



THE PEW RESEARCH CENTER
For The People & The Press

NEWS Release
1615 L Street, N.W., Suite 700
Washington, D.C. 20036
Tel (202) 419-4350
Fax (202) 419-4399

EMBARGOED FOR RELEASE: SUNDAY, August 17, 2008 4:00 PM

Audience Segments in a Changing News Environment

KEY NEWS AUDIENCES NOW BLEND ONLINE AND TRADITIONAL SOURCES

Pew Research Center Biennial News Consumption Survey

FOR FURTHER INFORMATION CONTACT:

Andrew Kohut, Director
Carroll Doherty and Michael Dimock, Associate Directors
Scott Keeter, Director of Survey Research
Pew Research Center for the People & the Press
202/419-4350
<http://www.people-press.org>

2008 PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS NEWS CONSUMPTION AND BELIEVABILITY STUDY

TABLE OF CONTENTS

	<u>Page</u>
Overview: Key News Audiences Now Blend Online and Traditional Sources	1
Section 1: The News and Daily Life	7
News Consumption 'Yesterday'; Time with the News; News Throughout the Day; TV Still Dominates Late in Day	
Section 2: Watching, Reading and Listening to the News	13
TV News Outlets Maintaining Audiences; Cable Audience Younger and Better Educated; Talk Shows and Ideology; Colbert and Stewart Audiences; Online Papers Show Promise; Community Papers; Magazines; Talk Radio	
Section 3: Online and Digital News.....	21
Online News Sources; Search Engines; News Ranking Sites; Online Video's Broad Appeal; News Blogs; Social Networking Sites; News On Demand; Emailing News Stories; Going Online from Work	
Section 4: News Attitudes and Habits	31
Is News Enjoyable?; Most Want Broad Overview; 'Grazing' the News; Smaller News Audiences Stay Loyal; Are All News Outlets the Same?; News from Your Point of View	
Section 5: News Interest and Knowledge	38
National vs. International News; Weather and other Topics of Interest; Gender Gap in Interest and Sources; Public Knowledge	
Section 6: A News Audience Segmentation.....	45
Traditionalists, Integrators, Net-Newsters and the Disengaged	
Section 7: Media Credibility	56
Rating the believability of Media Sources	
Section 8: Other Findings	61
Cell Phones and other Technology; Needing the News for Work	
Demographic Tables	64
About the Survey	75
Survey Toplines	77

Audience Segments in a Changing News Environment

KEY NEWS AUDIENCES NOW BLEND ONLINE AND TRADITIONAL SOURCES

For more than a decade, the audiences for most traditional news sources have steadily declined, as the number of people getting news online has surged. However, today it is not a choice between traditional sources and the internet for the core elements of today's news audiences.

A sizable minority of Americans find themselves at the intersection of these two long-standing trends in news consumption. **Integrators**, who get the news from both traditional sources and the internet, are a more engaged, sophisticated and demographically sought-after audience segment than those who mostly rely on traditional news sources. Integrators share some characteristics with a smaller, younger, more internet savvy audience segment – **Net-Newsters** – who principally turn to the web for news, and largely eschew traditional sources. (For a complete description of how the news audience segments are classified, see pg. 45.)

Like web-oriented news consumers, Integrators are affluent and highly educated. However, they are older, on average, than those who consider the internet their main source of news. Overall, Integrators spend more time with the news on a typical day than do those who rely more on either traditional or internet sources; far more enjoy keeping up with the news a lot than in any other news segment.

Audience Segment: Integrators

Who they are: 23% of the public. Well-educated and affluent, middle aged.

What they do:

- Television is their main news source, but most get news online on a typical day.
- Spend the most time with the news on a typical day.
- Greater interest in political news – and sports – than other audience segments.

Integrators also are heavier consumers of national news – especially news about politics and Washington – and are avid sports news consumers. Television is their main news source, but more than a third cite the internet as their primary source of news during the day. This reflects the fact that a relatively large proportion of Integrators log on to the internet from work (45%).

The 2008 biennial news consumption survey by the Pew Research Center for the People & the Press was conducted by telephone – including both landline phones and cell phones – from April 30 to June 1 among 3,612 adults nationwide. It finds four distinct segments in today's news audience: Integrators, who comprise 23% of the public; the less populous Net-Newsters (13%); **Traditionalists** – the oldest (median age: 52) and largest news segment (46% of the public); and the **Disengaged** (14%) who stand out for their low levels of interest in the news and news consumption.

Net-Newsters are the youngest of the news user segments (median age: 35). They are affluent and even better educated than the News Integrators: More than eight-in-ten have at least attended college. Net-Newsters not only rely primarily on the internet for news, they are leading the way in using new web features and other technologies. Nearly twice as many regularly watch news clips on the internet as regularly watch nightly network news broadcasts (30% vs. 18%).

This web-oriented news segment, perhaps more than the others, underscores the challenges facing traditional news outlets. Fewer than half (47%) watch television news on a typical day. Twice as many read an online newspaper than a printed newspaper on a typical day (17% vs. 8%), while 10% read both.

However, Net-Newsters do rely on some well known traditional media outlets. They are at least as likely as Integrators and Traditionalists to read magazines such as The New Yorker and The Atlantic, and somewhat more likely to get news from the BBC.

Fully 82% of Net-Newsters get news during the course of the day, far more than the Traditionalists and the Disengaged, and slightly more than the Integrators. Nearly all who get news at this time go online for information (92%). Yet they do tap traditional sources at other times of the day; nearly two-thirds get news late in the evening and of these, more rely on television news than the internet.

Despite sweeping changes in the news landscape, Traditionalists remain the largest segment of the overall news audience. Compared with the Integrators and Net-Newsters, Traditionalists are downscale economically – 43% are not employed and 60% have no more than a high school education.

Television dominates as the favored news source among Traditionalists. And at each time of the day – whether morning, daytime, dinner hour, or late at night – overwhelming majorities who get news at these times cite television as their main source. Unlike the news Integrators, or those who mostly get news from

Audience Segment: Net-Newsters

Who they are: 13% of the public. Affluent, well-educated and relatively young. 58% are men

What they do:

- More regularly read political blogs than watch network news.
- Web news use soars during the day.
- Frequent online news viewers.
- Heavy tech usage, and strong interest in tech news.

Audience Segment: Traditionalists

Who they are: 46% of the public. Older, less - educated and less affluent.

What they do:

- Heavy reliance on TV news - morning, daytime, evening and at night.
- Most have a computer, but few get news online on a typical day.
- Understand news better by seeing pictures, rather than reading or hearing.
- Strong interest in the weather; relatively little interest in science and tech news.

the web, most Traditionalists say that seeing pictures and video, rather than reading or hearing the facts, gives them the best understanding of events.

Most Americans fall into the three core news audiences – Integrators, Traditionalists, or Net-Newsters. The fourth group – the Disengaged – are very much bystanders when it comes to news consumption. They are less educated on average than even the Traditionalists and exhibit extremely low interest in – and knowledge of – current events. Just 55% of the Disengaged get any news on a typical day, and just 20% know that the Democrats have a majority in the House of Representatives.

Newspaper Readership Declines; Internet News Increases								
	<u>1993</u>	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>
<i>Listened/read yesterday...</i>	%	%	%	%	%	%	%	%
Newspaper	58*	50	48	47	41	42	40	34
Radio news	47*	44	49	43	41	40	36	35
<i>Regularly watch...</i>								
Cable TV news	--	--	--	--	33	38	34	39
Local TV News	77	65	64	56	57	59	54	52
Nightly network news	60	42	38	30	32	34	28	29
Network morning news	--	--	23	20	22	22	23	22
Online for news three or more days a week	--	2**	13	23	25	29	31	37
* From 1994; ** From 1995.								

Trends in News Consumption

The diversity of news audience segments identified reflects the long-term changes in news consumption observed in the biennial survey, conducted April 30-June 1 among 3,615 Americans.

Since the early 1990s, the proportion of Americans saying they read a newspaper on a typical day has declined by about 40%; the proportion that regularly watches nightly network news has fallen by half.

These trends have been more stable in recent years, but the percentage saying they read a newspaper yesterday has fallen from 40% to 34% in the last two years alone. Newspapers would have suffered even greater losses without their online versions. Most of the loss in readership since 2006 has come among

Decline in Print Readership Outpaces Online Gains		
	<u>2006</u>	<u>2008</u>
	%	%
Read newspaper yesterday*	40	34
Print only	34	27
Both print and web	4	3
Web only	2	4
Additional web readers**	3	6
Total	43	40
* "Did you get a chance to read a daily newspaper yesterday, or not?"		
** Online news users who separately said they read anything on a newspaper's website yesterday.		

those who read the print newspaper; just 27% say they read only the print version of a daily newspaper yesterday, down from 34% in 2006.

The television news audience, by contrast, has generally remained stable since 2006, and the proportion regularly watching cable news in particular has increased (from 34% to 39%). The appeal of television news is seen in the large percentages of the news segments – particularly Integrators – that continue to watch: A majority of Integrators (56%) get news online on a typical day while an even larger share (66%) got news from television.

Cable news draws substantial numbers of viewers among Integrators *and* Net-Newsers. More than four-in-ten Net-Newsters (43%) regularly watch cable news, far more than the proportion that regularly watches network or local news. A majority of Integrators also regularly tunes in to cable news (53%); by comparison, just 37% say they regularly watch one of the nightly network news broadcasts.

Notably, radio news also is an important element in Integrators' news diet. Nearly half of Integrators (46%) listen to news on the radio during a typical day. While the internet is the main news source for Integrators during the course of the day, about as many in this segment rely on radio news as TV news during the day (32% radio vs. 36% TV news).

Online News Still Growing

Since 2006, the proportion of Americans who say they get news online at least three days a week has increased from 31% to 37%. About as many people now say they go online for news regularly (at least three days a week) as say they regularly watch cable news (39%); substantially more people regularly get news online than regularly watch one of the nightly network news broadcasts (37% vs. 29%).

Since 2006, *daily* online news use has increased by about a third, from 18% to 25%. However, as the online news audience grows, the educational divide in online news use – evident since the internet's early days in the mid-1990s – also is increasing. Currently, 44% of college graduates say they get news online every day, compared with just 11% of those with a high school education or less.

Net-Newsters and Integrators take advantage of a range of web features to get the news. Roughly four-in-ten (39%) Net-Newsters – and about a third of Integrators (32%) – have gotten a news story emailed to them in the past week. And while 30% of Net-Newsters regularly watch news online, 19% regularly *listen* to news on the web.

Net-Newsters and Integrators also rely on news and political blogs as a part of their news diet. Roughly a quarter of Net-Newsters (26%) and somewhat fewer Integrators (19%) say they regularly read blogs on politics or current events. Overall, only 10% of the public regularly reads political and news blogs.

Other Key Findings:

- In spite of the increasing variety of ways to get the news, the proportion of young people getting *no* news on a typical day has increased substantially over the past decade. About a third of those younger than 25 (34%) say they get no news on a typical day, up from 25% in 1998.

Going Newsless			
<i>No news yesterday...</i>	<u>1998</u> %	<u>2008</u> %	<u>Change</u>
Total	14	19	+5
18-24	25	34	+9
25-29	17	21	+4
30-34	15	22	+7
35-49	14	17	+3
50-64	14	14	0
65+	6	13	+7

- A slim majority of Americans (51%) now say they check in on the news from time to time during the day, rather than get the news at regular times. This marks the first time since the question was first asked in 2002 that most Americans consider themselves “news grazers.”
- Social networking sites are very popular with young people, but they have not become a major source of news. Just 10% of those with social networking profiles say they regularly get news from these sites.
- As in past news consumption surveys, the audiences for specific cable news outlets remain divided along political lines. Currently 51% of regular CNN viewers are Democrats, up from 45% two years ago. Nearly four-in-ten regular Fox News viewers are Republicans (39%), about the same as in 2006.
- Regular readers of magazines such as The New Yorker, The Atlantic and Harper’s Magazine stand out for their high level of political knowledge. Nearly half (47%) answered three political knowledge questions correctly – the highest percentage of any news audience.
- Overall, 15% of Americans say they have a smart phone, such as an iPhone or a Blackberry. More than a third of smart phone owners (37%) say they get news from these devices.
- Believability ratings for national news organizations remain very low. If anything, believability ratings for major online news outlets – including news aggregators such as Google News and AOL News – are lower than for major print, cable and broadcast outlets.

- Though the audience for nightly network news broadcasts are smaller than they were a decade ago, regular viewers of these broadcasts are loyal. Nearly seven-in-ten (69%) say they would miss these broadcasts a lot if they were no longer available.

ABOUT THE SURVEY

This study is based on telephone interviews conducted April 30 to June 1, 2008 among a nationwide sample of 3,615 adults, 18 years of age or older. Interviews were conducted by landline telephone (2,802 respondents) as well as cell phone (813 respondents, including 269 who had no landline telephone). The margin of error for the total sample is plus or minus 2 percentage points.

Ratings of the believability of news sources discussed in Section 7 are from a separate survey of 1,505 adults surveyed by telephone May 21-25, 2005.

More information about the methods of the study can be found on page 75.

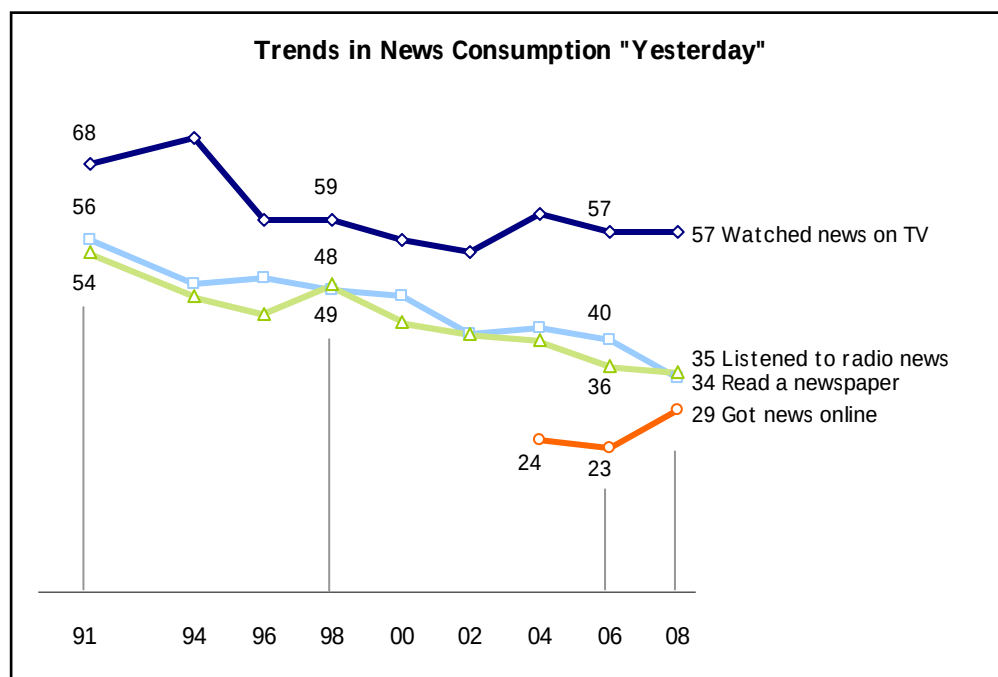
SECTION 1: THE NEWS AND DAILY LIFE

News Consumption 'Yesterday'

Getting news in one form or another remains a daily habit for the vast majority of Americans. On any given day, roughly eight-in-ten people report seeing, reading or listening to some kind of news. However, reflecting the steep declines in newspaper and radio news consumption, the overall share using any traditional news source on a given day has fallen from 90% in 1994 to 85% in 1998 to 73% today.

The arrival of the web has counterbalanced this slow-but-steady decline. When the share getting news online is included in the total, 81% of Americans report having gotten some kind of news the previous day, unchanged from 2006 and down just four points over the past decade. There are no signs that the web is expanding the overall news audience, however. It still has a smaller reach than any other medium on any given day, and the vast majority of Americans who do get news online also are using other traditional sources on the same day.

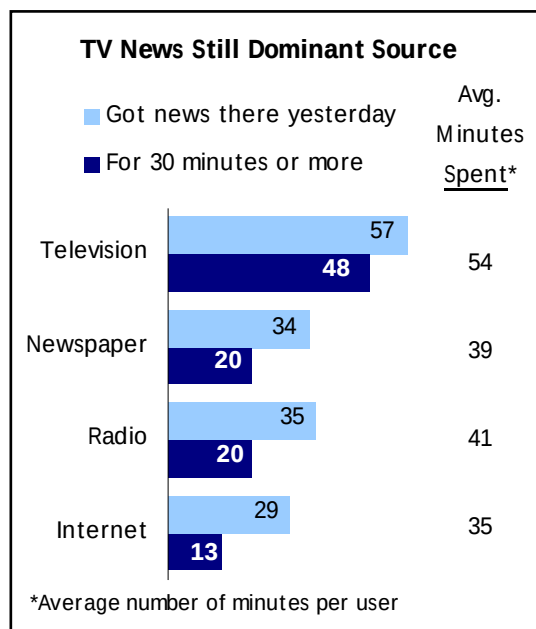
TV news remains the most widely used source. On any given day, 57% of Americans watch news on TV, a rate that has remained largely stable over the past 10 years (59% in 1998). By comparison, the share that reads a newspaper yesterday stands at 34%, down six points in just the past two years and down 14 points from 48% a decade ago. Radio news is suffering comparable losses. The share that listened to news on the radio yesterday also has slipped 14 points since 1998, from 49% to 35%.



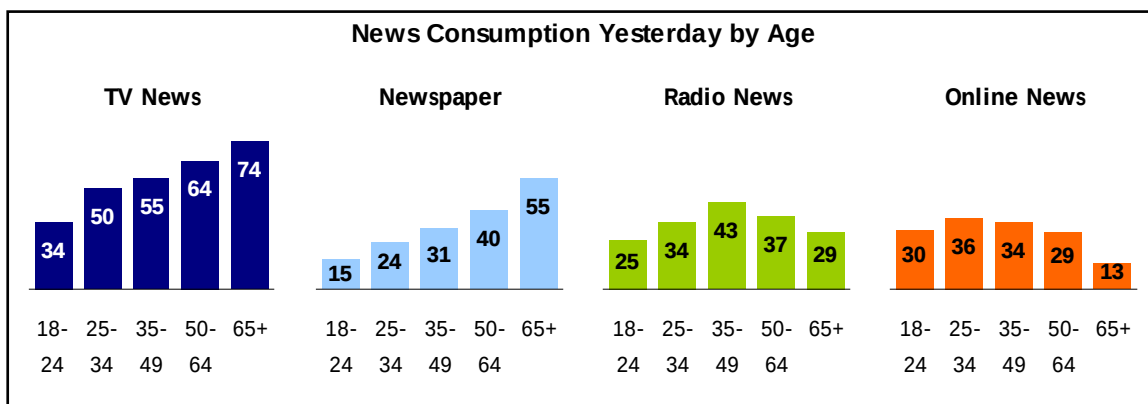
Overall, 29% of Americans say they got news online yesterday, up from 23% in 2006. At this point, the web still trails TV, radio and newspapers in terms of the percentage of users each day. Relatively few Americans report the internet as their sole source of news. Instead, the vast majority of people who get news from the web also are using traditional sources. Of the 29% who got news online yesterday, 84% also got news from TV, radio or a newspaper. Just 5% of Americans got their news *only* from the web.

As was the case two years ago, TV news viewers spend much more time getting the news than do those who get news on the radio, newspapers and the internet. Nearly half of Americans (48%) watched TV news for a half-hour or more yesterday, and the average among TV news viewers was nearly an hour (54 minutes).

Users of other news sources spend far less time, on average, with those sources than do TV news viewers. People who say they listened to radio news spent 41 minutes, on average, doing this; newspaper readers spent an average of 39 minutes reading the paper. By comparison, online news users spent an average 35 minutes getting the news from the web.



The internet is used as a news source at about the same rate among both young and middle-aged Americans. For example, 50-to-64-year-olds are about as likely as 18-to-24-year-olds to report having gotten news over the internet yesterday (29% vs. 30%, respectively). Fewer than half as many people ages 65 and older got news from the internet yesterday (13%).



Age is an even bigger factor when it comes to watching TV news and reading a daily newspaper. Only about a third of those younger than 25 watched any TV news yesterday (34%) by far the lowest percentage in any age group; even those who are slightly older (ages 25 to 34) are much more likely than the very young to say they watch TV news on a typical day (50%).

Similarly, just 15% of the youngest age group says they read a newspaper yesterday. In this case, that is only somewhat less than the proportion of those ages 25 to 34 who read a newspaper yesterday (24%). The only age group in which a majority of people say they read a newspaper yesterday is those ages 65 and older (55%).

Time with the News

While somewhat fewer people are following the news on a typical day, on average, Americans, including young people, are spending about the same amount of time with news as they did a decade ago. This year's news consumption survey finds that people spend just over an hour – 66 minutes – watching, reading and listening to the news on a given day. Nearly half of that time (30 minutes) is spent watching television news, 14 minutes listening to news on the radio and 13 minutes reading a newspaper. The average time spent getting news online among the American public is just nine minutes.

Time Spent with the News "Yesterday"								
<i>Average number of minutes spent...</i>	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>
Watching TV news	38	31	31	28	28	32	30	30
Reading a newspaper	19	19	18	17	15	17	15	13
Listening to news on radio	17	16	16	13	16	17	16	14
Getting news online	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	<u>6</u>	<u>6</u>	<u>9</u>
Total	74	66	65	58	59	72	67	66

* All averages are estimated based on total time spent watching TV news, reading newspapers, listening to news on the radio and getting news online. Online news added in 2004.

While the total time that people spend with the news is largely unchanged from a decade ago, time devoted to reading newspapers is down from an average of 18 minutes in 1998 to 13 minutes today. That is mostly because fewer people are reading papers. However, the time that a newspaper reader spends reading the paper has not changed over the past decade; they spend an average of 39 minutes with the paper, which is

Age and Time Spent With the News								
	-----Average Total Minutes Yesterday*-----							
	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>
	%	%	%	%	%	%	%	%
18-29	56	44	48	42	38	45	49	46
30-39	69	61	53	50	57	70	65	63
40-49	75	65	65	58	56	73	64	67
50-64	83	79	69	64	71	82	76	74
65+	90	90	96	80	81	88	79	84

* All averages are estimated, based on time spent watching TV news, reading newspaper, listening to news on the radio and getting news online. Online news added in 2004.

virtually unchanged from 1998 (38 minutes).

There is a consistently large gap in time spent on the news by age. People who are younger than 30 spend just 46 minutes with the news on a typical day. That compares with 63 minutes on average among people in their 30s, and higher averages for older age groups.

This age gap is based on the fact that younger people are much less likely to read a newspaper or watch television news on a typical day. However, even when younger people *do* get the news they spend less time with these sources than do older people. Overall, those younger than 30 who get news on a typical day spend, on average, 65 minutes with the news; that is substantially less than the average for older news consumers.

News Throughout the Day

About seven-in-ten Americans (71%) say that on a typical weekday they start their morning with some type of news. Somewhat fewer people say they get news during the course of the day (64%), around the dinner hour (56%), or late in the evening (63%). The overall patterns of daily news consumption have not changed substantially in recent years.

Young people, who generally spend less time with the news than do older people, are far less likely than their elders to get news in the morning, and particularly at the dinner hour. Fully two-thirds of Americans older than 50 (66%) say they get news on a typical day around the dinner hour; that compares with about half of people ages 35 to 49 (53%), and even smaller shares of younger age groups.

Getting News Around the Clock

	In the <u>morning</u>	During <u>the day</u>	Dinner <u>hour</u>	Late in <u>evening</u>
	%	%	%	%
2008	71	64	56	63
2004	71	73	60	63
2002	68	61	55	60
1998	67	74	63	61

In 2008...

18-24	53	63	39	57
25-29	58	58	47	57
30-34	64	61	48	58
35-49	75	63	53	62
50-64	80	65	66	66
65+	74	67	67	70

Respondents asked whether they get news at these times on typical weekdays.

Since 1998, there has been a noticeable decline in the proportion of young people getting news around the dinner hour. A decade ago, a solid majority of those younger than 25 (59%) said they got news at this time; today, just 39% get news around the dinner hour. The age gap in news consumption at the dinner hour has grown substantially over the past decade, as two-thirds of those older than 50 continue to get news at this time.

News at 'Dinner Hour' Loses Favor among Young

	<u>1998</u>	<u>2008</u>	<u>Change</u>
	%	%	
Total	63	56	-7
18-24	59	39	-20
25-29	54	47	-7
30-34	58	48	-10
35-49	61	53	-8
50-64	68	66	-2
65+	75	67	-8

However, there are no age differences in news consumption during the course of the day: Fully 63% of those 18 to 24 regularly get news during the day, making it the most popular time for this age group to get news. That is comparable to the proportions of people in older age groups saying they get news during the course of the day.

TV Still Dominates Late in Day

Television remains the dominant source for news, both overall and at each time of day, but newspapers and radio continue to attract substantial minorities of the news audience, particularly in the morning and during the day.

However, the rise in the internet's prominence as news source is the largest change in news consumption at different times of day. Today, one-third of daytime news consumers say they get their daytime news online, up from just 5% who said the same 10 years ago.

Internet News Use Highest During the Day

<i>Of those who get news...</i>	<i>Main source at time is...</i>			
	<u>TV</u>	<u>News-paper</u>	<u>Radio</u>	<u>Inter-net</u>
	%	%	%	%
In the morning	66	20	23	12
During the day	44	17	28	33
Around dinner hour	88	6	6	6
Late at night	89	5	2	12

Based on those who get news at each time of day. Numbers may exceed 100% due to multiple responses.

The web is now the dominant source for younger people who get news during the course of the day. By a wide margin (52% to 26%), more people younger than 35 who get news during the day rely on the internet rather than television. For those 50 and older, television remains the leading news source during daytime hours. This is particularly the case for people ages 65 and older; 76% of seniors who get news during the day mainly rely on television compared with 6% who mainly use the internet.

Radio also is a popular source for people who get news during the day. Nearly three-in-ten of those who get news during the day (28%) say radio is their main source. Among working people, slightly more turn to radio for news during the day than go to television (32% vs. 30%); many more rely on the internet for news at this time.

Internet Is Top Daytime Source For Young People

	<u>Television</u>	<u>Internet</u>
	%	%
2008		
Total	44	33
18-24	30	51
25-29	26	50
30-34	19	56
35-49	36	37
50-64	53	23
65+	76	6

1998		
Total	58	5
18-24	60	6
25-29	55	8
30-34	52	7
35-49	49	6
50-64	63	3
65+	72	2

Based on those who get news during course of day.

A decade ago, television was the leading source of news during the day for every age group. Since then, there has been a major migration from television to the internet among

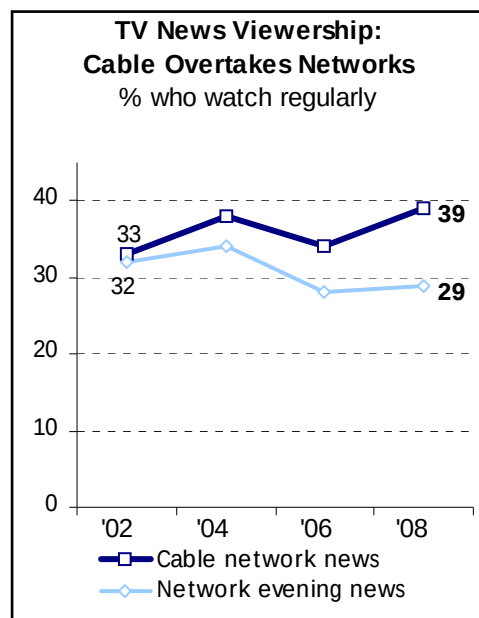
younger people who get news during the day. But older people (ages 65 and older) continue to rely on television about as much as they did a decade ago.

While online news has overtaken television as a source for young people during the day, TV news still remains the top news source at other times. For example, about quarter of those younger than 25 (24%) who start their morning with the news cite the internet as their top source, but many more (62%) cite television as their main source of news at this time.

SECTION 2: WATCHING, READING AND LISTENING TO THE NEWS

Six years ago, about as many people said they regularly watched one of the nightly network news broadcasts as said they regularly watched a cable news channel. But in subsequent news consumption surveys, cable news has steadily increased its advantage over the nightly network news. In the current survey, 39% of the public reports watching cable news channels such as CNN, MSNBC or the Fox News Channel regularly, while 29% say they regularly watch one of the big three nightly network news broadcasts.

Local television news remains more popular than either cable news or network news – 52% regularly watch the local news about their own viewing area. However, as with network news viewership, the percentage watching local TV news has fallen steadily in recent years. In 1998, nearly two-thirds of the public (64%) regularly watched their local TV news.



TV News Outlets Maintaining Audiences

Roughly a quarter of the public (24%) regularly watches CNN and about an equal percentage (23%) regularly watches the Fox News Channel. These numbers are basically unchanged from two years ago. The percentage watching MSNBC has increased marginally since 2006 but has nearly doubled over the past 10 years; today, 15% of Americans watch MSNBC regularly. CNBC is viewed regularly by 12% of the public.

Equal proportions (14%) say they watch either the NBC Nightly News or ABC's World News Tonight. The audience for the CBS Evening News is significantly smaller (8%) and has decreased by more than half in recent years. In 2002, 18% regularly watched CBS's nightly newscast. While the percentage watching ABC and NBC has fallen over that same time period, the decline has not been nearly as dramatic.

Viewership of the network morning shows has remained very stable in recent years: currently 22% report regularly watching the Today

Show, Good Morning America or the Early Show. The Sunday morning news shows such as Meet the Press, This Week and Face the Nation have also maintained a steady audience. Currently 13% regularly watch one or more of these programs, which is largely unchanged from 2006 and 2004.

Trend in Regular News Consumption: TV News Sources						
	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>
	%	%	%	%	%	%
<i>General categories:</i>						
Local TV news	64	56	57	59	54	52
Cable TV news	--	--	33	38	34	39
Nightly network news	38	30	32	34	28	29
Network morning shows	23	20	22	22	23	22
Sunday morning shows	--	--	--	12	12	13
<i>Cable Networks:</i>						
CNN	23	21	25	22	22	24
Fox News Channel	17	17	22	25	23	23
MSNBC	8	11	15	11	11	15
CNBC	12	13	13	10	11	12
<i>Evening News Programs:</i>						
NBC Nightly News	--	--	20	17	15	14
ABC World News Tonight	--	--	18	16	14	14
CBS Evening News	--	--	18	16	13	8
NewsHour	4	5	5	5	5	5
See the topline for variations in question wording and format over time.						

Cable Audience Younger, Better Educated

Not only is the cable news audience larger than the network news audience, it also is younger, more educated and more knowledgeable about current events. Only 21% of those younger than 30 regularly watch a nightly network news show, compared with 36% who regularly watch a cable news channel. Men are much more likely than women to watch cable news, and among men under age 30, fully 42% regularly watch cable news. That compares with 29% of women younger than 30.

More than four-in-ten college graduates (45%) watch cable news regularly, compared with only 28% who watch the network news. And more than half (55%) of those who are highly knowledgeable about

Network vs. Cable: Distinct Audiences		
	Nightly Network News	Cable News Channels
<i>Regularly watch...</i>	%	%
Total	29	39
Male	27	44
Female	31	35
18-29	21	36
30-49	22	38
50-64	34	42
65+	46	44
College Grad	28	45
Some College	27	42
High School Grad	33	36
Less than H.S. Grad	25	32
<i>Political knowledge</i>		
High	28	55
Medium	32	43
Low	26	27

current events watch cable news. Only 28% of this highly knowledgeable group watches network news regularly.

Another area where the cable and network news audiences differ is in their political orientation. Democrats are more likely than Republicans to regularly tune into nightly network news shows, while similar numbers of Republicans and Democrats regularly watch cable TV news. However, not all cable audiences are alike, and there have been changes in the partisan profile of the various cable news networks just in past two years.

News Audiences More Democratic

The general public has become more Democratic since 2006, and this is reflected in the audiences for leading TV news outlets. The audiences for CNN and MSNBC, which were heavily Democratic two years ago, have become even more so: fully 51% of CNN's regular viewers are Democrats while only 18% are Republicans. MSNBC's audience makeup is similar – 45% of regular viewers of MSNBC are Democrats, 18% are Republicans.

