

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

April 19 - May 12, 2002

(T) = Total sample [N=3,002]

(A) = Form A [N=1,551]

(B) = Form B [N=1,451]

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

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>
April, 2002	69	18	13=100
Early April, 2002	74	16	10=100
February, 2002	78	13	9=100
January, 2002	80	11	9=100
Mid-November, 2001	84	9	7=100
Early October, 2001	84	8	8=100
Late September, 2001	86	7	7=100
Mid-September, 2001	80	9	11=100
Early September, 2001	51	34	15=100
August, 2001	50	32	18=100
July, 2001	51	32	17=100
June, 2001	50	33	17=100
May, 2001	53	32	15=100
April, 2001	56	27	17=100
March, 2001	55	25	20=100
February, 2001	53	21	26=100

On a different subject...

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

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

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

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

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

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

ASK FORM A ONLY:

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

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

ASK FORM B ONLY:

Q.6 (B) We're interested in how often people watch the TV NETWORK EVENING NEWS programs – by this we mean ABC World News Tonight with Peter Jennings, CBS Evening News with Dan Rather, NBC Nightly News with Tom Brokaw, and the PBS NewsHour with Jim Lehrer. Do you happen to watch TV EVENING NEWS PROGRAMS REGULARLY, or not?

53 Yes
 47 No
 * Don't know/Refused
 100

ASK ALL:

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

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
a. The U.S. military effort in Afghanistan	39	39	13	8	1=100
Early April, 2002	45	37	12	5	1=100
February, 2002	47	39	8	5	1=100
January, 2002	51	35	9	4	1=100
December, 2001	44	38	12	5	1=100
Mid-November, 2001	49	36	11	3	1=100
Early November, 2001	45	36	12	6	1=100
Mid-October, 2001	51	35	10	3	1=100
January, 1991 ¹	67	28	4	1	0=100
b. Defending against terrorist attacks in the U.S.	46	36	10	7	1=100
Early April, 2002	49	35	10	5	1=100
December, 2001 ²	60	29	7	3	1=100
Mid-November, 2001	66	25	6	2	1=100
Early November, 2001	63	26	6	3	2=100
Mid-October, 2001	78	16	4	1	1=100
Early October, 2001 ³	73	22	4	1	*=100
Mid-September, 2001	74	22	3	1	*=100
c. Continued violence in the Middle East between the Palestinians and the Israelis	38	37	14	10	1=100
Early April, 2002	44	33	13	9	1=100
December, 2001	31	40	19	9	1=100
Early September, 2001	21	33	25	20	1=100
April, 2001 ⁴	22	34	24	19	1=100
Mid-October, 2000	30	38	18	13	1=100
Early October, 2000	21	30	27	21	1=100
January, 1997	12	23	29	35	1=100
October, 1996	17	34	26	23	*=100
May, 1988	18	37	34	9	2=100

1 In January 1991 the question was worded: "How closely have you been following news about the War in the Gulf?"

2 From Mid-October 2001 to December 2001 the story was listed as "Terrorism attacks on the United States."

3 In Early October 2001 and Mid-September 2001 the story was listed as "News about the terrorist attacks on the World Trade Center in New York and the Pentagon in Washington?"

4 In April 2001 the story was listed as "Continued violence in the Middle East." In Mid-October 2000 the story was listed as "Continued violence in the Middle East between the Palestinians and the Israelis." In Early October 2000 the story was listed as "Renewed violence in the Middle East between the Palestinians and the Israelis." In January 1997 the story was listed as "Renewed tensions between Israelis and Palestinians over Hebron." In October 1996 the story was listed as "Renewed violence between Israelis & Palestinians on the West Bank and in Jerusalem." In May 1988 the story was listed as "The conflict in the Middle East between the Palestinians and the Israelis in the occupied territories."

Q.7 (T) CONTINUED ...

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
d. The Secretary of State's recent visit to the Middle East	25	32	20	22	1=100
e. The attempted overthrow of the president of Venezuela	6	13	27	53	1=100
f. The Pope and American cardinals meeting in Rome about sexual abuse by Catholic priests	27	33	21	18	1=100
Early April, 2002 ⁵	27	34	25	13	1=100
December, 1993	18	32	31	18	1=100

ASKED APRIL 24-MAY 12 [N=1975]

g. The recent success of a right-wing candidate in the French presidential elections	6	13	23	57	1=100
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INTERVIEWER NOTE: FOR QUESTIONS 8 thru 14 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY."

Q.8 (T) Now, on another subject... Did you get a chance to read a daily newspaper yesterday, or not?

FORM A ONLY:

IF "YES" IN Q.8, ASK:

Q.9 (A) About how much time did you spend reading a daily newspaper yesterday? (**DO NOT READ**)

(T)	(A)		April 2000	Late Sept 1999	Nov 1998	April 1998	Nov 1997	April 1996	June 1995	March 1995	Feb 1994	Jan 1994	March 1991	Gallup 1965
41	41	Read the paper	47	47	47	48	50	50	52	45	58	49	56	71
		7 Less than 15 min.	9	9	8	8	8	7	7	9	7	7	n/a	n/a
		10 15-29 min.	14	12	11	14	14	15	15	14	15	15	n/a	n/a
		15 30-59 min.	16	16	16	17	17	18	18	16	21	17	n/a	n/a
		8 1 hour or more	8	10	11	9	10	10	11	6	14	10	n/a	n/a
		1 Don't know	*	*	1	*	1	*	1	0	1	*	n/a	n/a
59	59	Didn't read paper	53	53	53	52	50	50	48	55	42	50	44	29
*	*	Don't know	*	*	*	*	0	*	*	*	0	1	*	0
100	100		100	100	100	100	100	100	100	100	100	100	100	100

ASK ALL:

Q.10 (T) Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?

FORM A ONLY:

IF "YES" IN Q.10, ASK:

Q.11 (A) About how much time did you spend watching the news or any news programs on TV yesterday? (**DO NOT READ**)

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

5

In Early April 2002 and December 1993 the question was worded: "Reports of sexual abuses by Catholic priests."

ASK ALL:

Q.12(T) Apart from news, did you watch anything else on television yesterday, or not?

