabloid TV;
                        28% tell-all TV; 41% read a newspaper yesterday; 24% regularly watch nightly
                        network news;  16% CNN.

DISTINGUISHING
NEWS INTERESTS:         High interest in crime, entertainment and sports.

NEWS HABITS:            Watch the news with clickers in hand; not morning news consumers.

ATTITUDES:              Like emotional and entertaining news delivered by caring anchors.

WHO ARE THEY:           57% female; young; not well-educated; more racially diverse.
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There are few common links between these audience groups. Ironically, the daily newspaper, the oldest format, is the only news source used regularly by a majority of all groups. Local television news generates the largest audiences in many, but not all of the groups. Other news formats and programs are popular in only a few of the groups.

There is even more variation by news topic. Although local, health and crime news are followed by nearly all audiences, political news from Washington is only followed very closely by significant percentages of the *Serious News* and *Constant* audiences. International and cultural news attract the *Serious News* audience in more substantial numbers than average.

Wide variations in attitudes toward the news are also apparent. The *Serious News* audience is less enthusiastic about enjoyable and entertaining news. The *Constant* and *Tabloid* audiences are most likely to value anchors who deliver the news in a caring way.

The diversity among these groups helps explain why news outlets rely heavily on blockbuster stories to achieve larger audiences. Alternatively, some news organizations pursue the specialized interests of niche audiences, which technology is making ever more possible.

Section 1: Americans Online

With Internet use skyrocketing in virtually every major demographic group, more than one-third of Americans (36%) are now going online from work or home. What's more, those who go online have a large appetite for news and information and are turning to the Internet as yet another news source.

The Internet is quickly becoming a part of American daily life. A quarter of the public (25%) went online from home or work yesterday, a sharp increase from the 4% who did so three years ago. To put this in perspective, almost as many people use the Internet on a typical weekday as spend time reading a magazine (29%).

Although Americans turn to the Internet for all types of information, the number of people going online for *news* is up dramatically. In 1998, 20% of Americans are getting online news at least once a week, up from just 6% two years ago and 4% in 1995.[4] As with Internet use overall, the number of Americans who go online to get news regularly is up by 10 to 20 percentage points across nearly all major demographic groups. In fact, in most demographic groups there are more people now going online for news *every day* than were going online for news at least once a week in 1995.

Those who go online for news are disproportionately younger, better-educated and affluent. More than one-third of college graduates (35%) — and 47% of college graduates who are under age 30 — get news online at least once a week. Similarly, 34% of those earning over $50,000

Internet a Growing Source for News

Percent of all adults who go online to get news at least once a week ...

	1995	1998	Change
Total	4	20	+16
Gender			
Men	6	25	+19
Women	3	15	+12
Race/Ethnicity			
White	4	20	+16
Black	3	14	+11
Hispanic	6	18	+12
Age			
18-29	7	30	+23
30-49	5	24	+19
50-64	2	13	+11
65 +	1	4	+3
Education			
College graduate	10	35	+25
Some college	6	25	+19
H.S. graduate	2	11	+9
Less than H.S.	1	11	+10
Family Income			
Over $50,000	8	34	+26
$30,000-$49,999	5	22	+17
$20,000-$29,999	3	14	+11
Under $20,000	1	8	+7

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4   The 1998 and 1995 figures are based on the same question, "How frequently do you go online to get news?" The 1996 figure is based on a slightly different question, "Do you ever go online to get information on current events, public issues, and politics? (IF YES:) How often do you go online for this type of information?"

a year go online to get news at least weekly.

Internet users are a news-hungry group. Fully 66% of those who go online for news say they follow national news most of the time, compared to just 47% of those who do not use a computer. Consequently, the Internet is emerging as a supplement to — not a substitute for — other traditional news sources.

  • Just 11% of those who go online for news say they are now using *other* news sources less often. More than half of Internet users (54%) say they have gone online to get more information about a story they first saw or heard about from a more traditional news source.

  • Those who get online news regularly are just as likely as those who do not get online news to watch the nightly network news, CNN or other cable news channels, *once factors such as age and education are taken into account.*[5]

  • Those who get news online do not spend any less *time* in a typical weekday reading a newspaper or watching television news. In fact, those who go online for news tend to spend *more* time than those who do not reading a newspaper or watching television news, again when age and educational differences are taken into account.

Information Overload Not A Problem

Not surprisingly, the Internet audience is comfortable with today's news environment, which like the Internet itself, offers a seemingly endless stream of information and choices. More than three-in-four Internet users (77%) say they like having access to so much information, compared to 58% of Americans who do not use a personal computer. In contrast, fewer than 20% of Internet users feel "overloaded" with information, compared to 35% of non-computer users.

Americans who go online also place a slightly higher priority than non-computer users on getting news that is timely and up-to-date, and Internet users care less about having news delivered in an entertaining or caring manner. For example, 29% of non-computer users rank "enjoyable and entertaining" as extremely important news qualities, compared to just 15% of those who go online. Similarly, 21% of non-computer users rank news that "stirs your emotions" as very important, compared to 9% of Internet users.

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[5]   Based on multiple regression analysis.

Online News Topics

Percent of Internet Users Who Go Online for ...	%
Information about hobbies, movies, restaurants	82
Science and health news	64
Online forums, discussion lists, or chat groups	61
Technology news	60
Financial information or stocks and bond trades	52
Weather	48
Entertainment	45
International news	41
Political news	40
Sports news	39
Local news	28

Although the Internet is often a source of information on entertainment and leisure activities, several news topics are also big draws. For example, more than 60% of Internet users go online for news about health, science and technology. More than half (52%) go online to get financial information or to trade stocks or bonds.

Section 2: Reading, Watching and Listening to the News

While an overwhelming majority of Americans continue to get their daily news from television, the burgeoning number of outlets is giving rise to varied patterns of news consumption. Viewership of the traditional local and nightly network news as well as CNN has declined significantly since the early 1990s. The public now displays a wide-ranging taste for television news, tuning in to everything from news magazines and the newer cable news networks to specialized cable outlets such as ESPN and the Weather Channel.

In spite of these trends, local television news and daily newspapers remain Americans' favorite news sources. Fully 64% watch their local news regularly, 68% read a daily newspaper regularly.

The public's news interests help explain the relative resilience of these news sources.   Crime, health and community — the focus of much of today's local news — are the subjects that most interest Americans. The public expresses considerably less interest in news about political figures and events in Washington and international affairs — topics which often lead network newscasts.

General News Interests	
	% Who Follow "Very Closely"
Crime	36
Health	34
Community	34
Sports	27
Local gov't	23
Science & technology	22
Domestic politics/policy	19
Religion	18
Business & finance	17
International affairs	16
Entertainment	16
Consumer news	15
Culture and the arts	12

Nearly two-thirds (61%) of the public follow local and community news closely *most of the time, whether or not something important or interesting is happening*; just 38% follow local news *only when something important is happening*. The public's approach to national and international news differs. Only 52% of Americans follow national news most of the time, and just 34% pay attention to international news most of the time.

These differences have clear implications for network news viewership. More than half of those who follow both national and international news most of the time watch the nightly network news regularly. But only 28% of Americans fall into this category. A

Nightly Network News Viewership and Attention to National and International News

	National and International News...		
	Follow most of the time	Follow one but not the other	Follow only if "news"
	%	%	%
Watch nightly news...			
Regularly	*52*	44	*26*
Sometimes	25	30	29
Hardly ever	11	12	19
Never	12	14	25
Don't know	0	0	1
	100	100	100
(Percent of public)	(28%)	(29%)	(39%)

39% plurality of the public follows national and international news only when something important or interesting is happening. Among that group, only 26% watch the nightly network news regularly.

A similar, though less dramatic, pattern can be seen among CNN viewers. Fully 33% of those who follow national and international news *most of the time* watch CNN regularly. Just 16% of those who follow this kind of news *only when something is happening* watch CNN regularly.

Negative Trend for Nightly Network News

Center surveys trace the steady decline of the nightly network news audience over the past five years. In May 1993, six-in-ten Americans watched the nightly network news on either CBS, ABC or NBC regularly. Today, only 38% describe themselves as regular viewers. Today's core audience is predominantly older and female. Only 22% of men under age 30 watch the nightly network news regularly, compared to 55% of women over age 50.

Trend in Nightly Network News Viewership				
% Who watch	May 1993	March 1995	April 1996	May 1998
Regularly	60	48	42	38
Sometimes	28	28	29	28
Hardly ever	5	14	15	15
Never	6	10	14	19
Don't know	1	*	*	*
	100	100	100	100

The network news audience is not limited to the nightly newscast, however. Other network offerings enjoy substantial audiences. Television news magazines — such as 60 Minutes, 20/20 and Dateline NBC — are viewed by 37% of the public regularly. There is a fair bit of overlap between the audiences of the nightly network news and the news magazines. Fully 58% of regular nightly news viewers also watch the television news magazines.

The magazine format has gained strength among young viewers over the last two years. In 1996, 19% of those under age 30 watched a news magazine show regularly; today, 26% do. The magazines gained the most ground among young men — the percentage of men under age 30 who watch these types of programs has doubled since 1996, from 11% to 22%. Much like the general public, regular television magazine viewers are most interested in news about health, crime and their own communities.

The Morning Shows

The network morning shows — the Today Show, Good Morning America and CBS This Morning — are also popular. Fully 23% of Americans watch one or more of these shows regularly, another 19% watch sometimes. The morning audience is decidedly female: 48% of women watch one of the three morning shows regularly or sometimes, compared to 35% of men. These shows are most popular with women over age 50. As is the case with the network news magazines, there is considerable overlap between the morning and the nightly news audiences: 58% of regular morning viewers are also regular viewers of the nightly network news.

Morning television viewers hold different news values than the general public. They like news personalities who present the news in a caring way — 68% consider this important, compared to 57% of the public. In addition, these viewers place more importance on the emotional and entertainment aspects of the news, and they value news that fits easily into their daily schedules and contains information that is helpful in their day-to-day lives.

Cable Climbing

This poll suggests that cable news networks and specialty cable channels are now major components of the American public's daily news diet. Four-in-ten Americans regularly view one of the major cable news networks — CNN, CNBC, MSNBC or the FOX News Channel. When the percent who also watch the Weather Channel or ESPN Sports News is factored in, the cable news audience swells to 60%, slightly higher than the 57% of Americans who regularly view network news offerings — the nightly news, news magazines and the morning shows.

CNN, the nation's dominant cable news network, has seen its audience diminish since the early 1990s. While viewership spikes with big news events, the 23% who now say they watch the network regularly is significantly lower than the high of 35% measured in May 1993.

Unlike the nightly network news audience, CNN's core audience is predominantly male, well-educated and affluent. Three-in-ten college graduates watch CNN regularly, compared to 20% of those without a college degree. Similarly, 33% of Americans with an annual family income over $75,000 are regular viewers, compared to 20% of those who make less than $50,000 a year.

Trend in Cable News Network Viewership

	May 1990	May 1993	March 1995	April 1996	May 1998
% Who watch					
Regularly	27	35	30	26	23
Sometimes	25	34	28	33	34
Hardly ever	7	7	13	14	13
Never	40	24	28	27	30
Don't know	1	*	1	*	*
	100	100	100	100	100

The public now has several choices for round-the-clock cable news, and the survey indicates that many Americans are watching the newer cable news outlets. Nearly three-in-ten Americans (28%) watch at least one of three alternative cable news networks regularly: 12% watch the business-oriented CNBC; 8% watch MSNBC, the Microsoft-NBC collaboration. In addition, 17% of survey respondents reported watching the FOX News Channel regularly. National ratings and subscription statistics suggest that this figure is exaggerated, perhaps because respondents confuse FOX News Channel with other FOX television offerings.[6]

Furthermore, there is considerable overlap among the audiences of the various cable news networks. Regular CNBC and MSNBC viewers are more likely than average Americans to be regular CNN viewers (51% vs. 23%). Viewers of MSNBC are better than four times more likely than average to watch CNBC and similarly, viewers of CNBC are four times more likely than average to watch MSNBC.

CNBC's audience is older, while MSNBC appeals equally to those over and under age 50. Interestingly, MSNBC, which is linked to a fully interactive Internet site, is no more popular among online users than among those who do not use a computer.

Print Audiences Hold Steady

While the television news landscape has been transformed in recent years, the audience for print media is remarkably stable. Americans continue to rely heavily on their daily paper as a primary source of news. Today, 68% read a daily newspaper regularly and 47% report having read a paper yesterday. Both numbers are not dramatically different from 1996. Similarly, 5% of the public reads news magazines regularly, a figure unchanged since the early 1990s.

The newspaper audience may not have declined at the same rate as that of television news, but it is much less broad based. Only 28% of those under age 30 report reading a newspaper yesterday; this compares with 69% of seniors — creating a far more dramatic generation gap than exists for television news consumption. The daily newspaper also holds considerably less appeal for non-whites, those without a college degree and those making less than $30,000 a year.

The survey found a substantial number of Americans reading the nationally distributed USA Today: 28% say they read this paper regularly. The Wall Street Journal is read regularly by 16% of the public; 10% read The New York Times.

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[6]   Nationwide the FOX News Channel has approximately 31.5 million subscribers; MSNBC has 39 million and CNBC has 64 million.

Public Broadcasting Offerings

Demographically, regular NewsHour viewers and NPR listeners stand out for their level of education. Approximately one-third of them have a college degree, compared to 22% of the public.

The NPR audience grew substantially during the 1990s. In January 1990, 5% of Americans listened to NPR regularly. Today that number is 15%, with another 17% saying they sometimes tune in. About half of the public (49%) never listens to NPR, down significantly from 78% in 1990. Unlike many other mainstream news sources, NPR attracts as many young people as it does older ones: 15% of those under age 30 listen to NPR regularly; 13% of those over 65 do.

Four percent of the American public watches The NewsHour regularly, another 14% watch sometimes. NewsHour viewers are heavy consumers of network news, CNN, CNBC and MSNBC; 36% listen to NPR regularly. They are much more interested than the general public in news about political figures and events in Washington and in international affairs. More than half (51%) say they follow Washington political news very closely, compared to 19% of the public; 40% pay very close attention to international news vs. 16% of the public. Nonetheless, they also share the mass public's interest in community, health and crime news.

Weather and Sports — American Passions

The Weather Channel and ESPN — specialty cable news outlets — are very popular. Fully 33% of the public watches the Weather Channel regularly, another 27% watch sometimes. Older Americans tune in at a much greater rate than do young people: 47% of those age 65 and older watch regularly, compared with only 23% of those under 30. The Weather Channel is also more popular with Americans who have not attended college. Southerners tune in most often (42% regularly), those in the West tune in least often (18% regularly).

The core audience for ESPN Sports News is largely young and male. Overall, 20% of Americans tune in regularly: 69% of those regular viewers are men. Among men under age 30, 39% watch regularly. Non-whites watch regularly at a rate significantly higher than whites: 31% vs. 18% respectively.

Attention to these specialty cable outlets is not a substitute for local television news. Regular viewers of the Weather Channel and ESPN Sports Center are also loyal viewers of their local television news. Fully 71% of Weather Channel viewers watch the local news regularly, as do 67% of regular ESPN viewers. This compares with 64% of the general public.

C-SPAN and Court TV

Two other specialized cable offerings, C-SPAN and Court TV, attract comparatively smaller audiences. Some 4% of Americans watch C-SPAN regularly, another 19% tune in sometimes. The C-SPAN audience is largely male, older and affluent. C-SPAN viewers are active consumers of a host of other news sources. Fully 76% watch CNN regularly (compared to 23% of the public), 38% watch CNBC and 17% watch The NewsHour. In addition, C-SPAN viewers are hearty consumers of radio news. Nearly one-third listen to NPR and 21% listen to political talk radio regularly, compared to 15% and 13% of the general public, respectively.

Court TV appeals to a different segment of the population altogether. The network's regular viewers are largely older, female, less affluent and less well-educated — 68% have no education beyond high school, compared to 50% of the general public. Court TV also appeals to non-whites: Fully 33% of its regular viewers are black.

Tabloid and Tell-All TV

The audiences for entertainment, tabloid and tell-all formats remain substantial: 14% of Americans watch shows such as Hard Copy or Inside Edition regularly (a total of 47% watch at least sometimes); 13% watch tell-all talk shows such as Ricki Lake, Jerry Springer or Jenny Jones regularly (28% at least sometimes); and 8% watch Entertainment Tonight (35% at least sometimes). More than one-third (37%) read People Magazine at least sometimes; 15% read a tabloid newspaper such as the National Enquirer, The Sun or The Star regularly or sometimes.

Tell-all television popularity has grown since 1996, when 8% watched regularly.   Regular viewers are young (41% are under 30) and less well-educated (73% never attended college). Non-whites are significantly more likely to watch regularly than are whites (34% vs. 9%). The audience for shows such as Hard Copy and Inside Edition is similar demographically, though not as young. Not surprisingly, there is considerable overlap between these two audiences: 35% of regular tell-all television viewers also watch the tabloid shows regularly.

Political Talk Radio

Radio news remains a staple for many Americans. The audience decline for network news and daily newspapers since the early 1990s is not apparent for this medium. If anything, radio news has risen somewhat. In the current survey, 49% of respondents reported listening to news on the radio yesterday, up from 44% in the Spring of 1996.

The audience for political talk radio, however, has diminished significantly in recent years. In April 1993, 23% of Americans listened to radio shows that invite listeners to call in to discuss current events, public issues and politics regularly; another 32% listened sometimes. In the current poll, only 13% listen regularly, 22% listen sometimes. The biggest falloff can be seen among non-whites, political Independents and men over age 50. Today, Republicans are almost twice as likely as Democrats to listen to political talk radio regularly. Men between ages 30 and 49 are talk radio's most loyal listeners.

The Waning Political Talk Audience

	April 1993	July 1994	June 1995	June 1996	Aug 1997	April 1998
% Who Listen						
Regularly	23	17	15	17	17	13
Sometimes	32	29	19	25	24	22
Rarely	23	24	27	26	28	24
Never	22	30	39	31	31	41
DK	*	*	*	1	*	*
	100	100	100	100	100	100

Just as the audience for political talk radio has declined somewhat, talk radio host Rush Limbaugh has seen his popularity fade since 1994. In July 1994, 26% of the public listened to Limbaugh's radio show regularly or sometimes, today 16% listen at least sometimes. The Limbaugh audience is slightly larger than the audience for Howard Stern's radio show (14% listen regularly or sometimes). Some 12% of the public listens to Dr. Laura Schlesinger at least sometimes.

More than a quarter of the public listens to religious radio shows such as Focus on the Family at least sometimes (10% regularly, 16% sometimes). These shows have particular appeal for women and blacks — 67% of those who listen regularly are women; 32% are African American. Not surprisingly, white Evangelical Christians listen to religious radio at a much higher rate than the general public: 51% listen at least sometimes.

Section 3: American News Habits

The average American dedicates more than an hour a day to the news. More Americans read, watch or listen to the news each day than exercise or use a personal computer. Indeed, daily consumption of news appears thin only when compared to personal activities such as family meals and calling friends or relatives to talk.

