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

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

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

Q.1 CONTINUED ...

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

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

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

ON A DIFFERENT SUBJECT...

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

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

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

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

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

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

Q.6 (T) We're interested in how often people watch the <u>major TV network evening news</u> programs -- by this we mean ABC World News Tonight with Peter Jennings, CBS Evening News with Dan Rather, and NBC Nightly News with Tom Brokaw. Do you happen to watch TV <u>evening news programs regularly</u>, or not?

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

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

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	(VOL) DK
a.	Allegations of sexual misconduct against Bill Clinton	27	39	20	14	*=100
	March, 1998	30	35	25	9	1=100
	February, 1998[1]	21	44	25	10	*=100
	Early February, 1998	34	42	17	7	0=100
b.	The debate in Washington over legislation to regulate the tobacco industry	20	37	25	18	*=100
c.	The end of the TV comedy series Seinfeld	13	15	20	52	*=100
d.	An agreement between Great Britain and the Republic of Ireland on a new form of government for Northern Ireland	7	20	29	43	1=100
e.	Candidates and election campaigns in your state	16	33	24	27	*=100
	November, 1994[2]	18	42	25	15	*=100
	October, 1994	14	38	31	16	1=100
	Early October, 1994	23	34	23	19	1=100
	September, 1994	19	34	29	18	*=100
	November, 1990[3]	38	34	17	11	*=100
	October, 1990	18	32	28	22	*=100

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

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

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

4

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

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

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

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

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

ASK ALL:
Q.12 (T)   About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday? **(DO NOT READ)**

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

5

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

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

Q.15 (A) As I read from a list tell me if you did this yesterday or not.
Yesterday did you... **(READ) INTERVIEWER: IF THE DAY OF THE WEEK IS SUNDAY OR MONDAY, DO NOT ASK ITEMS d AND e.**[4]

		Yes	No	Doesn't Apply	DK/NA
a.	Get some kind of vigorous exercise such as jogging, working out at a gym, or playing a racquet sport;	36	64	—	0=100
	June, 1997	37	63	—	*=100
	February, 1994	26	74	—	*=100
b.	Use a personal computer at home;	29	71	—	*=100
	June, 1995	14	86	—	0=100
	February, 1994	14	86	—	0=100
c.	Go online from home	17	82	—	1=100
d.	Use a personal computer at work;	31	67	2	*=100
e.	Go online from work	12	85	3	*=100
f.	Call a friend or relative just to talk;	67	33	—	*=100
	June, 1997	65	35	—	*=100
	June, 1995	56	44	—	*=100
	February, 1994	63	37	—	*=100
g.	Have a family meal together;	67	32	—	1=100
	February, 1994	64	36	—	*=100
	COMPUTER USER (NET)	**46**	**54**	**—**	**0=100**
	GOES ONLINE (NET)[5]	**25**	**75**	**—**	**0=100**
	June, 1995	**4**	**96**	**—**	***=100**

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

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

ASK ALL:

Q.16 (T)   Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **(READ AND ROTATE)** How often do you...

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
a.	Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live	38	29	15	18	*=100
	February, 1997	41	31	14	14	*=100
	April, 1996	42	29	15	14	*=100
	March, 1995	48	28	14	10	*=100
	May, 1993	60	28	5	6	1=100
	February, 1993	58	23	10	9	*=100
b.	Watch the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11	64	22	6	8	*=100
	February, 1997	72	16	7	5	0=100
	April, 1996	65	23	7	5	*=100
	March, 1995	72	18	6	4	*=100
	May, 1993	77	16	5	4	*=100
	February, 1993	76	16	5	3	*=100
c.	Watch Cable News Network (CNN)	23	34	13	30	*=100
	February, 1997	28	30	14	28	0=100
	April, 1996	26	33	14	27	*=100
	March, 1995	30	28	13	28	1=100
	July, 1994	33	36	7	24	*=100
	February, 1994	31	32	8	29	*=100
	May, 1993	35	34	7	24	*=100
	June, 1992	30	32	10	27	1=100
	July, 1990	27	28	8	36	1=100
	June, 1990	30	27	6	37	*=100
	May, 1990	27	25	7	40	1=100
	April, 1990	26	29	7	37	1=100
	March, 1990	22	28	8	41	1=100
	February, 1990	23	29	8	40	0=100
	January, 1990	26	25	7	41	1=100
d.	Watch C-SPAN	4	19	18	58	1=100
	April, 1996	6	21	18	53	2=100
	March, 1995	8	17	20	53	2=100
	July, 1994	9	26	12	52	1=100
	February, 1994	7	20	15	56	2=100
	May, 1993	11	25	13	48	3=100
	Feb, 1993	7	18	14	45	16=100
	June, 1992	6	19	18	54	3=100

Q.16 (T) CONTINUED ...