FORM A ONLY:

IF "YES" IN Q.12, ASK:

Q.13(A) About how much time did you spend watching TV yesterday, not including the news?

(T)	(A)		Late April 2000 ⁶	Sept 1999	Nov 1997	June 1995	Feb 1994	
59	58	Yes		57	63	64	59	69
		2 A half hour or less	3	1	2	1	2	
		3 Thirty minutes or less than one hour	5	6	5	4	3	
		11 About an hour or more	10	13	15	10	11	
		5 More than one hour but less than two hours	8	6	7	6	7	
		17 Two hours to less than three hours	15	18	16	16	19	
		8 Three hours to less than four hours	7	9	11	10	12	
		12 Four hours or more	8	10	8	11	14	
		* Don't know/Refused	*	*	*	1	1	
40	41	Did not watch	42	37	36	40	31	
$\frac{1}{100}$	$\frac{1}{100}$	Don't know	$\frac{1}{100}$	$\frac{0}{100}$	$\frac{*}{100}$	$\frac{1}{100}$	$\frac{0}{100}$	

ASK ALL:

Q.14 (T) About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday? **[DO NOT READ]**

		Late April 2000	Sept 1999	Nov 1998	April 1998	Nov 1997	April 1996	June 1995	March 1995	Feb 1994	Jan 1994	March 1991	Gallup 1965
41	Yes, listened	43	44	41	49	44	44	42	47	47	47	44	58
	10 Less than 15 min.	14	12	13	16	12	12	13	16	14	15	n/a	n/a
	7 15-29 min.	9	8	8	9	9	11	9	12	11	10	n/a	n/a
	10 30-59 min.	9	10	8	10	9	10	9	9	9	10	n/a	n/a
	14 1 hour or more	11	14	12	14	14	11	11	10	13	12	n/a	n/a
58	Didn't Listen	56	56	57	51	55	55	56	52	52	52	56	42
$\frac{1}{100}$	Don't know	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{2}{100}$	$\frac{*}{100}$	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{2}{100}$	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{0}{100}$

⁶

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

ASK FORM A ONLY:

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

Q.15 (A) Did you spend any time reading magazines?

IF “YES” IN Q.15, ASK:

Q.16 (A) About how much time did you spend reading magazines yesterday? **[DO NOT READ]**

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

ASK FORM A ONLY:

Q.17(A) Not including school or work related books, did you spend anytime reading a book yesterday? **(IF YES: Was it a work of fiction or non-fiction?)**

IF “YES” IN Q.17, ASK:

Q.18(A) About how much time did you spend reading books yesterday? **(DO NOT READ)**

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

ASK FORM A ONLY:

Q.19 (A) As I read from a list tell me if you did this yesterday or not. Yesterday did you... [INSERT ITEM, ROTATE]? (Yesterday, did you... [NEXT ITEM]?) [DO NOT ASK ITEM c IF DAY OF WEEK IS SUNDAY OR MONDAY]

	<u>Yes</u>	<u>No</u>	<u>Doesn't Apply</u>	<u>DK/ NA</u>	
a. Get some kind of vigorous exercise such as jogging, working out at a gym, or playing a racquet sport	39	60	--	1=100	
April, 1998	36	64	--	0=100	
June, 1997	37	63	--	*=100	
February, 1994	26	74	--	*=100	
b. Go online from home	34	63	--	3=100	
April, 1998	17	82	--	1=100	
c. Go online from work	20	75	5	*=100	(N=1053)
April, 1998	12	85	3	*=100	
WENT ONLINE YESTERDAY (NET)⁷	43	57	--	*=100	(N=1053)
April, 1998	25	75	--	0=100	
June, 1995	4	96	--	*=100	
d. Have a family meal together	63	36	--	1=100	
April, 1998	67	32	--	1=100	
February, 1994	64	36	--	*=100	
e. Go shopping for something other than food or medicine	27	73	--	*=100	
June, 1997	30	70	--	*=100	
February, 1994	23	77	--	*=100	
f. Pray	66	34	--	*=100	
February, 1994	56	44	--	*=100	
g. Watch a movie at home on video, DVD or pay-per-view	23	77	--	*=100	
h. Call a friend or relative just to talk	63	37	--	*=100	
November, 1998	52	48	--	*=100	
April, 1998	67	33	--	*=100	
June, 1997	65	35	--	*=100	
June, 1995	56	44	--	*=100	
February, 1994	63	37	--	*=100	
i. Send an e-mail to a friend or relative	27	72	--	1=100	

⁷

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

ASK ALL:

Q.20 (T) Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... [READ AND ROTATE ITEMS a. THRU u.]

ASK FORM A ONLY:		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a.	Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live	32	29	15	24	*=100
	April, 2000	30	28	16	25	1=100
	August, 1999	40	33	16	11	*=100
	April, 1998	38	29	15	18	*=100
	February, 1997	41	31	14	14	*=100
	April, 1996	42	29	15	14	*=100
	March, 1995	48	28	14	10	*=100
	May, 1993	60	28	5	6	1=100
	February, 1993	58	23	10	9	*=100
b.	Watch cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel	33	35	11	21	*=100
NO ITEM c.						
ASK FORM B ONLY:						
d.	Watch the CBS Evening News with Dan Rather	18	29	18	35	*=100
e.	Watch the ABC World News Tonight with Peter Jennings	18	30	19	33	*=100
f.	Watch the NBC Nightly News with Tom Brokaw	20	29	18	33	*=100
g.	Watch Cable News Network (CNN)	25	31	12	32	*=100
	April, 2000	21	34	16	29	*=100
	April, 1998	23	34	13	30	*=100
	February, 1997	28	30	14	28	0=100
	April, 1996	26	33	14	27	*=100
	March, 1995	30	28	13	28	1=100
	July, 1994	33	36	7	24	*=100
	February, 1994	31	32	8	29	*=100
	May, 1993	35	34	7	24	*=100
	June, 1992	30	32	10	27	1=100
	July, 1990	27	28	8	36	1=100
	June, 1990	30	27	6	37	*=100
	May, 1990	27	25	7	40	1=100
	April, 1990	26	29	7	37	1=100
	March, 1990	22	28	8	41	1=100
	February, 1990	23	29	8	40	0=100
	January, 1990	26	25	7	41	1=100
h.	Watch the Fox News CABLE Channel	22	26	15	37	*=100
	April, 2000	17	28	17	37	1=100
	April, 1998	17	30	14	38	1=100
i.	Watch MSNBC	15	30	16	37	2=100
	April, 2000	11	27	17	42	3=100
	April, 1998	8	23	15	51	3=100