The regular audience for nightly network news also is now about two-to-one Democratic (45% vs. 22% Republican). In 2006, 40% of the regular viewers of nightly network news were Democrats compared with 28% who were Republicans.

The regular audience for the Fox News Channel continues to include more Republicans than Democrats. Currently, 39% of regular Fox News viewers are Republicans while 33% are Democrats; in 2006, the margin was 38% to 31%.

Partisan Profile of TV News Audiences				
<i>2008</i>	<i>Percent who are...</i>			
<i>Of those who</i>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>DK</u>
<i>regularly watch...</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
Fox News Channel	39	33	22	6=100
Nightly network news	22	45	26	7=100
MSNBC	18	45	27	10=100
CNN	18	51	23	8=100
NewsHour	21	46	23	10=100
<i>General public</i>	25	36	29	10=100
<i>2006</i>				
Fox News Channel	38	31	22	9=100
Nightly network news	28	40	24	8=100
MSNBC	19	48	26	7=100
CNN	22	45	26	7=100
NewsHour	21	47	22	10=100
<i>General public</i>	28	32	30	10=100
Note: Percentages read across and show the share of each audience who identify as Republicans, Democrats and independents.				

Talk Shows and Ideology

In addition to providing round-the-clock news coverage, the major cable news networks feature a range of talk shows that focus on politics and current events. The talk show hosts, rather than the networks, generally set the tone for these programs, and the audiences tend to be much more ideologically polarized than the public at large.

Rush Limbaugh's radio show has the most conservative audience, among the eight talk shows included in the survey. Some 5% of the public listens to Limbaugh's show regularly and

another 9% listen some of the time. Among Limbaugh's regular listeners, 80% describe their political views as conservative. Just 7% say they are political moderates and 10% are liberals. By contrast, the general public is 35% conservative, 35% moderate and 20% liberal.

Two Fox News Channel talk shows, Hannity & Colmes and The O'Reilly Factor, also have highly conservative audiences. Hannity & Colmes is viewed regularly by 7% of the public; among the show's regular viewers, 68% describe themselves as politically conservative. The O'Reilly Factor with Bill O'Reilly is the most widely viewed talk show included in the poll: 10% of the public watches this show regularly and another 19% watch sometimes. Roughly two-thirds of O'Reilly's regular viewers are conservatives, while a mere 3% describe themselves as liberals.

The audiences for Lou Dobbs Tonight, Hardball with Chris Matthews and Larry King Live are more in line with the public ideologically. Dobbs' audience is slightly more conservative than the general public, while Matthews' and King's audiences are slightly more liberal. Of the three, Larry King has the largest audience – 27% tune into Larry King Live at least sometimes.

Regular viewers of The Colbert Report with Stephen Colbert and The Daily Show with Jon Stewart are much more liberal than the public at large. More than a third of Colbert's regular viewers (36%) describe their political views as liberal and 45% of regular Daily Show viewers say they are liberal. The audiences for these two shows are roughly equal in size; 19% watch The Colbert Report regularly or sometimes while 23% watch The Daily Show.

Despite the ideological bent of many of these talk show audiences, majorities of the shows' viewers say they prefer to get political news from sources that don't have a particular political point of view rather than sources that share their point of view. Rush Limbaugh's regular listeners are among the most likely to say they prefer sources that share their point of view – 37% express this view while 53% say they prefer news sources that don't have a particular point of view. Similarly, 37% of Larry King's regular audience prefers sources that share their political views. Stephen Colbert's viewers are among the least likely to seek out sources that reflect their political views. Only 15% of regular viewers of The Colbert Report say

**Cable and Radio Talk Show Audiences:
An Ideological Profile**

	Percent who are...			
	Conser- vative	Moder- ate	Lib- eral	DK
<i>Of those who regularly watch or listen...</i>	%	%	%	%
Rush Limbaugh	80	7	10	3=100
Hannity & Colmes	68	20	9	3=100
O'Reilly Factor	66	24	3	7=100
Lou Dobbs	38	34	18	10=100
Hardball	35	25	26	14=100
Larry King Live	33	31	30	6=100
The Daily Show	22	24	45	9=100
Colbert Report	14	45	36	5=100
<i>General public</i>	35	35	20	10=100

Note: Percentages read across and show the share of each audience who identify themselves as conservative, moderate and liberal.

they prefer news sources that share their point of view, while 79% say they prefer sources without a political point of view.

Colbert and Stewart Attract Young Viewers

The audiences for radio and cable talk shows tend to be dominated by older Americans, with two notable exceptions – the Colbert Report and the Daily Show. Fully 43% of Colbert’s regular viewers are younger than 30, as are 42% of Stewart’s regular viewers. That is roughly double the proportion of people younger than 30 in the general public (21%).

Few Talk Shows Attract Young People					
	Percent who are...				Ref
	18-29	30-49	50-64	65+	
<i>Of those who regularly watch or listen...</i>	%	%	%	%	%
Colbert Report	43	34	15	7	1=100
The Daily Show	42	37	18	5	0=100
Larry King Live	23	30	21	24	2=100
Rush Limbaugh	22	28	28	21	1=100
O'Reilly Factor	15	29	29	25	2=100
Lou Dobbs	11	17	36	31	5=100
Hannity & Colmes	10	35	27	26	2=100
Hardball	*	39	36	22	3=100
<i>General public</i>	21	36	25	16	2=100

Note: Percentages read across and show the share of each audience who fall in each age range.

The audiences for Larry King and Rush Limbaugh are more representative of the population at large, though still slightly older than the average. Slightly less than a quarter of their regular viewers are younger than 30, and about the same percentage are 65 or older. Lou Dobbs has the oldest audience, among the shows included in the survey. About three-in-ten (31%) regular viewers of Dobb’s program are 65 or older, about twice the proportion in the general public (16%). Among regular viewers of O’Reilly, Hannity & Colmes, and Hardball, older viewers outweigh younger ones by a significant margin.

Newspapers Down, Online Papers Show Promise

This year for the first time in roughly 15 years of asking the question, fewer than half of all Americans report reading a daily newspaper on a regular basis. Only 46% say they read the paper regularly – this number is down from 52% in 2006 and was as high as 71% in 1992. In a similar vein, fewer now report having read a newspaper “yesterday,” a more reliable measure of newspaper readership. Only 34% say they read a newspaper yesterday, down from 40% in 2006.

The falloff in readership over the past two years has occurred across the board – men and women, whites and blacks, college graduates and those who never attended college are all reading the newspaper at lower rates than in 2006. Age continues to be strongly

Recent Falloff In Newspaper Readership			
	2006	2008	Change
<i>Read a newspaper yesterday:</i>	%	%	%
Total	40	34	-6
<i>Age</i>			
18-24	22	15	-7
25-34	28	24	-4
35-49	39	31	-8
50-64	47	40	-7
65+	58	55	-3

correlated with newspaper readership. Young people are much less likely than their older counterparts to read a daily newspaper. Currently, only 15% of those younger than 25 report having read a newspaper yesterday. Among those ages 25 to 34, 24% read a newspaper yesterday. This compares with roughly half (46%) of those 50 and older.

The audience for online newspapers has grown modestly since 2006. In the current survey, 13% say they read the web version of a newspaper yesterday, or both the print and online versions, up from 9% two years ago. Yet that increase has not made up for the steep loss in print readership (from 34% to 25%).

Still, online newspapers are gaining readers, especially among people ages 25 to 34. Among people in this age group who read a newspaper yesterday, fully 16% report having read the paper online; slightly fewer (12%) say they read the paper version. The proportion of this age group reporting it read an online newspaper yesterday has doubled – from 9% in 2006 to 19% in 2008. Even so, total newspaper readership among those ages 25 to 34 has not increased over the past two years.

Online Newspapers More Popular, While Print Declines

		-----AGE-----				
	<u>Total</u>	<u>18-24</u>	<u>25-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>
2008	%	%	%	%	%	%
Newspaper Yesterday*	39	21	31	37	44	56
Print only	25	12	12	20	30	50
Web only	9	7	16	11	7	3
Both	5	2	3	6	7	3
NET: Web version	14	9	19	17	14	6
2006						
Newspaper Yesterday*	43	27	31	43	50	58
Print only	34	18	22	30	41	55
Web only	5	7	7	7	4	1
Both	4	2	2	6	5	2
NET: Web version	9	9	9	13	9	3
<i>Change in web version</i>	<i>+5</i>	<i>0</i>	<i>+10</i>	<i>+4</i>	<i>+5</i>	<i>+3</i>

* Figure includes people who said they got news online yesterday and, when prompted, said they visited the websites of one or more newspapers when online yesterday.

Community Papers' Stable Niche

At a time when daily newspapers are losing readers, the audience for local weekly community newspapers has remained relatively stable. Currently, 33% say they read such newspapers regularly, about the same as in 2006 (35%) and 2004 (36%).

Somewhat more women than men say they regularly read weekly community papers (36% vs. 29%). And in contrast with the regular audience for daily newspapers, there are only slight educational differences in the readership for local papers; people with a high school education are almost as likely to be a regular reader of these papers as are college graduates (31% vs. 36%).

As is the case with daily newspapers, however, weekly community newspapers are much more popular with older people than young people. Four-in-ten of those 50 and older say they regularly read a community newspaper, double the percentage of those 24 and younger (19%).

Weekly Papers' Regular Readers

	%
Total	33
Men	29
Women	36
18-24	19
25-34	24
35-49	33
50-64	39
65+	43
College grad+	36
Some college	34
HS or less	31

Magazines

Readership rates for news magazines, national news publications and magazines such as The New Yorker, The Atlantic and Harper's Magazine have remained relatively steady in recent years, as newspaper readership has dipped. Currently, 12% of the public regularly reads a news magazine such as Time, U.S. News, or Newsweek. That proportion is down only marginally from 14% in 2006. Young people are as likely as their older counterparts to read these national weeklies.

Personality magazines such as People and Us Weekly are a regular part of the news diet for 8% of the public. Another 22% sometimes read these magazines. The most loyal readers are young women: 23% of women under age 30 regularly read magazines such as People. This compares with only 6% of men in that same age group.

Magazines' Regular Readers

	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>ever</u>	<u>Never</u>	<u>DK</u>
<i>Regularly read...</i>	%	%	%	%	%
News magazines	12	32	17	39	*=100
Personality magazines	8	22	17	53	*=100
Business magazines	5	15	14	66	*=100
Technology magazines	4	12	8	76	*=100
Tabloid magazines	2	11	10	77	*=100
Literary magazines	2	9	11	78	*=100
Political magazines	2	8	9	81	*=100

One-in-twenty Americans reads business magazines such as Fortune or Forbes on a regular basis. These magazines appeal mainly to men, college graduates and those with annual incomes of \$100,000 or higher. About one-in-five men (22%) in families with annual incomes of

\$150,000 or more read a business magazine regularly. Men are also more likely than women to read technology magazines such as Wired: 6% of men vs. 1% of women read these types of magazines regularly.

Political Talk Radio

The audience for political talk radio remains more conservative and more Republican than the public at large. Among those who listen to these shows regularly, 44% describe themselves as conservatives, while only 19% consider themselves liberals. Nearly three-in-ten conservative Republicans (28%) regularly listen to radio shows that invite listeners to call in to discuss current events, public issues and politics. This compares with only 17% of the general public. Men are more likely than women to listen to talk radio; men between the ages of 30 and 49 are among the most likely to tune in.

Conservative Republicans also represent the core audience for religious radio shows such as Focus on the Family. While only 6% of the general public listens to religious radio on a regular basis, 14% of conservative Republicans tune in regularly and another 20% listen sometimes. Some 15% of white evangelical Protestants regularly listen to religious radio as do 17% of black Protestants. Among white mainline Protestants, only 3% regularly listen to these types of shows.

Talk Radio Listeners: Conservatives, Middle-Aged Males	
	Listen to talk radio regularly %
Total	17
<i>Party/Ideology:</i>	
Conservative Reps	28
Moderate/Liberal Reps	13
Conservative/Moderate Dems	15
Liberal Dems	20
<i>Sex/Age:</i>	
Men <30	17
Women <30	19
Men 30-49	26
Women 30-49	13
Men 50+	16
Women 50+	13
Figures show the percent within each group who report regularly listening to radio shows that invite listeners to call in to discuss current events, public issues and politics.	

SECTION 3: ONLINE AND DIGITAL NEWS

Online news consumption continues to grow, and substantial minorities of Americans are now taking advantage of specialized web-based and digital tools to get the news. Overall, 37% of the public – including more than half of those who go on the internet (55%) – say they regularly get news online. A decade ago, just 13% of the public, and 35% of internet users, went online for news at least three days a week.

From online news feeds to social networking sites and news updates by cell phone, Americans use a variety of technologies to get the news.

Overall, 22% of Americans say they have a customizable web page, such as iGoogle, that includes news items. Among the heaviest web news consumers – those who go online for news daily – fully 44% say they have a customizable web page that incorporates news items.

A Decade of Growth in Online News						
<i>Regularly go online for news*</i>	<i>General public</i>			<i>Internet users</i>		
	<u>1998</u>	<u>2008</u>	<u>Change</u>	<u>1998</u>	<u>2008</u>	<u>Change</u>
	%	%		%	%	
Total	13	37	+24	35	55	+20
Men	17	40	+23	42	59	+17
Women	8	34	+26	27	51	+24
Black	8	24	+16	24	45	+21
White	13	38	+25	36	54	+18
18-29	18	42	+24	33	54	+21
30-49	16	45	+29	37	59	+22
50+	5	27	+22	32	52	+20
College grad+	24	61	+37	39	67	+28
Some college	16	44	+28	35	57	+22
HS or less	7	19	+12	30	39	+9

* Go online for news at least three days a week.

A third of all Americans – and half of those who go online – say they regularly or sometimes watch news programs or video clips on the web. And while social networking sites have yet to catch on as a major news source for young people, one-in-ten of those who have social networking profiles say they regularly get information about the news from social networking pages – about the same proportion that regularly watches “The Daily Show” or listens to NPR.

Despite the popularity of new web-based and other information sources, there are persistent demographic differences in online news consumption. A decade ago, college graduates were far more likely than those with less education to regularly go online for news; that remains the case today, as fully 61% of college graduates go online for news at least three days a week, compared with just 19% of those with no more than a high school education.

More whites than African Americans regularly get news online, in part because a greater proportion of whites go on the internet. Although the percentage of blacks who regularly go

online for news has tripled over the past decade (from 8% to 24%), African Americans continue to lag behind whites in regular online news consumption (38% of whites vs. 24% of blacks).

Since the Pew Research Center's 2006 news consumption survey, there has been a substantial increase in the proportion of Americans who get the news online every day. A quarter say they go online for news every day, up from 18% two years ago; a decade ago, just 6% said they got news online on a daily basis.

This trend also underscores the education gap in online news consumption: Nearly all of the growth over the past two years has been among those who have attended at least some college. Fully 44% of college graduates now say they get news from the internet every day, up from 32% two years ago; the increase has been comparable among those who have attended but not completed college (from 18% to 30%). By contrast, just 11% of those with no more than a high school education get news online every day, which is virtually unchanged from 2006 (10%).

Since '06, a Rise in Daily Online News Consumption

<i>Go online for news daily</i>	<u>2006</u> %	<u>2008</u> %	<u>Change</u>
Total	18	25	+7
Men	22	28	+6
Women	14	22	+8
Black	9	14	+5
White	19	25	+6
18-29	15	26	+11
30-49	24	30	+6
50-64	20	26	+6
65+	7	11	+4
College grad+	32	44	+12
Some college	18	30	+12
HS or less	10	11	+1

Based on general public.

Online News Sources

Web portals, such as Yahoo and MSN, and other familiar names dominate the list of most frequented news sites among web news users. Yet the list of most-used news sites also reveals the internet's diversity: While a large proportion of online news users mention a well-known site – 28% mention Yahoo alone – numerous sites are mentioned by just 2% of respondents or fewer.

Aside from web portals, television news organizations also are frequently named by web news consumers; fully 17% name CNN.com, while 10% cite MSNBC/NBC, and 7% say Fox. The New York Times is the most frequently mentioned newspaper (4%), although The Wall Street Journal, USA Today, and The Washington Post are each named by 2% of the public.

Most Frequented News Sites: Familiar Names Dominate

<i>Websites used most often...</i>	<u>%</u>
Yahoo	28
MSN/Microsoft	19
CNN	17
Google	11
MSNBC/NBC	10
AOL	8
Fox	7
New York Times	4
Local news website	4
BBC	2
ESPN/other sports site	2
ABC	2
Drudge Report	2
Wall Street Journal	2
USA Today	2
Washington Post	2
Internet service provider	2
Other websites	26

Open-ended question based on those who go online for news. Figures add to more than 100% because multiple responses permitted.

Search Engines Used for News

Search engines continue to be an increasingly popular means of getting news on particular subjects. The proportion of all web news consumers who use search engines to look for stories has not grown appreciably; 83% say they use search engines to find stories of interest, about the same as in 2006.

But a growing percentage is using search engines more frequently. Nearly a third of online news users (31%) deploy search engines to look for stories at least three days a week, up from 24% two years ago and 19% in 2004.

Search Engines Key for Finding News

<i>Based on those who go online for news</i>	<u>2004</u>	<u>2006</u>	<u>2008</u>
	%	%	%
Yes, use search engines	70	80	83
3 or more days a week	19	24	31
1-2 days a week	15	20	22
Once every few weeks	18	21	18
Less often	18	15	12
No, never done this	30	20	17
DK/Refused	*	*	*
	100	100	100

Based on those who go online for news.

There are relatively few demographic differences in search engine use among those who go online for news. Those 18 to 29 (86%) are somewhat more likely than the oldest web news consumers to use search sites, but even among those 65 and older, more than seven-in-ten (73%) use search engines for news. The highly educated search for news in higher percentages than those with no more than a high school degree, though, again, the gap is relatively modest (college graduates 86%, high school or less 77%).

Using a search engine does not necessarily mean that online news consumers are being taken to unfamiliar sites to read about stories of interest to them. In fact, a slim majority (51%) say that when searching for news, they are not usually taken to sites that are unfamiliar to them. Nearly as many (48%) say the opposite, and report going to unfamiliar websites when using search engines to find news.

Other Tools: News Ranking Sites

News-ranking websites, such as reddit.com and digg.com, have been growing in popularity, yet only a small share of internet news consumers (5%) say they have ever used one of these sites to find news stories.

The relatively small group that uses these sites is disproportionately young and male. About one-in-ten men younger than 30 who go online for news (11%) say they use news-ranking websites to find stories. By contrast, among those who get news online, only 3% of women under 30 and only 4% of men over 30 use these ranking sites.

Young People ‘Graze’ the Web

Overall, 73% of all online users say they come across news online when they have been on the web for another purpose. This is largely unchanged from 2006 (76%), but a decade ago far fewer people inadvertently got news online (54% in 1998).

The practice of coming across news inadvertently on the internet is prevalent among all age groups but is most popular among the very young: 84% of 18-to-24-year-old online news users get news in this way, compared with about three-quarters (73%) of internet news users between 25 and 64, and just 58% of those 65 and older.

This is one of several ways in which the online news habits of very young people differ from older people. For example, a solid majority of online news users younger than 25 (64%) say they more often follow links to news stories, rather than go directly to the homepages of news organizations themselves. By contrast, those who are a little older are more likely to go directly to the homepages of news sources; nearly half (48%) of those ages 25 to 29 do this, compared with only about a third (34%) of those just a few years younger.

Young More Likely To Follow Links to News Stories

	<i>More often...</i>			
	Follow links to <u>stories</u> %	Go to home <u>pages</u> %	(Vol.) <u>Both</u> %	<u>DK</u> %
Total	50	41	4	5=100
18-24	64	34	1	1=100
25-29	45	48	6	1=100
30-49	48	43	4	5=100
50-64	53	37	5	5=100
65+	35	44	5	16=100

Online News Activities

Reflecting the rapid growth of online video in recent years, a third of all Americans say they regularly or sometimes watch news programs or video online. Among those who go online, half either regularly (14%) or sometimes (36%) watch news video on the internet.

Nearly a quarter of Americans (24%) say they at least sometimes listen to newscasts online (5% regularly). About the same proportion of the public (23%) says they regularly or sometimes read blogs about politics or current events, with 10% doing this on a regular basis.

One-in-five people reports that they at least sometimes read comments from readers about news stories, though far fewer – just 7% – say they regularly or sometimes post comments on news stories themselves. Even among those who get news online, 75% say they never post comments about news stories.

Just 5% say they regularly or sometimes read online magazines, such as Slate or Salon. Among college graduates, one-in-ten does so.

Online News Activities: Videos, Newscasts and Blogs		
	General public	Among internet users
<i>% who regularly/sometimes...</i>	<i>%</i>	<i>%</i>
Watch news video online	33	50
Listen to newscasts online	24	36
Read political blogs	23	34
Read comments on stories	20	29
Look at most read/emailed stories	18	27
Post comments about stories	7	10
Read online magazines (Slate, Salon)	5	8

Online Video's Broad Appeal

Among internet users, online news video is particularly popular with young people and African Americans. Nearly two-thirds (65%) of blacks who go online say they regularly (18%) or sometimes (47%) watch news video clips or programs; that compares with 47% of whites.

Almost six-in-ten (58%) internet users younger than 30 say they at least sometimes watch news video; those 50 and older are far less likely to do this.

Who Watches Online News Videos?				
	General public Reg- ularly %	Some- times %	Internet users Reg- ularly %	Some- times %
Total	9	24	14	36
Men	11	25	16	38
Women	7	23	11	35
Black	10	26	18	47
White	8	24	12	35
18-29	15	30	19	39
30-49	10	31	14	40
50-64	7	21	11	32
65+	1	8	5	23
College grad+	13	33	14	37
Some college	13	31	16	40
HS or less	5	16	11	33
Went online for news yesterday	22	42	23	45

Of those with a high school education who go online, fully 44% sometimes watch news video on the web. By comparison, online college graduates are only slightly more likely to do this (51% regularly/sometimes). These differences are more pronounced when based on the general public, because people with a high school education are less likely to go online than are those who have attended college (particularly college graduates).

Older Blog Readers

Older Americans – those ages 65 and older – lag far behind younger people in their use of the internet and in adapting to new web technologies, such as online news videos and social networking sites.

However, seniors who go online are at least as likely as younger people who go online to regularly read blogs about politics and current events. Roughly one-in-five of those 65 and older who go online (19%) say they regularly read such blogs; that compares with 14% of those ages 50 to 64, 15% of those in their 30s and 40s, and 12% of those younger than 30.

Those with no more than a high school education who go online are about as likely as college graduates to regularly read political or news blogs (13% vs. 14%). There are only modest partisan differences in regular blog reading: 22% of liberal Democrats who go online say they regularly read political or news blogs, compared with slightly smaller shares of other political groups.

	<i>General public</i>		<i>Internet users</i>	
	<u>Reg- ularly</u>	<u>Some- times</u>	<u>Reg- ularly</u>	<u>Some- times</u>
	%	%	%	%
Total	10	13	15	20
Men	11	13	17	19
Women	8	14	12	21
Black	10	15	19	28
White	10	13	14	19
18-29	10	17	12	22
30-49	12	14	15	19
50-64	9	14	14	20
65+	6	6	19	18
College grad+	13	16	14	19
Some college	13	17	17	22
HS or less	6	10	13	20
Conserv Rep	12	13	15	17
Mod/Lib Rep	9	15	13	21
Independent	9	13	13	19
Conserv/Mod Dem	9	13	14	22
Liberal Dem	16	15	22	21
Went online for news yesterday	22	20	23	21

Social Networking Sites

Fully 65% of people 18 to 24 – 82% of those who go online – say they have a profile on MySpace, Facebook or another social networking site. Online social networking is an activity dominated by those in their teens and early 20s: only about half as many people in their early 30s who go online have created social networking profiles (41%). Among older age groups, much smaller minorities have created profiles.

There also are sizable racial differences in social networking: among online users, African Americans are much more likely than whites to have a profile on MySpace, Facebook or a similar site (44% vs. 29%).

Roughly four-in-ten liberal Democrats (43%) who go online – and 32% of liberal Democrats overall – say they have a profile on social networking site.

That is a greater percentage than in other political groups and fully twice the proportion of conservative Republicans who have social networking profiles.

Social Networking Sites Dominated by Young People		
<i>Have a profile on social networking site</i>	General public %	Internet users %
Total	21	32
Men	21	32
Women	21	31
Black	24	44
White	20	29
18-24	65	82
25-29	45	60
30-34	33	41
35-49	15	20
50-64	7	11
65+	1	2
College grad+	21	23
Some college	33	42
HS or less	16	33
Conserv Rep	16	20
Mod/Lib Rep	25	36
Independent	23	33
Conserv/Mod Dem	18	29
Liberal Dem	32	43

Checking Profiles...Several Times a Day

Reflecting the popularity of social networking, more online young people say they visit a social networking site where they have a profile each day than say they go online for the news each day (46% vs. 31%). Among all online users, by contrast, far more people say they go online daily to get news than to check social networking websites (37% vs. 25%).

Most people younger than 25 who have a social network profile (56%) check their site at least daily, and a significant minority (31%) says they check the site several times a day. Older social network users check their sites much less frequently.

Online News Takes Back Seat to Social Networking for the Young		
<i>How often do you....</i>	Internet users	
Visit social network site	Total %	18-24 %
At least daily	13	46
Several times a day	6	25
About once a day	7	21
Less often	19	36
No profile	68	18
Don't know	*	*
	100	100
Get news online		
Every day	37	31
Less often	63	68
Don't know	*	1
	100	100

Getting the News from Facebook & MySpace

For a minority of Americans, social networking sites themselves are a source of information about news and current events. Three-in-ten of those who have social network profiles say they regularly (10%) or sometimes (20%) get information about local, national or international news through social network sites.

For people with social network profiles, local TV, cable news, newspapers and other traditional outlets are far more frequent news sources than are the pages of social network sites. However, about as many people with social network profiles say they regularly get news from these sites as say they regularly listen to NPR (11%) or watch the late-night comedy programs “The Daily Show” or “The Colbert Report” (10% each).

Social network pages also offer the opportunity to share news stories. About a quarter of those with social network profiles either regularly (6%) or sometimes (18%) shares information about local, national or international news on their social network page.

Social Networking Sites as a News Source	
<i>% of social networkers who regularly get news from...</i>	<i>%</i>
Social network pages	10
<i>Less than the % who regularly...</i>	
Watch local TV news	40
Watch cable TV news	40
Read daily newspaper	36
Watch nightly network news	22
<i>About the same % who regularly...</i>	
Listen to NPR	11
Watch “The Daily Show”	10
Watch “The Colbert Report”	10
Watch “NBC Nightly News”	9
Watch “ABC World News Tonight”	9
<i>More than the % who regularly...</i>	
Watch C-SPAN	4
Watch “CBS Evening News”	3
Read online magazines (Slate, Salon)	3
Watch “Hardball”	2
Based on those with a social networking profile (N=574).	

Online News on Demand

Many web news consumers take advantage of a variety of online tools to tailor the news to their needs and time demands. More than a third (36%) say they have a customizable web page, such as iGoogle or My Yahoo, that includes news items; 12% say they have an RSS reader that includes news items; and 25% say they receive email news alerts and summaries. Fully half of all online news users say they have at least one of these tools or services.

Online News on Demand	
<i>Do you...</i>	<i>%</i>
Have custom web page w/ news	36
Get email news updates	25
Have RSS reader w/ news	12
<i>At least one of the three</i>	<i>50</i>
Based on those who go online for news	

There are few demographic differences among online news consumers in the use of these tools. Women are about as likely as men to report receiving the news in these ways and there are no significant differences across education levels. Compared with younger people, fewer Americans 50 and older who go online for news have a customizable news webpage. But older people are just as likely as middle-aged and younger people to have the news delivered to them by email or to receive an RSS feed. Blacks are somewhat more likely than whites to get news delivered by e-mail.

Not surprisingly, those who go online for news daily are more likely than those who do so less often to say they get news via email, RSS or customizable web pages.

Who Gets News Delivered?			
<i>Based on online news users</i>	<i>Get news online by...</i>		
	Custom webpage	Email	RSS
	%	%	%
Total	36	25	12
Men	34	26	13
Women	37	23	10
Black	39	37	17
White	35	22	11
18-29	37	26	11
30-49	39	22	14
50+	30	26	10
College grad+	37	25	13
Some college	35	28	13
HS or less	35	22	10
<i>Get news online...</i>			
Daily	44	33	19
Less often	30	19	8

Emailing News Stories

A large majority of those who go online (68%) say they have been emailed a news story by a friend or associate. Somewhat fewer (47%) say they have *sent* a news story to someone. More people report both of these activities now than did so in 2006.

However, the proportions saying they have received or sent emailed stories in the past week have remained stable since 2006; 27% of internet users say they received an emailed story in the past week, including 12% who said this had happened today or yesterday.

Emailing News Stories Still Popular			
<i>Ever received news story emailed by friend/associate</i>	<u>1995</u>	<u>2006</u>	<u>2008</u>
	%	%	%
Yes, ever	35	61	68
In past week	8	26	27
Less recently/DK	27	35	41
No	64	38	32
Don't know	<u>1</u>	<u>1</u>	*
	100	100	100
Based on internet users.			

Online at Work

More than four-in-ten full-time and part-time workers (44%) say they regularly go online from their place of work. There are substantial education and income gaps among those who go online from work and those who do not: three-quarters of those who have attended graduate school say they go online from work, nearly four times the proportion among those with no more than a high school education (20%). And while 66% of those with family incomes of \$100,000 or more go online from work, just 20% of those with incomes of less than \$30,000 do so.

Whites (45%) are somewhat more likely than blacks (34%) to go online from work, while workers older than 65 are significantly less likely than younger workers – especially those ages 30 to 49 – to say they access the internet at their job.

A third of those who regularly go online at work say they get *most* of their news through the internet on a typical weekday, compared with 12% of those who do not regularly access the internet at work. Nonetheless, somewhat more online workers (39%) name television as their main source for news.

Interestingly, a majority of those who regularly go online from work (56%) say keeping up with the news is *not* important to their job.

Regularly Online at Work

	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
Total*	44	56	*=100
White	45	55	*=100
Black	34	66	0=100
18-29	36	64	*=100
30-49	50	50	*=100
50-64	42	58	*=100
65+	27	73	0=100
Post-grad	75	25	*=100
BA/BS	71	29	*=100
Some college	46	54	*=100
HS or less	20	80	*=100
\$100,000+	66	34	*=100
\$75K-99,999	50	49	1=100
\$50K-74,999	51	49	0=100
\$30K-49,999	36	64	0=100
<\$30,000	20	80	0=100

Based on those who are employed full or part-time.

Online Workers More Likely to Name Web as Main News Source

	<i>Online at work</i>	
	<u>Yes</u> %	<u>No</u> %
<i>Main news source</i>		
Television	39	58
Newspaper	11	14
Radio	15	14
Internet	33	12
Other/Don't know	<u>2</u>	<u>2</u>
	100	100

Based on those who are employed full or part-time.

SECTION 4: NEWS ATTITUDES AND HABITS

Most Americans continue to enjoy keeping up with the news – and more than half (52%) say they enjoy it a lot. Despite the pace of modern life, a large majority of people (68%) say they do not feel they are too busy to keep up with the news. And for the most part, people do not feel overloaded with the amount of news and information available these days.

Consistent with the Pew Research Center's past media consumption surveys, young people are far less likely than older Americans to say they get a great deal of enjoyment from following news. Enjoyment of the news has consistently been associated with higher levels of both news interest and news consumption.

Just a third of Americans younger than 25 say they enjoy keeping up with the news a lot, while nearly as many (26%) say they get little or no enjoyment from following the news. Among those 50 and older, fully 61% say they enjoy keeping up with the news a lot, while just 10% get little or no enjoyment from this.

Young People Enjoy News Less					
<i>Enjoy keeping up with the news...</i>	Total	18-24	25-34	35-49	50+
	%	%	%	%	%
A lot	52	33	47	50	61
Some	32	41	36	36	27
Not much/ not at all	15	26	17	13	10
Don't know/Refused	<u>1</u>	<u>0</u>	<u>*</u>	<u>1</u>	<u>2</u>
	100	100	100	100	100
<i>Pretty easy to find time for news/often too busy</i>					
Pretty easy	68	65	56	64	76
Too busy	30	34	41	33	21
Don't know/Refused	<u>2</u>	<u>1</u>	<u>3</u>	<u>3</u>	<u>3</u>
	100	100	100	100	100
<i>Feel overloaded w/ amount of news these days?</i>					
Yes	38	40	34	33	41
No	60	57	65	65	57
Don't know/Refused	<u>2</u>	<u>3</u>	<u>1</u>	<u>2</u>	<u>2</u>
	100	100	100	100	100

In addition, many people in their mid-20s through their mid-30s say they are simply too busy to keep up with the news. Overall, just 30% are too busy to follow the news, while 68% say it is “pretty easy.” But about four-in-ten (41%) younger adults – those ages 25 to 34 – say they often are too busy to follow the news. For those 50 and older, finding time for the news is much less of a problem: Compared with younger adults, roughly half as many (21%) say they are often too busy to keep up with the news.