This portrait of time, however, masks wide variation in news consumption patterns among people of different generations, genders, races and education levels. Among these, age is by far the greatest factor affecting Americans' attention to the news. The generational differences are most evident at the extremes. Fully 25% of all 18-24 year-olds did not read, watch or listen to *any* news yesterday; only 6% of those age 65 and older were similarly tuned out.

Spending Time with the News

| | *Avg. Minutes Yesterday** | | | | **No News Yesterday** |
	Total	Paper	TV	Radio	**%**
All	66	18	31	17	**14**
18-24	48	9	26	13	**25**
25-29	50	11	23	16	**17**
30-34	54	11	24	19	**15**
35-49	63	16	28	19	**14**
50-64	71	21	34	16	**14**
65+	96	33	44	19	**6**

* All averages are estimated.

Although gaps between the different age groups are evident for all media, they are greatest for daily newspapers. Only 26% of 18-24 year-olds report reading the paper yesterday. The average 18-24 year-old spent only nine minutes doing so. In contrast, 69% of those 65 and older read the paper yesterday, spending an average of 33 minutes on the task.

The generational differences that are present in newspaper reading habits are not as sharp for television news viewing and non-existent for radio. The youngest age group is less likely to watch television news than is the oldest, spending an average of 26 minutes on all TV news to seniors' 44 minutes. Those under age 30 spent 15 minutes listening to radio news, compared to 19 minutes for those over age 65.

Young adults' relatively greater interest in television over newspapers is not simply a preference for watching over reading. Magazines are very popular among this age group. Americans ages 18-24 are most likely to have read a magazine yesterday and most likely to have devoted a considerable amount of time to it. Their consumption of magazines is especially striking when compared to their newspaper reading habits. Fully 42% of this age group read a magazine the day

before the interview — significantly more than the 26% who read a paper that day. In addition, the average 18-24 year old spent 17 minutes reading a magazine yesterday — almost twice the time they spent reading the newspaper.

Finally, young people are the most enthusiastic users of the newest media — online services. Fully 38% of Americans under age 30 went online yesterday, outpacing the number who read the paper during this same time period. This strong showing is fueled in part by the enthusiasm of young men, who are slightly more likely to go online than are young women: 40% of men between ages 18 and 29 went online yesterday, compared to 34% of women in this same age group.

Age is more important than even education in understanding media use among the public. Not surprisingly, college-educated Americans spend more time reading newspapers and magazines than do those whose education ended with high school. However, the gaps in the amount of time that an individual dedicates to the news are much greater among different age groups than between those who have some college experience and those without any at all.

It's Age, Not Education				
	18-29	30-49	50-64	65+
	%	%	%	%
Read paper 30+ mins:				
College	14	28	35	58
Non-college	12	13	26	49
Watched News 1 hour+:				
College	19	23	30	51
Non-college	17	24	34	47
Listened radio 30+ mins:				
College	20	30	24	22
Non-college	19	22	20	31

The only exception to this tendency involves going online. The gap between those who went online yesterday and those who did not is greater between the college educated and non-college educated than between the young and old. Almost half (49%) of 18-29 year-olds with at least some college education report going online yesterday, compared to 29% of young people with no college education, 35% of 50-64 year-olds with some college experience and 11% of middle-aged Americans without it.

Daylong News

On a typical day, a solid majority of Americans are reading the newspaper, watching television news, listening to radio news or logging onto the Internet from the beginning of the day until the late night hours. Midday is the most common time to get the news. The medium of choice is always television.

Two-thirds of Americans start their day with some kind of news. This audience is heavily oriented toward television: 41% of Americans watch television news in the morning; 22% turn on the radio; 19% read a newspaper.

	Morning %	Day-time %	Dinner-time %	Late Evening %
Tuning in Morning, Noon & Night				
When Americans get the news ...	67	74	63	61
Where they get news from ...				
Television	41	41	54	55
Newspaper	19	25	7	5
Radio	22	22	4	2
Internet	2	4	1	1

News consumption peaks in the middle of the day: 74% of the public reads, watches or listens to the news during the course of the day. Television continues to be the biggest draw: 41% of the public gets daytime news from television, the same percentage who report tuning in for morning news. Newspapers are slightly more popular in the middle of the day than in the earlier hours: 25% of the public reads a paper during the day. Radio consumption remains steady (22%) throughout the workday.

 Dinner time and late night news consumption are slightly less popular and almost entirely television based. Regardless of sex, age, race or education, whether one is a regular newspaper reader, a cable subscriber or an online user, the overwhelming majority of people who get news at the dinner hour or late in the evening get it from television.

Daytime News Habits Differ

Men and women differ only in their choice of daytime news media, not in their general consumption habits. More women watch television news during the day; more men listen to the radio. Almost half (47%) of all women turn on television news mid-day, compared to 34% of men. Over a quarter (27%) of men listen to radio news during the day, compared to 18% of women.

Men and women do not differ in their morning or late night routines. Both start and end the day with the news at equivalent rates and are equally likely to choose television over the radio and the newspaper. Similarly, there are no significant gender differences in the rates at which these different groups get news throughout the day.

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Age Gap Disappears for Late Night News

Since young adults are less interested in news, they are less likely to start their day with news. Only 56% of 18-29 year olds report starting a typical day with the news, compared to 71% of those age 30 and over. This disparity in news interest lessens over the course of the day until late evening, when it disappears entirely. Fully 60% of 18-29 year olds, 60% of 30-49 year olds and 62% of those age 50 and over get news during the late evening hours. An overwhelming majority (81%) of Americans between ages 30 and 49 who are married and have children get news during the course of the day.

Use of the Internet for news is highest at midday. Of those who go online on a weekly basis, 9% say that their main source of news during the daytime is the Internet.

Clickers vs. Tune-Iners

The American public is more focused when they are watching television generally than when they are tuning in to television news. When most Americans (62%) turn on the television, they do so to catch a specific program, rather than to channel surf, a trend that has not changed over the past four years. However, 56% of Americans watch the news with their remote control in hand, switching channels when they are not interested in the topic.

Americans who do not watch television news with a remote control watch more of it than do those who click around. Almost two-thirds (64%) of "tune-iners" watched the news the day before their interview, compared to 56% of clickers.

In addition, Americans who are deliberate in their news viewing habits are more attentive to the news than are those who channel surf. One-third (35%) of those who do not roam spent an hour watching the news yesterday; only 19% of clickers spent this much time.

Young adults show a propensity to channel surf, while older Americans retain habits formed in the pre-remote control days. While almost three-quarters of 18-24 year olds watch the news with a remote, less than half of those age 65 and over do. Young men appear least focused on the news and most likely to channel surf. Fully 72% of men ages 18-29 watch the news with their remotes in hand, compared to 66% of women in this age group and 56% of the general public.

With more choices available, cable subscribers are more likely to watch the news using a remote than are non-cable subscribers.

Section 4: News Media Credibility

Public displeasure with the national news media is clear, but this sentiment has not eroded the credibility of major news organizations. While public evaluations of most news organizations' credibility are lower than they were in the mid-1980s, the basic believability ratings have not changed since the Center's last survey in 1996.

The words people choose to describe the national media reflect their discontent. "Biased" and "sensational" were used nearly as often as "good" and "informative" when survey participants were asked to come up with one word to describe their impression of the national news media. On balance, negative words outnumbered positive ones 52% to 30%.

	One Word Descriptions of...			
	National News Media **"Top 10"**		*Local News Media* **"Top 10"**	
		Frequency *		Frequency *
1.	Biased	61	Good	138
2.	Good	58	Informative	52
3.	Informative	53	Adequate	36
4.	Sensationalism	34	Fair	35
5.	Fair	29	Good job	28
6.	Okay	28	Excellent	27
7.	Liberal	21	Okay	27
8.	Boring	17	Very good	27
9.	Interesting	16	Sensationalistic	22
10.	Thorough	15	Up-to-date	18

* Results represent the number of respondents who offered each response; they <u>are not</u> percentages.

In contrast, mostly positive words came to mind when respondents were asked about local news organizations. "Good" is by far the single word most often mentioned, and it is used more than twice as often to describe local news as it is with national news.

Not Liked, But Still Mostly Believed

Displeasure with the national news media in *general* does not translate, however, into lower believability ratings for *specific* news organizations. On average, majorities say they can believe *most*, but *not all* of what national news organizations say. A fair share of Americans are real doubters, however. Upwards of 20% say they *disbelieve much* or *all* of the news delivered by many national news outlets.[7]

Broadcast news outlets tend to get higher believability ratings than print, a trend evident in earlier surveys. The only exception is at the top of the list, where The Wall Street Journal ties CNN in public esteem. Young people are more likely to give high ratings to cable sources, particularly

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[7] All ratings based on those who could rate.

CNN and C-SPAN, while older people give especially good ratings to some broadcast news programs, notably 60 Minutes and local TV news.

The public also rates commercial television higher in believability than public broadcasting's NewsHour and NPR. This pattern reverses itself, however, among college graduates who rate the commercial networks lower and the public broadcasting shows higher.

Americans continue to rate the mainstream media and its personalities higher than most public figures, whose credibility ratings divide along partisan lines. Bill Clinton, Newt Gingrich and Al Gore were given "can't believe" ratings by at least half of respondents. Secretary of State Madeleine Albright and Attorney General Janet Reno are more highly rated than the President or Vice President. However, former Chairman of the Joint Chiefs of Staff Colin Powell continues to top the list of political figures.

Print Media

	Believe		Cannot Believe		Can't
	4	3	2	1	Rate
	%	%	%	%	%
Wall Street Jn'l	41	40	13	6	27
April, 1996	36	38	17	9	23
Your daily paper	29	38	25	8	6
April, 1996	25	39	37	8	5
Time Magazine	27	47	21	5	20
Newsweek	24	50	20	6	20
USA Today	23	44	27	6	21
April, 1996	24	41	24	11	17
Associated Press	18	44	30	8	19
April, 1996	16	47	26	10	15
People Magazine	10	27	43	20	21
National Enquirer	3	4	13	80	13

* Percentages based on those who could rate each.

Broadcast & Cable

	Believe		Cannot Believe		Can't
	4	3	2	1	Rate
	%	%	%	%	%
CNN	42	41	13	4	13
April, 1996	38	42	16	4	11
60 Minutes	35	39	21	5	7
Local TV News	34	41	19	6	4
C-SPAN	32	42	19	7	38
April, 1996	30	37	19	16	36
ABC News	30	46	20	4	7
April, 1996	31	46	18	5	4
NBC News	30	45	21	4	6
April, 1996	29	47	19	5	3
NewsHour	29	39	23	9	47
CBS News	28	46	22	4	6
April, 1996	32	44	18	6	5
Dateline NBC	27	45	22	6	15
NPR	19	48	24	9	29
Inside Edition	10	21	40	29	24

* Percentages based on those who could rate each.

Tabloid and personality oriented outlets are far less credible than mainstream news organizations. Majorities give low believability ratings to People, Inside Edition and the National Enquirer. On balance, even majorities of less well-educated people — who give these sources better than average ratings — say they mostly disbelieve them.

Similarly, talk show hosts Geraldo Rivera, Rush Limbaugh, Pat Robertson and Don Imus achieve far lower ratings than do most news people. Jerry Springer has by far the lowest evaluation in the poll, with 70% of respondents saying they believe nothing of what he says. In sharp contrast, daytime talk-show host Oprah Winfrey is given a believable rating by a majority of those who could evaluate her.

Other Public Figures					
	Believe		Cannot Believe		Can't
	4	3	2	1	Rate
	%	%	%	%	%
Colin Powell	41	38	18	3	13
April, 1996	30	39	21	10	8
Oprah Winfrey	27	40	25	8	3
Bill Clinton	17	28	32	23	1
April, 1996	14	32	26	28	2
Janet Reno	16	36	31	17	15
Al Gore	15	35	31	19	6
Madeleine Albright	14	42	30	14	26
Bill Gates	13	38	33	16	24
Ted Turner	13	30	41	16	23
Don Imus	13	22	37	28	64
Pat Robertson	11	27	38	24	23
Geraldo Rivera	9	13	37	41	11
Rush Limbaugh	8	21	33	38	12
April, 1996	9	17	28	47	10
Jerry Springer	7	7	16	70	12
Newt Gingrich	6	22	38	34	11
April, 1996	4	18	33	45	9

* Percentages based on those who could rate each.

News Media Figures					
	Believe		Cannot Believe		Can't
	4	3	2	1	Rate
	%	%	%	%	%
Peter Jennings	37	44	15	4	7
April, 1996	30	41	20	9	10
Tom Brokaw	37	45	15	3	9
April, 1996	32	41	20	8	9
Dan Rather	36	42	18	4	5
April, 1996	31	41	19	8	6
Ted Koppel	31	45	19	5	13
Jim Lehrer	29	40	25	6	42
Katie Couric	27	40	26	7	32
Sam Donaldson	25	45	24	6	15
Bernard Shaw	22	46	25	6	38
April, 1996	16	38	26	18	43
Cokie Roberts	21	41	26	12	39

* Percentages based on those who could rate each.

Section 5: Attitudes Toward the News

Overwhelmingly, Americans place a premium on accuracy and timeliness and, to a somewhat lesser degree, information that is helpful and hard to find. Fully 90% say that it is important that the news is accurate; 88% say it is important for the news to be timely and up-to-date. Over three-quarters (78%) want the news to provide facts and information they can't get elsewhere, and almost as many value news that contains information that is helpful in their daily lives.

The Public's News Values			
	Importance		
	High	Moderate	Low
	%	%	%
How important is it that the news...			
Is accurate	90	6	4
Is timely & up-to-date	88	7	4
Provides facts & info you can't get elsewhere	78	13	8
Contains info that is helpful in your daily life	74	16	9
Fits easily into daily schedule	58	24	17
Has news personalities who present news in caring way	58	22	19
Is enjoyable and entertaining	42	29	28
Stirs your emotions	30	34	35

A clear majority of the public (58%) also values caring news personalities and wants news that fits easily into their schedules. Fewer but still substantial numbers like the news to be entertaining and emotional (42% and 30%, respectively). Personable, enjoyable and emotional news is valued more by women and those without college degrees than by men and the college-educated. Women also rate news that fits into their day higher than men do.

Warm and Emotional News ...

While emotionally moving news is not widely valued by the general public, this quality along with a caring anchor are significant in shaping the viewing habits of those who do value them. Americans who say it is important to have news that is emotionally stirring and presented by caring news anchors watch local, network and news magazine shows much more regularly than do those who do not rank these qualities as high.

Caring, Emotional News Pulls in Audiences				
	Caring Personalities		*Emotional News*	
		Not very		Not very
	Important	Important	Important	Important
	%	%	%	%
Regularly watch:				
Local News	70	47	67	57
Nightly Network News	42	29	42	33
News Magazine Shows	42	25	40	33
Morning News Shows	26	14	28	21
CNN	22	22	24	23
Tabloid TV	16	8	21	9
CNBC	13	10	15	10
MSNBC	9	7	11	7

Fully 70% of those who value caring news personalities are regular viewers of local news; only 47% of those who disagree fall into this category.

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These attitudinal differences do not extend to regular viewership of the all-news cable networks. Americans who value emotional news and caring anchors are not substantially more likely to be regular viewers of CNN, CNBC and MSNBC than those who do not.

Other Findings

• Americans who identify with a political party enjoy following the news more than those who do not: 54% of Republicans and 55% of Democrats enjoy the news a lot, compared to 41% of Independents.

• When asked where they would turn first for information about breaking news, Americans choose television over print. CNN is the single outlet most often mentioned for national, international and health news. When the subject turns to sports, ESPN is first.

• Americans who do not watch the nightly and late television news — 40% of the public — are much less likely than viewers to say that the television does a good job summing up the day's events, by a margin of 52% to 77% for the evening news and 36% to 77% for the late night news.

• Regular newspaper readers are more tied to this daily habit than are morning television news viewers. Fully 60% of newspaper readers say they would miss it a lot; just 48% of those who begin their day with television news express this view.

• The young are least loyal to their morning news routine. Fully 69% of 18-24 year olds who start their day with the news express little concern about missing it, compared to only 44% of those age 65 and over.

• Fully 82% of the *Constant* audience begins their day with news. In contrast, 46% of the *Very Occasional* audience starts a typical day with news.

• The *Constant* audience opts for television news over newspaper, radio or the Internet at all times of the day. Conversely, when the *Very Occasional* audience gets news during the morning or daytime, it is largely from the radio.

• The *Serious News* audience stands out because they read the morning paper at higher rates than do the other groups and are heavier users of morning radio news. They are also much *less likely* than most to watch the news around the dinner hour or late in the evening.

• Less than half (47%) of the *Basically Broadcast* audience watches the news with a remote control in hand. In contrast, 73% of the tabloid audience are clickers.

