Times Mirror
Center for
The People &
The Press

FOR RELEASE: SUNDAY, JULY 15, 1990

THE AMERICAN MEDIA:

WHO READS, WHO WATCHES, WHO LISTENS,

WHO CARES

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INTRODUCTION

At the beginning of each month the Times Mirror Center for the People and the Press conducts a nationwide survey to monitor public attentiveness to the major news events of the preceding four weeks. The survey measures how closely the public follows top national and international news stories, obtains public reaction to the media coverage of these stories and attempts to find out how well informed the public is about the people and events that have made news during the month.

Since the survey is a continuing one, waves of interviewing can be combined to produce large data sets for special analyses that address important questions about how the public reacts to news.

This is a report on one such analysis designed to examine the correspondence between what the public follows, and what types of news media the public uses. More specifically, an extensive tabular analysis is presented showing the relationship between media use and how attentive the public is to major news stories and the level of public information about news events.

This analysis is based on 4,890 telephone interviews conducted January-April 1990. Copies of the questionnaires may be found at the back of this report.

Section *one* of this report is a demographic and lifestyle analysis of the various measures of media usage employed in this study.

Section *two* shows the relationship between attentiveness and media use. It also reports on the level of public information about major news stories and use of specific media.

Section *three* reports on a segmentation of the public into four analytical groupings based on media use. This segmentation, or typology, was designed to illustrate broad distinctions between audience types with regard to news attentiveness.

A Methodological Note

The media use measures employed for this study were designed as general indicators of viewership or readership for analytical purposes rather than as precise measures of audience size. For example, we have employed categorical measures in asking people what they read or watch and not asked about specific programs and publications, e.g., readership of "news magazines" rather than readership of *Time*, *Newsweek* or *U.S. News & World Report*. Our "yesterday" media use measures do not include Saturdays through Tuesdays, because interviewing for the News Interest Index is done Thursday through Sunday.

By and large we have used restricted measures as indicators of media use, to account for some over-reporting of media use behavior. We have taken as "audience" only those respondents who say they "regularly" read or view, and have not considered those who say "sometimes" or "seldom". In addition, we typically precede our questions about daily television news and newspaper with a phrase to make it easier for people to tell us they don't watch or read, e.g., "Sometimes people are so busy they often don't get a chance." This tends to produce a lower incidence of usage than those derived by industry sources.

With regard to the segmentation of news consumers, we are mindful that there is, by definition, an arbitrary nature to defining some audiences as "sophisticated" or "serious." But, the decision about how to segment was empirically driven. We attempted to employ the definitions that gave us the most consistent discrimination between groups within the limits of our monthly surveys. That is, we could not ask about media whose audience are so small that they are not meaningfully readable in a 1200 case survey. Nor could we distinguish between the casual and serious audiences of important news organizations. The grouping that we have decided upon "works" for our purposes in showing how various levels of audience differ in what they get out of the news. It is certainly not the only configuration possible, but has proved to be quite revealing as we have employed it.

SECTION I

NEWS CONSUMPTION

Section one of this report is a demographic and lifestyle analysis of the various measures of media usage employed in this study.

SOURCES OF DAILY NEWS

Percent who said
they regularly: National Findings

   Read a daily newspaper   54

   Watch news on TV   74

   Listen to news on the radio   46

Percent who used each
source yesterday:

   Newspaper   43

   Television News   52

   Radio News   53

USING MULTIPLE SOURCES OF DAILY NEWS

	1990 National Findings
Used one source yesterday	84
Used all three sources yesterday	15
Used only two sources yesterday	34
Television and Newspapers	12
Television and Radio News	13
Radio News and Newspapers	9
Used one source yesterday	35
Television	13
Radio	16
Newspapers	7

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READERSHIP OF FEATURE NEWS SOURCES

	Percent Who Report "Regular Readership"
News magazines such as Time/ U.S. News & World Report or Newsweek	18
Personality magazines such as People or US	8
The National Enquirer/The Sun or The Star	7
Business magazines such as Fortune or Forbes	4
Magazines such as The Atlantic/ Harpers or The New Yorker	2

VIEWERSHIP OF FEATURE NEWS PROGRAMMING

	Percent Who Report "Regular Viewership"
News magazine show such as 60 Minutes or 20/20	43
Cable News Network (CNN)	24
A Current Affair	18
Entertainment Tonight	13
Sunday morning news shows such as Meet The Press/Face The Nation or This Week With David Brinkley	12
Programs on National Public Radio such as Morning Edition or All Things Considered	7
MacNeil Lehrer	6

USE OF MULTIPLE FEATURE SOURCES

	Percent Who Report Regular Viewership or Readership
Use one or more "National" news sources	51
Number of sources used:	
One	28
Two	14
Three	10
Uses print only	32
Uses electronic only	36

National news sources being: Reads a major metropolitan daily newspaper, News magazines such as Time/U.S. News & World Report or Newsweek, Magazines such as The Atlantic/Harpers or The New Yorker, Sunday morning news shows such as Meet The Press/Face The Nation or This Week With David Brinkley, MacNeil Lehrer, Programs on National Public Radio such as Morning Edition or All Things Considered or Cable News Network (CNN).

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	Read a daily Newspaper				Newspaper(s) read most often					
	Yes	No	DK		*Net - any mention of a metropolitan paper or WSJ	Net-WP/ NYT/LAT	USA Today	WSJ	Other	Number of Interviews
TOTAL	54	46	*	= 100	20	6	5	3	45	
Sex										
Male	57	43	0	= 100	24	7	6	4	47	(2435)
Female	52	48	*	= 100	16	5	3	2	44	(2455)
Race										
White	56	44	*	= 100	20	5	5	3	47	(4235)
Non-white	46	54	0	= 100	19	7	4	2	37	(616)
Age										
Under 30	40	60	0	= 100	16	5	4	2	33	(1126)
30-49	53	47	0	= 100	21	6	5	4	44	(2094)
50+	65	35	*	= 100	21	6	4	3	56	(1610)
Education										
College graduate	65	35	0	= 100	37	14	8	10	49	(1335)
Other college	54	46	*	= 100	23	6	6	3	45	(1067)
High school graduate	54	46	0	= 100	15	3	4	1	47	(1846)
Less than high school graduate	45	55	0	= 100	8	2	2	*	39	(615)
Region										
East	56	44	0	= 100	23	11	4	4	46	(1107)
Midwest	57	43	*	= 100	22	1	6	3	48	(1308)
South	52	48	0	= 100	13	3	5	3	45	(1493)
West	53	47	0	= 100	23	8	3	2	43	(975)
Party ID										
Republican	57	43	0	= 100	20	5	6	4	48	(1671)
Democrat	56	44	0	= 100	20	6	4	2	47	(1558)
Independent	52	48	*	= 100	19	6	4	3	43	(1363)

* Includes readers of: The Arizona Republic, The Atlanta Constitution, The Baltimore Sun, The Boston Globe, The Chicago Tribune, The Christian Science Monitor, The Dallas Morning News, The Detroit Free Press, The Los Angeles Times, The Miami Herald, The Minneapolis Star-Tribune, The New York Times, The Philadelphia Inquirer, The Portland Oregonian, The Rocky Mountain News, The San Francisco Chronicle, The Seattle Times, The Wall Street Journal, The Washington Post and USA Today.

Question: Some people are so busy that they don't get to read a newspaper every day. How about you - do you get a chance to read a daily newspaper just about every day, or not?

Question: What daily newspaper or newspapers do you read most often?

Based on January through April 1990.

	Read a daily Newspaper			Newspaper(s) read most often					
				*Net - any mention of a metropolitan paper or WSJ	Net-WP/ NYT/LAT	USA Today	WSJ	Other	Number of Interviews
	Yes	No	DK						
TOTAL	54	46	* = 100	20	6	5	3	45	
Age by Decade									
18-29	40	60	0 = 100	16	5	4	2	33	(1126)
30-39	49	51	0 = 100	19	5	4	3	41	(1229)
40-49	59	41	0 = 100	24	7	6	6	48	(865)
50-59	60	40	0 = 100	23	6	7	4	52	(584)
60-69	65	35	* = 100	19	5	4	2	56	(559)
70-79	71	29	0 = 100	24	7	2	2	58	(360)
80+	69	31	0 = 100	13	4	1	2	61	(107)
Sex by Age									
Under 30									
Men	46	54	0 = 100	21	6	7	2	37	(631)
Women	34	66	0 = 100	10	3	1	2	28	(495)
30-49									
Men	57	43	0 = 100	26	7	7	6	46	(1076)
Women	49	51	0 = 100	16	5	4	2	42	(1018)
50+									
Men	67	33	0 = 100	24	6	5	4	56	(708)
Women	64	36	* = 100	19	6	3	2	56	(902)
Race in Detail									
White	56	44	* = 100	20	5	5	3	47	(4235)
Black	46	54	0 = 100	20	8	6	2	38	(387)
Other	44	56	0 = 100	17	6	1	2	36	(229)

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	Read a daily Newspaper			Newspaper(s) read most often					Number of Interviews
	Yes	No	DK	*Net - any mention of a metropolitan paper or WSJ	Net-WP/ NYT/LAT	USA Today	WSJ	Other	
Life Cycle									
Under 30									
Living at home	52	48	0 = 100	21	6	6	1	42	(229)
Married or single without children	38	62	0 = 100	20	7	4	4	27	(338)
Married with children	35	65	0 = 100	9	1	4	1	33	(209)
Single parents	39	61	0 = 100	14	2	2	1	35	(53)
30-49									
Unmarried	56	44	0 = 100	27	9	4	4	45	(314)
Single parent	43	57	0 = 100	17	4	3	5	37	(142)
Married with or without children	58	42	0 = 100	22	6	7	4	49	(1129)
50+									
Married or single with children	67	33	0 = 100	24	5	9	2	53	(100)
Married with Children									
50-64	67	33	0 = 100	23	6	5	4	59	(415)
65+	80	20	0 = 100	24	6	2	2	66	(263)
Single/Widowed/ Divorced									
50-64	53	47	0 = 100	24	6	8	4	44	(170)
65+	65	35	0 = 100	19	6	1	2	55	(243)

Based on February through April 1990.

	Read a daily newspaper yesterday			Time spent reading a daily newspaper yesterday				
	Yes	No	DK	Less than 15 minutes	15-29 minutes	30-59 minutes	60 minutes or more	DK
TOTAL	43	57	* = 100	10	12	12	8	1 = 43
Sex								
Male	46	54	* = 100	10	14	13	9	0 = 46
Female	40	60	* = 100	9	11	12	7	1 = 40
Race								
White	44	55	1 = 100	10	12	12	9	1 = 44
Non-white	33	67	* = 100	8	10	9	5	1 = 33
Age								
Under 30	24	75	1 = 100	8	8	5	2	1 = 24
30-49	42	58	* = 100	11	15	11	5	0 = 42
50+	55	44	1 = 100	8	13	17	16	1 = 55
Education								
College graduate	55	44	1 = 100	10	18	16	10	1 = 55
Other college	41	59	* = 100	9	11	12	8	1 = 41
High school graduate	41	59	* = 100	10	12	12	7	0 = 41
Less than high school graduate	34	65	1 = 100	8	8	8	9	1 = 34
Region								
East	45	55	* = 100	9	14	13	8	1 = 45
Midwest	43	56	1 = 100	10	11	13	8	1 = 43
South	38	62	* = 100	9	11	9	9	0 = 38
West	43	57	* = 100	10	12	12	8	1 = 43
Party ID								
Republican	43	56	1 = 100	9	13	12	8	1 = 43
Democrat	44	55	1 = 100	9	12	12	10	1 = 44
Independent	41	59	* = 100	9	11	13	8	0 = 41

Question: Did things come up that kept you from reading a paper (yesterday/Friday) or did you get a chance to read a daily newspaper (yesterday/Friday)?

Question: About how much time did you spend reading a daily newspaper (yesterday/Friday)?

Based on January through March 1990.

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	Read a daily newspaper yesterday			Time spent reading a daily newspaper yesterday				
	Yes	No	DK	Less than 15 minutes	15-29 minutes	30-59 minutes	60 minutes or more	DK
TOTAL	43	57	1 = 100	9	12	12	8	2 = 43
Age by Decade								
18-29	24	75	1 = 100	8	8	5	2	1 = 24
30-39	40	60	* = 100	9	14	11	5	1 = 40
40-49	45	54	1 = 100	14	15	12	4	0 = 45
50-59	49	50	1 = 100	11	14	17	7	0 = 49
60-69	59	40	* = 100	8	14	19	19	0 = 59
70-79	56	43	1 = 100	5	11	15	23	2 = 56
80+	61	38	1 = 100	8	10	17	26	0 = 61
Sex by Age								
Under 30								
Men	29	70	1 = 100	9	10	7	3	0 = 29
Women	20	80	1 = 100	8	6	4	2	0 = 20
30-49								
Men	46	53	* = 100	11	16	12	6	1 = 46
Women	38	62	1 = 100	11	13	10	3	1 = 38
50+								
Men	58	41	1 = 100	8	13	18	18	1 = 58
Women	53	47	* = 100	8	13	17	15	0 = 53
Race in Detail								
White	44	55	1 = 100	10	13	12	9	0 = 44
Black	31	69	* = 100	7	10	7	6	1 = 31
Other	38	62	0 = 100	11	9	15	3	0 = 38

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| | Read a daily newspaper yesterday | | | Time spent reading a daily newspaper yesterday | | | | |
	Yes	No	DK	Less than 15 minutes	15-29 minutes	30-59 minutes	60 minutes or more	DK
Life Cycle								
Under 30								
Living at home	21	78	1 = 100	10	7	3	1	0 = 21
Married or single without children	26	73	1 = 100	7	8	7	3	1 = 26
Married with children	24	76	* = 100	9	8	7	*	0 = 24
Single parents	18	80	2 = 100	0	9	7	0	2 = 18
30-49								
Unmarried	48	52	* = 100	12	16	10	9	1 = 48
Single parent	39	60	1 = 100	13	12	10	2	2 = 39
Married with or without children	45	55	* = 100	11	16	12	5	1 = 45
50+								
Married or single with children	50	49	1 = 100	10	12	20	7	1 = 50
Married with Children								
50-64	57	42	1 = 100	10	17	19	10	1 = 57
65+	67	33	0 = 100	8	14	19	25	1 = 67
Single/Widowed/ Divorced								
50-64	43	57	0 = 100	8	11	14	10	0 = 43
65+	56	43	1 = 100	8	11	16	20	1 = 56

Based on February through March 1990.

| | Watch TV news programs regularly | | |
	Yes	No	DK
TOTAL	74	26	* = 100
Sex			
Male	74	26	0 = 100
Female	74	26	* = 100
Race			
White	74	26	* = 100
Non-white	73	27	0 = 100
Age			
Under 30	63	37	0 = 100
30-49	71	29	* = 100
50+	84	16	* = 100
Education			
College graduate	78	22	* = 100
Other college	72	28	0 = 100
High school graduate	74	26	0 = 100
Less than high school graduate	73	27	0 = 100
Region			
East	76	24	0 = 100
Midwest	75	25	* = 100
South	72	28	0 = 100
West	74	26	* = 100
Party ID			
Republican	76	24	0 = 100
Democrat	76	24	0 = 100
Independent	71	29	* = 100

Question: Do you happen to watch any TV news programs regularly, or not?

Based on January through April 1990.

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Watch TV news
                              programs regularly

                              Yes   No   DK

TOTAL   74   26   * = 100

Age by Decade
  18-29   63   37   0 = 100
  30-39   70   30   * = 100
  40-49   74   26   0 = 100
  50-59   83   17   0 = 100
  60-69   85   15   0 = 100
  70-79   87   13   * = 100
  80+   80   20   0 = 100

Sex by Age
  Under 30
    Men   64   36   0 = 100
    Women   63   37   0 = 100

  30-49
    Men   72   28   0 = 100
    Women   70   30   * = 100

  50+
    Men   84   16   0 = 100
    Women   85   15   * = 100

Race in Detail
  White   74   26   * = 100
  Black   73   27   0 = 100
  Other   72   28   0 = 100

	Watch TV news programs regularly		
	Yes	No	DK
Life Cycle			
Under 30			
Living at home	65	35	0 = 100
Married or single without children	60	40	0 = 100
Married with children	65	35	0 = 100
Single parents	64	36	0 = 100
30-49			
Unmarried	72	28	* = 100
Single parent	61	39	0 = 100
Married with or without children	74	26	0 = 100
50+			
Married or single with children	93	7	0 = 100
Married with Children			
50-64	85	15	0 = 100
65+	86	14	0 = 100
Single/Widowed/ Divorced			
50-64	80	20	0 = 100
65+	84	16	* = 100

Based on February through April 1990.

	Watched the news or a news program on TV yesterday				Time spent watching the news or a news program on TV yesterday				
	Yes	No	DK		Less than 15 minutes	15-29 minutes	30-59 minutes	60 minutes or more	DK
TOTAL	52	47	1	= 100	4	8	15	24	1 = 52
Sex									
Male	53	46	1	= 100	3	9	16	24	1 = 53
Female	52	47	1	= 100	4	8	14	25	1 = 52
Race									
White	53	46	1	= 100	4	8	15	25	1 = 53
Non-white	48	51	1	= 100	4	9	15	19	1 = 48
Age									
Under 30	41	58	1	= 100	4	9	14	13	1 = 41
30-49	46	53	1	= 100	3	9	15	18	1 = 46
50+	67	32	1	= 100	4	7	15	39	2 = 67
Education									
College graduate	54	45	1	= 100	2	8	18	25	1 = 54
Other college	56	44	*	= 100	4	9	16	27	0 = 56
High school graduate	50	49	1	= 100	4	9	13	23	1 = 50
Less than high school graduate	51	47	2	= 100	3	7	14	25	2 = 51
Region									
East	54	45	1	= 100	4	8	16	25	1 = 54
Midwest	51	48	1	= 100	3	8	15	24	1 = 51
South	49	49	2	= 100	4	8	13	22	2 = 49
West	55	45	*	= 100	3	9	17	26	0 = 55
Party ID									
Republican	55	44	1	= 100	4	7	16	27	1 = 55
Democrat	51	47	2	= 100	3	8	15	24	1 = 51
Independent	52	48	*	= 100	4	11	13	23	1 = 52

Question: Did things come up that prevented you from watching any TV news programs (yesterday/Friday) or did you watch the news or a news program on television (yesterday/Friday)?

Question: About how much time did you spend watching the news or any news programs on TV (yesterday/Friday)?

Based on January through March 1990.