A majority of Americans (60%) say they do not feel overloaded by the amount of news available these days, while 38% say they do feel overloaded. In this case, nearly identical proportions of the youngest people (those younger than 25) and those 50 and older say they feel overloaded (40% and 41%, respectively). Women are somewhat more likely than men to say they feel overloaded by the amount of news available these days (42% vs. 34%).

While some Americans feel overburdened by the amount of news available, many more say they like having news on in the background while they are doing other things. Overall, 55% say they like having news on in the background while 43% do not. As might be expected, those who like having news on in the background are more likely to get news on a typical day – whether from television, radio, newspapers or the internet – than those who do not.

Attitudes and News Consumption

No single attitude is more closely associated with high attention to “hard” news – local, national, international and business news – than deriving a lot of enjoyment from keeping up with the news.

The vast majority of the hard news audience (73%) – those who regularly follow all four news topics – say they enjoy keeping up with the news a lot; that compares with barely half (51%) of those with moderate interest in hard news and just 15% of those who express little or no interest in these subjects.

Attitudes Associated With News Interest				
	<u>Total</u>	<i>Attention to hard news*</i>		
<i>News Attitudes</i>	<u>%</u>	<u>High</u>	<u>Moderate</u>	<u>Low</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Pretty easy to find time for news	68	82	67	42
Enjoy keeping up w/ news “a lot”	52	73	51	15
Like having news on in the background	55	65	54	38
Do not feel overloaded by amount of news	60	58	60	64
* High=follows international, national, local and business news very/somewhat closely. Low=follows all not very closely/not at all.				

Similarly, a large proportion of the hard news audience (82%) says it is pretty easy to find time to get the news. That is nearly double the proportion among those with low attention in local, national, international and business news (42%). Those highly attentive to hard news also are more likely to say they like having news on in the background compared with those who are less interested in hard news. Comparable majorities of those with high, moderate and low interest in hard news say they do not feel overloaded by the amount of news available.

Most Want Broad Overview

When Americans get the news, they generally are interested in getting an overview of the top news of the day. Fully 62% say it is more important to them to get an overview of the news than to get news about topics of particular interest to them (27%).

The preference for an overview of the news vs. specific topics is generally consistent across major demographic groups. Yet as with other attitudes about the news, young people are an exception.

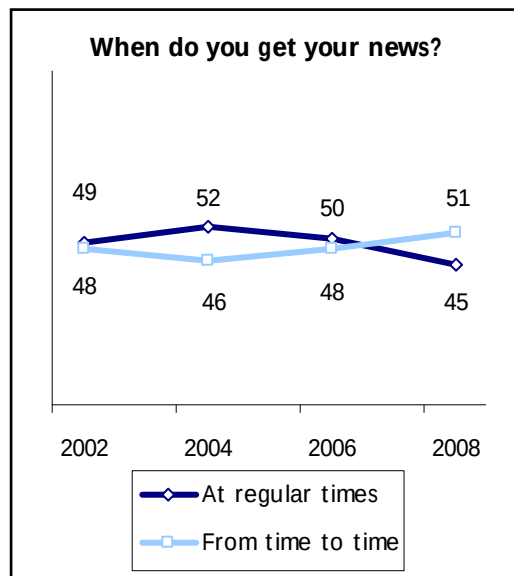
Those who are 18 to 24 are evenly divided about which is more important: 48% say they prefer to get an overview of the news, while 44% say they like getting news about topics of particular interest to them.

Most Value an Overview of the News					
	Total	18-24	25-34	35-49	50+
<i>What's more important...?</i>	%	%	%	%	%
Getting an overview of the news	62	48	55	65	66
Getting news on topics of interest	27	44	35	26	20
Both (VOL.)	8	5	6	8	10
Don't know/Refused	<u>3</u>	<u>3</u>	<u>4</u>	<u>1</u>	<u>4</u>
	100	100	100	100	100

In terms of the news sources they use, a narrow majority of Americans (51%) say they mostly rely on a few sources while nearly as many (46%) say they get news from many sources. There are no major demographic differences in views about whether people prefer a few news sources or multiple sources.

'News Grazers' Now a Majority

Somewhat more Americans now say they are the kind of person who checks in on the news from time to time rather than gets the news at regular times (51% vs. 45%). That represents the first time since the question was asked six years ago that a majority said they get the news from time to time.



An overwhelming proportion of very young people are news grazers, checking in on the news from time to time. Nearly eight-in-ten of those younger than 25 (78%) say they get the news from time to time. Even among people only somewhat older – those ages 25 to 34 – a much smaller majority (56%) says they check on the news rather than getting it at regular times. Among those 50 and older, most say they get the news at regular times.

News Grazers Watch Less, Go Online More

Americans who gather news from time to time watch and read less news overall than do those who get news at regular times. News grazers spend on average 56 minutes per day consuming news. By contrast, regular-time news consumers on average spend 79 minutes per day consuming news.

News grazers are less inclined than regular-time news consumers to watch most types of TV news. Just 41% of grazers regularly watch local television news, compared with 67% of regular-time news consumers. And the grazers are about half as likely as regular-time consumers to regularly watch network evening news broadcasts, Sunday talk shows or listen to NPR. Cable news, which is available at any time of the day, is more attractive to grazers than most other television news. But the regular-time viewers still outpace the grazers as regular consumers of this source of news (44% vs. 35%).

Compared with news grazers, people who get news at regular times also are more likely to read traditional print publications – daily newspapers and weekly community papers. But news grazers are far more likely to regularly go online for news. About six-in-ten (59%) of those who get news from time to time go online for news at least three days a week; that compares with 39% of those who get news at regular times.

News Grazing Much More Common Among Young People

	Get most news...		
	At regular times	From time to time	DK
	%	%	%
Total	45	51	4=100
Men	43	53	4=100
Women	47	49	4=100
18-24	20	78	2=100
25-34	41	56	3=100
35-49	40	58	2=100
50-64	55	40	5=100
65+	64	31	5=100
College Grad	46	51	3=100
Some College	41	56	3=100
High School Grad	47	49	4=100

News Habits and Regular Sources

	Get most news...	
	At regular times	From time to time
	%	%
Avg. time spent with the news	79 mins	56 mins
<i>Regularly watch</i>	%	%
Local TV news	67	41
Network evening news	40	21
Morning network shows	29	16
Sunday talk shows	16	9
National Public Radio	13	7
Network news magazines	22	14
Cable TV news	44	35
<i>Regularly read</i>		
Daily newspaper	57	39
Community newspapers	38	28
News magazines	12	11
<i>Regularly go online for news*</i>	39	59

* Get news online at least three days a week.

Smaller News Audiences Stay Loyal

Since the early 1990s, the regular audience for nightly network news has fallen by half while the proportion who regularly read a newspaper has declined by a quarter. Yet among those who still watch the nightly broadcasts and read newspapers, majorities say they would miss these sources if they were no longer available

Nearly seven-in-ten regular network news viewers (69%) say they would miss the broadcasts a lot if they were no longer available; that is greater than the percentage of regular network viewers who said this six years ago (62% in 2002).

Somewhat fewer regular newspaper readers (59%) say they would miss the newspaper a lot if it were no longer available; this percentage is largely unchanged from 2002 (57%). Notably, when asked if they would miss reading a newspaper “in print” an identical percentage (58%) say they would miss reading the paper a lot.

A similar percentage of those who get news online (62%) say they would miss web news a lot if it were no longer available.

News Consumers Attached To Major News Sources		
<i>If it were no longer available, how much would you miss...</i>	<u>2002</u> %	<u>2008</u> %
Network evening news*		
A lot	62	69
Some	25	18
Not much/not at all	12	12
Don't know	<u>1</u>	<u>1</u>
	100	100
Newspaper*		
A lot	57	59
Some	26	22
Not much/not at all	17	18
Don't know	<u>*</u>	<u>1</u>
	100	100
Online news^		
A lot	--	62
Some	--	21
Not much/not at all	--	17
Don't know	--	<u>0</u>
		100
* Based on regular readers/viewers		
^ Based on those who go online for news 3+ days/week		

Older People More Attached to Traditional Sources

Older people are much more likely than younger people to read a daily newspaper. Older newspaper readers also are more likely than younger ones to say they would miss the paper a lot if it were no longer available.

Among those 50 and older who regularly read a newspaper, two-thirds (67%) say they would miss the newspaper a lot if it were no longer available. This compares with only 51% of those younger than 50. Similarly, older people are more likely to say they would miss the network evening news. Fully 76% of regular network news viewers 50 and older say they'd miss their evening news program a lot if it was no longer available; that compares with 61% of those younger than 50.

Just the opposite is true of regular online users. Younger online users are more likely than their older counterparts to say they would miss online news sources if they were no longer available. Roughly two-thirds (65%) of regular online news consumers under age 50, compared with 55% of those 50 and older, say they would miss online news sources a lot.

Are All News Outlets the Same?

Many news consumers feel that the news media are largely undifferentiated: More than four-in-ten (43%) say that all the news media are pretty much the same. Slightly more than half (54%) disagree, saying that there are a few news sources that they trust more than others. There has been little change in these views since 2004.

Age and News Source Loyalty		
	-----Age-----	
<i>If it were no longer available, how much would you miss...</i>	<i><50</i>	<i>50+</i>
	%	%
Newspaper*		
A lot	51	67
Some	26	18
Not much/not at all	22	15
Don't know	1	*
	100	100
Network evening news*		
A lot	61	76
Some	24	15
Not much/not at all	15	8
Don't know	*	1
	100	100
Online news^		
A lot	65	55
Some	21	22
Not much/not at all	14	23
Don't know	0	0
	100	100
* Based on regular readers/viewers		
^ Based on those who go online for news 3+ days/week		

The more educated are more likely to trust some sources more than others. Nearly seven-in-ten college graduates (69%) say they trust a few news sources more than others, compared with 55% of those with some college and only 44% of those with no more than a high school education.

Large majorities of liberal Democrats (71%) and conservative Republicans (65%) say they trust some news sources more than others. That compares with only about half of independents (52%), conservative and moderate Democrats (50%), and moderate and liberal Republicans (49%).

About two-thirds of those who express a strong interest in hard news say they trust a few news sources more than others. By comparison, 53% of those with moderate interest in hard news, and just 28% of those with low interest, say they trust a few sources more than others.

Liberal Democrats, Conservative Republicans Trust Some News Sources More than Others			
	Which comes closer to your view?		
	News media all similar	Trust a few sources more	DK
	%	%	%
2008	43	53	4=100
2006	45	52	3=100
2004	45	54	1=100
College Grad+	29	69	2=100
Some College	42	55	3=100
HS or less	51	44	5=100
Liberal Democrat	27	71	2=100
Cons/Mod Democrat	47	50	3=100
Independent	45	52	3=100
Mod/Lib Republican	48	49	3=100
Cons Republican	32	65	3=100
<i>Hard News Attention:</i>			
High	30	67	3=100
Moderate	44	53	3=100
Low	64	28	8=100

Comparable majorities in the regular audiences for CNN and the Fox News Channel and the three nightly network broadcasts say they trust a few news sources more than others. But the NPR audience is a bit different. Nearly three-quarters of the NPR audience (74%) trusts some media more than others while only about a quarter (24%) say the news media are pretty much all the same.

By wide margins, the regular audiences for individual cable news and radio programs reject the idea that the news media are pretty much all the same. This is particularly the case for regular viewers of the Daily Show and Hannity & Colmes; just 14% of the regular viewers of each of these programs say the news media are pretty much all the same.

Few NPR Listeners Say News Media Are All the Same

<i>Which comes closer to your view?</i>			
<i>Among regular viewers/listeners:</i>	<i>News media Trust a few</i>		<i>DK</i>
	<i>all similar</i>	<i>sources more</i>	
	<i>%</i>	<i>%</i>	<i>%</i>
NPR	24	74	2=100
MSNBC	34	63	3=100
Fox News Channel	37	59	4=100
Nightly network news	39	58	3=100
CNN	42	55	3=100
<i>Specific Programs</i>			
Daily Show	14	86	0=100
Hannity & Colmes	14	84	2=100
Rush Limbaugh	24	75	1=100
Larry King	24	73	3=100
The Colbert Report	25	72	3=100
O'Reilly Factor	26	71	3=100
Lou Dobbs	28	68	4=100
Chris Matthews	29	67	4=100

News from Your Point of View?

Most Americans say they prefer to get political news with no point of view rather than news that shares their political news. Two-thirds (66%) wants news with no political point of view, which is consistent with measures from recent news consumption surveys.

Majorities in all major demographic and political groups say they prefer news with no political point of view. However, less educated people are more likely than those with more education to say they prefer news from their point of view. A third of conservative Republicans, and about the same proportion of liberal Democrats (31%), say they prefer news with their point of view. That compares with 27% of conservative and moderate Democrats, 21% of moderate and liberal Republicans and just 15% of political independents.

Most Don't Want News with a Point of View - Even Their Own

	<i>Prefer news from...</i>		<i>DK</i>
	<i>My point of view</i>	<i>No point of view</i>	
	<i>%</i>	<i>%</i>	<i>%</i>
2008	23	66	11=100
2006	23	68	9=100
2004	25	67	8=100
College Grad+	19	74	7=100
Some College	19	74	7=100
HS or less	28	58	14=100
Liberal Democrat	31	64	5=100
Cons/Mod Democrat	27	64	9=100
Independent	15	77	8=100
Mod/Lib Republican	21	71	8=100
Cons Republican	33	58	9=100

SECTION 5: NEWS INTEREST AND KNOWLEDGE

Most Americans continue to track local and national news most of the time, while most say they follow international news only when important developments occur. A 57% majority follows local community news closely most of the time, whether or not something important is happening. Similarly, 55% follow national news most of the time. By contrast, only 39% follow foreign news most of the time, and the majority (56%) follows it only when something important is happening.

International News Attracts Less Interest

	Type of news...		
	Local	National	Inter-national
<i>Follow...*</i>	%	%	%
Most of the time	57	55	39
Only when important	40	41	56
Don't know	3	4	5
	100	100	100

* Follow "closely most of the time whether or not something important is happening" or "only when something important is happening."

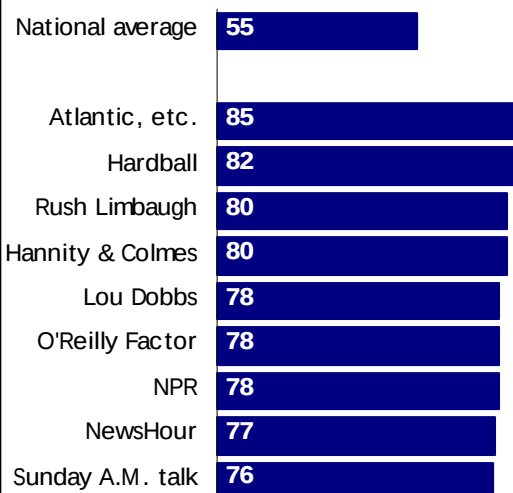
Interest in each of these broad categories of news is virtually unchanged from 2006. While interest in local news is fairly consistent across major demographic groups, interest in national and international news is driven in part by socioeconomic factors. College graduates are significantly more likely than those who never attended college to follow both national and international news most of the time, not just when something important is happening. In addition, those with higher annual incomes follow national and international news on a more consistent basis.

Large majorities of the regular viewers of major cable TV talk shows closely track national news. Among the regular audiences of Hardball with Chris Matthews, Hannity & Colmes, Lou Dobbs Tonight, and The O'Reilly Factor, three-quarters or more say they follow national news most of the time, not just when something important is happening.

Beyond the cable shows, other audiences that pay particularly close attention to national news include readers of magazines such as The Atlantic, Harper's Magazine and The New Yorker; Rush Limbaugh listeners, NPR listeners, and those who regularly watch the NewsHour with Jim Lehrer or the network Sunday morning news programs.

Strong Interest in National News

Proportion of regular audiences following national news most of the time



Weather's Broad Appeal

In terms of the public's specific news interests, weather has consistently been a closely followed news topic. Nearly half of Americans (48%) say they follow weather news very closely, which is largely unchanged from 2006 (50%). No other topic generates close to this level of interest. Crime is the next highest-rated topic, but just 28% say they follow crime news very closely.

While more women than men say they are very interested in weather news – and more older people than younger people – interest in weather news is broadly shared. For instance, half of those with family incomes of \$150,000 a year or more say they follow weather news very closely, as do about the same proportion of those with incomes of less than \$30,000 (47%).

Trends in News Interest

<i>Type of news followed "very closely"</i>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>
	%	%	%	%
Weather	--	53	50	48
Crime	30	32	29	28
Education	--	--	--	23
Community	31	28	26	22
Environment	--	--	--	21
Politics/Washington news	21	24	17	21
Local government	22	22	20	20
Health news	26	26	24	20
Sports	25	25	23	20
Religion	19	20	16	17
International affairs	21	24	17	16
Business and finance	15	14	14	16
Consumer news	12	13	12	13
Science and technology	17	16	15	13
Entertainment	14	15	12	10
Culture and arts	9	10	9	11
Celebrity news	--	--	--	7
Travel	--	--	--	6

Crime news continues to attract much greater interest among African Americans than among whites. Half of blacks say they follow crime news very closely, compared with 23% of whites. And, unlike most news subjects, crime draws somewhat more interest among young people than among older Americans; 31% of those younger than 50 say they follow crime news very closely, compared with 24% of those 50 and older.

In general, the public's news interests have changed little in recent years. There has been a slight increase in the proportion saying they follow news about political figures and events in Washington, from 17% in 2006 to 21% currently. Still, interest in this subject is a bit less than it was in 2004 and the same as in 2000.

Gender Gap in News Interests...

Men are particularly drawn to news about science and technology, sports, business and finance, international affairs, and Washington politics. For example, fully 71% of those who follow science and technology news very closely are men, while only 29% are women.

Women, on the other hand, make up a disproportionate share of the audiences for celebrity and entertainment news, health news and news about religion. Among those who follow health news very closely, 64% are women while 36% are men. In addition, women outnumber men among those who closely follow news about the weather, travel, culture, and community news.

And News Audiences

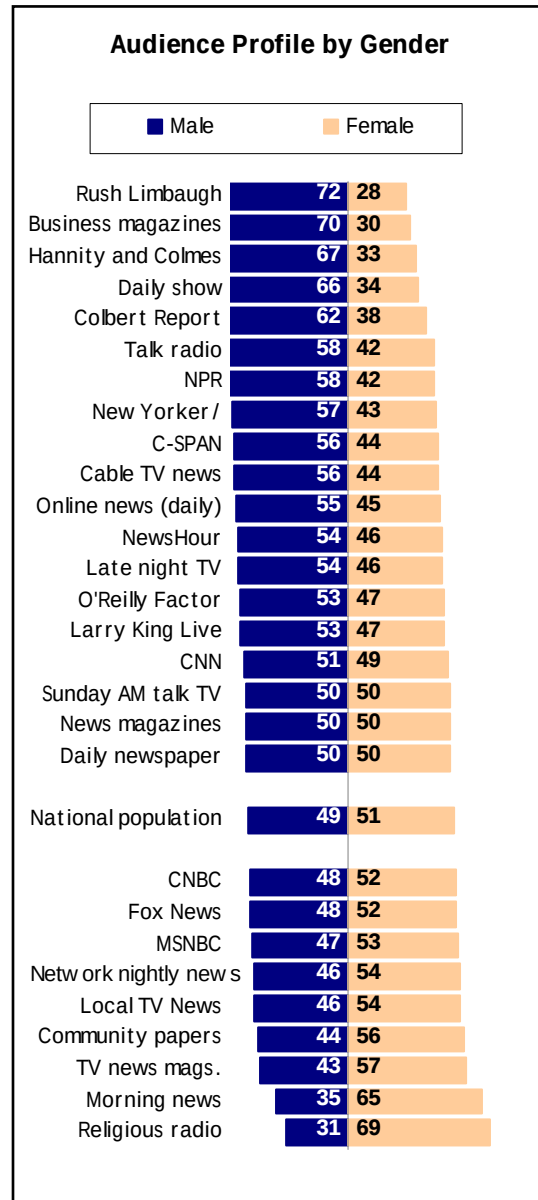
The gender differences in some news audiences reflect the disparities in men and women's news interests. The audiences for several politically oriented radio and cable talk shows are largely male. Roughly seven-in-ten (72%) regular listeners of Rush Limbaugh's radio are men, as are two-thirds of the regular viewers of Hannity & Colmes and The Daily Show (67%, 66%). In addition, 62% of those who regularly watch Hardball with Chris Matthews are men, as are 60% who watch Lou Dobbs. Men also make up more than half of the regular audiences for the O'Reilly Factor, The Colbert Report and Larry King Live.

Gender Gap in News Interest		
<i>Gender profile of those who closely follow:</i>	<u>Men</u>	<u>Women</u>
	%	%
Science and technology	71	29
Sports news	70	30
Business and finance	66	34
International affairs	63	37
Politics/Washington news	56	44
Local government	53	47
Consumer news	53	47
National population	49	51
Environment	49	51
Crime news	47	53
Education	47	53
Culture and the arts	45	55
Community news	45	55
The weather	44	56
Travel	43	57
Religion	42	58
Entertainment news	41	59
Health news	36	64
Celebrity news	21	79

Note: Percentages read across and show the share of the people who follow each topic very closely who are male and female.

Several print outlets also rely on men for their core readership. Business magazines, as well as magazines such as The New Yorker, The Atlantic and Harper's Magazine, have readerships that are predominantly male.

Women outnumber men among those who regularly listen to religious radio; 69% of religious radio listeners are women, while just 31% are men. Network TV news outlets also draw in more women than men among their regular viewers. The disparity is particularly evident in the audience for morning news programs, such the Today show. Almost two-thirds of (65%) regular viewers of these programs are women while 35% are men.



Public's Knowledge

About half of Americans (53%) can correctly identify the Democrats as the party that has a majority in the U.S. House of Representatives. In February 2007, shortly after the Democrats gained control of the House after a dozen years of GOP rule, many more people (76%) knew the Democrats held the majority.

The public is less familiar with the secretary of state (Condoleezza Rice) and the prime minister of Great Britain (Gordon Brown). About four-in-ten (42%) can name Rice as the current secretary of state. The public's ability to identify Rice has not changed much over recent years: In April 2006 and December 2004, shortly before she was sworn in, 43% could correctly identify her.

The prime minister of Great Britain is not well known among the public. Just more than a quarter (28%) can correctly identify Gordon Brown as the leader of Great Britain.

Overall, 18% of the public is able to correctly answer all three political knowledge questions, while a third (33%) do not know the answer to any of the questions.

Large majorities of college graduates know that Democrats have a majority in the House (71%) and named Rice as secretary of state (65%); however, slightly fewer than half of college graduates (47%) named Brown as the prime minister of Great Britain. Less educated people are less aware of these facts; among high school graduates, 45% knew that the Democrats have a majority in the House, 32% named Rice as secretary of state, and just 19% named Brown as the British prime minister.

People younger than 30 are less well informed on these questions than are older Americans, while women are somewhat less likely than men to be able to identify Rice, Brown and the majority party in the House of Representatives.

More Republicans than Democrats or independents know which party currently controls the House of Representatives: 64% of Republicans know that Democrats have a majority compared with 54% of Democrats and half of independents. Members of both parties struggle to

Who Knows?

	Dem House Majority %	Name Condi Rice %	Name Gordon Brown %
All	53	42	28
Men	61	48	33
Women	46	37	23
White	57	45	30
Black	39	37	20
College grad	71	65	47
Some college	58	43	25
HS grad	45	32	19
Less than HS	25	18	11
18-29	41	25	16
30-49	54	46	27
50-64	59	50	33
65+	61	43	35
Republican	64	48	29
Democrat	54	41	28
Independent	50	44	30

Figures show the percent who could correctly identify: the party with a majority in the US House of Representatives, the name of the current US Secretary of State, and the name of the current British Prime Minister.

identify Gordon Brown, while Republicans (48%) are slightly more likely than Democrats (41%) to know that Condoleezza Rice is the secretary of state.

Knowledgeable News Audiences

Regular readers of magazines such as The New Yorker, The Atlantic, and Harper's Magazine stand out for their political knowledge; almost half (48%) can correctly identify Rice, Brown and the majority party in the U.S. House of Representatives. NPR listeners rank closely behind, with 44% of regular listeners registering a high knowledge score. More than four-in-ten regular Hardball (43%) and Hannity & Colmes (42%) viewers also score relatively high for political knowledge.

In general, well-educated news audiences have high levels of political knowledge; for instance, 54% of regular readers of publications such as The New Yorker, The Atlantic and Harper's Magazine are college graduates, as are 54% of regular NPR listeners. However, a greater proportion of regular readers of business magazines are college graduates (60%), but just 36% answered all three political knowledge questions correctly.

Just a third of regular Rush Limbaugh listeners are college graduates, but this audience scored as well on political knowledge as did regular business magazine readers. Similarly, only about three-in-ten (31%) regular Hannity & Colmes listeners are college graduates, but a relatively large proportion (42%) answered all three questions correctly.

Some highly knowledgeable and attentive news audiences – such as The New Yorker's, Limbaugh's, Hannity & Colmes' or

Education, Age and Knowledge			
<i>Profile of regular readers/viewers/listeners</i>	College grads %	Age 50+ %	*High knowledge %
New Yorker/Atlantic	54	51	48
NPR	54	42	44
Hardball	47	58	43
Hannity & Colmes	31	53	42
Political magazines	42	46	39
Business magazines	60	32	36
Rush Limbaugh	33	49	36
BBC	42	37	34
Colbert Report	39	22	34
NewsHour	32	57	33
Sunday AM Talk TV	35	57	32
Daily Show	30	23	30
News magazines	45	44	30
O'Reilly Factor	38	54	28
Lou Dobbs Tonight	37	67	27
Technology magazines	40	27	27
Cable news	31	44	25
MSNBC	37	41	25
C-SPAN	29	45	24
Daily newspaper	33	51	22
Community newspapers	31	50	21
ESPN	31	31	21
NBC News	33	56	21
Letterman/Leno	25	41	20
Larry King Live	26	45	19
ABC news	26	54	19
CNN	32	47	19
Fox News	25	47	19
National Average	28	41	18
CNBC	29	41	17
Local TV news	25	48	17
Network news	26	55	17
Morning news shows	29	48	16
TV news magazines	27	55	16
Personality magazines	20	24	13
Religious radio	17	47	12
Weather Channel	19	47	11
CBS News	15	63	10
Access Hollywood, etc.	18	39	10
National Enquirer	18	43	9
*All three knowledge questions answered correctly.			

Hardball's – are older than average. However, age is not always a correlate of political knowledge: the CBS Evening News has one of the oldest audiences of the news outlets included on the survey; 63% of the regular viewers of this program are 50 or older. But just 10% of regular CBS News viewers correctly answered the three questions.

The Colbert Report and The Daily Show are notable for having relatively well-informed audiences that are younger than the national average: 34% of regular Colbert viewers answered the three political knowledge questions correctly, as did 30% of regular Daily Show viewers. Less than a quarter of either audience is older than 50 (22% Colbert, 23% Daily Show), compared with 41% of the general public.

SECTION 6: A NEWS AUDIENCE SEGMENTATION

For this analysis, the public was divided into four segments based on their interest in news, their primary news sources, and how often they use the internet to get news. An overwhelming majority of people (82%) follow the news with some regularity. Just 14% in this survey are classified as **Disengaged**, as they expressed a general lack of interest in news.¹

News audiences were divided into three primary news-consuming groups: **Traditionalists**, who use traditional media sources (TV, newspapers, radio) almost exclusively; **Integrators**, who identify a traditional medium as their main news source, but also go online for news several days a week; and **Net-Newsters**, who point to the web as their main source and use it frequently for news.

Traditionalists, the largest of the three news audience segments, also are the oldest (median age: 52) and the most economically downscale. Fewer than half have attended college and just 19% have graduated.

Traditionalists have the lowest average income of the three groups; a relatively large proportion of Traditionalists (43%) are not employed.

Demographic Portrait of Audience Segments					
	Total	Traditi- onalists	Inte- grators	Net- Newsters	Dis- engaged
	% 100%*	% (46%)	% (23%)	% (13%)	% (14%)
Total					
Men	49	48	50	58	39
Women	<u>51</u>	<u>52</u>	<u>50</u>	<u>42</u>	61
	100	100	100	100	100
18-24	13	9	11	19	22
25-34	17	12	18	28	19
35-49	27	23	32	33	28
50-64	25	28	30	16	18
65+	16	25	8	3	10
Post-grad	11	7	18	21	5
College grad	17	12	27	31	6
Some college	24	20	27	31	19
HS or less	48	60	28	16	69
<\$30,000	24	29	14	13	35
\$30-\$49,999	17	20	15	15	13
\$50-\$74,999	14	14	16	18	11
\$75-\$99,999	11	9	17	16	7
\$100,000+	16	10	24	27	9
Employed	65	56	74	78	66
Online at work	28	14	45	59	17
Not online at work	36	42	28	19	48
Not employed	34	43	25	21	33
Urban	38	36	40	40	34
Suburban	43	43	45	46	42
Rural	19	21	15	14	24
Republican	25	24	29	26	22
Democrat	36	40	38	32	22
Independent	29	28	26	35	33
Conservative	35	39	35	31	27
Moderate	35	34	40	40	29
Liberal	20	18	21	24	18
N=	3615	1770	848	455	402
* Includes the 4% of the public that is not part of the segment classification. See footnote 1 below for description.					

¹ These segments classify 96% of the American public. Of the remaining 4%, 2% did not name either a traditional source or the internet as their main source and an additional 2% name the internet as a main source, but rarely go online for news.

Politically, Traditionalists are more Democratic than most segments, but they also are more conservative than most other segments. Just 56% can access the internet from home; nearly all Integrators and Net-Newsters can log on from home. Traditionalists' ownership of current technology also is relatively low (25% own iPods, 30% have DVRs). Yet their access to cable and satellite TV is on par with the other audience groups, which points to heavy use of television for entertainment as well as news.

Integrators (23% of the population) are much younger and more affluent than the Traditionalists (median age: 44). Politically, they are not much different than the public as a whole – 38% identify themselves as Democrats, 29% as Republicans, and 26% as independents. They are highly connected: 93% have internet access at home, 45% go online from work, and 24% have smart phones (iPhones/Blackberries).

Net-Newsters (13% of the population) are the most male group (58% male). They are highly educated, affluent and relatively young (median age: 35). Politically, Net-Newsters include the greatest share of independents (35%) of the three news audience segments. Notably, a relatively large proportion also describes themselves as liberal (24%).

Integrators Are Nearly as Connected as Net-Newsters					
	<u>Total</u>	<u>Tradit- ionalists</u>	<u>Inte- grators</u>	<u>Net- Newsters</u>	<u>Dis- engaged</u>
<i>Do you ...</i>	%	%	%	%	%
Have a home computer	77	66	96	98	63
Home internet access	70	56	93	95	55
Home broadband	58	42	81	86	43
Subscribe to cable	62	67	70	69	63
Subscribe to satellite	33	34	36	30	30
<i>Have a ...</i>					
Cell phone	83	77	92	92	75
iPod/MP3 player	41	25	54	72	35
DVR/TiVo	35	30	45	47	25
iPhone/Blackberry	15	9	24	26	9
Satellite radio	14	12	21	18	8

Beyond their news consumption, Net-Newsters are significantly more active on the web than are the other news audience segments. Nearly half (46%) have social-networking profiles, and 59% are connected to the web while at work. Almost three-quarters (72%) own MP3 players, and they own other technologies at high rates.

Identifying Core News Audience Segments*

Traditionalists (46%) Name a traditional source when asked about their main news source. Rarely go online for news (< 3 days a week).

Integrators (23%) Name a traditional source as their main source, but also are frequent consumers of online news (3+ days a week).

Net-Newsters (13%) Point to the internet as their main news source and consume online news frequently (3+ days/week).