TABLES

NEWS AUDIENCE TYPOLOGY PROFILE

	Main-stream News %	Basically Broadcast %	Very Occasional %	Constant Audience %	Serious News %	Tabloid News %
SEX						
Male	53	37	58	46	55	43
Female	47	63	42	54	45	57
	100	100	100	100	100	100
AGE						
18-29	23	20	31	21	16	36
30-49	38	42	39	40	43	40
50-64	21	16	18	22	21	15
65+	18	20	11	16	18	8
AGE/SEX						
Men Under 30	14	10	20	11	10	19
Women Under 30	9	10	11	10	6	12
Men 30-49	21	16	22	18	23	15
Women 30-49	17	26	17	22	20	24
Men 50+	18	11	15	17	21	8
Women 50+	20	25	13	21	19	15
RACE						
White	88	89	88	73	86	76
Non-White	11	10	11	26	12	23
Black	9	7	7	20	6	17
Hispanic	5	5	8	9	4	10
EDUCATION						
College Grad.+	23	21	19	20	45	12
Some College	25	25	24	23	24	19
High School Grad.	38	37	34	40	20	46
< High School Grad.	14	16	22	16	10	23
INCOME						
$75,000+	16	11	10	11	22	7
$50,000-$74,999	16	12	11	14	14	12
$30,000-$49,999	24	21	24	29	23	26
$20,000-$29,999	14	16	16	17	12	16
<$20,000	14	24	24	17	15	22
Number of Interviews:	**(607)**	**(523)**	**(511)**	**(407)**	**(396)**	**(392)**

NEWS AUDIENCE TYPOLOGY PROFILE con't

	Main-stream News %	Basically Broadcast %	Very Occasional %	Constant Audience %	Serious News %	Tabloid News %
REGION						
East	21	16	21	20	19	24
Midwest	22	30	27	20	25	20
South	40	30	28	42	34	41
West	17	24	24	18	22	15
PARTY ID						
Republican	32	29	28	27	35	23
Democrat	30	33	26	44	28	34
Independent	33	31	35	24	28	34
CABLE TV						
Subscriber	85	40	59	81	65	74
Non-Subscriber	15	60	41	19	35	26
COMPUTER USER						
Computer User	63	62	57	62	71	65
Online User	37	32	34	34	51	36
Non Computer User	37	38	43	38	29	35
LIFE CYCLE						
Under 30:						
Single w/out Children	13	11	19	11	10	18
Married	8	6	8	8	5	12
30-49:						
Single w/out Children	9	9	10	10	10	10
Married w/out Children	7	7	6	7	5	5
Married With Children	19	21	17	17	23	17
50-64:						
Married	16	11	10	18	15	9
Not Married	5	5	8	5	6	6
65+:						
Married	10	9	5	9	9	3
Not Married	7	12	6	6	10	5
Working Mothers 8	13	11	12	8	17	
Single Parent	7	10	12	9	6	15

NEWS AUDIENCE TYPOLOGY REGULAR NEWS USE
Based on "Regular" Viewers, Listeners, Readers

	Main-stream News %	Basically Broadcast %	Very Occasional %	Constant Audience %	Serious News %	Tabloid News %
Daily Newspaper	76	65	51	81	72	64
Nightly Network news	51	49	3	62	38	24
Local TV news	83	83	21	82	55	55
TV News Magazines	45	52	3	56	31	33
TV Morning shows	25	31	1	45	23	13
CNN	36	4	6	45	32	16
FOX News Channel	19	4	7	34	10	33
CNBC	15	3	1	34	17	7
MSNBC	12	2	1	24	10	6
C-SPAN	5	0	1	15	8	1
NewsHour	0	1	*	12	16	*
NPR	*	12	9	30	45	6
Talk Radio	9	12	11	21	23	10
News magazines	12	14	8	28	22	11
Tabloid TV	9	11	1	33	1	32
"Tell-All" TV	8	10	6	21	6	29

MEDIA USE "YESTERDAY"

	Read a Newspaper Yesterday			Watched TV News Yesterday		
	Yes	No	DK	Yes	No	DK
	%	%	%	%	%	%
TOTAL	47	52	1=100	60	39	1=100
SEX						
Male	50	50	*	60	40	*
Female	46	54	*	61	39	*
AGE						
18-29	28	71	1	54	46	*
30-49	45	55	*	55	45	*
50-64	58	42	0	67	32	1
65+	69	30	1	77	22	1
AGE/SEX						
Men Under 30	32	67	1	53	47	*
Women Under 30	23	76	1	54	46	*
Men 30-49	50	50	*	57	43	*
Women 30-49	40	60	0	52	48	*
Men 50+	65	34	1	69	30	1
Women 50+	62	38	*	73	26	1
RACE						
White	50	50	*	61	39	*
Non-White	34	66	*	59	41	*
Black	36	64	*	61	39	*
Hispanic	37	63	0	59	41	0
EDUCATION						
College Grad.+	61	39	*	60	40	*
Some College	49	51	*	62	37	1
High School Grad.	45	55	*	61	39	*
< High School Grad.	36	63	1	59	41	*
FAMILY INCOME						
$75,000+	60	40	0	58	42	*
$50,000-$74,999	57	42	1	59	40	1
$30,000-$49,999	48	51	1	59	40	1
$20,000-$29,999	43	57	0	62	38	*
<$20,000	38	62	*	59	41	*

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?

CONTINUED ...

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	Read a Newspaper Yesterday			**Watched TV News Yesterday**		
	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Yes</u>	<u>No</u>	<u>DK</u>
	%	%	%	%	%	%
TOTAL	47	52	1=100	60	39	1=100
REGION						
East	52	48	*	58	42	*
Midwest	50	50	*	59	41	*
South	43	57	*	63	36	1
West	47	52	1	59	40	1
PARTY ID						
Republican	52	47	1	63	36	1
Democrat	50	49	1	62	38	*
Independent	43	57	*	59	41	*
CABLE TV						
Subscriber	51	49	*	62	37	1
Non-Subscriber	41	59	*	56	44	*
COMPUTER USER						
Computer User	47	53	*	54	41	1
Online User	48	51	1	58	41	1
Non Computer User	49	51	*	63	36	1
LIFE CYCLE						
Under 30:						
Single w/out Children	29	70	1	51	49	*
Married	27	72	1	58	42	0
30-49:						
Single w/out Children	45	55	0	57	43	0
Married w/out Children	48	52	0	60	39	1
Married With Children	47	53	0	52	48	*
50-64:						
Married	62	38	0	69	31	*
Not Married	50	50	0	62	36	2
65+:						
Married	71	28	1	77	23	*
Not Married	67	33	*	77	22	1
Working Mothers 40	60	*	50	50	0	
Single Parent	32	68	*	53	46	1

MEDIA USE "YESTERDAY"

	Read a Magazine Yesterday			Went Online Yesterday		
	Yes	No	DK	Yes	No	DK
	%	%	%	%	%	%
TOTAL	29	71	*=100	25	75	0=100
SEX						
Male	31	69	0	29	71	0
Female	27	73	*	20	80	0
AGE						
18-29	35	65	0	38	62	0
30-49	28	72	0	26	74	0
50-64	25	75	*	21	79	0
65+	27	72	1	7	93	0
AGE/SEX						
Men Under 30	38	62	0	40	60	0
Women Under 30	28	72	0	34	66	0
Men 30-49	28	72	0	27	73	0
Women 30-49	28	72	0	26	74	0
Men 50+	27	73	0	21	79	0
Women 50+	26	74	*	10	90	0
RACE						
White	29	71	*	24	76	0
Non-White	30	70	0	26	74	0
Black	28	72	0	17	83	0
Hispanic	37	63	0	23	77	0
EDUCATION						
College Grad.+	37	63	0	44	56	0
Some College	34	66	*	29	71	0
High School Grad.	25	74	*	14	86	0
< High School Grad.	22	78	0	16	84	0
FAMILY INCOME						
$75,000+	39	61	0	48	52	0
$50,000-$74,999	33	67	0	36	64	0
$30,000-$49,999	33	67	0	25	75	0
$20,000-$29,999	29	71	0	14	86	0
<$20,000	19	81	0	13	87	0

QUESTION: Thinking about yesterday, did you spend any time reading magazines?
As I read from a list tell me if you did this yesterday or not. Yesterday did you ... go online (from work or home)?

CONTINUED ...

	Read a Magazine Yesterday			**Went Online Yesterday**		
	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Yes</u>	<u>No</u>	<u>DK</u>
	%	%	%	%	%	%
TOTAL	29	71	*=100	25	75	0=100
REGION						
East	27	73	0	23	77	0
Midwest	30	70	0	21	79	0
South	27	73	*	25	75	0
West	34	66	0	29	71	0
PARTY ID						
Republican	29	71	*	29	71	0
Democrat	31	69	*	21	79	0
Independent	31	69	0	27	73	0
CABLE TV						
Subscriber	30	70	*	26	74	0
Non-Subscriber	27	73	0	22	78	0
COMPUTER USER						
Computer User	33	67	*	38	62	0
Online User	35	65	0	58	42	0
Non Computer User	23	77	*	3	97	0
LIFE CYCLE						
Under 30:						
Single w/out Children	45	56	0	45	55	0
Married	21	79	0	38	62	0
30-49:						
Single w/out Children	37	63	0	26	74	0
Married w/out Children	26	74	0	n/a	n/a	n/a
Married With Children	28	72	0	27	73	0
50-64:						
Married	29	71	0	24	76	0
Not Married	16	84	*	n/a	n/a	n/a
65+:						
Married	35	64	1	24	76	0
Not Married	19	81	0	n/a	n/a	n/a
Working Mothers	26	74	0	25	75	0
Single Parent	19	81	0	15	85	0

VIEWERSHIP OF SELECTED PROGRAMS

	Nightly Network News					Local News In Viewing Area					
	Regu-larly	Some-times	Hardly Ever	Never	DK	Regu-larly	Some-times	Hardly Ever	Never	DK	'N'
	%	%	%	%	%	%	%	%	%	%	
TOTAL	38	29	15	18	*=100	64	22	6	8	*=100	(3002)
SEX											
Male	34	28	20	18	*	61	23	7	9	*	(1434)
Female	40	30	11	18	*	66	21	6	7	*	(1568)
AGE											
18-29	23	36	18	23	0	53	29	9	9	*	(714)
30-49	33	32	17	18	*	62	23	7	8	0	(1241)
50-64	49	23	13	15	0	69	18	5	8	0	(565)
65+	55	21	8	15	1	75	13	3	8	1	(415)
AGE/SEX											
Men Under 30	22	36	21	21	0	49	33	9	9	*	(399)
Women Under 30	25	35	14	26	0	59	25	9	7	0	(315)
Men 30-49	32	28	22	18	0	63	21	7	9	0	(586)
Women 30-49	33	35	13	18	1	61	26	7	6	0	(655)
Men 50+	48	22	15	15	*	68	19	5	8	0	(424)
Women 50+	55	23	7	15	*	75	14	3	8	*	(556)
RACE											
White	38	29	15	18	*	64	22	6	8	0	(2484)
Non-White	35	32	14	19	*	64	23	5	7	1	(463)
Black	38	30	13	19	*	67	22	3	7	1	(321)
Hispanic	26	33	13	28	0	55	27	8	9	1	(192)
EDUCATION											
College Grad.+	40	25	19	16	*	63	22	8	7	0	(907)
Some College	39	30	14	17	*	65	22	6	7	0	(707)
High School Grad.	39	30	13	18	*	66	21	6	7	*	(1097)
< High School Grad.	29	33	14	23	1	58	26	4	12	*	(262)
FAMILY INCOME											
$75,000+	41	27	18	14	0	63	23	9	5	0	(428)
$50,000-$74,999	38	32	15	15	0	65	22	7	6	0	(415)
$30,000-$49,999	36	28	16	20	*	64	22	6	8	0	(744)
$20,000-$29,999	37	30	16	17	*	63	20	6	11	*	(426)
<$20,000	38	28	14	20	*	60	26	5	9	0	(532)

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 you viewing area? This usually comes on before the national news and then later at night at 10 or 11).

CONTINUED ...

| | Nightly Network News | | | | | Local News In Viewing Area | | | | | |
	Regularly %	Some-times %	Hardly Ever %	Never %	DK %	Regularly %	Some-times %	Hardly Ever %	Never %	DK %	'N'
TOTAL	38	29	15	18	*=100	64	22	6	8	*=100	(3002)
REGION											
East	35	29	13	22	1	63	20	7	9	1	(564)
Midwest	39	29	15	17	*	64	22	6	8	0	(766)
South	41	30	14	15	*	66	22	5	7	0	(1085)
West	31	30	18	21	*	60	24	7	9	0	(587)
PARTY ID											
Republican	40	29	15	16	*	66	21	6	7	0	(891)
Democrat	41	29	13	17	*	68	20	5	7	*	(962)
Independent	33	30	18	19	*	59	25	8	8	*	(930)
CABLE TV											
Subscriber	39	29	15	17	*	66	22	6	6	*	(2061)
Non-Subscriber	35	29	15	21	*	58	23	6	13	*	(941)
COMPUTER USER											
Computer User	36	30	17	17	*	62	24	7	7	0	(1976)
Online User	35	30	18	17	*	61	24	8	7	0	(1192)
Non Computer User	41	27	12	20	*	66	19	5	10	*	(1026)
LIFE CYCLE											
Under 30:											
Single w/out Children	21	37	19	23	0	48	34	10	8	*	(396)
Married	27	33	17	23	0	61	23	9	7	0	(227)
30-49:											
Single w/out Children	32	30	21	17	0	58	26	8	8	0	(294)
Married w/out Children	39	32	15	14	0	70	19	6	5	0	(200)
Married With Children	33	32	17	18	*	63	23	6	8	0	(589)
50-64:											
Married	53	22	13	12	0	73	16	4	7	0	(387)
Not Married	39	25	13	23	0	61	24	5	10	0	(178)
65+:											
Married	61	18	11	9	1	79	11	4	6	0	(214)
Not Married	51	24	5	20	0	71	16	2	10	1	(201)
Working Mothers	31	36	12	21	*	59	24	8	9	0	(354)
Single Parent	26	31	17	26	*	56	26	8	10	0	(271)

VIEWERSHIP OF SELECTED NETWORKS

| | *Cable News Network (CNN)* | | | | | *C-SPAN* | | | | |
| | Regu-larly | Some-times | Hardly Ever | Never | DK | Regu-larly | Some-times | Hardly Ever | Never | DK |
	%	%	%	%	%	%	%	%	%	%
TOTAL	23	34	13	30	*=100	4	19	18	58	1=100
SEX										
Male	25	34	13	28	*	6	20	20	54	*
Female	20	34	13	32	1	3	18	17	61	1
AGE										
18-29	16	36	16	32	0	3	16	19	61	1
30-49	21	36	14	29	*	4	19	20	56	1
50-64	28	34	11	27	*	5	20	17	56	2
65+	30	26	10	33	1	6	19	16	58	1
AGE/SEX										
Men Under 30	18	39	13	30	0	4	17	20	59	*
Women Under 30	13	33	20	34	0	2	16	17	64	1
Men 30-49	25	33	15	27	0	6	20	22	52	*
Women 30-49	17	38	14	30	1	3	18	17	61	1
Men 50+	31	31	12	26	0	7	22	18	52	1
Women 50+	27	30	9	33	1	5	18	15	60	2
RACE										
White	23	33	13	31	*	4	18	19	58	1
Non-White	24	39	14	22	1	7	20	16	56	1
Black	25	38	14	22	1	8	19	16	56	1
Hispanic	18	39	11	32	0	3	15	15	65	2
EDUCATION										
College Grad.+	30	35	12	23	0	6	24	24	45	1
Some College	22	37	13	27	1	5	22	17	55	1
High School Grad.	20	34	14	32	*	4	16	20	59	1
< High School Grad.	19	29	14	38	*	2	14	10	73	1
FAMILY INCOME										
$75,000+	33	38	12	17	*	6	24	24	45	1
$50,000-$74,999	24	37	13	26	0	6	24	19	50	*
$30,000-$49,999	22	39	14	25	0	5	20	23	51	1
$20,000-$29,999	20	32	13	35	0	3	16	19	62	1
<$20,000	18	28	13	41	*	3	14	12	69	2

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

CONTINUED ...

	Cable News Network (CNN)					C-SPAN				
	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %
TOTAL	23	34	13	30	*=100	4	19	18	58	1=100
REGION										
East	20	39	14	26	0	5	24	15	55	1
Midwest	20	30	14	36	*	3	16	18	62	1
South	27	35	13	25	*	5	19	20	55	1
West	19	33	13	34	1	4	16	19	60	1
PARTY ID										
Republican	25	36	13	26	*	6	20	21	52	1
Democrat	25	33	13	29	*	5	18	18	58	1
Independent	19	34	14	33	*	4	19	17	59	1
CABLE TV										
Subscriber	28	43	14	15	*	6	23	22	48	1
Non-Subscriber	10	17	11	61	1	2	9	11	77	1
COMPUTER USER										
Computer User	23	36	14	27	*	4	21	21	53	1
Online User	25	38	14	23	*	6	22	23	49	*
Non Computer User	22	30	13	34	1	5	16	13	65	1
LIFE CYCLE										
Under 30:										
Single w/out Children	16	36	17	31	0	4	17	18	61	*
Married	19	36	15	30	0	3	18	22	57	*
30-49:										
Single w/out Children	23	34	11	31	1	4	20	19	57	*
Married w/out Children	28	38	9	25	*	4	25	21	49	1
Married w/Children	19	38	16	27	0	4	18	19	58	1
50-64:										
Married	28	37	11	23	1	5	22	19	52	2
Not Married	27	27	10	36	0	7	17	12	63	1
65+:										
Married	32	28	8	31	1	9	19	17	53	2
Not Married	27	25	13	35	*	3	19	16	62	0
Working Mothers	16	37	18	29	0	2	15	18	64	1
Single Parent	16	31	17	36	0	4	14	17	64	1

VIEWERSHIP OF SELECTED NETWORKS

| | *CNBC* | | | | | *MSNBC* | | | | |
	Regu-larly	Some-times	Hardly Ever	Never	DK	Regu-larly	Some-times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
TOTAL	12	27	17	42	2=100	8	23	15	51	3=100
SEX										
Male	12	27	19	41	1	8	24	18	49	1
Female	12	27	16	43	2	9	21	13	53	4
AGE										
18-29	10	27	21	41	1	7	22	18	52	1
30-49	9	28	19	43	1	8	23	15	52	2
50-64	14	27	14	42	3	8	24	12	53	3
65+	18	25	11	41	5	10	20	15	49	6
AGE/SEX										
Men Under 30	10	26	21	43	*	7	22	18	51	1
Women Under 30	11	27	22	39	1	7	23	16	52	2
Men 30-49	9	28	20	42	1	9	23	17	50	1
Women 30-49	9	28	19	43	1	8	23	14	52	3
Men 50+	16	27	16	38	2	8	27	16	46	3
Women 50+	16	25	10	44	5	10	19	11	55	5
RACE										
White	12	26	17	43	2	8	22	15	52	3
Non-White	13	35	18	33	1	10	26	19	44	1
Black	11	38	19	31	1	9	25	19	46	1
Hispanic	13	29	19	38	1	10	29	16	42	3
EDUCATION										
College Grad.+	12	30	17	40	1	7	26	16	49	2
Some College	11	28	19	41	1	9	23	13	53	2
High School Grad.	12	27	18	41	2	9	22	16	50	3
< High School Grad.	13	23	14	47	3	8	20	15	53	4
FAMILY INCOME										
$75,000+	14	27	20	37	2	10	27	16	45	2
$50,000-$74,999	12	29	20	38	1	8	28	14	49	1
$30,000-$49,999	10	27	20	41	2	7	23	16	52	2
$20,000-$29,999	10	27	17	45	1	8	21	15	54	2
<$20,000	13	24	13	47	3	7	20	15	55	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).

| | CNBC | | | | | MSNBC | | | | |
	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %
TOTAL	12	27	17	42	2=100	8	23	15	51	3=100
REGION										
East	14	28	18	39	1	10	25	14	49	2
Midwest	9	25	18	45	3	6	19	18	54	3
South	13	29	18	38	2	11	23	16	48	2
West	10	25	16	47	2	5	23	11	57	4
PARTY ID										
Republican	13	27	20	39	1	9	24	15	49	3
Democrat	14	28	14	42	2	10	22	16	49	3
Independent	9	26	20	43	2	7	21	16	54	2
CABLE TV										
Subscriber	14	31	19	34	2	10	25	17	45	3
Non-Subscriber	8	19	13	58	2	5	16	12	64	3
COMPUTER USER										
Computer User	11	28	19	41	1	8	24	15	52	1
Online User	11	29	20	39	1	8	26	16	49	1
Non Computer User	13	26	15	43	3	9	21	15	51	4
LIFE CYCLE										
Under 30:										
Single w/out Children	11	23	23	43	*	7	21	21	51	*
Married	9	33	19	38	1	6	26	18	49	1
30-49:										
Single w/out Children	9	30	17	42	2	9	26	15	47	3
Married w/out Children	14	30	17	38	1	10	23	17	47	3
Married With Children	7	28	20	44	1	8	22	15	54	1
50-64:										
Married	15	27	16	39	3	9	26	13	50	2
Not Married	14	26	11	47	2	6	21	10	59	4
65+:										
Married	19	26	14	38	3	11	22	17	47	3
Not Married	18	23	8	44	7	9	18	14	50	9
Working Mothers	8	30	19	42	1	6	26	14	53	1
Single Parent	9	25	20	44	2	8	21	13	57	1

VIEWERSHIP OF SELECTED NETWORKS

FOX News Channel *

	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %
TOTAL	17	30	14	38	1=100
SEX					
Male	17	30	16	37	*
Female	17	31	14	38	*
AGE					
18-29	21	29	13	37	*
30-49	16	28	16	39	1
50-64	17	35	13	35	*
65+	13	31	16	39	1
AGE/SEX					
Men Under 30	21	30	12	37	*
Women Under 30	22	28	14	36	0
Men 30-49	16	28	16	39	1
Women 30-49	17	29	15	38	1
Men 50+	15	32	18	34	1
Women 50+	15	34	12	38	1
RACE					
White	15	30	15	39	1
Non-White	30	33	10	27	*
Black	32	33	9	26	*
Hispanic	26	29	13	32	*
EDUCATION					
College Grad.+	11	30	17	41	1
Some College	14	29	18	38	1
High School Grad.	19	31	14	36	*
< High School Grad.	25	30	8	36	1
FAMILY INCOME					
$75,000+	11	31	18	40	*
$50,000-$74,999	13	33	19	35	0
$30,000-$49,999	17	32	14	36	1
$20,000-$29,999	20	25	14	41	0
<$20,000	21	28	12	39	*

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.