Q.20 (T) CONTINUED ...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
ASK FORM B ONLY:						
j.	Watch CNBC	13	30	17	38	2=100
	April, 2000	13	29	18	37	3=100
	April, 1998	12	27	17	42	2=100
ASK ALL:						
k.	Watch the local news about your viewing area which usually comes on before the national news in the evening and again later at night	57	24	8	11	*=100
	April, 2000 ⁸	56	24	9	11	*=100
	April, 1998	64	22	6	8	*=100
	February, 1997	72	16	7	5	0=100
	April, 1996	65	23	7	5	*=100
	March, 1995	72	18	6	4	*=100
	May, 1993	77	16	5	4	*=100
	February, 1993	76	16	5	3	*=100
l.	Watch C-SPAN	5	18	18	57	2=100
	April, 2000	4	17	22	56	1=100
	April, 1998	4	19	18	58	1=100
	April, 1996	6	21	18	53	2=100
	March, 1995	8	17	20	53	2=100
	July, 1994	9	26	12	52	1=100
	February, 1994	7	20	15	56	2=100
	May, 1993	11	25	13	48	3=100
	February, 1993	7	18	14	45	16=100
	June, 1992	6	19	18	54	3=100
m.	Listen to National Public Radio (NPR)	16	16	15	52	1=100
	April, 2000	15	17	16	51	1=100
	April, 1998	15	17	18	49	1=100
	April, 1996	13	18	16	52	1=100
	March, 1995	15	17	21	46	1=100
	July, 1994	9	18	11	62	*=100
	February, 1994	9	13	12	65	1=100
	May, 1993 ⁹	15	20	15	49	1=100
	June, 1992	7	16	17	59	1=100
	July, 1990	9	13	8	70	*=100
	June, 1990	9	10	11	69	1=100
	May, 1990	7	11	10	72	*=100
	April, 1990	7	12	9	71	1=100
	March, 1990	7	9	10	74	*=100
	February, 1990	8	10	8	74	*=100
	January, 1990	5	10	7	78	*=100

⁸ In 2000 and earlier, the question was asked: "Watch the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11."

⁹ In 1993 and earlier, the question was asked: "Programs on National Public Radio, such as Morning Edition or All Things Considered."

Q.20 (T) CONTINUED ...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
n. Watch news magazine shows such as 60 Minutes, 20/20 or Dateline	24	42	16	18	*=100
April, 2000	31	41	15	13	*=100
August, 1999	35	40	16	9	*=100
April, 1998	37	41	12	10	*=100
April, 1996 ¹⁰	36	38	15	11	*=100
July, 1994	43	43	8	6	*=100
February, 1994	45	36	11	8	0=100
May, 1993	52	37	6	5	*=100
February, 1993	49	32	11	8	*=100
June, 1992	46	40	8	6	*=100
July, 1990	46	38	8	8	*=100
June, 1990	50	36	6	8	*=100
May, 1990	45	37	8	10	*=100
April, 1990	47	37	7	9	*=100
March, 1990	41	42	7	10	*=100
February, 1990	39	41	10	10	0=100
January, 1990	43	40	8	9	*=100
o. Watch the NewsHour with Jim Lehrer	5	13	15	66	1=100
April, 2000	5	12	15	66	2=100
April, 1998	4	14	14	67	1=100
April, 1996 ¹¹	4	10	11	73	2=100
July, 1994	7	23	11	58	1=100
February, 1994	6	16	11	66	1=100
May, 1993	10	24	14	51	1=100
June, 1992	6	19	17	56	2=100
July, 1990	7	16	11	66	*=100
June, 1990	7	16	12	64	1=100
May, 1990	8	15	11	65	1=100
April, 1990	6	16	11	66	1=100
March, 1990	5	19	12	63	1=100
February, 1990	5	15	11	69	0=100
January, 1990	6	15	12	67	*=100
p. Watch the Weather Channel	32	28	15	25	*=100
April, 2000	32	28	15	25	*=100
April, 1998	33	27	13	27	*=100
q. Watch Sports News on ESPN	19	19	12	50	*=100
April, 2000	23	18	13	46	*=100
April, 1998 ¹²	20	20	15	45	*=100
r. Watch late night TV shows such as David Letterman and Jay Leno	12	22	18	48	*=100

¹⁰ In 1996 and earlier, the question was asked "Watch news magazine shows such as 60 Minutes or 20/20."

¹¹ In 1996, the question was asked "Jim Lehrer NewsHour." Prior to that, the question was asked "MacNeil-Lehrer NewsHour." The change in the program name may have contributed to the decline in viewership.

¹² In 1998, the question was asked "Watch ESPN Sports News."

Q.20 (T) CONTINUED ...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
s. Watch TV shows such as Entertainment Tonight or Access Hollywood	9	24	19	48	*=100
April, 2000	8	26	22	44	*=100
April, 1998 ¹³	8	27	24	41	*=100
February, 1997	9	29	23	39	*=100
June, 1992	11	30	24	35	*=100
April, 1990	14	30	17	39	*=100
March, 1990	15	31	15	39	*=100
February, 1990	11	31	16	42	0=100
January, 1990	11	34	16	39	0=100
t. Watch the Today Show, Good Morning America or The Early Show	22	19	14	45	*=100
April, 2000	20	18	15	47	*=100
April, 1998 ¹⁴	23	19	17	41	*=100
u. Watch Univision or some other Spanish-language television network	4	5	6	85	*=100
April, 2000	3	4	7	86	*=100

Now thinking about different types of daytime television shows, how often do you ... **[INSERT ITEM; ROTATE]**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
v. Watch daytime talk shows such as Ricki Lake or Jerry Springer?	5	10	12	73	*=100
April, 2000	7	12	14	67	*=100
April, 1998 ¹⁵	13	15	14	58	*=100
June, 1997	8	13	20	59	*=100
April, 1996	10	14	17	59	*=100
w. Watch daytime talk shows such as Rosie O'Donnell or Oprah Winfrey	7	17	17	59	*=100
April, 2000	10	21	18	51	*=100

ASK FORM A ONLY:

Q.21(A) Now I'd like to ask you about some other television and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **[READ AND ROTATE]**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a. Watch Larry King Live	5	22	15	58	*=100
April, 1998	4	20	15	61	*=100
b. Listen to Dr. Laura Schlesinger's radio show	2	6	7	84	1=100
April, 1998	3	9	8	80	*=100
c. Listen to Don Imus' radio show	2	4	5	88	1=100
April, 1998	1	3	6	89	1=100

¹³ In 1998 and earlier, the question was asked "Watch Entertainment Tonight."