Who Are the Disengaged?

Disengaged (14%) Do not closely follow *any* of the following: local, national, international, or business and finance news.

*Core news audience segments include those who very closely or somewhat closely follow at least one of the following types of news: business and finance news, local government news, national political news, or international news.

Disengaged (14% of the population) are the least affluent (35% say their annual income is less than \$30,000) and the least educated (69% have not attended college). More than six-in-ten of the Disengaged (61%) are women. They also are relatively uninterested in politics: 23% decline to describe themselves in political terms (as a Democrat, Republican or independent; similarly, 26% choose not to characterize themselves ideologically (as liberal, conservative, or moderate).

Time with the News

People who have incorporated the internet into their news diets – especially the Integrators – are heavier news consumers than are the Traditionalists. On a typical day, Integrators spend an

Integrators Spend the Most Time with the News

<i>Average number of minutes spent...</i>	<u>Total</u>	<u>Traditi-onalists</u>	<u>Inte-grators</u>	<u>Net-Newsters</u>	<u>Dis-engaged</u>
Watching TV news	31	35	37	23	13
Reading a newspaper	13	14	16	12	5
Listening to news on radio	14	14	21	15	7
Getting news online	<u>8</u>	<u>1</u>	<u>14</u>	<u>28</u>	<u>4</u>
Total	66	64	88	78	29

average of 88 minutes on the news, compared with 78 minutes for Net-Newsters and 64 minutes for Traditionalists.

In other ways, Integrators stand out as the most avid news consumers of the three core audience segments. Integrators use all traditional sources at the highest rates, and a solid majority (56%) reports getting news online the previous day. For the Integrators, it is not just using the internet as well as traditional sources: they also spend more time watching TV news, reading the paper, and especially getting the news on the radio than either of the other core audience segments. Just 8% of Integrators get no news on a typical day, and most (70%) report getting news from two or more sources.

Net-Newsters are, first and foremost, online news consumers. Fully 75% get news online in a typical day. But their reliance on the web for news does not signal a wholesale rejection of traditional sources; almost as many (72%) say they used a traditional source yesterday, and their use of some traditional sources rivals that of other groups. In particular, Net-Newsters read newspapers at

Online Newspapers Attract Net-Newsters					
	<u>Total</u>	<u>Traditi-</u>	<u>Inte-</u>	<u>Net-</u>	<u>Dis-</u>
<i>News consumption</i>	<i>%</i>	<i>onalists</i>	<i>grators</i>	<i>Newsers</i>	<i>engaged</i>
<i>"yesterday"</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
Any News	81	83	92	86	55
Watched TV news	57	65	66	47	30
Newspaper	34	36	42	35	14
<i>Paper</i>	<i>27</i>	<i>35</i>	<i>30</i>	<i>8</i>	<i>13</i>
<i>Online</i>	<i>4</i>	<i>*</i>	<i>6</i>	<i>17</i>	<i>1</i>
<i>Both paper and online</i>	<i>3</i>	<i>1</i>	<i>6</i>	<i>10</i>	<i>0</i>
Radio news	35	33	46	38	21
News online	29	7	56	75	13
No Traditional News	24	18	12	28	51
<i># of sources</i>					
Two or more sources	48	45	70	58	18
One source	33	38	22	28	36

about the same rate as the Traditionalists and are slightly more likely to get radio news on a typical day.

However, even in their use of newspapers, the Net-Newsters' preference for the web is apparent. While 35% reported reading a newspaper yesterday, as many as one quarter of the Net-Newsters who do read a paper either read only the online version or the print and online papers.

The Traditionalists are about as likely as the Integrators to watch TV news or read a newspaper on a typical day. But very few – just 7% – use the internet for news, despite the fact that most have home internet access. About twice as many of the Disengaged got news online on the previous day as did the Traditionalists (13% vs. 7%).

Regular News Sources

Broadcast news sources are popular with Traditionalists and Integrators, who are about equally likely to say they regularly watch local TV news, nightly network news and network morning shows. By contrast, just 35% of Net-Newsters say they regularly watch local TV news – a staple for 61% of Traditionalists and Integrators. And only about half the number of Net-Newsters tune into a nightly network news broadcast compared with Traditionalists or Integrators.

However, Net-Newsters are more inclined to use traditional media sources that are not scheduled in the same way as network and local TV news, such as newspapers and cable news. Cable news, in particular, is a relatively popular news source for this group: 43% watch regularly, about the same percentage as among the Traditionalists (41%).

In addition, there are a handful of specific news outlets – including NPR and the BBC – that Net-Newsters use at equal or greater rates than the Integrators. Fully 11% of Net-Newsters report that they regularly get news from the BBC (either through radio, television, or the internet), while just 6% of Integrators regularly get news from the BBC. The same proportion of Integrators and Net-Newsters (15%) regularly gets news from NPR.

Net-Newsters also read business (12%), technology (12%) and weekly news (16%) magazines at relatively high rates. The use of these types of sources is in line with this segment's interest in science and technology news, business and financial news and international affairs.

Traditionalists Wedded to Broadcast; Integrators Use Broadcast and Cable

	<u>Total</u>	<u>Traditi- onalists</u>	<u>Inte- grators</u>	<u>Net- Newsters</u>	<u>Dis- engaged</u>
<i>Regularly get news from...</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
Local TV news	52	61	61	35	30
Nightly network news	29	36	37	18	11
Network morning shows	22	25	27	14	15
News magazine shows	18	22	23	9	7
Sunday political shows	13	15	17	9	4
Daily newspaper	46	52	56	42	19
Cable news	39	41	53	43	14

Many Net-Newsters Regularly Get News from NPR, BBC

	<u>Total</u>	<u>Traditi- onalists</u>	<u>Inte- grators</u>	<u>Net- Newsters</u>	<u>Dis- engaged</u>
<i>Regularly get news from...</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
NPR	10	8	15	15	1
BBC	5	4	6	11	3
News magazines	12	10	19	16	2
Technology magazines	4	1	5	12	*
Business magazines	5	4	7	12	*

Getting News Online

Net-Newsters' use of online news sources equals – and in some cases surpasses – their use of traditional news media sources. Within this segment, 30% report that they regularly watch news programs or video clips online, which is significantly more than the number saying they regularly watch the nightly network news (18%).

News and political blog readership is also high among Net-Newsters—more than a quarter (26%) say that they regularly get news from blogs.

Further, this segment is more likely to engage in online news behaviors that require them to actively seek out news: 24% use a search engine to find news stories *every day*, 10% use news ranking sites, and more than a quarter (27%) report having sent news emails to friends or family in the previous week.

Many Integrators engage in these online news activities, but they do so at significantly lower rates than do the Net-Newsters. Integrators are about half as likely to watch (16% to 30%) or listen to (10% to 19%) news online and are much less likely than Net-Newsters to actively seek news online. However, nearly one-in-five Integrators (19%) regularly read blogs, which is only a slightly smaller proportion than among Net-Newsters (26%).

News During the Day

Integrators spend more time with the news overall, and they are more likely than the other audience segments to get news in the morning. Fully 84% of Integrators typically get news in the morning, while 76% get news during the course of the day, and nearly two-thirds get news around the dinner hour (65%) and late in the evening (64%).

Online News Behaviors					
	Total	Traditi- onalists	Inte- grators	Net- Newsters	Dis- engaged
<i>% who regularly...</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
Watch news online	9	2	16	30	3
Listen to news online	5	*	10	19	2
Read political/news blogs	10	3	19	26	2
<i>% who...</i>					
Sent news email in last week	9	2	18	27	3
Got news email in last week	18	8	32	39	8
Have RSS reader with news	7	2	13	19	3
Have used a news ranking site	3	1	5	10	1

Traditionalists, Integrators Get News Throughout the Day				
	<u>Morning</u> %	<u>Daytime</u> %	<u>Dinner</u> %	<u>Late night</u> %
Total	71	64	56	63
Traditionalists	74	61	61	68
Integrators	84	76	65	64
Net-Newsters	70	82	42	64
Disengaged	43	38	36	42

Traditionalists are more likely to get news in the morning than at other times (74%), but six-in-ten get news during the day (61%), around the dinner hour (61%), and late in the evening (68%). By contrast, news consumption among Net-Newsters peaks during the day, when 82% say they get news, and declines to just half of that level (42%) around the dinner hour.

Net-Newsters show a clear preference for online news over television news in the morning and during the day. A majority of Net-Newsters (53%) who get news to start the day get it from the web, while just 33% turn to television. Additionally, 92% of those who get news during the day – which is the most popular time of day for Net-Newsters to get news – go online for it.

Even around the dinner hour and late in the evening – times when television news is the dominant source for other audience segments – significant minorities of Net-Newsters continue to rely on the internet (41% at the dinner hour and 47% late at night). However, during those times more Net-Newsters get news from television than online.

Integrators, by contrast, rely primarily on traditional sources throughout the day, as do the Traditionalists. Where Integrators differ is in their relatively extensive use of the internet for news during the day. Half of integrators who get news at that time go online, while 36% get news from television, and nearly as many (32%) get news from radio.

News Sources by Time of Day				
<i>Get news*...</i>	<i>Main source at time is...</i>			
	<u>TV</u>	<u>Paper</u>	<u>Radio</u>	<u>Internet</u>
<i>In the morning</i>	%	%	%	%
Total	66	20	23	12
Traditionalists	75	22	20	1
Integrators	63	22	29	15
Net-Newsters	33	13	20	53
Disengaged	68	12	19	7
<i>During the day</i>				
Total	44	17	28	33
Traditionalists	61	21	31	4
Integrators	36	19	32	50
Net-Newsters	5	7	15	92
Disengaged	57	13	20	21
<i>At the dinner hour</i>				
Total	88	6	6	6
Traditionalists	92	6	6	1
Integrators	91	6	6	5
Net-Newsters	58	1	6	41
Disengaged	85	9	5	8
<i>Late in the evening</i>				
Total	89	5	2	12
Traditionalists	95	6	2	2
Integrators	88	4	5	15
Net-Newsters	63	4	1	47
Disengaged	89	4	2	10
* Based on those who get news at these times. Multiple responses were accepted.				

Check in vs. Appointment News

Distinct differences also are apparent in how the segments schedule news into life. A majority of Traditionalists (56%) and Integrators (53%) get their news at regular times; in contrast, only 20% of Net-Newsters say that their news consumption adheres to a regular schedule.

Nonetheless, nearly a third of all Integrators (32%) say they check in on the news several times a day, just slightly less than the proportion of Net-Newsters who say they do that (40%). By contrast, just 22% of Traditionalists say they check in on the news several times a day.

Integrators and Traditionalists: News by Appointment — And Grazing Too

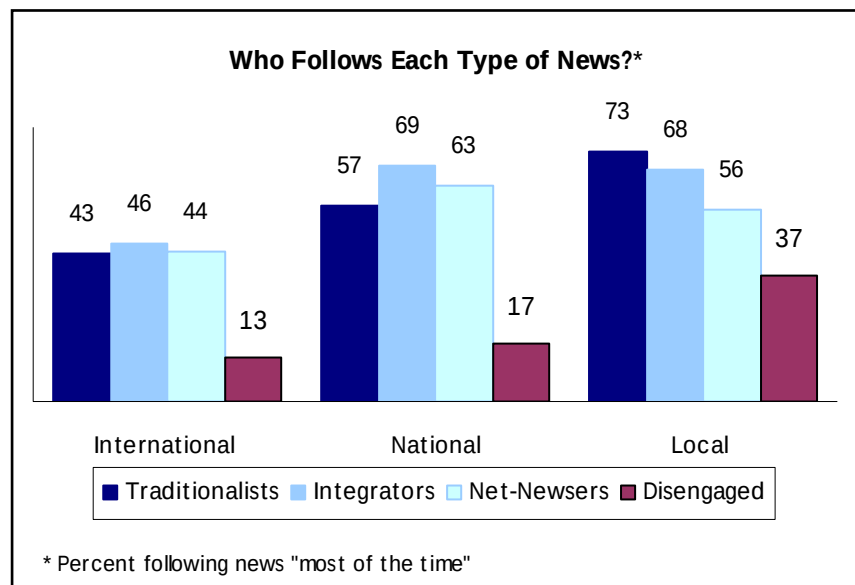
	Traditi- onalists	Inte- grators	Net- Newsers	Dis- engaged
<i>Do you mostly...</i>	%	%	%	%
Get news at regular times	56	53	20	25
Check in from time to time	41	45	78	66
Neither/DK/Ref	<u>3</u>	<u>2</u>	<u>2</u>	<u>9</u>
	100	100	100	100
<i>How often do you check in on the news....*</i>				
Several times/day	22	32	40	7
Once or twice/day	40	45	44	37
Less often	19	14	12	43
Don't check in	18	8	4	12
DK/Ref	<u>1</u>	<u>1</u>	<u>*</u>	<u>1</u>
	100	100	100	100

*Asked of those who check in and those who get news at regular times.

General News Interests

Nearly seven-in-ten Integrators (69%) say they follow national news most of the time and not only when important events occur. That compares with 63% of Net-Newsters and a smaller majority of Traditionalists (57%).

By contrast, traditionalists express more consistent interest in local news. Nearly three-quarters of Traditionalists (73%) follow local news closely most of the time; just 56% of Net-Newsters



say the same.

All three core news audience segments express less interest in international news than in local or national news. Comparable percentages in each core group say they follow international news most of the time rather than just when important news occurs.

Interest in Specific News Topics

Integrators' avid interest in the news is apparent in how closely they follow a variety of specific news topics. With the exception of weather news, Integrators match or exceed Traditionalists' levels of interest in almost every subject included on the survey.

Integrators also follow a greater number of subjects – including community and local government news, and coverage of politics and Washington – than do Net-Newsters. By comparison, more Net-Newsters than Traditionalists follow news about culture and the arts, celebrity news, and coverage of science and technology.

For their part, Traditionalists express greater interest in several close-to-home news topics than they do in national politics or international affairs. While weather is a top news draw across audience segments, Traditionalists stand out for their strong interest in the weather; 58% follow weather news very closely. In addition, more Traditionalists say they follow community news very closely (27%) than say the same about news about politics and Washington (21%) or international news (16%).

Different News Interests			
Type of news followed	Traditi- onalists	Inte- grators	Net- Newsters
<i>"very closely"</i>	%	%	%
Weather	58	44	39
Crime	30	33	22
Community news	27	26	14
Education & schools	28	24	22
The environment	25	23	22
Local government	24	27	18
Health	22	27	15
Politics & Washington	21	30	24
Religion	19	18	10
Sports	19	28	21
International affairs	16	23	24
Business & finance	16	22	23
Consumer news	14	16	12
Science & Technology	10	19	24
Culture & the arts	9	13	17
Entertainment	9	9	14
Travel	7	7	3
Celebrity news	7	5	14

Attitudes about the News

Integrators, by many measures the most avid consumers of news, are the most likely to hold positive attitudes about the news. About two-thirds of Integrators (68%) derive a great deal of enjoyment from keeping up with the news, and a similar proportion (66%) enjoy having news on in the background. Integrators also have the easiest time incorporating the news into their lives: Fully 77% say it is “pretty easy” to do so.

Majorities of all three core segments contend that they do not feel overloaded with the amount of news today. But this is particularly the case for Net-Newsters; 68% say they do not feel overloaded by the amount of news available today, compared with 60% of Integrators and 56% of Traditionalists.

More Integrators Enjoy the News, Like Having it On					
	<u>Total</u>	<u>Traditi-</u>	<u>Inte-</u>	<u>Net-</u>	<u>Dis-</u>
	<u>%</u>	<u>onalists</u>	<u>grators</u>	<u>Newsters</u>	<u>engaged</u>
<i>Enjoy keeping up with the news</i>					
A lot	52	56	68	53	15
Some	32	33	26	37	39
Not much/not at all	15	10	5	10	45
DK/Ref	<u>1</u>	<u>1</u>	<u>1</u>	<u>*</u>	<u>1</u>
	100	100	100	100	100
<i>Pretty easy to find time for news/often too busy</i>					
Pretty easy	68	70	77	71	42
Often too busy	30	28	21	29	50
DK/Ref	<u>2</u>	<u>2</u>	<u>2</u>	<u>*</u>	<u>8</u>
	100	100	100	100	100
<i>Like to have news on in background</i>					
Yes	55	57	66	52	38
No	43	42	33	48	58
DK/Ref	<u>2</u>	<u>1</u>	<u>1</u>	<u>*</u>	<u>4</u>
	100	100	100	100	100
<i>Overloaded with news</i>					
Yes	38	42	38	32	31
No	60	56	60	68	64
DK/Ref	<u>2</u>	<u>2</u>	<u>2</u>	<u>*</u>	<u>5</u>
	100	100	100	100	100
<i>View of the news media</i>					
All news media the same	43	47	28	32	64
Trust some more than others	53	50	69	66	28
DK/Ref	<u>4</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>8</u>
	100	100	100	100	100
<i>Prefer political news with...</i>					
Your point of view	23	25	22	19	24
No particular point of view	66	63	73	75	57
DK/Ref	<u>11</u>	<u>12</u>	<u>5</u>	<u>6</u>	<u>19</u>
	100	100	100	100	100

Net-Newsters and Integrators are the most selective in their media use; 66% and 69%, respectively, say they trust some news media more than others. Traditionalists, by contrast, are more evenly split on this question, with 47% saying all the news media is pretty much the same. This is particularly notable given the great variety of sources that Net-Newsters and Integrators use.

Consistent with their greater reliance on newspapers, radio, and the internet, majorities of both Net-Newsters (58%) and Integrators (54%) say they prefer reading or hearing about the news to seeing pictures and video. By

Traditionalists Prefer Video, Pictures					
<i>Gives you the best understanding of events...</i>	Total	Traditi-onalists	Inte-grators	Net-Newsters	Dis-engaged
	%	%	%	%	%
Reading or hearing	45	43	54	58	28
Seeing pictures and video	48	51	40	37	62
DK/Ref	7	6	6	5	10
	100	100	100	100	100

contrast, a majority of Traditionalists (51%) – the only segment that spends the majority of its news time with television news – express a preference for video or pictures.

Knowledge and Audience Segments

Integrators and Net-Newsters are the most politically knowledgeable of the audience segments. Greater proportions of these groups were able to correctly answer three knowledge questions than either the Traditionalists or the general public. As might be expected, the Disengaged fared considerably worse than the other groups in terms of political knowledge.

Integrators, Net-Newsters Most Knowledgeable				
	% answering correctly			
	House majority party	Name Sec'y of state	Name PM of Britain	All three
	%	%	%	%
All	53	42	28	18
Integrators	68	60	38	29
Net-Newsters	68	56	40	29
Traditionalists	52	38	26	14
Disengaged	20	14	8	2

Comparable-sized majorities of Integrators and Net-Newsters know that Democrats have a majority in the House of Representatives (68% each), and that Condoleezza Rice is the Secretary of State (60% Integrators, 56% Net-Newsters). Smaller percentages in both groups could identify Gordon Brown as the Prime Minister of Great Britain (40% Net-Newsters, 38% Integrators). The same proportions of Integrators and Net-Newsters answered all three questions correctly (29%).

A majority of Traditionalists (52%) know that Democrats control the House, but far fewer could name Rice (38%) or Brown (26%). The Disengaged's lack of interest in news is apparent in their news-related knowledge: few correctly answered any individual item, and just 2% could answer all three.

SECTION 7: MEDIA CREDIBILITY

The public continues to express skepticism about what they see, hear and read in the media. No major news outlet – whether broadcast or cable, print or online – stands out as particularly credible.

There has been little change in public perceptions of the credibility of most major news organizations between 2006 and 2008. Over the last 10 years, however, virtually every news organization or program has seen its credibility marks decline.

In 1998, for example, 42% of those who could rate CNN gave it the highest rating for credibility (four on a scale from one to four). That fell to 28% in 2006, and remains low in the current survey (30%). Credibility ratings for several other television news organizations – including the three major broadcast news outlets – also have declined since 1998. Comparable percentages say they can believe all or most of what NBC News (24%), ABC News (24%) and CBS News (22%) report (based on those who can rate those organizations).

Credibility ratings for the Fox News Channel have remained largely stable in recent years. Currently, 23% say they can believe all or most of what they hear from Fox, down slightly from 2006 and 2004 (25%).

Broadcast & Cable Believability

	<i>Believe all or most</i>	<i>3</i>	<i>2</i>	<i>Believe almost nothing</i>	<i>N</i>	<i>Can't rate</i>
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>		<u>%</u>
	%	%	%	%		
CNN	30	40	20	10=100	928	9
60 Minutes	29	40	23	8 =100	947	9
Local TV news	28	42	22	8 =100	965	4
NPR	27	33	26	14=100	713	31
C-SPAN	26	42	22	10=100	732	29
NBC News	24	42	22	12=100	956	6
ABC News	24	40	27	9 =100	966	7
MSNBC	24	39	25	12=100	859	13
Fox News channel	23	36	24	17=100	889	11
NewsHour	23	34	30	13=100	669	37
CBS News	22	39	28	11=100	925	8
BBC	21	38	24	17=100	648	3

Asked May 21-25, 2008. Believability ratings based on those who could rate each source, with the percent not able to offer a rating shown separately to the right.

Believability Trends Stable for TV News Outlets

	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>
	%	%	%	%	%	%
<i>Believe all or most of what organization says</i>						
CNN	42	39	37	32	28	30
60 Minutes	35	34	34	33	27	29
Local TV news	34	33	27	25	23	28
NPR	19	25	23	23	22	27
C-SPAN	32	33	30	27	25	26
NBC News	30	29	25	24	23	24
ABC News	30	30	24	24	22	24
MSNBC	--	28	28	22	21	24
Fox News channel	--	26	24	25	25	23
NewsHour	29	24	26	23	23	23
CBS News	28	29	26	24	22	22
BBC	--	--	--	--	--	21

Percentages based on those who could rate each organization.

About a quarter (27%) who can rate NPR give it the highest credibility rating, up five points since 2006. NPR is viewed as somewhat more credible today than in 1998 (27% vs. 19%).

The credibility ratings for local TV news also have gone up a bit since the last media consumption survey (from 23% to 28%). But a decade ago, 34% said what they saw and heard on their local TV news was highly credible.

Print Credibility Also Low

A quarter of those able to rate The Wall Street Journal give that newspaper the highest credibility marks. That is slightly more than say the same about their own daily paper (22%). The Journal also gets higher marks than The New York Times (18%) or USA Today (16%).

A decade ago, however, fully 41% gave the Journal the highest credibility ratings. The proportion of people who believe all or most of what they read in the Journal began to slip in 2002 and has stood at about one-in-four since 2004.

Trend in Print Credibility						
	1998	2000	2002	2004	2006	2008
<i>Believe all or most of what organization says</i>	%	%	%	%	%	%
Wall Street Journal	41	41	33	24	26	25
Your daily newspaper	29	25	21	19	19	22
Time	27	29	23	22	21	21
U.S. News	--	--	26	24	21	20
New York Times	--	--	--	21	20	18
Newsweek	24	24	20	19	18	16
Associated Press	18	21	17	18	17	16
USA Today	23	23	19	19	18	16
People	10	10	9	7	8	8
National Enquirer	3	4	3	5	6	5
Percentages based on those who could rate each organization.						

Ratings for the Times have been fairly consistent since 2004, the first year the newspaper was asked about. Ratings for USA Today are somewhat lower now than they were in 1998 or 2000 (23% then vs. 16% currently).

It should be noted that Americans view most traditional news sources – print, TV and radio – as at least somewhat credible, rating them at least three on the one-to-four scale. Notable exceptions are People magazine – only 28% of those who could rate it give it a rating of three or four – and the National Enquirer; just 14% give the supermarket tabloid a three or four.

Print Media Believability						
	<i>Believe all or most</i>			<i>Believe almost nothing</i>		<i>Can't Rate</i>
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>N</u>	<u>Rate</u>
	%	%	%	%		%
Wall Street Journal	25	43	22	10=100	799	21
Your daily newspaper	22	43	26	9 =100	909	9
Time	21	44	24	11=100	828	18
U.S. News	20	46	24	10=100	800	20
New York Times	18	40	25	17=100	821	21
Newsweek	16	45	29	10=100	809	19
Associated Press	16	43	31	10=100	863	14
USA Today	16	42	32	10=100	797	18
People	8	20	39	33=100	792	18
National Enquirer	5	9	13	73=100	855	16

Asked May 21-25, 2008. Respondents (N=1,505) each were asked about 15 randomly selected news organizations. Results based on those who could rate.

Online News Sites

Online news outlets are viewed with more skepticism than their print, broadcast and cable counterparts. Of seven organizations evaluated, none is viewed as highly credible by even a quarter of online users able to rate them.

Only Google News and Yahoo News – which derive much of their content from traditional news organizations – receive positive marks for credibility by most users who could rate them. Six-in-ten give Google News a rating of three or four, but just 13% give Google News the highest rating for credibility. Nearly as many give Yahoo News a rating of three (46%) or four (11%). AOL News gets a rating of three or four from fewer than half of internet users who could rate it (46%).

Most Online Outlets Not Considered Credible						
	<i>Believe</i>			<i>Don't believe</i>		<i>Can't Rate</i>
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>N</u>	<u>Rate</u>
	%	%	%	%		%
Google News	13	47	30	10=100	656	26
Yahoo News	11	46	34	9 =100	699	22
AOL News	7	39	39	15=100	597	33
Drudge Report	7	33	36	24=100	409	56
Salon	7	21	42	30=100	257	70
Huffington Post	6	29	37	28=100	375	59
Slate	4	27	44	25=100	281	67

Asked May 21-25, 2008, of adults who ever go online to access the internet or send and receive email. Ratings based on those who could rate each organization.

Online magazines Slate and Salon do not fare as well. Among those who could rate them, just 31% give Slate a three or four credibility rating, while 28% offer such similar ratings for Salon. These ratings are based on a relatively small group able to rate these outlets: 70% of internet users could not rate Salon, and 67% could not evaluate Slate.

When asked about the Drudge Report, four-in-ten internet users who could rate it give it a believability rating of three or four. Slightly more than a third (35%) said the same about the Huffington Post. More than half of internet users could not rate the Drudge Report (56%) or the Huffington Post (59%).

Partisan Gap in Credibility Ratings

Democrats continue to give most news organizations much higher credibility ratings than do Republicans. When it comes to the British Broadcasting Corporation (BBC), for example, Democrats who can rate that organization are three times as likely as Republicans to give it the highest credibility rating. Far more Democrats than Republicans also give believability ratings of four to NPR, PBS's NewsHour with Jim Lehrer, NBC News, and several other news organizations.

Republicans are substantially more likely to give the highest credibility rating to the Fox News Channel (34%) than are Democrats (19%). Fox ranks very low in credibility among Democrats; still, Fox's ratings among Democrats are much higher than Republican ratings for The New York Times (10% give it a four) or BBC (9%).

Partisan differences in credibility ratings for news organizations have fluctuated in recent years. In 2004, for example, there was a 19-point gap between Democrats and Republicans when it came to CBS News. That dropped to 11 points in 2006 and 8 points this year. The gap for ABC News fell from 18 points in 2004 to 9 points in 2006 and remains at 9 points this year. Most of the narrowing of the difference has been driven by Democrats lowering their estimation of each network's credibility.

Partisanship and Credibility			
	Rep	Dem	Gap
<i>Believe all or most of what organization says</i>	%	%	
BBC	9	28	-19
NPR	18	37	-19
NewsHour	16	34	-18
NBC News	16	31	-15
C-SPAN	17	31	-14
New York Times	10	24	-14
Time	12	26	-14
CNN	22	35	-13
60 Minutes	24	37	-13
MSNBC	18	29	-11
Newsweek	10	21	-11
Your daily newspaper	19	29	-10
ABC News	19	28	-9
Associated Press	14	22	-8
CBS News	18	26	-8
Local TV news	27	32	-5
U.S. News	19	19	0
USA Today	16	15	+1
Wall Street Journal	29	24	+5
Fox News Channel	34	19	+15

Percentages based on those who could rate each organization.

By contrast, evaluations of The New York Times have become more divided. In 2006, 16% of Republicans gave the newspaper a top-credibility rating; that fell to 10% in the current survey. Democratic ratings for the Times have remained stable (23% top rating in 2006, 24% in 2008).

News Media Credibility Ratings by Party, 2000-2008													
<i>Believe all or most from...</i>	<i>Credibility</i>										<i>R-D</i>		
	<i>-----Republicans-----</i>					<i>-----Democrats-----</i>					<i>---Gap---</i>		
	<i>'00</i>	<i>'02</i>	<i>'04</i>	<i>'06</i>	<i>'08</i>	<i>'00</i>	<i>'02</i>	<i>'04</i>	<i>'06</i>	<i>'08</i>	<i>'04</i>	<i>'06</i>	<i>'08</i>
	%	%	%	%	%	%	%	%	%	%			
CBS News	27	17	15	15	18	36	33	34	26	26	-19	-11	-8
ABC News	25	17	17	18	19	37	31	35	27	28	-18	-9	-9
NBC News	29	19	16	19	16	37	31	29	26	31	-13	-7	-15
Fox News Ch.	26	28	29	32	34	27	27	24	22	19	+5	+10	+15
MSNBC	24	22	14	18	18	36	30	29	25	29	-15	-7	-11
CNN	33	32	26	22	22	48	45	45	32	35	-19	-10	-13
C-SPAN	32	27	23	21	17	38	31	36	28	31	-13	-7	-14
NewsHour	18	24	12	13	16	32	28	30	32	34	-18	-19	-18
NPR	20	16	15	15	18	36	24	33	30	37	-18	-15	-19
Wall St. Jrn.	46	35	23	29	29	40	29	29	26	24	-6	+3	+5
Daily paper	21	18	16	12	19	31	28	23	26	29	-7	-14	-10
NY Times	-	-	14	16	10	-	-	31	23	24	-17	-7	-14
BBC	--	--	--	--	9	--	--	--	--	28	--	--	-19
Percentages based on those who could rate each organization.													

Similarly, the partisan gap in credibility ratings for Fox News has tripled since 2004. The proportion of Republicans giving Fox the highest marks for credibility have increased over the past four years (from 29% to 34%), while Democrats' ratings have declined (from 24% to 19%).

SECTION 8: OTHER FINDINGS

In 1998, fewer than half of Americans said they had a home computer. Few logged on to the internet and if they did, they used a slow-moving dial-up modem. Today, far more people have access to high-speed internet connections in their homes than had a home computer a decade ago (58% vs. 43%).

This just one of the ways that new and evolving technologies are changing the way people get the news. Expanded use of high-speed computers and home broadband are opening the door to more and better quality news videos, which a third of Americans watch at least on an occasional basis.

The explosion in cell phone ownership since the mid-1990s has not had much of an impact on the public's news consumption; relatively few get news using these phones. But the next generation of phones – iPhones and Blackberries – are now widely used for news. More than a third of smart phone owners (37%) get news from these devices.

In addition, a small minority of the rising number of owners of iPods and other MP3 players say they watch or listen to news podcasts on these devices. Nearly one-in-ten owners of iPods or MP3 players (8%) say they watch or listen to podcasts using these devices.

Cell Phone Growth Advances

Fully 83% of Americans say they have a cell phone, up from 74% two years ago. In 2000, only about half of Americans (53%) said they have a cell phone. The growth in cell phone use has occurred across all age categories – but the increase over the past two years has been particularly striking among those in their 70s.

Wired (and Wireless) Nation

	1996	1998	2000	2002	2004	2006	2008
<i>Do you ...</i>	%	%	%	%	%	%	%
Have a home computer	36*	43	59	65	73	73	77
Home internet access	--	--	--	--	--	67	71
Home broadband	--	--	--	--	--	45	58
Go online	21	36	54	62	66	67	67
Subscribe to cable	69	67	67	66	64	63	62
Subscribe to satellite	--	--	--	--	25	28	33
<i>Have a ...</i>							
Cell phone	24*	--	53	64	68	74	83
iPod/music player	--	--	--	--	--	25	41
DVR/TiVo	--	--	--	3	13	23	35
iPhone/Blackberry	--	--	5	11	14	12	15
Satellite radio	--	--	--	--	--	10	14

* Figures from June 1995.