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
e.	Listen to National Public Radio (NPR)	15	17	18	49	1=100
	April, 1996	13	18	16	52	1=100
	March, 1995	15	17	21	46	1=100
	July, 1994	9	18	11	62	*=100
	February, 1994	9	13	12	65	1=100
	May, 1993[6]	15	20	15	49	1=100
	June, 1992	7	16	17	59	1=100
	July, 1990	9	13	8	70	*=100
	June, 1990	9	10	11	69	1=100
	May, 1990	7	11	10	72	*=100
	April, 1990	7	12	9	71	1=100
	March, 1990	7	9	10	74	*=100
	February, 1990	8	10	8	74	*=100
	January, 1990	5	10	7	78	*=100
f.	Watch news magazine shows such as 60 Minutes, 20/20 or Dateline[7]	37	41	12	10	*=100
	April, 1996	36	38	15	11	*=100
	July, 1994	43	43	8	6	*=100
	February, 1994	45	36	11	8	0=100
	May, 1993	52	37	6	5	*=100
	Feb, 1993	49	32	11	8	*=100
	June, 1992	46	40	8	6	*=100
	July, 1990	46	38	8	8	*=100
	June, 1990	50	36	6	8	*=100
	May, 1990	45	37	8	10	*=100
	April, 1990	47	37	7	9	*=100
	March, 1990	41	42	7	10	*=100
	February, 1990	39	41	10	10	0=100
	January, 1990	43	40	8	9	*=100
g.	Watch the NewsHour with Jim Lehrer	4	14	14	67	1=100
	April, 1996[8]	4	10	11	73	2=100
	July, 1994	7	23	11	58	1=100
	February, 1994	6	16	11	66	1=100
	May, 1993	10	24	14	51	1=100
	June, 1992	6	19	17	56	2=100
	July, 1990	7	16	11	66	*=100
	June, 1990	7	16	12	64	1=100
	May, 1990	8	15	11	65	1=100
	April, 1990	6	16	11	66	1=100
	March, 1990	5	19	12	63	1=100
	February, 1990	5	15	11	69	0=100
	January, 1990	6	15	12	67	*=100

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

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

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

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
h.	Watch MTV	6	15	16	63	*=100
	April, 1996	7	13	16	63	1=100
	July, 1994	6	19	15	60	*=100
	February, 1994[9]	9	18	12	60	1=100
	February, 1993	5	14	15	61	5=100
i.	Watch TV shows such as Hard Copy or Inside Edition	14	33	23	30	*=100
	February, 1997[10]	15	34	23	28	*=100
	April, 1996	19	35	20	26	*=100
	July, 1994	24	40	18	18	0=100
	February, 1994[11]	19	34	18	29	*=100
j.	Watch the daytime talk shows Ricki Lake, Jerry Springer, or Jenny Jones	13	15	14	58	*=100
	June, 1997	8	13	20	59	*=100
	April, 1996	10	14	17	59	*=100
k.	Watch Court TV -- a cable channel	6	14	14	66	*=100
	April, 1996	4	13	12	70	1=100
	February, 1993	7	18	14	45	16=100
l.	Watch the Today Show, Good Morning America or CBS This Morning	23	19	17	41	*=100
m.	Watch CNBC	12	27	17	42	2=100
n.	Watch the FOX News CABLE Channel	17	30	14	38	1=100
o.	Watch MSNBC	8	23	15	51	3=100
p.	Watch the Weather Channel	33	27	13	27	*=100
q.	Watch ESPN Sports News	20	20	15	45	*=100
r.	Watch Entertainment Tonight	8	27	24	41	*=100
	February, 1997	9	29	23	39	*=100
	June, 1992	11	30	24	35	*=100
	April, 1990	14	30	17	39	*=100
	March, 1990	15	31	15	39	*=100
	February, 1990	11	31	16	42	0=100
	January, 1990	11	34	16	39	0=100

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

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

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

FORM A ONLY: [N = 1,499]
Q.17 (A) Now I'd like to ask you about some other television and radio programs.   For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **(READ AND ROTATE)**

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

ASK ALL:
Q.18 (T) Now I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never. (First,) how about... **(READ AND ROTATE)** How often do you read...