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

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

Q.21 (A) CONTINUED ...

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

ASK ALL:

Q.22 (T) Now I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never. (First,) how often do you read... **[READ AND ROTATE]** How about...

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

Q.22 (T) CONTINUED ...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
c. The National Enquirer, The Sun or The Star	3	9	10	78	*=100
April, 2000	3	9	12	76	*=100
April, 1998	3	12	9	76	*=100
February, 1997	5	6	12	77	0=100
April, 1996	5	11	12	72	*=100
July, 1994	5	13	16	66	*=100
June, 1992	5	13	14	68	*=100
March, 1990	5	15	13	67	*=100
February, 1990	7	13	13	67	*=100
January, 1990	7	12	13	68	0=100
d. Personality magazines such as People	6	26	18	50	*=100
April, 2000	6	27	18	49	*=100
April, 1998	8	29	18	45	0=100
February, 1994 ¹⁶	9	22	22	47	*=100
May, 1993	12	25	19	44	*=100
June, 1992	8	28	25	39	*=100
July, 1990	9	25	18	48	*=100
June, 1990	10	28	19	43	*=100
May, 1990	7	24	19	50	*=100
April, 1990	9	25	20	46	*=100
March, 1990	8	25	20	47	*=100
February, 1990	8	24	19	49	*=100
January, 1990	9	23	19	49	0=100
e. Magazines such as The Atlantic, Harpers or The New Yorker	2	7	11	80	*=100
April, 2000	2	7	11	80	*=100
April, 1998	2	8	11	79	0=100
February, 1994	2	6	14	78	*=100
June, 1992	2	9	16	73	*=100
July, 1990	2	8	11	79	*=100
June, 1990	2	8	13	77	*=100
May, 1990	2	7	12	79	*=100
April, 1990	2	6	12	80	*=100
March, 1990	2	7	13	78	0=100
February, 1990	2	7	10	81	*=100
January, 1990	2	7	11	80	0=100
f. Political magazines such as The Weekly Standard or The New Republic	2	6	9	83	*=100

¹⁶

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

Q.23(T) Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

IF "YES," ASK:

Q.24 (T) Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	<i>Computer User</i>			Based on Total Respondents: <i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
April, 2002	71	29	*=100	62	38	0=100
February, 2002	71	29	*=100	62	38	0=100
January, 2002	73	27	0=100	62	38	0=100
Mid-November, 2001	73	27	0=100	62	38	0=100
Mid-September, 2001	72	28	*=100	62	38	*=100
June, 2001	72	28	*=100	62	38	0=100
May, 2001	75	25	*=100	64	36	0=100
April, 2001	72	28	*=100	62	38	0=100
February, 2001	72	28	0=100	60	40	*=100
January, 2001	71	29	*=100	61	39	0=100
July, 2000	68	31	1=100	55	45	*=100
June, 2000	68	31	1=100	56	44	*=100
April, 2000	68	32	*=100	54	46	*=100
March, 2000 ¹⁷	72	28	0=100	61	39	0=100
February, 2000	67	33	*=100	52	48	0=100
January, 2000	68	32	*=100	52	48	*=100
December, 1999	67	33	*=100	53	47	0=100
October, 1999	67	33	*=100	50	50	0=100
Late September, 1999	68	32	*=100	52	48	*=100
September, 1999	70	30	*=100	53	47	0=100
August, 1999	67	33	*=100	52	48	0=100
July, 1999	68	32	*=100	49	51	0=100
June, 1999	64	35	1=100	50	50	*=100
May, 1999	66	33	1=100	48	52	0=100
April, 1999	71	29	*=100	51	49	*=100
March, 1999	68	32	*=100	49	51	*=100
February, 1999	68	32	*=100	49	51	*=100
January, 1999	69	31	*=100	47	53	*=100
Early December, 1998	64	36	*=100	42	58	0=100
November, 1998	--	--	--	37	63	*=100
Early September, 1998	64	36	*=100	42	58	*=100
Late August, 1998	66	34	0=100	43	57	*=100
Early August, 1998	66	34	*=100	41	59	*=100
April, 1998	61	39	*=100	36	64	0=100
January, 1998	65	35	*=100	37	63	0=100
November, 1997	66	34	*=100	36	63	1=100
June, 1997	60	40	0=100	--	--	--
Early September, 1996	56	44	*=100	--	--	--
July, 1996	56	44	*=100	23	77	0=100
April, 1996	58	42	*=100	21	79	*=100
March, 1996	61	39	*=100	22	78	0=100
February, 1996	60	40	0=100	21	79	*=100
January, 1996	59	41	0=100	21	79	0=100
June, 1995 ¹⁸	--	--	--	14	86	*=100

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

¹⁸ The 1995 figure combines responses from two separate questions:
 (1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?) (2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

IF "GOES ONLINE" IN Q.24, ASK: [N=1918]

Q.25 (T) How frequently do you go online to get NEWS... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

	April 2000	Oct 1999	Aug 1999	July 1999	June 1999	Early Dec 1998	Nov 1998	Early Sept 1998	April 1998	June 1995
25 Everyday	27	25	22	21	22	25	10	23	18	6
16 3-5 days per week	15	14	15	15	18	17	11	16	17	9
16 1-2 days per week	19	22	19	22	22	22	16	21	20	15
13 Once every few weeks	12	11	15	14	14	10	13	14	15	13
21 Less often	18	20	20	19	18	18	20	19	21	28
9 No/Never (VOL.)	9	8	9	9	7	8	30	7	9	29
* Don't know/Refused	*	*	*	0	0	*	*	*	*	*
<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

ASK Q.26-Q.34 OF FORM B ONLY:

Q.26(B) On another subject... Thinking about a typical weekday, do you normally start your morning with some type of news, or not?