Sharp Rise in Cell Phone Use Among Those in Their 70s

	--- Percent with cell phone ---						2-year
	1995	2000	2002	2004	2006	2008	change
<i>Age</i>	%	%	%	%	%	%	
18-24	28	53	69	66	75	86	+11
25-29	27	66	74	71	79	89	+10
30-39	26	61	71	76	84	89	+5
40-49	32	59	69	76	78	87	+8
50-59	24	55	70	73	75	84	+9
60-69	17	43	53	60	70	79	+9
70-79	10	28	38	50	55	69	+14
80+	7	21	24	32	41	48	+7

Currently, 69% of those in their 70s say they have a cell phone, up from 55% in 2006; in 2000, only about a quarter of those in their 70s said they had a cell phone. Cell phone use among the youngest respondents also has increased markedly since 2006 (from 75% to 86%).

Smart Phone Users: More Connected

By comparison, the growth of smart phones has been far less impressive: 15% currently say they have a Blackberry, iPhone or similar device compared with 12% in 2006 and 14% in 2004. While the demographic profile of cell phone users has come to more closely resemble that of the general public, smart phone use remains dominated by the highly educated and well off.

Nearly four-in-ten (37%) of those with family incomes of at least \$150,000 say they have smart phones, compared with fewer than half as many in lower income categories. A quarter of college graduates have smart phones; just 11% of those with no more than a high school education have an iPhone, Blackberry or similar phone.

Smart Phone Users: More Connected to the News		
	<i>Have a...</i>	
	<u>Cell phone</u>	<u>Smart phone</u>
<i>Do you ...</i>	<i>%</i>	<i>%</i>
Get news on your phone	4	37
Check news several times a day	23	31
Get news from many sources	45	52
Got any news online yesterday	29	45
Read newspaper online yesterday	13	24
<i>% of public</i>	83	15

Notably, far more owners of smart phones than cell phones use the devices to get the news; 37% of smart phone owners do this, compared with just 4% of cell phone owners. Owners of smart phones also stand out for their heavy news consumption, particularly news online. Roughly three-in-ten (31%) say they check in on the news several times a day, compared with 23% of cell phone users. And nearly half (45%) say they got any news online yesterday, while 29% of cell phone users got news from the web the previous day.

Needing the News for Work

Three-in-ten workers say that keeping up with the news is important for their job, which is little changed from 2006 (35%) and 2004 (31%). As in the past, highly educated and high-income workers are far more likely than those with less education and lower incomes to say that it is important for their job to keep up with the news.

Nearly half (47%) of workers with a post-graduate degree say that being up on the news is important for their job, more than double the percentage of those with no more than a high school education. More than four-in-ten workers (45%) with family incomes of at least \$100,000 say following the news is important for work, compared with smaller percentages of those in lower income categories.

Workers who need to follow the news for work are heavier news consumers – and enjoy getting the news more – than workers for whom keeping up with the news as not an important part of their job. Those who need to keep up for their jobs are more likely to get news at various points throughout the day.

In addition, those with jobs that require them to stay current are somewhat more likely to use the web for news: 44% report going online for news every day, compared with a third (33%) of those who don't follow the news for work. And 61% of workers who need to keep up with the news for their jobs say they enjoy getting the news a lot; that compares with just 45% of those for whom keeping up is not important.

Keeping Up with the News Important for Your Job?

	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
Total	30	70	*=100
Male	31	69	*=100
Female	29	70	1=100
18-29	21	79	0=100
30-49	31	69	*=100
50-64	36	63	1=100
65+	34	66	0=100
Post-grad	47	53	*=100
BA/BS	41	59	*=100
Some college	29	71	*=100
HS or less	22	78	*=100
\$100,000+	45	55	0=100
\$75K-99,999	34	65	1=100
\$50K-74,999	32	68	*=100
\$30K-49,999	24	76	*=100
<\$30,000	18	82	*=100

Based on those who are employed full- or part-time.

News Important for Job

	<u>Yes</u> %	<u>No</u> %
<i>Get news...</i>		
In the morning	82	67
During the day	69	59
Dinner hour	61	51
Later in the evening	66	59
<i>Online for news</i>		
Every day	44	33
3+ days per week	63	53
<i>Enjoy keeping up with the news</i>		
A lot	61	45
Some	32	37
Not much/not at all	5	18
Don't know	<u>2</u>	<u>*</u>
	100	100

Based on those who are employed full or part-time.

MEDIA READ "YESTERDAY"

		Newspaper			News Online			(N)
		Yes	No	DK	Yes	No	DK	
		%	%	%	%	%	%	
TOTAL		34	66	0	29	71	0	3615
SEX	Male	36	64	0	32	68	0	1818
	Female	32	68	0	26	74	0	1797
AGE	18-29	19	80	0	31	69	0	536
	30-49	28	71	0	36	64	0	1122
	50-64	40	59	1	29	71	0	1082
	65+	55	45	0	13	86	1	785
AGE/SEX	Men Under 30	20	79	1	30	70	0	309
	Women Under 30	18	82	0	32	68	0	227
	Men 30-49	31	69	0	39	61	0	620
	Women 30-49	25	75	0	32	68	0	502
	Men 50+	49	51	0	27	72	1	860
	Women 50+	43	56	1	19	80	0	1007
RACE	White	37	63	0	30	70	0	2923
	Non-White	24	75	1	26	74	0	607
	Black	24	76	0	21	79	0	359
	Hispanic*	23	76	1	26	74	0	222
EDUCATION	College Grad.+	45	55	0	47	53	0	1381
	Some College	34	66	0	36	64	0	841
	High School Grad.	30	70	1	18	82	0	1110
	<High School Grad.	20	80	0	5	94	1	254
FAMILY INCOME	\$100,000+	42	58	0	45	54	0	637
	\$75,000-\$99,999	39	60	0	41	59	0	437
	\$50,000-\$74,999	36	64	0	34	66	0	533
	\$30,000-\$49,999	37	62	0	25	75	0	590
	<\$30,000	23	77	0	18	81	0	748
REGION	East	37	62	1	28	72	0	639
	Midwest	36	64	0	28	72	0	976
	South	33	67	0	29	71	0	1304
	West	31	69	0	31	68	1	696
PARTY ID	Republican	36	64	1	32	68	0	1012
	Democrat	36	64	0	28	72	0	1253
	Independent	32	68	0	30	70	0	1024
CABLE TV	Subscriber	35	64	0	30	70	0	3114
	Non-subscriber	26	73	0	24	76	0	501
ONLINE USE	Internet User	35	65	0	41	59	0	2331
	Not an Internet User	32	68	0	5	95	0	1284

QUESTION: Did you get a chance to read a daily newspaper yesterday, or not?

Did you get any news ONLINE through the internet yesterday, or not?

Figures read horizontally. Percentages may not total 100% because of rounding.

Figures may differ slightly from those shown in the topline because of differences in rules for rounding.

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

MEDIA USE "YESTERDAY"

		Watched TV News Yesterday			Listened to Radio News Yesterday			(N)
		Yes	No	DK	Yes	No	DK	
		%	%	%	%	%	%	
TOTAL		57	43	0	35	64	1	3615
SEX	Male	57	43	1	39	60	1	1818
	Female	57	43	0	31	68	1	1797
AGE	18-29	41	59	0	28	72	0	536
	30-49	54	46	0	41	58	1	1122
	50-64	64	36	0	37	62	1	1082
	65+	75	24	2	29	70	2	785
AGE/SEX	Men Under 30	44	56	0	30	70	0	309
	Women Under 30	37	63	0	25	74	0	227
	Men 30-49	52	47	0	45	54	1	620
	Women 30-49	55	45	0	36	63	1	502
	Men 50+	68	30	1	39	61	1	860
	Women 50+	68	32	1	30	69	2	1007
RACE	White	56	43	0	35	64	1	2923
	Non-White	59	41	1	34	65	1	607
	Black	68	32	0	33	66	0	359
	Hispanic*	51	49	0	35	64	1	222
EDUCATION	College Grad.+	57	43	0	46	53	1	1381
	Some College	55	45	0	32	67	1	841
	High School Grad.	59	40	0	33	66	1	1110
	<High School Grad.	53	45	2	20	80	0	254
FAMILY INCOME	\$100,000+	58	41	0	43	56	1	637
	\$75,000-\$99,999	58	42	0	46	54	0	437
	\$50,000-\$74,999	59	41	0	37	63	0	533
	\$30,000-\$49,999	58	41	1	36	62	1	590
	<\$30,000	56	44	1	24	75	1	748
REGION	East	56	44	0	36	63	1	639
	Midwest	58	42	1	35	64	1	976
	South	57	42	0	35	64	1	1304
	West	55	44	1	34	66	1	696
PARTY ID	Republican	58	42	0	41	59	1	1012
	Democrat	61	38	1	33	67	1	1253
	Independent	53	46	0	35	64	1	1024
CABLE TV	Subscriber	58	41	0	35	64	1	3114
	Non-subscriber	48	52	0	33	65	1	501
ONLINE USE	Internet User	55	44	0	39	60	0	2331
	Not an Internet User	60	39	1	26	72	2	1284

QUESTION: Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?

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?

Figures read horizontally. Percentages may not total 100% because of rounding.

Figures may differ slightly from those shown in the topline because of differences in rules for rounding.

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

VIEWERSHIP OF SELECTED PROGRAMMING

		Nightly Network News					Cable News Channels					(N)
		Regularly	Sometimes	Hardly Ever	Never	DK	Regularly	Sometimes	Hardly Ever	Never	DK	
		%	%	%	%	%	%	%	%	%	%	
TOTAL		29	25	14	31	1	40	28	12	20	1	1776
SEX	Male	27	24	15	34	1	44	28	10	17	1	912
	Female	31	26	13	29	1	35	28	14	23	1	864
AGE	18-29	20	26	13	41	0	36	33	13	18	0	266
	30-49	23	25	17	35	1	38	28	12	21	1	558
	50-64	34	28	14	24	1	42	26	11	20	1	531
	65+	46	21	7	24	2	44	26	9	20	2	388
AGE/SEX	Men Under 30	24	21	16	39	0	42	30	11	17	0	160
	Women Under 30	17	32	9	43	0	29	37	15	19	0	106
	Men 30-49	21	25	17	37	0	43	31	8	17	1	316
	Women 30-49	24	25	18	33	1	33	25	17	25	0	242
	Men 50+	35	24	12	28	1	46	25	10	18	1	427
	Women 50+	42	26	10	21	1	40	27	10	22	1	492
RACE	White	29	23	15	32	1	39	27	13	21	1	1413
	Non-White	30	30	12	28	1	43	31	10	16	1	313
	Black	32	32	13	23	1	47	32	7	13	0	187
	Hispanic*	29	31	6	33	1	45	26	10	18	1	111
EDUCATION	College Grad.+	28	24	18	31	0	45	26	14	15	0	643
	Some College	28	24	19	29	1	42	27	13	18	0	434
	High School Grad.	33	26	10	30	1	36	29	12	23	0	554
	<High School Grad.	25	28	7	40	1	32	33	5	27	4	129
FAMILY INCOME	\$100,000+	28	21	18	32	0	45	28	11	15	2	317
	\$75,000-\$99,999	28	23	19	29	1	40	33	13	14	0	205
	\$50,000-\$74,999	31	28	17	25	0	41	29	15	14	0	258
	\$30,000-\$49,999	28	30	12	29	1	46	28	9	17	0	296
	<\$30,000	30	25	10	34	1	35	27	12	26	1	377
REGION	East	29	26	13	32	0	39	26	15	20	1	304
	Midwest	27	24	14	34	2	38	27	11	23	0	487
	South	30	27	14	29	0	41	32	9	17	1	661
	West	30	22	15	32	1	39	25	14	21	1	324
PARTY ID	Republican	25	24	17	32	1	48	23	12	16	0	506
	Democrat	37	26	12	24	1	44	30	11	15	0	598
	Independent	26	24	16	35	0	33	31	14	21	1	502
CABLE TV	Subscriber	30	26	14	30	0	45	30	11	14	1	1505
	Non-subscriber	25	23	11	39	3	17	20	14	48	2	271
ONLINE USE	Internet User	27	25	16	31	0	42	28	13	17	0	1157
	Not an Internet User	33	25	9	32	2	35	28	10	26	2	619

QUESTION: Now I'd like to know how often you watch or listen to certain TV and radio programs [or visit their websites]. For each that I read, tell me if you watch or listen to it [or visit the website] regularly, sometimes, hardly ever or never ... (The national nightly network news on CBS, ABC or NBC? This is different from shows about the area where you live; Cable news channels such as CNN, MSNBC, or the Fox news CABLE Channel).

Figures read horizontally. Percentages may not total 100% because of rounding.

Figures may differ slightly from those shown in the topline because of differences in rules for rounding.

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

VIEWERSHIP OF SELECTED PROGRAMMING

		Local News in Viewing Area					Morning Shows					(N)
		Regularly	Sometimes	Hardly ever	Never	DK	Regularly	Sometimes	Hardly Ever	Never	DK	
		%	%	%	%	%	%	%	%	%	%	
TOTAL		52	25	9	14	0	22	22	15	42	0	3615
SEX	Male	48	28	9	14	1	15	20	16	49	0	1818
	Female	55	22	8	14	0	28	24	13	35	0	1797
AGE	18-29	36	33	10	21	0	14	23	17	46	0	536
	30-49	51	26	10	13	0	22	21	15	42	0	1122
	50-64	60	22	8	10	0	26	23	14	37	1	1082
	65+	63	18	5	12	1	26	20	12	42	0	785
AGE/SEX	Men Under 30	31	36	12	20	0	9	20	17	55	0	309
	Women Under 30	41	29	8	22	0	20	26	17	37	0	227
	Men 30-49	49	28	9	13	0	14	20	17	49	0	620
	Women 30-49	53	24	11	11	0	31	21	14	34	0	502
	Men 50+	58	23	8	10	1	21	20	14	45	0	860
	Women 50+	63	18	7	12	0	30	24	12	34	1	1007
RACE	White	52	25	9	14	0	22	20	14	43	0	2923
	Non-White	52	26	8	13	0	24	26	16	35	0	607
	Black	61	21	7	9	0	31	29	13	26	0	359
	Hispanic*	44	27	7	22	1	15	24	13	48	0	222
EDUCATION	College Grad.+	47	27	13	12	0	22	17	15	45	0	1381
	Some College	52	24	10	13	0	19	23	17	41	0	841
	High School Grad.	58	24	5	12	1	23	23	13	40	1	1110
	<High School Grad.	47	24	6	23	0	23	27	12	37	0	254
FAMILY INCOME	\$100,000+	46	28	13	13	1	23	16	19	42	0	637
	\$75,000-\$99,999	52	26	11	11	0	23	23	15	39	0	437
	\$50,000-\$74,999	54	28	8	9	0	24	20	13	42	1	533
	\$30,000-\$49,999	57	25	8	10	0	23	24	13	40	0	590
	<\$30,000	53	23	7	16	1	21	25	12	41	0	748
REGION	East	48	27	8	17	0	23	20	14	42	0	639
	Midwest	54	23	11	11	1	20	25	15	40	0	976
	South	55	24	8	13	1	25	22	13	39	0	1304
	West	48	27	9	16	0	17	19	17	47	0	696
PARTY ID	Republican	49	26	11	13	0	19	21	15	45	0	1012
	Democrat	59	23	6	11	0	28	23	13	36	0	1253
	Independent	48	27	9	15	1	18	22	16	44	0	1024
CABLE TV	Subscriber	53	25	9	12	0	22	22	14	41	0	3114
	Non-subscriber	45	23	9	22	0	20	20	15	44	1	501
ONLINE USE	Internet User	50	27	10	13	0	21	20	17	41	0	2331
	Not an Internet User	56	22	6	15	1	23	25	10	42	1	1284

QUESTION: Now I'd like to know how often you watch or listen to certain TV and radio programs [or visit their websites]. For each that I read, tell me if you watch or listen to it [or visit the website] regularly, sometimes, hardly ever or never ... (The local news about your viewing area which usually comes on before or after the national news in the evening and again later at night; The Today Show, Good Morning America or The Early Show).

Figures read horizontally. Percentages may not total 100% because of rounding.

Figures may differ slightly from those shown in the topline because of differences in rules for rounding.

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

VIEWERSHIP OF SELECTED PROGRAMMING

		CNN					Fox News Cable Channel					(N)
		Regularly	Sometimes	Hardly Ever	Never	DK	Regularly	Sometimes	Hardly Ever	Never	DK	
		%	%	%	%	%	%	%	%	%	%	
TOTAL		24	33	14	28	1	23	27	13	35	1	1839
SEX	Male	25	33	14	28	0	23	27	14	34	1	906
	Female	22	33	15	29	1	23	28	13	36	0	933
AGE	18-29	22	35	12	31	0	19	29	13	39	0	270
	30-49	21	35	16	28	0	23	28	14	35	0	564
	50-64	26	31	15	27	0	26	27	13	34	1	551
	65+	30	28	15	26	2	29	27	13	30	1	397
AGE/SEX	Men Under 30	24	33	13	30	0	17	30	14	39	0	149
	Women Under 30	20	37	10	32	1	20	28	12	40	0	121
	Men 30-49	20	40	12	28	0	24	29	14	33	0	304
	Women 30-49	22	30	20	29	0	21	26	14	38	1	260
	Men 50+	32	27	16	25	1	26	24	15	33	2	433
	Women 50+	24	33	14	27	1	28	29	11	32	1	515
RACE	White	21	34	15	30	1	23	27	13	37	1	1510
	Non-White	35	31	14	19	1	27	31	14	27	1	294
	Black	39	32	13	16	0	33	32	12	22	2	172
	Hispanic*	27	29	11	33	0	21	29	9	41	1	111
EDUCATION	College Grad.+	26	35	16	22	1	20	23	17	41	0	738
	Some College	20	38	15	26	1	22	26	16	35	1	407
	High School Grad.	22	31	15	32	0	26	32	11	32	1	556
	<High School Grad.	35	23	7	35	1	27	30	8	33	2	125
FAMILY INCOME	\$100,000+	26	35	18	20	0	23	26	18	31	1	320
	\$75,000-\$99,999	25	30	21	24	0	21	25	18	36	0	232
	\$50,000-\$74,999	24	39	15	22	0	21	32	13	34	0	275
	\$30,000-\$49,999	26	37	15	22	0	24	29	12	34	1	294
	<\$30,000	24	29	10	37	1	26	26	11	37	0	371
REGION	East	20	41	14	25	1	25	27	14	33	1	335
	Midwest	21	32	14	33	1	24	28	13	34	1	489
	South	27	32	15	26	1	25	29	11	34	1	643
	West	25	30	14	30	1	18	25	16	41	0	372
PARTY ID	Republican	17	35	17	31	1	36	26	12	25	0	506
	Democrat	33	33	12	21	1	21	29	12	38	1	655
	Independent	19	34	16	31	0	18	29	15	37	1	522
CABLE TV	Subscriber	26	35	15	24	1	25	29	14	32	1	1609
	Non-subscriber	12	20	11	56	1	14	16	13	57	0	230
ONLINE USE	Internet User	22	37	17	25	0	21	27	15	37	0	1174
	Not an Internet User	28	26	10	35	1	28	28	10	32	1	665

QUESTION: Now I'd like to know how often you watch or listen to certain TV and radio programs [or visit their websites]. For each that I read, tell me if you watch or listen to it [or visit the website] regularly, sometimes, hardly ever or never ... (CNN; The Fox News CABLE Channel).

Figures read horizontally. Percentages may not total 100% because of rounding.

Figures may differ slightly from those shown in the topline because of differences in rules for rounding.

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

VIEWERSHIP OF SELECTED PROGRAMMING

		MSNBC					(N)	Sunday Morning News Shows					(N)
		Regularly	Sometimes	Hardly Ever	Never	DK		Regularly	Sometimes	Hardly Ever	Never	DK	
		%	%	%	%	%		%	%	%	%	%	
TOTAL		15	31	14	39	1	1839	13	19	15	53	0	3615
SEX	Male	14	29	15	41	1	906	13	21	16	49	0	1818
	Female	15	32	14	38	2	933	13	18	13	56	0	1797
AGE	18-29	14	36	10	40	0	270	6	16	15	64	0	536
	30-49	15	30	16	39	0	564	11	21	17	52	0	1122
	50-64	16	31	17	35	2	551	16	20	15	48	0	1082
	65+	14	25	12	44	5	397	21	19	10	49	1	785
AGE/SEX	Men Under 30	14	35	11	40	0	149	8	15	17	59	0	309
	Women Under 30	13	37	9	40	1	121	4	17	12	68	0	227
	Men 30-49	13	29	16	41	0	304	10	22	18	50	0	620
	Women 30-49	18	31	16	35	0	260	11	20	16	54	0	502
	Men 50+	16	27	15	40	1	433	19	22	14	44	1	860
	Women 50+	14	30	15	36	4	515	17	18	13	52	1	1007
RACE	White	13	30	14	41	1	1510	12	18	14	55	0	2923
	Non-White	20	36	14	29	1	294	15	23	17	45	0	607
	Black	24	38	12	26	0	172	18	27	15	40	0	359
	Hispanic*	12	38	11	39	0	111	12	20	14	55	0	222
EDUCATION	College Grad.+	18	31	17	33	1	738	16	21	17	46	0	1381
	Some College	15	28	18	38	1	407	11	18	17	54	0	841
	High School Grad.	12	30	13	43	1	556	12	19	13	56	0	1110
	<High School Grad.	14	34	5	43	4	125	12	19	10	58	1	254
FAMILY INCOME	\$100,000+	17	34	18	30	1	320	15	20	17	48	0	637
	\$75,000-\$99,999	21	27	14	38	0	232	12	25	13	50	0	437
	\$50,000-\$74,999	12	29	19	39	0	275	14	21	18	47	0	533
	\$30,000-\$49,999	14	39	15	31	1	294	11	21	16	51	0	590
	<\$30,000	15	27	11	45	2	371	13	17	12	57	1	748
REGION	East	14	38	16	32	0	335	12	20	15	52	0	639
	Midwest	13	30	16	40	1	489	13	18	14	55	0	976
	South	17	28	12	41	2	643	14	19	14	52	0	1304
	West	15	28	14	41	3	372	12	20	17	51	0	696
PARTY ID	Republican	11	31	14	43	1	506	11	17	15	57	0	1012
	Democrat	18	34	14	32	2	655	17	22	15	46	0	1253
	Independent	14	30	15	41	1	522	11	20	16	54	0	1024
CABLE TV	Subscriber	16	33	14	36	1	1609	12	20	15	52	0	3114
	Non-subscriber	7	17	12	62	2	230	14	16	13	56	1	501
ONLINE USE	Internet User	15	32	16	36	0	1174	12	20	16	53	0	2331
	Not an Internet User	14	29	10	44	3	665	15	19	12	53	1	1284

QUESTION: Now I'd like to know how often you watch or listen to certain TV and radio programs [or visit their websites]. For each that I read, tell me if you watch or listen to it [or visit the website] regularly, sometimes, hardly ever or never ... (MSNBC; Sunday morning news shows such as Meet the Press, This Week or Face the Nation).

Figures read horizontally. Percentages may not total 100% because of rounding.

Figures may differ slightly from those shown in the topline because of differences in rules for rounding.

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

VIEWERSHIP OF SELECTED PROGRAMMING

		C-SPAN					NewsHour with Jim Lehrer					(N)
		Regularly	Sometimes	Hardly Ever	Never	DK	Regularly	Sometimes	Hardly Ever	Never	DK	
		%	%	%	%	%	%	%	%	%	%	
TOTAL		5	16	17	61	1	5	14	13	68	1	3615
SEX	Male	5	18	19	56	1	5	15	14	65	1	1818
	Female	4	14	15	66	1	4	13	12	70	1	1797
AGE	18-29	4	15	13	67	1	2	8	11	79	0	536
	30-49	5	14	19	61	0	4	13	13	70	1	1122
	50-64	5	17	18	59	1	5	18	13	63	1	1082
	65+	6	17	15	58	4	9	17	13	59	3	785
AGE/SEX	Men Under 30	5	16	14	63	2	2	8	14	76	0	309
	Women Under 30	2	14	12	71	0	2	7	8	82	0	227
	Men 30-49	5	16	22	55	1	4	14	12	69	1	620
	Women 30-49	4	12	16	68	0	3	12	14	71	0	502
	Men 50+	6	20	19	54	1	8	19	15	57	1	860
	Women 50+	5	15	15	62	3	6	17	12	64	2	1007
RACE	White	4	15	17	63	1	5	12	12	71	1	2923
	Non-White	7	19	18	54	3	5	20	14	60	2	607
	Black	8	23	18	50	2	5	24	13	56	2	359
	Hispanic*	8	10	15	65	2	4	14	10	71	0	222
EDUCATION	College Grad.+	5	19	23	53	0	5	16	17	62	1	1381
	Some College	6	17	18	58	1	5	11	13	71	1	841
	High School Grad.	4	14	14	67	1	4	13	12	71	1	1110
	<High School Grad.	3	12	9	70	5	5	17	5	70	3	254
FAMILY INCOME	\$100,000+	5	17	21	56	1	5	16	15	63	1	637
	\$75,000-\$99,999	5	16	21	58	0	5	12	17	66	1	437
	\$50,000-\$74,999	5	19	18	57	0	4	16	12	68	0	533
	\$30,000-\$49,999	6	16	17	60	1	4	14	14	68	0	590
	<\$30,000	5	15	14	65	2	5	13	11	70	1	748
REGION	East	5	16	18	60	2	4	16	11	67	1	639
	Midwest	5	14	16	64	2	4	12	12	72	1	976
	South	4	17	17	61	1	4	14	13	68	1	1304
	West	6	16	17	59	2	6	14	15	63	1	696
PARTY ID	Republican	4	12	18	65	1	3	10	13	73	0	1012
	Democrat	6	20	17	56	1	6	18	13	62	1	1253
	Independent	4	15	19	61	2	4	13	13	69	1	1024
CABLE TV	Subscriber	5	17	18	59	1	4	14	13	68	1	3114
	Non-subscriber	3	8	13	74	2	7	13	12	66	1	501
ONLINE USE	Internet User	5	16	19	59	1	4	14	14	68	1	2331
	Not an Internet User	4	14	13	66	3	6	15	10	68	2	1284

QUESTION: Now I'd like to know how often you watch or listen to certain TV and radio programs [or visit their websites]. For each that I read, tell me if you watch or listen to it [or visit the website] regularly, sometimes, hardly ever or never ... (C-SPAN; The NewsHour with Jim Lehrer).

Figures read horizontally. Percentages may not total 100% because of rounding.

Figures may differ slightly from those shown in the topline because of differences in rules for rounding.

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

LISTENERSHIP OF SELECTED RADIO PROGRAMMING

		National Public Radio					(N)	Political Talk Radio Shows					(N)
		Regularly	Sometimes	Hardly Ever	Never	DK		Regularly	Sometimes	Hardly Ever	Never	DK	
		%	%	%	%	%		%	%	%	%	%	
TOTAL		10	14	13	62	1	3615	17	23	19	41	0	1818
SEX	Male	13	14	15	58	1	1818	20	23	20	37	0	910
	Female	9	13	11	67	1	1797	14	23	19	44	0	908
AGE	18-29	8	11	12	69	0	536	18	20	25	37	0	257
	30-49	11	14	13	60	1	1122	20	26	18	36	0	566
	50-64	12	14	13	59	1	1082	17	20	21	42	0	552
	65+	9	14	13	63	1	785	11	22	12	55	0	390
AGE/SEX	Men Under 30	10	10	12	67	1	309	17	19	27	37	0	157
	Women Under 30	6	12	11	72	0	227	19	22	22	37	0	100
	Men 30-49	13	16	14	56	1	620	26	26	18	30	0	317
	Women 30-49	9	13	12	66	1	502	13	27	18	42	0	249
	Men 50+	13	15	16	55	1	860	16	22	17	45	0	421
	Women 50+	9	14	10	65	1	1007	13	20	18	49	0	521
RACE	White	11	14	12	63	1	2923	15	22	20	43	0	1461
	Non-White	9	13	14	61	2	607	24	25	16	34	0	316
	Black	8	15	16	60	1	359	27	27	14	32	0	188
	Hispanic*	8	10	12	69	0	222	14	27	17	42	0	105
EDUCATION	College Grad.+	20	17	16	46	0	1381	21	26	20	32	0	706
	Some College	10	16	14	59	1	841	20	23	22	34	0	435
	High School Grad.	6	11	10	73	1	1110	14	22	17	47	0	554
	<High School Grad.	1	8	12	76	2	254	12	15	16	57	0	109
FAMILY INCOME	\$100,000+	17	17	14	50	1	637	23	28	17	32	0	300
	\$75,000-\$99,999	12	15	14	59	0	437	22	26	20	32	0	223
	\$50,000-\$74,999	13	14	16	58	0	533	24	20	18	38	0	272
	\$30,000-\$49,999	11	12	15	61	0	590	16	25	24	35	0	292
	<\$30,000	5	12	11	71	2	748	10	20	17	52	0	381
REGION	East	11	12	10	66	0	639	16	20	18	46	0	315
	Midwest	9	14	12	64	1	976	16	23	22	39	0	504
	South	11	13	14	62	1	1304	19	24	17	40	0	668
	West	11	15	14	59	1	696	17	23	20	40	0	331
PARTY ID	Republican	6	13	15	66	0	1012	22	23	19	35	0	493
	Democrat	14	16	12	58	1	1253	16	22	20	41	0	622
	Independent	11	12	14	62	1	1024	15	23	18	44	0	524
CABLE TV	Subscriber	10	14	13	63	1	3114	18	22	19	41	0	1558
	Non-subscriber	13	12	12	62	1	501	12	24	22	42	0	260
ONLINE USE	Internet User	13	15	14	58	0	2331	20	25	20	35	0	1150
	Not an Internet User	5	11	10	72	2	1284	11	19	17	53	0	668

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

In 2006 and earlier, the item was worded "National Public Radio (NPR)." Results for the new wording, "NPR, National Public Radio" are not strictly comparable with earlier results.

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?

Figures read horizontally. Percentages may not total 100% because of rounding.

Figures may differ slightly from those shown in the topline because of differences in rules for rounding.

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

VIEWERSHIP OF SELECTED PROGRAMMING

		"Countdown" with Keith Olbermann					(N)	"The O'Reilly Factor"					(N)
		Regularly	Sometimes	Hardly Ever	Never	DK		Regularly	Sometimes	Hardly Ever	Never	DK	
		%	%	%	%	%		%	%	%	%	%	
TOTAL		3	8	8	81	1	1776	10	19	12	59	0	1839
SEX	Male	3	10	10	77	1	912	11	19	13	57	0	906
	Female	2	6	6	85	1	864	9	19	11	61	0	933
AGE	18-29	1	7	5	86	0	266	7	20	10	64	0	270
	30-49	3	8	10	79	0	558	8	20	15	57	0	564
	50-64	3	9	8	79	1	531	11	18	12	60	0	551
	65+	3	9	6	81	1	388	16	19	10	55	1	397
AGE/SEX	Men Under 30	2	11	8	78	0	160	7	19	12	61	0	149
	Women Under 30	0	3	1	96	0	106	6	21	8	66	0	121
	Men 30-49	3	10	11	76	1	316	10	22	15	53	0	304
	Women 30-49	4	5	9	83	0	242	5	18	15	61	0	260
	Men 50+	5	9	9	77	1	427	13	16	13	58	0	433
	Women 50+	2	8	6	82	1	492	13	20	9	57	1	515
RACE	White	3	7	7	83	0	1413	10	19	12	59	0	1510
	Non-White	2	11	11	75	1	313	8	22	12	58	0	294
	Black	2	14	12	71	0	187	8	31	10	51	0	172
	Hispanic*	4	11	6	77	1	111	7	21	11	62	0	111
EDUCATION	College Grad.+	6	7	7	79	0	643	12	17	15	56	0	738
	Some College	2	9	9	79	1	434	10	21	11	58	0	407
	High School Grad.	1	8	8	82	1	554	8	21	11	59	0	556
	<High School Grad.	1	7	5	86	1	129	8	16	8	68	0	125
FAMILY INCOME	\$100,000+	4	8	7	81	0	317	12	21	16	50	0	320
	\$75,000-\$99,999	2	6	10	82	0	205	10	17	15	58	0	232
	\$50,000-\$74,999	5	8	7	80	0	258	10	20	14	56	0	275
	\$30,000-\$49,999	4	12	11	74	0	296	9	20	14	58	0	294
	<\$30,000	1	9	5	83	2	377	7	18	8	66	0	371
REGION	East	3	8	7	82	1	304	9	24	10	57	0	335
	Midwest	2	6	9	83	0	487	11	15	12	62	0	489
	South	3	10	8	79	1	661	9	21	11	59	0	643
	West	3	8	7	80	1	324	8	17	16	59	0	372
PARTY ID	Republican	0	5	8	86	1	506	21	23	12	44	0	506
	Democrat	5	11	9	74	1	598	5	20	10	64	0	655
	Independent	2	9	7	81	0	502	8	17	14	61	0	522
CABLE TV	Subscriber	3	8	8	80	1	1505	11	21	12	57	0	1609
	Non-subscriber	1	7	8	84	0	271	4	10	13	73	0	230
ONLINE USE	Internet User	3	9	8	80	0	1157	10	19	13	57	0	1174
	Not an Internet User	2	7	6	83	1	619	9	19	9	63	0	665

QUESTION: Now I'd like to know how often you watch or listen to certain TV and radio programs [or visit their websites]. For each that I read, tell me if you watch or listen to it [or visit the website] regularly, sometimes, hardly ever or never ... ("Countdown" with Keith Olbermann; "The O'Reilly Factor" with Bill O'Reilly).