	Watched the news or a news program on TV yesterday				Time spent watching the news or a news program on TV yesterday					
	Yes	No	DK		Less than 15 minutes	15-29 minutes	30-59 minutes	60 minutes or more	DK	
TOTAL	52	47	1	= 100	4	8	15	25	0	= 52
Age by Decade										
18-29	41	58	1	= 100	4	9	14	14	*	= 41
30-39	44	56	1	= 100	2	9	15	17	1	= 44
40-49	50	50	1	= 100	5	9	16	20	0	= 50
50-59	63	37	*	= 100	5	8	17	32	1	= 63
60-69	67	31	1	= 100	5	6	17	40	0	= 67
70-79	70	27	3	= 100	3	7	15	45	0	= 70
80+	69	27	3	= 100	0	8	7	52	2	= 69
Sex by Age										
Under 30										
Men	42	57	1	= 100	4	10	15	14	0	= 42
Women	40	59	1	= 100	4	9	13	13	1	= 40
30-49										
Men	47	52	*	= 100	3	10	17	18	0	= 47
Women	45	54	1	= 100	4	8	14	19	0	= 45
50+										
Men	68	31	1	= 100	4	7	17	40	0	= 68
Women	65	33	2	= 100	4	7	15	39	0	= 65
Race in Detail										
White	53	46	1	= 100	4	8	15	26	0	= 53
Black	48	51	1	= 100	4	8	15	20	1	= 48
Other	49	51	0	= 100	6	9	16	18	0	= 49

	Watched the news or a news program on TV yesterday			Time spent watching the news or a news program on TV yesterday				
	Yes	No	DK	Less than 15 minutes	15-29 minutes	30-59 minutes	60 minutes or more	DK
Life Cycle								
Under 30								
Living at home	34	64	2 = 100	4	11	11	7	1 = 34
Married or single without children	41	58	1 = 100	3	8	17	13	0 = 41
Married with children	37	63	* = 100	4	7	15	11	0 = 37
Single parents	36	64	0 = 100	4	7	8	17	0 = 36
30-49								
Unmarried	43	57	0 = 100	3	7	14	19	0 = 43
Single parent	33	66	1 = 100	5	5	14	9	0 = 33
Married with or without children	45	55	* = 100	4	9	15	17	0 = 45
50+								
Married or single with children	74	26	0 = 100	6	9	18	41	0 = 74
Married with Children								
50-64	63	37	* = 100	6	9	15	33	0 = 63
65+	69	28	3 = 100	4	6	15	43	1 = 69
Single/Widowed/ Divorced								
50-64	64	36	0 = 100	4	5	15	38	2 = 64
65+	68	32	0 = 100	2	12	11	42	1 = 68

Based on February through April 1990.

| | Listen to news on the radio regularly | | | | Time spent listening to news on the radio | | | | |
	Yes	No	DK		Less than 15 minutes	15-29 minutes	30-59 minutes	60 minutes or more	Didn't listen/DK
TOTAL	46	54	* = 100		22	12	9	10	47 = 100
Sex									
Male	47	53	* = 100		24	12	11	10	43 = 100
Female	45	55	0 = 100		19	12	8	10	51 = 100
Race									
White	46	54	0 = 100		23	12	9	10	46 = 100
Non-white	44	56	0 = 100		15	10	9	11	55 = 100
Age									
Under 30	43	57	0 = 100		22	12	8	8	50 = 100
30-49	50	50	* = 100		26	13	10	10	41 = 100
50+	44	56	* = 100		16	10	10	12	52 = 100
Education									
College graduate	53	47	0 = 100		27	15	12	11	35 = 100
Other college	48	52	0 = 100		26	12	9	9	44 = 100
High school graduate	43	57	* = 100		20	11	9	10	50 = 100
Less than high school graduate	41	59	* = 100		15	10	8	10	57 = 100
Region									
East	46	54	* = 100		22	13	9	12	44 = 100
Midwest	48	52	* = 100		23	10	10	10	47 = 100
South	42	58	0 = 100		20	11	8	8	53 = 100
West	46	54	* = 100		19	12	11	9	49 = 100
Party ID									
Republican	50	50	* = 100		26	11	10	10	43 = 100
Democrat	45	55	* = 100		19	13	8	10	50 = 100
Independent	43	57	0 = 100		21	12	10	9	48 = 100

Question: Do you listen to the news on the radio regularly or not?

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

Based on January through March 1990.

	Listen to news on the radio regularly			Time spent listening to news on the radio				
	Yes	No	DK	Less than 15 minutes	15-29 minutes	30-59 minutes	60 minutes or more	Didn't listen/DK
TOTAL	46	54	* = 100	22	12	9	10	47 = 100
Age by Decade								
18-29	43	57	0 = 100	22	12	8	8	50 = 100
30-39	50	50	* = 100	28	14	9	10	39 = 100
40-49	50	49	* = 100	25	12	10	8	44 = 100
50-59	44	56	0 = 100	20	10	9	10	50 = 100
60-69	42	58	0 = 100	18	11	11	10	50 = 100
70-79	40	59	* = 100	9	8	8	15	59 = 100
80+	56	44	0 = 100	9	14	14	13	50 = 100
Sex by Age								
Under 30								
Men	43	57	0 = 100	25	12	9	9	45 = 100
Women	42	58	0 = 100	20	12	7	8	54 = 100
30-49								
Men	52	48	* = 100	26	14	11	10	39 = 100
Women	49	51	0 = 100	27	13	8	9	43 = 100
50+								
Men	46	54	* = 100	21	10	12	11	46 = 100
Women	42	58	0 = 100	12	11	9	12	57 = 100
Race in Detail								
White	49	51	* = 100	23	12	9	10	46 = 100
Black	47	53	0 = 100	13	11	9	11	56 = 100
Other	45	55	0 = 100	22	8	9	10	51 = 100

	Listen to news on the radio regularly			Time spent listening to news on the radio				
	Yes	No	DK	Less than 15 minutes	15-29 minutes	30-59 minutes	60 minutes or more	Didn't listen/DK
Life Cycle								
Under 30								
Living at home	37	63	0 = 100	21	11	3	10	55 = 100
Married or single without children	49	51	0 = 100	24	11	10	9	46 = 100
Married with children	41	59	0 = 100	22	12	9	8	49 = 100
Single parents	59	41	0 = 100	23	25	9	10	33 = 100
30-49								
Unmarried	53	47	0 = 100	29	14	11	7	39 = 100
Single parents	58	42	0 = 100	26	13	9	14	38 = 100
Married with or without children	51	49	* = 100	27	12	10	9	42 = 100
50+								
Married or single with children	51	49	0 = 100	19	10	2	10	59 = 100
Married with Children								
50-64	53	47	0 = 100	22	12	10	10	46 = 100
65+	45	54	1 = 100	12	9	13	11	55 = 100
Single/Widowed/ Divorced								
50-64	43	57	0 = 100	12	17	15	13	43 = 100
65+	48	52	0 = 100	15	8	7	17	53 = 100

Based on February through April 1990.

Readership of select publications

	Personality magazines such as People or US					News magazines such as Time/ U.S. News & World Report or Newsweek				
	Regu-larly	Some times	Hardly Ever	Never	DK	Regu-larly	Some times	Hardly Ever	Never	DK
TOTAL	8	24	20	48	*=100	18	35	17	30	*=100
Sex										
Male	6	20	20	54	*=100	21	37	18	24	*=100
Female	11	29	19	41	*=100	16	33	16	35	*=100
Race										
White	8	23	20	49	*=100	18	34	18	30	*=100
Non-white	12	35	17	36	0=100	18	40	13	29	*=100
Age										
Under 30	12	30	18	40	*=100	18	39	18	25	*=100
30-49	8	26	24	42	0=100	18	39	20	23	0=100
50+	6	20	15	59	*=100	18	28	14	40	*=100
Education										
College graduate	7	19	26	48	*=100	29	38	19	14	0=100
Other college	10	28	22	40	*=100	22	42	16	20	0=100
High school graduate	9	28	18	45	0=100	14	36	18	32	*=100
Less than high school graduate	6	21	13	60	*=100	10	23	15	52	*=100
Region										
East	7	24	19	50	0=100	20	35	18	27	0=100
Midwest	8	23	20	49	*=100	16	36	16	32	*=100
South	10	26	18	46	0=100	18	34	16	32	*=100
West	7	25	22	46	0=100	18	35	18	29	0=100
Party ID										
Republican	7	25	20	48	*=100	19	38	17	26	*=100
Democrat	9	26	20	45	0=100	18	34	16	32	0=100
Independent	9	23	20	48	0=100	18	35	19	28	0=100

Question: I'd like to know how often, if ever you read certain types of publications. For each that I read tell me if you read them regularly, sometimes, hardly ever or never.

Based on January through April 1990.

	Personality magazines such as People or US					News magazines such as Time/ U.S. News & World Report or Newsweek				
	Regu-larly	Some times	Hardly Ever	Never	DK	Regu-larly	Some times	Hardly Ever	Never	DK
TOTAL	8	24	19	48	*=100	18	35	17	30	*=100
Age by Decade										
18-29	12	30	18	40	*=100	18	39	18	25	*=100
30-39	7	27	26	40	0=100	17	39	21	23	0=100
40-49	10	24	22	44	0=100	19	40	17	24	0=100
50-59	6	22	18	54	0=100	20	31	15	34	0=100
60-69	6	20	14	60	0=100	17	30	14	39	0=100
70-79	5	19	15	61	*=100	16	23	14	47	*=100
80+	2	12	13	73	0=100	17	15	9	59	0=100
Sex by Age										
Under 30										
Men	9	24	21	46	*=100	21	40	18	21	*=100
Women	15	35	15	35	0=100	15	38	18	29	0=100
30-49										
Men	6	21	25	48	0=100	20	42	20	18	0=100
Women	11	30	24	35	0=100	16	37	19	28	0=100
50+										
Men	3	14	14	69	*=100	21	29	17	33	0=100
Women	7	24	17	52	*=100	16	27	11	46	*=100
Race in Detail										
White	8	23	20	49	*=100	18	34	18	30	*=100
Black	13	36	15	36	0=100	17	41	12	30	0=100
Other	9	34	21	35	1=100	20	38	15	26	1=100

Life Cycle	Personality magazines such as People or US					News magazines such as Time/ U.S. News & World Report or Newsweek				
	Regularly	Some times	Hardly Ever	Never	DK	Regularly	Some times	Hardly Ever	Never	DK
Under 30										
Living at home	12	36	20	32	*=100	24	34	19	23	0=100
Married or single without children	12	28	19	41	0=100	19	44	19	18	0=100
Married with children	10	28	18	44	0=100	9	39	19	33	*=100
Single parents	15	30	10	45	0=100	14	28	21	37	0=100
30-49										
Unmarried	8	26	28	38	0=100	20	43	15	22	0=100
Single parents	12	30	22	36	0=100	16	38	19	27	0=100
Married with or without children	7	23	24	46	0=100	18	38	21	23	0=100
50+										
Married or single with children	3	30	17	50	0=100	14	36	16	34	0=100
Married with Children										
50-64	6	21	17	56	0=100	17	34	17	32	0=100
65+	6	20	15	59	0=100	27	22	14	37	0=100
Single/Widowed/ Divorced										
50-64	10	24	17	49	0=100	18	39	11	32	0=100
65+	4	20	12	64	*=100	12	18	11	59	0=100

Based on February through April 1990.

Readership of select publications

	Magazines such as The Atlantic/ Harpers or The New Yorker					Business magazines such as Fortune or Forbes				
	Regu-larly	Some times	Hardly Ever	Never	DK	Regu-larly	Some times	Hardly Ever	Never	DK
TOTAL	2	7	11	80	*=100	5	13	14	68	*=100
Sex										
Male	3	6	12	79	*=100	7	17	17	59	*=100
Female	2	7	11	80	*=100	2	10	12	76	*=100
Race										
White	2	6	11	81	*=100	4	12	15	69	*=100
Non-white	3	11	12	74	*=100	6	19	12	63	*=100
Age										
Under 30	2	7	12	79	0=100	6	13	15	66	*=100
30-49	2	7	13	78	*=100	5	16	17	62	*=100
50+	3	7	9	81	*=100	4	10	11	75	*=100
Education										
College graduate	5	13	20	62	*=100	10	19	21	50	0=100
Other college	2	7	14	77	0=100	6	18	16	60	*=100
High school graduate	1	5	8	86	*=100	2	11	12	75	*=100
Less than high school graduate	1	5	6	88	*=100	2	8	10	80	*=100
Region										
East	3	9	13	75	0=100	6	14	14	66	0=100
Midwest	2	5	10	83	*=100	4	12	13	71	*=100
South	2	7	11	80	0=100	4	13	15	68	0=100
West	3	6	12	79	*=100	4	14	15	67	*=100
Party ID										
Republican	2	6	12	80	0=100	6	15	17	62	0=100
Democrat	3	7	11	79	*=100	3	12	14	71	*=100
Independent	3	7	12	78	*=100	5	13	13	69	0=100

Question: I'd like to know how often, if ever you read certain types of publications. For each that I read tell me if you read them regularly, sometimes, hardly ever or never.

Based on January through April 1990.

	Magazines such as The Atlantic/ Harpers or The New Yorker					Business magazines such as Fortune or Forbes				
	Regularly	Sometimes	Hardly Ever	Never	DK	Regularly	Sometimes	Hardly Ever	Never	DK
TOTAL	2	7	11	80	*=100	5	13	14	68	*=100
Age by Decade										
18-29	2	7	12	79	0=100	6	13	15	66	*=100
30-39	2	6	13	79	*=100	4	15	18	63	*=100
40-49	3	8	13	76	0=100	5	17	16	62	0=100
50-59	3	7	11	79	0=100	4	14	13	69	0=100
60-69	4	7	9	80	*=100	4	9	10	77	0=100
70-79	1	6	8	85	*=100	2	8	12	78	*=100
80+	4	2	5	89	0=100	5	8	4	83	0=100
Sex by Age										
Under 30										
Men	3	6	10	81	0=100	8	16	16	60	*=100
Women	1	7	14	78	0=100	3	10	15	72	0=100
30-49										
Men	2	7	15	76	*=100	7	20	19	54	*=100
Women	2	7	11	80	0=100	3	11	14	72	0=100
50+										
Men	3	5	12	80	*=100	6	14	15	65	0=100
Women	3	7	8	82	*=100	1	8	8	83	*=100
Race in Detail										
White	2	6	11	81	*=100	4	12	15	69	*=100
Black	4	12	10	74	0=100	6	19	12	63	0=100
Other	1	9	16	73	1=100	6	18	14	61	1=100

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Life Cycle	Magazines such as The Atlantic/ Harpers or The New Yorker					Business magazines such as Fortune or Forbes				
	Regularly	Sometimes	Hardly Ever	Never	DK	Regularly	Sometimes	Hardly Ever	Never	DK
Under 30										
Living at home	2	7	18	73	0=100	5	15	17	63	*=100
Married or single without children	3	8	13	76	0=100	7	13	16	64	0=100
Married with children	2	4	7	87	0=100	5	10	14	71	0=100
Single parents	2	4	10	84	0=100	6	13	9	72	0=100
30-49										
Unmarried	3	8	17	72	0=100	6	19	18	57	0=100
Single parent	1	10	14	75	0=100	3	17	15	65	0=100
Married with or without children	2	7	12	79	*=100	4	14	17	65	*=100
50+										
Married or single with children	1	6	13	80	0=100	3	12	12	73	0=100
Married with Children										
50-64	2	7	10	81	0=100	5	12	10	73	0=100
65+	2	5	11	82	0=100	5	8	15	72	0=100
Single/Widowed/ Divorced										
50-64	5	7	8	80	*=100	4	17	14	65	0=100
65+	3	8	4	85	0=100	2	9	5	84	0=100

Based on February through April 1990.

<u>Readership of select publications</u>

	The National Enquirer/The Sun or The Star				
	Regu- larly	Some times	Hardly Ever	Never	DK
TOTAL	6	13	13	68	0 = 100
<u>Sex</u>					
Male	3	11	13	73	0 = 100
Female	10	15	13	62	0 = 100
<u>Race</u>					
White	6	12	12	70	0 = 100
Non-white	13	22	15	50	0 = 100
<u>Age</u>					
Under 30	8	17	13	62	* = 100
30-49	5	11	13	71	0 = 100
50+	8	14	12	66	* = 100
<u>Education</u>					
College graduate	3	5	9	83	0 = 100
Other college	5	10	15	70	* = 100
High school graduate	9	15	13	63	* = 100
Less than high school graduate	8	22	13	57	0 = 100
<u>Region</u>					
East	7	13	12	68	0 = 100
Midwest	7	13	13	67	* = 100
South	7	17	12	64	0 = 100
West	5	9	15	71	0 = 100
<u>Party ID</u>					
Republican	5	11	12	72	0 = 100
Democrat	7	18	13	62	* = 100
Independent	8	10	13	69	0 = 100

Question: I'd like to know how often, if ever you read certain types of publications. For each that I read tell me if you read them regularly, sometimes, hardly ever or never.

Based on January through March 1990.

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Readership of select publications

	The National Enquirer/The Sun or The Star				
	Regu- larly	Some times	Hardly Ever	Never	DK
TOTAL	7	13	13	67	* = 100
Age by Decade					
18-29	8	17	13	62	* = 100
30-39	5	9	13	72	0 = 100
40-49	4	12	14	70	0 = 100
50-59	6	14	14	67	0 = 100
60-69	8	14	14	64	* = 100
70-79	10	16	7	67	0 = 100
80+	5	7	13	74	0 = 100
Sex by Age					
Under 30					
Men	4	16	13	66	* = 100
Women	12	17	13	58	0 = 100
30-49					
Men	3	8	13	76	0 = 100
Women	6	13	14	67	0 = 100
50+					
Men	2	11	12	75	0 = 100
Women	12	16	12	60	* = 100
Race in Detail					
White	5	12	13	70	* = 100
Black	16	23	16	45	0 = 100
Other	6	19	15	60	0 = 100

Readership of select publications

	The National Enquirer/The Sun or The Star				
	Regu-larly	Some times	Hardly Ever	Never	DK
Life Cycle					
Under 30					
Living at home	9	18	14	59	* = 100
Married or single without children	6	11	12	71	0 = 100
Married with children	9	18	17	56	0 = 100
Single parents	7	24	11	58	0 = 100
30-49					
Unmarried	4	10	14	72	0 = 100
Single parent	9	16	15	60	0 = 100
Married with or without children	4	10	14	72	0 = 100
50+					
Married or single with children	12	11	16	61	0 = 100
Married with Children					
50-64	4	17	14	65	0 = 100
65+	7	12	11	70	0 = 100
Single/Widowed/ Divorced					
50-64	6	16	8	70	0 = 100
65+	9	18	9	64	0 = 100

Based on February through April 1990.

Viewership of selected programs

| | News magazine shows such as 60 Minutes or 20/20 | | | | | Sunday morning news shows such as Meet The Press/Face The Nation or This Week With David Brinkley | | | | |
	Regularly	Sometimes	Hardly Ever	Never	DK	Regularly	Sometimes	Hardly Ever	Never	DK
TOTAL	43	40	8	9	*=100	12	23	14	52	*=100
Sex										
Male	41	40	9	10	*=100	13	25	14	48	*=100
Female	44	40	7	9	*=100	11	21	12	55	*=100
Race										
White	42	40	8	10	*=100	11	22	14	53	*=100
Non-white	44	41	7	8	*=100	16	30	13	41	*=100
Age										
Under 30	32	46	10	12	0=100	7	18	13	62	*=100
30-49	40	43	9	8	*=100	10	24	15	51	0=100
50+	52	33	5	10	*=100	18	26	12	44	*=100
Education										
College graduate	43	40	10	7	0=100	14	25	17	44	0=100
Other college	44	41	8	7	0=100	11	24	13	52	*=100
High school graduate	43	40	7	10	*=100	10	21	13	56	0=100
Less than high school graduate	41	39	5	14	1=100	13	24	11	52	*=100
Region										
East	41	42	7	10	*=100	12	22	12	54	*=100
Midwest	43	40	9	8	*=100	11	22	15	52	*=100
South	43	40	7	10	*=100	14	24	13	49	0=100
West	43	38	10	9	*=100	11	22	14	53	0=100
Party ID										
Republican	42	40	8	9	*=100	12	22	14	52	0=100
Democrat	46	39	7	8	*=100	13	27	13	47	0=100
Independent	41	40	10	9	0=100	11	21	14	54	*=100

Question: I'd like to know how often you watch or listen to certain programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never.