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

IF "YES" IN Q.26, ASK:

Q.27(B) If you don't have an opportunity to start your day with the news, do you miss it a lot, or doesn't it make that much of a difference to you?

			----- April 1998 -----		
Morning News			Morning News Audience		
Total	Audience		Total	News	Audience
35	51	A lot	33	48	
30	45	Not Much Difference	33	49	
2	3	Never miss the news (VOL)	1	2	
<u>1</u>	<u>1</u>	Don't know/Refused	<u>1</u>	<u>1</u>	
68	100		68	100	
(N=1008)					

Q.28(B) Is your morning news mainly from television, the newspaper, radio or the Internet? [ACCEPT MULTIPLE RESPONSES]

			----- April 1998 -----		
Morning News			Morning News Audience		
Total	Audience		Total	News	Audience
43	63	Television	41	60	
14	21	Newspaper	19	28	
18	26	Radio	22	33	
6	9	Internet	2	3	
*	*	Don't know/Refused	*	*	
(N=1008)					

Q.29(B) On weekdays, do you typically read, watch, or listen to the news during the course of the day, or not?

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

IF "YES" Q.29, ASK:

Q.30(B) At that time, do you mainly get news from television, the newspaper, radio or the Internet? [ACCEPT MULTIPLE RESPONSES]

			<i>----- April 1998 -----</i>	
			Daytime	
<u>Total</u>	<u>Daytime News Audience</u>		<u>Total</u>	<u>Daytime News Audience</u>
35	58	Television	41	58
17	28	Newspaper	25	35
15	24	Radio	22	31
7	12	Internet	4	5
*	1	Don't know/Refused	*	*

(N=889)

Q.31(B) On weekdays, do you typically read, watch or listen to the news around the dinner hour, or not?

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

IF "YES" Q.31, ASK:

Q.32(B) At that time, do you mainly get news from television, the newspaper, radio or the Internet? [ACCEPT MULTIPLE RESPONSES]

			<i>----- April 1998 -----</i>	
			Dinner Hour	
<u>Total</u>	<u>Dinner Hour News Audience</u>		<u>Total</u>	<u>Dinner Hour News Audience</u>
50	92	Television	54	90
5	9	Newspaper	7	11
3	5	Radio	4	7
1	2	Internet	1	2
*	*	Don't know/Refused	*	*

(N=830)

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

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

Q.33(B) On weekdays, do you typically read, watch or listen to the news late in the evening, or not?

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

IF "YES" Q.33, ASK:

Q.34(B) At that time, do you mainly get news from television, the newspaper, radio or the Internet? [ACCEPT MULTIPLE RESPONSES]

			<i>----- April 1998 -----</i>	
Late Evening News			Total	Late Evening News Audience
<u>Total</u>	<u>Audience</u>		<u>Total</u>	<u>News Audience</u>
55	91	Television	55	94
6	10	Newspaper	5	9
2	3	Radio	2	3
4	6	Internet	1	2
*	*	Don't know/Refused	0	0

(N=874)

ASK ALL:

IF WATCHED TELEVISION NEWS YESTERDAY (Q.10=1) ASK: [N=1703]

INTERVIEWER NOTE: FOR QUESTION 35 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY."

Q.35(T) Earlier, you said that you watched some news on television yesterday. Thinking back, did you happen to watch [READ AND ROTATE] yesterday or not? (Did you happen to watch [NEXT ITEM] yesterday or not?)

		<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
a.	A network evening news program on CBS, ABC, NBC or PBS	54	43	3=100
b.	A local news program with news about your viewing area	76	23	1=100
c.	A cable news channel such as CNN, MSNBC or the Fox News CABLE Channel	46	53	1=100
d.	A morning news program such as the Today Show, Good Morning America or the Early Show	32	67	1=100

ASK FORM A ONLY:

e.	A cable news talk show such as the O'Reilly Factor or Larry King Live	15	84	1=100 (N=873)
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ASK FORM B ONLY:

f.	A news magazine show such as 60 Minutes, 20/20 or Dateline	20	78	2=100 (N=830)
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²¹

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

ASK ALL:

On another subject...

Q.36(T) How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

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

ASK FORM B ONLY:

Q.37(B) How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics – regularly, sometimes, rarely or never?

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

Q.38(B) Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available?

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

ASK ALL:

Q.39 (T) Next I would like to ask you about some things that have been in the news. Not everyone will have heard about them...[ROTATE Q.39a THRU Q.39d]

ASK 1/3 OF RESPONDENTS: [N=1010]

a.F1 Can you tell me the name of the current vice president of the United States?

	Mid- Nov <u>2001</u>	-- GORE -- July <u>1994</u>	Feb <u>1994</u>
61 Correct, Richard Cheney/Dick Cheney/Cheney (<i>correct answer</i>)	67	65	70
4 Incorrect, any other person	7	3	6
<u>35</u> Don't know/Refused	<u>26</u>	<u>32</u>	<u>24</u>
100	100	100	100

ASK 1/3 OF RESPONDENTS: [N=1002]

b.F2 Can you tell me the name of the current Secretary of State?

- 48 Correct, Colin Powell/Powell (*correct answer*)
- 6 Incorrect, any other person
- 46 Don't know/Refused
- 100

ASK 1/3 OF RESPONDENTS: [N=990]

c.F3 Can you tell me the name of the current Secretary of Defense?

- 29 Correct, Donald Rumsfeld/Don Rumsfeld/Rumsfeld (*correct answer*)
- 19 Incorrect, any other person
- 52 Don't know
- 100

ASK ALL RESPONDENTS:

d. Recently, many European countries have adopted a new currency. Do you happen to know the name of this new European money?