Figures read horizontally. Percentages may not total 100% because of rounding.

Figures may differ slightly from those shown in the topline because of differences in rules for rounding.

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

VIEWERSHIP OF SELECTED PROGRAMMING

		"The Daily Show" with Jon Stewart					(N)	"The Colbert Report" with Stephen Colbert					(N)
		Regularly	Sometimes	Hardly Ever	Never	DK		Regularly	Sometimes	Hardly Ever	Never	DK	
		%	%	%	%	%		%	%	%	%	%	
TOTAL		5	18	14	63	1	1776	5	14	10	70	1	1839
SEX	Male	7	20	16	56	1	912	7	15	13	65	0	906
	Female	3	16	12	69	0	864	4	13	8	74	1	933
AGE	18-29	10	26	13	50	0	266	11	20	7	62	0	270
	30-49	5	20	16	58	1	558	5	13	12	70	0	564
	50-64	4	14	14	68	1	531	3	14	13	69	1	551
	65+	2	10	9	78	1	388	3	8	7	80	2	397
AGE/SEX	Men Under 30	14	25	18	43	0	160	17	23	7	53	0	149
	Women Under 30	6	27	9	59	0	106	5	16	7	71	0	121
	Men 30-49	5	23	18	52	1	316	5	13	14	67	0	304
	Women 30-49	4	16	14	65	0	242	5	13	9	73	0	260
	Men 50+	4	14	13	69	1	427	3	13	15	69	0	433
	Women 50+	2	12	11	74	1	492	2	10	8	77	2	515
RACE	White	6	18	13	63	1	1413	6	14	9	70	1	1510
	Non-White	4	16	16	63	1	313	4	14	12	70	0	294
	Black	3	17	15	66	0	187	4	16	13	67	0	172
	Hispanic*	5	25	9	62	0	111	4	14	12	70	0	111
EDUCATION	College Grad.+	6	19	19	55	0	643	7	17	12	64	0	738
	Some College	7	19	16	57	1	434	9	14	11	66	0	407
	High School Grad.	5	18	10	67	0	554	3	13	9	74	1	556
	<High School Grad.	1	12	9	76	2	129	2	8	9	79	2	125
FAMILY INCOME	\$100,000+	6	21	17	55	1	317	7	20	9	64	0	320
	\$75,000-\$99,999	5	20	17	58	1	205	7	17	10	65	1	232
	\$50,000-\$74,999	5	17	14	64	1	258	5	14	13	68	1	275
	\$30,000-\$49,999	4	24	17	55	0	296	4	13	13	70	0	294
	<\$30,000	6	14	11	69	1	377	6	13	8	72	0	371
REGION	East	5	15	13	67	1	304	5	20	11	64	1	335
	Midwest	2	18	15	64	1	487	4	12	10	73	1	489
	South	6	16	11	66	1	661	6	13	10	71	0	643
	West	7	24	17	51	1	324	6	12	10	71	1	372
PARTY ID	Republican	4	15	13	67	1	506	3	8	9	79	0	506
	Democrat	7	20	14	59	1	598	6	19	12	62	1	655
	Independent	5	19	17	59	0	502	7	14	10	69	1	522
CABLE TV	Subscriber	5	20	14	61	1	1505	6	15	11	68	1	1609
	Non-subscriber	6	9	15	69	2	271	2	8	8	81	1	230
ONLINE USE	Internet User	6	21	16	56	0	1157	6	17	10	66	0	1174
	Not an Internet User	2	11	9	76	2	619	3	8	10	77	2	665

QUESTION: Now I'd like to know how often you watch or listen to certain TV and radio programs [or visit their websites]. For each that I read, tell me if you watch or listen to it [or visit the website] regularly, sometimes, hardly ever or never ... ("The Daily Show" with Jon Stewart; "The Colbert Report" with Stephen Colbert).

Figures read horizontally. Percentages may not total 100% because of rounding.

Figures may differ slightly from those shown in the topline because of differences in rules for rounding.

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

USE OF ONLINE SOURCES

		Blogs about Politics and Current Events						Online News Programs or Video Clips						(N)
		Regularly	Sometimes	Hardly Ever	Never	DK	Not Online	Regularly	Sometimes	Hardly Ever	Never	DK	Not Online	
		%	%	%	%	%	%	%	%	%	%	%	%	
TOTAL		10	13	19	25	0	33	10	26	15	15	0	35	3615
SEX	Male	11	13	20	23	0	33	11	27	13	13	0	35	1818
	Female	8	14	18	27	0	33	8	24	16	17	0	35	1797
AGE	18-29	10	17	24	27	0	22	16	32	16	13	0	23	536
	30-49	12	14	22	29	0	23	11	33	16	16	0	24	1122
	50-64	9	13	18	24	0	34	8	22	16	17	1	36	1082
	65+	6	6	7	14	0	67	2	8	6	12	0	71	785
AGE/SEX	Men Under 30	8	16	24	28	1	23	17	36	12	10	0	25	309
	Women Under 30	11	18	24	26	0	21	15	28	19	15	0	22	227
	Men 30-49	15	13	21	26	0	25	13	32	14	14	0	27	620
	Women 30-49	9	16	23	32	0	20	9	33	19	17	0	21	502
	Men 50+	9	11	17	17	0	46	7	17	13	14	1	49	860
	Women 50+	7	10	11	23	0	47	4	17	12	16	0	51	1007
RACE	White	10	13	19	28	0	31	9	26	16	16	0	33	2923
	Non-White	11	15	19	14	1	41	13	27	8	10	0	42	607
	Black	10	15	16	12	1	45	10	27	8	8	0	47	359
	Hispanic*	10	14	18	23	0	36	13	27	12	11	0	37	222
EDUCATION	College Grad. +	13	17	26	34	0	11	13	34	23	18	0	11	1381
	Some College	13	17	22	26	0	22	13	33	16	14	0	23	841
	High School Grad.	7	11	14	22	0	46	6	20	9	16	0	49	1110
	<High School Grad.	5	5	9	11	0	71	4	8	8	7	0	74	254
FAMILY INCOME	\$100,000+	15	15	26	30	0	13	14	35	20	17	0	14	637
	\$75,000-\$99,999	14	17	23	30	1	15	12	36	21	16	0	15	437
	\$50,000-\$74,999	11	18	19	32	0	20	12	29	18	19	1	22	533
	\$30,000-\$49,999	10	13	21	23	1	32	8	25	17	15	0	34	590
	<\$30,000	6	11	13	18	0	53	7	17	8	12	0	55	748
REGION	East	10	11	18	29	0	31	9	26	17	15	0	33	639
	Midwest	9	14	18	26	0	33	9	23	15	16	0	36	976
	South	10	14	18	23	0	36	10	26	12	15	0	38	1304
	West	10	13	22	24	0	30	11	28	16	13	0	31	696
PARTY ID	Republican	11	14	21	28	0	26	8	28	20	16	0	28	1012
	Democrat	11	14	19	19	0	37	10	26	12	12	0	39	1253
	Independent	9	13	18	30	0	30	10	26	14	17	0	32	1024
CABLE TV	Subscriber	10	14	19	26	0	32	10	26	15	15	0	33	3114
	Non-subscriber	9	10	19	22	0	40	7	21	12	16	0	43	501
ONLINE USE	Internet User	14	20	28	37	0	0	15	39	22	23	0	0	2331
	Not an Internet User	0	0	0	0	0	100	0	0	0	0	0	100	1284

QUESTION: How often do you (read blogs about politics or current event; watch news programs or video clips online) - regularly, sometimes, hardly ever, never?

Figures read horizontally. Percentages may not total 100% because of rounding.

Figures may differ slightly from those shown in the topline because of differences in rules for rounding.

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

ABOUT THE SURVEY

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 3,615 adults, 18 years of age or older from April 30 to June 1, 2008 (2,802 respondents were interviewed on a landline telephone, and 813 were interviewed on a cell phone, including 269 who had no landline telephone). Both the landline and cell phone samples were provided by Survey Sampling International.

The combined landline and cell phone data were weighted using demographic weighting parameters derived from the March 2007 Census Bureau's Current Population Survey, along with an estimate of current patterns of telephone status in the U.S. derived from the 2007 National Health Interview Survey, using an iterative technique that simultaneously balances the distributions of all weighting parameters. The weighting procedure also accounted for the fact that respondents with both landline and cell phones had a greater probability of being included in the sample.

The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus...
Total sample	3,615	2.0 percentage points
Form 1	1,797	3.0 percentage points
Form 2	1,818	3.0 percentage points
Form A	1,776	3.0 percentage points
Form B	1,839	3.0 percentage points
Internet users	2,331	2.5 percentage points
Those who ever get news online	2,140	2.5 percentage points
Those with a social networking profile	574	4.5 percentage points

Results for May 2008 Political/Believability Survey reported in Section 7 are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,505 adults, 18 years of age or older, from May 21-25, 2008. The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey. Note that each respondent was asked to rate the believability of only 15 of the 22 print and broadcast sources included in the survey.

Group	Sample Size	Plus or minus...
Total sample	1,505	3.0 percentage points
B1/B2 Believability ratings of print and broadcast sources	997-1071	3.5 percentage points
B4: Believability ratings of online sources (based on online users)	956	3.5 percentage points

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

ABOUT THE CENTER

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of seven projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

Andrew Kohut, Director
Scott Keeter, Director of Survey Research
Carroll Doherty and Michael Dimock, Associate Directors
Kim Parker, Senior Researcher
Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf, Leah Christian and Jocelyn Kiley,
Research Associates
Kathleen Holzwart and Alec Tyson, Research Analysts
James Albright, Research Assistant

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
BIENNIAL MEDIA CONSUMPTION SURVEY 2008
FINAL TOPLINE
April 30-June 1, 2008
Total N=3615
Form 1 N=1797/ Form 2 N=1818
Form A N=1776/ Form B N=1839

ASK ALL:

Q.1 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>App-rove</u>	<u>Dis-approve</u>	<u>Don't know</u>		<u>App-rove</u>	<u>Dis-approve</u>	<u>Don't know</u>
May, 2008	27	61	12=100	Mid-May, 2005	43	50	7=100
April, 2008	27	65	8=100	Late March, 2005	49	46	5=100
March, 2008	28	63	9=100	Mid-March, 2005	45	46	9=100
Late February, 2008	33	59	8=100	February, 2005	46	47	7=100
Early February, 2008	31	62	7=100	January, 2005	50	43	7=100
January, 2008	31	59	10=100	December, 2004	48	44	8=100
Late December, 2007	31	60	9=100	Mid-October, 2004	44	48	8=100
November, 2007	30	59	11=100	August, 2004	46	45	9=100
October, 2007	30	63	7=100	July, 2004	46	46	8=100
September, 2007	31	59	10=100	June, 2004	48	43	9=100
August, 2007	31	59	10=100	May, 2004	44	48	8=100
July, 2007	29	61	10=100	Late April, 2004	48	43	9=100
June, 2007	29	61	10=100	Early April, 2004	43	47	10=100
April, 2007	35	57	8=100	Late March, 2004	47	44	9=100
March, 2007	33	58	9=100	Mid-March, 2004	46	47	7=100
February, 2007	33	56	11=100	February, 2004	48	44	8=100
Mid-January, 2007	33	59	8=100	Mid-January, 2004	56	34	10=100
Early January, 2007	33	57	10=100	Early January, 2004	58	35	7=100
December, 2006	32	57	11=100	December, 2003	57	34	9=100
Mid-November, 2006	32	58	10=100	November, 2003	50	40	10=100
Early October, 2006	37	53	10=100	October, 2003	50	42	8=100
September, 2006	37	53	10=100	September, 2003	55	36	9=100
August, 2006	37	54	9=100	Mid-August, 2003	56	32	12=100
July, 2006	36	57	7=100	Early August, 2003	53	37	10=100
June, 2006	36	54	10=100	Mid-July, 2003	58	32	10=100
April, 2006	33	56	11=100	Early July, 2003	60	29	11=100
Early April, 2006	35	55	10=100	June, 2003	62	27	11=100
March, 2006	33	57	10=100	May, 2003	65	27	8=100
February, 2006	40	52	8=100	<i>April 10-16, 2003</i>	72	22	6=100
January, 2006	38	54	8=100	<i>April 9, 2003</i>	74	20	6=100
December, 2005	38	54	8=100	<i>April 2-7, 2003</i>	69	25	6=100
Early November, 2005	36	55	9=100	<i>March 28-April 1, 2003</i>	71	23	6=100
Late October, 2005	40	52	8=100	<i>March 25-27, 2003</i>	70	24	6=100
Early October, 2005	38	56	6=100	<i>March 20-24, 2003</i>	67	26	7=100
September 8-11, 2005	40	52	8=100	March 13-16, 2003	55	34	11=100
September 6-7, 2005	40	52	8=100	February, 2003	54	36	10=100
July, 2005	44	48	8=100	January, 2003	58	32	10=100
June, 2005	42	49	9=100	December, 2002	61	28	11=100
Late May, 2005	42	48	10=100	Late October, 2002	59	29	12=100

Q.1 CONTINUED...

	<u>App-rove</u>	<u>Dis-approve</u>	<u>Don't know</u>
Early October, 2002	61	30	9=100
Mid-September, 2002	67	22	11=100
Early September, 2002	63	26	11=100
Late August, 2002	60	27	13=100
August, 2002	67	21	12=100
Late July, 2002	65	25	10=100
July, 2002	67	21	12=100
June, 2002	70	20	10=100
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

ASK ALL:

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

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
May, 2008	54	46	*=100
April, 2006	59	41	*=100
April, 2004	60	40	*=100
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

ASK ALL:

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

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
May, 2008	75	25	*=100
April, 2006	77	23	*=100
April, 2004	79	21	*=100
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

ASK ALL:

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

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
May, 2008	46	54	*=100
April, 2006	49	51	*=100
April, 2004	49	51	*=100
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 1 ONLY [N=1797]:

Q.5F1 We're interested in how often people watch the network TV evening news programs – by this we mean ABC World News Tonight with Charles Gibson, CBS Evening News with Katie Couric, NBC Nightly News with Brian Williams, and the PBS NewsHour with Jim Lehrer. Do you happen to watch TV EVENING NEWS PROGRAMS REGULARLY, or not?¹

		April 2006	April 2004	April 2002	April 2000	April 1998	April 1996	March 1995	May 1990	Aug 1989	May 1987
44	Yes	52	52	53	50	59	59	65	67	67	71
55	No	48	47	47	50	41	41	35	32	33	28
<u>1</u>	Don't know/Ref	<u>*</u>	<u>1</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>1</u>	<u>*</u>	<u>1</u>
100		100	100	100	100	100	100	100	100	100	100

ASK ALL:

Q.6 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, RANDOMIZE; READ ANSWER CHOICES AS NECESSARY]²

		Very closely	Fairly closely	Not too closely	Not at all closely	DK/ Ref
a.	News about the current situation in Iraq	35	37	19	8	1=100
b.	News about candidates for the 2008 presidential election	41	33	16	9	1=100
c.	Reports about the condition of the U.S. economy	47	32	13	7	1=100

NO QUESTIONS 7 AND 8.

[INTERVIEWER NOTE: FOR QUESTIONS 9 THROUGH 20 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."]

ASK ALL:

Q.9 Now thinking about yesterday... Did you get a chance to read a daily newspaper yesterday, or not?

ASK IF "YES" (Q.9=1):

Q.10 About how much time did you spend reading a daily newspaper yesterday? [DO NOT READ]

	Total Read the paper	-- Amount of time read the newspaper --					Didn't read paper	DK/Ref
		<15 min.	15-29	30-59	1 hour+	DK		
May, 2008	34	5	9	13	7	*	66	*=100
April, 2006 ³	40	5	10	15	9	1	60	*=100
April, 2004	42	5	11	17	9	*	58	*=100
November, 2002	39	--	--	--	--	--	61	*=100
April, 2002	41	7	10	15	8	1	59	*=100

¹ In April 2006, the question was worded as "...ABC World News Tonight with Elizabeth Vargas and Bob Woodruff, CBS Evening News with Bob Schieffer, NBC Nightly News with Brian Williams, and the PBS NewsHour with Jim Lehrer." In April 2004 and earlier, the question was worded as "...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," although "PBS NewsHour with Jim Lehrer" was added to the question wording in 2002.

² These questions are tracked regularly on Pew's weekly News Interest Index: <http://people-press.org/newsinterest/>

³ In April 2006 Q.10 was form split with different interviewer options. The results presented here include both F1 and F2.

Q.9/10 CONTINUED...

	Total	-- Amount of time read the newspaper --					Didn't read paper	DK/Ref
	<u>Read the paper</u>	<u><15 min.</u>	<u>15-29</u>	<u>30-59</u>	<u>1 hour+</u>	<u>DK</u>		
April, 2000	47	9	14	16	8	*	53	*=100
Late September, 1999	47	9	12	16	10	*	53	*=100
November, 1998	47	8	11	16	11	1	53	*=100
April, 1998	48	8	14	17	9	*	52	*=100
November, 1997	50	8	14	17	10	1	50	0=100
April, 1996	50	7	15	18	10	*	50	*=100
June, 1995	52	7	15	18	11	1	48	*=100
March, 1995	45	9	14	16	6	0	55	*=100
February, 1994	58	7	15	21	14	1	42	0=100
January, 1994	49	7	15	17	10	*	50	1=100
March, 1991	56	n/a	n/a	n/a	n/a	n/a	44	*=100
Gallup, 1965	71	n/a	n/a	n/a	n/a	n/a	29	0=100

ASK IF "YES" (Q.9=1) [N=1467]:

Q.11 Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online through the internet?

ASK IF "BOTH" (Q.11=3):

Q.12 Would you say you spent MORE time reading the paper version or MORE time reading the online version yesterday?

		<u>April 2006</u>
79	Paper	86
12	Online through the internet	6
9	Both (VOL.)	8
4	More paper version	5
4	More online version	2
1	About equal (VOL.)	1
0	Don't know/Refused (VOL.)	0
*	Don't know/Refused (VOL.)	*
100		100

ASK ALL:

Q.13 Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?

ASK IF "YES" (Q.13=1):

Q.14 About how much time did you spend watching the news or any news programs on TV yesterday? **[DO NOT READ]**

	Total	-- Amount of time watched TV News --					Didn't watch	DK/Ref
	<u>Watched TV News</u>	<u><15 min.</u>	<u>15-29</u>	<u>30-59</u>	<u>1 hour+</u>	<u>DK</u>		
May, 2008	57	3	6	18	30	*	43	*=100
April, 2006	57	3	5	19	29	1	42	1=100
April, 2004	60	3	6	20	31	*	40	*=100
November, 2002	61	--	--	--	--	--	39	*=100
April, 2002	54	3	6	19	26	*	46	*=100
April, 2000	56	4	8	20	23	1	44	*=100
Late September, 1999	62	6	7	21	28	*	37	1=100
November, 1998	65	5	8	21	30	1	35	*=100
April, 1998	59	3	7	21	28	*	41	*=100
November, 1997	68	4	11	23	30	*	31	1=100
April, 1996	59	3	6	21	29	*	40	1=100
June, 1995	64	3	8	24	28	1	35	1=100

Q.13/14 CONTINUED...

	Total	-- Amount of time watched TV News --						
	<u>Watched TV News</u>	<u><15 min.</u>	<u>15-29</u>	<u>30-59</u>	<u>1 hour+</u>	<u>DK</u>	<u>Didn't watch</u>	<u>DK/Ref</u>
March, 1995	61	4	9	21	27	*	38	1=100
February, 1994	74	3	8	25	37	1	26	0=100
January, 1994	72	3	8	25	36	*	27	1=100
March, 1991	68	n/a	n/a	n/a	n/a	n/a	32	*=100
Gallup, 1965	55	n/a	n/a	n/a	n/a	n/a	45	0=100

ASK FORM 2 ONLY [N=1818]:

Q.15F2 Apart from news, did you watch anything else on television yesterday, or not?

ASK IF "YES" (Q.15F2=1):

Q.16F2 About how much time did you spend watching TV yesterday, not including the news? **[DO NOT READ]**

		April 2006	April 2004	April 2002	April 2000 ⁴	Late Sept 1999	Nov 1997	June 1995	Feb 1994
58	Yes	63	63	58	57	63	64	59	69
	1 Less than a half hour	1	1	2	3	1	2	1	2
	3 Thirty minutes to less than one hour	4	5	3	5	6	5	4	3
	13 About an hour	12	12	11	10	13	15	10	11
	7 More than one hour but less than two hours	6	6	5	8	6	7	6	7
	16 Two hours to less than three hours	19	19	17	15	18	16	16	19
	7 Three hours to less than four hours	10	8	8	7	9	11	10	12
	10 Four hours or more	10	11	12	8	10	8	11	14
	1 Don't know/Refused (VOL.)	1	1	*	*	*	*	1	1
42	Did not watch	36	36	41	42	37	36	40	31
*	Don't know (VOL.)	1	1	1	1	0	*	1	0
100		100	100	100	100	100	100	100	100

ASK ALL:

Q.17 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]**

	Total (NET)	-- Amount of time listened to radio news --					
	<u>Listened</u>	<u><15 min.</u>	<u>15-29</u>	<u>30-59</u>	<u>1 hour+</u>	<u>Didn't listen</u>	<u>DK/Ref</u>
May, 2008	35	8	7	8	12	64	1=100
April, 2006	36	7	7	9	13	63	1=100
April, 2004	40	8	7	10	15	59	1=100
April, 2002	41	10	7	10	14	58	1=100
April, 2000	43	14	9	9	11	56	1=100
Late September, 1999	44	12	8	10	14	56	*=100
November, 1998	41	13	8	8	12	57	2=100
April, 1998	49	16	9	10	14	51	*=100
November, 1997	44	12	9	9	14	55	1=100
April, 1996	44	12	11	10	11	55	1=100
June, 1995	42	13	9	9	11	56	2=100
March, 1995	47	16	12	9	10	52	1=100
February, 1994	47	14	11	9	13	52	1=100

⁴ April 2000 is from a survey conducted for the Pew Internet & American Life Project (March 1 - May 1, 2000; N=6,036).

Q.17 CONTINUED...

	Total (NET)	-- Amount of time listened to radio news --					DK/Ref
	<u>Listened</u>	<u><15 min.</u>	<u>15-29</u>	<u>30-59</u>	<u>1 hour+</u>	<u>Didn't listen</u>	
January, 1994	47	15	10	10	12	52	1=100
June, 1992	47	15	11	10	11	52	1=100
March, 1991 ⁵	54	23	9	8	14	46	*=100
March, 1990	52	22	11	10	9	47	1=100
February, 1990	55	24	11	9	11	44	1=100
January, 1990	51	21	12	9	9	48	1=100
Gallup, 1965	58	n/a	n/a	n/a	n/a	42	0=100

ASK ALL EXCEPT ONLINE NEWSPAPER YESTERDAY (Q.9=2,9 OR Q.11=1,9):

Q.18 Did you get any news ONLINE through the internet yesterday, or not?

ASK IF ONLINE NEWSPAPER YESTERDAY (Q.11=2,3):

Q.18a You mentioned reading newspapers on the internet yesterday. Aside from newspaper websites did you get any OTHER news ONLINE through the internet yesterday, or not?

ASK IF NEWS ONLINE YESTERDAY (Q.18=1 OR Q.18a=1):

Q.19 **[IF Q.18a=1 READ:** And again aside from newspaper websites...] About how much time did you spend getting news online yesterday? **[DO NOT READ]**

<u>April 2006</u>		
24	Yes, got news online yesterday	21
9	Less than 15 minutes	7
6	15-29 minutes	5
5	30-59 minutes	5
4	One hour or more	4
*	Don't know/Refused (VOL.)	*
76	No, did not get news online yesterday	79
*	Don't know/Refused (VOL.)	*
100		100
(N=3338)		

NET TOTAL GOT NEWS ONLINE YESTERDAY:

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
May, 2008 (Q.11=2,3 or Q.18=1)	29	71	*=100
April, 2006 (Q.11=2,3 or Q.18=1)	23	77	*=100
April, 2004 (Q.18 asked of total sample)	24	76	*=100

ASK IF "YES" IN Q.18 ONLY (Q.18=1) [N=793]:

Q.20 Many national and local print newspapers also have websites on the internet. When you were online yesterday, did you read anything on a NEWSPAPER'S website, or not?

		<u>April 2006</u>
29	Yes	22
70	No	78
<u>1</u>	Don't know/Refused (VOL.)	<u>*</u>
100		100

NET TOTAL READ NEWSPAPER ONLINE YESTERDAY:

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
May, 2008 (Q.11=2,3 or Q.20=1)	13	87	*=100
April, 2006 (Q.11=2,3 or Q.20=1)	9	90	1=100

NO QUESTIONS 21 AND 22

ASK ALL FORM 2 ONLY [N=1818]:

[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.23F2 Did you spend any time reading magazines?

		April <u>2006</u>	April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	Late Sept <u>1999</u>	April <u>1998</u>	Nov <u>1997</u>	June <u>1995</u>	Feb <u>1994</u>
23	Yes	24	25	23	26	28	29	32	31	33
77	No	76	75	77	74	72	71	68	69	67
<u>*</u>	Don't know	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>0</u>
100		100	100	100	100	100	100	100	100	100

NO QUESTIONS 24-27

ASK FORM 1 ONLY [N=1797]:

Q.28F1 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 watch/listen to ... **[READ AND RANDOMIZE ITEMS a. THRU v. OBSERVE FORM SPLITS; READ ANSWER CHOICES AS NECESSARY]**

ASK FORM 2 ONLY [N=1818]:

Q.29F2 Now I'd like to know how often you watch or listen to certain TV and radio programs or visit their websites. For each one that I read, tell me if you watch, listen or visit the website regularly, sometimes, hardly ever, or never. (First)... **[READ AND RANDOMIZE ITEMS a. THRU v. OBSERVE FORM SPLITS; PROMPT AS NECESSARY WITH "WATCH OR VISIT THE WEBSITE OF..." OR "LISTEN OR VISIT THE WEBSITE OF" AS APPROPRIATE. PROMPT FOR BBC WOULD BE "WATCH, LISTEN OR VISIT THE WEBSITE OF..." READ ANSWER CHOICES AS NECESSARY]**⁶

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
ASK FORM A ONLY ITEMS a AND b					
FORM 1A [N=888] AND FORM 2A [N=888]:					
a.A The national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live					
May, 2008	29	25	14	31	1=100
April, 2006	28	26	14	31	1=100
April, 2004	34	28	16	22	*=100
April, 2002	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.A Cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel					
May, 2008	39	28	12	20	1=100
April, 2006	34	31	13	22	*=100
April, 2004	38	33	10	19	*=100
April, 2002	33	35	11	21	*=100

NO ITEM c.⁶

Question 28F1 uses the introduction traditionally employed with this set of questions. Question 29F2 uses an experimental wording that explicitly includes visiting a news organization or program's website. Answers to these questions were so similar that they have been combined.

Q.28F1/29F2 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
ASK FORM B ONLY ITEMS d THROUGH j					
FORM 1B [N=909] OR FORM 2B [N=930]:					
d.B The CBS Evening News with Katie Couric ⁷					
May, 2008	8	20	14	58	*=100
April, 2006	13	23	18	45	1=100
April, 2004	16	30	16	38	*=100
April, 2002	18	29	18	35	*=100
e.B The ABC World News Tonight with Charles Gibson					
May, 2008	14	24	16	46	*=100
April, 2006	14	22	18	45	1=100
April, 2004	16	31	16	36	1=100
April, 2002	18	30	19	33	*=100
f.B The NBC Nightly News with Brian Williams					
May, 2008	13	24	14	48	1=100
April, 2006	15	26	16	42	1=100
April, 2004	17	31	17	35	*=100
April, 2002	20	29	18	33	*=100
g.B CNN ⁸					
May, 2008	24	33	14	28	1=100
April, 2006	22	32	12	33	1=100
April, 2004	22	33	12	32	1=100
April, 2002	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

⁷ In April 2006, the items asked about "CBS Evening News with Bob Schieffer, ABC World News Tonight with Elizabeth Vargas and Bob Woodruff, and NBC Nightly News with Brian Williams." In April 2004 and 2002, the items asked about "CBS Evening News with Dan Rather, ABC World News Tonight with Peter Jennings, and NBC Nightly News with Tom Brokaw."

⁸ In 2006 and earlier, the item asked "Watch Cable News Network (CNN)."

Q.28F1/29F2 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
h.B The Fox News CABLE Channel					
May, 2008	23	27	14	35	1=100
April, 2006	23	28	14	35	*=100
April, 2004	25	29	11	34	1=100
April, 2002	22	26	15	37	*=100
April, 2000	17	28	17	37	1=100
April, 1998	17	30	14	38	1=100
i.B MSNBC					
May, 2008	15	31	14	39	1=100
April, 2006	11	29	20	39	1=100
April, 2004	11	31	16	39	3=100
April, 2002	15	30	16	37	2=100
April, 2000	11	27	17	42	3=100
April, 1998	8	23	15	51	3=100
j.B CNBC					
May, 2008	12	26	17	43	2=100
April, 2006	11	26	18	43	2=100
April, 2004	10	31	17	40	2=100
April, 2002	13	30	17	38	2=100
April, 2000	13	29	18	37	3=100
April, 1998	12	27	17	42	2=100

ASK FORM 2 ONLY ITEM k [N=1818]:

k. BBC, the British Broadcasting Corporation					
May 2008 (Form 2)	5	17	13	64	1=100

ASK ALL ITEMS I THROUGH u

FORM 1 [N=1797] AND FORM 2 [N=1818]:

1. The local news about your viewing area which usually comes on before the national news in the evening and again later at night					
May, 2008	52	25	9	14	*=100
April, 2006	54	23	10	13	*=100
April, 2004	59	23	8	10	*=100
April, 2002	57	24	8	11	*=100
April, 2000 ⁹	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

⁹ In 2000 and earlier, the item was worded "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."

Q.28F1/29F2 CONTINUED...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
m.	C-SPAN					
	May, 2008	5	16	17	61	1=100
	April, 2006	4	16	17	61	2=100
	April, 2004	5	18	17	59	1=100
	April, 2002	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
n.	NPR, National Public Radio ¹⁰					
	May, 2008	10	14	13	62	1=100
	April, 2006	17	19	13	50	1=100
	April, 2004	16	19	15	49	1=100
	April, 2002	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 ¹¹	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
o.	News magazine shows such as 60 Minutes, 20/20 or Dateline					
	May, 2008	18	36	17	29	*=100
	April, 2006	23	38	15	23	1=100
	April, 2004	22	42	16	20	*=100
	April, 2002	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

¹⁰ In 2006 and earlier, the item was worded "National Public Radio (NPR)." Results for the new wording, "NPR, National Public Radio" are not strictly comparable with earlier results .

¹¹ In 1993 and earlier, the item was worded "Programs on National Public Radio, such as Morning Edition or All Things Considered."

Q.28F1/29F2 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	Hardly <u>Ever</u>	<u>Never</u>	Don't <u>Know</u>
April, 1996 ¹²	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
p. The NewsHour with Jim Lehrer					
May, 2008	5	14	12	68	1=100
April, 2006	5	16	14	63	2=100
April, 2004	5	15	14	65	1=100
April, 2002	5	13	15	66	1=100
April, 2000	5	12	15	66	2=100
April, 1998	4	14	14	67	1=100
April, 1996 ¹³	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
q. The Weather Channel					
May, 2008	28	29	15	27	1=100
April, 2006	31	29	14	26	*=100
April, 2004	31	30	15	24	*=100
April, 2002	32	28	15	25	*=100
April, 2000	32	28	15	25	*=100
April, 1998	33	27	13	27	*=100
r. Sports news on ESPN					
May, 2008	18	19	11	51	1=100
April, 2006	18	19	12	51	*=100

¹² In 1996 and earlier, the item was worded "Watch news magazine shows such as 60 Minutes or 20/20."