* National ratings and subscription statistics suggest that the overall viewership figures of the FOX News Channel may be slightly inflated due to confusion on the part of respondents between FOX Television and the FOX News Channel.

| | **FOX News Channel** | | | | |
	Regu-larly	Some-times	Hardly Ever	Never	DK
	%	%	%	%	%
TOTAL	17	30	14	38	1=100
REGION					
East	18	33	14	35	*
Midwest	14	27	15	43	1
South	20	32	15	32	1
West	14	28	14	43	1
PARTY ID					
Republican	14	31	15	39	1
Democrat	19	31	14	36	*
Independent	18	30	15	37	*
CABLE TV					
Subscriber	20	36	15	28	1
Non-Subscriber	12	18	13	57	*
COMPUTER USER					
Computer User	17	31	15	37	*
Online User	15	30	15	39	1
Non Computer User	18	30	14	38	0
LIFE CYCLE					
Under 30:					
Single w/out Children	22	29	11	38	*
Married	19	32	15	34	*
30-49:					
Single w/out Children	16	27	16	40	1
Married w/out Children	19	26	16	38	1
Married With Children	13	31	17	39	*
50-64:					
Married	14	38	14	33	1
Not Married	21	28	12	39	*
65+:					
Married	12	28	21	38	1
Not Married	15	34	12	39	*
Working Mothers	19	29	15	37	*
Single Parent	25	26	11	37	1

VIEWERSHIP OF SELECTED PROGRAMS

	NewsHour with Jim Lehrer					*ESPN Sports News*				
	Regu-larly	Some-times	Hardly Ever	Never	DK	Regu-larly	Some-times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
TOTAL	4	14	14	67	1=100	20	20	15	45	*=100
SEX										
Male	5	15	16	63	1	29	23	14	34	0
Female	4	12	12	71	1	12	18	14	56	*
AGE										
18-29	2	10	11	77	*	31	21	11	37	0
30-49	3	13	15	68	1	18	20	15	47	*
50-64	6	18	16	59	1	16	22	16	46	*
65+	7	16	15	60	2	14	19	16	51	*
AGE/SEX										
Men Under 30	3	11	12	74	0	39	25	10	26	0
Women Under 30	2	8	10	79	1	19	16	14	51	0
Men 30-49	4	14	18	64	*	27	21	16	36	0
Women 30-49	3	12	12	72	1	10	20	13	57	*
Men 50+	8	21	18	52	1	21	24	17	38	0
Women 50+	5	14	14	66	1	10	18	15	56	1
RACE										
White	4	13	14	68	1	18	20	15	47	*
Non-White	6	16	15	62	1	31	22	12	35	*
Black	6	14	14	65	1	34	21	12	33	*
Hispanic	4	15	17	63	1	26	25	11	38	0
EDUCATION										
College Grad.+	6	20	17	57	*	19	21	16	44	0
Some College	4	14	13	68	1	22	17	16	45	*
High School Grad.	4	9	15	71	1	22	22	14	42	*
< High School Grad.	4	14	12	69	1	16	20	10	54	0
FAMILY INCOME										
$75,000+	5	17	17	60	1	23	22	16	39	*
$50,000-$74,999	5	15	16	64	*	20	24	16	40	0
$30,000-$49,999	3	14	14	69	*	24	21	14	41	0
$20,000-$29,999	4	14	15	67	0	19	22	15	44	0
<$20,000	5	11	12	70	2	17	17	12	54	*

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 ...

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	NewsHour with Jim Lehrer					ESPN Sports News				
	Regularly %	Some-times %	Hardly Ever %	Never %	DK %	Regularly %	Some-times %	Hardly Ever %	Never %	DK %
TOTAL	4	14	14	67	1=100	20	20	15	45	*=100
REGION										
East	4	12	15	68	1	22	21	14	43	0
Midwest	4	12	14	69	1	18	18	16	48	*
South	4	14	14	67	1	22	21	14	43	0
West	6	16	14	63	1	17	21	14	48	*
PARTY ID										
Republican	4	14	17	64	1	22	22	16	40	*
Democrat	5	15	14	65	1	21	18	14	47	*
Independent	3	12	14	70	1	19	21	14	46	0
CABLE TV										
Subscriber	4	14	15	66	1	25	24	15	36	*
Non-Subscriber	5	13	13	68	1	10	14	13	63	*
COMPUTER USER										
Computer User	4	14	15	67	*	21	21	15	43	*
Online User	4	14	16	65	1	23	19	15	43	*
Non Computer User	5	13	14	67	1	19	19	14	48	*
LIFE CYCLE										
Under 30:										
Single w/out Children	3	10	12	75	0	34	21	10	35	0
Married	1	11	10	78	0	30	23	12	35	0
30-49:										
Single w/out Children	4	14	15	67	*	19	20	15	46	0
Married w/out Children	4	13	16	65	2	22	19	14	45	*
Married With Children	2	13	15	70	*	17	22	15	46	0
50-64:										
Married	6	20	16	58	*	17	25	18	40	*
Not Married	6	11	16	64	3	12	17	13	58	0
65+:										
Married	8	18	16	57	1	19	18	18	45	0
Not Married	6	14	14	63	3	9	19	14	58	*
Working Mothers	3	10	11	76	0	14	20	15	51	0
Single Parent	5	10	12	72	1	17	16	14	53	0

VIEWERSHIP OF SELECTED PROGRAMS

| | Tabloid TV | | | | | Daytime "Tell-All" TV | | | | |
	Regu-larly	Some-times	Hardly Ever	Never	DK	Regu-larly	Some-times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
TOTAL	14	33	23	30	*=100	13	15	14	58	*=100
SEX										
Male	13	32	24	31	*	12	15	15	58	*
Female	14	34	22	30	*	14	15	13	58	*
AGE										
18-29	13	38	22	27	0	22	24	15	39	0
30-49	12	33	25	30	0	12	13	15	60	0
50-64	16	32	22	30	*	9	13	11	67	*
65+	14	27	21	38	*	7	10	13	70	*
AGE/SEX										
Men Under 30	13	37	21	29	0	21	23	16	40	0
Women Under 30	14	39	22	25	0	24	26	13	37	0
Men 30-49	11	30	27	32	0	9	14	14	63	0
Women 30-49	13	35	23	29	0	14	13	16	57	0
Men 50+	14	31	23	32	*	8	10	15	67	*
Women 50+	16	28	21	35	*	8	13	10	69	*
RACE										
White	12	32	24	32	*	9	14	15	62	*
Non-White	22	41	15	21	1	34	22	12	32	0
Black	25	43	14	18	1	40	21	12	27	0
Hispanic	18	36	21	25	0	20	32	13	35	0
EDUCATION										
College Grad.+	8	26	26	40	*	3	10	13	74	0
Some College	11	31	26	32	*	11	13	15	61	*
High School Grad.	16	37	22	25	0	16	18	15	51	*
< High School Grad.	19	36	17	28	0	22	18	12	48	0
FAMILY INCOME										
$75,000+	8	27	30	35	0	5	9	13	73	0
$50,000-$74,999	14	32	25	29	0	6	14	14	66	0
$30,000-$49,999	10	36	26	28	*	9	14	17	60	0
$20,000-$29,999	17	33	20	30	0	17	18	15	50	0
<$20,000	18	34	18	30	*	21	18	12	49	*

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... (shows such as Hard Copy or Inside Edition; the daytime talk shows Ricki Lake, Jerry Springer, or Jenny Jones).

	Tabloid TV					Daytime "Tell-All" TV				
	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %
TOTAL	14	33	23	30	*=100	13	15	14	58	*=100
REGION										
East	12	32	23	33	*	13	15	12	60	0
Midwest	12	28	27	33	*	9	14	16	61	0
South	18	37	19	26	0	17	18	14	51	*
West	11	32	24	33	*	10	12	15	63	*
PARTY ID										
Republican	11	31	26	32	0	8	13	14	65	0
Democrat	17	35	20	28	*	16	16	14	54	*
Independent	12	34	24	30	0	13	18	14	55	0
CABLE TV										
Subscriber	14	34	22	30	*	14	15	14	57	*
Non-Subscriber	12	31	24	33	*	12	16	13	59	*
COMPUTER USER										
Computer User	12	33	25	30	*	11	15	15	59	0
Online User	11	30	26	33	*	10	14	15	61	0
Non Computer User	16	33	20	31	*	16	16	12	56	*
LIFE CYCLE										
Under 30:										
Single w/out Children	11	36	23	30	0	20	25	16	39	0
Married	14	41	21	24	0	19	25	13	43	0
30-49:										
Single w/out Children	15	32	20	33	0	14	15	16	55	0
Married w/out Children	10	33	29	28	0	9	13	16	62	0
Married With Children	12	33	25	30	0	10	10	15	65	0
50-64:										
Married	15	32	23	30	*	8	9	12	71	0
Not Married	19	31	19	31	0	10	20	11	59	*
65+:										
Married	13	28	21	37	1	6	10	14	70	0
Not Married	16	26	20	38	*	9	10	12	69	*
Working Mothers	13	41	20	26	0	15	15	15	55	0
Single Parent	16	38	23	23	0	26	21	13	40	0

VIEWERSHIP OF SELECTED NETWORKS

	MTV					*Court TV*				
	Regu-larly	Some-times	Hardly Ever	Never	DK	Regu-larly	Some-times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
TOTAL	6	15	16	63	*=100	6	14	14	66	*=100
SEX										
Male	8	16	17	59	*	5	14	16	65	*
Female	5	13	15	66	1	6	13	12	68	1
AGE										
18-29	16	25	17	42	0	5	15	14	66	*
30-49	4	12	18	66	*	5	12	14	69	*
50-64	2	9	13	76	0	6	17	13	64	*
65+	4	12	15	68	1	8	12	13	64	3
AGE/SEX										
Men Under 30	18	25	19	38	0	5	15	14	66	*
Women Under 30	14	24	15	47	0	5	15	13	67	*
Men 30-49	4	15	18	63	0	3	13	15	68	1
Women 30-49	3	10	17	69	1	6	11	13	70	*
Men 50+	4	10	14	71	1	8	13	16	62	1
Women 50+	3	10	13	73	1	6	15	11	66	2
RACE										
White	5	13	16	66	*	4	13	13	70	*
Non-White	15	22	18	45	*	14	20	17	48	1
Black	13	23	19	45	*	17	20	18	43	2
Hispanic	15	24	17	44	0	8	18	14	60	*
EDUCATION										
College Grad.+	3	12	18	67	*	3	9	13	74	1
Some College	6	14	19	61	*	4	14	15	67	*
High School Grad.	7	16	16	61	*	7	15	15	63	*
< High School Grad.	10	16	10	63	1	9	16	11	63	1
FAMILY INCOME										
$75,000+	5	12	19	64	0	2	10	15	73	*
$50,000-$74,999	6	13	19	62	0	3	9	16	72	*
$30,000-$49,999	6	15	18	61	0	4	13	15	68	*
$20,000-$29,999	5	17	17	61	0	9	14	12	65	*
<$20,000	9	17	11	63	*	7	17	14	61	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 ... (MTV; Court TV).

CONTINUED ...

	MTV					Court TV				
	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %
TOTAL	6	15	15	63	*=100	6	14	14	66	*=100
REGION										
East	6	16	19	58	1	6	16	13	64	1
Midwest	5	12	14	68	1	4	11	12	72	1
South	8	16	16	60	0	9	15	15	61	*
West	6	13	16	64	1	3	12	13	71	1
PARTY ID										
Republican	5	9	16	70	*	3	12	13	71	1
Democrat	7	16	17	60	*	7	15	15	62	1
Independent	8	16	18	58	*	5	14	14	67	*
CABLE TV										
Subscriber	8	17	19	56	*	7	16	15	61	1
Non-Subscriber	4	9	11	75	1	3	9	10	77	1
COMPUTER USER										
Computer User	7	15	18	60	*	4	13	14	69	*
Online User	8	15	20	57	*	3	11	14	71	*
Non Computer User	5	14	13	67	1	8	15	14	62	1
LIFE CYCLE										
Under 30:										
Single w/out Children	20	26	21	33	0	4	14	14	68	*
Married	9	21	14	56	0	5	16	13	66	0
30-49:										
Single w/out Children	4	16	19	60	1	6	15	14	65	*
Married w/out Children	2	10	23	64	1	4	12	11	72	1
Married With Children	3	11	15	71	0	4	10	14	72	*
50-64:										
Married	3	9	12	76	0	6	16	14	64	*
Not Married	1	9	15	75	0	7	16	12	64	1
65+:										
Married	4	10	15	70	1	8	12	15	63	2
Not Married	4	14	14	66	2	8	11	12	66	3
Working Mothers	5	14	14	67	0	4	14	16	66	0
Single Parent	9	20	16	55	*	9	17	14	60	*

VIEWERSHIP OF SELECTED NETWORKS/PROGRAMS

	The Weather Channel					*News Magazine Shows*				
	Regu-larly	Some-times	Hardly Ever	Never	DK	Regu-larly	Some-times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
TOTAL	33	27	13	27	*=100	37	41	12	10	*=100
SEX										
Male	33	27	13	27	0	30	42	15	13	*
Female	34	26	13	27	*	42	40	10	8	0
AGE										
18-29	23	30	17	30	0	27	44	15	14	0
30-49	31	27	15	27	0	35	43	13	9	0
50-64	39	27	10	24	*	42	39	11	8	0
65+	47	22	4	27	0	49	35	7	9	*
AGE/SEX										
Men Under 30	25	30	15	30	0	22	44	18	16	0
Women Under 30	21	29	20	30	0	33	44	11	12	0
Men 30-49	33	26	14	27	0	30	43	16	11	0
Women 30-49	30	27	16	27	0	39	43	11	7	0
Men 50+	41	27	8	24	0	37	41	11	11	*
Women 50+	44	23	7	26	*	50	35	7	8	0
RACE										
White	33	26	13	28	*	37	40	13	10	0
Non-White	36	27	12	25	0	34	44	9	13	*
Black	36	28	12	24	0	35	46	7	12	*
Hispanic	26	26	15	33	0	36	36	12	16	0
EDUCATION										
College Grad.+	25	26	18	31	0	37	42	16	5	0
Some College	30	28	15	27	*	37	41	12	10	*
High School Grad.	38	26	11	25	0	37	42	11	10	0
< High School Grad.	41	25	7	27	0	34	39	10	17	0
FAMILY INCOME										
$75,000+	25	29	20	26	*	38	43	13	6	0
$50,000-$74,999	33	27	14	26	0	38	42	13	7	0
$30,000-$49,999	31	30	14	26	0	36	44	12	8	0
$20,000-$29,999	34	25	13	28	0	34	40	12	14	0
<$20,000	37	25	9	29	0	36	40	12	12	0

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

CONTINUED ...

	The Weather Channel					News Magazine Shows				
	Regu-larly	Some-times	Hardly Ever	Never	DK	Regu-larly	Some-times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
TOTAL	33	27	13	27	*=100	37	41	12	10	*=100
REGION										
East	36	25	13	26	0	34	45	12	9	*
Midwest	31	28	14	27	*	37	41	12	10	0
South	42	27	11	20	0	39	40	12	9	0
West	18	26	14	42	0	34	40	14	12	0
PARTY ID										
Republican	31	29	14	26	*	37	40	14	9	0
Democrat	34	26	12	28	0	40	43	9	8	*
Independent	34	25	14	27	0	33	41	14	12	0
CABLE TV										
Subscriber	37	32	14	17	0	37	43	12	8	0
Non-Subscriber	25	16	10	49	*	35	38	13	14	*
COMPUTER USER										
Computer User	29	28	16	27	*	36	42	14	8	0
Online User	28	27	18	27	0	35	41	16	8	0
Non Computer User	40	25	8	27	0	38	40	9	13	*
LIFE CYCLE										
Under 30:										
Single w/out Children	19	32	17	32	0	24	43	16	17	0
Married	29	27	18	26	0	30	45	15	10	0
30-49:										
Single w/out Children	26	30	13	31	0	34	44	12	10	0
Married w/out Children	36	26	13	25	0	43	39	10	8	0
Married With Children	33	24	16	27	0	33	44	15	8	0
50-64:										
Married	41	26	11	22	*	44	41	10	5	0
Not Married	33	29	8	30	0	37	36	12	15	0
65+:										
Married	44	26	4	26	0	53	33	6	7	1
Not Married	49	17	5	29	0	44	37	8	11	0
Working Mothers	29	28	17	26	0	36	47	10	7	0
Single Parent	28	31	15	26	0	33	42	12	13	0

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READERSHIP OF SELECTED PUBLICATIONS

	News Magazines					*Business Magazines*				
	Regu-larly	Some-times	Hardly Ever	Never	DK	Regu-larly	Some-times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
TOTAL	15	36	17	32	*=100	5	16	15	64	*=100
SEX										
Male	18	36	19	27	*	7	20	17	56	*
Female	13	36	16	35	0	3	13	13	71	0
AGE										
18-29	13	42	17	28	0	4	16	14	66	0
30-49	15	38	20	27	0	6	17	16	61	*
50-64	17	33	17	33	0	5	20	16	59	0
65+	17	25	12	46	*	6	8	12	74	0
AGE/SEX										
Men Under 30	14	44	18	24	0	6	19	15	60	0
Women Under 30	12	39	15	34	0	2	13	12	73	0
Men 30-49	16	37	21	26	0	7	22	17	54	*
Women 30-49	13	39	20	28	0	4	14	14	68	0
Men 50+	22	29	16	33	*	8	19	17	56	0
Women 50+	13	30	14	43	0	3	12	12	73	0
RACE										
White	15	35	18	32	0	5	15	14	66	0
Non-White	18	40	16	26	*	7	23	15	55	*
Black	16	40	17	27	*	6	24	13	57	*
Hispanic	18	39	14	29	0	4	14	17	65	0
EDUCATION										
College Grad.+	24	41	19	16	0	11	27	17	45	0
Some College	15	40	19	26	*	6	18	18	58	*
High School Grad.	10	35	19	36	0	3	12	13	72	0
< High School Grad.	15	28	10	47	0	2	9	10	79	0
FAMILY INCOME										
$75,000+	25	42	17	16	0	12	26	17	45	0
$50,000-$74,999	21	39	19	21	0	7	24	17	52	0
$30,000-$49,999	14	38	21	27	0	4	17	18	61	0
$20,000-$29,999	14	34	19	33	0	2	15	14	69	0
<$20,000	11	33	12	44	0	2	9	9	80	0

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

	News Magazines					Business Magazines				
	Regularly	Some- times	Hardly Ever	Never	DK	Regularly	Some- times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
TOTAL	15	36	17	32	*=100	5	16	15	64	*=100
REGION										
East	17	36	19	28	*	6	18	13	63	*
Midwest	14	34	17	35	0	6	14	14	66	0
South	14	37	17	32	0	4	16	16	64	0
West	17	35	18	30	0	5	18	13	64	0
PARTY ID										
Republican	16	38	18	28	0	6	20	15	59	0
Democrat	15	38	16	31	*	4	17	15	64	*
Independent	16	33	19	32	0	5	14	15	66	0
CABLE TV										
Subscriber	16	37	17	30	0	6	17	15	62	*
Non-Subscriber	14	33	17	36	*	4	14	13	69	0
COMPUTER USER										
Computer User	18	40	19	23	0	6	20	17	57	*
Online User	20	41	20	19	0	8	22	18	52	0
Non Computer User	11	28	15	46	*	3	11	11	75	0
LIFE CYCLE										
Under 30:										
Single w/out Children	17	42	15	26	0	5	16	14	65	0
Married	12	40	21	27	0	2	18	15	65	0
30-49:										
Single w/out Children	19	43	17	21	0	8	18	16	58	0
Married /out Children	14	38	19	29	0	4	24	15	57	0
Married With Children	14	37	22	27	0	6	16	16	62	*
50-64:										
Married	18	34	19	29	0	4	22	18	56	0
Not Married	14	31	15	40	0	5	17	13	65	0
65+:										
Married	21	23	12	43	1	7	9	15	69	0
Not Married	13	27	11	49	0	4	7	9	80	0
Working Mothers	14	37	21	28	0	4	12	14	70	0
Single Parent	9	35	20	36	0	3	13	12	72	0

READERSHIP/LISTENERSHIP OF . . .