Based on January through April 1990.

	News magazine shows such as 60 Minutes or 20/20					Sunday morning news shows such as Meet The Press/Face The Nation or This Week With David Brinkley				
	Regularly	Sometimes	Hardly Ever	Never	DK	Regularly	Sometimes	Hardly Ever	Never	DK
TOTAL	43	40	8	9	*=100	12	23	13	52	*=100
Age by Decade										
18-29	32	46	10	12	0=100	7	18	13	62	*=100
30-39	39	43	10	8	*=100	9	23	16	52	0=100
40-49	41	43	9	7	0=100	11	24	14	51	0=100
50-59	51	37	5	7	0=100	15	27	14	44	0=100
60-69	55	32	4	9	0=100	19	26	12	43	0=100
70-79	51	30	6	13	*=100	19	24	12	45	*=100
80+	53	26	4	16	1=100	19	25	6	50	0=100
Sex by Age										
Under 30										
Men	31	46	10	13	0=100	7	21	13	59	*=100
Women	34	46	9	11	0=100	7	15	13	65	0=100
30-49										
Men	38	44	10	8	*=100	10	27	17	46	0=100
Women	42	43	8	7	*=100	9	21	13	57	0=100
50+										
Men	53	31	5	11	*=100	20	26	13	41	0=100
Women 50+	53	34	4	9	*=100	16	26	11	47	*=100
Race in Detail										
White	42	40	8	10	*=100	11	22	14	53	*=100
Black	48	39	6	7	0=100	18	33	11	38	0=100
Other	36	46	9	9	*=100	9	24	17	49	1=100

	News magazine shows such as 60 Minutes or 20/20					Sunday morning news shows such as Meet The Press/Face The Nation or This Week With David Brinkley				
	Regularly	Some times	Hardly Ever	Never	DK	Regularly	Some times	Hardly Ever	Never	DK
Life Cycle										
Under 30										
Living at home	27	45	13	15	0=100	5	18	12	65	0=100
Married or single without children	30	47	11	12	0=100	5	23	13	59	0=100
Married with children	38	46	8	8	0=100	11	15	13	61	0=100
Single parents	26	54	6	14	0=100	12	14	11	63	0=100
30-49										
Unmarried	40	43	10	7	0=100	15	25	12	48	0=100
Single parent	40	36	13	11	0=100	8	26	10	56	0=100
Married with or without children	41	44	8	7	*=100	9	22	15	54	0=100
50+										
Married or single with children	53	35	5	7	0=100	16	23	17	44	0=100
Married with Children										
50-64	56	34	4	6	0=100	16	28	14	42	0=100
65+	56	29	5	10	*=100	20	25	12	43	0=100
Single/Widowed/ Divorced										
50-64	49	38	4	9	0=100	21	29	11	39	0=100
65+	49	30	6	15	0=100	20	21	11	48	0=100

Based on February through April 1990.

Viewership of selected programs

	MacNeil Lehrer					A Current Affair				
	Regu-larly	Some times	Hardly Ever	Never	DK	Regu-larly	Some times	Hardly Ever	Never	DK
TOTAL	6	16	11	66	1=100	18	28	13	41	*=100
Sex										
Male	7	19	13	61	*=100	17	27	15	41	*=100
Female	4	14	10	71	1=100	19	29	11	41	*=100
Race										
White	6	16	11	66	1=100	17	27	13	43	*=100
Non-white	4	17	11	68	*=100	27	35	10	28	*=100
Age										
Under 30	2	9	9	80	*=100	21	33	14	32	*=100
30-49	5	19	14	62	*=100	16	29	14	41	*=100
50+	9	19	10	61	1=100	18	24	10	48	*=100
Education										
College graduate	12	26	17	45	*=100	10	22	18	50	*=100
Other college	6	21	11	62	*=100	17	31	13	39	*=100
High school graduate	3	12	10	74	1=100	21	31	11	37	*=100
Less than high school graduate	3	10	8	78	1=100	22	26	10	42	*=100
Region										
East	6	18	11	65	*=100	17	31	13	39	*=100
Midwest	4	17	12	66	1=100	16	27	13	43	1=100
South	4	14	11	70	1=100	20	28	12	40	*=100
West	9	18	11	62	*=100	17	27	12	43	1=100
Party ID										
Republican	6	16	13	64	1=100	16	26	14	43	1=100
Democrat	5	17	12	65	1=100	19	29	12	40	*=100
Independent	6	18	9	67	*=100	19	29	13	39	*=100

Question: I'd like to know how often you watch or listen to certain programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never.

Based on January through April 1990.

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Viewership of selected programs

	MacNeil Lehrer					A Current Affair				
	Regu- larly	Some times	Hardly Ever	Never	DK	Regu- larly	Some times	Hardly Ever	Never	DK
TOTAL	6	16	11	66	1=100	18	28	13	41	*=100
Age by Decade										
18-29	2	9	9	80	*=100	21	34	13	32	*=100
30-39	4	18	14	64	*=100	15	29	15	41	*=100
40-49	6	21	13	60	0=100	18	29	13	39	*=100
50-59	8	21	14	57	*=100	18	25	14	43	*=100
60-69	10	19	9	61	1=100	19	26	7	47	1=100
70-79	11	17	5	66	1=100	19	21	9	51	1=100
80+	11	8	10	68	3=100	10	17	8	63	2=100
Sex by Age										
Under 30										
Men	2	11	10	77	*=100	18	32	17	33	*=100
Women	1	7	8	84	*=100	24	35	10	31	0=100
30-49										
Men	7	22	16	55	*=100	17	28	17	38	0=100
Women	3	16	11	69	*=100	16	30	12	41	1=100
50+										
Men	10	20	11	58	1=100	16	23	11	49	1=100
Women	8	17	9	65	1=100	19	24	10	46	1=100
Race in Detail										
White	6	16	11	66	1=100	16	27	13	43	*=100
Black	4	17	11	68	0=100	30	35	9	26	0=100
Other	6	16	10	68	*=100	23	34	11	32	*=100

Viewership of selected programs

	MacNeil Lehrer					A Current Affair				
	Regu-larly	Some times	Hardly Ever	Never	DK	Regu-larly	Some times	Hardly Ever	Never	DK
Life Cycle										
Under 30										
Living at home	3	6	5	86	0=100	16	37	18	29	0=100
Married or single without children	2	11	11	76	*=100	19	32	14	35	0=100
Married with children	1	9	13	76	1=100	27	31	12	30	*=100
Single parents	0	6	7	87	0=100	23	29	8	40	0=100
30-49										
Unmarried	6	19	17	58	0=100	18	25	16	41	*=100
Single parent	3	20	13	63	1=100	15	35	9	41	0=100
Married with or without children	5	20	12	62	1=100	16	29	14	41	*=100
50+										
Married or single with children	13	20	9	57	1=100	23	21	14	42	0=100
Married with Children										
50-64	7	23	10	60	*=100	20	26	12	42	*=100
65+	11	15	9	62	3=100	20	21	8	51	*=100
Single/Widowed/Divorced										
50-64	7	22	14	57	*=100	17	32	12	39	*=100
65+	8	14	7	70	1=100	14	22	8	55	1=100

Based on February through April 1990.

	Programs on National Public Radio such as Morning Edition or All Things Considered					Entertainment Tonight				
	Regularly	Some times	Hardly Ever	Never	DK	Regularly	Some times	Hardly Ever	Never	DK
TOTAL	7	10	9	74	*=100	13	31	16	40	*=100
Sex										
Male	8	11	10	71	*=100	11	32	17	40	*=100
Female	5	9	7	78	1=100	15	31	15	39	*=100
Race										
White	7	9	8	76	*=100	12	30	16	42	*=100
Non-white	9	18	10	62	1=100	21	41	13	25	*=100
Age										
Under 30	6	9	8	77	*=100	15	38	15	32	0=100
30-49	8	10	9	73	*=100	11	34	19	36	*=100
50+	6	11	8	74	1=100	13	24	14	49	*=100
Education										
College graduate	14	13	13	59	1=100	10	25	20	45	*=100
Other college	7	11	8	74	*=100	10	38	18	34	*=100
High school graduate	4	9	7	80	*=100	15	33	15	37	*=100
Less than high school graduate	4	9	7	79	1=100	14	29	13	44	*=100
Region										
East	6	10	9	75	*=100	13	33	16	38	*=100
Midwest	7	9	9	74	1=100	11	30	17	42	*=100
South	7	11	8	74	*=100	14	30	16	40	*=100
West	7	11	7	74	1=100	13	31	16	40	*=100
Party ID										
Republican	6	10	9	75	*=100	12	31	16	41	0=100
Democrat	7	10	9	74	*=100	15	32	17	36	*=100
Independent	8	11	8	73	*=100	12	31	17	40	*=100

Question: I'd like to know how often you watch or listen to certain programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never.

Based on January through April 1990.

	Programs on National Public Radio such as Morning Edition or All Things Considered					Entertainment Tonight				
	Regularly	Sometimes	Hardly Ever	Never	DK	Regularly	Sometimes	Hardly Ever	Never	DK
TOTAL	7	10	8	74	*=100	13	32	16	39	*=100
Age by Decade										
18-29	5	9	8	77	*=100	15	39	15	31	0=100
30-39	8	11	9	72	*=100	11	35	20	34	*=100
40-49	8	9	9	74	*=100	10	33	18	38	*=100
50-59	8	8	9	75	*=100	14	27	15	44	*=100
60-69	6	12	8	74	*=100	15	25	13	47	0=100
70-79	7	12	7	74	*=100	12	22	12	55	*=100
80+	2	10	11	77	*=100	12	19	12	57	0=100
Sex by Age										
Under 30										
Men	6	11	9	75	0=100	15	37	15	33	0=100
Women	5	8	8	79	*=100	16	41	14	30	0=100
30-49										
Men	10	10	11	69	*=100	9	34	21	36	*=100
Women	6	10	7	76	1=100	13	34	18	35	*=100
50+										
Men	9	12	10	69	*=100	10	25	14	51	*=100
Women	4	10	7	79	1=100	16	24	13	47	*=100
Race in Detail										
White	6	9	8	76	*=100	12	30	16	41	*=100
Black	10	19	9	62	*=100	22	41	13	24	*=100
Other	7	16	10	64	3=100	17	40	12	31	*=100

Viewership of selected programs

	Programs on National Public Radio such as Morning Edition or All Things Considered					Entertainment Tonight				
	Regularly	Some times	Hardly Ever	Never	DK	Regularly	Some times	Hardly Ever	Never	DK
Life Cycle										
Under 30										
Living at home	5	12	9	74	0=100	17	40	14	29	0=100
Married or single without children	7	9	8	76	0=100	14	38	13	35	0=100
Married with children	7	7	11	75	*=100	15	37	19	29	0=100
Single parents	4	6	3	87	0=100	18	34	12	36	0=100
30-49										
Unmarried	8	13	11	67	1=100	13	29	21	37	0=100
Single parent	4	13	5	78	0=100	13	35	17	35	0=100
Married with or without children	8	9	10	72	1=100	10	34	18	38	*=100
50+										
Married or single with children	6	12	8	73	1=100	17	22	17	44	0=100
Married with Children										
50-64	8	11	10	71	*=100	13	27	13	47	*=100
65+	6	13	9	72	*=100	15	21	13	50	1=100
Single/Widowed/ Divorced										
50-64	7	9	8	76	0=100	15	32	14	39	0=100
65+	7	11	6	76	*=100	14	16	14	56	0=100

Based on February through April 1990.

Viewership of selected programs

Cable News Network (CNN)

	Regu-larly	Some times	Hardly Ever	Never	DK	
TOTAL	24	28	8	40	* = 100
Sex						
Male	30	27	8	35	* = 100
Female	20	28	7	44	1 = 100
Race						
White	25	27	8	40	* = 100
Non-white	23	31	7	39	* = 100
Age						
Under 30	21	32	9	38	* = 100
30-49	25	31	9	35	* = 100
50+	26	22	6	45	1 = 100
Education						
College graduate	30	29	7	34	* = 100
Other college	26	31	9	34	* = 100
High school graduate	24	29	7	40	* = 100
Less than high school graduate	18	22	8	51	1 = 100
Region						
East	22	30	8	40	* = 100
Midwest	23	28	8	40	1 = 100
South	28	27	7	38	* = 100
West	25	26	8	41	* = 100
Party ID						
Republican	27	26	8	39	* = 100
Democrat	24	29	8	39	* = 100
Independent	22	30	8	39	1 = 100

Question: I'd like to know how often you watch or listen to certain programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never.

Based on January through April 1990.

Viewership of selected programs

Cable News Network (CNN)

	Regu-larly	Some times	Hardly Ever	Never	DK
TOTAL	24	28	8	40	* = 100
Age by Decade					
18-29	21	32	9	38	* = 100
30-39	23	32	10	36	* = 100
40-49	27	29	8	36	0 = 100
50-59	28	25	6	40	* = 100
60-69	28	23	6	43	1= 100
70-79	22	17	5	54	2= 100
80+	22	16	6	54	2= 100
Sex by Age					
Under 30					
Men	27	33	7	32	* = 100
Women	15	31	10	43	* = 100
30-49					
Men	30	28	10	32	* = 100
Women	19	33	9	40	* = 100
50+					
Men	30	22	7	40	1 = 100
Women	23	22	5	49	1 = 100
Race in Detail					
White	24	27	8	40	* = 100
Black	24	29	7	40	* = 100
Other	21	35	7	37	*= 100

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Viewership of selected programs

Cable News Network (CNN)

	Regu-larly	Some times	Hardly Ever	Never	DK	
Life Cycle						
Under 30						
Living at home	19	35	13	33	0	= 100
Married or single without children	20	35	8	36	1	= 100
Married with children	21	30	9	40	*	= 100
Single parents	25	13	10	52	0	= 100
30-49						
Unmarried	24	31	9	36	0	= 100
Single parent	16	30	9	45	0	= 100
Married with or without children	24	33	9	34	*	= 100
50+						
Married or single with children	31	17	9	41	2	= 100
Married with Children						
50-64	27	30	5	38	*	= 100
65+	31	17	5	47	*	= 100
Single/Widowed/ Divorced						
50-64	24	21	6	49	0	= 100
65+	23	20	4	51	2	= 100

Based on February through April 1990.

Reading any books or novels

	Yes	No	DK	
TOTAL	37	63	* = 100	
Sex				
Male	34	66	* = 100	
Female	40	60	0 = 100	
Race				
White	39	61	0 = 100	
Non-white	26	74	* = 100	
Age				
Under 30	38	62	0 = 100	
30-49	40	60	* = 100	
50+	33	67	* = 100	
Education				
College graduate	58	42	* = 100	
Other college	45	55	0 = 100	
High school graduate	30	70	0 = 100	
Less than high school graduate	20	80	* = 100	
Region				
East	39	61	* = 100	
Midwest	36	64	0 = 100	
South	31	69	* = 100	
West	43	57	0 = 100	
Party ID				
Republican	40	60	* = 100	
Democrat	34	66	* = 100	
Independent	38	62	0 = 100	

Question: Do you happen to be reading any books or novels at present?

Based on January through March 1990.

Reading any books or novels

	Yes	No	DK	
TOTAL	37	63	* = 100	
Age by Decade				
18-29	38	62	0 = 100	
30-39	39	61	0 = 100	
40-49	41	59	* = 100	
50-59	35	65	0 = 100	
60-69	31	69	0 = 100	
70-79	35	65	0 = 100	
80+	29	68	3 = 100	
Sex by Age				
Under 30				
Men	33	67	0 = 100	
Women	42	58	0 = 100	
30-49				
Men	37	63	* = 100	
Women	43	57	0 = 100	
50+				
Men	31	69	* = 100	
Women	35	65	* = 100	
Race in Detail				
White	39	61	* = 100	
Black	23	77	0 = 100	
Other	31	68	1 = 100	

Reading any books or novels

	Yes	No	DK	
Life Cycle				
Under 30				
Living at home	45	55	0	= 100
Married or single without children	49	51	0	= 100
Married with children	33	67	0	= 100
Single parents	23	77	0	= 100
30-49				
Unmarried	50	50	0	= 100
Single parent	35	65	0	= 100
Married with or without children	42	58	0	= 100
50+				
Married or single with children	33	67	0	= 100
Married with Children				
50-64	32	68	0	= 100
65+	32	68	*	= 100
Single/Widowed/ Divorced				
50-64	36	64	0	= 100
65+	32	67	1	= 100

Based on February through April 1990.

SECTION II

INTEREST IN THE NEWS AND LEVELS OF PUBLIC
AWARENESS OF NEWS EVENTS BY MEDIA USAGE

Section two shows the relationship between
attentiveness and media use. It also reports on the
level of public information about major news stories
and use of specific media.