¹³ In 1996, the item was worded "Jim Lehrer NewsHour." In 1994 and earlier, the item was worded "MacNeil-Lehrer NewsHour." The change in the program name may have contributed to the decline in viewership.

Q.28F1/29F2 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	Hardly <u>Ever</u>	<u>Never</u>	Don't <u>Know</u>
April, 2004	20	20	11	49	*=100
April, 2002	19	19	12	50	*=100
April, 2000	23	18	13	46	*=100
April, 1998	20	20	15	45	*=100
s. Late night TV shows such as David Letterman and Jay Leno					
May, 2008	11	22	18	49	*=100
April, 2006	12	20	17	51	*=100
April, 2004	12	23	19	46	*=100
April, 2002	12	22	18	48	*=100
t. TV shows such as Entertainment Tonight or Access Hollywood					
May, 2008	9	23	17	50	1=100
April, 2006	9	21	19	51	*=100
April, 2004	10	26	18	46	*=100
April, 2002	9	24	19	48	*=100
April, 2000	8	26	22	44	*=100
April, 1998 ¹⁴	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
u. The Today Show, Good Morning America or The Early Show					
May, 2008	22	22	14	42	*=100
April, 2006	23	20	15	42	*=100
April, 2004	22	21	14	43	*=100
April, 2002	22	19	14	45	*=100
April, 2000	20	18	15	47	*=100
April, 1998 ¹⁵	23	19	17	41	*=100
v. Sunday morning news shows such as Meet the Press, This Week or Face the Nation					
May, 2008	13	19	15	53	*=100
April, 2006	12	19	14	55	*=100
April, 2004	12	20	15	53	*=100
May, 1993 ¹⁶	18	32	15	35	*=100
June, 1992	15	25	21	39	*=100
July, 1990	13	24	14	49	*=100

¹⁴ In 1998 and earlier, the item was worded "Watch Entertainment Tonight."

¹⁵ In 1998, the item was worded "Watch the Today Show, Good Morning America or CBS This Morning."

¹⁶ In 1993 and earlier, the question asked "...such as Meet the Press, Face the Nation or This Week with David Brinkley."

Q.28F1/29F2 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	Hardly <u>Ever</u>	<u>Never</u>	Don't <u>Know</u>
June, 1990	15	26	12	47	*=100
May, 1990	13	21	16	50	*=100
April, 1990	14	22	12	52	*=100
March, 1990	10	24	16	50	*=100
February, 1990	12	22	13	53	*=100
January, 1990	11	24	14	51	*=100

ASK FORM 1 ONLY [N=1797]:

Q.30F1 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 watch/listen to...

[READ AND RANDOMIZE]

ASK FORM 2 ONLY [N=1818]:

Q.31F2 Now I'd like to ask you about some other television and radio programs. For each that I read, tell me if you watch, listen or visit the show's website regularly, sometimes, hardly ever, or never. First... **[READ AND RANDOMIZE]**¹⁷

**ASK FORM A ONLY ITEMS a THROUGH e
FORM 1A [N=888] AND FORM 2A [N=888]:**

	<u>Regularly</u>	<u>Sometimes</u>	Hardly <u>Ever</u>	<u>Never</u>	Don't <u>Know</u>
a.A "Larry King Live"					
May, 2008	6	21	16	57	*=100
April, 2006	4	21	16	59	*=100
April, 2004	5	22	17	56	*=100
April, 2002	5	22	15	58	*=100
April, 1998	4	20	15	61	*=100
b.A "Countdown" with Keith Olbermann					
May, 2008	3	8	7	81	1=100
c.A "Hannity & Colmes"					
May, 2008	7	11	7	74	1=100
d.A "The Daily Show" with Jon Stewart					
May, 2008	5	18	14	62	1=100
April, 2006	6	15	11	68	*=100
April, 2004	3	12	10	75	*=100
April, 2002	2	10	8	79	1=100
e.A Rush Limbaugh's radio show					
May, 2008	5	9	9	76	1=100
April, 2006	5	10	9	76	*=100
April, 2004	6	10	10	74	*=100
April, 2002	4	10	9	77	*=100
April, 1998	5	11	11	73	*=100
June, 1997	5	11	12	71	1=100

¹⁷

Question 30F1 uses the introduction traditionally employed with this set of questions. Question 31F2 uses an experimental wording that explicitly includes visiting a news program's website. Answers to these questions were so similar that they have been combined.

Q.30F1/31F2 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	Hardly <u>Ever</u>	<u>Never</u>	Don't <u>Know</u>
April, 1996	7	11	11	70	1=100
July, 1994	6	20	13	61	*=100

**ASK FORM B ONLY ITEMS f THROUGH j
FORM 1B [N=909] AND FORM 2B [N=930]:**

f.B	“Lou Dobbs Tonight” May, 2008	4	10	10	75	1=100
g.B	“Hardball” with Chris Matthews May, 2008	4	15	12	68	1=100
h.B	“The O’Reilly Factor” with Bill O’Reilly May, 2008	10	19	12	59	*=100
	April, 2006	9	18	11	61	1=100
	April, 2004	8	18	11	63	*=100
	April, 2002	6	14	10	70	*=100
i.B	“The Colbert Report” with Stephen Colbert May, 2008	5	14	10	70	1=100
j.B	Religious radio shows such as "Focus on the Family" May, 2008	6	12	8	73	1=100
	April, 2006	8	15	10	66	1=100
	April, 2004	11	15	10	64	*=100
	April, 2002	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

ASK FORM 1 ONLY [N=1797]:

Q.32F1 Now I'd like to know how often you read certain types of publications. (First,) How often do you read...
[READ AND RANDOMIZE ITEMS a THRU f FOLLOWED BY ITEMS h AND i IN ORDER],
 regularly, sometimes, hardly ever, or never? How about... **[READ ANSWER CHOICES AS NECESSARY]**

ASK FORM 2 ONLY [N=1818]:

Q.33F2 Now I'd like to know how often you read certain types of publications, either in print or online. (First,) how often do you read... **[READ AND RANDOMIZE ITEMS a THRU g FOLLOWED BY ITEMS h and i IN ORDER],** regularly, sometimes, hardly ever, or never? How about... **[READ ANSWER CHOICES AS NECESSARY]**¹⁸

ASK ALL ITEMS a THROUGH f
FORM 1 [N=1797] AND FORM 2 [N=1818]:

	<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					
May, 2008	12	32	17	39	*=100
April, 2006	14	33	17	36	*=100
April, 2004	13	34	18	35	*=100
April, 2002	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					
May, 2008	5	15	14	66	*=100
April, 2006	5	17	12	66	*=100
April, 2004	4	16	14	66	*=100
April, 2002	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

¹⁸ Question 32F1 uses the introduction traditionally employed with this set of questions. Question 33F2 uses an experimental wording that explicitly includes visiting a publication's website. Answers to these questions were so similar that they have been combined.

Q.32F1/33F2 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	Hardly <u>Ever</u>	<u>Never</u>	Don't <u>Know</u>
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
c. The National Enquirer or similar publications ¹⁹					
May, 2008	2	11	10	77	*=100
April, 2006	3	9	9	79	*=100
April, 2004	3	11	9	77	*=100
April, 2002	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 or Us Weekly ²⁰					
May, 2008	8	22	17	53	*=100
April, 2006	8	25	17	50	*=100
April, 2004	7	25	17	51	*=100
April, 2002	6	26	18	50	*=100
April, 2000	6	27	18	49	*=100
April, 1998	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, Harpers or The New Yorker					
May, 2008	2	9	11	78	*=100
April, 2006	2	9	10	79	*=100
April, 2004	2	8	11	79	*=100
April, 2002	2	7	11	80	*=100
April, 2000	2	7	11	80	*=100

¹⁹ In 2006, the item was worded as "The National Enquirer, The Sun, or Star Magazine." In 2004 and earlier, the item was worded as "The National Enquirer, The Sun or The Star."

²⁰ From 1998 to 2006, the item was worded as "Personality magazines such as People." In 1994 and earlier, the item included "Us" magazine.

Q.32F1/33F2 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
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					
May, 2008	2	8	9	81	*=100
April, 2006	2	8	8	81	1=100
April, 2004	2	7	9	82	*=100
April, 2002	2	6	9	83	*=100

ASK FORM 2 ONLY ITEM g [N=1818]

g. Technology magazines such as Wired					
May, 2008 (Form 2)	4	12	8	76	*=100

**ASK ALL ITEMS h THROUGH i
FORM 1 [N=1797] AND FORM 2 [N=1818]:**

h. A daily newspaper					
May, 2008	46	26	9	19	*=100
April, 2006	52	25	8	15	*=100
April, 2004	54	25	8	13	*=100
August, 1999	52	28	13	7	*=100
February, 1997	56	24	9	11	*=100
May, 1993	66	19	7	8	*=100
February, 1992	71	19	5	4	1=100
i. Local weekly community newspapers					
May, 2008	33	27	11	28	1=100
April, 2006	35	27	10	28	*=100
April, 2004	36	26	11	26	1=100

READ FOR ALL:

Now I have a different kind of question...

ASK FORM 1 ONLY [N=1797]:

Q.34F1 Thinking about a typical weekday, do you normally start your morning with some type of news, or not?

	<u>April 2004</u>	<u>April 2002</u>	<u>April 1998</u>
71 Yes	71	68	67
29 No	29	32	33
* Don't know/Refused (VOL.)	*	*	*
100	100	100	100

ASK IF “YES” (Q.34F1=1):

Q.35F1 In the morning, do you mainly get news from television, a print newspaper, the radio or the internet?²¹
[ACCEPT MULTIPLE RESPONSES]

			-----April 2002-----			----- April 1998 -----		
			Morning			Morning		
<u>Total</u>	<u>Audience</u>		<u>Total</u>	<u>News Audience</u>		<u>Total</u>	<u>News Audience</u>	
46	66	Television	43	63		41	60	
14	20	Newspaper	14	21		19	28	
16	23	Radio	18	26		22	33	
8	12	Internet	6	9		2	3	
*	1	Don't know/Refused (VOL.)	*	*		*	*	

(N=1313)

ASK FORM 1 ONLY [N=1797]:

Q.36F1 On weekdays, do you typically get news DURING THE COURSE OF THE DAY, or not?²²

		<u>April 2004</u>	<u>April 2002</u>	<u>April 1998</u>
64	Yes	73	61	74
36	No	27	39	26
*	Don't know/Refused (VOL.)	*	*	*
100		100	100	100

ASK IF “YES” (Q.36F1=1):

Q.37F1 During the course of the day, do you mainly get news from television, a print newspaper, the radio or the internet?²³ **[ACCEPT MULTIPLE RESPONSES]**

			-----April 2002-----			----- April 1998 -----		
			Daytime			Daytime		
<u>Total</u>	<u>Audience</u>		<u>Total</u>	<u>News Audience</u>		<u>Total</u>	<u>News Audience</u>	
28	44	Television	35	58		41	58	
11	17	Newspaper	17	28		25	35	
18	28	Radio	15	24		22	31	
21	33	Internet	7	12		4	5	
1	1	Don't know/Refused (VOL.)	*	1		*	*	

(N=1166)

²¹ In 2002 and 1998, the question was worded “Is your morning news mainly from television, the newspaper, radio, or the internet?”

²² In 2004 and earlier, the question was worded “...typically read, watch , or listen to the news...” In 1998 the question began: “Again, thinking about a typical weekday...”

²³ In 2002 and 1998, the question was worded “At that time, do you mainly get news from television, the newspaper, radio, or the internet?”

ASK FORM 1 ONLY [N=1797]:

Q.38F1 On weekdays, do you typically get news AROUND THE DINNER HOUR, or not?²⁴

		<u>April 2004</u>	<u>April 2002</u>	<u>April 1998</u>
56	Yes	60	55	63
43	No	40	45	37
<u>1</u>	Don't know/Refused (VOL.)	<u>*</u>	<u>*</u>	<u>*</u>
100		100	100	100

ASK IF "YES" (Q.38F1=1):

Q.39F1 Around the time of the dinner hour, do you mainly get news from television, a print newspaper, the radio or the internet?²⁵ [ACCEPT MULTIPLE RESPONSES]

Dinner Hour News			-----April 2002-----		----- April 1998 -----	
<u>Total</u>	<u>Audience</u>		<u>Total</u>	<u>News Audience</u>	<u>Total</u>	<u>News Audience</u>
49	88	Television	50	92	54	90
3	6	Newspaper	5	9	7	11
3	6	Radio	3	5	4	7
4	6	Internet	1	2	1	2
*	1	Don't know/Refused (VOL.)	*	*	*	*
(N=1066)						

ASK FORM 1 ONLY [N=1797]:

Q.40F1 On weekdays, do you typically get news LATE IN THE EVENING, or not?²⁶

		<u>April 2004</u>	<u>April 2002</u>	<u>April 1998</u>
63	Yes	63	60	61
37	No	37	40	39
<u>*</u>	Don't know/Refused (VOL.)	<u>*</u>	<u>*</u>	<u>*</u>
100		100	100	100

²⁴ In 2004 and earlier, the question was worded "...typically read, watch , or listen to the news..." In 1998 the question began: "And on a typical weekday, do you normally..."

²⁵ In 2002 and 1998, the question was worded "At that time, do you mainly get news from television, the newspaper, radio, or the internet?"

²⁶ In 2004 and earlier, the question was worded "...typically read, watch , or listen to the news..." In 1998 the question began: "On a typical weekday, do you normally..."

ASK IF “YES” (Q.40F1=1):

Q.41F1 Late in the evening, do you mainly get news from television, a print newspaper, the radio or the internet?²⁷
[ACCEPT MULTIPLE RESPONSES]

Late Evening News			-----April 2002-----			----- April 1998 -----		
<u>Total</u>	<u>Audience</u>		<u>Total</u>	<u>News Audience</u>		<u>Total</u>	<u>News Audience</u>	
55	89	Television	55	91		55	94	
3	5	Newspaper	6	10		5	9	
2	2	Radio	2	3		2	3	
7	12	Internet	4	6		1	2	
*	*	Don't know/Refused (VOL.)	*	*		0	0	

(N=1145)

ASK ALL:

Q.42 Thinking about a typical weekday OVERALL, do you get most of your news from television, print newspapers, the radio or the internet? **[IF RESPONDENT NAMES MORE THAN ONE SOURCE, PROBE WITH: If you had to say just one, which one is your main source of news?]**

<u>Total</u>	<u>Form1</u>	<u>Form2</u>	
54	59	50	Television
13	12	17	Newspaper
12	12	11	Radio
18	14	18	Internet
1	1	2	Other
<u>2</u>	<u>2</u>	<u>2</u>	Don't know/Refused (VOL.)
100	100	100	

ASK ALL:

Just in general...

Q.43 How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

		<u>April 2006</u>	<u>April 2004</u>	<u>May 2002</u>	<u>April 2002</u>	<u>April 2000</u>	<u>April 1998</u>	<u>June 1995</u>	<u>Feb 1994</u>
52	A lot	52	52	52	48	45	50	54	53
32	Some	34	37	37	36	40	37	34	35
10	Not Much	9	7	7	11	12	11	8	9
5	Not at all	4	3	3	4	3	2	3	2
<u>1</u>	Don't know/Refused (VOL.)	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>*</u>	<u>*</u>	<u>1</u>	<u>1</u>
100		100	100	100	100	100	100	100	100

²⁷

In 2002 and 1998, the question was worded “At that time, do you mainly get news from television, the newspaper, radio, or the internet?”

ASK ALL:

Q.44 When getting news, what's more important to you **[READ AND ROTATE]**...

62 Getting an overview of the top news of the day
 OR
 27 Getting news about topics of particular interest to you
 8 Both **(VOL. DO NOT READ)**
3 Don't Know/Refused **(VOL. DO NOT READ)**
 100

NO QUESTION 45**ASK FORM 2 ONLY [N=1818]:**

Q.46F2 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>
May, 2008	17	23	19	41	*=100
April, 2006	20	22	22	36	*=100
April, 2004	17	23	22	38	*=100
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

ASK FORM 1 ONLY [N=1797]:

Q.47F1 Some people get their news from just a few publications, programs and websites. Others get information from many different sources. How about you...do you mostly rely on a few sources for news, or do you get your news from many different sources?

51 Mostly rely on a few sources
 46 Get news from many different sources
 1 Other **(VOL.)**
2 Don't Know/Refused **(VOL.)**
 100

ASK ALL:

Q.48 Do you ever go online to access the internet or to send and receive email?²⁸

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
May, 2008 ²⁹	67	33	*=100
April, 2006	67	33	*=100
April, 2004	66	34	*=100
April, 2002	62	38	0=100
April, 2000	54	46	*=100
April, 1998	36	64	0=100
April, 1996	21	79	*=100
June, 1995	14	86	*=100

ASK ALL INTERNET USERS (Q.48=1) [N=2331]:

Q.49 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?³⁰

		<u>April 2006</u>	<u>April 2004</u>	<u>April 2002</u>	<u>April 2000</u>	<u>April 1998</u>	<u>June 1995</u>
37	Every day	27	27	25	27	18	6
18	3-5 days per week	20	18	16	15	17	9
16	1-2 days per week	17	15	16	19	20	15
8	Once every few weeks	12	12	13	12	15	13
13	Less often	16	17	21	18	21	28
8	No/Never (VOL.)	8	11	9	9	9	29
*	Don't know/Refused (VOL.)	*	*	*	*	*	*
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

²⁸ From April 1996 on, the results of this question are only shown for biennial media surveys, although the question has been asked more frequently. Since 2004, the online use question has been asked of all respondents (in previous years it was asked only of those who identified themselves as computer users). This modification was made to adjust to changes in technology and means of access to the internet, and increased the percent who were classified as internet users by 1-2 percentage points. In 2004, 2002, and 2000, the online use question asked "Do you ever go online to access the internet or World Wide Web or to send and receive email?" In 1998 and 1996, the question asked "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?" 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?

²⁹ Pew has found that estimates for internet use are sensitive to placement within a survey and to other content in the questionnaire. The estimate in this survey was weighted to 67%, the same as in the 2006 media consumption survey. Data from the Pew Internet & American Life Project indicate that there has been little change in overall internet use since 2006.

³⁰ From 1998 on, the results of this question are only shown for biennial media surveys, although the question was asked multiple times from 1998 through 2000.

ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) AND FORM 2 [N=1055]:

Q.50F2 What websites do you use to get news and information? Just name a few of the websites that you go to the MOST often. [OPEN END; CODE UP TO THREE RESPONSES; DO NOT NEED TO TYPE “.com” EXTENSION]

		Trend for comparison	
		<u>April 2006</u> ³¹	
28	Yahoo	31	MSN/NBC
19	MSN/Microsoft	23	Yahoo
17	CNN	23	CNN
11	Google	9	Google
10	MSNBC/NBC	8	AOL
8	AOL	8	Fox
7	Fox	5	New York Times
4	New York Times	5	USA Today
4	Local news website	4	ESPN/Sports-related website
2	BBC	4	ABC
2	ESPN/other sports-related website	3	Drudge Report
2	ABC	3	Comcast/Cox Cable Homepage
2	Drudge Report	2	BBC
2	CNBC	2	Washington Post
2	Wall Street Journal	1	CBS
2	USA Today	1	Los Angeles Times
2	Washington Post	1	Wall Street Journal
2	Internet service provider	39	Other websites
1	CBS	1	Don't like/Misunderstood question
25	Other website	7	Don't Know/Refused
10	Misunderstood/Don't know/Refused		

ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) [N=2140]:

Q.51 Thinking about the news you get online, what do you do more often [READ AND ROTATE]...

- 50 Follow links to specific news stories from websites, search engines, or emails
OR
41 Go directly to the home pages of news organizations
4 Both (**VOL. DO NOT READ**)
5 Don't Know/Refused (**VOL. DO NOT READ**)
100

³¹ Results from 2006 are based on the broader category of all internet users. Also, in 2006, the MSN/NBC category included references to NBC, MSNBC, CNBC and MSN. In 2008, MSN and Microsoft are coded together, MSNBC and NBC are coded together and CNBC has its own category. The 2006 category for “Comcast/Cox Cable homepages” is replaced in 2008 with an “Internet service provider” category.

ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) [N=2140]:

Q.52 Have you ever used search engines such as Google or Yahoo to search for news stories on a particular subject you are interested in? **[IF YES]** How often do you do this, every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

		April <u>2006</u>	April <u>2004</u>
13	Yes, Every day	10	7
18	Yes, 3-5 days per week	14	12
22	Yes, 1-2 days per week	20	15
18	Yes, Once every few weeks	21	18
12	Yes, Less often	15	18
17	No, Never done this	20	30
*	Don't know/Refused (VOL.)	*	*
<u>100</u>		<u>100</u>	<u>100</u>

ASK IF SEARCH FOR NEWS (Q.52=1-5)[N=1765]:

Q.53 When you search for news stories using a search engine, do you often find yourself going to websites that are unfamiliar to you, or not?

48	Yes, often go to unfamiliar sites
51	No, not on unfamiliar sites
<u>1</u>	Don't know/Refused (VOL.)
<u>100</u>	

ASK IF INTERNET USER (Q.48=1) AND FORM 2 [N=1150]:

Q.54F2 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?

		April <u>2006</u>	April <u>2004</u>	April <u>2002</u>	April <u>1998</u> ³²	October <u>1996</u>
73	Yes	76	73	65	54	53
26	No	24	27	35	45	45
<u>1</u>	Don't know/Refused (VOL.)	*	*	*	<u>1</u>	<u>2</u>
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

³²

In 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 the question was worded: "When you go on-line are you ever EXPOSED to news and information on current events, public issues or politics when you may have been going on-line for a purpose other than to get the news?"

ASK ALL INTERNET USERS (Q.48=1) [N=2331]:

Q.55 Have you ever received a news story in your email from a friend or associate? **[IF YES, ASK: Has this happened in the past week?]**

ASK IF 'YES, IN PAST WEEK' (Q.55=2):

Q.55a Did this happen today or yesterday, or not?³³

		<u>April 2006</u>	<u>June 1995</u>
68	Yes, ever	61	35
12	Today or yesterday	–	–
15	Past week	26	8
41	Less recently/Don't know when	35	27
32	No	38	64
*	Don't know/Refused	<u>1</u>	<u>1</u>
100		100	100

ASK ALL INTERNET USERS (Q.48=1) [N=2331]:

Q.56 Have you ever sent a news story by email to a friend or associate? **[IF YES, ASK: Have you done this in the past week?]**

ASK IF 'YES, IN PAST WEEK' (Q.56=2):

Q.56a Did you do this today or yesterday, or not?

		<u>April 2006</u>
47	Yes, ever	40
7	Today or yesterday	–
7	Past week	14
33	Less recently/Don't know when	26
53	No	60
*	Don't know/Refused	<u>*</u>
100		100

ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) [N=2140]:

Q.57 Do you... **[READ AND RANDOMIZE]:**

		<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
a.	Receive alerts or summaries about the news in your email, or not	25	75	*=100
b.	Have an RSS reader that includes news items, or not	12	81	7=100
c.	Have a customizable webpage, like iGoogle or My Yahoo, that includes news items, or not	36	63	1 =100

NO QUESTION 58

³³

This question was also asked in November 1998 (not shown). Prior to 2006, this question was worded: "Have you ever received an electronic news clipping or news story from a friend or associate?"

ASK Q.59a,b OF ALL INTERNET USERS (Q.48=1); ASK Q.59c-g OF THOSE WHO EVER GET NEWS ONLINE (Q.49=1-5):

Q.59 How often do you [INSERT ITEM; READ IN ORDER]? **READ FOR FIRST ITEM THEN AS NECESSARY:** Do you do this regularly, sometimes, hardly ever, or never?

BASED ON THOSE WHO EVER GET NEWS ONLINE (Q.49=1-5) [N=2,140]:

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a. Read blogs about politics or current events	15	21	29	35	*=100
b. Read online magazines, such as Salon or Slate	3	6	9	82	*=100
c. Look at lists of the most-read, most-emailed or most-blogged stories on news websites	8	21	19	51	1=100
d. Read comments about news stories posted online by other people	7	25	23	45	*=100
e. Post comments about news stories online	2	9	14	75	*=100
f. Watch news programs or video clips online	15	39	23	23	*=100
g. Listen to newscasts or news items online	9	31	24	36	*=100

ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) [N=2140]:

Q.60 Some news organization websites let readers post photos, video or information about their communities to the site. Have you ever done this, or not?

6 Yes
94 No
* Don't know/Refused (VOL.)
100

ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) [N=2140]:

Q.61 Have you ever used news-ranking websites such as reddit.com or digg.com to find news stories, or not?

ASK IF "YES" (Q.61=1):

Q.61a Have you ever listed or tagged a news story on a news ranking website?

5 Yes
2 Yes, ever listed or tagged
3 No, never listed or tagged
0 Don't Know/Refused (VOL.)
95 No
* Don't know/Refused (VOL.)
100

ASK ALL INTERNET USERS (Q.48=1) [N=2331]:

Q.62 Do you have a profile on MySpace, Facebook or another social networking site, or not?

		December
		<u>2007³⁴</u>
32	Yes	30
68	No	70
*	Don't know/Refused (VOL.)	0
<u>100</u>		100

ASK IF HAVE SOCIAL NETWORKING PROFILE (Q.62=1) [N=574]:

Q.63 How often do you visit the social networking website where you have a profile? Several times a day, about once a day, every few days, once a week or less often?

20	Several times a day
21	About once a day
18	Every few days
15	Once a week
26	Less often
*	Don't know/Refused (VOL.)
<u>100</u>	

ASK IF HAVE SOCIAL NETWORKING PROFILE (Q.62=1) [N=574]:

Q.64 How often do you get information about local, national or international news through social networking pages? [READ]:

10	Regularly
20	Sometimes
27	Hardly ever
43	Never
*	Don't know/Refused (VOL.–DO NOT READ)
<u>100</u>	

ASK IF HAVE SOCIAL NETWORKING PROFILE (Q.62=1) [N=574]:

Q.65 How often do you share information about local, national or international news on your social networking page? [READ]

6	Regularly
18	Sometimes
19	Hardly ever
57	Never
*	Don't know/Refused (VOL.–DO NOT READ)
<u>100</u>	

NO QUESTION 66

³⁴ In December 2007, the question asked: "Do you ever use online social networking sites like MySpace or Facebook?"

On a different subject...

**ASK FORM A ONLY AND IF RESPONDENT REGULARLY READS DAILY NEWSPAPER (Q.2=1)
[N=1053]:**

Q.67A How much would you miss reading the newspaper, if newspapers were no longer available? **[READ CATEGORIES]**

		April <u>2002</u>	April <u>1998</u>	June <u>1995</u>	Feb <u>1994</u>
59	A lot	57	60	58	67
22	Some	26	25	27	21
11	Not much-- OR --	10	10	10	8
7	Not at all	7	4	4	4
<u>1</u>	Don't know/Refused (VOL. DO NOT READ)	<u>*</u>	<u>1</u>	<u>1</u>	<u>*</u>
100		100	100	100	100

**ASK FORM B ONLY AND IF RESPONDENT REGULARLY READS DAILY NEWSPAPER (Q.2=1)
[N=1117]:**

Q.68B How much would you miss reading the newspaper in print, if print versions of newspapers were no longer available? **[READ CATEGORIES]**

58	A lot
20	Some
10	Not much -- OR --
11	Not at all
<u>1</u>	Don't know/Refused (VOL.--DO NOT READ)
100	

**ASK FORM 1 ONLY AND IF RESPONDENT REGULARLY WATCHES NETWORK EVENING NEWS
(Q.5F1=1) [N=835]:**

Q.69F1 How much would you miss watching the network evening news, if it were no longer on the air? **[READ CATEGORIES]**

		<u>April 2002</u>
69	A lot	62
18	Some	25
7	Not much -- OR --	7
5	Not at all	5
<u>1</u>	Don't know/Refused (VOL.--DO NOT READ)	<u>1</u>
100		100

ASK IF EVER GETS NEWS ONLINE (Q.49=1-5) [N=2140]:

Q.70 How much would you miss getting news online, if it were no longer available? **[READ CATEGORIES]**

43	A lot
22	Some
19	Not much -- OR --
16	Not at all
<u>*</u>	Don't know/Refused (VOL.--DO NOT READ)
100	

ASK ALL:

RANDOMIZE Q.71 THROUGH Q.73

Next I would like to ask you about some things that have been in the news. Not everyone will have heard about them...

Q.71 Do you happen to know which political party has a majority in the U.S. House of Representatives?³⁵

	<u>Democrats</u>	<u>Republicans</u>	<u>DK/Refused</u>
May, 2008	53	15	32=100
February, 2007	76	10	14=100
October, 2006	4	58	38=100
April, 2006	6	64	30=100
April, 2004	8	56	36=100
June, 2001	34	31	35=100
August, 1999	8	55	37=100
December, 1998	11	56	33=100
June, 1997	6	50	44=100
April, 1996	8	70	22=100
June, 1995	5	73	22=100
July, 1994	60	18	22=100
February, 1994	58	15	27=100
September, 1992	46	9	45=100
June, 1992	44	12	44=100
May, 1992	49	12	39=100
May, 1989	68	16	16=100

ASK ALL:

RANDOMIZE Q.71 THROUGH Q.73

Q.72 Can you tell me the name of the current U.S. Secretary of State?³⁶

		<u>April</u>	<u>Dec</u>	<u>April</u>
		<u>2006</u>	<u>2004</u>	<u>2002</u>
42	Condoleezza Rice/Condi/Rice (<i>Correct</i>)	43	43	48
3	Any other person	6	5	6
<u>55</u>	No, Don't know/Refused	<u>51</u>	<u>52</u>	<u>46</u>
100		100	100	100

Colin Powell

³⁵ Correct responses highlighted in bold. In February 2008, August 2007, and February 2007 this was asked as a closed-ended question, with response options for Democrats and Republicans (read and rotated). In May 1989 the question was worded "As a result of the election last year which party now has the most members in the U.S. House of Representatives in Washington?"

³⁶ In April 2006 and April 2002 the question was worded: "Can you tell me the name of the current Secretary of State?" In December 2004 the question was worded: "Can you tell me the name of the person George W. Bush has nominated to replace Colin Powell as Secretary of State?"

ASK ALL:

RANDOMIZE Q.71 THROUGH Q.73

Q.73 Who is the current prime minister of Great Britain? Is it... **[READ AND RANDOMIZE]**

- 28 Gordon Brown (*Correct*)
- 5 Rupert Murdoch
- 4 Robert Gates
- 5 John Howard
- 58 No/Can't say/Don't know/Other incorrect (**VOL.–DO NOT READ**)
- 100

ASK ALL:

Q.74 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, radio or the internet...? First, **[READ AND RANDOMIZE]** do you follow this **[READ RESPONSE OPTIONS AS NECESSARY]**³⁷

		<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not at all Closely</u>	<u>Don't Know</u>
ASK ALL ITEMS a THROUGH d:						
a.	News about political figures and events in Washington					
	May, 2008	21	45	19	14	1=100
	April, 2006	17	45	21	16	1=100
	April, 2004	24	45	17	14	*=100
	April, 2002	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.	Business and finance					
	May, 2008	16	35	23	25	1=100
	April, 2006	14	34	25	27	*=100
	April, 2004	14	37	24	25	*=100
	April, 2002	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
c.	International affairs					
	May, 2008	16	42	22	19	1=100
	April, 2006	17	45	19	19	*=100
	April, 2004	24	44	16	16	*=100
	April, 2002	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
d.	Local government					
	May, 2008	20	43	20	17	*=100
	April, 2006	20	45	18	17	*=100

³⁷

In April 2006 "the internet" was added to the question wording.

Q.74 CONTINUED...