	Tabloid Newspapers					*Religious Radio Shows*				
	Regu-larly	Some-times	Hardly Ever	Never	DK	Regu-larly	Some-times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
TOTAL	3	12	9	76	*=100	10	16	11	63	*=100
SEX										
Male	3	10	9	78	*	7	14	10	69	*
Female	4	13	9	74	*	13	18	11	58	*
AGE										
18-29	3	15	9	73	0	6	11	9	74	0
30-49	3	11	9	77	*	12	15	11	62	*
50-64	3	9	10	78	0	13	21	10	56	*
65+	6	9	9	76	*	8	17	13	61	1
AGE/SEX										
Men Under 30	2	15	9	74	0	7	12	7	74	0
Women Under 30	3	17	8	72	0	5	9	12	74	0
Men 30-49	2	9	11	78	*	9	12	12	67	*
Women 30-49	3	13	8	76	0	14	17	11	58	0
Men 50+	3	7	9	81	0	6	16	11	67	*
Women 50+	5	11	10	74	*	14	22	12	52	*
RACE										
White	3	10	9	78	*	8	15	11	66	*
Non-White	6	17	14	63	*	25	19	9	46	1
Black	7	17	13	63	*	30	21	6	42	1
Hispanic	2	17	14	67	0	10	13	10	67	0
EDUCATION										
College Grad.+	2	5	7	86	0	9	12	12	67	*
Some College	1	9	11	79	*	12	14	9	64	1
High School Grad.	4	14	12	70	0	10	17	10	63	0
< High School Grad.	6	18	5	71	*	11	18	13	58	0
FAMILY INCOME										
$75,000+	1	6	7	86	0	6	10	12	71	1
$50,000-$74,999	3	8	7	82	0	10	14	9	67	0
$30,000-$49,999	2	13	12	73	0	10	16	11	63	*
$20,000-$29,999	3	13	11	73	0	10	17	11	62	0
<$20,000	4	14	10	71	1	13	15	11	61	0

QUESTION: Now, I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never ... (The National Enquirer, The Sun or The Star). 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 ... (religious radio shows such as "Focus on the Family").

CONTINUED ...

	Tabloid Newspapers					Religious Radio Shows				
	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %
TOTAL	3	12	9	76	*=100	10	16	11	63	*=100
REGION										
East	4	12	10	74	*	7	9	8	75	1
Midwest	3	11	10	76	0	10	16	12	62	0
South	3	13	10	74	0	13	20	11	56	0
West	2	8	7	82	1	9	14	10	66	1
PARTY ID										
Republican	3	8	8	81	0	11	16	12	61	*
Democrat	5	14	11	70	*	11	19	10	59	1
Independent	3	11	9	77	*	7	12	11	70	0
CABLE TV										
Subscriber	4	12	9	75	*	9	15	11	65	*
Non-Subscriber	2	11	9	78	0	12	17	11	60	*
COMPUTER USER										
Computer User	2	11	9	78	*	10	13	10	67	*
Online User	2	9	9	80	0	9	13	10	68	*
Non Computer User	4	12	10	74	*	11	20	11	58	*
LIFE CYCLE										
Under 30:										
Single w/out Children	3	14	8	75	0	5	10	7	78	0
Married	2	17	9	72	0	6	16	10	68	0
30-49:										
Single w/out Children	1	10	10	79	0	6	15	11	68	0
Married w/out Children	3	10	10	77	0	8	15	15	62	0
Married With Children	2	12	9	77	*	15	16	11	58	*
50-64:										
Married	3	8	11	78	0	11	21	11	57	0
Not Married	4	11	9	76	0	18	20	8	53	1
65+:										
Married	5	9	9	76	1	6	16	12	65	1
Not Married	6	9	8	77	0	11	19	14	56	0
Working Mothers	3	15	10	72	0	15	12	12	61	0
Single Parent	4	15	11	70	0	13	11	11	65	0

RADIO LISTENERSHIP

	Listened to Radio News Yesterday			*National Public Radio (NPR)*				
				Regu-	Some-	Hardly		
	Yes	No	DK	larly	times	Ever	Never	DK
	%	%	%	%	%	%	%	%
TOTAL	49	51	*=100	15	17	18	49	1=100
SEX								
Male	52	47	1	15	19	18	47	1
Female	46	54	*	15	16	17	51	1
AGE								
18-29	45	54	1	15	17	16	52	0
30-49	54	46	*	16	18	19	46	1
50-64	47	53	*	15	19	16	49	1
65+	44	55	1	13	16	18	51	2
AGE/SEX								
Men Under 30	47	52	1	14	19	17	50	0
Women Under 30	42	58	0	16	13	15	56	0
Men 30-49	57	43	*	16	19	19	45	1
Women 30-49	52	48	*	16	18	19	47	*
Men 50+	50	49	1	13	19	19	47	2
Women 50+	43	57	*	15	16	16	52	1
RACE								
White	50	49	1	14	17	18	50	1
Non-White	41	58	1	18	20	17	44	1
Black	39	60	1	17	19	17	46	1
Hispanic	43	57	0	12	21	14	52	1
EDUCATION								
College Grad.+	57	43	*	22	21	18	39	*
Some College	52	47	1	13	17	19	50	1
High School Grad.	47	53	*	14	16	18	52	*
< High School Grad.	40	59	1	12	16	16	54	2
FAMILY INCOME								
$75,000+	60	40	*	17	22	19	41	1
$50,000-$74,999	56	44	*	14	17	19	49	1
$30,000-$49,999	52	48	*	16	18	19	47	*
$20,000-$29,999	47	52	1	13	20	19	48	*
<$20,000	42	58	*	15	16	15	52	2

QUESTION: 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?
Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... (National Public Radio [NPR]).

CONTINUED ...

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	Listened to Radio News Yesterday			National Public Radio (NPR)				
				Regu-larly	Some-times	Hardly Ever	Never	DK
	Yes	No	DK					
	%	%	%	%	%	%	%	%
TOTAL	49	51	*=100	15	17	18	49	1=100
REGION								
East	50	49	1	15	17	18	49	1
Midwest	52	47	1	14	18	18	49	1
South	47	53	*	16	17	19	48	*
West	48	52	1	14	19	16	50	1
PARTY ID								
Republican	56	43	1	15	19	17	49	*
Democrat	48	52	*	15	18	17	49	1
Independent	48	52	*	15	16	20	48	1
CABLE TV								
Subscriber	49	51	*	14	17	18	50	1
Non-Subscriber	50	49	1	17	19	16	47	1
COMPUTER USER								
Computer User	54	46	*	17	18	18	47	*
Online User	56	44	*	18	19	19	44	*
Non Computer User	41	58	1	11	17	18	53	1
LIFE CYCLE								
Under 30:								
Single w/out Children	46	53	1	13	19	16	52	0
Married	46	54	0	16	17	20	47	0
30-49:								
Single w/out Children	50	50	0	15	17	19	49	*
Married w/out Children	50	50	0	16	20	20	43	0
Married With Children	58	41	1	17	18	20	44	1
50-64:								
Married	49	50	1	16	19	16	48	1
Not Married	41	58	1	13	17	17	51	2
65+:								
Married	49	50	1	11	16	20	53	0
Not Married	41	59	0	15	15	17	50	3
Working Mothers 54	46	*	16	17	16	51	*	
Single Parent	46	54	0	14	16	12	58	*

LISTENERSHIP OF SELECTED PROGRAMS

	Political Talk Radio Shows					*Rush Limbaugh's Radio Show*				
	Regu-larly	Some-times	Hardly Ever	Never	DK	Regu-larly	Some-times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
TOTAL	13	22	24	41	*=100	5	11	11	73	*=100
SEX										
Male	16	25	23	36	*	7	16	13	63	1
Female	11	20	24	45	0	3	8	8	81	*
AGE										
18-29	13	23	27	37	0	4	8	10	78	0
30-49	17	24	23	36	0	4	12	11	73	0
50-64	8	21	22	49	*	6	11	10	73	0
65+	14	19	20	46	1	6	15	12	65	2
AGE/SEX										
Men Under 30	15	24	27	34	0	6	9	13	72	0
Women Under 30	12	19	27	42	0	1	6	6	87	0
Men 30-49	20	28	23	29	0	6	20	13	61	0
Women 30-49	13	21	24	42	0	2	6	9	83	0
Men 50+	13	21	19	46	1	9	18	14	57	2
Women 50+	9	20	23	48	0	4	10	8	78	*
RACE										
White	13	22	24	41	*	5	11	11	73	*
Non-White	15	27	20	37	1	3	12	9	74	2
Black	15	27	18	39	1	2	10	8	78	2
Hispanic	14	27	21	38	0	1	14	11	73	1
EDUCATION										
College Grad.+	17	24	23	35	1	7	14	11	68	0
Some College	16	19	28	37	*	4	13	8	74	1
High School Grad.	11	22	25	42	0	4	10	11	75	*
< High School Grad.	12	25	14	49	0	5	11	12	71	1
FAMILY INCOME										
$75,000+	15	26	28	31	0	10	14	9	67	0
$50,000-$74,999	15	25	24	36	0	5	12	11	72	0
$30,000-$49,999	16	21	23	40	*	5	12	11	72	0
$20,000-$29,999	13	27	22	38	0	3	13	15	69	0
<$20,000	8	22	22	48	0	3	7	9	80	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 ... (radio shows that invite listeners to call in to discuss current events, public issues and politics; Rush Limbaugh's radio show).

CONTINUED ...

	Political Talk Radio Shows					Rush Limbaugh's Radio Show				
	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %
TOTAL	13	22	23	41	*=100	5	11	11	73	*=100
REGION										
East	12	24	23	41	*	4	8	9	78	1
Midwest	17	21	22	40	*	7	11	11	71	*
South	11	24	23	42	*	3	14	12	71	*
West	15	21	26	38	0	6	12	9	73	0
PARTY ID										
Republican	20	23	23	34	*	11	18	13	58	*
Democrat	11	24	24	41	*	2	7	8	82	1
Independent	11	22	24	43	*	2	10	12	76	*
CABLE TV										
Subscriber	13	22	24	41	*	5	11	10	74	*
Non-Subscriber	15	23	22	40	*	5	12	11	71	1
COMPUTER USER										
Computer User	15	24	25	36	*	5	11	11	73	*
Online User	17	23	27	33	0	5	12	11	72	0
Non Computer User	10	21	21	48	*	5	12	11	72	*
LIFE CYCLE										
Under 30:										
Single w/out Children	14	26	28	32	0	2	9	13	76	0
Married	14	24	25	37	0	7	10	6	77	0
30-49:										
Single w/out Children	15	27	21	37	0	2	13	9	76	0
Married w/out Children	16	17	29	38	0	5	15	11	69	0
Married With Children	17	27	22	34	0	6	11	11	72	0
50-64:										
Married	9	20	23	48	*	8	13	9	70	0
Not Married	6	25	19	50	0	3	7	11	79	0
65+:										
Married	14	18	23	44	1	8	19	14	57	2
Not Married	13	21	18	47	1	3	10	10	75	2
Working Mothers	14	21	21	44	0	3	6	7	84	0
Single Parent	14	15	25	46	0	3	7	11	79	0

POLITICAL PROFILE OF REGULAR MEDIA USERS

	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. %	Tab-loid TV %	Tell-all TV %
Party ID																
Republican	30	31	30	29	28	32	24	32	30	38	27	29	46	30	24	17
Democrat	34	36	34	36	41	36	36	38	37	35	40	33	27	32	41	41
Independent	30	28	29	29	25	26	33	23	28	26	26	31	24	32	27	31
Ideology																
Conservative	38	38	38	40	38	40	40	42	42	49	37	33	51	34	37	32
Moderate	38	40	39	39	40	38	34	33	33	29	33	36	36	39	38	37
Liberal	20	18	19	17	19	18	20	20	19	16	24	25	12	23	20	24
Clinton Approval																
Approve	63	64	65	65	68	63	66	60	62	55	72	62	50	64	62	70
Disapprove	30	29	28	27	24	31	27	35	33	42	23	30	44	32	29	23
No opinion	7	7	7	8	8	6	7	5	5	3	5	8	6	4	9	7
GOP Congress Approval																
Approve	42	42	44	44	43	44	43	47	47	48	39	36	51	42	39	35
Disapprove	43	45	41	43	42	45	44	41	40	43	52	47	41	47	45	44
No opinion	15	13	15	13	15	11	13	12	13	9	9	17	8	11	16	21
Can Identify House Speaker*																
Yes	63	66	60	64	63	66	51	60	52	69	62	61	62	64	46	35
No	37	34	40	36	37	34	49	40	48	31	38	39	38	36	54	65
% Who Say They Vote																
Always	46	49	43	47	46	49	35	47	44	58	56	46	46	54	38	26
% Following "Very Closely"																
White House Scandal	30	37	31	35	35	44	38	46	47	54	50	32	44	38	40	37
Tobacco Debate	23	28	23	28	27	32	26	34	29	43	47	27	32	33	33	22
State Election Campaigns	20	24	19	21	24	26	24	25	25	39	44	20	28	27	26	16
Irish Peace Accord	9	11	8	10	10	13	7	13	12	18	21	13	12	16	6	4

* This question was asked of half of the sample (N=1,499).

AUDIENCE INTEREST PROFILE

Based on "Regular" Viewers, Listeners, Readers

% Who Follow Each "Very Closely"	Total %	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. %	Tab-loid TV %	Tell-all TV %
News about political figures and events in Washington	19	24	28	23	27	28	32	22	34	34	48	51	28	35	35	25	22
Sports	27	31	29	29	27	29	35	38	34	30	37	24	23	32	32	29	33
Business & finance	17	21	24	18	21	19	28	19	30	27	41	37	23	28	31	20	14
International affairs	16	19	22	18	19	19	26	19	20	22	36	40	27	22	30	20	14
Local government	23	29	32	28	30	30	34	29	31	30	42	44	28	34	34	33	24
Religion	18	20	23	20	22	26	23	25	27	29	26	34	22	19	22	28	25
People/events in your own community	34	38	43	40	42	45	41	46	40	46	40	48	39	44	38	44	41
Entertainment	16	17	17	17	19	20	19	29	19	18	21	19	16	17	21	27	36
Consumer news	15	18	21	18	21	21	21	18	20	24	32	26	21	25	25	26	21
Science & technology	22	25	25	23	25	22	29	22	24	31	42	30	30	36	35	25	21
Health	34	37	42	39	46	47	43	46	43	48	47	44	38	37	45	50	44
Crime	36	39	43	42	44	42	43	55	43	46	47	40	34	43	38	55	57
Culture & the arts	12	14	14	13	14	14	17	14	17	18	20	25	19	14	21	15	15

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. %	Tab-loid TV %	Tell-all TV %
Daily Newspaper	100	79	75	79	77	80	71	78	72	80	80	70	72	85	73	63
Network News	44	100	51	59	58	55	48	61	58	55	59	44	41	55	56	37
Local TV News	70	87	100	81	83	74	76	76	78	74	73	64	72	75	82	68
TV News Magazines	42	58	47	100	58	50	42	52	55	48	56	37	38	53	63	39
TV Morning Shows	26	35	30	36	100	31	28	34	34	30	38	30	22	31	34	25
CNN	26	33	26	31	31	100	35	51	51	76	45	29	29	38	30	23
Fox News Channel	18	22	20	20	21	27	100	33	34	35	27	21	24	17	30	36
CNBC	14	19	14	17	18	27	23	100	50	38	33	19	21	20	21	17
MSNBC	9	13	10	13	13	19	17	35.	100	29	23	14	10	16	17	12
C-SPAN	5	7	5	6	6	15	9	14	15	100	18	9	14	10	8	6
Newshour	5	7	5	7	7	9	7	12	12	17	100	10	7	10	7	6
NPR	16	18	15	15	20	19	18	24	24	30	36	100	28	22	16	15
Talk Radio	7	7	8	7	7	9	9	12	8	21	11	13	100	8	7	6
News magazines	19	22	18	22	21	25	16	26	29	34	34	22	19	100	24	14
Tabloid TV	15	20	18	24	20	18	24	24	27	23	23	14	14	22	100	35
Tell-all TV	12	13	14	14	14	13	28	19	19	18	19	13	12	12	33	100