JANUARY		Regular Use of News Media		
	National	Read a daily newspaper	Watch TV news regularly	Listen to radio news regularly
Percent of Total Sample	1207	48	73	40
Total	100%	100%	100%	100%

Interest in News Stories
  Percent followed very
  closely:

The invasion of Panama	60	67	66	65
The political changes taking place in Czechoslovakia, Hungary and East Germany	29	35	33	34
The revolution in Romania	28	34	32	32
The NFL playoffs	27	32	28	28
The letter bombings of federal judges	22	27	25	20
The trip of high ranking American officials to China	6	9	7	6
Drug use and efforts to combat it	38	44	41	39

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FEBRUARY

| | National | Regular Use of News Media | | |
		Read a daily newspaper	Watch TV news regularly	Listen to radio news regularly
Percent of Total Sample	1245	51	71	46
Total	100%	100%	100%	100%

Interest in News Stories
  Percent followed very closely:

The civil unrest and ethnic violence in Soviet Azerbaijan	13	18	17	14
The political changes taking place in Czechoslovakia, Hungary and East Germany	26	34	32	32
The crash of the Colombian airliner near Kennedy airport in New York	33	40	40	35
The arrest of Washington's Mayor Barry on drug use charges	28	35	34	30
The dispute between the President and Congress over allowing Chinese students to remain in America	16	21	20	19
The Super Bowl	22	27	22	23
The legalization of banned black opposition groups in South Africa and the promise to free Nelson Mandela	11	12	15	12
Senator Moynihan's proposal to cut social security taxes	18	23	23	21
The suicide in Boston of Charles Stuart who murdered his pregnant wife and blamed it on a black man	29	35	33	30
The acquittal of the owners of the McMartin Day Care Center in California who were charged with sexually abusing children	27	32	33	31

MARCH

	National	Read a daily newspaper	Watch TV news regularly	Listen to radio news regularly
Percent of Total Sample	1226	55	73	51
Total	100%	100%	100%	100%

Interest in News Stories
  Percent followed very
  closely:

The visit to the United States of Vaclav Havel, the new president of Czechoslovakia	6	8	8	7
The discussion of the reunification of Germany	23	30	27	28
The freeing of jailed black South African leader Nelson Mandela	30	38	35	36
Political changes taking place in the Soviet Union	28	35	32	34
The political changes taking place in Czechoslovakia, Hungary, East Germany and other countries of Eastern and Central Europe	21	27	24	26
The elections in Nicaragua	19	26	23	24
President Bush's visit to Colombia to attend a Drug Summit	22	26	26	26
The marital breakup of Donald and Ivana Trump	12	14	14	14
The bankruptcy of Drexel Burnham Lambert Inc.	9	13	11	11
The custody case involving a mother who went to jail and a little child taken to New Zealand by her grandparents	17	21	20	20

The freeing of jailed Black
South African leader
Nelson Mandela   30   38   35   36

Political changes taking
place in the Soviet Union   30   35

		Regular Use of News Media		
APRIL	National	Read a daily newspaper	Watch TV news regularly	Listen to radio news regularly
Percent of Total Sample	1212	63	79	56
Total	100%	100%	100%	100%

Interest in News Stories
Percent followed very closely:

	National	Read a daily newspaper	Watch TV news regularly	Listen to radio news regularly
Lithuania's declaration of independence from the Soviet union and Moscow's response	29	31	32	32
The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit	10	10	12	12
Discussions about German reunification	21	23	24	23
The death of Hank Gathers, a college basketball player, during a game	26	30	29	28
The attempt in Idaho to pass a bill that would severely restrict abortions	23	23	26	26
The Greyhound bus drivers' strike	23	22	27	26
The NCAA basketball playoffs	24	28	26	28
Discussions between the American and Japanese governments about trade issues	17	19	20	21
The death of 87 people in a fire at a social club in the Bronx, New York	28	30	33	32
The Academy Awards	10	11	12	10
Tom Cruise's separation from his wife	2	1	2	2

JANUARY		Regular Use of News Media		
		Read a daily newspaper	Watch TV news regularly	Listen to radio news regularly
	National			
Percent of Total Sample	1207	48	73	40
Total	100%	100%	100%	100%

Information Level
  Percent giving correct answer:

Identified Vaclav Havel	10	13	11	10
Identified Colin Powell	17	25	20	17
Outcome of Romanian Revolution	66	73	69	69
Romanian President Nicolae Ceausescu's fate	70	81	77	76
Where General Manuel Noriega took refuge	82	89	86	85
How the control of the Panama Canal will change	36	45	41	40

FEBRUARY		Regular Use of News Media		
		Read a daily newspaper	Watch TV news regularly	Listen to radio news regularly
	National			
Percent of Total Sample	1245	51	71	46
Total	100%	100%	100%	100%

Information Level
  Percent giving correct answer:

Identified Marion Barry	40	51	46	43
Identified Nelson Mandela	56	66	64	61
Social Security is taking in more money than it needs	47	51	49	51
There are more threats to Mikhail Gorbachev's political position now compared to a year ago	50	56	55	52

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MARCH		Regular Use of News Media		
	National	Read a daily newspaper	Watch TV news regularly	Listen to radio news regularly
Percent of Total Sample	1226	55	73	51
Total	100%	100%	100%	100%

Information Level
Percent giving correct answer:

Identified Vaclav Havel	14	20	16	16
Identified Marla Maples	37	44	40	38
Outcome of Nicaragua's presidential election	63	75	68	70
Mikhail Gorbachev favors a multi-party system	46	54	50	48

APRIL		Regular Use of News Media		
	National	Read a daily newspaper	Watch TV news regularly	Listen to radio news regularly
Percent of Total Sample	1212	63	79	56
Total	100%	100%	100%	100%

Information Level
Percent giving correct answer:

Identified John Poindexter	60	64	63	64
Identified Louis Farrakhan	20	23	22	23
United States does not recognize Lithuania as an independent nation	47	51	51	51
April 22nd is Earth Day	13	13	13	14
Outcome of the Joseph Hazelwood trial	66	72	70	72
Richard Gephardt has been especially critical of President Bush	20	22	22	23
President Bush does not like and will no longer eat broccoli	76	81	80	79

TIME SPENT WITH NEWS "YESTERDAY"

	National	Spent One Hour Or More:		
		Reading a daily newspaper	Watching TV news	Listening to radio news
Percent of Total Sample	1207	9	28	48
Total	100%	100%	100%	100%

Interest in News Stories
Percent followed very closely:

	National	Reading a daily newspaper	Watching TV news	Listening to radio news
The invasion of Panama	60	78	75	69
The political changes taking place in Czechoslovakia, Hungary and East Germany	29	48	44	42
The revolution in Romania	28	50	41	39
The NFL playoffs	27	37	27	35
The letter bombings of federal judges	22	40	29	30
The trip of high ranking American officials to China	6	13	9	9
Drug use and efforts to combat it	38	56	43	50

	National	TIME SPENT WITH NEWS "YESTERDAY" Spent One Hour Or More:		
		Reading a daily newspaper	Watching TV news	Listening to radio news
Percent of Total Sample	1245	9	24	11
Total	100%	100%	100%	100%

Interest in News Stories
  Percent followed very closely:

	National	Reading a daily newspaper	Watching TV news	Listening to radio news
The civil unrest and ethnic violence in Soviet Azerbaijan	13	26	22	16
The political changes taking place in Czechoslovakia, Hungary and East Germany	26	42	45	30
The crash of the Colombian airliner near Kennedy airport in New York	33	55	47	43
The arrest of Washington's Mayor Barry on drug use charges	28	48	43	35
The dispute between the President and Congress over allowing Chinese students to remain in America	16	38	29	25
The Super Bowl	22	29	22	23
The legalization of banned black opposition groups in South Africa and the promise to free Nelson Mandela	11	10	22	6
Senator Moynihan's proposal to cut social security taxes	18	44	29	26
The suicide in Boston of Charles Stuart who murdered his pregnant wife and blamed it on a black man	29	44	40	33
The acquittal of the owners of the McMartin Day Care Center in California who were charged with sexually abusing children	27	36	38	38

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| | National | Spent One Hour Or More: | | |
		Reading a daily newspaper	Watching TV news	Listening to radio news
Percent of Total Sample	1226	8	22	9
Total	100%	100%	100%	100%

Interest in News Stories
  Percent followed very
  closely:

The visit to the United States of Vaclav Havel, the new president of Czechoslovakia	6	15	11	14
The discussion of the reunification of Germany	23	47	34	39
The freeing of jailed black South African leader Nelson Mandela	30	46	42	38
Political changes taking place in the Soviet Union	28	46	40	33
The political changes taking place in Czechoslovakia, Hungary, East Germany and other countries of Eastern and Central Europe	21	42	31	29
The elections in Nicaragua	19	40	33	32
President Bush's visit to Colombia to attend a Drug Summit	22	38	32	34
The marital breakup of Donald and Ivana Trump	12	22	18	18
The bankruptcy of Drexel Burnham Lambert Inc.	9	28	15	14
The custody case involving a mother who went to jail and a little child taken to New Zealand by her grandparents	17	25	27	22

JANUARY

| | National | Spent One Hour Or More: | | |
		Reading a daily newspaper	Watching TV news	Listening to radio news
Percent of Total Sample	1207	9	28	48
Total	100%	100%	100%	100%
Information Level				
Percent giving correct answer:				
Identified Vaclav Havel	10	20	16	11
Identified Colin Powell	17	35	27	12
Outcome of Romanian Revolution	66	72	71	70
Romanian President Nicolae Ceausescu's fate	70	89	90	76
Where General Manuel Noriega took refuge	82	90	92	82
How the control of the Panama Canal will change	36	47	50	34

FEBRUARY

TIME SPENT WITH NEWS "YESTERDAY"

| | National | Spent One Hour Or More: | | |
		Reading a daily newspaper	Watching TV news	Listening to radio news
Percent of Total Sample	1245	9	24	11
Total	100%	100%	100%	100%
Information Level				
Percent giving correct answer:				
Identified Marion Barry	40	53	55	40
Identified Nelson Mandela	56	76	73	60
Social Security is taking in more money than it needs	47	55	50	51
There are more threats to Mikhail Gorbachev's political position now compared to a year ago	50	55	55	52

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TIME SPENT WITH NEWS "YESTERDAY"

| | National | Spent One Hour Or More: | | |
		Reading a daily newspaper	Watching TV news	Listening to radio news
Percent of Total Sample	1226	8	22	9
Total	100%	100%	100%	100%

Information Level
Percent giving correct answer:

Identified Vaclav Havel	14	34	22	19
Identified Marla Maples	37	49	45	31
Outcome of Nicaragua's presidential election	63	83	79	67
Mikhail Gorbachev favors a multi-party system	46	58	56	51

READERSHIP OF SELECTED PERIODICALS

| | | Those Who Say They Read Regularly: | | |
	National	Personality magazines	News magazines	The Atlantic/ Harpers/The New Yorker
Percent of Total Sample	1207	9	18	2
Total	100%	100%	100%	100%

Interest in News Stories
  Percent followed very
  closely:

The invasion of Panama	60	77	76	73
The political changes taking place in Czechoslovakia, Hungary and East Germany	29	40	50	51
The revolution in Romania	28	29	43	62
The NFL playoffs	27	37	37	21
The letter bombings of federal judges	22	27	34	34
The trip of high ranking American officials to China	6	6	12	8
Drug use and efforts to combat it	38	56	48	52

READERSHIP OF SELECTED PERIODICALS
Those Who Say They Read Regularly:

	National	Personality magazines	News magazines	The Atlantic/ Harpers/The New Yorker
Percent of Total Sample	1245	8	17	2
Total	100%	100%	100%	100%

Interest in News Stories
  Percent followed very closely:

	National	Personality magazines	News magazines	The Atlantic/ Harpers/The New Yorker
The civil unrest and ethnic violence in Soviet Azerbaijan	13	17	24	38
The political changes taking place in Czechoslovakia, Hungary and East Germany	26	36	44	46
The crash of the Colombian airliner near Kennedy airport in New York	33	50	42	54
The arrest of Washington's Mayor Barry on drug use charges	28	41	43	44
The dispute between the President and Congress over allowing Chinese students to remain in America	16	20	30	35
The Super Bowl	22	20	20	9
The legalization of banned black opposition groups in South Africa and the promise to free Nelson Mandela	11	17	22	38
Senator Moynihan's proposal to cut social security taxes	18	23	31	32
The suicide in Boston of Charles Stuart who murdered his pregnant wife and blamed it on a black man	29	54	41	47
The acquittal of the owners of the McMartin Day Care Center in California who were charged with sexually abusing children	27	48	35	40

READERSHIP OF SELECTED PERIODICALS

		Those Who Say They Read Regularly:		
	National	Personality magazines	News magazines	The Atlantic/ Harpers/The New Yorker
Percent of Total Sample	1226	8	16	2
Total	100%	100%	100%	100%

Interest in News Stories
Percent followed very
closely:

The visit to the United States of Vaclav Havel, the new president of Czechoslovakia	6	4	11	19
The discussion of the reunification of Germany	23	33	39	68
The freeing of jailed black South African leader Nelson Mandela	30	50	52	59
Political changes taking place in the Soviet Union	28	34	51	55
The political changes taking place in Czechoslovakia, Hungary, East Germany and other countries of Eastern and Central Europe	21	17	36	54
The elections in Nicaragua	19	24	34	52
President Bush's visit to Colombia to attend a Drug Summit	22	29	32	39
The marital breakup of Donald and Ivana Trump	12	36	18	17
The bankruptcy of Drexel Burnham Lambert Inc.	9	10	22	32
The custody case involving a mother who went to jail and a little child taken to New Zealand by her grandparents	17	29	24	27

READERSHIP OF SELECTED PERIODICALS

	National	Those Who Say They Read Regularly:		
		Personality magazines	News magazines	The Atlantic/ Harpers/The New Yorker
Percent of Total Sample	1212	9	20	2
Total	100%	100%	100%	100%

Interest in News Stories
  Percent followed very closely:

Lithuania's declaration of independence from the Soviet union and Moscow's response	29	30	43	32
The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit	10	16	16	18
Discussions about German reunification	21	25	37	52
The death of Hank Gathers, a college basketball player, during a game	26	41	34	38
The attempt in Idaho to pass a bill that would severely restrict abortions	23	29	33	45
The Greyhound bus drivers' strike	23	38	26	24
The NCAA basketball playoffs	24	37	33	37
Discussions between the American and Japanese governments about trade issues	17	15	27	29
The death of 87 people in a fire at a social club in the Bronx, New York	28	46	35	44
The Academy Awards	10	24	10	27
Tom Cruise's separation from his wife	2	7	1	2

JANUARY

| | National | Those Who Say They Read Regularly: | | |
		Personality magazines	News magazines	The Atlantic/ Harpers/The New Yorker
Percent of Total Sample	1207	9	18	2
Total	100%	100%	100%	100%

Information Level
Percent giving correct answer:

	National	Personality magazines	News magazines	The Atlantic/ Harpers/The New Yorker
Identified Vaclav Havel	10	7	21	33
Identified Colin Powell	17	15	36	25
Outcome of Romanian Revolution	66	70	83	88
Romanian President Nicolae Ceausescu's fate	70	70	84	96
Where General Manuel Noriega took refuge	82	73	88	91
How the control of the Panama Canal will change	36	21	51	53

FEBRUARY

READERSHIP OF SELECTED PERIODICALS

| | National | Those Who Say They Read Regularly: | | |
		Personality magazines	News magazines	The Atlantic/ Harpers/The New Yorker
Percent of Total Sample	1245	8	17	2
Total	100%	100%	100%	100%

Information Level
Percent giving correct answer:

	National	Personality magazines	News magazines	The Atlantic/ Harpers/The New Yorker
Identified Marion Barry	40	49	53	56
Identified Nelson Mandela	56	52	73	88
Social Security is taking in more money than it needs	47	55	54	51
There are more threats to Mikhail Gorbachev's political position now compared to a year ago	50	50	58	67

MARCH

READERSHIP OF SELECTED PERIODICALS

| | National | Those Who Say They Read Regularly: | | |
		Personality magazines	News magazines	The Atlantic/ Harpers/The New Yorker
Percent of Total Sample	1226	8	16	2
Total	100%	100%	100%	100%

Information Level
  Percent giving correct answer:

	National	Personality magazines	News magazines	The Atlantic/ Harpers/The New Yorker
Identified Vaclav Havel	14	5	22	36
Identified Marla Maples	37	44	46	59
Outcome of Nicaragua's presidential election	63	62	84	90
Mikhail Gorbachev favors a multi-party system	46	43	58	56

APRIL

READERSHIP OF SELECTED PERIODICALS

| | National | Those Who Say They Read Regularly: | | |
		Personality magazines	News magazines	The Atlantic/ Harpers/The New Yorker
Percent of Total Sample	1212	9	20	2
Total	100%	100%	100%	100%

Information Level
  Percent giving correct answer:

	National	Personality magazines	News magazines	The Atlantic/ Harpers/The New Yorker
Identified John Poindexter	60	58	75	69
Identified Louis Farrakhan	20	15	32	41
United States does not recognize Lithuania as an independent nation	47	38	62	57
April 22nd is Earth Day	13	8	18	20
Outcome of the Joseph Hazelwood trial	66	63	81	86
Richard Gephardt has been especially critical of President Bush	20	22	30	20
President Bush does not like and will no longer eat broccoli	76	75	89	84

READERSHIP OF SELECTED PERIODICALS

	National	Business magazines	Those Who Say They Read Regularly: The National Enquirer The Sun or The Star
Percent of Total Sample	1207	5	7
Total	100%	100%	100%

Interest in News Stories
  Percent followed very
  closely:

The invasion of Panama	60	76	79
The political changes taking place in Czechoslovakia, Hungary and East Germany	29	58	35
The revolution in Romania	28	43	38
The NFL playoffs	27	40	34
The letter bombings of federal judges	22	33	38
The trip of high ranking American officials to China	6	18	11
Drug use and efforts to combat it	38	46	63

READERSHIP OF SELECTED PERIODICALS

	National	Those Who Say They Read Regularly:	
		Business magazines	The National Enquirer The Sun or The Star
Percent of Total Sample	1245	4	7
Total	100%	100%	100%

Interest in News Stories
  Percent followed very closely:

The civil unrest and ethnic violence in Soviet Azerbaijan	13	19	16
The political changes taking place in Czechoslovakia, Hungary and East Germany	26	43	28
The crash of the Colombian airliner near Kennedy airport in New York	33	48	50
The arrest of Washington's Mayor Barry on drug use charges	28	46	48
The dispute between the President and Congress over allowing Chinese students to remain in America	16	30	32
The Super Bowl	22	44	27
The legalization of banned black opposition groups in South Africa and the promise to free Nelson Mandela	11	7	17
Senator Moynihan's proposal to cut social security taxes	18	28	26
The suicide in Boston of Charles Stuart who murdered his pregnant wife and blamed it on a black man	29	39	59
The acquittal of the owners of the McMartin Day Care Center in California who were charged with sexually abusing children	27	40	50

READERSHIP OF SELECTED PERIODICALS

	National	Those Who Say They Read Regularly:	
		Business magazines	The National Enquirer The Sun or The Star
Percent of Total Sample	1226	5	5
Total	100%	100%	100%

Interest in News Stories
Percent followed very
closely:

The visit to the United States of Vaclav Havel, the new president of Czechoslovakia	6	8	4
The discussion of the reunification of Germany	23	41	21
The freeing of jailed black South African leader Nelson Mandela	30	57	37
Political changes taking place in the Soviet Union	28	56	20
The political changes taking place in Czechoslovakia, Hungary, East Germany and other countries of Eastern and Central Europe	21	47	19
The elections in Nicaragua	19	34	14
President Bush's visit to Colombia to attend a Drug Summit	22	29	24
The marital breakup of Donald and Ivana Trump	12	18	21
The bankruptcy of Drexel Burnham Lambert Inc.	9	35	4
The custody case involving a mother who went to jail and a little child taken to New Zealand by her grandparents	17	14	25

Those Who Say They Read Regularly:

	National	Business magazines
Percent of Total Sample	1212	5
Total	100%	100%

Interest in News Stories
  Percent followed very
  closely:

	National	Business magazines
Lithuania's declaration of independence from the Soviet union and Moscow's response	29	48
The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit	10	28
Discussions about German reunification	21	33
The death of Hank Gathers, a college basketball player, during a game	26	35
The attempt in Idaho to pass a bill that would severely restrict abortions	23	40
The Greyhound bus drivers' strike	23	18
The NCAA basketball playoffs	24	43
Discussions between the American and Japanese governments about trade issues	17	43
The death of 87 people in a fire at a social club in the Bronx, New York	28	36
The Academy Awards	10	21
Tom Cruise's separation from his wife	2	3

JANUARY

READERSHIP OF SELECTED PERIODICALS

	National	Those Who Say They Read Regularly: Business magazines	The National Enquirer The Sun or The Star
Percent of Total Sample	1207	5	7
Total	100%	100%	100%

Information Level
Percent giving correct answer:

	National	Business magazines	The National Enquirer The Sun or The Star
Identified Vaclav Havel	10	24	7
Identified Colin Powell	17	49	13
Outcome of Romanian Revolution	66	79	61
Romanian President Nicolae Ceausescu's fate	70	89	62
Where General Manuel Noriega took refuge	82	91	68
How the control of the Panama Canal will change	36	68	32

FEBRUARY

READERSHIP OF SELECTED PERIODICALS

	National	Those Who Say They Read Regularly: Business magazines	The National Enquirer The Sun or The Star
Percent of Total Sample	1245	4	7
Total	100%	100%	100%