- 44 Correct, the Euro (*correct answer*)
- 3 Incorrect, any other
- 53 Don't know
- 100

e. Do you happen to know who Yasser Arafat is? [INTERVIEWER: IF "YES" ASK: Can you tell me who he is.] [OPEN END, RECORD VERBATIM RESPONSE]

- 48 Correct, Leader of the PLO/Palestinians (*correct answer*)
- 30 Other answer
- 22 No answer/Don't know
- 100

f. Do you happen to know when the state of Israel was established? Was it [READ, IN ORDER]

- 12 Around 1852
- 41 Around 1948 [OR] (*correct answer*)
- 9 Around 1960
- 38 Don't know/Refused
- 100

ASK FORM A ONLY:

Now, on a different subject...

IF RESPONDENT REGULARLY READS DAILY NEWSPAPER (Q.2=1), ASK: [N=1001]

Q.40 (A) How much would you miss reading the newspaper, if newspapers were no longer available? **[READ CATEGORIES]**

	April <u>1998</u>	June <u>1995</u>	Feb <u>1994</u>
57 A Lot	60	58	67
26 Some	25	27	21
10 Not much	10	10	8
7 Not at all	4	4	4
* Don't know/Refused	<u>1</u>	<u>1</u>	<u>*</u>
<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

IF RESPONDENT REGULARLY WATCHES NETWORK EVENING NEWS (Q.5=1), ASK: [N=838]

Q.41 (A) How much would you miss watching the network evening news, if it were no longer on the air? **[READ CATEGORIES]**

62 A Lot
25 Some
7 Not much --OR--
5 Not at all
<u>1</u> Don't know/Refused
<u>100</u>

ASK ALL:

Q.42(T) Now, I'm going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, or on radio...very closely, somewhat closely, not very closely, or not at all closely? First, **[READ AND ROTATE]**

	<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not at all Closely</u>	<u>Don't Know</u>
a. News about political figures and events in Washington	21	45	19	15	*=100
April, 2000	17	43	23	17	*=100
April, 1998	19	46	22	13	*=100
April, 1996	16	43	28	13	*=100
b. Sports	25	28	18	29	*=100
April, 2000	27	25	19	29	*=100
April, 1998	27	28	18	27	*=100
April, 1996	26	28	21	25	*=100
c. Business and finance	15	35	25	25	*=100
April, 2000	14	36	27	23	*=100
April, 1998	17	36	24	23	*=100
April, 1996	13	37	31	19	*=100
d. International affairs	21	44	18	17	*=100
April, 2000	14	45	24	17	*=100
April, 1998	16	46	23	15	*=100
April, 1996	16	46	26	12	*=100
e. Local government	22	43	19	16	*=100
April, 2000	20	43	21	16	*=100
April, 1998	23	44	20	13	*=100
April, 1996	24	43	21	12	*=100

Q.42 (T) CONTINUED ...

		Very Closely	Somewhat Closely	Not Very Closely	Not at all Closely	Don't Know
f.	Religion	19	36	22	22	1=100
	April, 2000	21	32	24	23	*=100
	April, 1998	18	33	25	24	*=100
	April, 1996	17	31	29	23	*=100
g.	People and events in your own community	31	44	14	11	*=100
	April, 2000	26	47	17	10	*=100
	April, 1998	34	45	14	7	*=100
	April, 1996	35	44	14	7	*=100
h.	Entertainment	14	42	25	19	*=100
	April, 2000	15	41	28	16	*=100
	April, 1998	16	43	27	14	*=100
	April, 1996	15	42	29	14	*=100
i.	Consumer news	12	41	25	22	*=100
	April, 2000	12	45	24	18	1=100
	April, 1998	15	46	22	17	*=100
	April, 1996	14	45	26	15	*=100
j.	Science and technology	17	40	21	22	*=100
	April, 2000	18	45	20	17	*=100
	April, 1998	22	41	19	18	*=100
	April, 1996	20	42	24	14	*=100
k.	Health news	26	45	16	13	*=100
	April, 2000	29	45	15	11	*=100
	April, 1998	34	46	12	8	*=100
	April, 1996	34	44	14	7	1=100
l.	Crime	30	46	14	9	1=100
	April, 2000	30	45	16	9	*=100
	April, 1998	36	44	13	7	*=100
	April, 1996	41	43	10	6	*=100
m.	Culture and the arts	9	31	28	32	*=100
	April, 2000	10	32	28	29	1=100
	April, 1998	12	33	29	26	*=100
	April, 1996	9	34	32	25	*=100

ROTATE QUESTIONS 43 thru 45:

Q.43 (T) Which of the following two statements best describes you: "I follow INTERNATIONAL news closely ONLY when something important or interesting is happening" OR "I follow INTERNATIONAL news closely most of the time, whether or not something important or interesting is happening"?

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

ASK FORM A ONLY:

Q.44 (A) Which of the following two statements best describes you: "I follow NATIONAL news closely ONLY when something important or interesting is happening" OR "I follow NATIONAL news closely most of the time, whether or not something important or interesting is happening"?

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

ASK FORM B ONLY:

Q.45 (B) Which of the following two statements best describes you: "I follow LOCAL COMMUNITY news closely ONLY when something important or interesting is happening" OR "I follow LOCAL COMMUNITY news closely most of the time, whether or not something important or interesting is happening"?

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

NO QUESTION 46

ASK ALL:

On another subject...

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

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

IF YES IN Q.47, ASK:

Q.48 (T) Do you currently subscribe to Cable TV?

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

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

14 Yes
86 No
* Don't know/Refused
100

Q.50 (T) Roughly speaking, how many television channels do you receive in your home? [OPEN, IF “Don’t know” PROBE ONCE WITH “Just your best guess.”]

2 No TV
 8 5 or fewer channels
 9 6-12 channels
 7 13-25 channels
 15 26-50 channels
 36 51-100 channels
 18 101 or more channels
 5 Don’t know
 100

Q.51 (T) And, just your best guess, how many of those channels do you and your family actually watch? [OPEN, IF “Don’t know” PROBE ONCE WITH “Just your best guess.”]