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News Values	Total %	Daily News-paper %	Nightly Network News %	Local TV News %	TV News Mags. %	TV Morning Show %	CNN %	FOX News Channel %	CNBC %	MS-NBC %	C-SPAN %	News-Hour %	NPR %	Talk Radio %	(Read) News Mags. %	Tab-loid TV %	Tell-all TV %
News isn't as important as it once was.																	
Completely agree	7	7	6	6	6	7	6	10	7	4	3	9	6	6	5	8	10
Mostly agree	16	14	14	15	13	15	14	17	17	17	19	22	15	13	15	15	17
Mostly disagree	29	28	28	28	27	24	24	26	23	26	19	23	27	25	26	26	29
Completely disagree	46	49	51	50	52	52	55	47	51	51	57	43	51	56	53	50	44
Don't know	2	2	1	1	2	2	1	0	2	2	2	3	1	*	1	1	*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A good thing about news magazine shows such as 60 minutes, 20/20 or Dateline, is that they help me to really understand an issue																	
Completely agree	28	30	33	31	42	35	30	33	36	36	28	32	28	30	28	39	35
Mostly agree	48	47	49	49	47	50	48	47	45	42	38	45	44	44	49	48	42
Mostly disagree	14	14	11	12	7	9	14	11	12	12	19	16	16	18	15	7	12
Completely disagree	6	6	4	5	3	4	6	6	5	6	12	5	8	6	6	4	6
Don't know	4	3	3	3	1	2	2	3	2	4	3	2	4	2	2	2	5
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
There are so many ways to get the news these days that I don't worry when I don't have a chance to read the paper or when I miss my usual news programs.																	
Completely agree	36	34	34	35	36	33	37	34	37	39	37	27	31	43	31	33	34
Mostly agree	40	39	39	40	40	42	38	42	37	33	38	36	40	34	40	42	43
Mostly disagree	14	16	16	16	14	16	15	13	15	15	13	22	19	13	16	15	14
Completely disagree	9	10	11	8	9	8	9	10	11	12	11	13	8	10	13	10	8
Don't know	1	1	*	1	1	1	1	1	*	1	1	2	2	0	*	*	1
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

News Values con't ...	Total %	Daily News-paper %	Nightly Network News %	Local TV News %	TV News Mags. %	TV Morning Show %	CNN %	FOX News Channel %	CNBC %	MS-NBC %	C-SPAN %	News-Hour %	NPR %	Talk Radio %	(Read) News Mags. %	Tab-loid TV %	Tell-all TV %
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.																	
Completely agree	29	28	24	25	27	25	33	38	31	33	36	27	26	34	23	38	42
Mostly agree	27	26	25	28	26	28	29	29	28	29	31	25	26	26	26	25	26
Mostly disagree	21	22	24	22	20	22	20	19	20	19	14	25	24	21	27	15	17
Completely disagree	21	23	27	24	26	24	18	13	21	18	17	22	21	18	22	22	14
Don't know	2	1	*	1	1	1	*	1	*	1	2	1	3	1	2	0	1
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
^Stirs your emotions.																	
Important	29	30	33	31	32	36	31	41	38	40	36	35	33	31	31	46	48
Moderately Important	34	34	34	36	35	29	32	30	32	30	30	27	26	29	32	31	29
Not Important	36	35	32	32	32	33	36	28	30	30	33	36	41	39	35	23	22
Contains information that is helpful in your daily life.																	
Important	74	76	78	78	78	80	80	79	79	76	78	71	74	82	78	80	80
Moderately Important	16	16	15	14	15	15	12	14	13	15	12	17	17	12	15	14	12
Not Important	9	8	7	7	7	4	8	7	9	9	10	12	9	6	7	6	8
Is enjoyable and entertaining.																	
Important	42	42	45	45	45	51	43	54	49	50	46	44	41	39	40	56	62
Moderately Important	29	30	28	30	30	28	28	26	28	24	24	24	24	32	29	25	21
Not Important	28	28	26	24	25	20	28	21	23	27	30	31	34	29	31	19	17
Fits easily into your daily schedule.																	
Important	58	61	65	62	64	67	62	68	67	65	68	57	63	66	63	65	63
Moderately Important	24	24	21	24	23	22	23	18	21	21	18	20	20	19	23	24	22
Not Important	17	15	13	13	13	10	14	14	12	13	13	22	16	15	13	10	15

^ Question: "How important is it to you that the news..."

News Values con't ...	Total %	Daily News-paper %	Nightly Network News %	Local TV News %	TV News Mags. %	TV Morning Show %	CNN %	FOX News Channel %	CNBC %	MS-NBC %	C-SPAN %	News-Hour %	NPR %	Talk Radio %	(Read) News Mags. %	Tab-loid TV %	Tell-all TV %
Is accurate.																	
Important	90	91	91	92	92	91	92	90	89	89	88	88	91	94	91	89	88
Moderately Important	6	5	5	5	5	5	5	4	6	6	7	8	4	4	6	6	6
Not Important	4	3	4	3	3	3	3	6	5	5	4	4	4	2	2	6	5
Is timely and up-to-date																	
Important	88	90	91	90	91	90	92	88	88	92	93	89	89	92	92	90	89
Moderately Important	7	6	5	6	5	7	5	6	6	4	4	7	6	5	6	6	6
Not Important	4	4	3	3	3	3	3	5	6	4	2	5	4	3	2	4	5
Has news personalities who present the news in a caring way																	
Important	58	57	64	64	65	68	57	63	62	62	58	55	52	52	58	68	68
Moderately Important	23	22	20	22	21	19	24	21	20	22	16	21	21	22	21	20	20
Not Important	19	20	15	14	13	12	19	15	17	16	25	23	26	26	21	12	11
Provides facts and information you can't get elsewhere																	
Important	78	80	81	80	83	84	82	82	82	84	85	79	82	78	80	81	82
Moderately Important	13	13	12	12	10	10	11	11	11	9	8	7	10	14	13	13	8
Not Important	8	7	6	7	6	5	6	7	6	6	6	12	6	8	6	5	8

BELIEVABILITY RATINGS
(Based on Those Who Could Rate)

% Who Rate Highly ...	Total	--- Education ----		--- Party ID ---		
		College Grads.	Non-College	Republican	Democrat	Independent
	%	%	%	%	%	%
Print						
Wall Street Journal	41	43	40	48	42	38
Daily Newspaper	29	18	32	24	33	27
Time Magazine	27	19	29	23	34	25
Newsweek	24	20	26	21	30	23
USA Today	23	16	24	20	25	23
Associated Press	18	18	19	18	26	14
People Magazine	10	5	11	7	11	12
National Enquirer	3	3	3	3	6	2
Electronic						
Cable News Network	42	36	44	39	44	43
60 Minutes	35	22	38	29	41	34
Local TV News	34	22	37	28	39	34
C-SPAN	32	41	29	35	32	31
ABC News	30	22	33	22	36	30
NBC News	30	21	33	23	36	29
NewsHour	29	31	27	31	33	24
CBS News	28	18	31	23	33	27
Dateline NBC	27	14	31	23	30	26
National Public Radio	19	24	17	15	27	17
Inside Edition	10	3	11	4	14	9
News People						
Peter Jennings	37	32	39	40	39	35
Tom Brokaw	37	27	39	36	41	33
Dan Rather	36	28	37	29	43	32
Ted Koppel	31	31	32	29	33	32
Jim Lehrer	29	31	27	30	38	21
Katie Couric	27	22	28	26	36	21
Sam Donaldson	25	21	27	28	27	22
Bernard Shaw	22	25	21	21	26	22
Cokie Roberts	21	21	21	22	28	15

SURVEY METHODOLOGY

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 3,002 adults, 18 years of age or older, during the period April 24-May 11, 1998. 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=1,499) or Form B (N=1,503), 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 a nationwide sample of 981 adults, 18 years of age or older, during the period May 7-13, 1998. 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 3.5 percentage points.

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

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SURVEY METHODOLOGY IN DETAIL

The samples for the two surveys are random digit samples of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the samples is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed). The design of the samples 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.

Each 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.

For the Media Consumption survey, at least 10 attempts were made to complete an interview at every sampled telephone number; for the Believability Study, at least seven attempts were made. 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 lives in the household". 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 1996). 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.

ABOUT THE NEWS TYPOLOGY

The six-group news typology was developed by classifying people based on how regularly they use 17 varied news sources. In the survey, respondents were asked how often they watch, read or listen to various types of television and radio programs and news publications. Specifically, the news sources used in developing the typology were: nightly network news, local television news, CNN, C-SPAN, National Public Radio, television news magazine, the NewsHour with Jim Lehrer, television shows such as Hard Copy or Inside Edition, morning shows like the Today Show and Good Morning America, CNBC, the FOX News Cable channel, MSNBC, the Weather Channel, ESPN Sports News, Entertainment Tonight, the National Enquirer, and personality magazines such as People (see Q.16 through Q.18 of the Media Consumption survey).

The typology was developed through a two-step statistical procedure involving factor analysis and cluster analysis. Factor analysis was used to identify groups of similar *news sources* and, in turn, for selection of the 17 news sources listed above. Subsequently, cluster analysis was used to classify *individuals* into groups of people who are similar in their use of these news sources. Several different cluster solutions were evaluated using three criteria: the average within-group variance in terms of frequency of use of the news sources, compared to the total sample variance; the between-group variances, based on the variance of the means across groups in terms of use of the news sources; and the size, demographic composition, and media-orientations (based on independent measures that were not used to create the clusters) of the various groups. On the basis of these evaluations, the six-group cluster was chosen.

THE QUESTIONNAIRES

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
MEDIA CONSUMPTION SURVEY
FINAL TOPLINE
April 24 - May 11, 1998
T = Total Sample (N = 3,002)
A = Form A (N = 1,499)
B = Form B (N = 1,503)

Hello, I am _____ calling for Princeton Survey Research Associates in Princeton, New Jersey. We are conducting a telephone opinion survey for leading newspapers and TV stations around the country. I'd like to ask a few questions of the youngest male, 18 years of age or older, who is now at home. **[IF NO MALE, ASK:** May I please speak with the oldest female, 18 years of age or older, who is now at home?**]**

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

	Approve	Disapprove	Don't Know
April, 1998	62	28	10=100
March, 1998	65	26	9=100
Early February, 1998	71	26	3=100
January, 1998	61	30	9=100
November, 1997	58	31	11=100
September, 1997	58	29	13=100
August, 1997	59	32	9=100
June, 1997	54	34	12=100
May, 1997	57	34	9=100
April, 1997	55	34	11=100
February, 1997	60	32	8=100
Early February, 1997	57	30	13=100
January, 1997	59	31	10=100
November, 1996	57	34	9=100
July, 1996	54	38	8=100
June, 1996	54	38	8=100
April, 1996	53	39	8=100
March, 1996	55	38	7=100
February, 1996	51	39	10=100
January, 1996	50	43	7=100
October, 1995	48	42	10=100
September, 1995	45	42	13=100
August, 1995	44	44	12=100
June, 1995	50	40	10=100
April, 1995	47	43	10=100
March, 1995	44	44	12=100
February, 1995	44	44	12=100
December, 1994	41	47	12=100
November, 1994	48	40	12=100
October, 1994	41	47	12=100
Early October, 1994	38	47	15=100
September, 1994	41	52	7=100
July, 1994	45	46	9=100
June, 1994	42	44	14=100
May, 1994	46	42	12=100
March, 1994	45	42	13=100

Q.1 CONTINUED ...

	Approve	Disapprove	Don't Know
January, 1994	51	35	14=100
Early January, 1994	48	35	17=100
December, 1993	48	36	16=100
October, 1993	44	42	14=100
September, 1993	49	35	16=100
Early September, 1993	43	43	14=100
August, 1993	39	46	15=100
May, 1993	39	43	18=100
Early May, 1993	45	37	18=100
April, 1993	49	29	22=100
February, 1993	56	25	19=100

Q.2 (T) Do you approve or disapprove of the job the Republican leaders in Congress are doing? (**IF "DON'T KNOW," ENTER AS CODE 9. IF "DEPENDS," PROBE ONCE WITH:** Overall, do you approve or disapprove of the job the Republican leaders in Congress are doing? **IF STILL "DEPENDS," ENTER AS CODE 9**.)

	Approve	Disapprove	Don't Know
April, 1998	41	40	19=100
March, 1998	43	39	18=100
January, 1998	43	41	16=100
November, 1997	41	43	16=100
August, 1997	42	44	14=100
June, 1997	33	50	17=100
May, 1997	40	44	16=100
April, 1997	40	44	16=100
February, 1997	44	42	14=100
January, 1997	38	47	15=100
November, 1996	40	43	17=100
July, 1996	38	48	14=100
June, 1996	36	50	14=100
April, 1996	39	46	15=100
March, 1996	35	51	14=100
February, 1996	33	53	14=100
January, 1996	36	54	10=100
October, 1995	36	51	13=100
September, 1995	36	50	14=100
August, 1995	38	45	17=100
June, 1995	41	45	14=100
April, 1995	44	43	13=100
March 1995	43	39	18=100
December, 1994	52	28	20=100

ON A DIFFERENT SUBJECT...

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

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

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

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

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

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

May, 1990   56   44   *=100

Q.6 (T) We're interested in how often people watch the <u>major TV network evening news</u> 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 <u>evening news programs regularly</u>, or not?

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

Q.7 (T) Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely? **[READ AND ROTATE LIST]**

		Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	**(VOL)** <u>DK</u>
a.	Allegations of sexual misconduct against Bill Clinton	27	39	20	14	*=100
	March, 1998	30	35	25	9	1=100
	February, 1998[8]	21	44	25	10	*=100
	Early February, 1998	34	42	17	7	0=100
b.	The debate in Washington over legislation to regulate the tobacco industry	20	37	25	18	*=100
c.	The end of the TV comedy series Seinfeld	13	15	20	52	*=100
d.	An agreement between Great Britain and the Republic of Ireland on a new form of government for Northern Ireland	7	20	29	43	1=100
e.	Candidates and election campaigns in your state	16	33	24	27	*=100
	November, 1994[9]	18	42	25	15	*=100
	October, 1994	14	38	31	16	1=100
	Early October, 1994	23	34	23	19	1=100
	September, 1994	19	34	29	18	*=100
	November, 1990[10]	38	34	17	11	*=100
	October, 1990	18	32	28	22	*=100

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[8] In February 1998, story was listed as "Allegations that President Clinton had an affair with former White House intern, Monica Lewinsky."

[9] In November 1994 and October 1994, story was listed as "Candidates and election campaigns in your state and district."

[10] In November 1990, story was listed as "Candidates and elections in your state."

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INTERVIEWER NOTE: FOR QUESTIONS 8 THROUGH 12 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY."

Q.8 (T)　Now, on another subject... Did you get a chance to read a daily newspaper yesterday, or not?
FORM A ONLY:
IF "YES" IN QUESTION 8, ASK:
Q.9 (A)　About how much time did you spend reading a daily newspaper yesterday? **(DO NOT READ)**

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

ASK ALL:
Q.10 (T)　Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?
FORM A ONLY:
IF "YES" IN QUESTION 10, ASK:
Q.11 (A)　About how much time did you spend watching the news or any news programs on TV yesterday? **(DO NOT READ)**

(T)	(A)		Nov 1997	April 1996	June 1995	March 1995	Feb 1994	Jan 1994	March 1991	Gallup 1965
60	59	Watched TV News	68	59	64	61	74	72	68	55
	3	Less than 15 min.	4	3	3	4	3	3	n/a	n/a
	7	15-29 min.	11	6	8	9	8	8	n/a	n/a
	21	30-59 min.	23	21	24	21	25	25	n/a	n/a
	28	1 hour or more	30	29	28	27	37	36	n/a	n/a
	*	Don't know	*	*	1	*	1	*	n/a	n/a
39	41	Did not watch	31	40	35	38	26	27	32	45
1	*	Don't know	1	1	1	1	0	1	*	0
100	100		100	100	100	100	100	100	100	100

ASK ALL:
Q.12 (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)**

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

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

Q.13 (A) Did you spend any time reading magazines?
IF RESPONDENT ANSWERED '1' YES, READ MAGAZINES IN QUESTION 13 ASK:
Q.14 (A) About how much time did you spend reading magazines yesterday? **(DO NOT READ)**

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

Q.15 (A) As I read from a list tell me if you did this yesterday or not.
Yesterday did you... **(READ) INTERVIEWER: IF THE DAY OF THE WEEK IS SUNDAY OR MONDAY, DO NOT ASK ITEMS d AND e.**[11]

		Yes	No	Doesn't Apply	DK/NA
a.	Get some kind of vigorous exercise such as jogging, working out at a gym, or playing a racquet sport;	36	64	—	0=100
	June, 1997	37	63	—	*=100
	February, 1994	26	74	—	*=100
b.	Use a personal computer at home;	29	71	—	*=100
	June, 1995	14	86	—	0=100
	February, 1994	14	86	—	0=100
c.	Go online from home	17	82	—	1=100
d.	Use a personal computer at work;	31	67	2	*=100
e.	Go online from work	12	85	3	*=100
f.	Call a friend or relative just to talk;	67	33	—	*=100
	June, 1997	65	35	—	*=100
	June, 1995	56	44	—	*=100
	February, 1994	63	37	—	*=100
g.	Have a family meal together;	67	32	—	1=100
	February, 1994	64	36	—	*=100
	COMPUTER USER (NET)	**46**	**54**	—	**0=100**
	GOES ONLINE (NET)[12]	**25**	**75**	—	**0=100**

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[11] N = 1,141 for items e and d.

[12] The net figure represents the percent who went online *either* from work or from home.

Q.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)** How often do you...

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
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	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	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)	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 C-SPAN	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
	Feb, 1993	7	18	14	45	16=100
	June, 1992	6	19	18	54	3=100

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
e.	Listen to National Public Radio (NPR)	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[13]	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
f.	Watch news magazine shows such as 60 Minutes, 20/20 or Dateline[14]	37	41	12	10	*=100
	April, 1996	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
	Feb, 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
g.	Watch the NewsHour with Jim Lehrer	4	14	14	67	1=100
	April, 1996[15]	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

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

[14] In previous months the question was asked "Watch news magazine shows such as 60 Minutes or 20/20."

[15] In 1996, the question was asked "Jim Lehrer NewsHour;" previously the question was asked "MacNeil-Lehrer NewsHour." The change in the program name may have contributed to the decline in viewership.

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
h.	Watch MTV	6	15	16	63	*=100
	April, 1996	7	13	16	63	1=100
	July, 1994	6	19	15	60	*=100
	February, 1994[16]	9	18	12	60	1=100
	February, 1993	5	14	15	61	5=100
i.	Watch TV shows such as Hard Copy or Inside Edition	14	33	23	30	*=100
	February, 1997[17]	15	34	23	28	*=100
	April, 1996	19	35	20	26	*=100
	July, 1994	24	40	18	18	0=100
	February, 1994[18]	19	34	18	29	*=100
j.	Watch the daytime talk shows Ricki Lake, Jerry Springer, or Jenny Jones	13	15	14	58	*=100
	June, 1997	8	13	20	59	*=100
	April, 1996	10	14	17	59	*=100
k.	Watch Court TV -- a cable channel	6	14	14	66	*=100
	April, 1996	4	13	12	70	1=100
	February, 1993	7	18	14	45	16=100
l.	Watch the Today Show, Good Morning America or CBS This Morning	23	19	17	41	*=100
m.	Watch CNBC	12	27	17	42	2=100
n.	Watch the FOX News CABLE Channel	17	30	14	38	1=100
o.	Watch MSNBC	8	23	15	51	3=100
p.	Watch the Weather Channel	33	27	13	27	*=100
q.	Watch ESPN Sports News	20	20	15	45	*=100
r.	Watch Entertainment Tonight	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

[16] In February 1994, the question was asked "MTV or VH1."

[17] In February 1997, April 1996 and July 1994, the question included "A Current Affair."

[18] In February 1994, the question was asked about "A Current Affair" only.