Information Level
Percent giving correct answer:

	National	Business magazines	The National Enquirer The Sun or The Star
Identified Marion Barry	40	57	39
Identified Nelson Mandela	56	68	41
Social Security is taking in more money than it needs	47	66	46
There are more threats to Mikhail Gorbachev's political position now compared to a year ago	50	59	37

MARCH

		Those Who Say They Read Regularly:	
		Business	The National Enquirer
	National	magazines	The Sun or The Star
Percent of Total Sample	1226	5	5
Total	100%	100%	100%

Information Level
Percent giving correct answer:

Identified Vaclav Havel	14	20	2
Identified Marla Maples	37	41	44
Outcome of Nicaragua's presidential election	63	84	47
Mikhail Gorbachev favors a multi-party system	46	69	30

APRIL

		Those Who Say They Read Regularly:
		Business
	National	magazines
Percent of Total Sample	1212	5
Total	100%	100%

Information Level
Percent giving correct answer:

Identified John Poindexter	60	74
Identified Louis Farrakhan	20	44
United States does not recognize Lithuania as an independent nation	47	68
April 22nd is Earth Day	13	13
Outcome of the Joseph Hazelwood trial	66	75
Richard Gephardt has been especially critical of President Bush	20	31
President Bush does not like and will no longer eat broccoli	76	79

VIEWERSHIP OF SELECTED TV PROGRAMS

	National	Those Who Said They Watch Regularly:			
		News magazine shows	Sunday morning news shows	MacNeil Lehrer	A Current Affair
Percent of Total Sample	1207	43	11	6	18
Total	100%	100%	100%	100%	100%

Interest in News Stories
  Percent followed very
  closely:

The invasion of Panama	60	71	80	85	74
The political changes taking place in Czechoslovakia, Hungary and East Germany	29	39	52	66	34
The revolution in Romania	28	35	45	58	32
The NFL playoffs	27	31	29	22	32
The letter bombings of federal judges	22	30	32	33	26
The trip of high ranking American officials to China	6	9	12	12	8
Drug use and efforts to combat it	38	47	54	56	49

FEBRUARY

	National	News magazine shows	Sunday morning news shows	MacNeil Lehrer	A Current Affair
Percent of Total Sample	1245	39	12	5	17
Total	100%	100%	100%	100%	100%

Interest in News Stories
  Percent followed very closely:

	National	News magazine shows	Sunday morning news shows	MacNeil Lehrer	A Current Affair
The civil unrest and ethnic violence in Soviet Azerbaijan	13	19	27	30	20
The political changes taking place in Czechoslovakia, Hungary and East Germany	26	37	49	49	33
The crash of the Colombian airliner near Kennedy airport in New York	33	46	52	37	45
The arrest of Washington's Mayor Barry on drug use charges	28	39	45	42	42
The dispute between the President and Congress over allowing Chinese students to remain in America	16	26	38	35	24
The Super Bowl	22	26	26	11	20
The legalization of banned black opposition groups in South Africa and the promise to free Nelson Mandela	11	15	20	24	9
Senator Moynihan's proposal to cut social security taxes	18	27	32	41	19
The suicide in Boston of Charles Stuart who murdered his pregnant wife and blamed it on a black man	29	40	41	37	40
The acquittal of the owners of the McMartin Day Care Center in California who were charged with sexually abusing children	27	41	42	37	42

		Those Who Said They Watch Regularly:			
	National	News magazine shows	Sunday morning news shows	MacNeil Lehrer	A Current Affair
Percent of Total Sample	1226	41	10	5	17
Total	100%	100%	100%	100%	100%

Interest in News Stories
  Percent followed very
  closely:

The visit to the United States of Vaclav Havel, the new president of Czechoslovakia	6	9	14	26	4
The discussion of the reunification of Germany	23	32	46	62	26
The freeing of jailed black South African leader Nelson Mandela	30	41	53	50	33
Political changes taking place in the Soviet Union	28	35	52	63	34
The political changes taking place in Czechoslovakia, Hungary, East Germany and other countries of Eastern and Central Europe	21	28	36	46	19
The elections in Nicaragua	19	28	40	49	22
President Bush's visit to Colombia to attend a Drug Summit	22	30	38	34	29
The marital breakup of Donald and Ivana Trump	12	17	21	15	23
The bankruptcy of Drexel Burnham Lambert Inc.	9	14	22	32	10
The custody case involving a mother who went to jail and a little child taken to New Zealand by her grandparents	17	25	30	28	27

VIEWERSHIP OF SELECTED TV PROGRAMS

		Those Who Said They Watch Regularly:			
	National	News magazine shows	Sunday morning news shows	MacNeil Lehrer	A Current Affair
Percent of Total Sample	1212	47	14	6	19
Total	100%	100%	100%	100%	100%

Interest in News Stories
  Percent followed very closely:

Lithuania's declaration of independence from the Soviet union and Moscow's response	29	36	49	56	32
The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit	10	15	28	35	16
Discussions about German reunification	21	30	43	51	24
The death of Hank Gathers, a college basketball player, during a game	26	34	40	35	34
The attempt in Idaho to pass a bill that would severely restrict abortions	23	29	34	51	26
The Greyhound bus drivers' strike	23	30	38	25	38
The NCAA basketball playoffs	24	26	38	33	22
Discussions between the American and Japanese governments about trade issues	17	26	36	38	24
The death of 87 people in a fire at a social club in the Bronx, New York	28	35	48	35	48
The Academy Awards	10	13	14	12	18
Tom Cruise's separation from his wife	2	1	3	1	3

JANUARY

VIEWERSHIP OF SELECTED TV PROGRAMS

	National	Those Who Said They Watch Regularly:			
		News magazine shows	Sunday morning news shows	MacNeil Lehrer	A Current Affair
Percent of Total Sample	1207	43	11	6	18
Total	100%	100%	100%	100%	100%

Information Level
Percent giving correct answer:

	National	News magazine shows	Sunday morning news shows	MacNeil Lehrer	A Current Affair
Identified Vaclav Havel	10	10	20	32	8
Identified Colin Powell	17	20	33	46	16
Outcome of Romanian Revolution	66	71	74	82	66
Romanian President Nicolae Ceausescu's fate	70	78	78	84	67
Where General Manuel Noriega took refuge	82	86	88	93	80
How the control of the Panama Canal will change	36	42	53	65	33

FEBRUARY

VIEWERSHIP OF SELECTED TV PROGRAMS

	National	Those Who Said They Watch Regularly:			
		News magazine shows	Sunday morning news shows	MacNeil Lehrer	A Current Affair
Percent of Total Sample	1245	39	12	5	17
Total	100%	100%	100%	100%	100%

Information Level
Percent giving correct answer:

	National	News magazine shows	Sunday morning news shows	MacNeil Lehrer	A Current Affair
Identified Marion Barry	40	46	54	72	38
Identified Nelson Mandela	56	63	77	92	56
Social Security is taking in more money than it needs	47	50	58	60	47
There are more threats to Mikhail Gorbachev's political position now compared to a year ago	50	55	55	61	49

VIEWERSHIP OF SELECTED TV PROGRAMS

	National	Those Who Said They Watch Regularly: News magazine shows	Sunday morning news shows	MacNeil Lehrer	A Current Affair
Percent of Total Sample	1226	41	10	5	17
Total	100%	100%	100%	100%	100%

Information Level
Percent giving correct answer:

Identified Vaclav Havel	14	16	19	53	10
Identified Marla Maples	37	41	34	40	53
Outcome of Nicaragua's presidential election	63	71	78	87	59
Mikhail Gorbachev favors a multi-party system	46	51	57	66	46

APRIL

VIEWERSHIP OF SELECTED TV PROGRAMS

	National	Those Who Said They Watch Regularly: News magazine shows	Sunday morning news shows	MacNeil Lehrer	A Current Affair
Percent of Total Sample	1212	47	14	6	19
Total	100%	100%	100%	100%	100%

Information Level
Percent giving correct answer:

Identified John Poindexter	60	68	74	89	55
Identified Louis Farrakhan	20	24	35	53	18
United States does not recognize Lithuania as an independent nation	47	55	63	69	39
April 22nd is Earth Day	13	14	11	27	8
Outcome of the Joseph Hazelwood trial	66	75	78	88	66
Richard Gephardt has been especially critical of President Bush	20	23	32	36	22
President Bush does not like and will no longer eat broccoli	76	83	81	96	73

VIEWERSHIP OF SELECTED TV PROGRAMS

| | National | Those Who Said They Watch Regularly: | | |
		Programs on National Public Radio	Entertainment Tonight	Cable News Network
Percent of Total Sample	1207	5	11	26
Total	100%	100%	100%	100%

Interest in News Stories
Percent followed very closely:

	National	Programs on National Public Radio	Entertainment Tonight	Cable News Network
The invasion of Panama	60	84	77	75
The political changes taking place in Czechoslovakia, Hungary and East Germany	29	62	30	42
The revolution in Romania	28	57	32	41
The NFL playoffs	27	27	34	32
The letter bombings of federal judges	22	36	26	27
The trip of high ranking American officials to China	6	17	6	9
Drug use and efforts to combat it	38	50	49	44

FEBRUARY

	National	Programs on National Public Radio	Entertainment Tonight	Cable News Network
Percent of Total Sample	1245	8	11	23
Total	100%	100%	100%	100%

Interest in News Stories
  Percent followed very closely:

	National	Programs on National Public Radio	Entertainment Tonight	Cable News Network
The civil unrest and ethnic violence in Soviet Azerbaijan	13	21	14	27
The political changes taking place in Czechoslovakia, Hungary and East Germany	26	38	32	42
The crash of the Colombian airliner near Kennedy airport in New York	33	33	46	41
The arrest of Washington's Mayor Barry on drug use charges	28	33	40	42
The dispute between the President and Congress over allowing Chinese students to remain in America	16	26	23	27
The Super Bowl	22	22	19	21
The legalization of banned black opposition groups in South Africa and the promise to free Nelson Mandela	11	18	12	16
Senator Moynihan's proposal to cut social security taxes	18	28	22	29
The suicide in Boston of Charles Stuart who murdered his pregnant wife and blamed it on a black man	29	38	47	40
The acquittal of the owners of the McMartin Day Care Center in California who were charged with sexually abusing children	27	36	43	37

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VIEWERSHIP OF SELECTED TV PROGRAMS

	National	Those Who Said They Watch Regularly: Programs on National Public Radio	Entertainment Tonight	Cable News Network
Percent of Total Sample	1226	7	15	22
Total	100%	100%	100%	100%

Interest in News Stories
  Percent followed very
  closely:

The visit to the United States of Vaclav Havel, the new president of Czechoslovakia	6	18	3	8
The discussion of the reunification of Germany	23	48	25	31
The freeing of jailed black South African leader Nelson Mandela	30	50	43	39
Political changes taking place in the Soviet Union	28	57	29	40
The political changes taking place in Czechoslovakia, Hungary, East Germany and other countries of Eastern and Central Europe	21	50	22	27
The elections in Nicaragua	19	45	22	26
President Bush's visit to Colombia to attend a Drug Summit	22	33	27	34
The marital breakup of Donald and Ivana Trump	12	12	30	17
The bankruptcy of Drexel Burnham Lambert Inc.	9	19	11	18
The custody case involving a mother who went to jail and a little child taken to New Zealand by her grandparents	17	25	27	21

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VIEWERSHIP OF SELECTED TV PROGRAMS

	National	Those Who Said They Watch Regularly: Programs on National Public Radio	Entertainment Tonight	Cable News Network
Percent of Total Sample	1212	7	14	26
Total	100%	100%	100%	100%

Interest in News Stories
  Percent followed very closely:

	National	Programs on National Public Radio	Entertainment Tonight	Cable News Network
Lithuania's declaration of independence from the Soviet union and Moscow's response	29	55	31	44
The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit	10	29	14	16
Discussions about German reunification	21	39	25	38
The death of Hank Gathers, a college basketball player, during a game	26	33	40	34
The attempt in Idaho to pass a bill that would severely restrict abortions	23	49	20	30
The Greyhound bus drivers' strike	23	28	38	29
The NCAA basketball playoffs	24	38	29	35
Discussions between the American and Japanese governments about trade issues	17	26	24	24
The death of 87 people in a fire at a social club in the Bronx, New York	28	39	46	34
The Academy Awards	10	11	25	9
Tom Cruise's separation from his wife	2	2	4	2

JANURY / JANUARY

	National	VIEWERSHIP OF SELECTED TV PROGRAMS		
		Those Who Said They Watch Regularly:		
		Programs on National Public Radio	Entertainment Tonight	Cable News Network
Percent of Total Sample	1207	5	11	26
Total	100%	100%	100%	100%

Information Level
Percent giving correct answer:

	National	Public Radio	Entertainment Tonight	Cable News Network
Identified Vaclav Havel	10	22	9	14
Identified Colin Powell	17	37	15	28
Outcome of Romanian Revolution	66	86	69	79
Romanian President Nicolae Ceausescu's fate	70	86	69	81
Where General Manuel Noriega took refuge	82	87	81	90
How the control of the Panama Canal will change	36	53	31	49

FEBRUARY / VIEWERSHIP OF SELECTED TV PROGRAMS

	National	Those Who Said They Watch Regularly:		
		Programs on National Public Radio	Entertainment Tonight	Cable News Network
Percent of Total Sample	1245	8	11	23
Total	100%	100%	100%	100%

Information Level
Percent giving correct answer:

	National	Public Radio	Entertainment Tonight	Cable News Network
Identified Marion Barry	40	51	44	52
Identified Nelson Mandela	56	74	60	77
Social Security is taking in more money than it needs	47	51	49	54
There are more threats to Mikhail Gorbachev's political position now compared to a year ago	50	53	46	59

MARCH

		Those Who Said They Watch Regularly:		
	National	Programs on National Public Radio	Entertainment Tonight	Cable News Network
Percent of Total Sample	1226	7	15	22
Total	100%	100%	100%	100%

Information Level
Percent giving correct answer:

Identified Vaclav Havel	14	39	10	16
Identified Marla Maples	37	44	42	39
Outcome of Nicaragua's presidential election	63	92	57	76
Mikhail Gorbachev favors a multi-party system	46	60	41	53

APRIL

VIEWERSHIP OF SELECTED TV PROGRAMS

		Those Who Said They Watch Regularly:		
	National	Programs on National Public Radio	Entertainment Tonight	Cable News Network
Percent of Total Sample	1212	7	14	26
Total	100%	100%	100%	100%

Information Level
Percent giving correct answer:

Identified John Poindexter	60	73	56	75
Identified Louis Farrakhan	20	41	19	30
United States does not recognize Lithuania as an independent nation	47	59	43	59
April 22nd is Earth Day	13	26	13	14
Outcome of the Joseph Hazelwood trial	66	82	65	76
Richard Gephardt has been especially critical of President Bush	20	30	25	26
President Bush does not like and will no longer eat broccoli	76	86	80	82

SECTION III

NEWS CONSUMER TYPOLOGY

Section three reports on a segmentation of the public
into four analytical groupings based on media use.
This segmentation, or typology, was designed to
illustrate broad distinctions between audience types
with regard to news attentiveness.

Attentive Public Segmentation:

News Sophisticates =   Regular audience of NPR, MacNeil/Lehrer,
                                        Atlantic, Harpers or The New Yorker

Other Serious News Consumers =   Not above but, reads a news magazine,
                                        major metropolitan daily newspaper, Wall
                                        Street Journal, USA Today or watches
                                        Sunday morning interview shows or CNN.

Moderate Consumers =   Others who read a daily paper, watch or
                                        listen to the news regularly.

Non-Users =   Those who don't.

Based on 1,207 interviews conducted January 4-7, 1990, 1,245 interviews
conducted February 1-4, 1990, 1,226 interviews conducted March 1-4, 1990 and
1,212 interviews conducted April 5-8, 1990.

AUDIENCE SEGMENTATION - INCIDENCE

The Attentive Public

	News Sophisticates	Other Serious News Consumers	Moderate Consumers	Non-User
TOTAL	12	39	41	8=100

Demographics:

Sex
Male	14	44	35	7=100
Female	10	35	46	9=100

Race
White	12	39	41	8=100
Non-white	13	39	40	8=100

Age
Under 30	8	37	42	13=100
30-49	12	39	41	8=100
50+	15	41	40	4=100

Education
College graduate	25	47	25	3=100
Other college	12	43	37	8=100
High school graduate	8	38	46	8=100
Less than h.s. grad.	8	30	51	11=100

Region
East	13	39	41	7=100
Midwest	11	40	41	8=100
South	11	38	43	8=100
West	14	40	37	9=100

Party ID
Republican	12	42	40	6=100
Democrat	12	40	42	6=100
Independent	14	37	40	9=100

AUDIENCE SEGMENTATION - PROFILE

The Attentive Public

Demographics:	News Sophisticates	Other Serious News Consumers	Moderate Consumers	Non-User
Sex				
Male	56	53	41	40
Female	44	47	59	60
	100	100	100	100
Race				
White	85	86	87	86
Non-white	15	14	13	14
	100	100	100	100
Age				
Under 30	16	23	25	42
30-49	39	40	40	39
50+	45	37	35	19
	100	100	100	100
Education				
College graduate	43	25	13	9
Other college	20	22	18	20
High school graduate	26	38	45	44
Less than h.s. grad.	12	15	24	27
	100	100	100	100
Region				
East	26	25	25	22
Midwest	22	25	25	24
South	27	29	32	31
West	25	21	18	23
	100	100	100	100
Party ID				
Republican	33	37	35	31
Democrat	34	36	36	32
Independent	33	27	29	37
	100	100	100	100

The Attentive Public

Demographics:	News Sophisticates	Other Serious News Consumers	Moderate Consumers	Non-User
Age by Decade				
18-29	16	23	25	41
30-39	21	23	25	27
40-49	18	17	15	12
50-59	15	14	11	8
60-69	16	12	13	8
70-79	11	8	8	3
80+	3	3	3	1
	100	100	100	100
Sex by Age				
Under 30				
Men	9	13	11	18
Women	6	9	14	23
30-49				
Men	24	22	17	15
Women	14	18	23	24
50+				
Men	23	18	13	6
Women	22	19	21	12
Race in Detail				
White	85	86	86	86
Black	11	10	10	9
Other	4	4	4	5
	100	100	100	100

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The Attentive Public

Life Style	News Sophisticates	Other Serious News Consumers	Moderate Consumers	Non-User
Percent who regularly:				
Watch L.A. Law or Thirty Something	27	25	20	12
Watch religious shows on TV	7	10	11	4
Go to nightclubs or dance clubs	7	11	7	7
Play tennis or golf	14	14	6	5
Go to a health club or exercise class	16	18	12	6
Use a personal computer	41	28	17	18
Go hunting or fishing	17	22	16	16

Public Participation

Percent who did the following within the past year:	News Sophisticates	Other Serious News Consumers	Moderate Consumers	Non-User
Written a letter to the editor	20	12	6	5
Signed or circulated a petition	50	44	34	33
Boycotted a company	30	19	11	9
Took part in a public demonstration	13	7	5	5
Written a letter to an elected official	36	30	18	9
Attended a public hearing	36	31	19	12
Voted	82	79	69	46

Question: I'd like to know how often you do any of the following? For each that I read tell me if you do this regularly, sometimes, hardly ever or never.

Question: I'm going to read some things that some people do to express their views on issues that concern them. For each tell me if you have done this in the past year or not.