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

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

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

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

General Response Categories:

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

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

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

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

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

FORM B ONLY:
IF YES IN Q.21: [N = 1,045]
Q.22 (B) If you don't have an opportunity to start your day with the news, do you miss it a lot, or doesn't it make that much of a difference to you?

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

IF YES IN Q.21:
Q.23 (B) Is your morning news mainly from television, the newspaper, radio or the Internet? **(ACCEPT MULTIPLE RESPONSES.)**

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

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

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

13

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

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

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

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

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

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

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

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

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

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

14

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

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

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

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

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

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

Q.31 (A) How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics -- regularly, sometimes, rarely or never?

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

Q.32 (A) Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available?

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

NOW I WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT SOME THINGS THAT HAVE BEEN IN THE NEWS. NOT EVERYONE WILL HAVE HEARD ABOUT THEM.

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

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

NO QUESTION 34

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

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

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

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

Now, on a different subject...

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

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

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

16

ASK OF ALL FORM A RESPONDENTS:

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

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

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

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

ASK ALL:

Q.40 (T) Generally speaking, which is more common for you: At first, do you just decide to watch TV and then flip channels to see what is on, or do you tune in to see a specific program that you know is on at a set time? **(IF BOTH, PROBE:** But which would you say you do most often?)[13]

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

---

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

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

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

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

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

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

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

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

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

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

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

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

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

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

59	Because they're not interested
26	Because I don't want them to
15	Other **(VOL)**
0	Don't know/Refused
100	

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

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

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

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

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

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

ASK ALL:
Q.51 (T) Now I'm going to read a series of statements about the news. For each statement, please tell me if you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it. The first one is... (READ AND ROTATE a-d)

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

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

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

NO QUESTION 53

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

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

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

		Nov 1997	June 1997	Late Sept 96[14]	Early Sept 96	July 1996	April 1996	March 1996	Feb 1996	Jan 1996
61	Yes	66	60	59	56	56	58	61	60	59
39	No	34	40	41	44	44	42	39	40	41
*	Don't know/Refused	*	0	*	*	*	*	*	0	0
100		100	100	100	100	100	100	100	100	100

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

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

		Nov 1997	July 1996	April 1996	March 1996	Feb 1996	Jan 1996	June 1995[15]
	BASED ON TOTAL RESPONDENTS:							
36	Goes online	36	23	21	22	21	21	14
25	Does not go online	29	33	37	39	39	38	86
0	Don't know/Refused	1	0	*	0	*	0	*
39	Not a computer user	34	44	42	39	40	41	n/a
100		100	100	100	100	100	100	100

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

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

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

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

Q.58 (T) Since you started getting news online, are you using other sources of news MORE often, LESS often, or about the same as you used to?

		June 1995
8	Yes, more often	4
11	Yes, less often	12
5	Yes, some more, others less	8
76	No, about the same	76
*	Don't know/Refused	0
100		100

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14 Based on registered voters only.

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

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

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

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

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

ASK OF ALL ONLINE USERS (Q.56 = YES): [N = 1,192]
Q.61 (T) Please tell me how often, if ever, you engage in each of the following online activities. First, how often do you go online to (**READ AND ROTATE**)... everyday, 3-5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?[16]

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

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

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

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

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

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

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

		Oct 1996[17]
54	Yes	53
45	No	45
1	Don't know/Refused	2
100		100

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

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

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

ASK ALL:

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

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

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

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

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

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

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

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

	Approve	Disapprove	Don't Know
May, 1998	62	28	10=100

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

	Approve	Disapprove	Don't Know
May, 1998	40	41	19=100

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

		Nov 1997	July 1996	June 1995	April 1995	Oct 1994	July 1994	June 1994	Mar 1994	Dec 1993	Sept 1993	June 1993	April 1993	Jan 1992	May 1990	Feb 1989	April 1987
13	Crime/Gangs/Justice system	12	19	22	23	28	26	22	31	25	15	7	5	3	7	8	3
10	Morality/Ethics/Family values	9	13	12	10	8	9	10	10	6	8	7	3	3	5	2	3
9	Education	5	6	6	7	2	3	4	5	5	4	5	2	2	4	4	0
7	Drugs/Alcohol	7	8	5	9	2	3	6	10	8	5	5	4	4	37	23	6
6	Unemployment/Lack of jobs	6	7	10	9	9	12	12	12	15	23	19	18	22	7	9	13
6	Deficit/National debt/ Balanced budget	5	7	9	13	8	5	4	5	6	9	13	17	4	11	19	12
5	Scandal/Corruption in government	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
5	Dissatisfaction with government/politics	4	8	6	6	5	4	5	5	2	5	5	3	2	2	1	0

		Nov 1997	July 1996	June 1995	April 1995	Oct 1994	July 1994	June 1994	Mar 1994	Dec 1993	Sept 1993	June 1993	April 1993	Jan 1992	May 1990	Feb 1989	April 1987
4	Taxes	3	3	3	4	2	2	1	3	2	3	4	4	1	3	2	0
4	Health care/Cost, availability of health care	5	4	7	5	10	14	20	14	14	12	11	13	3	3	1	*
4	Economy (general)	4	4	5	5	7	5	4	4	6	9	17	18	43	5	4	7
3	Issues related to elderly	1	2	*	1	*	*	*	1	1	*	2	2	1	2	2	0
3	Poverty	3	3	4	3	2	3	2	2	3	2	3	3	1	3	4	6
3	Welfare abuse	1	7	5	9	1	2	4	2	*	*	*	*	*	*	*	*
3	Other international issues (includes mentions of Iraq/Saddam Hussein)	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
3	Other social issues	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
2	Inflation/Difference between wages/Costs	1	2	3	2	2	2	*	2	2	2	2	2	2	3	2	3
2	Homeless	3	2	4	3	4	4	2	3	5	2	5	2	6	8	10	*
2	Too much foreign aid/ Spend money at home	1	5	2	3	2	2	1	2	1	*	2	2	1	3	1	0
2	Environment/Pollution	1	1	1	1	*	1	1	2	1	1	*	2	1	8	2	0
1	Racism	1	2	2	2	1	1	1	3	1	3	2	3	1	2	0	0
1	Other domestic issues	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
1	Other defense issues	*	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
*	Terrorism	*	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
5	Other	6	2	2	3	4	6	2	2	*	2	4	8	1	5	9	1
*	None	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
12	Don't know/No answer	7	6	3	3	5	3	5	4	6	4	2	4	3	1	3	3
16	**ECONOMIC (NET)**	**18**	**18**	**28**	**30**	**27**	**26**	**22**	**26**	**33**	**47**	**53**	**58**	**76**	**26**	**28**	**35**
6	**POVERTY/HOMELESS (NET)**	**6**	**5**	**8**	**6**	**7**	**7**	**4**	**6**	*	*	*	*	*	*	*	*
5	**DEFENSE/INTER-NATIONAL (NET)**	**10**	**1**	**9**	**2**	**5**	**7**	**4**	**2**	*	**4**	*	*	*	*	*	*
		(599)	(1216)	(1500)	(1800)	(2052)	(3800)	(511)	(989)	(1479)	(2000)	(1507)	(1011)	(1220)	(3004)	(2048)	(4244)

Q.3 Now, I'm going to read a list. Please rate how much you think you can BELIEVE each organization I name on a scale of 4 to 1. On this four point scale, "4" means you can believe all or most of what the organization says. "1" means you believe almost nothing of what they say. How would you rate the believability of (**READ ITEM. ROTATE LIST**) on this scale of 4 to 1?
(INTERVIEWERS: FOR Q.3 thru Q.5, PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")

		Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
a.	USA Today	18	35	21	5	2	19=100
	April, 1996	20	34	20	9	3	14=100
	February, 1993	20	36	21	7	1	15=100
	August, 1989	21	32	18	5	6	18=100
	June, 1985	13	26	13	2	4	42=100
b.	ABC News	28	43	18	4	*	7=100
	April, 1996	30	44	17	5	*	4=100
	February, 1993	34	42	17	4	*	3=100
	August, 1989	30	46	14	3	1	7=100
	June, 1985	32	51	11	1	*	5=100
c.	The Wall Street Journal	30	30	9	4	2	25=100
	April, 1996	28	29	13	7	3	20=100
	February, 1993	30	32	14	6	2	16=100
	August, 1989	30	26	9	3	6	26=100
	June, 1985	25	23	6	2	1	43=100
d.	The daily newspaper you are most familiar with	27	36	24	7	*	6=100
	April, 1996	24	37	26	8	*	5=100
	February, 1993	22	41	25	8	*	4=100
	August, 1989	26	41	24	7	*	2=100
	June, 1985	28	52	13	2	*	5=100
e.	The Associated Press	15	36	24	6	4	15=100
	April, 1996	14	40	22	9	3	12=100
	February, 1993	16	39	23	7	3	12=100
	August, 1989	21	43	18	4	6	9=100
	June, 1985	21	40	11	2	2	24=100
f.	CNN	37	35	11	4	1	12=100
	April, 1996	34	37	14	4	1	10=100
	February, 1993	41	35	10	4	2	8=100
	August, 1989	33	31	11	2	8	16=100
	June, 1985	20	24	7	1	10	38=100
g.	NBC News	28	42	20	4	*	6=100
	April, 1996	28	46	18	5	*	3=100
	February, 1993	31	42	18	6	*	3=100
	August, 1989	32	47	14	2	*	5=100
	June, 1985	31	51	12	1	*	5=100

Q.3 CONTINUED ...

		Believe			Cannot Believe	Never Heard of	Can't Rate
		4	3	2	1		
h.	CBS News	26	43	21	4	*	6=100
	April, 1996	30	42	17	6	*	5=100
	February, 1993	31	44	16	5	*	4=100
	August, 1989	29	45	16	4	1	5=100
	June, 1985	33	51	11	1	*	4=100
i.	C-SPAN	20	26	12	4	12	26=100
	April, 1996	19	24	12	9	10	26=100
j.	Time Magazine	21	38	17	4	1	19=100
	June, 1985	27	38	10	2	*	23=100
k.	People Magazine	8	21	34	16	1	20=100
	June, 1985	8	22	28	12	1	29=100
l.	Newsweek	19	40	16	5	1	19=100
	June, 1985	23	40	9	2	*	26=100
m.	The National Enquirer	3	4	11	69	1	12=100
	June, 1985	4	7	11	54	1	23=100
n.	The NewsHour with Jim Lehrer	15	21	12	5	19	28=100
	June, 1985[18]	18	17	6	2	29	28=100
o.	Your local TV news	32	38	19	6	*	4=100
	June, 1985	34	47	13	1	*	5=100
p.	Dateline NBC	23	39	19	5	2	13=100
q.	60 Minutes	32	37	20	4	*	7=100
r.	Inside Edition	7	16	31	22	5	19=100

[FORM 1 N=493]

s.F1	National Public Radio	13	34	17	7	7	22=100

[FORM 2 N=436]

t.F2	"All Things Considered" on National Public Radio	14	31	24	4	11	16=100
	June, 1985	10	21	9	1	32	27=100

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

Q.4 Now I am going to read another list. Please rate how much you think you can BELIEVE each person I name on a scale of 4 to 1. Again, on this four point scale, "4" means you can believe all or most of what the person says. "1" means you believe almost nothing of what they say. How would you rate the believability of (**READ ITEM. ROTATE LIST**) on this scale of 4 to 1?

		Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
a.	Bernard Shaw	14	29	15	4	18	20=100
	April, 1996	9	22	16	10	18	25=100
b.	Peter Jennings	35	40	14	4	1	6=100
	April, 1996	27	37	18	8	2	8=100
	February, 1993	34	40	15	4	2	5=100
	August, 1989	35	39	11	3	5	7=100
	June, 1985	33	41	8	1	8	9=100
c.	Dan Rather	34	40	17	4	1	4=100
	April, 1996	29	39	18	8	1	5=100
	February, 1993	36	40	14	6	1	3=100
	August, 1989	36	40	13	6	1	4=100
	June, 1985	40	41	8	2	4	5=100
d.	Tom Brokaw	33	42	13	3	3	6=100
	April, 1996	29	37	18	7	2	7=100
	February, 1993	32	41	16	5	2	4=100
	August, 1989	32	42	14	3	3	6=100
	June, 1985	29	40	8	1	10	12=100
e.	Ted Koppel	27	39	17	4	4	9=100
	February, 1993	30	39	15	5	4	7=100
	August, 1989	32	36	14	4	6	8=100
	June, 1985	30	34	8	1	14	13=100
f.	Jim Lehrer	17	23	14	4	20	22=100
g.	Sam Donaldson	22	38	20	5	7	8=100
	February, 1993	23	33	21	7	8	8=100
	August, 1989	23	33	16	7	13	8=100
	June, 1985	17	27	10	2	27	17=100
h.	Geraldo Rivera	8	12	33	36	3	8=100
	February, 1993	8	14	31	39	2	6=100
	August, 1989	9	12	27	37	7	8=100
	June, 1985	18	25	12	4	25	16=100
i.	Cokie Roberts	13	25	16	7	23	16=100
j.	Katie Couric	18	27	18	5	16	16=100

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

		Believe			Cannot Believe	Never Heard	Can't
		4	3	2	1	of	Rate
a.F1	Bill Clinton	17	28	31	23	0	1=100
	April, 1996	14	31	25	28	*	2=100
	February, 1993	18	35	25	19	*	3=100
b.F2	Al Gore	14	33	29	18	1	5=100
c.F1	Newt Gingrich	5	20	34	30	4	7=100
	April, 1996	4	16	30	41	2	7=100
d.F2	Colin Powell	36	33	15	3	6	7=100
	April, 1996	28	36	19	9	2	6=100
	February, 1993	24	31	18	6	13	8=100
e.F1	Bill Gates	10	29	25	12	11	13=100
f.F2	Janet Reno	14	31	26	14	6	9=100
g.F1	Madeleine Albright	11	31	22	10	12	14=100
h.F2	Ted Turner	10	24	31	12	8	15=100
i.F1	Oprah Winfrey	26	38	25	8	*	3=100
j.F2	Don Imus	5	8	13	10	38	26=100
k.F1	Rush Limbaugh	7	18	29	34	5	7=100
	April, 1996	8	15	25	42	3	7=100
l.F2	Pat Robertson	8	21	29	19	11	12=100
m.F1	Jerry Springer	6	6	14	62	4	8=100

ON ANOTHER SUBJECT...
Q.6   Do you happen to read any daily newspaper or newspapers regularly, or not?

	Yes	No	Don't Know
May, 1998	69	31	*=100

Q.7   I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **(READ AND ROTATE)** How often do you...

		Regularly	Sometimes	Hardly Ever	Never	Don't Know
a.	Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live	42	34	13	11	*=100
b.	Watch the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11	67	21	7	5	*=100
c.	Watch Cable News Network (CNN)	28	40	13	19	*=100
d.	Watch C-SPAN	7	29	23	40	1=100
e.	Listen to National Public Radio (NPR)	22	30	18	29	1=100
f.	Watch news magazine shows such as 60 Minutes, 20/20 or Dateline	35	45	14	6	*=100
g.	Watch the Newshour with Jim Lehrer	7	25	20	46	2=100
h.	Watch MTV	6	17	20	57	*=100
i.	Watch TV shows such as Hard Copy or Inside Edition	13	37	24	26	*=100
j.	Watch the daytime talk shows Ricki Lake, Jerry Springer, or Jenny Jones	10	17	20	53	0=100
k.	Watch Court TV -- a cable channel	5	19	18	57	1=100
l.	Watch the Today Show, Good Morning America or CBS This Morning	23	26	19	32	*=100
m.	Watch CNBC	17	34	19	28	2=100
n.	Watch all news cable channels such as the Fox News Channel or MSNBC	23	35	18	24	*=100

ROTATE Q.8 THROUGH Q.11:

Now thinking about where you MIGHT go to GET news...

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

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

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

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

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

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

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

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

On a different subject...

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

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

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

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

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