Q.17 (A) Now I'd like to ask you about some other television and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **(READ AND ROTATE)**

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
a.	Watch Larry King Live	4	20	15	61	*=100
b.	Watch Rivera Live with Geraldo Rivera	3	13	13	71	*=100
c.	Listen to Dr. Laura Schlesinger's radio show	3	9	8	80	*=100
d.	Listen to Don Imus' radio show	1	3	6	89	1=100
e.	Listen to Howard Stern's radio show	4	10	10	76	*=100
f.	Listen to Rush Limbaugh's radio show	5	11	11	73	*=100
	June, 1997	5	11	12	71	1=100
	April, 1996	7	11	11	70	1=100
	July, 1994	6	20	13	61	*=100
g.	Listen to religious radio shows such as "Focus on the Family"	10	16	11	63	*=100
	June, 1997	11	17	15	57	*=100
	April, 1996	11	14	13	62	*=100

ASK ALL:
Q.18 (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 about... **(READ AND ROTATE)** How often do you read...

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
a.	News magazines such as Time, U.S. News, or Newsweek	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	16	15	64	*=100
	April, 1996	5	17	16	62	*=100
	July, 1994	5	21	21	53	0=100
	February, 1994	6	15	17	62	*=100
	June, 1992	5	17	21	57	*=100
	July, 1990	5	15	14	66	*=100
	June, 1990	6	16	16	62	*=100
	May, 1990	4	14	15	67	*=100
	April, 1990	5	15	14	66	*=100
	March, 1990	5	14	14	67	0=100
	February, 1990	4	12	14	70	*=100
	January, 1990	5	13	14	68	0=100

Q.18 (T) CONTINUED ...

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
c.	The National Enquirer, The Sun or The Star	3	12	9	76	*=100
	February, 1997	5	6	12	77	0=100
	April, 1996	5	11	12	72	*=100
	July, 1994	5	13	16	66	*=100
	June, 1992	5	13	14	68	*=100
	March, 1990	5	15	13	67	*=100
	February, 1990	7	13	13	67	*=100
	January, 1990	7	12	13	68	0=100
d.	Personality magazines such as People[19]	8	29	18	45	0=100
	February, 1994	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	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

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[19] In previous years (through February 1994), question also included "US" magazine.

SPLIT FORM B INTO B1 AND B2
FORM B1 ONLY: [N = 757]
Q.19 (B1)   Now, a different kind of question. Please tell me what one word or phrase best describes your impression of
                 THE NATIONAL NEWS MEDIA. (OPEN ENDED. PROBE FOR UP TO 3 RESPONSES: Are there any other
                 words or phrases that describe your impression of the national news media?)
FORM B2 ONLY: [N = 746]
Q.20 (B2)   Now, a different kind of question. Please tell me what one word or phrase best describes your impression of
                 THE LOCAL NEWS MEDIA IN YOUR AREA. (OPEN ENDED. PROBE FOR UP TO 3 RESPONSES: Are
                 there any other words or phrases that describe your impression of the local news media in your area?)

General Response Categories:

Natl.	Local	
%	%	
52	27	**Negative (NET)**
12	4	Over the top
11	2	Biased
6	1	Intrusive
6	5	General content (negative)
1	2	Violent
30	52	**Positive (NET)**
10	36	General good
7	10	Informative
6	7	Enjoyable
3	4	Thorough
2	2	Accurate
16	19	**Neutral**
2	6	Don't know/Refused

The following results are the number of respondents who offered each response; the numbers are not percentages.

National News Media		Local News Media	
"Top 25"Frequency		"Top 25" Frequency	
61	Biased	138	Good
58	Good	52	Informative
53	Informative	36	Adequate
34	Sensationalism	35	Fair
29	Fair	28	Good job
28	Okay	27	Excellent
21	Liberal	27	Okay
17	Boring	27	Very good
16	Interesting	22	Sensationalistic
15	Thorough	18	Up-to-date
13	Nosy	17	Accurate
13	Adequate	17	Biased
11	Accurate	16	Good coverage
10	They do their job	15	Thorough
8	Repetitive	15	Fairly good
8	Overbearing	12	Depressing
7	Slanted	12	Violence
7	Somewhat aggressive	11	Competent
7	Exploitative	11	Great
6	Overboard	9	Complete
6	One-sided	9	Professional
6	Intrusive	9	Negative
6	Shallow	9	Boring
6	Blown out of proportion	9	Repetitious
6	Overrated	9	Average

ASK ALL:

Q.21 (T) On another subject... Thinking about a typical weekday, do you normally start your morning with some type of news, or not?

67	Yes
33	No
*	Don't know/Refused
100	

FORM B ONLY:
IF YES IN Q.21: [N = 1,045]

Q.22 (B) If you don't have an opportunity to start your day with the news, do you miss it a lot, or doesn't it make that much of a difference to you?

Total	Morning News Audience	
33	48	A lot
33	49	Not Much Difference
1	2	Never miss the news **(VOL)**
1	1	Don't know/Refused
68	100	

IF YES IN Q.21:

Q.23 (B) Is your morning news mainly from television, the newspaper, radio or the Internet? **(ACCEPT MULTIPLE RESPONSES.)**

Total	Morning News Audience	
41	60	Television
19	28	Newspaper
22	33	Radio
2	3	Internet
*	*	Don't know/Refused

ASK ALL:

Q.24 (T) Again, thinking about a typical weekday, do you normally read, watch, or listen to the news during the course of the day, or not?

74	Yes
26	No
*	Don't know/Refused
100	

FORM B ONLY:
IF YES IN Q.24:
Q.25 (B) Is that news mainly from television, the newspaper, radio or the Internet? **(ACCEPT MULTIPLE RESPONSES.)**

Total	Daytime News Audience	
41	58	Television
25	35	Newspaper
22	31	Radio
4	5	Internet
*	*	Don't know/Refused

ASK ALL:
Q.26 (T) And, on a typical weekday, do you normally read, watch or listen to the news around the dinner hour, or not?

63	Yes
37	No
*	Don't know/Refused
100	

FORM B ONLY:
IF YES IN Q.26:
Q.27 (B) Is that news mainly from television, the newspaper, radio or the Internet? **(ACCEPT MULTIPLE RESPONSES.)**

Total	Dinner Hour News Audience	
54	90	Television
7	11	Newspaper
4	7	Radio
1	2	Internet
*	*	Don't know/Refused

ASK ALL:
W1 How good of a job does the evening news do in summing up the events of the day... an excellent job, a good job, only a fair job or a poor job?

18	Excellent
50	Good
21	Only fair
4	Poor
7	Don't know/Refused
100	

Q.28 (T) On a typical weekday, do you normally read, watch or listen to the news late in the evening, or not?

61	Yes
39	No
*	Don't know/Refused
100	

IF YES IN Q.28: [N = 883]
Q.29 (B) Is that news mainly from television, the newspaper, radio or the Internet? **(ACCEPT MULTIPLE RESPONSES.)**

	Late Evening
	News
Total	Audience
55	94	Television
5	9	Newspaper
2	3	Radio
1	2	Internet
0	0	Don't know/Refused

ASK ALL:
W2 How good of a job does the late evening news do in summing up the events of the day... an excellent job, a good job, only a fair job or a poor job?

15	Excellent
46	Good
19	Only fair
3	Poor
17	Don't know/Refused
100	

FORM A ONLY: [N = 1,499]
Q.30 (A) How much do you enjoy keeping up with the news? **(READ CATEGORIES)**

		June 1995	Feb 1994
50	A lot	54	53
37	Some	34	35
11	Not much	8	9
2	Not at all	3	2
*	**(DO NOT READ)** Don't know/Refused	1	1
100		100	100

Q.31 (A) 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?

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

| April, 1993 | 23 | 32 | 23 | 22 | *=100 |

Q.32 (A) 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?

		June 1995
28	Overloaded	23
67	Like it	64
2	Other **(VOL)**	11
3	Don't know/Refused	2
100		100

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.

Q.33 (A) Who is the Speaker of the U.S. House of Representatives?

		Oct 1997	April 1996	June 1995	Feb 1995
57	Newt Gingrich *(correct answer)*	55	50	53	52
3	Other answer	4	3	3	4
40	Don't know/Refused	41	47	44	44
100		100	100	100	100

NO QUESTION 34

Q.35 (A) Do you happen to know if high cholesterol is generally regarded as good for your health, or bad for your health?

2	Good
96	Correct Answer (Total)
	94 Bad *(correct answer)*
	2 Depends on type **(VOL)** *(correct answer)*
2	Don't know/Refused
100	

Q.36 (A) Do you happen to know if the weather in the United States generally moves from east to west OR from west to east?

14	East to west
71	West to east *(correct answer)*
15	Don't know/Refused
100	

Now, on a different subject...

IF RESPONDENT READS DAILY NEWSPAPER ('1' YES IN Q.3) ASK: [N = 1,054]

Q.37 (A) How much would you miss reading the newspaper, if newspapers were no longer available? **(READ CATEGORIES)**

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

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ASK OF ALL FORM A RESPONDENTS:

Q.38 (A) Generally, how satisfied are you with the choice of things you can see on television these days? Are you ... **(READ)**

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

Q.39 (A) And how satisfied are you with the choice of NEWS programs available to you on TV these days? Are you ... **(READ)**

		Feb 1994
35	Very Satisfied	43
50	Fairly Satisfied	43
9	Not Too Satisfied	7
4	Not At All Satisfied	4
1	**(DO NOT READ)** Does not apply/irrelevant/don't care	2
1	Don't know/Refused	1
100		100

ASK ALL:

Q.40 (T) Generally speaking, which is more common for you: At first, do you just decide to watch TV and then flip channels to see what is on, or do you tune in to see a specific program that you know is on at a set time? **(IF BOTH, PROBE:** But which would you say you do most often?)[20]

		Feb 1994
32	Just watch TV, flip around	30
62	Tune in for specific program	61
5	Both	7
1	Don't know/Refused	2
100		100

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[20] In 1994, the question was worded as "dial around."

Q.41 (T) Now, I'm going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, or on radio...very closely, somewhat closely, not very closely, or not at all closely? First, **(READ AND ROTATE)**

		Very Closely	Somewhat Closely	Not Very Closely	Not at all Closely	Don't Know
a.	News about political figures and events in Washington	19	46	22	13	*=100
	April, 1996	16	43	28	13	*=100
b.	Sports	27	28	18	27	*=100
	April, 1996	26	28	21	25	*=100
c.	Business and finance	17	36	24	23	*=100
	April, 1996	13	37	31	19	*=100
d.	International affairs	16	46	23	15	*=100
	April, 1996	16	46	26	12	*=100
e.	Local government	23	44	20	13	*=100
	April, 1996	24	43	21	12	*=100
f.	Religion	18	33	25	24	*=100
	April, 1996	17	31	29	23	*=100
g.	People and events in your own community	34	45	14	7	*=100
	April, 1996	35	44	14	7	*=100
h.	Entertainment	16	43	27	14	*=100
	April, 1996	15	42	29	14	*=100
i.	Consumer news	15	46	22	17	*=100
	April, 1996	14	45	26	15	*=100
j.	Science and technology	22	41	19	18	*=100
	April, 1996	20	42	24	14	*=100
k.	Health	34	46	12	8	*=100
	April, 1996	34	44	14	7	1=100
1.	Crime	36	44	13	7	*=100
	April, 1996	41	43	10	6	*=100
m.	Culture and the arts	12	33	29	26	*=100
	April, 1996	9	34	32	25	*=100

Q.42 (B) Which of the following two statements best describes you: "I follow LOCAL COMMUNITY news closely ONLY when something important or interesting is happening" OR "I follow LOCAL COMMUNITY news closely most of the time, whether or not something important or interesting is happening"?

38	Follow the LOCAL COMMUNITY news closely ONLY when something important or interesting is happening
61	Follow the LOCAL COMMUNITY news closely MOST of the time
1	Don't know/Refused
100	

Q.43 (B) 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"?

46	Follow NATIONAL news closely ONLY when something important or interesting is happening
52	Follow NATIONAL news closely MOST of the time
2	Don't know/Refused
100	

Q.44 (B) 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"?

63	Follow INTERNATIONAL news closely ONLY when something important or interesting is happening
34	Follow INTERNATIONAL news closely MOST of the time
3	Don't know/Refused
100	

FOR Q.45 THROUGH Q.50 SPLIT FORM B INTO B1 AND B2:
FORM B1 ONLY: IF RESPONDENT WATCHES THE NEWS REGULARLY (YES IN Q.4) ASK: [N = 612]
Q.45
(B1)   Do you have children between the ages of five and ten living at home with you?

17	Yes
82	No
1	Don't have any children **(VOL)**
*	Don't know/Refused
100	

IF YES (HAVE CHILD/CHILDREN) IN Q.45: [N = 107]
Q.46
(B1)   Do your kids ever watch the news with you, or not?

57	Yes
43	No
0	Don't know/Refused
100	

IF NO (DOES NOT WATCH NEWS) IN Q.46: [N = 44]
Q.47
(B1)   Do your kids not watch because they're not interested OR because you don't want them to watch?

59	Because they're not interested
26	Because I don't want them to
15	Other **(VOL)**

<u>0</u>   Don't know/Refused
100

FORM B2 ONLY; IF RESPONDENT WATCHES THE NEWS REGULARLY (YES IN Q.4) ASK: [N = 602]
Q.48
(B2)   Do you have children between the ages of eleven and fourteen living at home with you?

15   Yes
84   No
1   Don't have any children **(VOL)**
<u>0</u>   Don't know/Refused
100

IF YES (HAVE CHILD/CHILDREN) IN Q.48: [N = 91]
Q.49
(B2)   Do your kids ever watch the news with you, or not?

72   Yes
28   No
<u>0</u>   Don't know/Refused
100

IF NO (DOES NOT WATCH NEWS) IN Q.49: [N = 24]
Q.50
(B2)   Do your kids not watch because they're not interested OR because you don't want them to watch?

78   Because they're not interested
3   Because I don't want them to
19   Other **(VOL)**
<u>0</u>   Don't know/Refused
100

ASK ALL:
Q.51 (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 a-d)

		Completely Agree	Mostly Agree	Mostly Disagree	Completely Disagree	**(VOL)** Don't Watch the news	DK/ Ref.
a.	News is not as important today as it once was.	7	16	29	46	n/a	2=100
b.	A good thing about news magazine shows such as 60 Minutes, 20/20 or Dateline, is that they help me to really understand an issue.	28	48	14	6	n/a	4=100
c.	There are so many ways to get the news these days that I don't worry when I don't have a chance to read the paper or when I miss my regular news programs.	36	40	14	9	n/a	1=100
d.	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.	29	27	21	21	1	1=100

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Q.52 (T) We're interested in what's important to you when you watch, listen to, or read different news sources. Using a 5 point scale, where "5" means extremely important and "1" means not at all important, how important is it to you that the news... [READ AND ROTATE ITEMS a-h] And how important is it that the news...

		Extremely Important				Not at all Important	Don't
		5	4	3	2	1	Know
a.	Stirs your emotions	15	15	34	16	19	1=100
b.	Contains information that is helpful in your daily life	50	24	16	5	4	1=100
c.	Is enjoyable and entertaining	22	20	29	14	14	1=100
d.	Fits easily into your daily schedule	34	24	24	8	9	1=100
e.	Is accurate	81	9	6	2	2	*=100
f.	Is timely and up-to-date	70	18	7	2	2	1=100
g.	Has news personalities who present the news in a caring way	35	23	22	8	11	1=100
h.	Provides facts and information you can't get elsewhere	56	22	13	3	5	1=100

NO QUESTION 53

Now on another subject...
Q.54 (T) In general, would you describe your political views as ...**(READ)**

		June 1997	June 1996	April 1996	July 1994
7	Very conservative	7	7	7	7
30	Conservative	30	32	31	32
37	Moderate	40	38	39	39
15	Liberal, OR	14	14	14	15
6	Very liberal?	5	6	5	4
5	Don't know/Refused **(DO NOT READ)**	4	3	4	3
100		100	100	100	100

Q.55 (T) Do you use a computer at your workplace, at school, or at home on at least an occasional basis?

		Nov 1997	June 1997	Late Sept 96[21]	Early Sept 96	July 1996	April 1996	March 1996	Feb 1996	Jan 1996
61	Yes	66	60	59	56	56	58	61	60	59
39	No	34	40	41	44	44	42	39	40	41
*	Don't know/Refused	*	0	*	*	*	*	*	0	0
100		100	100	100	100	100	100	100	100	100

IF YES (USE A COMPUTER) IN Q.55:

Q.56 (T) Do you ever use a computer at work, school or home to connect with computers over the Internet, the World Wide Web, or with information services such as America Online or Prodigy?

		Nov 1997	July 1996	April 1996	March 1996	Feb 1996	Jan 1996	June 1995[22]
	BASED ON TOTAL RESPONDENTS:							
36	Goes online	36	23	21	22	21	21	14
25	Does not go online	29	33	37	39	39	38	86
0	Don't know/Refused	1	0	*	0	*	0	*
39	Not a computer user	34	44	42	39	40	41	n/a
100		100	100	100	100	100	100	100

IF YES (GOES ONLINE) IN Q.56: [N = 1,192]

57 (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?

		June 1995
18	Everyday	6
17	3-5 days per week	9
20	1-2 days per week	15
15	Once every few weeks	13
21	Less often	28
9	No/Never **(VOL)**	29
*	Don't know/Refused	*
100		100

ASK OF RESPONDENTS WHO ANSWERED 'EVERYDAY,' '3-5 DAYS PER WEEK' OR '1-2 DAYS PER WEEK' IN Q.57: [N = 657]

Q.58 (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?

		June 1995
8	Yes, more often	4
11	Yes, less often	12
5	Yes, some more, others less	8
76	No, about the same	76
*	Don't know/Refused	0

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[21] Based on registered voters only.

[22] 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 OF RESPONDENTS WHO ANSWERED 'YES, MORE OFTEN' IN Q.58: [N = 52]
Q.59 (T) Which sources are you using MORE often? **[ACCEPT MULTIPLE RESPONSES.]**

		June 1995
36	Newspapers	60
47	Television	58
7	Magazines	23
10	Radio	26
22	Other	13
0	Don't know/Refused	0

ASK RESPONDENTS WHO ANSWERED 'YES, LESS OFTEN' OR 'YES, SOME MORE, OTHERS LESS' IN Q.58 [N = 109]
Q.60 (T) Which sources are you using LESS often? **[ACCEPT MULTIPLE RESPONSES.]**

		June 1995
43	Newspapers	43
52	Television	37
13	Magazines	14
17	Radio	28
2	Other	10
4	Don't know/Refused	3

ASK OF ALL ONLINE USERS (Q.56 = YES): [N = 1,192]
Q.61 (T) Please tell me how often, if ever, you engage in each of the following online activities. First, how often do you go online to **(READ AND ROTATE)**... everyday, 3-5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?[23]

		Every-day	3-5 days week	1-2 days week	Every few weeks	Less often	Never	DK
a.	Communicate with other people through online forums, discussion lists, or chat groups	12	10	13	11	15	39	*=100
	October, 1996	6	7	10	12	15	50	*=100
	June, 1995	4	7	12	12	9	55	1=100
b.	Get financial information such as stock quotes or corporate information or to buy stocks or bonds	10	7	11	12	12	48	*=100
	October, 1996	5	7	10	12	10	56	*=100
	June, 1995	3	4	7	8	4	74	*=100
c.	Get information about hobbies, movies, restaurants or other entertainment-related activities	6	13	20	26	17	18	*=100
	October, 1996	2	9	19	24	15	31	*=100
	June, 1995	1	6	12	16	9	56	*=100

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[23] In 1996 this question was asked only of people who go online for "current events, public issues, and politics."