Based on February through March 1990.

The Attentive Public

Media Habits:	News Sophisticates	Other Serious News Consumers	Moderate Consumers	Non-User
Read a daily newspaper				
Yes	70	70	45	0
No	30	30	55	100
Don't Know	0	0	*	0
	100	100	100	100
Newspaper(s) read most often				
USA Today	6	10	0	0
The Wall Street Journal	10	5	0	0
WP/NYT/LAT	15	10	0	0
Net-any mention of a metropolitan paper of WSJ	38	39	0	0
Other	53	53	44	0
***Did you get a chance to read a daily newspaper yesterday**				
Yes	56	54	35	7
No	43	46	64	92
Don't know	1	*	1	1
	100	100	100	100
***About how much time did you spend reading a daily newspaper yesterday?**				
Less than 15 minutes	11	10	9	4
15-29 minutes	16	16	10	1
30-59 minutes	15	16	10	1
60 minutes or more	13	11	5	*
Don't Know	1	1	1	1
	56	54	35	7

*Based on 1,207 interviews conducted January 4-7, 1990, 1,245 interviews conducted February 1-4, 1990 and 1,226 interviews conducted March 1-4, 1990.

The Attentive Public

	News Sophisticates	Other Serious News Consumers	Moderate Consumers	Non-User
Do you happen to watch any TV news programs regularly, or not?				
Yes	85	83	77	0
No	15	17	23	100
Don't Know	*	*	0	0
	100	100	100	100
*Did you watch the news or a news program on TV yesterday?				
Yes	63	59	50	15
No	36	40	49	83
Don't Know	1	1	1	2
	100	100	100	100
*About how much time did you spend watching the news or any news programs on TV yesterday?				
Less than 15 minutes	3	4	3	4
15-29 minutes	9	7	10	6
30-59 minutes	17	17	15	1
60 minutes or more	33	31	21	2
Don't Know	1	0	1	2
	63	59	50	15
Do you listen to the news on the radio regularly or not?				
Yes	67	49	52	0
No	33	51	48	100
Don't Know	0	*	*	*
	100	100	100	100
*About how much time do you spend listening to any news on the radio yesterday?				
Less than 15 minutes	15	24	22	19
15-29 minutes	18	12	12	4
30-59 minutes	17	9	8	4
60 minutes or more	20	9	10	1
Didn't listen/DK	30	46	48	72
	100	100	100	100

*Based on 1,207 interviews conducted January 4-7, 1990, 1,245 interviews conducted February 1-4, 1990 and 1,226 interviews conducted March 1-4, 1990.

The Attentive Public

I'd like to know how often, if ever you read certain types of publications	News Sophisticates	Other Serious News Consumers	Moderate Consumers	Non-User
Personality magazines such as People or US				
Regularly	11	11	6	2
Sometimes	17	25	27	24
Hardly ever	19	21	18	18
Never	53	43	49	56
Don't Know	0	*	*	*
	100	100	100	100
News magazines such as U.S. News & World Report or Newsweek				
Regularly	37	34	0	0
Sometimes	32	33	39	26
Hardly ever	14	15	19	21
Never	17	18	42	53
Don't Know	0	*	*	0
	100	100	100	100
Magazines such as The Atlantic/Harpers/ The New Yorker				
Regularly	19	0	0	0
Sometimes	12	9	4	2
Hardly ever	14	15	8	6
Never	55	76	88	92
Don't Know	0	*	*	0
	100	100	100	100
Business magazines such as Fortune or Forbes				
Regularly	12	7	1	1
Sometimes	20	17	9	6
Hardly ever	17	18	11	7
Never	51	58	79	86
Don't Know	0	*	*	*
	100	100	100	100
*National Enquirer/ The Sun or The Star				
Regularly	8	8	6	3
Sometimes	9	11	16	16
Hardly ever	11	13	13	14
Never	72	68	65	67
Don't Know	0	*	0	*
	100	100	100	100

*Based on 1,207 interviews conducted January 4-7, 1990, 1,245 interviews conducted February 1-4, 1990 and 1,226 interviews conducted March 1-4, 1990.

	The Attentive Public			
I'd like to know how often you watch or listen to certain programs	News Sophisticates	Other Serious News Consumers	Moderate Consumers	Non-User
News magazine shows such as 60 Minutes or 20/20				
Regularly	56	54	35	8
Sometimes	28	35	45	56
Hardly ever	9	5	9	13
Never	7	6	11	22
Don't Know	0	*	*	1
	100	100	100	100
Sunday morning news shows such as Meet The Press/Face The Nation/ This Week With David Brinkley				
Regularly	32	20	0	0
Sometimes	24	24	25	11
Hardly ever	13	14	13	11
Never	31	42	62	78
Don't Know	0	*	*	0
	100	100	100	100
MacNeil/Lehrer				
Regularly	46	0	0	0
Sometimes	19	22	12	6
Hardly ever	9	15	9	5
Never	26	62	78	89
Don't Know	0	1	1	*
	100	100	100	100
A Current Affair				
Regularly	22	21	16	8
Sometimes	18	27	31	33
Hardly ever	13	15	10	12
Never	46	37	43	47
Don't Know	1	*	*	0
	100	100	100	100

	News Sophisticates	Other Serious News Consumers	Moderate Consumers	Non-User
Programs on National Public Radio such as Morning Edition or All Things Considered				
Regularly	56	0	0	0
Sometimes	9	13	9	8
Hardly ever	7	11	6	6
Never	28	76	84	86
Don't Know	*	*	1	0
	100	100	100	100
Entertainment Tonight				
Regularly	14	15	12	4
Sometimes	24	31	34	34
Hardly ever	17	18	14	15
Never	45	36	40	47
Don't Know	0	*	*	0
	100	100	100	100
Cable News Network (CNN)				
Regularly	38	51	0	0
Sometimes	18	21	37	30
Hardly ever	8	4	10	11
Never	35	24	52	59
Don't Know	1	*	1	0
	100	100	100	100
*Do you happen to be reading any books or novels at present?				
Yes	56	39	32	25
No	44	61	68	74
Don't Know	0	*	0	1
	100	100	100	100

*Based on 1,207 interviews conducted January 4-7, 1990, 1,245 interviews conducted February 1-4, 1990 and 1,226 interviews conducted March 1-4, 1990.

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	The Attentive Public			
	News Sophisticates	Other Serious News Consumers	Moderate Consumers	Non- User
Percent of News Stories Followed Very Closely During Month:				
50 or more	34	24	10	*
25 - 49	30	28	19	8
1 - 24	25	30	33	25
None	11	18	38	67
Percent of Information Questions Answered Correctly:				
75 or more	42	31	14	6
50 - 74	39	42	37	21
1 - 49	17	23	39	45
None	2	4	10	28
Sample Size	(480)	(1481)	(1430)	(287)

* less than .5 percent

Based on January through March 1990.

QUESTIONNAIRES

Q.1   What do you think is the most important news event that happened in the
      nation or in the world last <u>month</u> - in December?

      56   The invasion of Panama

      18   The political changes taking place in Czechoslovakia,
            Hungary and East Germany

       4   The revolution in Romania

       1   Drug use and efforts to combat it

       *   The trip of high ranking American officials to China

       *   The letter bombings of federal judges

       0   The NFL playoffs

       8   Other

      <u>13</u>   Can't say
      100

*Q.2 Can you tell me the names of any people who have been in the news a lot
      lately?

      76   General Noriega

      58   George Bush

      16   Mikhail Gorbachev

      12   Nicolae Ceausescu

       2   David Dinkins

       2   Zsa Zsa Gabor

       2   Barbara Bush/Bush Family

       1   Dan Quayle

       1   Jim and Tammy Bakker

       1   Vaclav Havel

      21   Other

      10   Don't know/Refused/Can't say

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Q.3 Can you tell me the names of any products or services that you've seen or heard advertising for - either on TV, radio, in newspapers or in magazines?

(record up to three)

          ----------   TK - WEDNESDAY

Can't say

Q.4 Do you approve or disapprove of the way George Bush is handling his job as President?

		Reagan 1/82	Carter 1/78
81	Approve	49	55
11	Disapprove	40	27
8	Don't know	11	18
100		100	100

Q.5 Do you happen to know who Colin Powell is?

23   Yes ----------------------> (IF "YES" ASK:) Who is he? (DO NOT READ)

77 ┌ No

      └ Don't Know

100

17   Joint Chief of Staff, Army General - related answer

4   Incorrect answer

2   Don't know

23

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Q.6   Do you happen to know who Vaclav Havel is? (PRONUNCIATION VATS SLAV HOVEL)

15   Yes ----------------------->   (IF "YES" ASK:) Who is he? (DO NOT READ)

```
        ┌─No                           10    Czech Leader - related answers
 85 ─┤
 ___    └─Don't know                    4    Incorrect answer
 100
                                        1    Don't know
                                       ___
                                        15
```

Q.7   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 Closely	Fairly Closely	Not too Closely	Not at all Closely	DK
a.	The invasion of Panama	60	31	6	2	1 = 100
b.	The political changes taking place in Czechoslovakia, Hungary and East Germany	29	40	15	15	1 = 100
c.	The Revolution in Romania	28	39	18	15	* = 100
e	The NFL playoffs	27	18	15	39	1 = 100
f.	The letter bombings of federal judges	22	41	22	15	* = 100
g.	The trip of high ranking American officials to China	6	18	35	40	1 = 100
h.	Drug use and efforts to combat it	38	42	13	6	1 = 100

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Q.8 Which __one__ of the stories I just mentioned, have you followed most closely? (DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)

		Story Followed Most Closely
a.	The invasion of Panama	55
b.	The political changes taking place in Czechoslovakia, Hungary and East Germany	12
c.	The Revolution in Romania	7
e	The NFL playoffs	8
f.	The letter bombings of federal judges	3
g.	The trip of high ranking American officials to China	*
h.	Drug use and efforts to combat it	10
	CAN'T SAY	5
		100

Q.9 Of all the stories mentioned, which of them, __if any__, received too much coverage? (DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES)

		Received Too Much Coverage
a.	The invasion of Panama	19
b.	The political changes taking place in Czechoslovakia, Hungary and East Germany	5
c.	The Revolution in Romania	3
e	The NFL playoffs	8
f.	The letter bombings of federal judges	2
g.	The trip of high ranking American officials to China	3
h.	Drug use and efforts to combat it	3
i.	None	47
	CAN'T SAY	13

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IF RESPONDENT SAID '0' CAN'T SAY IN Q.8, SKIP TO Q.11
Q.10   In general, how would you rate the job the press has done in covering
        (STORY FOLLOWED MOST CLOSELY IN Q.8); excellent, good, only fair, or
        poor?

| | | STORY FOLLOWED MOST CLOSELY | | | | |
		Invasion of Panama	Political Changes in Eastern and Central Europe	Revolution in Romania	NFL Playoffs	Drug Use
33	Excellent	38	35	24	27	20
48	Good	48	49	49	58	40
14	Only Fair	12	12	13	13	29
3	Poor	1	2	8	2	10
2	Don't know	1	2	6	0	1
100		100	100	100	100	100
		(651)	(156)	(91)	(97)	(119)

IF RESPONDENT SAID '1' OR '2' VERY OR FAIRLY CLOSELY IN Q.7 ASK:
*Q.11 You said earlier that you've been following news about Panama closely.
        I'd like to ask you a few more questions about this. How closely have
        you followed news about (ITEM BELOW) very closely, fairly closely, not
        too closely, or not at all closely?

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK
a.	The fighting between American troops and Noriega loyalists	32	42	14	2	* = 90
b.	News about the new Panamanian government	14	39	30	7	0 = 90
c.	General Noriega and efforts to take him into American custody	52	34	4	*	* = 90
d.	The U.S. break in and search of the Nicaraguan ambassador's residence	16	34	28	12	* = 90

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ASK ALL:

Q.11e Do you think that news organizations have been too critical of the American military's actions in Panama, not critical enough of American military's actions or about right in their coverage?

    19   Too critical

     9   Not critical enough

    66   About right

     6   Don't know
    100

ON ANOTHER SUBJECT....
ASK ALL:

Q.12 To the best of your knowledge, did the rebels succeed or fail to overthrow the existing Romanian government?

    66   Succeeded

    11   Failed

    23   Don't know
    100

*Q.13 To the best of your knowledge, did American troops become involved in the revolution in Romania?

    13   Yes

    68   No

    19   Don't know
    100

ASK EVERYONE:
*Q.14 To the best of your knowledge, what happened to Romanian President Nicolae Ceausescu? (PRONUNCIATION CHOW CHESS CUE)

    70   Correct answer - TRIED AND EXECUTED, SHOT - RELATED ANSWERS

     4   Incorrect answer

    26   Don't know
    100

Q.15 Do you happen to know where General Manual Noriega took refuge to escape capture by American troops?

     82   Correct answer - VATICAN SANCTUARY, CATHOLIC CHURCH

     4   Incorrect answer

    <u>14</u>   Don't know
    100

Q.16 Do you happen to know in what way control of the Panama Canal will change in the future:

     36   Correct Answer - U.S. TURNS IT OVER TO PANAMA,
                           PANAMANIANS TAKE CONTROL - RELATED
                           ANSWERS

     18   Incorrect answer

    <u>46</u>   Don't know
    100

ON ANOTHER SUBJECT...

Q.17 What's your impression is George Bush more popular than Ronald Reagan was after his first year in office, less popular, or about as popular as Ronald Reagan was after his first year in office?

     20   More popular

     40   Less popular

     36   About as popular

    <u>4</u>   Don't know
    100

Q.18 Are the news organizations you are most familiar with fair or unfair to the Bush Administration?

     76   Fair

     14   Unfair

    <u>10</u>   Don't know
    100

ON ANOTHER SUBJECT...

Q.19 Some people are so busy that they don't get to read a newspaper every day. How about you - do you get a chance to read a daily newspaper just about every day, or not?

48 Yes

52 No ─────────┐
                            ├─ GO TO Q.21
___* Don't know ─┘
100

IF RESPONDENT SAID '1' YES, PLEASE ASK:

*Q.20 What daily newspaper or newspapers do you read most often? (RECORD ONE ANSWER IN 1ST COLUMN) (ACCEPT UP TO THREE ANSWERS)

	Total Mentions
USA Today	4
The Wall Street Journal	3
The Christian Science Monitor	*
The New York Times	3
The Los Angeles Times	1
The Washington Post	1
Other	41
Don't know	*
No/Don't Know to read daily newspaper	52

ASK EVERYONE:

*Q.21 Did things come up that kept you from reading a paper yesterday (Friday) or did you get a chance to read a daily newspaper yesterday (Friday)?

		1965
40	Yes read paper	71%
60	No	
__0	Don't know	
100		

100

Q.22 About how much time did you spend reading a daily newspaper yesterday
(Friday)?

   8   Less than 15 minutes

  11   15-29 minutes

  12   30-59 minutes

   9   60 minutes or more

   *   Don't know
  40

ASK EVERYONE:
Q.23 Do you happen to watch any TV news programs regularly, or not?

  73   Yes

  27   No

   0   Don't know
 100

*Q.24 Did things come up that prevented you from watching any TV news programs
yesterday (Friday) or did you watch the news or a news program on
television yesterday (Friday)?

                    1965

  57   Yes watched   55%

  42   No did not

   1   Don't know
 100

Q.25 About how much time did you spend watching the news or any news programs on TV yesterday (Friday)?

   3   Less than 15 minutes

   9   15-29 minutes

  17   30-59 minutes

  28   60 minutes or more

   *   Don't know
  57

ASK EVERYONE:
Q.25a Do you listen to the news on the radio regularly or not?

  40   Yes

  60   No

   *   Don't know
 100

*Q.26 About how much time, if any, did you spend listening to any news on radio yesterday (Friday) or didn't you happen to listen to the news on radio yesterday (Friday)?

1965

  21   Less than 15 minutes

  12   15-29 minutes

   9   30-59 minutes   51   58%

   9   60 minutes or more

  48   Didn't listen

   1   Don't know
 100

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Q.27 I'd like to know how often, if ever you read certain types publications. For each that I read tell me if you read them regularly, sometimes, hardly ever or never.

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
a.	Personality magazines such as People or US	9	23	19	49	0=100
b.	News magazines such as Time, U.S. News and World Report or Newsweek	18	34	17	31	0=100
c.	Magazines such as The Atlantic, Harpers, The New Yorker	2	7	11	80	0=100
d.	Business magazines such as Fortune or Forbes	5	13	14	68	0=100
e.	The National Enquirer, The Sun or The Star	7	12	13	68	0=100

Q.28 I'd like to know how often you watch or listen to certain programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
a.	News magazine shows such as 60 minutes or 20/20	43	40	8	9	*=100
b.	Sunday morning news shows such as Meet The Press, Face The Nation or This Week with David Brinkley	11	24	14	51	*=100
c.	MacNeil Lehrer	6	15	12	67	*=100
d.	A Current Affair	18	28	12	42	*=100
e.	Programs on National Public Radio such as Morning Edition or All Things Considered	5	10	7	78	*=100
f.	Entertainment Tonight	11	34	16	39	0=100
g.	Cable News Network (CNN)	26	25	7	41	1=100

*Q.29 Do you happen to be reading any books or novels at present?

		1957
33	Yes	17%
67	No	
*	Don't know	
100		

*Q.30 When, as nearly as you can recall, was the last time you read any kind of book all the way through - either a hard cover book or paperbound book?

		1971	
26	Past week		
		47	26%
21	Past month		
11	Two or three months ago		
8	Four to six months ago		
2	Seven to eleven months ago		
4	A year ago		
22	More than a year ago		
6	Can't say		
100			

SURVEY METHODOLOGY

The survey results are based on telephone interviews conducted by The Gallup Organization in Lincoln, Nebraska under the direction of Princeton Survey Research Associates among 1,207 adults, 18 years of age or older, during the period of January 4-7, 1990. 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 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.

INTERVIEWER NOTE: PLEASE FAMILIARIZE YOURSELF WITH THE RESPONSE CATEGORIES AND ACCEPT RESPONSES THAT FIT IN THESE CATEGORIES

Q.1   What do you think is the most important news event that happened in the nation or in the world last <u>month</u> - in January? (DO NOT READ)

<u>International Stories</u>

a.   The civil unrest and ethnic violence in <u>Soviet Azerbaijan</u>   3

b.   Demands in <u>Lithuania and other Baltic states</u> for independence from the Soviet Union   2

c.   The political changes taking place in <u>Czechoslovakia, Hungary and East Germany</u> also mentions of Bulgaria, Romania, Poland and Eastern and Central Europe   28

d.   The dispute between the President and Congress over allowing <u>Chinese students</u> to remain in America   13

e.   Panama, the legal case against former Dictator <u>Manuel Noriega</u>   7

<u>Domestic stories</u>

f.   The arrest of Washington's <u>Mayor Barry</u> on drug use charges   1

g.   The <u>Super Bowl</u>   1

h.   Senator Moynihan's proposal to cut <u>social security taxes</u>   1

i.   The <u>suicide in Boston of Charles Stuart</u> who murdered his pregnant wife and blamed it on a black man
(The Charles Stuart case)   *

j.   The <u>bankruptcy of Robert Campeau who owns Bloomingdales</u>, Jordan Marsh and other major department stores   0

k.   The acquittal of the owners of the <u>McMartin day care center</u> in California who were charged with sexually abusing children   2

l.   OTHER SPECIFY   16

m.   The President's <u>State of the Union</u> address   2

n.   The <u>airliner crash</u> near Kennedy airport on Long Island   1

o.   The legalization of banned black opposition groups in <u>South Africa</u> and the promise to free <u>Nelson Mandela</u>   1

Can't say   <u>22</u>
                100

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Q.1a Think back to yesterday.... at any point did you discuss with a
      friend, relative or acquaintance anything that's been in the news
      recently?