2 No TV
 30 5 or fewer channels
 33 6-12 channels
 19 13-25 channels
 10 26-50 channels
 3 51-100 channels
 1 101 or more channels
 2 Don’t know
 100

Q.52 (T) Now I’m going to read a series of statements about the news. For each statement, please tell me if you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it. The first one is... [READ AND ROTATE]

	Completely Agree	Mostly Agree	Mostly Disagree	Completely Disagree	(VOL) Don't Watch the news	DK/ Ref
a. News is not as important today as it once was	7	10	27	54	n/a	2=100
April, 2000	9	16	31	42	n/a	2=100
April, 1998	7	16	29	46	n/a	2=100
b. I find that I often watch the news with my remote control in hand, flipping to other channels when I’m not interested in the topic	31	28	17	20	2	2=100
April, 2000	36	26	17	18	2	1=100
April, 1998	29	27	21	21	1	1=100
c. I wish I had more time to follow the news	22	30	28	18	n/a	2=100
April, 2000	20	33	28	18	n/a	1=100
d. People who decide what to put on TV news or in the newspapers are out of touch with people like me	14	29	36	15	n/a	6=100
April, 2000	18	35	34	10	n/a	3=100
e. I find that I’m often not interested in a news story because I don’t have enough background information about it	13	30	36	18	n/a	3=100

Q.53 (T) Are you more the kind of person who watches or listens to the news at regular times, or are you more the kind of person who checks in on the news from time to time?

IF RESPONDENT DOES NOT GET NEWS AT REGULAR TIMES (Q.53=2), ASK:

Q.54(T) When you're checking in on the news, what source do you typically use MOST? [READ]

- 49 Watch/listen at regular times
 - 48 Checks in from time to time
 - 7 Network TV news
 - 13 Cable TV news
 - 18 Local TV news
 - 4 Radio – **OR** –
 - 5 The Internet
 - 1 Other [VOL – **DO NOT READ**]
 - * Don't know/Refused
 - 2 Neither [VOL]
 - 1 Don't know/Refused
- 100

ASK ALL:

Q.55(T) We're interested in what's important to you when you watch, listen to, or read different news sources. Using a 5 point scale, where "5" means extremely important and "1" means not at all important, how important is it to you that the news... [READ AND ROTATE ITEMS a-h] And how important is it that the news... [NEXT ITEM]

		Extremely Important			Not at all Important		Don't Know
		<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	
a.	Stirs your emotions April, 1998	<u>16</u> 15	<u>15</u> 15	<u>32</u> 34	<u>15</u> 16	<u>19</u> 19	<u>3=100</u> 1=100
b.	Contains information that is helpful in your daily life April, 1998	44 50	24 24	19 16	7 5	5 4	1=100 1=100
c.	Is enjoyable and entertaining April, 1998	23 22	19 20	26 29	15 14	15 14	2=100 1=100
d.	Fits easily into your daily schedule April, 1998	35 34	23 24	22 24	8 8	10 9	2=100 1=100
e.	Is accurate April, 1998	80 81	8 9	5 6	2 2	3 2	2=100 *=100
f.	Is timely and up-to-date April, 1998	74 70	15 18	5 7	2 2	3 2	1=100 1=100
g.	Has news personalities you like ²² April, 1998	25 35	22 23	25 22	11 8	14 11	3=100 1=100
h.	Contains information about international events	37	26	23	7	6	1=100

22

In 1998 the item was worded: "Has news personalities who present the news in a caring way."

IF GOES ONLINE FOR NEWS ONCE A WEEK OR MORE (Q.25=1,2,3), ASK [N=1087]:

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

Q.56 (T) Since you started getting news online, are you using other sources of news MORE often, LESS often, or about the same as you used to?

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

IF "MORE OFTEN IN Q.56, ASK [N=112]:

Q.57(T) Which sources are you using MORE often? [DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.]

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

IF "LESS OFTEN" OR "SOME MORE, SOME LESS" IN Q.56, ASK [N=186]:

Q.58(T) Which sources are you using LESS often? [DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.]

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

IF GOES ONLINE FOR NEWS (Q.25=1-5), ASK [N=1728]:

Q.59 (T) Do you sometimes get [INSERT ITEM] online, or not? [ROTATE ITEMS; READ FULL STEM FOR EACH ITEM]

BASED ON THOSE WHO GO ONLINE FOR NEWS:

	<u>Yes</u>	<u>No</u>	<u>DK</u>
a. Political news	50	50	*=100
April, 2000	39	61	*=100
November, 1998	43	57	*=100
April, 1998	40	60	0=100
October, 1996	46	54	*=100
b. Sports news	47	53	*=100
April, 2000	42	58	*=100
November, 1998	47	53	0=100
April, 1998	39	61	0=100
October, 1996	46	54	0=100

Q.59 (T) CONTINUED ...

	<u>Yes</u>	<u>No</u>	<u>DK</u>
c. International news	55	45	*=100
April, 2000	45	55	*=100
November, 1998	47	53	0=100
April, 1998	41	59	0=100
October, 1996	45	55	0=100
d. News about science and health	60	40	*=100
April, 2000	63	37	*=100
April, 1998	64	36	0=100
October, 1996	58	42	0=100
e. News about technology	54	46	*=100
April, 2000	59	41	0=100
November, 1998	59	41	0=100
April, 1998	60	40	0=100
October, 1996	64	36	*=100
f. Weather	70	30	0=100
April, 2000	66	34	0=100
November, 1998	64	36	0=100
April, 1998	48	52	0=100
October, 1996	47	53	0=100
g. Entertainment news	44	56	*=100
April, 2000	44	56	*=100
November, 1998	58	42	*=100
April, 1998	45	55	0=100
October, 1996	50	50	*=100
h. Local news	42	58	0=100
April, 2000	37	63	0=100
November, 1998	42	58	0=100
April, 1998	28	72	0=100
October, 1996	27	73	0=100

ASK FORM A ONLY:

i. Business news	48	52	0=100 (N=902)
April, 2000	53	47	*=100
November, 1998	58	42	0=100
October, 1996	53	47	*=100

ASK FORM B ONLY:

j. Business and financial news	51	49	*=100 (N=826)
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IF GOES ONLINE FOR NEWS (Q.25=1-5), ASK [N=1728]:

Q.60 (T) Do you receive news alerts in your e-mail?