	<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not at all Closely</u>	<u>Don't Know</u>
April, 2004	22	42	20	16	*=100
April, 2002	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

ASK FORM 1A ONLY ITEMS e THROUGH g [N=888]:

e.F1a Sports

May, 2008	20	24	18	38	*=100
April, 2006	23	25	19	33	*=100
April, 2004	25	27	17	31	*=100
April, 2002	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

f.F1a Religion

May, 2008	17	29	22	31	1=100
April, 2006	16	31	24	28	1=100
April, 2004	20	35	22	23	*=100
April, 2002	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.F1a People and events in your own community

May, 2008	22	44	20	13	1=100
April, 2006	26	45	15	13	1=100
April, 2004	28	45	16	11	*=100
April, 2002	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

ASK FORM 1B ONLY ITEMS h THROUGH k [N=909]:

h.F1b Entertainment

May, 2008	10	38	27	24	1=100
April, 2006	12	38	28	22	*=100
April, 2004	15	42	25	18	*=100
April, 2002	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.F1b Consumer news

May, 2008	13	44	22	21	*=100
April, 2006	12	41	23	23	1=100
April, 2004	13	46	21	19	1=100
April, 2002	12	41	25	22	*=100
April, 2000	12	45	24	18	1=100
April, 1998	15	46	22	17	*=100

Q.74 CONTINUED...

		<u>Very Closely</u> 14	<u>Somewhat Closely</u> 45	<u>Not Very Closely</u> 26	<u>Not at all Closely</u> 15	<u>Don't Know</u> *=100
	April, 1996					
j.F1b	Travel May, 2008	6	25	30	39	*=100
k.F1b	The environment May, 2008	21	47	18	14	*=100

ASK FORM 2A ONLY ITEMS I THROUGH n [N=888]:

l.F2a	Science and technology May, 2008	13	37	26	23	1=100
	April, 2006	15	40	22	23	*=100
	April, 2004	16	42	21	21	*=100
	April, 2002	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
m.F2a	Celebrity news May, 2008	7	26	30	36	1=100
n.F2a	Crime May, 2008	28	40	20	11	1=100
	April, 2006	29	43	15	12	1=100
	April, 2004	32	45	14	8	1=100
	April, 2002	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

ASK FORM 2B ONLY ITEMS o THROUGH r [N=930]:

o.F2b	Culture and the arts May, 2008	11	27	27	34	1=100
	April, 2006	9	32	26	33	*=100
	April, 2004	10	33	27	29	1=100
	April, 2002	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
p.F2b	The weather May, 2008	48	33	10	8	1=100
	April, 2006	50	35	9	6	*=100
	April, 2004	53	34	8	5	*=100
q.F2b	Education and schools May, 2008	23	40	20	17	*=100
r.F2b	Health news May, 2008	20	40	21	19	*=100
	April, 2006	24	47	15	14	*=100

Q.74 CONTINUED...

	Very <u>Closely</u>	Somewhat <u>Closely</u>	Not Very <u>Closely</u>	Not at all <u>Closely</u>	Don't <u>Know</u>
April, 2004	26	46	14	13	1=100
April, 2002	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

ASK ALL:

RANDOMIZE SUBJECT OF QUESTIONS 75 THROUGH 78B, KEEPING QUESTION WORDING IN ORDER³⁸

Q.75 Which of the following two statements best describes you: "I follow INTERNATIONAL news closely ONLY when something important is happening" OR "I follow INTERNATIONAL news closely most of the time, whether or not something important is happening"?

		April <u>2006</u>	April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	April <u>1998</u>
56	Follow INTERNATIONAL news closely ONLY when something important is happening	58	47	61	64	63
39	Follow INTERNATIONAL news closely MOST of the time	39	52	37	33	34
<u>5</u>	Don't know/Refused (VOL.)	<u>3</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>3</u>
100		100	100	100	100	100

ASK ALL:

RANDOMIZE SUBJECT OF QUESTIONS 75 THROUGH 78B, KEEPING QUESTION WORDING IN ORDER

Q.76 I'd like to ask the same question, but about NATIONAL news...Which best describes you: "I follow NATIONAL news closely ONLY when something important is happening" OR "I follow NATIONAL news closely most of the time, whether or not something important is happening"?

		April <u>2006</u>	April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	April <u>1998</u>
41	Follow NATIONAL news closely ONLY when something important is happening	43	43	45	50	46
55	Follow NATIONAL news closely MOST of the time	55	55	53	48	52
<u>4</u>	Don't know/Refused (VOL.)	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
100		100	100	100	100	100

³⁸ In April 2002 and earlier the Q.56-Q.58 series included the words "... something important or *interesting* is happening." Also in previous years, the questions were rotated and did not include the transitions presented here.

ASK FORM A ONLY [N=1776]:

RANDOMIZE SUBJECT OF QUESTIONS 75 THROUGH 78B, KEEPING QUESTION WORDING IN ORDER

Q.77A And just once more about LOCAL COMMUNITY news...Which best describes you: "I follow LOCAL COMMUNITY news closely ONLY when something important is happening" OR "I follow LOCAL COMMUNITY news closely most of the time, whether or not something important is happening"?

		April 2006	April 2004	April 2002	April 2000	April 1998
40	Follow LOCAL COMMUNITY news closely ONLY when something important is happening	41	43	41	40	38
57	Follow LOCAL COMMUNITY news closely MOST of the time	57	55	56	58	61
<u>3</u>	Don't know/Refused (VOL.)	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>1</u>
100		100	100	100	100	100

ASK FORM B ONLY [N=1839]:

RANDOMIZE SUBJECT OF QUESTIONS 75 THROUGH 78B, KEEPING QUESTION WORDING IN ORDER

Q.78B And just once more about LOCAL news...Which best describes you: "I follow LOCAL news closely ONLY when something important is happening" OR "I follow LOCAL news closely most of the time, whether or not something important is happening"?

33	Follow LOCAL news closely ONLY when something important is happening
64	Follow LOCAL news closely MOST of the time
<u>3</u>	Don't know/Refused (VOL.)
100	

ASK ALL:

Q.79 Thinking about ALL of the news sources you use, what ONE [RANDOMIZE ORDER: program, publication or website] do you rely on most? [ACCEPT UP TO THREE RESPONSES, BUT DO NOT PROBE FOR MORE THAN ONE; BE SURE TO NOTE ".COM" OR "ONLINE" IF RESPONDENT SAYS IT]³⁹

NO QUESTION 80

ASK FORM 1 ONLY [N=1797]:

Q.81F1 Is it pretty easy for you to find time to get the news, or are you often too busy to keep up with the news?

68	Pretty easy to find time
30	Often too busy
<u>2</u>	Don't know/Refused (VOL.)
100	

³⁹ The results from this question were used for qualitative analysis only. Respondents' answers will be included in the dataset when it is publicly released.

ASK FORM 2 ONLY [N=1818]:

Q.82F2 Would you say you often feel overloaded with the amount of news available these days, or not?

38	Yes
60	No
<u>2</u>	Don't know/Refused (VOL.)
100	

ASK FORM 2 ONLY [N=1818]:

Q.83F2 Do you like having the news on in the background while you do other things, or not?

55	Yes, like having news on in background
43	No, don't like having news on in background
<u>2</u>	Don't know/Refused (VOL.)
100	

ASK ALL:

Q.84 Are you more the kind of person who gets the news at regular times, or are you more the kind of person who checks in on the news from time to time?⁴⁰

		April <u>2006</u>	April <u>2004</u>	April <u>2002</u>
45	Gets news at regular times	50	52	49
51	Checks in from time to time	48	46	48
2	Neither (VOL.)	1	1	2
<u>2</u>	Don't know/Refused (VOL.)	<u>1</u>	<u>1</u>	<u>1</u>
100		100	100	100

ASK IF 'REGULAR TIMES' (Q.84=1) [N=1778]:

Q.85. In addition to getting the news at regular times, do you also find yourself checking in on the news from time to time? [IF YES: Would you say you check in on the news several times a day, once or twice a day, or less often?]

BASED ON TOTAL [N=3615]

10	Yes, Several times a day
15	Yes, Once or twice a day
7	Yes, Less often
12	No, Don't find myself checking in
<u>1</u>	Don't Know/Refused (VOL.)
45	

⁴⁰ In 2006 and earlier the question wording was: "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?"

ASK IF 'CHECKS IN FROM TIME TO TIME' (Q.84=2) ASK [N=1717]:

Q.86 How often do you check in on the news? **[READ]**

BASED ON TOTAL [N=3615]

14	Several times a day
24	Once or twice a day
13	Less often
*	Don't know/Refused (VOL.-DO NOT READ)
51	

ASK ALL:

Q.87 Which comes closer to describing your view of the news media **[READ AND ROTATE]**

		<u>April</u> <u>2006</u>	<u>April</u> <u>2004</u>
43	All the news media are pretty much the same to me OR	45	45
53	There are a few news sources I trust more than others	52	54
4	Don't know/Refused (VOL.-DO NOT READ)	3	1
100		100	100

ASK ALL:

Q.88 Thinking about the different kinds of political news available to you, what do you prefer ...
[READ, ROTATE]

		<u>Dec</u> <u>2007</u>	<u>April</u> <u>2006</u>	<u>Early</u> <u>Jan</u> <u>2004</u>
23	Getting news from sources that share YOUR political point of view OR	23	23	25
	Getting news from sources that DON'T have a particular political			
66	point of view	67	68	67
11	Don't know/Refused (VOL. DO NOT READ)	10	9	8
100		100	100	100

ASK ALL:

Q.89 What do you find gives you the best understanding of major news events? **[READ AND ROTATE]**

		<u>April 2004</u>
45	Reading or hearing the facts about what happened OR	40
48	Seeing pictures and video showing what happened	55
7	Don't know/Refused (VOL.-DO NOT READ)	5
100		100

ASK ALL:

On another subject...

Q.90 Do you currently live in an area where you could get Cable TV if you wanted it?

		April 2006	Mar 2005	April 2004	April 2002	April 2000	April 1998	April 1996	Feb 1994
92	Yes	92	90	91	92	91	91	92	89
8	No	8	9	8	8	9	9	8	10
*	Don't know/Refused (VOL.)	*	1	1	*	*	*	*	1
100		100	100	100	100	100	100	100	100

ASK IF YES (Q.90=1):

Q.91 Do you currently subscribe to Cable TV?

BASED ON TOTAL [N=3615]:

		April 2006	Mar 2005	April 2004	April 2002	April 2000	April 1998	April 1996	Feb 1994
62	Yes	63	62	64	66	67	67	69	64
30	No	29	28	27	26	24	24	23	25
8	Don't know/Refused/No cable access	8	10	9	8	9	9	8	11
100		100	100	100	100	100	100	100	100

ASK ALL:

Q.92 Do you currently subscribe to a satellite television service such as DirecTV or the Dish Network?

TREND FOR COMPARISON*Do you happen to have a satellite dish, or not?*

		April 2006	Mar 2005	April 2004	April 2002	April 2000	June 1995 ⁴¹	Feb 1994
33	Yes	28	26	25	21	18	6	4
66	No	71	74	74	79	82	94	96
1	Don't know/Refused (VOL.)	1	*	1	*	*	*	*
100		100	100	100	100	100	100	100

⁴¹

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.]

ASK ALL:

Q.93 Do you have any type of personal computer, including laptops, in your home?⁴²

		April <u>2006</u>	Mar <u>2005</u>	April <u>2004</u>	April <u>2002</u>	April <u>2000</u>	Nov <u>1998</u>	June <u>1995</u>	Feb <u>1994</u>
77	Yes	73	72	73	65	59	43	36	31
23	No	27	28	27	35	41	57	64	69
*	Don't know/Refused	*	*	0	*	*	*	*	0
100		100	100	100	100	100	100	100	100

ASK IF "YES" (Q.93=1):

Q.93a Do you have access to the internet from your home computer? **[IF YES:]** Does the modem you use at home use a dial-up connection through a standard telephone line or do you have a high-speed internet connection such as a cable or DSL line?

			-----April 2006-----		
		Those with home computer			Those with home computer
Total			Total		
12	16	Yes, dial-up standard telephone line	21	29	
58	75	Yes, high-speed connection	45	62	
1	1	Yes, other/don't know (VOL.)	1	2	
5	6	No internet access at home	5	6	
1	2	Don't know/Refused (VOL.)	1	1	
23	=	No computer at home (No/DK in Q.93)	27	=	
100	100		100	100	

(N=2,826)

ASK ALL:

Q.94 Do you happen to have **[INSERT ITEM, IN ORDER]**, or not? How about... **[NOTE: IF RESPONDENT SAYS S/HE HAS BOTH A CELL PHONE AND A BLACKBERRY IN THE SAME DEVICE, COUNT RESPONDENT AS HAVING BOTH A CELL PHONE AND A BLACKBERRY (Q.94a=1, Q.94b=1).]**

		<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a.	A cell phone ⁴³			
	May, 2008	83	17	*=100
	April, 2006	74	26	*=100
	Mid-October, 2004	66	33	1=100
	April, 2004	68	32	*=100
	June, 2003	61	39	*=100
	April, 2002	64	36	*=100
	April, 2000	53	47	*=100
	June, 1995	24	76	*=100

⁴² In 2000 the question included "...These do not include game machines such as Nintendo or Sega." 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."

⁴³ May 2008 survey included interviews conducted over a cell phone--those respondents were not asked Q.94a, but are included here. In 1995, the question was worded: "Do you have a car phone or cellular telephone?"

Q.94 CONTINUED...

		<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
b.	A Blackberry, iPhone or other similar device ⁴⁴			
	May, 2008	15	84	1=100
	April, 2006	12	86	2=100
	April, 2004	14	83	3=100
	April, 2002	11	87	2=100
	April, 2000	5	91	4=100
c.	A DVR, such as a Tivo that can record TV programs you select ⁴⁵			
	May, 2008	35	64	1=100
	April, 2006	23	76	1=100
	April, 2004	13	86	1=100
	April, 2002	3	96	1=100
d.	A satellite radio subscription through X-M or Sirius radio			
	May, 2008	14	85	1=100
	April, 2006	10	89	1=100
e.	An iPod or other MP3 player ⁴⁶			
	May, 2008	41	59	*=100
	April, 2006	25	75	*=100

ASK CELL PHONE SAMPLE ONLY [N=813]:

Q.95 Is a cell phone your only phone, or do you also have a regular phone where you currently live?
[INTERVIEWER: IF R ASKS WHAT IS MEANT BY "REGULAR PHONE, SAY: "A regular telephone is sometimes called a "landline" or a phone that is wired to a jack in the wall.] 47

49 Only phone
51 Have regular phone at home
0 Don't know/Refused (**VOL.**)
100

SUMMARY OF TELEPHONE STATUS:

18 Landline only
14 Cell phone only
68 Both landline and cell
100

⁴⁴ In 2006 and 2004 the item was worded: "A Palm Pilot, Blackberry or other similar product." In 2002 the item was worded: "A Palm Pilot or other similar product." In 2000 the item was worded: "A Palm Pilot."

⁴⁵ In 2006 and 2004 the item was worded as: "A digital video recorder like TiVo that automatically records TV programs you select." In 2002 the item was worded as: "A smart TV product like TiVo or UltimateTV."

⁴⁶ In 2006 the item was worded as "An iPod or other portable digital music player."

⁴⁷ Results for question 95 and the summary of telephone status are weighted to match estimates of telephone usage patterns from the 2007 National Health Interview Survey.

ASK IF BLACKBERRY, ETC. OWNER (Q.94b=1) ASK:

Q.96 Do you receive news headlines or read news reports on your cell phone, Blackberry, iPhone or other similar device, or not?

ASK IF "YES" (Q.96=1):

Q.96a How often do you get news this way? [READ]

ASK IF CELL PHONE AND NOT BLACKBERRY, ETC. (Q.94a=1 AND Q.94b=2,9) OR IN CELL PHONE SAMPLE AND NOT BLACKBERRY, ETC. (Q.94B=2,9):

Q.97 Do you receive news headlines or read news reports on your cell phone, or not?

ASK IF "YES" (Q.97=1):

Q.97a How often do you get news through your cell phone? [READ]

**BASED ON MOBILE DEVICE (CELL PHONE OR BLACKBERRY/iPHONE ETC.) OWNERS
[N=3049]**

		<u>April 2006</u> ⁴⁸
11	Yes	8
	4 Every day	3
	3 A few times a week [OR]	2
	4 Less often	3
	* Don't know/Refused (VOL.-DO NOT READ)	*
89	No	92
*	Don't know/Refused (VOL.)	*
100		100

ASK IF IPOD OR MP3 PLAYER (Q.94e=1) ASK [N=1308]:

Q.98 Do you watch or listen to NEWS podcasts on your iPod or other MP3 player, or not?

ASK IF "YES" (Q.98=1):

Q.98a How often do you listen to news podcasts? [READ]

		<u>April 2006</u>
8	Yes	8
	2 Every day	2
	2 A few times a week [OR]	3
	4 Less often	3
	* Don't know/Refused (VOL.-DO NOT READ)	0
92	No	92
*	Don't know/Refused (VOL.)	0
100		100

ASK IF HAS DVR (Q.94c=1) [N=1320]:

Q.99 Have you programmed your DVR or Tivo to record any news programs regularly, or not?

		<u>April 2006</u>
22	Yes	17
78	No	83
*	Don't know/Refused (VOL.)	*
100		100

⁴⁸ In 2006 news on cell phones and PDAs were asked as two separate questions. Results reported here combine responses to those two questions [N=2399].

ASK ALL:

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

IF ANSWERED 3, 4, 5 OR 9 IN PARTY, ASK:

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

				(VOL.) No	(VOL.) Other	(VOL.) DK/ Ref	Lean Rep	Lean Dem
	Republican	Democrat	Independent	Preference	Party			
May, 2008	25	36	29	5	1	4=100	8	14
April, 2008	24	37	31	5	1	2=100	11	15
March, 2008	24	38	29	5	*	4=100	9	14
Late February, 2008	24	38	32	3	*	3=100	10	17
Early February, 2008	26	35	31	5	*	3=100	11	14
January, 2008	24	33	37	4	*	2=100	12	18
Late December, 2007	25	32	36	4	*	3=100	12	18
November, 2007	28	33	32	4	1	2=100	9	16
October, 2007	25	37	33	3	*	2=100	11	17
September, 2007	27	32	32	6	*	3=100	8	16
August, 2007	26	32	32	5	1	4=100	10	16
July, 2007	27	32	34	4	*	3=100	11	17
June, 2007	25	34	32	6	*	3=100	10	17
April, 2007	25	28	40	5	*	2=100	13	17
March, 2007	25	36	33	3	*	3=100	12	16
February, 2007	25	34	34	4	*	3=100	10	18
Mid-January, 2007	24	35	34	3	*	4=100	12	18
Early-January, 2007	23	31	39	4	*	3=100	12	18
Yearly Totals								
2007	25.4	32.9	33.7	4.6	.4	3.1=100	10.7	16.7
2006	27.6	32.8	30.3	5.0	.4	3.9=100	10.2	14.5
2005	29.2	32.8	30.3	4.5	.3	2.8=100	10.2	14.9
2004	29.5	33.1	30.0	4.0	.4	3.0=100	11.8	13.6
2003	29.8	31.4	31.2	4.7	.5	2.5=100	12.1	13.0
2002	30.3	31.2	30.1	5.1	.7	2.7=100	12.6	11.6
2001	29.2	33.6	28.9	5.1	.5	2.7=100	11.7	11.4
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6=100	11.7	9.4
2001 Pre-Sept 11	28.2	34.6	29.5	5.0	.5	2.1=100	11.7	12.5
2000	27.5	32.5	29.5	5.9	.5	4.0=100	11.6	11.6
1999	26.6	33.5	33.7	3.9	.5	1.9=100	13.0	14.5
1998	27.5	33.2	31.9	4.6	.4	2.4=100	11.8	13.5
1997	28.2	33.3	31.9	4.0	.4	2.3=100	12.3	13.8
1996	29.2	32.7	33.0	5.2=100			12.7	15.6
1995	31.4	29.7	33.4	5.4=100			14.4	12.9
1994	29.8	31.8	33.8	4.6=100			14.3	12.6
1993	27.4	33.8	34.0	4.8=100			11.8	14.7
1992	27.7	32.7	35.7	3.9=100			13.8	15.8
1991	30.9	31.4	33.2	4.5=100			14.6	10.8
1990	31.0	33.1	29.1	6.8=100			12.4	11.3
1989	33	33	34=100					
1987	26	35	39=100					

ASK ALL:

EMPLOY Are you now employed full-time, part-time or not employed?

53	Full-time
12	Part-time
34	Not employed
<u>1</u>	Don't know/Refused (VOL.)
100	

ASK IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2) [N=2231]:

Q.100 On a typical day, about how long does it take you to get to work? [DO NOT READ]

9	Work at home/no time
29	Less than 15 minutes
33	15 to less than 30 minutes
19	30 minutes to less than 1 hour
8	1 hour or more
<u>2</u>	Don't Know/Refused
100	

ASK IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2) AND COMMUTE (Q.100=2, 3, 4, 5, 9) [N=2009]:

Q.101 How do you usually get to work? [ACCEPT MULTIPLE RESPONSES]

PRECODE CATEGORIES

4	Walk
85	Drive yourself
5	Carpool/share ride
5	Take mass transit (train, bus, subway, etc.)
2	Some other way (SPECIFY_____)
*	Don't know/Refused

ASK IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2) AND COMMUTE (Q.100=2, 3, 4, 5, 9) [N=2009]:

Q.102 Do you typically get any news during your commute to work?

56	Yes
43	No
<u>1</u>	Don't know/Refused (VOL.)
100	

ASK IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2) [N=2231]:

Q.103 Is it important for your job that you keep up with the news, or not?

		<u>April 2006</u>	<u>April 2004</u>
30	Yes	35	31
70	No	64	68
*	Don't Know/Refused (VOL.)	<u>1</u>	<u>1</u>
100		100	100

ASK IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2) [N=2231]:

Q.104 Do you regularly go online from work, or not?

44	Yes
56	No
*	Don't know/Refused (VOL.)
100	

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
MAY 2008 POLITICAL/BELIEVABILITY SURVEY
FINAL TOPLINE
 May 21-25, 2008
 N=1505

B.1/B.2 ASK EACH RESPONDENT A RANDOM EIGHT (8) OF THE FOLLOWING ITEMS IN B.1 AND A RANDOM SEVEN (7) OF THE FOLLOWING ITEMS IN B.2 (EXCLUDING ANY ITEMS RECEIVED IN B.1):

B.1 As I name some organizations, please rate how much you think you can BELIEVE each that 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, and "1" means you believe almost nothing of what they say. First, how would you rate the believability of **(READ ITEM. RANDOMIZE LIST)** on this scale of 4 to 1? How about **[NEXT ITEM]? [IF NECESSARY: How would you rate the believability of (NEXT ITEM) on this scale of 4 to 1 where "4" means you can believe all or most of what the organization says, and "1" means you believe almost nothing of what they say?]** **(INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")**¹

	Believe				Cannot Believe	(VOL.) Never Heard of	(VOL.) Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>			
a. USA Today							
Late May, 2008	13	35	26	8	2	16=100	(N=1002)
June, 2006	15	30	25	10	2	18=100	
May, 2004	15	32	22	8	2	21=100	
May, 2002	15	36	19	6	1	23=100	
May, 2000	17	31	20	7	2	23=100	
May, 1998	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	

9 B.1 and B.2 were asked at different points in the survey. B.2 asked "Please rate how much you think you can BELIEVE each that I name on a scale of 4 to 1, using the same scale we used earlier..."

B.1/B.2 CONTINUED...

	Believe <u>4</u>	<u>3</u>	<u>2</u>	Cannot Believe <u>1</u>	(VOL.) Never Heard <u>of</u>	(VOL.) Can't Rate
b. ABC News						
Late May, 2008	22	37	25	9	1	6=100 (N=1044)
June, 2006	20	39	23	10	*	8=100
May, 2004	22	36	24	9	*	9=100
May, 2002	22	43	19	6	*	10=100
May, 2000	26	36	20	6	*	12=100
May, 1998	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						
Late May, 2008	20	34	17	8	2	19=100 (N=1039)
June, 2006	19	29	17	8	3	24=100
May, 2004	18	31	17	8	1	25=100
May, 2002	22	29	11	4	1	33=100
May, 2000	27	24	9	6	4	30=100
May, 1998	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						
Late May, 2008	21	39	23	8	1	8=100 (N=997)
June, 2006	18	37	26	12	1	6=100
May, 2004	17	33	30	12	*	8=100
May, 2002	20	39	25	9	0	7=100
May, 2000	23	38	24	8	*	7=100
May, 1998	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						
Late May, 2008	14	37	27	8	3	11=100 (N=1001)
June, 2006	14	31	27	10	3	15=100
May, 2004	15	33	26	8	2	16=100
May, 2002	14	35	22	7	4	18=100
May, 2000	16	32	22	7	5	18=100
May, 1998	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

B.1/B.2 CONTINUED...

		Believe			Cannot Believe	(VOL.) Never Heard	(VOL.) Can't Rate
		<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>of</u>	
f.	CNN						
	Late May, 2008	28	36	18	9	1	8=100 (N=1020)
	June, 2006	25	35	20	10	1	9=100
	May, 2004	29	36	17	8	1	9=100
	May, 2002	32	34	15	6	1	12=100
	May, 2000	33	32	14	5	1	15=100
	May, 1998	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						
	Late May, 2008	23	40	21	11	*	5=100 (N=1021)
	June, 2006	21	39	24	8	*	8=100
	May, 2004	22	39	24	9	*	6=100
	May, 2002	23	43	19	6	*	9=100
	May, 2000	26	37	21	7	*	9=100
	May, 1998	28	42	20	4	*	6=100
	April, 1996	28	46	18	5	*	3=100
	February, 1993	31	42	18	6	*	3=100
	August, 1989	32	47	14	2	*	5=100
	June, 1985	31	51	12	1	*	5=100
h.	CBS News						
	Late May, 2008	20	36	26	10	1	7=100 (N=1015)
	June, 2006	20	34	27	10	1	8=100
	May, 2004	22	35	24	9	1	9=100
	May, 2002	23	41	19	6	*	11=100
	May, 2000	26	37	20	7	*	10=100
	May, 1998	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						
	Late May, 2008	18	30	16	7	8	21=100 (N=1058)
	June, 2006	18	27	19	7	6	23=100
	May, 2004	20	28	18	7	4	23=100
	May, 2002	18	26	12	5	8	31=100
	May, 2000	21	24	11	6	10	28=100
	May, 1998	20	26	12	4	12	26=100
	April, 1996	19	24	12	9	10	26=100
j.	Time Magazine						
	Late May, 2008	18	36	19	9	1	17=100 (N=1026)
	June, 2006	17	31	22	11	1	18=100
	May, 2004	18	33	20	10	*	19=100
	May, 2002	18	35	16	7	1	23=100

B.1/B.2 CONTINUED...

	Believe			Cannot Believe	(VOL.) Never Heard	(VOL.) Can't Rate
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>of</u>	
May, 2000	22	30	16	6	2	24=100
May, 1998	21	38	17	4	1	19=100
June, 1985	27	38	10	2	*	23=100
k. People Magazine						
Late May, 2008	6	17	32	27	2	16=100 (N=1011)
June, 2006	6	12	32	30	2	18=100
May, 2004	6	15	32	25	1	21=100
May, 2002	7	20	31	15	1	26=100
May, 2000	8	18	30	20	2	22=100
May, 1998	8	21	34	16	1	20=100
June, 1985	8	22	28	12	1	29=100
l. Newsweek						
Late May, 2008	13	37	23	8	2	17=100 (N=1018)
June, 2006	15	35	23	8	1	18=100
May, 2004	14	34	20	9	1	22=100
May, 2002	14	37	16	5	2	26=100
May, 2000	17	32	17	7	2	25=100
May, 1998	19	40	16	5	1	19=100
June, 1985	23	40	9	2	*	26=100
m. The National Enquirer						
Late May, 2008	4	8	11	61	3	13=100 (N=1047)
June, 2006	5	6	11	59	2	17=100
May, 2004	4	6	9	61	2	18=100
May, 2002	3	5	11	60	1	20=100
May, 2000	3	3	8	68	2	16=100
May, 1998	3	4	11	69	1	12=100
June, 1985	4	7	11	54	1	23=100
n. The NewsHour with Jim Lehrer						
Late May, 2008	14	22	19	8	15	22=100 (N=1052)
June, 2006	14	21	16	9	13	27=100
May, 2004	13	20	16	8	8	35=100
May, 2002	13	20	13	5	18	31=100
May, 2000	13	18	13	8	18	30=100
May, 1998	15	21	12	5	19	28=100
June, 1985 ²	18	17	6	2	29	28=100
o. Your local TV news						
Late May, 2008	27	40	21	8	*	4=100 (N=1002)
June, 2006	22	38	25	10	*	5=100
May, 2004	23	36	27	9	*	5=100
May, 2002	26	39	22	7	*	6=100
May, 2000	30	39	19	6	*	6=100
May, 1998	32	38	19	6	*	4=100
June, 1985	34	47	13	1	*	5=100

B.1/B.2 CONTINUED...

				Cannot Believe	(VOL.) Never Heard	(VOL.) Can't Rate
				<u>1</u>	<u>of</u>	<u>Rate</u>
				<u>2</u>		
				<u>3</u>		
				<u>4</u>		
Believe						
NO ITEM p.						
q.	60 Minutes					
	Late May, 2008	27	36	21	7	1 8=100 (N=1044)
	June, 2006	24	34	22	9	1 10=100
	May, 2004	29	33	19	9	* 10=100
	May, 2002	30	39	15	5	* 11=100
	May, 2000	31	37	17	7	* 8=100
	May, 1998	32	37	20	4	* 7=100
r.	MSNBC					
	Late May, 2008	21	34	22	10	2 11=100 (N=1018)
	June, 2006	17	34	24	8	2 15=100
	May, 2004	18	36	22	8	2 14=100
	May, 2002	21	34	17	5	4 19=100
	May, 2000	19	29	15	6	8 23=100
s.	National Public Radio					
	Late May, 2008	19	23	18	10	12 18=100 (N=1025)
	June, 2006	17	27	20	12	4 20=100
	May, 2004	17	25	22	12	3 21=100
	May, 2002	16	28	20	7	6 23=100
	May, 2000	16	21	18	8	13 24=100
	May, 1998	13	34	17	7	7 22=100
NO ITEM t.						
u.	The Fox News CABLE Channel					
	Late May, 2008	21	32	21	15	2 9=100 (N=1015)
	June, 2006	22	29	21	15	1 12=100
	May, 2004	21	33	23	9	1 13=100
	May, 2002	19	34	20	6	2 19=100
	May, 2000	19	28	19	9	3 22=100
v.	U.S. News & World Report					
	Late May, 2008	16	37	19	8	4 16=100 (N=1030)
	June, 2006	17	32	23	7	3 18=100
	May, 2004	19	32	20	6	2 21=100
	May, 2002	18	33	14	5	4 26=100
w.	The New York Times					
	Late May, 2008	14	32	19	14	2 19=100 (N=1071)
	June, 2006	15	26	19	14	2 24=100
	May, 2004	16	31	18	10	2 23=100
x.	BBC, the British Broadcasting Corporation					
	Late May, 2008	14	24	16	11	12 23=100 (N=1019)

ASK ALL:

B.3 Do you ever go online to access the internet or to send and receive email?

65 Yes
 35 No
 * Don't know/Refused (VOL.)
 100

IF 'ONLINE' (B.3=1), ASK:

B.4 As I name a few ONLINE news sources, please rate how much you think you can BELIEVE each site on the same scale of 4 to 1. How would you rate the believability of **(READ ITEM. RANDOMIZE LIST WITH ITEMS a-c FOLLOWED BY RANDOMIZED ITEMS d-g)** on this scale of 4 to 1? **(INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE.")**³

BASED ON ONLINE USERS [N=956]:

					(VOL.)	(VOL.)
	Believe			Cannot	Never	
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	Heard	Can't
					<u>of</u>	<u>Rate</u>
a. AOL News						
Late May, 2008	5	26	26	10	3	30=100
May, 2000	13	26	10	6	22	23=100
b. Yahoo News						
Late May, 2008	9	36	26	7	2	20=100
May, 2000	21	33	17	3	8	18=100
c. Google News						
Late May, 2008	9	35	22	8	3	23=100
d. Salon						
Late May, 2008	2	6	13	9	49	21=100
May, 2000	2	1	6	7	65	19=100
e. Slate						
Late May, 2008	2	9	14	8	46	21=100
May, 2000	1	1	6	6	68	18=100
f. Drudge Report						
Late May, 2008	3	15	16	10	33	23=100
g. Huffington Post						
Late May, 2008	2	12	15	12	36	23=100

11 In 2000 the question asked about "AOL News channel" and "Yahoo."