      58   Yes

      41   No

       1   Don't know

      100

Q.3   Do you happen to know who Marion Barry is?

      46   Yes --------------------->   (IF "YES" ASK:) Who is he? (DO NOT
                                           READ)

           ┌─No   40   Mayor of Washington DC
      54 ─┤
           └─Don't Know   ┌─ Incorrect answer
     ----   6 ─┤
      100   └─ Don't know

                                               46

Q.4   Do you happen to know who Nelson Mandela is?

      68   Yes --------------------->   (IF "YES" ASK:) Who is he? (DO NOT
                                           READ)

           ┌─No   56   Imprisoned South African black
      32 ─┤   revolutionary leader
           └─Don't know   ┌─ Incorrect answer
     ----   12 ─┤
      100   └─ Don't know

                                               68

Q.5a Did you watch all or part of the Super Bowl on TV?

      60   Yes

      40   No

       0   Don't know

      100

ASK EVERYONE:

Q.6   Did you happen to watch President Bush's state of the Union address on Wednesday night?

       40   Yes

       60   No

      _0_   Don't know
      100

Q.7 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 Closely	Fairly Closely	Not too Closely	Not at all Closely	DK
a.	The civil unrest and ethnic violence in Soviet Azerbaijan (AS ER BA JON)	13	30	24	33	0 = 100
b.	The political changes taking place in Czechoslovakia, Hungary and East Germany	26	35	19	20	* = 100
c.	The crash of the Colombian airliner near Kennedy airport in New York	33	39	18	10	0 = 100
d.	The arrest of Washington's Mayor Barry on drug use charges	28	40	19	13	0 = 100
e.	The dispute between the President and Congress over allowing Chinese students to remain in America	16	30	28	26	0 = 100
*f.	The Super Bowl	22	22	19	37	0 = 100
**	The legalization of banned black opposition groups in South Africa and the promise to free Nelson Mandela	11	31	29	28	1 = 100
g.	Senator Moynihan's proposal to cut social security taxes	18	23	25	34	* = 100
h.	The suicide in Boston of Charles Stuart who murdered his pregnant wife and blamed it on a black man	29	32	21	18	0 = 100
i.	The acquittal of the owners of the McMartin day care center in California who were charged with sexually abusing children	27	35	24	14	* = 100

* Interviews were conducted Thursday and Friday (February 1-2, 1990) among 832 respondents.
**Interviews were conducted Saturday and Sunday (February 3-4, 1990) among 413 respondents.

Q.8   Which <u>one</u> of the stories I just mentioned, have you followed most
       closely? (DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)

		Story Followed <u>Most Closely</u>
a.	The civil unrest and ethnic violence in Soviet Azerbaijan	4
b.	The political changes taking place in Czechoslovakia, Hungary and East Germany	16
c.	The crash of the Colombian airliner near Kennedy airport in New York	15
d.	The arrest of Washington's Mayor Barry on drug use charges	12
e.	The dispute between the President and Congress over allowing Chinese students to remain in America	2
*f.	The Super Bowl	6
**	The legalization of banned black opposition groups in South Africa and the promise to free Nelson Mandela	2
g.	Senator Moynihan's proposal to cut social security taxes	4
h.	The suicide in Boston of Charles Stuart who murdered his pregnant wife and blamed it on a black man	14
i.	The acquittal of the owners of the McMartin day care center in California who were charged with sexually abusing children	12
	CAN'T SAY	<u>13</u>
		100

* Interviews were conducted Thursday and Friday (February 1-2, 1990) among 832
    respondents.
**Interviews were conducted Saturday and Sunday (February 3-4, 1990) among 413
    respondents.

Q.9 Of all the stories mentioned, which of them, <u>if any</u>, received too much coverage? (DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES)

		Received Too <u>Much Coverage</u>
a.	The civil unrest and ethnic violence in Soviet Azerbaijan	2
b.	The political changes taking place in Czechoslovakia, Hungary and East Germany	2
c.	The crash of the Colombian airliner near Kennedy airport in New York	5
d.	The arrest of Washington's Mayor Barry on drug use charges	9
e.	The dispute between the President and Congress over allowing Chinese students to remain in America	1
*f.	The Super Bowl	12
**	The legalization of banned black opposition groups in South Africa and the promise to free Nelson Mandela	1
g.	Senator Moynihan's proposal to cut social security taxes	1
h.	The suicide in Boston of Charles Stuart who murdered his pregnant wife and blamed it on a black man	11
i.	The acquittal of the owners of the McMartin day care center in California who were charged with sexually abusing children	7
j.	None	30
	CAN'T SAY	22

* Interviews were conducted Thursday and Friday (February 1-2, 1990) among 832 respondents.
**Interviews were conducted Saturday and Sunday (February 3-4, 1990) among 413 respondents.

IF RESPONDENT SAID '0' CAN'T SAY IN Q.8, SKIP TO Q.11

Q.10 In general, how would you rate the job the press has done in covering (STORY FOLLOWED MOST CLOSELY IN Q.8); excellent, good, only fair, or poor?

		STORY FOLLOWED MOST CLOSELY				
		Political Changes in Eastern and Central Europe	Colombian Airliner Crash	Arrest of Washington's Mayor Barry	Charles Stuart Case	McMartin Day Care Center
23	Excellent	34	31	21	16	12
50	Good	55	53	51	44	50
19	Only Fair	8	12	20	34	25
5	Poor	1	2	3	5	7
3	Don't know	2	2	5	1	6
100		100	100	100	100	100
		(218)	(176)	(152)	(169)	(146)

ON ANOTHER SUBJECT....

Q.12 What is your impression about the ability of the social security system to meet its payments in the near future. Right now, is social security taking in less money than it is paying out or is it taking in more money than it is paying out or is it taking in about as much money as it is paying out?

21   Taking in less money than it needs

47   Taking in more money than it needs

20   Taking in about as much as it needs

12   Don't know
100

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Q.13 Compared to a year ago would you say there are more threats to Soviet President Mikhail Gorbachev's political position in the Kremlin, fewer threats or hasn't there been much change in that regard?

50 More threats

12 Less threats

27 About same

11 Don't know

100

Q.14 Have you heard anything recently about the so-called "peace dividend"? If yes - what is the peace dividend, would you say it is...(READ)

10 Yes

9 The money we may save on defense spending because of the reduction in tension between the U.S. and the Soviet Union

* The growing revenues we earn from the interest that accrues on social security

1 The increase in the interest rate people get from government savings bonds

10

88 No

2 Don't know

100

ON ANOTHER SUBJECT...

Q.15 Some people are so busy that they don't get to read a newspaper every day. How about you - do you get a chance to read a daily newspaper just about every day, or not?

51 Yes ——————— GO TO Q.16

49 No ——————

0 Don't know ——— GO TO Q.17

100

IF RESPONDENT SAID '1' YES, TO Q.15 PLEASE ASK:
Q.16 What daily newspaper or newspapers do you read most often? (DO NOT
      READ, ACCEPT UP TO THREE ANSWERS)

	Total Mentions
USA Today	4
The Wall Street Journal	3
The Christian Science Monitor	*
The New York Times	3
The Los Angeles Times	1
The Washington Post	2
Other	43
Don't know	1
No/Don't Know to read daily newspaper	49

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INTERVIEWER NOTE: FOR QUESTIONS 17, 18, 20, 21, AND 23 PLEASE DETERMINE WHAT
DAY OF THE WEEK IT IS. IF THE DAY IS THURSDAY, FRIDAY, OR SATURDAY, READ
"YESTERDAY" ; IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY".

ASK EVERYONE:
Q.17 Did things come up that kept you from reading a paper yesterday or did
      you get a chance to read a daily newspaper yesterday?

      45   Read paper (No, nothing came up) GO TO Q.18

      55   Didn't read paper (Yes, something came up) ─┐
                                                          ├─ GO TO Q.19
      __*   Don't know   ─┘
      100

ASK ONLY OF THOSE WHO SAID YES, READ PAPER '1' IN Q.17
Q.18 About how much time did you spend reading a daily newspaper yesterday?
      (DO NOT READ)

      2   Less than five minutes

      3   Five to less than ten minutes

      5   Ten to less than fifteen minutes

      5   Fifteen to less than twenty minutes

      8   Twenty to less than thirty minutes

      13   Thirty minutes to less than one hour

      9   One hour or more

      __*   Don't know
      45

ASK EVERYONE:
Q.19 Do you happen to watch any TV news programs regularly, or not?

      71   Yes

      29   No

      __*   Don't know
      100

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Q.20 Did things come up that prevented you from watching any TV news programs yesterday or did you watch the news or a news program on television yesterday? (DO NOT READ)

52   Watched TV news   (No nothing came up)   GO TO Q.21

47   Did not watch   (Yes, something came up) ──┐
                                                      ├ GO TO Q.22

<u> 1</u>   Don't know ──────────────────────────┘
100

ASK ONLY OF THOSE WHO SAID YES, WATCHED '1' IN Q.20
Q.21 About how much time did you spend watching the news or any news programs on TV yesterday? (DO NOT READ)

1   Less than five minutes

1   Five to less than ten minutes

2   Ten to less than fifteen minutes

3   Fifteen to less than twenty minutes

6   Twenty to less than thirty minutes

15   Thirty minutes to less than one hour

24   One hour or more

<u> *</u>   Don't know
52

ASK EVERYONE:
Q.22 Do you listen to the news on the radio regularly or not?

46   Yes

54   No

<u> *</u>   Don't know
100

Q.23 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)

5	Less than five minutes
10	Five to less than ten minutes
9	Ten to less than fifteen minutes
5	Fifteen to less than twenty minutes
6	Twenty to less than thirty minutes
9	Thirty minutes to less than one hour
11	One hour or more
44	Didn't listen
_1_	Don't know
100	

Q.24 I'd like to know how often, if ever you read certain types of publications. For each that I read tell me if you read them regularly, sometimes, hardly ever or never. (READ AND ROTATE)

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
a.	Personality magazines such as People or US	8	24	19	49	*=100
b.	News magazines such as Time, U.S. News and World Report or Newsweek	17	36	18	29	0=100
c.	Magazines such as The Atlantic, Harpers, The New Yorker	2	7	10	81	*=100
d.	Business magazines such as Fortune or Forbes	4	12	14	70	*=100
e.	The National Enquirer, The Sun or The Star	7	13	13	67	*=100

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Q.25 I'd like to know how often you watch or listen to certain programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never. (READ AND ROTATE)

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
a.	News magazine shows such as 60 minutes or 20/20	39	41	10	10	0=100
b.	Sunday morning news shows such as Meet The Press, Face The Nation or This Week with David Brinkley	12	22	13	53	0=100
c.	MacNeil Lehrer	5	15	11	69	0=100
d.	A Current Affair	17	29	12	42	*=100
e.	Programs on National Public Radio such as Morning Edition or All Things Considered	8	10	8	74	*=100
f.	Entertainment Tonight	11	31	16	42	0=100
g.	Cable News Network (CNN)	23	29	8	40	0=100

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Q.26 When, as nearly as you can recall, was the last time you read any kind of book all the way through - either a hard cover book or paperbound book?   (DO NOT READ)

32   Past week

17   Past month

 9   Two or three months ago

 6   Four to six months ago

 2   Seven to eleven months ago

 5   A year ago

23   More than a year ago

 6   Can't say
___
100

Q.27 Do you happen to be reading any books or novels at present?

39   Yes

61   No

 *   Don't know
___
100

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Q.28 I'd like to know how often you do any of the following? For each that I
read tell me if you do this regularly, sometimes, hardly ever or never.
(READ AND ROTATE LIST)

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
a.	Watch L.A. Law or Thirty Something	23	27	10	40	0=100
b.	Watch religious shows on TV	10	18	15	57	*=100
c.	Go to nightclubs or dance clubs	8	20	17	55	0=100
d.	Play tennis or golf	9	12	9	70	0=100
e.	Go to a health club or exercise class	15	11	8	66	0=100
f.	Use a personal computer	24	12.	6	58	0=100
g.	Go hunting or fishing	19	18	10	53	0=100

Q.29 I'm going to read some things that some people do to express their views
on issues that concern them. For each tell me if you have done this in
the past year or not. (READ AND ROTATE LIST)

		Yes	No	Don't Know
a.	Written a letter to the editor	10	90	* = 100
b.	Signed or circulated a petition	42	58	* = 100
c.	Boycotted a company	16	84	* = 100
d.	Took part in a public demonstration	7	93	0 = 100
e.	Written a letter to an elected official	24	76	* = 100
f.	Attended a public hearing	26	74	0 = 100
h.	Voted	72	28	0 = 100

SURVEY METHODOLOGY

The survey results are based on telephone interviews conducted by The Gallup Organization in Lincoln, Nebraska under the direction of Princeton Survey Research Associates among 1,245 adults, 18 years of age or older, during the period of February 1-4, 1990. 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 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.

INTERVIEWER NOTE: PLEASE FAMILIARIZE YOURSELF WITH THE RESPONSE CATEGORIES AND ACCEPT RESPONSES THAT FIT IN THESE CATEGORIES

Q.1   What do you think is the most important news event that happened in the nation or in the world last <u>month</u> - in February? (DO NOT READ)

<u>International Stories</u>

The visit to the United States of Vaclav Havel, the new president of Czechoslovakia	1
The discussion of the reunification of Germany	3
The freeing of jailed black South African Leader Nelson Mandela	11
Political changes taking place in the Soviet Union	9
The political changes taking place in <u>Czechoslovakia, Hungary and East Germany</u> also mentions of Bulgaria, Romania, Poland and Eastern and Central Europe	18
The elections in Nicaragua	9
The elections in Japan	0
The Panama invasion, capture of Noriega	7

<u>Domestic stories</u>

President Bush's visit to Colombia to attend a Drug Summit	1
The marital breakup of Donald and Ivana Trump	1
The bankruptcy of Drexel Burnham Lambert Inc.	0
The custody case involving a mother who went to jail and a little child taken to New Zealand by her grandparents	*
Oil spill in California	2
Other (SPECIFY)	7
Can't say/Refused	29
None	2
	100

Q.2 In your opinion what <u>country</u> in the world, if any, represents the greatest danger to the United States? (DO NOT READ OR SUGGEST ANSWERS)

Soviet Union	32
Germany (East, West, Unspecified)	3
Other Eastern or Central European countries	*
Other Western European countries	*
Japan	8
China	8
Other Asian countries	*
Libya	2
Iran	6
Other Mideast countries	5
Mexico	*
Other Latin American countries	8
The United States itself	4
Cuba	3
Other (SPECIFY)	2
Can't say/Refused	13
None	6

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Q.3   Which of the following is most important to the United States -- what
      happens in the Soviet Union, what happens in Eastern and Central Europe,
      what happens in Western Europe, what happens in Japan or what happens in
      the Mideast?

      26   What happens in the Soviet Union

      10   What happens in Eastern and Central Europe

      4   What happens in Western Europe

      19   What happens in Japan

      29   What happens in the Mideast

      5   All countries equally important (VOLUNTEERED)

      _7_   Don't know
      100

Q.4   Some people are so busy that they don't get to read a newspaper every
      day. How about you - do you get a chance to read a daily newspaper just
      about every day, or not?

      55   Yes

      45   No

      _0_   Don't know
      100

Q.5   Do you happen to watch any TV news programs regularly, or not?

      73   Yes

      27   No

      _0_   Don't know
      100

Q.6   Do you listen to the news on the radio regularly or not?

      51   Yes

      49   No

      _*_   Don't know
      100

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NOW I WANT TO ASK YOU JUST A FEW QUESTIONS ABOUT PEOPLE IN THE NEWS - NOT
EVERYONE WILL HAVE HEARD OF THEM.
Q.7   Do you happen to know who Vaclav Havel is? (PRONUNCIATION VATS SLAV
       HOVEL)

       20   Yes ---------------------->   (IF "YES" ASK:) Who is he? (DO NOT
                                            READ)

              ┌─No   14   New President of
        80 ─┤   Czechoslovakia
       ───   └─Don't Know   ┌─Incorrect answer
       100   6 ─┤
                                             20   └─Don't know

Q.8   Do you happen to know who Marla Maples is?

       42   Yes ---------------------->   (IF "YES" ASK:) Who is she? (DO NOT
                                            READ)

              ┌─No   37   Donald Trumps girlfriend
        58 ─┤
       ───   └─Don't know   ┌─Incorrect answer
       100   5 ─┤
                                             42   └─Don't know

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Q.9 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 Closely	Fairly Closely	Not too Closely	Not at all Closely	DK	
a.	The visit to the United States of Vaclav Havel, the new president of Czechoslovakia	6	19	31	43	1	= 100
b.	The discussion of the reunification of Germany	23	41	20	16	*	= 100
c.	The freeing of jailed black South African Leader Nelson Mandela	30	44	17	8	1	= 100
d.	Political changes taking place in the Soviet Union	28	46	16	10	*	= 100
e.	The political changes taking place in Czechoslovakia, Hungary, East Germany and other countries of Eastern and Central Europe	21	44	21	14	*	= 100
f.	The elections in Nicaragua	19	36	25	20	*	= 100
g.	President Bush's visit to Colombia to attend a Drug Summit	22	40	24	14	*	= 100
h.	The marital breakup of Donald and Ivana Trump	12	25	29	33	1	= 100
i.	The bankruptcy of Drexel Burnham Lambert Inc.	9	17	25	47	2	= 100
j.	The custody case involving a mother who went to jail and a little child taken to New Zealand by her grandparents	17	32	22	28	1	= 100

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Q.10 Which one of the stories I just mentioned, have you followed most
      closely? (DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)

		Story Followed Most Closely
a.	The visit to the United States of Vaclav Havel, the new president of Czechoslovakia	1
b.	The discussion of the reunification of Germany	10
c.	The freeing of jailed black South African Leader Nelson Mandela	17
d.	Political changes taking place in the Soviet Union	11
e.	The political changes taking place in Czechoslovakia, Hungary, East Germany and other countries of Eastern and Central Europe	15
f.	The elections in Nicaragua	6
g.	President Bush's visit to Colombia to attend a Drug Summit	10
h.	The marital breakup of Donald and Ivana Trump	8
i.	The bankruptcy of Drexel Burnham Lambert Inc.	1
j.	The custody case involving a mother who went to jail and a little child taken to New Zealand by her grandparents	9
	CAN'T SAY	12
		100

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Q.11 Of all the stories mentioned, which of them, _if any_, received too much
       coverage? (DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES)

		Received Too Much Coverage
a.	The visit to the United States of Vaclav Havel, the new president of Czechoslovakia	1
b.	The discussion of the reunification of Germany	1
c.	The freeing of jailed black South African Leader Nelson Mandela	6
d.	Political changes taking place in the Soviet Union	1
e.	The political changes taking place in _Czechoslovakia, Hungary, East Germany_ and other countries of Eastern and Central Europe	1
f.	The elections in Nicaragua	1
g.	President Bush's visit to Colombia to attend a Drug Summit	3
h.	The marital breakup of Donald and Ivana Trump	55
i.	The bankruptcy of Drexel Burnham Lambert Inc.	1
j.	The custody case involving a mother who went to jail and a little child taken to New Zealand by her grandparents	3
k.	None	14
	CAN'T SAY	14

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IF RESPONDENT SAID 'O' CAN'T SAY IN Q.10, SKIP TO Q.13

Q.12 In general, how would you rate the job the press has done in covering (STORY FOLLOWED MOST CLOSELY IN Q.10); excellent, good, only fair, or poor?