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

IF INTERNET USER (Q.24=1), ASK: [N=1918]

Q.61 (T) When you go online do you ever come across news when you may have been going online for a purpose other than to get the news?

	Nov 2000 ²³	Oct 1999 ²⁴	Nov 1998	April 1998	Oct 1996
65 Yes	45	55	48	54	53
35 No	53	44	51	45	45
* Don't know/Refused	2	1	1	1	2
<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

ASK ALL:

On a different subject...

Q.62 (A) In general, how would you rate the job the press has done in covering **[READ AND ROTATE]**?
Would you say the press does an excellent job, a good job, only a fair job, or a poor job? (And how would you rate the job the press has done in covering **[NEXT ITEM]**?)

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>
ASK FORM A ONLY:					
a. International news	14	49	28	5	4=100
b. National news	15	50	27	5	3=100
ASK FORM B ONLY:					
c. The terrorist attacks and the war against terrorism	29	48	17	4	2=100
December, 2001	32	45	15	5	3=100
Mid-November, 2001	30	47	16	5	2=100
Mid-October, 2001	32	42	17	6	3=100
Early October, 2001 ²⁵	48	37	10	3	2=100
Mid-September, 2001	56	33	6	3	2=100
January, 1991	36	42	15	5	2=100
d. Local news	15	49	30	4	2=100

Q.63 (T) Do you think the news media gives too much attention to foreign news, not enough attention to foreign news, or about the right amount of attention?

	Early Sept 2001	Sept 1997
13 Too much	12	16
15 Not enough	29	17
68 Right amount	55	62
4 Don't know/Refused	4	5
<u>100</u>	<u>100</u>	<u>100</u>

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

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

25 In Early October 2001 and Mid-September 2001 the question was worded: "In general, how would you rate the job the press has done in covering the terrorist attacks on the World Trade Center and the Pentagon?" In January 1991 the question was worded "covering the War in the Gulf."

NO QUESTION 64-67

ASK FORM A ONLY:

Q.68 (A) I'm going to read a list of reasons why some people don't follow international news closely. For each one, tell me if it is a reason why YOU sometimes don't follow international news. First, **[READ AND ROTATE]**. Is this a reason why you sometimes don't follow international news, or not?

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
a. Events in other parts of the world often don't affect me	40	59	1=100
b. There is too much reporting of wars and violence	38	60	2=100
c. I sometimes don't have enough background information to follow international news stories	60	39	1=100
d. It seems like the same news all the time, nothing ever really changes	47	52	1=100

ASK FORM B ONLY:

Q.69 (B) How interested are you in international news that includes **[READ AND ROTATE]**? Would you say you are very interested, somewhat interested, not too interested, or not at all interested? (How about **[NEXT ITEM]**...)

	<u>Very</u>	<u>Somewhat</u>	<u>Not too</u>	<u>Not at all</u>	<u>DK/Ref</u>
a. Experts giving their opinions about world events	16	44	22	17	1=100
b. Live news reports from world trouble spots	41	42	9	7	1=100
c. Background reports explaining world events	31	48	12	8	1=100
d. Stories about ordinary people caught up in world events	20	53	17	9	1=100
e. Interviews with world leaders	26	44	17	12	1=100

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

Q.70 (T) Do you have any type of personal computer, including laptops, in your home?

	April 2000 ²⁶	Nov 1998 ²⁷	June 1995	Feb 1994
65 Yes	59	43	36	31
35 No	41	57	64	69
* Don't know/Refused	*	*	*	0
<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Q.71 (T) Do you happen to have **[READ; ROTATE]**, or not? How about...

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
a. A cell phone	64	36	*=100
April, 2000	53	47	*=100
June, 1995 ²⁸	24	76	*=100
b. A pager	16	84	*=100
April, 2000	24	76	*=100
c. A satellite dish	21	79	*=100
April, 2000	18	82	*=100
June, 1995 ²⁹	6	94	*=100
February, 1994	4	96	*=100
d. A DVD player	44	56	*=100
April, 2000	16	83	1=100
e. A palm pilot or other similar product	11	87	2=100
April, 2000 ³⁰	5	91	4=100
f. A smart TV product like Tivo or UltimateTV	3	96	1=100

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

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

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

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

30 In 2000 the item was worded: "A palm pilot."

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
2002 BELIEVABILITY SURVEY
FINAL TOPLINE
May 8 - 16, 2002
N=736

- C.1 In general, how well do you think television and radio stations do in informing the public about political candidates and campaigns? Would you say they do an excellent job, a good job, only a fair job, or a poor job?
- | | |
|----------|--------------------|
| 9 | Excellent |
| 41 | Good |
| 37 | Only fair |
| 11 | Poor |
| <u>2</u> | Don't know/Refused |
| 100 | |
- C.2 As you may know, there have been proposals in recent years to require broadcasters to provide free television airtime before elections for the candidates to discuss the issues. Would you favor or oppose such a proposal?
- | | |
|----------|--------------------|
| 73 | Favor |
| 20 | Oppose |
| <u>7</u> | Don't know/Refused |
| 100 | |
- C.3 Do you think such a proposal would make political campaigns much better or don't you think so?
- | | |
|----------|-----------------------------|
| 66 | Yes, would make better |
| 25 | No, don't think so |
| <u>9</u> | Not sure/Don't know/Refused |
| 100 | |
- C.4 Now I'd like to ask you a few questions about the nation's airwaves, which broadcasters use to transmit television and radio signals. Do you happen to know if television and radio stations own the airwaves, or are they owned by the public?
- | | |
|-----------|---|
| 25 | Stations own the airwaves |
| 31 | Public owns the airwaves <i>{correct}</i> |
| <u>44</u> | Don't know/refused |
| 100 | |
- C.5 Television and radio stations are required to obtain licenses from the federal government to broadcast over the airwaves. Do you think television and radio stations pay the government each year for these licenses, or do the stations get them for free?
- | | |
|-----------|---|
| 70 | Stations pay for licenses |
| 11 | Stations get them for free <i>{correct}</i> |
| <u>19</u> | Don't know/refused |
| 100 | |