Q.62 (T) Please tell me how often, if ever you help your children or allow your children to go online to do research for school projects? **(READ CATEGORIES)**

9	Everyday
6	3-5 days a week
7	1-2 days a week
8	Once every few weeks
5	Less often OR
28	Never
36	No children in school **(VOL)**
1	Don't know/Refused
100	

ASK ONLY THOSE WHO GO ONLINE FOR NEWS (QUESTION 57 = 'EVERYDAY,' '3-5 DAYS PER WEEK,' '1-2 DAYS PER WEEK,' 'ONCE EVERY FEW WEEKS' OR 'LESS OFTEN'): [N = 1,084]
Q.63 (T) Do you sometimes go online to get... **(INSERT ITEM; ROTATE ITEMS)**

		Yes	No	DK
a.	Political news	40	60	0=100
	October, 1996	46	54	*=100
b.	Sports news	39	61	0=100
	October, 1996	46	54	0=100
c.	International news	41	59	0=100
	October, 1996	45	55	0=100
d.	News about science and health	64	36	0=100
	October, 1996	58	42	0=100
e.	News about technology	60	40	0=100
	October, 1996	64	36	*=100
f.	Weather	48	52	0=100
	October, 1996	47	53	0=100
g.	Entertainment news	45	55	0=100
	October, 1996	50	50	*=100
h.	Local news	28	72	0=100
	October, 1996	27	73	0=100

ASK ALL ONLINE USERS (Q.56 = YES): [N = 1,192]
Q.64 (T) When you go online do you ever encounter or come across news and information on current events, public issues or politics when you may have been going online for a purpose other than to get the news?

		Oct 1996[24]
54	Yes	53
45	No	45
1	Don't know/Refused	2
100		100

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[24]   In 1996 this question was worded, "When you go online are you ever exposed to news and information on current events, public issues or politics when you may have been going online for a purpose other than to get the news?"

Q.65 (T) Have you ever gone online to follow-up or get more information on a news story you saw or heard in a newspaper or magazine or on TV?

		Oct 1996
54	Yes	42
46	No	58
*	Don't know/Refused	*
100		100

ASK ALL:
Q.66 (T) Do you currently live in an area where you could get Cable TV if you wanted it?

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

Q.67 (T) Do you currently subscribe to Cable TV?

		April 1996	Feb 1994
74	Yes	69	64
26	No	23	25
0	Don't know/Refused	8	11
100		100	100

Q.68 (T) As I read to you from a list of newspapers, please tell me if you read each newspaper regularly, or not. Some of these may not be available in your area. First, do you read **[ROTATE ITEMS a THROUGH g]** regularly, or not? What about...?

		Yes	No	DK/Ref.
a.	The New York Times	10	90	*=100
b.	The Wall Street Journal	16	84	*=100
c.	The Washington Post	5	95	*=100
d.	The Los Angeles Times	5	95	*=100
e.	The Chicago Tribune	4	96	*=100
f.	The Boston Globe	3	97	*=100
g.	USA Today	28	72	*=100

Hello, I am _____ calling for Princeton Survey Research Associates in Princeton, New Jersey. We are conducting a telephone opinion survey for leading newspapers and TV stations around the country. I'd like to ask a few questions of the youngest male, 18 years of age or older, who is now at home. **[IF NO MALE, ASK:** May I please speak with the oldest female, 18 years of age or older, who is now at home?**]**

Q.2a What do you think is the most important problem facing the country today? **(PROBE FOR CLARITY. IF MORE THAN ONE MENTION RECORD ALL IN ORDER OF MENTION)**
(OPEN-END) ('NONE' AND 'DK/REF' ARE HARD CODED)

		Nov 1997	July 1996	June 1995	April 1995	Oct 1994	July 1994	June 1994	Mar 1994	Dec 1993	Sept 1993	June 1993	April 1993	Jan 1992	May 1990	Feb 1989	April 1987
13	Crime/Gangs/Justice system	12	19	22	23	28	26	22	31	25	15	7	5	3	7	8	3
10	Morality/Ethics/Family values	9	13	12	10	8	9	10	10	6	8	7	3	3	5	2	3
9	Education	5	6	6	7	2	3	4	5	5	4	5	2	2	4	4	0
7	Drugs/Alcohol	7	8	5	9	2	3	6	10	8	5	5	4	4	37	23	6
6	Unemployment/Lack of jobs	6	7	10	9	9	12	12	12	15	23	19	18	22	7	9	13
6	Deficit/National debt/ Balanced budget 5	7	9	13	8	5	4	5	6	9	13	17	4	11	19	12	
5	Scandal/Corruption in government	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
5	Dissatisfaction with government/politics	4	8	6	6	5	4	5	5	2	5	5	3	2	2	1	0
4	Taxes	3	3	3	4	2	2	1	3	2	3	4	4	1	3	2	0
4	Health care/Cost, availability of health care	5	4	7	5	10	14	20	14	14	12	11	13	3	3	1	*
4	Economy (general)	4	4	5	5	7	5	4	4	6	9	17	18	43	5	4	7
3	Issues related to elderly	1	2	*	1	*	*	*	1	1	*	2	2	1	2	2	0
3	Poverty	3	3	4	3	2	3	2	2	3	2	3	3	1	3	4	6
3	Welfare abuse	1	7	5	9	1	2	4	2	*	*	*	*	*	*	*	*
3	Other international issues (includes mentions of Iraq/Saddam Hussein)	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
3	Other social issues	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

	Nov 1997	July 1996	June 1995	April 1995	Oct 1994	July 1994	June 1994	Mar 1994	Dec 1993	Sept 1993	June 1993	April 1993	Jan 1992	May 1990	Feb 1989	April 1987
Inflation/Difference between wages/Costs 2	1	2	3	2	2	2	*	2	2	2	2	2	2	3	2	3
Homeless 2	3	2	4	3	4	4	2	3	5	2	5	2	6	8	10	*
Too much foreign aid/ Spend money at home 2	1	5	2	3	2	2	1	2	1	*	2	2	1	3	1	0
Environment/Pollution 2	1	1	1	1	*	1	1	2	1	1	*	2	1	8	2	0
Racism 1	1	2	2	2	1	1	1	3	1	3	2	3	1	2	0	0
Other domestic issues 1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Other defense issues 1	*	--	--	--	--	--	--	--	--	—	—	—	—	—	—	—
Terrorism *	*	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Other 5	6	2	2	3	4	6	2	2	*	2	4	8	1	5	9	1
None *	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Don't know/No answer 12	7	6	3	3	5	3	5	4	6	4	2	4	3	1	3	3
ECONOMIC (NET) 16	**18**	**18**	**28**	**30**	**27**	**26**	**22**	**26**	**33**	**47**	**53**	**58**	**76**	**26**	**28**	**35**
POVERTY/HOMELESS (NET) 6	**6**	**5**	**8**	**6**	**7**	**7**	**4**	**6**	*	*	*	*	*	*	*	*
DEFENSE/INTER-NATIONAL (NET) 5	**10**	**1**	**9**	**2**	**5**	**7**	**4**	**2**	*	**4**	*	*	*	*	*	*
	(599)	(1216)	(1500)	(1800)	(2052)	(3800)	(511)	(989)	(1479)	(2000)	(1507)	(1011)	(1220)	(3004)	(2048)	(4244)

Q.3 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: FOR Q.3 thru Q.5, PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")

		Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
a.	USA Today	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	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

		Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
c.	The Wall Street Journal	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	27	36	24	7	*	6=100
	April, 1996	24	37	26	8	*	5=100
	February, 1993	22	41	25	8	*	4=100
	August, 1989	26	41	24	7	*	2=100
	June, 1985	28	52	13	2	*	5=100
e.	The Associated Press	15	36	24	6	4	15=100
	April, 1996	14	40	22	9	3	12=100
	February, 1993	16	39	23	7	3	12=100
	August, 1989	21	43	18	4	6	9=100
	June, 1985	21	40	11	2	2	24=100
f.	CNN	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	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	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	20	26	12	4	12	26=100
	April, 1996	19	24	12	9	10	26=100
j.	Time Magazine	21	38	17	4	1	19=100
	June, 1985	27	38	10	2	*	23=100
k.	People Magazine	8	21	34	16	1	20=100
	June, 1985	8	22	28	12	1	29=100
l.	Newsweek	19	40	16	5	1	19=100
	June, 1985	23	40	9	2	*	26=100
m.	The National Enquirer	3	4	11	69	1	12=100
	June, 1985	4	7	11	54	1	23=100

		Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
n.	The NewsHour with Jim Lehrer	15	21	12	5	19	28=100
	June, 1985[25]	18	17	6	2	29	28=100
o.	Your local TV news	32	38	19	6	*	4=100
	June, 1985	34	47	13	1	*	5=100
p.	Dateline NBC	23	39	19	5	2	13=100
q.	60 Minutes	32	37	20	4	*	7=100
r.	Inside Edition	7	16	31	22	5	19=100

[FORM 1 N=493]

		Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
s.F1	National Public Radio	13	34	17	7	7	22=100

[FORM 2 N=436]

		Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
t.F2	"All Things Considered" on National Public Radio	14	31	24	4	11	16=100
	June, 1985	10	21	9	1	32	27=100

Q.4   Now I am going to read another list. Please rate how much you think you can BELIEVE each person I name on a scale of 4 to 1. Again, on this four point scale, "4" means you can believe all or most of what the person 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?

		Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
a.	Bernard Shaw	14	29	15	4	18	20=100
	April, 1996	9	22	16	10	18	25=100
b.	Peter Jennings	35	40	14	4	1	6=100
	April, 1996	27	37	18	8	2	8=100
	February, 1993	34	40	15	4	2	5=100
	August, 1989	35	39	11	3	5	7=100
	June, 1985	33	41	8	1	8	9=100
c.	Dan Rather	34	40	17	4	1	4=100
	April, 1996	29	39	18	8	1	5=100
	February, 1993	36	40	14	6	1	3=100
	August, 1989	36	40	13	6	1	4=100
	June, 1985	40	41	8	2	4	5=100
d.	Tom Brokaw	33	42	13	3	3	6=100
	April, 1996	29	37	18	7	2	7=100
	February, 1993	32	41	16	5	2	4=100
	August, 1989	32	42	14	3	3	6=100
	June, 1985	29	40	8	1	10	12=100

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

Q.4 CONTINUED ...

		Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
e.	Ted Koppel	27	39	17	4	4	9=100
	February, 1993	30	39	15	5	4	7=100
	August, 1989	32	36	14	4	6	8=100
	June, 1985	30	34	8	1	14	13=100
f.	Jim Lehrer	17	23	14	4	20	22=100
g.	Sam Donaldson	22	38	20	5	7	8=100
	February, 1993	23	33	21	7	8	8=100
	August, 1989	23	33	16	7	13	8=100
	June, 1985	17	27	10	2	27	17=100
h.	Geraldo Rivera	8	12	33	36	3	8=100
	February, 1993	8	14	31	39	2	6=100
	August, 1989	9	12	27	37	7	8=100
	June, 1985	18	25	12	4	25	16=100
i.	Cokie Roberts	13	25	16	7	23	16=100
j.	Katie Couric	18	27	18	5	16	16=100

Q.5   Next, please rate the believability of the following people, using this same scale of 4 to 1. **(READ AND ROTATE)**
SPLIT FORM ITEMS AS INDICATED: [FORM 1 N = 493; FORM 2 N = 488]

		Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
a.F1	Bill Clinton	17	28	31	23	0	1=100
	April, 1996	14	31	25	28	*	2=100
	February, 1993	18	35	25	19	*	3=100
b.F2	Al Gore	14	33	29	18	1	5=100
c.F1	Newt Gingrich	5	20	34	30	4	7=100
	April, 1996	4	16	30	41	2	7=100
d.F2	Colin Powell	36	33	15	3	6	7=100
	April, 1996	28	36	19	9	2	6=100
	February, 1993	24	31	18	6	13	8=100
e.F1	Bill Gates	10	29	25	12	11	13=100
f.F2	Janet Reno	14	31	26	14	6	9=100
g.F1	Madeleine Albright	11	31	22	10	12	14=100
h.F2	Ted Turner	10	24	31	12	8	15=100
i.F1	Oprah Winfrey	26	38	25	8	*	3=100
j.F2	Don Imus	5	8	13	10	38	26=100
k.F1	Rush Limbaugh	7	18	29	34	5	7=100

April, 1996   8   15   25   42   3   7=100

		Believe				Cannot Believe	Never Heard	Can't
		4	3	2	1	of	Rate
l.F2	Pat Robertson	8	21	29	19	11	12=100
m.F1	Jerry Springer	6	6	14	62	4	8=100

ROTATE Q.8 THROUGH Q.11:
Now thinking about where you MIGHT go to GET news...
Q.8   If you heard that Colin Powell had decided to run for President in the Year 2000, where would you go FIRST for more information about this, or wouldn't you want more information? (OPEN-END; IF TV/TV NEWS, PROBE WITH: What kind of tv/tv news? ACCEPT MULTIPLE RESPONSES)

 68 News
   43   Network/TV News
    19   CNN News
    4   NBC News
    4   Television (unspecified)
    4   ABC News
    4   CBS News
    3   Network program/Network news (unspecified)
    3   Local TV News
    1   FOX News
    1   C-SPAN News
    *   News channel
    *   Cable TV channels
    2   All other Network/TV News mentions
   15   Newspaper/Magazine
    6   Newspaper (unspecified)
    3   Local newspaper
    1   Time
    1   Newsweek
    1   New York Times
    1   Wall Street Journal
    *   Magazine (unspecified)
    *   USA Today
    *   Los Angeles Times
    *   Chicago Tribune
    2   All other Newspaper/Magazine mentions
   4   Online/Wire Service
    3   Internet/Online
    *   Associated Press
   3   Radio
    2   Radio (unspecified)
    1   National Public Radio
    *   All other Radio mentions
   3   Local/Regional News
   3   News (unspecified)
   2   National News
 4 Miscellaneous
   1   Library
   1   Word of mouth
   1   All other miscellaneous mentions
   1   Congressman/Republican party/My Senator
   *   Military
 29 Wouldn't want more information/No answer/Not sure/Don't know/Refused

Q.9   If you heard that a vaccine for the common cold had been discovered, where would you go FIRST for more information about this, or wouldn't you want more information? (OPEN-END; IF TV/TV NEWS, PROBE WITH: What kind of tv/tv news? ACCEPT MULTIPLE RESPONSES)

62   News
    34   Network/TV
        14   CNN News
        3   News program/Network news (unspecified)
        3   NBC News
        3   CBS News
        3   Local TV News
        2   ABC News
        2   Television (unspecified)
        1   FOX News
        *   C-SPAN News
        *   Cable TV Channels
        3   All other Network/TV News mentions
    15   Newspaper/Magazine
        4   Newspaper (unspecified)
        3   Local newspaper
        3   Medical literature/journal
        1   New York Times
        1   USA Today
        *   Wall Street Journal
        *   Newsweek
        *   Los Angeles Times
        *   Time
        *   Magazine (unspecific)
        2   All other Newspaper/Magazine mentions
    2   Radio
        1   Radio (unspecified)
        1   National Public Radio/NPR
        *   All other Radio mentions
    5   Online/Wire Service
        5   Internet/Online
        *   Associated Press/AP
    4   Local/Regional News
    2   National News
    1   News (unspecified)
  *   All other news mentions
24   Miscellaneous
    22   Hospital/Doctor/Health Department
    1   Library
    1   Word of Mouth
    1   All other Miscellaneous mentions
15   Wouldn't want more information/No answer/Not sure/Don't know/Refused

Q.10   If you heard that Tiger Woods had decided to retire from golf, where would you go FIRST for more information about this, or wouldn't you want more information? (OPEN-END; IF TV/TV NEWS, PROBE WITH: What kind of tv/tv news? ACCEPT MULTIPLE RESPONSES)

44   News
    30   Network/TV
        13   ESPN
        6   CNN News
        2   Sports Channel
        2   Local TV News
        1   News program/Network news (unspecified)
        1   NBC News
        1   CBS News
        1   Television (unspecified)
        1   ABC News
        1   FOX News
        *   Cable TV Channels
        *   C-SPAN News
        *   News channel
        2   All other Network/TV News mentions
    11   Newspaper/Magazine
        4   Newspaper (unspecified)
        2   Local newspaper
        2   Sports Illustrated/SI
        *   USA Today
        *   New York Times
        *   Newsweek
        *   Magazine (unspecified)
        *   Time
        1   All other Newspaper/Magazine mentions
    3   Online/Wire service
        2   Internet/Online
        *   Associated Press
    1   Local/Regional News
    1   Radio
    *   News (unspecified)
    *   National News
2   Miscellaneous
    1   Word of mouth
    *   Library
    *   All other Miscellaneous mentions
54   Wouldn't want more information/No answer/Not sure/Don't know/Refused

Q.11   If you heard that Boris Yeltsin had been overthrown in a military coup, where would you go FIRST for more information about this, or wouldn't you want more information? (OPEN-END; IF TV/TV NEWS, PROBE WITH: What kind of tv/tv news? ACCEPT MULTIPLE RESPONSES)

73   News
        53   Network/TV
                29   CNN News
                5   NBC News
                5   Television (unspecified)
                4   ABC News
                3   Local TV News
                3   CBS News
                2   Network program/Network new (unspecified)
                1   C-SPAN
                1   FOX News
                1   Cable TV channels
                *   News channel
                2   All other Network/TV News mentions
        9   Newspaper/Magazine
                4   Newspaper (unspecified)
                2   Local newspaper
                1   New York Times
                *   Wall Street Journal
                *   USA Today
                *   Time
                *   Magazine (unspecified)
                *   Newsweek
                *   Los Angeles Times
                1   All other Newspaper/Magazine mentions
        4   Radio
                3   Radio (unspecified)
                1   National Public Radio/NPR
                *   All other Radio mentions
        3   Online/Wire Service
                3   Internet/Online
                *   Associated Press/AP
        3   National News
        3   Local/Regional News
        2   News (unspecified)
3   Miscellaneous
        1   Library
        1   Congressman/Republican Party/My Senator
        1   Word of mouth
        1   All other Miscellaneous mentions
24   Wouldn't want more information/No answer/Not sure/Don't know/Refused

On a different subject...

Q.12   Do you often read accounts in newspapers of national and international events that you have previously seen on TV, or not?

     55   Yes
     44   No
      1   Don't know/Refused
    100

IF ANSWERED YES IN QUESTION 12: [N=561]

Q.13   Do you find that newspaper accounts give you a better understanding of what you have seen on TV, or do they pretty much cover the same ground?

     42   Better understanding
     57   Cover same ground
      1   Don't know/Refused
    100