		STORY FOLLOWED MOST CLOSELY						
		Freeing of Nelson Mandela	Political Changes in Eastern and Central Europe	Political Changes in Soviet Union	Discussion of Reunification of Germany	Bush's visit to Colombia to attend Drug Summit	Custody Case	Trump Divorce
26	Excellent	32	26	27	30	21	23	21
48	Good	47	55	46	50	53	38	38
20	Only Fair	19	15	23	14	23	31	22
4	Poor	2	1	1	2	1	6	18
2	DK	0	3	3	4	2	2	1
100		100	100	100	100	100	100	100

NOW I WANT TO ASK YOU JUST A FEW MORE QUESTIONS ABOUT TOPICS IN THE NEWS - NOT EVERYONE WILL HAVE HEARD ABOUT THESE.

Q.13 Did you happen to hear that Perrier water was taken off store shelves because of possible contamination?

    78   Yes

    22   No

    *   Don't know
    100

Q.14 Do you happen to know who won the Presidential election in Nicaragua last week? Was it the UNO candidate, Violeta Chamorro or was it the Sandinista candidate, Daniel Ortega?

    63   UNO candidate - Violeta Chamorro

    12   Sandinista candidate - Daniel Ortega

    25   Don't know
    100

Q.15 Have you heard or read that CBS suspended Andy Rooney, a commentator on 60 Minutes for comments that he made about blacks during a newspaper interview?

    87   Yes

    13   No ─────┐
                 ├─ GO TO Q.17
    *   Don't know ─┘
    100

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IF YES ASK:

Q.16 From what you know about this matter, do you approve or disapprove of CBS's decision to suspend Andy Rooney?

    24   Approve

    58   Disapprove

    18   Don't know

   100

ASK EVERYONE:

Q.17 As far as you know which of the following best describes Soviet President Gorbachev's position on allowing political parties other than the Communists to hold office in the Soviet Union. (READ CATEGORIES 1 THRU 3)

    5   He opposes a multi-party system

    46   He favors a multi-party system

    29   He hasn't declared one way or another

    20   Don't know

   100

IF RESPONDENT SAID '1' YES, TO Q.4 PLEASE ASK:

Q.18 What daily newspaper or newspapers do you read most often? (DO NOT READ, ACCEPT UP TO THREE ANSWERS)

	Total Mentions
USA Today	5
The Wall Street Journal	4
The Christian Science Monitor	*
The New York Times	4
The Los Angeles Times	2
The Washington Post	2
Other	45
Don't know	*
No/Don't know to read a daily newspaper	45

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INTERVIEWER NOTE: FOR QUESTIONS 19, 20, 21, 22, AND 23 PLEASE DETERMINE WHAT
DAY OF THE WEEK IT IS. IF THE DAY IS THURSDAY, FRIDAY, OR SATURDAY, READ
"YESTERDAY" ; IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY".

ASK EVERYONE:
Q.19 Did things come up that kept you from reading a paper yesterday or did
you get a chance to read a daily newspaper yesterday?

42	Read paper (No, nothing came up)	GO TO Q.20
57	Didn't read paper (Yes, something came up)	GO TO Q.21
1	Don't know	
100		

ASK ONLY OF THOSE WHO SAID YES, READ PAPER '1' IN Q.19
Q.20 About how much time did you spend reading a daily newspaper yesterday?
(DO NOT READ)

1	Less than five minutes
3	Five to less than ten minutes
6	Ten to less than fifteen minutes
7	Fifteen to less than twenty minutes
6	Twenty to less than thirty minutes
11	Thirty minutes to less than one hour
8	One hour or more
*	Don't know
42	

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Q.21 Did things come up that prevented you from watching any TV news programs yesterday or did you watch the news or a news program on television yesterday? (DO NOT READ)

49   Watched TV news (No nothing came up) GO TO Q.22

50   Did not watch (Yes, something came up) ──┐
                                                  ├─ GO TO Q.23
 1   Don't know   ──┘
___
100

ASK ONLY OF THOSE WHO SAID YES, WATCHED '1' IN Q.21
Q.22 About how much time did you spend watching the news or any news programs on TV yesterday? (DO NOT READ)

1 · Less than five minutes

1   Five to less than ten minutes

2   Ten to less than fifteen minutes

4   Fifteen to less than twenty minutes

5   Twenty to less than thirty minutes

14   Thirty minutes to less than one hour

22   One hour or more

 *   Don't know
___
49

ASK EVERYONE:

Q.23 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)

6	Less than five minutes
8	Five to less than ten minutes
8	Ten to less than fifteen minutes
6	Fifteen to less than twenty minutes
5	Twenty to less than thirty minutes
10	Thirty minutes to less than one hour
9	One hour or more
47	Didn't listen
1	Don't know
100	

Q.24 I'd like to know how often, if ever you read certain types of publications. For each that I read tell me if you read them regularly, sometimes, hardly ever or never. (READ AND ROTATE)

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
a.	Personality magazines such as People or US	8	25	20	47	*=100
b.	News magazines such as Time, U.S. News and World Report or Newsweek	16	35	19	30	*=100
c.	Magazines such as The Atlantic, Harpers, The New Yorker	2	7	13	78	0=100
d.	Business magazines such as Fortune or Forbes	5	14	14	67	0=100
e.	The National Enquirer, The Sun or The Star	5	15	13	67	*=100

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Q.25 I'd like to know how often you watch or listen to certain programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never. (READ AND ROTATE)

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
a.	News magazine shows such as 60 minutes or 20/20	41	42	7	10	*=100
b.	Sunday morning news shows such as Meet The Press, Face The Nation or This Week with David Brinkley	10	24	16	50	0=100
c.	MacNeil Lehrer	5	19	12	63	1=100
d.	A Current Affair	17	27	14	41	1=100
e.	Programs on National Public Radio such as Morning Edition or All Things Considered	7	9	10	74	*=100
f.	Entertainment Tonight	15	31	15	39	*=100
g.	Cable News Network (CNN)	22	28	8	41	1=100

Q.26 When, as nearly as you can recall, was the last time you read any
kind of book all the way through - either a hard cover book or
paperbound book?   (DO NOT READ)

   31   Past week

   21   Past month

    9   Two or three months ago

    6   Four to six months ago

    2   Seven to eleven months ago

    6   A year ago

   19   More than a year ago

    6   Can't say
   ───
   100

Q.27 Do you happen to be reading any books or novels at present?

   39   Yes

   61   No

    *   Don't know
   ───
   100

Q.28 I'd like to know how often you do any of the following? For each that I read tell me if you do this regularly, sometimes, hardly ever or never. (READ AND ROTATE LIST)

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
a.	Watch L.A. Law or Thirty Something	21	25	12	42	*=100
b.	Watch religious shows on TV	10	20	12	58	*=100
c.	Go to nightclubs or dance clubs	9	21	17	53	*=100
d.	Play tennis or golf	10	12	10	68	0=100
e.	Go to a health club or exercise class	14	14	8	64	0=100
f.	Use a personal computer	24	14	5	57	*=100
g.	Go hunting or fishing	17	21	9	53	*=100

Q.29 I'm going to read some things that some people do to express their views on issues that concern them. For each tell me if you have done this in the past year or not. (READ AND ROTATE LIST)

		Yes	No	Don't Know
a.	Written a letter to the editor	10	90	* = 100
b.	Signed or circulated a petition	37	62	1 = 100
c.	Boycotted a company	17	83	* = 100
d.	Took part in a public demonstration	7	93	* = 100
e.	Written a letter to an elected official	24	76	* = 100
f.	Attended a public hearing	24	76	* = 100
h.	Voted	73	27	* = 100

SURVEY METHODOLOGY

The survey results are based on telephone interviews conducted by The Gallup Organization in Lincoln, Nebraska under the direction of Princeton Survey Research Associates among 1,226 adults, 18 years of age or older, during the period of March 1-4, 1990. 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 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.

TIMES MIRROR NEWS INTEREST INDEX
APRIL 1990
April 5-8, 1990
n=1,212

Q.1   Do you happen to get any daily newspaper or newspapers regularly?

   63   Yes

   37   No

   __0   DON'T KNOW/REFUSED
   100

Q.2   Do you happen to watch any TV news programs regularly, or not?

   79   Yes

   21   No

   __*   DON'T KNOW/REFUSED
   100

Q.3   Do you listen to the news on the radio regularly or not?

   56   Yes

   44   No

   __*   DON'T KNOW/REFUSED
   100

INTERVIEWER NOTE: PLEASE FAMILIARIZE YOURSELF WITH THE RESPONSE CATEGORIES
Q.4   What do you think is the most important news event that happened in the
       nation or in the world last month - in March? (DO NOT READ)

International Stories	40
Lithuania's declaration of independence from the Soviet Union and Moscow's actions in response	21
Developments in Germany, including the E. German elections and discussion of German reunification	7
Independence for Namibia and the transfer of power to a black president	*
Political changes taking place in the Soviet Union (NOT including mentions of Lithuanian independence)	5
Other mentions of political changes taking place in Eastern and Central Europe (NOT including mentions of E. German elections and German reunification)	5
The fall of the coalition government in Israel	*
The trial of Imelda Marcos of the Philippines	*
Discussions between the American and Japanese governments about trade issues	*
The release of Nelson Mandela	2

Domestic stories	4
The proposal made by Congressman Dan Rostenkowski to cut the budget deficit through a combination of tax increases and spending freezes	*
The Greyhound bus drivers' strike	*
The baseball players strike	*
The NCAA basketball playoffs	1
The death of Hank Gathers, a college basketball player, during a game	*
The death of 87 people in a fire at a social club in the Bronx, New York	1
The passage of a new child care bill in the House of Representatives	0
The attempt in Idaho to pass a bill that would severely restrict abortions	1
The environment/disasters/spills	2
OTHER (SPECIFY)	10
DON'T KNOW	43
REFUSED	*
NONE	2
	100

NOW I WANT TO ASK YOU JUST A FEW QUESTIONS ABOUT A PERSON IN THE NEWS - NOT EVERYONE WILL HAVE HEARD OF THIS PERSON.

Q.5   Do you happen to know who John Poindexter is?

84   Yes ----------------------->   (IF "YES" ASK:) Who is he? (DO NOT READ)

```
       ┌─No
   16 ─┤
       └─Don't know/Refused
  ───
  100
```

60   Rear Admiral, former official on trial for his role in the Iran-Contra scandal

```
       ┌─Incorrect answer
   24 ─┤
       └─Don't know/Refused
  ───
   84
```

Q.6   Do you happen to know who Louis Farrakhan is?

27   Yes ----------------------->   (IF "YES" ASK:) Who is he? (DO NOT READ)

```
       ┌─No
   73 ─┤
       └─Don't know/Refused
  ───
  100
```

20   Black Muslim leader

```
      ┌─Incorrect answer
   7 ─┤
      └─Don't know/Refused
  ───
   27
```

Q.7   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 Closely	Fairly Closely	Not too Closely	Not at all Closely	DK
a. Lithuania's declaration of independence from the Soviet Union and Moscow's response	29	39	16	16	* =100
b. The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit.	10	22	26	42	* =100
c. Discussions about German reunification	21	36	16	26	1 =100
d. The death of Hank Gathers, a college basketball player, during a game	26	34	21	19	* =100
e. The attempt in Idaho to pass a bill that would severely restrict abortions	23	33	19	24	1 =100
f. The Greyhound bus drivers' strike	23	44	21	12	* =100
g. The NCAA basketball playoffs	24	16	14	46	* =100
h. Discussions between the American and Japanese governments about trade issues	17	30	27	26	* =100
i. The death of 87 people in a fire at a social club in the Bronx, New York	28	38	20	13	1 =100
j. The Academy Awards	10	21	22	47	0 =100
k. Tom Cruise's separation from his wife	2	7	17	73	1 =100

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Q.8 Which <u>one</u> of the stories I just mentioned, have you followed most closely? (DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)

		Story Followed Most Closely
a.	Lithuania's declaration of independence from the Soviet Union and Moscow's response	23
b.	The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit.	1
c.	Discussions about German reunification	9
d.	The death of Hank Gathers, a college basketball player, during a game	8
e.	The attempt in Idaho to pass a bill that would severely restrict abortions	9
f.	The Greyhound bus drivers' strike	8
g.	The NCAA basketball playoffs	11
h.	Discussions between the American and Japanese governments about trade issues	3
i.	The death of 87 people in a fire at a social club in the Bronx, New York	12
j.	The Academy Awards	1
k.	Tom Cruise's separation from his wife	1
	CAN'T SAY/REFUSED/DON'T KNOW	<u>14</u> 100

Q.9 Of all the stories mentioned, which of them, <u>if any</u>, received too much coverage? (DO NOT READ LIST, ACCEPT MULTIPLE RESPONSES, BE SURE TO PROMPT FOR "ANY OTHERS")

		Received Too Much Coverage
a.	Lithuania's declaration of independence from the Soviet Union and Moscow's response	5
b.	The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit.	1
c.	Discussions about German reunification	2
d.	The death of Hank Gathers, a college basketball player, during a game	6
e.	The attempt in Idaho to pass a bill that would severely restrict abortions	5
f.	The Greyhound bus drivers' strike	2
g.	The NCAA basketball playoffs	6
h.	Discussions between the American and Japanese governments about trade issues	*
i.	The death of 87 people in a fire at a social club in the Bronx, New York	2
j.	The Academy Awards	6
k.	Tom Cruise's separation from his wife	15
	CAN'T SAY/REFUSED/DON'T KNOW	28
	NONE	25

IF RESPONDENT SAID '0' CAN'T SAY IN Q.8, SKIP TO Q.11

Q.10   In general, how would you rate the job the press has done in covering (STORY FOLLOWED MOST CLOSELY IN Q.8); excellent, good, only fair, or poor?

		STORY FOLLOWED MOST CLOSELY					
		Lithu-ania	Possible German Reunifi-cation	Death of Hank Gathers	Idaho Abortion Bill	NCAA Basket-ball Playoffs	Social Club Fire
23	Excellent	21	17	28	14	43	27
54	Good	60	66	54	53	45	51
16	Only Fair	12	15	14	26	8	17
4	Poor	3	1	1	2	0	3
3	Don't know/ Refused	4	1	3	5	4	2
100		100	100	100	100	100	100
		(299)	(102)	(93)	(110)	(155)	(125)

Q.11   As I read a list of names tell me if this is someone you have heard a lot about recently, someone you have heard of but not heard a lot about recently or someone you have never heard of?

		Heard A Lot About Recently	Heard of But Not Recently	Never Heard of	Don't Know
a.	Madonna	44	48	8	*=100
b.	Jennifer Capriati	9	9	82	*=100
c.	The Simpsons	44	14	41	1=100
d.	Jerry Tarkanian	22	9	69	*=100
e.	Jessica Tandy	37	29	34	*=100
f.	Dana Delaney	7	17	75	1=100
g.	George Steinbrenner	30	44	25	1=100
h.	Paula Abdul	49	24	27	*=100
i.	Brent Mussburger	48	16	35	1=100
j.	Bonnie Raitt	25	18	57	*=100
k.	Teenage Mutant Ninja Turtles	74	7	19	*=100
l.	Spike Lee	24	18	58	*=100

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Q.11a Do you approve or disapprove of the way George Bush is handling his job as president?

74   Approve

16   Disapprove

10   Don't know/Refused
100

NOW I WANT TO ASK YOU JUST A FEW MORE QUESTIONS ABOUT TOPICS IN THE NEWS - NOT EVERYONE WILL HAVE HEARD ABOUT THESE.

Q.12   As far as you know, has the United States recognized Lithuania as an independent nation, or not?

23   Yes

47   No

30   Don't know
100

Q.13   Can you tell me why April 22nd is a special day this year? (DO NOT READ) IF Yes, ask: Why is it special?

13   Earth Day

15   Incorrect answer

72   Don't know
100

Q.14   As far as you know, what was the outcome of the trial of Joseph Hazelwood, the captain of the Exxon Valdez? Was he found guilty of the most serious charges made against him, or was he found not guilty of the most serious charges?

13   Guilty of most serious charges

66   Not guilty of most serious charges

21   Don't know
100

NOW, A FEW QUESTIONS ABOUT PRESIDENT BUSH.

Q.15 Overall, are you optimistic or pessimistic that President Bush will make progress in solving the country's long term problems?

```
 64    Optimistic

 29    Pessimistic

  7    Don't know/Refused
───
100
```

Q.16 How would you rate the job President Bush is doing in dealing with the country's long term economic problems? Would you say he's doing an ... (READ)

```
  5    Excellent

 34    Good

 46    Only Fair

 11    Poor job

  4    Don't know/Refused
───
100
```

Q.17 How would you rate the job President Bush is doing in dealing with the country's long term health care problems? Would you say he's doing an... (READ)

```
  2    Excellent

 18    Good

 42    Only Fair

 29    Poor job

  9    Don't know/Refused
───
100
```

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Q.18 How would you rate the job President Bush is doing in dealing with the country's <u>long term education problems</u>? Would you say he's doing an... (READ)

    5   Excellent

    27   Good

    43   Only Fair

    18   Poor job

    7   Don't know/Refused
    ‾‾‾
    100

Q.19 How would you rate the job President Bush is doing in dealing with the country's <u>long term environmental problems</u>? Would you say he's doing an... (READ)

    4   Excellent

    28   Good

    39   Only Fair

    21   Poor job

    8   Don't know/Refused
    ‾‾‾
    100

Q.20 Overall, what do you think is more important to President Bush: <u>keeping things the way they are</u> so that the good things about the country are preserved, OR <u>making changes</u> so that the country's problems are solved? Just your impression.

    34   Keeping things the way they are

    55   Making changes

    3   BOTH (VOL)

    8   Can't say/Refused
    ‾‾‾
    100

Q.21 A prominent Democrat in Washington has been especially critical of President Bush. Do you happen to know has it been...(READ AND ROTATE CATEGORIES 1-3 RECORD ONLY ONE ANSWER)

  25   Edward Kennedy?

  20   Richard Gephardt?

   8   Thomas Foley?

  47   Don't know/Refused
 ___
 100

Q.22 President Bush recently announced that he did not like and would no longer eat a certain vegetable - do you happen to know what vegetable that was? If Yes, Ask: What vegetable was that?

  76   Broccoli

   4   Other vegetable

  20   Don't know/Refused
 ___
 100

THERE IS NO Q. 23

IF RESPONDENT SAID '1' YES, TO Q.1 PLEASE ASK:
Q.24 What daily newspaper or newspapers do you read most often? (DO NOT
      READ, ACCEPT UP TO THREE ANSWERS)

	Total Mentions
USA Today	5
The Wall Street Journal	3
The Christian Science Monitor	*
The New York Times	3
The Los Angeles Times	1
The Washington Post	2
Other	53
Don't know	1
No/Don't know to get a daily newspaper	38